



A Project Sponsored by the Douglas County Board of Commissioners

TECHNICAL REPORT #1

EXISTING CONDITIONS

DOUGLAS COUNTY TRANSPORTATION SERVICES STUDY

DOUGLAS COUNTY BOARD OF COMMISSIONERS

August 2015

EXISTING CONDITIONS

Contents

Introduction and Purpose.....	4
Douglas County Profile	5
Prior Plans and Studies	19
Existing and Planned Services.....	29
Appendix.....	47

Figures

Figure 1: Study Area with Three-Mile Buffer4

Figure 2: Douglas County Courthouse and Government Offices.....5

Figure 3: Population Estimates 1970-2040.....6

Figure 4: Employment: Concentration of Workers.....8

Figure 5: Views of the Douglas County Multi-Modal Transportation Center9

Figure 6: Where Douglas County Residents Work.....10

Figure 7: Modes of Commuting by Douglas County Residents11

Figure 8: Distribution of Senior Citizens13

Figure 9: Distribution of People Under Age 16.....14

Figure 10: Household Vehicle Availability15

Figure 11: Workers Employed Part-Time on a Year-Round Basis.....16

Figure 12: Individuals Living with Disabilities18

Figure 13: Existing Transit Routes and Stops Within Study Area.....29

Figure 14: Douglas County Rideshare Vanpool Destinations31

Figure 15: Screenshot of Uber Service Area in Metro Atlanta34

Figure 16: Paper Version of the DCTSS Project Survey Distributed in Spring 2015.....43

Figure 17: Graphic Representation of Menu of Potential Service Options for Douglas County45

Figure 18: Vanpools Leaving From the Douglas County Multi-Modal Transportation Center51

Figure 19: Vanpool Routes Leaving from the Douglas Boulevard Park-and-Ride Lot.....52

Figure 20: Vanpool Routes Leaving from the Post Road Park-and-Ride Lot.....53

Figure 21: Vanpool Routes Leaving from the First Presbyterian Church in Douglasville54

Figure 22: Vanpool Routes Leaving from Lithia Springs Park55

Figure 23: Vanpool Routes Leaving from Thornton Road Wal-Mart.....56

Tables

Table 1: 2010 Census Demographics: Douglas County.....7

Table 2: Douglas County Workers in Regional Employment Centers.....10

Table 3: Top 10 Employers in Douglasville and Douglas County11

Table 4: Typical Commute Departure Times (leaving for work).....12

Table 5: People Living with Disabilities in Douglas County.....17

Table 6: Affordability of Housing and Transportation In and Around Douglas County20

Table 7: 2010 Demographic Comparison to Nearby Counties47

Table 8: 2010 Demographic Comparison to Areas within and Adjacent to Douglas County48

Table 9: Demographic Comparison to Areas within and Adjacent to Douglas County49

Table 10: Demographic Comparisons to Neighboring Counties.....50

Introduction and Purpose

This is the first in a series of three technical reports for the Douglas County Transportation Services Study. The purpose of this report is to summarize the existing travel, demographic, and other conditions in Douglas County today for the purpose of identifying transportation needs of all residents and to develop potential options for new improved services.

This report looks at the general characteristics and demographic composition of Douglas County, as well as factors that affect mobility such as employment, income, commuting patterns, the transportation network and services available to Douglas County residents and employees. In an effort to ensure that this study takes into account the needs of all Douglas County residents, the report pays special attention to people with limited mobility – those who are unwilling or unable to drive because of age, income, lack of vehicles, ability, or other reasons. It also addresses previously written plans for the area, current travel patterns and services, and explores potential options for the future. The report includes the following components:

- Demographics and community profile, including vulnerable populations or groups with special needs
- Prior and ongoing studies and plans
- Inventory and assessment of existing services
- Travel patterns and impediments to travel
- Portfolio of potential future services

The information presented in this report summarizes the research, analysis, and findings related to these components with regard to Douglas County, its adjacent counties, and the surrounding region. The memo describes the Douglas County community and existing and planned transportation services in and around Douglas County (provided by the County, neighboring counties, regional agencies, and commercial operations). It also summarizes how people currently move around the county, and the menu of potential future options developed for consideration by the County Board of Commissioners and the County's Department of Transportation (DOT).

An understanding of where people are traveling, how they are getting there, and their impediments to travel are required to determine transportation needs. The study area for this analysis includes all of Douglas County and a three-mile buffer area from the county boundary, as shown at right. The intent of the three-mile area of

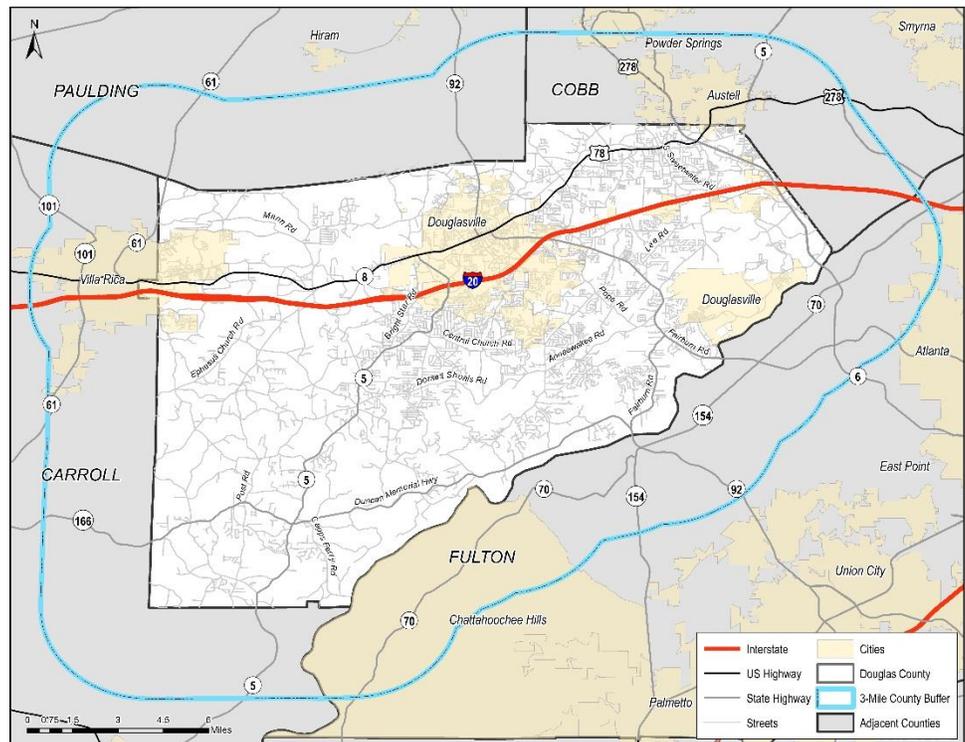


Figure 1: Study Area with Three-Mile Buffer

influence outside of Douglas County is to coordinate any recommended transportation services with neighboring jurisdictions and the Atlanta region as a whole.

Douglas County Profile

Overview

Douglas County, Georgia is located just west of the City of Atlanta, outside of Interstate 285 (I-285), locally known as “the Perimeter,” that rings in-town Atlanta neighborhoods. Douglas County is part of the ten-county metropolitan region, as well as the Atlanta-Roswell-Sandy Springs Metropolitan Statistical Area (MSA). Douglas County benefits from its close proximity to many employment centers and the City of Atlanta, as well as Hartsfield Jackson Atlanta International Airport. It was formed from portions of Campbell and Carroll Counties in 1870 during Reconstruction following the Civil War and comprises approximately 200 square miles. In 1883, the Georgia Western Railroad constructed a route through Douglasville, the seat of Douglas County and its most populous city. Its other cities include the City of Villa Rica, the City of Lithia Springs, and the City of Austell.



Figure 2: Douglas County Courthouse and Government Offices

Today, Douglas County is characterized largely by suburban and rural land uses, including residential neighborhoods and subdivisions with a variety of housing types, transitional and commercial corridors, and neighborhood centers. It also includes industrial sites, a significant regional mall (Arbor Place Mall), and numerous natural and recreational assets, including Sweetwater Creek State Park, the Clifton Nature Preserve, as well as several water bodies including the Dog River. There is a County government complex, including the County Courthouse and county offices located immediately east of the Douglas County Medical Center, the county’s major hospital. The County’s largest senior center and the County’s Multi-Modal Transportation Center are also both located in this area.

Population Trends

The county experienced rapid population growth during the 1970s and 1980s, growing by about 90% from 1970 to 1980 and 30% from 1980 to 1990, according to the Atlanta Regional Commission’s (ARC) population estimates.¹ Although the growth rate slowed somewhat through 2000, it picked up again in the early part of the 21st century, growing by about 43% from 2000 to 2010, including the multi-year Great Recession, and continuing to add population since that time. By the 2010 Census, population had grown to 132,403 and as of 2013, Douglas County was home to approximately 133,486 people according to American Community Survey five-year estimates. The ARC projects Douglas County will continue to grow over the next 25 years, reaching more than 200,000 people by 2040, or about 50% over its current level.

Mimicking population growth and housing trends throughout the 10-county region, Douglas County experienced growth in housing throughout the 1990s and into the early 2000s, adding 16,847 new housing units overall between 2000 and 2010. In keeping with this trend, Douglas County experienced a major uptick in residential building permits

¹ The Atlanta Regional Commission (ARC) is the regional planning and intergovernmental coordination agency and designated Metropolitan Planning Organization (MPO) for the 10-county Atlanta region. ARC engages in a variety of planning and transportation activities, including providing demographic data and forecasting.

issued over the period from 1997 to 2002, when permits peaked at just over 3,000 annually. A period of steady decline in new home building followed through 2011, though population continued to grow during this time (the county was still issuing new permits each year, just generally fewer than it had the previous year). In the past few years, Douglas County has begun to see residential construction pick up again. The ARC estimates that Douglas County issued a couple hundred residential building permits in 2013. Similarly, ARC finds that the county had fewer vacant housing units in the first quarter of 2014 than it did in the first quarter of 2013.

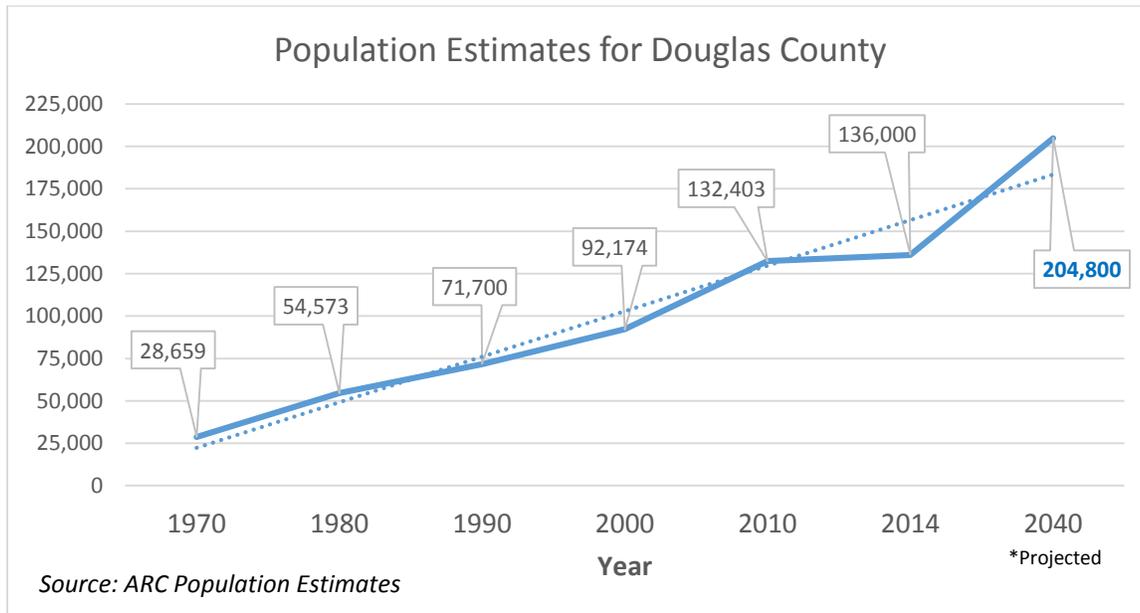


Figure 3: Population Estimates 1970-2040

As Douglas County has grown, it has become increasingly diverse in terms of race and ethnicity. It is generally more racially diverse than many of the surrounding counties, with only Fulton County being more diverse. From 2000 to 2010, Douglas County gained population in each race category except white. According to the 2010 decennial census, Douglas County is 53% white/Caucasian, 40% black/African American, 1% Asian, and 6% mixed or other races. About 8% of residents are Hispanic or Latino. ARC forecasts predict that the county will continue to grow more diverse over the next 25 years as many other communities across the U.S. will.

Douglas County is also growing in both the oldest and youngest subsets of the population. Median age lies in between that of the surrounding counties, at 35.3 years – about one year older than in Carroll and Paulding, but one to two years younger than in Coweta and Cobb counties. Douglas County’s senior population (age 65 and older) rose by 38% from 2000 to 2010, and accounts for roughly 12% of the total population as of 2013. The percentage of children under 18 has also grown slightly, increasing from 27.6% in 2000 to 28.3% in 2010, and was estimated to be holding steady at about 27.9% in 2013.

Employment and Income

Employment in Douglas County peaked just prior to the Great Recession in 2008 at 40,698, then fell to 36,311 in 2010, according to the Georgia Department of Labor, but has steadily been climbing since then. ARC forecasts project continued job growth in the coming decades, reaching 88,100 jobs by 2040, a more than 100% increase over 2010 (est. 37,600). Douglas County’s unemployment rate rose to 11.4% in 2009 and has been decreasing at a moderate

rate since that time. As of April 2015, 63,370 Douglas County residents were employed and the unemployment rate was 6.2%².

Table 1: 2010 Census Demographics: Douglas County

	#	%
Total Population	132,403	100.0%
Race & Ethnicity		
White/Caucasian	69,458	52.5%
Black/African American	52,290	39.5%
Asian	1,904	1.4%
American Indian and Alaska Native	399	0.3%
Native Hawaiian and Other Pacific Islander	137	0.1%
Some Other Race	5,058	3.8%
Two or More Races	3,157	2.4%
Hispanic or Latino (Any Race)	11,125	8.4%
Age Groups		
Senior Population (65 and over)	11,244	8.5%
Youth Population (19 and under)	41,203	31.1%

Source: 2010 US Decennial Census (100% count data)

According to an analysis conducted in 2012 by the ARC, Douglas County had 35,446 filled jobs and 48,406 employed residents, for a net outflow of 13,161 jobs – the fourth highest in the region (after Paulding, Henry, and Coweta Counties).

Educational service, health care, and social service is the industry cluster with the highest proportion of jobs (18.7%), followed by retail trade (12.8%), professional, scientific, management, and administrative and waste management services (11.4%), and transportation and warehousing (9.7%).

Median annual household income in Douglas County was \$52,691 according to the American Community Survey five-year estimates (2009-2013). This is slightly higher than for the State of Georgia overall (\$49,179) and Fulton County (\$56,857), but lower than other neighboring counties, including Cobb (\$63,290); Paulding (\$61,837), and Carroll (\$58,875). About 16% of all individuals in Douglas County had below-poverty income during this same period, compared to 18% in Georgia, 13% in Cobb, 18% in Fulton, 11% in Paulding, and 19% in Carroll. Poverty rates for families with children under 18 was slightly higher (19.7%), and poverty among senior adults over age 65 was lower (10.1%).

Figure 4: Employment: Concentration of Workers shows the number of individuals age 16 and over who were employed at the time of the ACS estimates in 2013. The darker the green, the more employed people live in that area. As the map illustrates, Douglas County’s employed population is relatively spread out across the County, with pockets of more employed people tending to live in and around Douglasville and in the north-central portion of the County.

² U.S. Bureau of Labor Statistics.

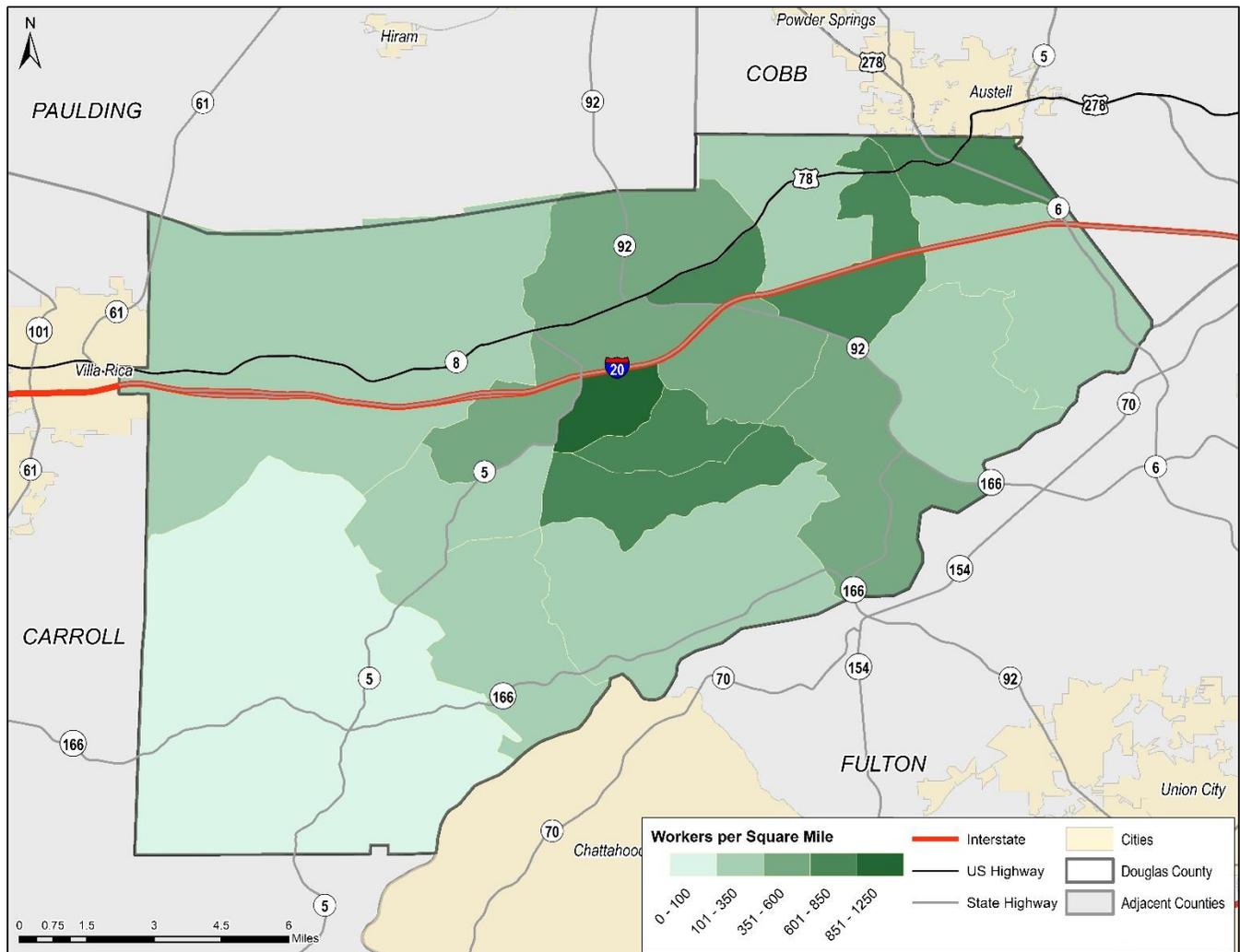


Figure 4: Employment: Concentration of Workers

Transportation and Travel Patterns

Douglas County is bisected by Interstate 20 (I-20) which runs east-west along the entire length of the county, and has seven interchanges within Douglas County. Other major roads serving Douglas County include US 78 (Bankhead Highway), which runs parallel to and north of I-20 and provides connections to the surrounding counties and employment centers. State roads serving the county include SR 92 (Fairburn Road), SR 5 (Bill Arp Road), SR 6 (Thornton Road), SR 166 (Duncan Memorial Highway). SR 92 is a major north-south corridor, providing important connections between perpendicular east-west roads throughout the County, while SR 6 is a major link to the Hartsfield Jackson Atlanta International Airport, I-20, and the Norfolk Southern (NS) Whitaker Intermodal Terminal in Austell.

Freight handling and distribution is also significant in Douglas County, and according to the County’s 2008 Comprehensive Transportation Plan (CTP), is increasing dramatically. Freight goods are handled primarily by the Norfolk-Southern (NS) rail line that runs east-west, north of I-20, parallel to Bankhead Highway (and into the Whitaker

Terminal in Austell), but also by trucks, which mainly use I-20. The County is attracting new employers who rely on the freight system, primarily highways.

The dominant form of transportation throughout Douglas County is a personal vehicle. Douglas County has a commuter-oriented

Rideshare Services program that operates work-trip vanpools, provides transportation assistance to senior adults and individuals with disabilities, offers carpool- or ride- matching assistance, and is involved in local and regional transit and transportation planning activities. The division also builds and maintains commuter facilities, including the Douglas County Multi-



Figure 5: Views of the Douglas County Multi-Modal Transportation Center

Modal Transportation Center in Douglasville. The center is the hub for vanpools, carpools, and express bus service, and has 650 parking spaces. It is open Monday through Friday from 5:00 a.m. to 7:00 p.m.

As of 2015, the County operates 58 commuter vanpools serving approximately 500 regular participants. It also offers a Transportation Voucher Program for senior adults (age 60 and over) and individuals with disabilities, to assist with “quality of life” trips for shopping, entertainment, and visiting friends or family. The vanpools are operated through Douglas County Rideshare in partnership with many different groups and organizations, including local Transportation Management Associations (TMAs), Community Improvement Districts (CIDs), and large employers. Vanpool routes serve major employment centers throughout Metro Atlanta, including but not limited to locations in Alabama, Cobb County, Perimeter Center in North Fulton County, Downtown and Midtown Atlanta, Decatur, Chamblee-Tucker, and Emory and Centers for Disease Control locations in DeKalb County. Rideshare also assists with helping form carpools for commuters whose work sites are not serviced by vanpools. ARC identified the percentage of workers from each county that work in the top ten regional employment centers. The table below shows this data for Douglas County.

The Georgia Regional Transportation Authority (GRTA) operates express commuter bus service along three routes between Douglas County and Downtown and Midtown Atlanta during the week:

- 460 – Multi-Modal Transportation Center to Downtown Atlanta
- 461/462 - Douglas Boulevard to Multi-Modal Transportation Center to Midtown Atlanta
- 470 - Thornton Road to Downtown Atlanta

More details about transportation services and programs are included in the Existing Services section (page 29).

Table 2: Douglas County Workers in Regional Employment Centers

Employment Center	% Douglas County workers
Buckhead	1.4%
City Center (Atlanta)	2.4%
Cumberland	2.2%
Emory	0.7%
Gwinnett/I-85	0.5%
Hartsfield-Jackson	2.5%
Midtown Atlanta	1.9%
Peachtree Corners	0.6%
Perimeter	0.8%
Town Center	2.2%

Source: ARC Regional Snapshot 2012

More than 35,000 people (about 60% of workers living in the County) commute out of Douglas County every day for work, while 2% commute outside of Georgia, and about 22,000 workers stay within Douglas County for work. **This is a higher proportion of out-of-county commuters than in all of the neighboring counties except for Paulding.** The average commute time for Douglas County residents is 31.8 minutes – also slightly less than that of all neighboring counties, except for Paulding. In fact, 40% of Douglas County workers spend between 30 and 60 minutes getting to and from work each day, and nearly 14% commute more than an hour each way.

Many workers commute into Atlanta, but a substantial proportion work in other locations, such as: the Anniston Army Depot in Alabama; Alpharetta, Norcross, and Carrollton, GA; Hartsfield-Jackson International Airport; Lockheed Martin (Cobb County); the Internal Revenue Service and other locations in Chamblee/Tucker; Perimeter Center at I-285 North of Atlanta; and Emory University and Hospital, the Veterans Administration, and the Centers for Disease Control in Decatur and North Druid Hills, Georgia. The largest employer in Douglas County is the school district, which employs more than 3,380 people³. According to the Douglasville Development Authority and the Douglas County Economic Development Authority, the top employers in Douglas County collectively employ more than 8,100 people, and six of the top employers are located in Douglasville (see Table 3: Top 10 Employers in Douglas County below).

Douglas County is also home to several universities and colleges, including Georgia Highlands College, Mercer University, the Tanner Technical Institute at Strayer University, and West Georgia Technical College. These schools enroll full- and part- time students, impacting both peak and off-peak travel and commute patterns. In 2013, according to the American Community Survey five-year estimates, Douglas County was home to more than 9,700 college or university students. The County is also within 25 miles of other colleges and research universities, including Georgia Institute of Technology, Emory University, Spelman College, Morehouse College, Clark Atlanta University, Kennesaw State University, Southern Polytechnic and State University, and Georgia State University.

³ Douglas County School System

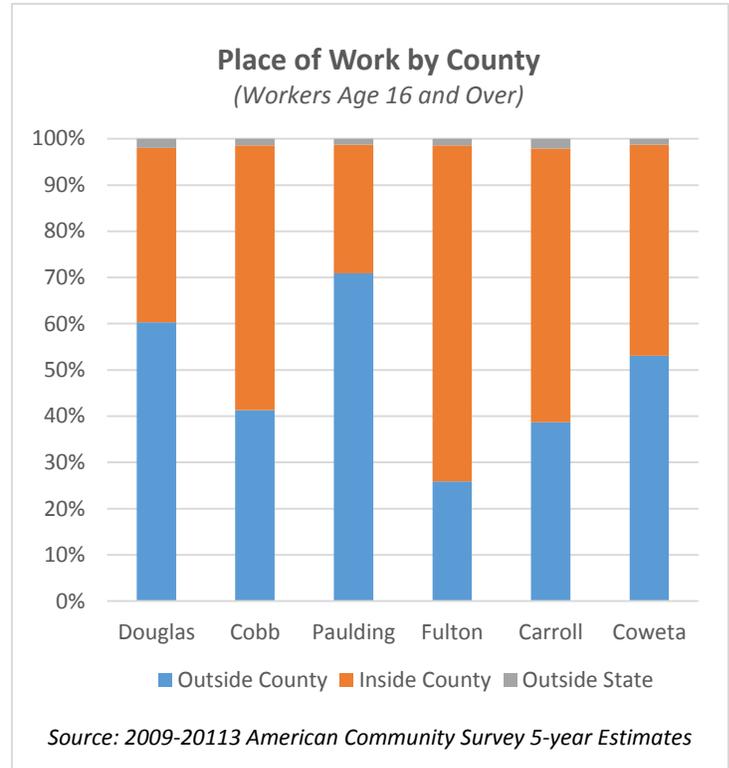


Figure 6: Where Douglas County Residents Work

Table 3: Top 10 Employers in Douglas County

Employer	# Employees	Location
Douglas County School System	3,380	Douglas County
Silver Line Building Products	1,200	Lithia Springs
Douglas County Government	875	City of Douglasville
WellStar Douglas Hospital	700	City of Douglasville
American Red Cross	450	City of Douglasville
APL Logistics	400	Lithia Springs
Google	350	Douglas County
Benton Georgia	300	City of Douglasville
Staples Customer Fulfillment Center	258	City of Douglasville
Medline Industries	250	City of Douglasville

Source: City of Douglasville Development Authority (2012); Douglas County Economic Development Authority (2015)

In 2010, the regional average one-way commute time was 30 minutes and with projected growth to more than eight (8) million people by 2040, the region’s transportation system will suffer additional congestion.⁴ More than 79% of all workers who live in Douglas County commute alone in a vehicle, while roughly 12% use some form of carpool – more than in any of the neighboring counties. Roughly 5% of Douglas County workers telecommute (work from home). Of those workers who commute to jobs outside of the County, a majority of them (88% or approximately 30,700 people) drive alone, despite the County’s robust vanpool program.

Table 4: Typical Commute Departure Times (leaving for work), below, is an approximate comparison between when all commuters (workers 16+ who do not work at home) leave for work and when the Douglas County vanpools depart their pick-up location. It is safe to say that vanpool commutes tend to be longer than the average commute overall, so it is not surprising that the vanpools tend to leave earlier than other commuters. The highest proportion of vanpools leave between 5:30 and 6:30 a.m., whereas for the general population, the highest proportion of people leave between 7:00 and 8:00 a.m.

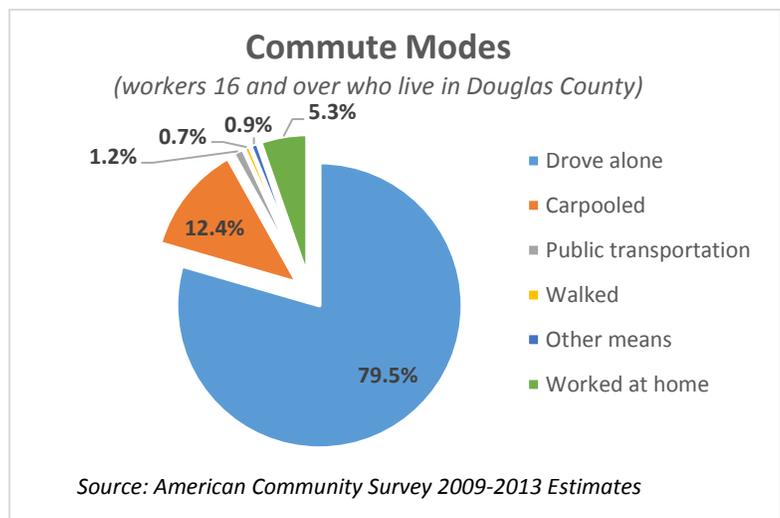


Figure 7: Modes of Commuting by Douglas County Residents

⁴ Atlanta Regional Commission Regional TDM Vanpool Assessment, 2013

Table 4: Typical Commute Departure Times (leaving for work)

Departure Time	Est. # All Commuters*	% All Commuters*	# Vanpools	% Vanpools
12:00 a.m. to 4:59 a.m.	2,586	4.7%	2	3.4%
5:00 a.m. to 5:29 a.m.	3,136	5.7%	10	16.9%
5:30 a.m. to 5:59 a.m.	3,136	5.7%	18	30.5%
6:00 a.m. to 6:29 a.m.	5,557	10.1%	18	30.5%
6:30 a.m. to 6:59 a.m.	4,896	8.9%	8	13.6%
7:00 a.m. to 7:29 a.m.	8,252	15.0%	1	1.7%
7:30 a.m. to 7:59 a.m.	6,107	11.1%	0	0.0%
8:00 a.m. to 8:29 a.m.	4,731	8.6%	0	0.0%
8:30 a.m. to 8:59 a.m.	2,421	4.4%	0	0.0%
9:00 a.m. to 11:59 p.m.	14,194	25.8%	2	3.4%
Totals:	55,016		59	

Source: American Community Survey, 2009-2013 5-year estimates & Douglas County Rideshare.

**Includes all modes of travel to work: driving alone, carpool, and alternatives like biking, walking, motorcycle, etc.*

Transportation-Dependent Populations

When examining transportation needs and services, it is important to take into consideration certain populations that may require more service than groups who own or have regular access to their own private transportation. Some groups have limited access to, are unable to, or have difficulty using existing transportation services because of physical or other limitations. Such groups may include young people, older adults, people with limited physical or other abilities, and people with low income. This section looks at the demographics and patterns of these groups in Douglas County, using 2009-2013 estimates from the American Community Survey (U.S. Census Bureau).

Seniors and Older Adults

Seniors and older adults (age 65+) live throughout all areas of Douglas County, but tend to be concentrated in the central and northeast portions. In total, there are an estimated 12,088 people 65 and older, representing 9% of the total population. The highest concentrations of seniors per square mile are found near the center of the County, around Douglasville, and the northern sections of SR 5 (Bill Arp Road) and SR 92 (Fairburn Road) where they meet with I-20. Depending on location, anywhere from 8% to 40% of seniors aged 65-74 were employed as of 2013 (average of 20% overall), an indication that seniors may also require transportation to and from work in addition to other errands.

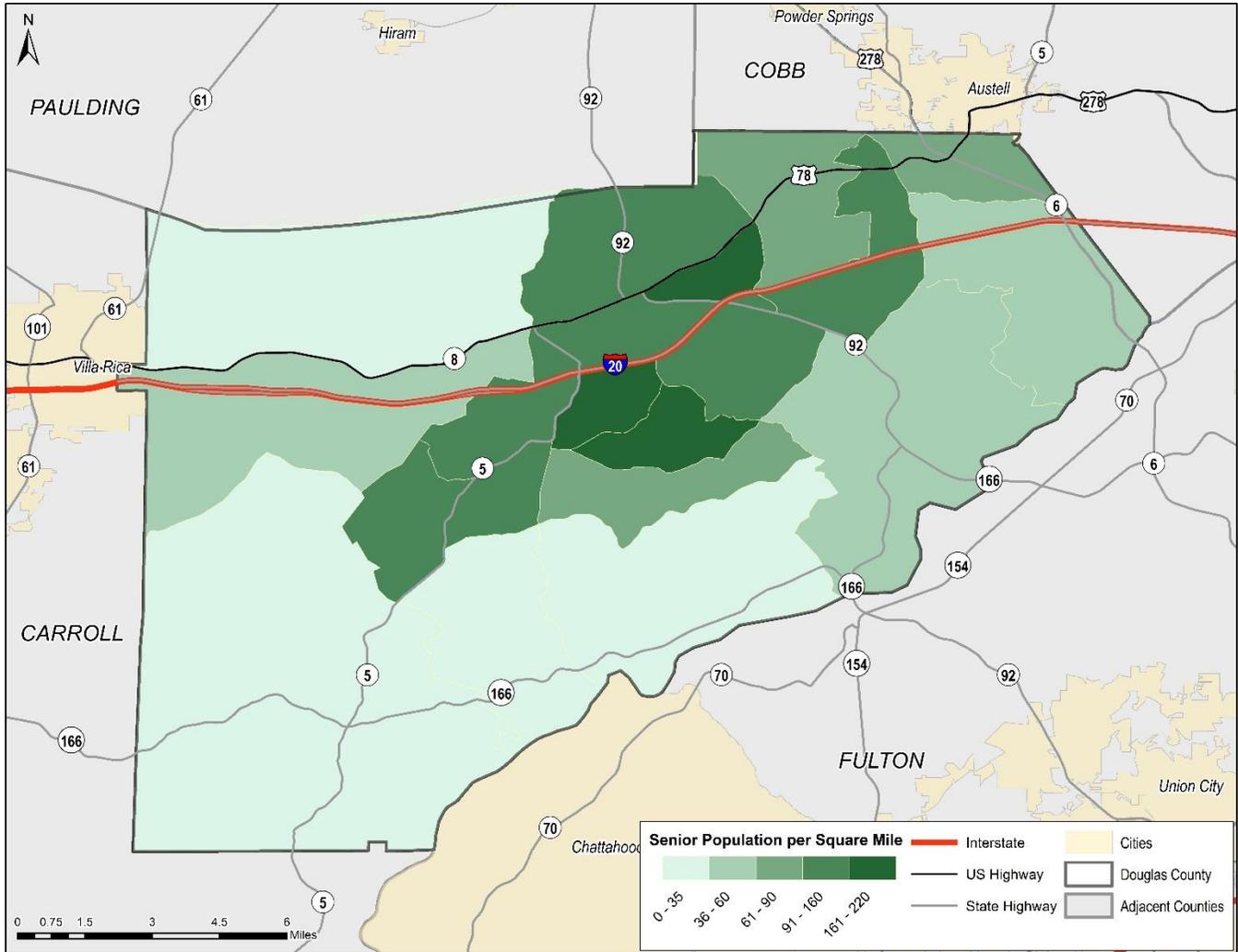


Figure 8: Distribution of Senior Citizens

Youth, Young Adults, and other Non-Drivers

While data on non-drivers as a group is difficult to obtain readily, it is possible to get a sense of how many people do not drive by looking both at populations under typical driving age (16) and households that do not have access to vehicles. The maps below illustrate concentrations of such groups within Douglas County, using 2009-2013 American Community Survey data.

In total, there are about 32,000 individuals under age 16 in Douglas County, representing about 24.6% of the total population. Figure 9: Distribution of People Under Age 16 shows the distribution of people under 16 who, for the most part, are not drivers. Youth tend to be concentrated in the eastern portions of the county, in and around Douglasville and Austell, and near Cobb and Fulton Counties.

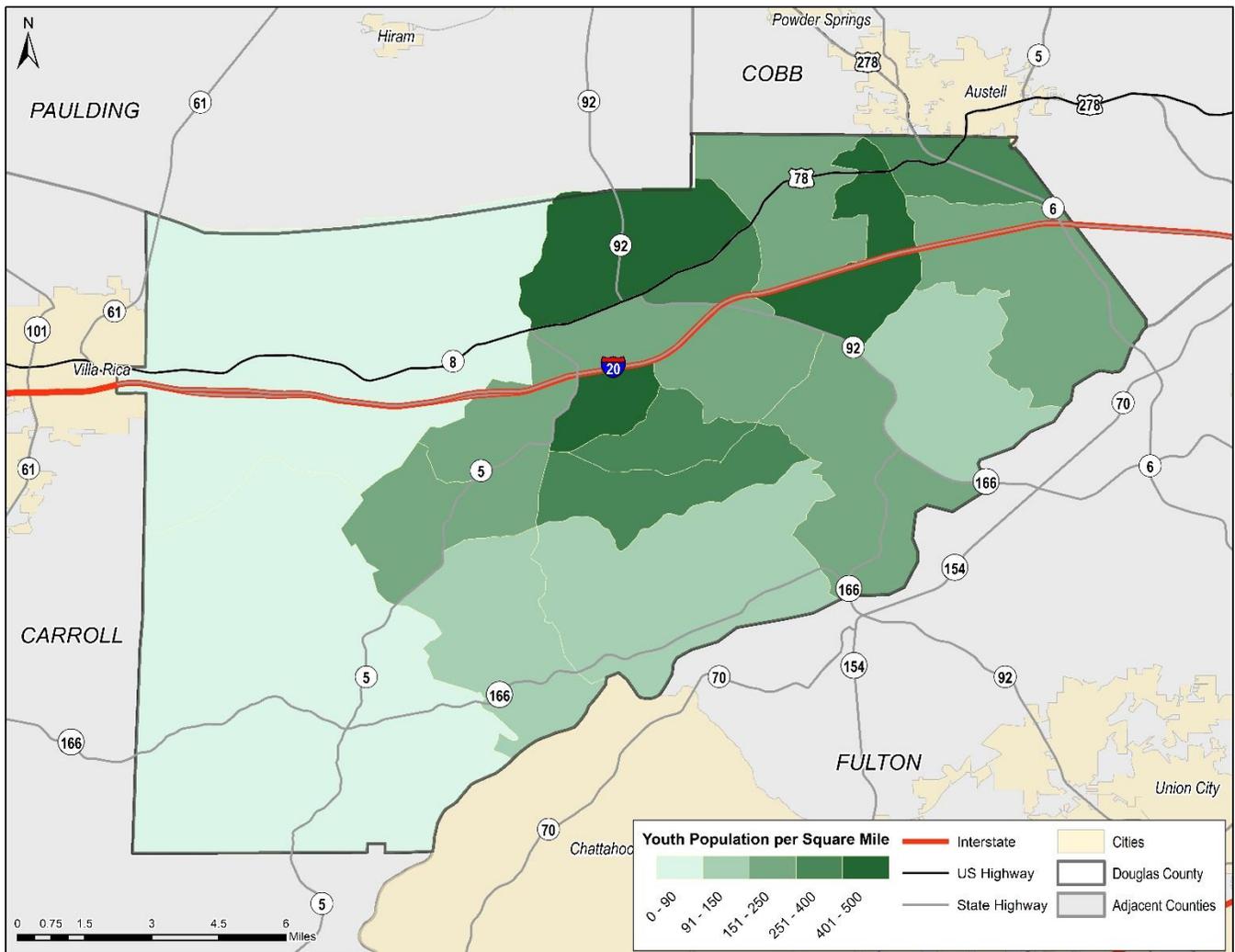


Figure 9: Distribution of People Under Age 16

Roughly 1,500 households in Douglas County (3.4%) do not have access to personal vehicles. The map in Figure 10 below shows that in some areas, especially in the north-central and northeast areas of the County, as many as 50-85 households per square mile do not have vehicles available. In some areas, as many as 300 households may not have access to vehicles. Furthermore, it is estimated that about 750 workers⁵ (just over 3%) in Douglas County do not have access to vehicles, and indicating these areas could benefit significantly from transportation services and improvements.

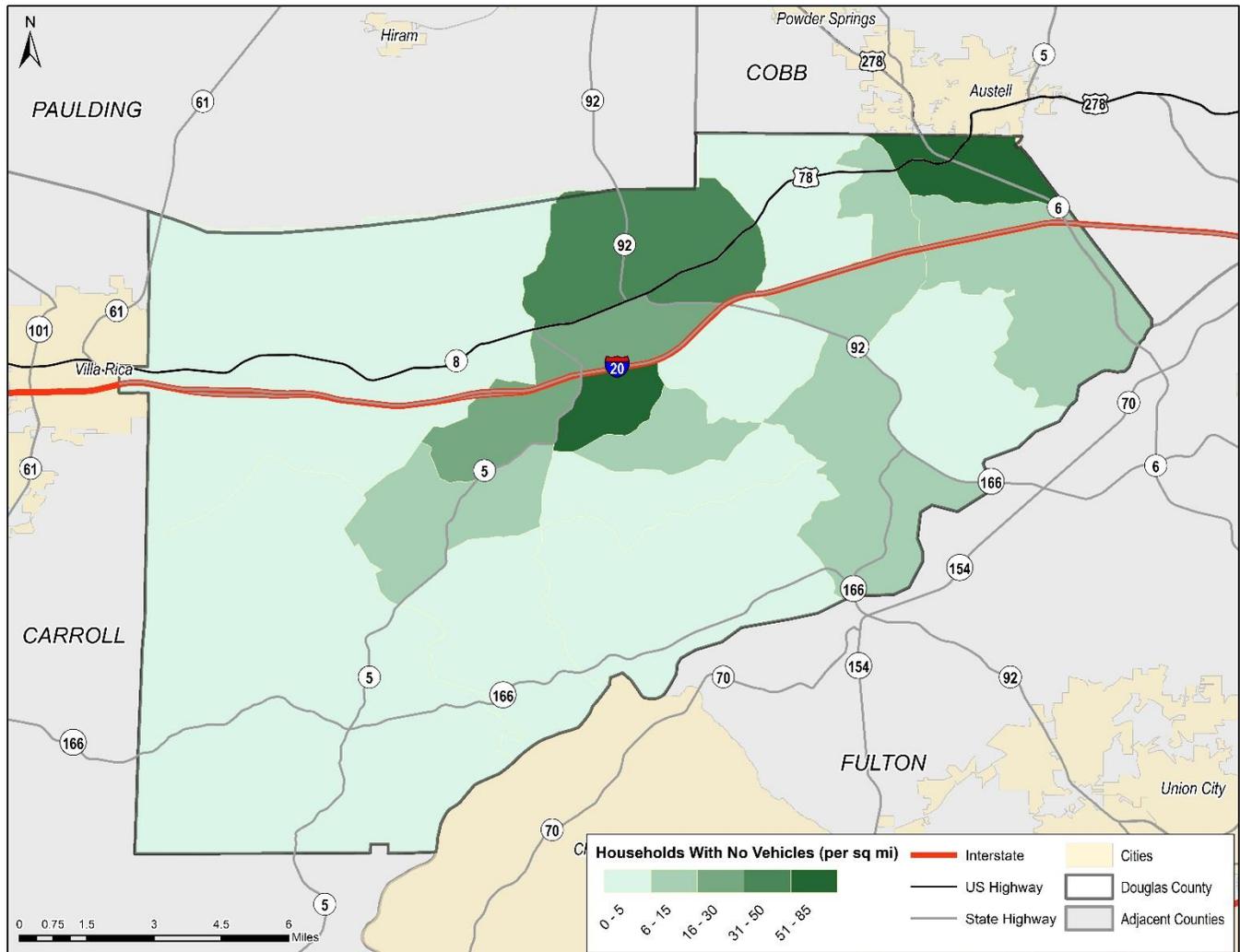


Figure 10: Household Vehicle Availability

⁵ The ACS defines “workers” as civilians and Armed Forces members who worked during the previous week.

Part-time Workers and College or University Students

Looking at groups that tend to travel outside of traditional commute times is also useful. To get a sense of people that may fall into atypical travel times, this section looks at people who work part-time and those who are currently enrolled at a college or university.

The ACS provides estimates of the number of people who are employed on a part-time basis in various increments. An estimated 11,430 Douglas County residents reported working 15-35 hours per week on a regular basis, or about 13% of the population (ages 16-64). Fully 5,600 people worked up to 34 hours per week for 50-52 weeks during the year. Figure 11: Workers Employed Part-Time on a Year-Round Basis below shows the distribution of these workers, which may be useful in considering potential transportation services, especially to help them get to and from work at non-peak hours.

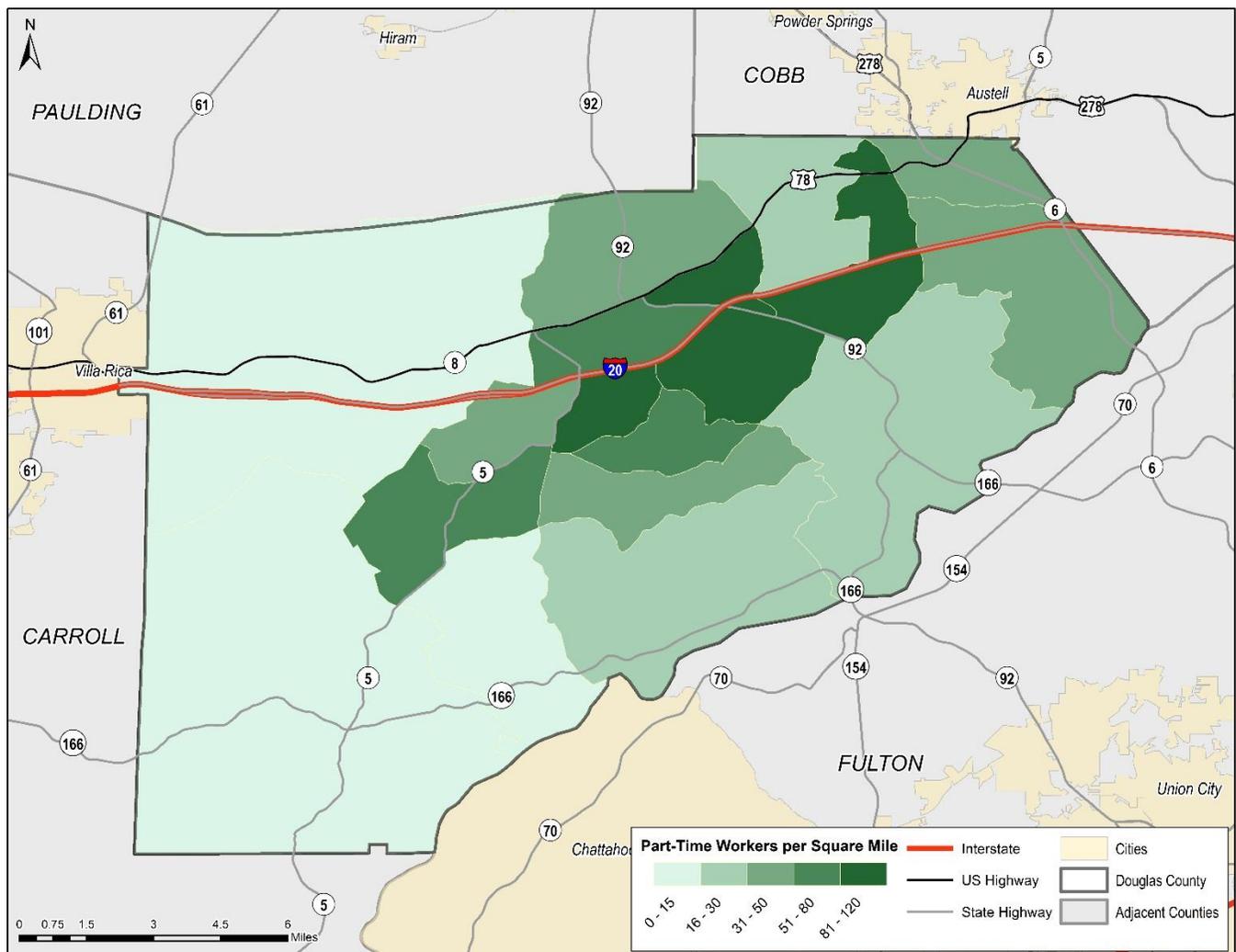


Figure 11: Workers Employed Part-Time on a Year-Round Basis

People with Disabilities

The ACS provides data on the estimated number and percentage of the population facing various types of “difficulties,” including hearing, vision, ambulatory, and cognitive. According to 2009-2013 ACS estimates 14,535 Douglas County residents report living with a disability. This represents about 11% of the total population.⁶ When reported by type of difficulty, the ACS shows roughly 18,000 people in Douglas County with various difficulties,⁷ nearly 40% of which are ambulatory. Roughly 6% of persons ages 5-17, 10% of persons ages 18 to 64, and 36% of persons over age 65 live with a disability.

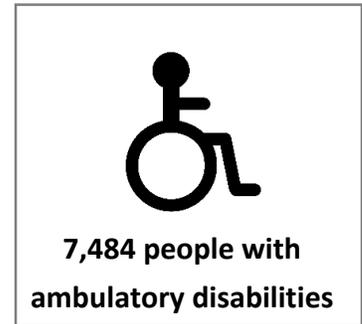


Table 5: People Living with Disabilities in Douglas County

Total By Type of Difficulty	Estimate	Est. %
Hearing	3,345	18.0%
Vision	2,560	13.8%
Cognitive	5,184	27.9%
Ambulatory	7,484	40.3%
	18,573	100.0%

Figure 12 shows the proportion of people in Douglas County with disabilities. The highest concentrations are in the western part of the county, near Carroll County, and in Douglasville, near where US 78/Bankhead Highway and SR 92/Fairburn Road come together.

⁶ Civilian noninstitutionalized persons.

⁷ The discrepancy between total population with a disability and persons with disability by type may be due in part to margin of error in reporting disability by type within age groups.

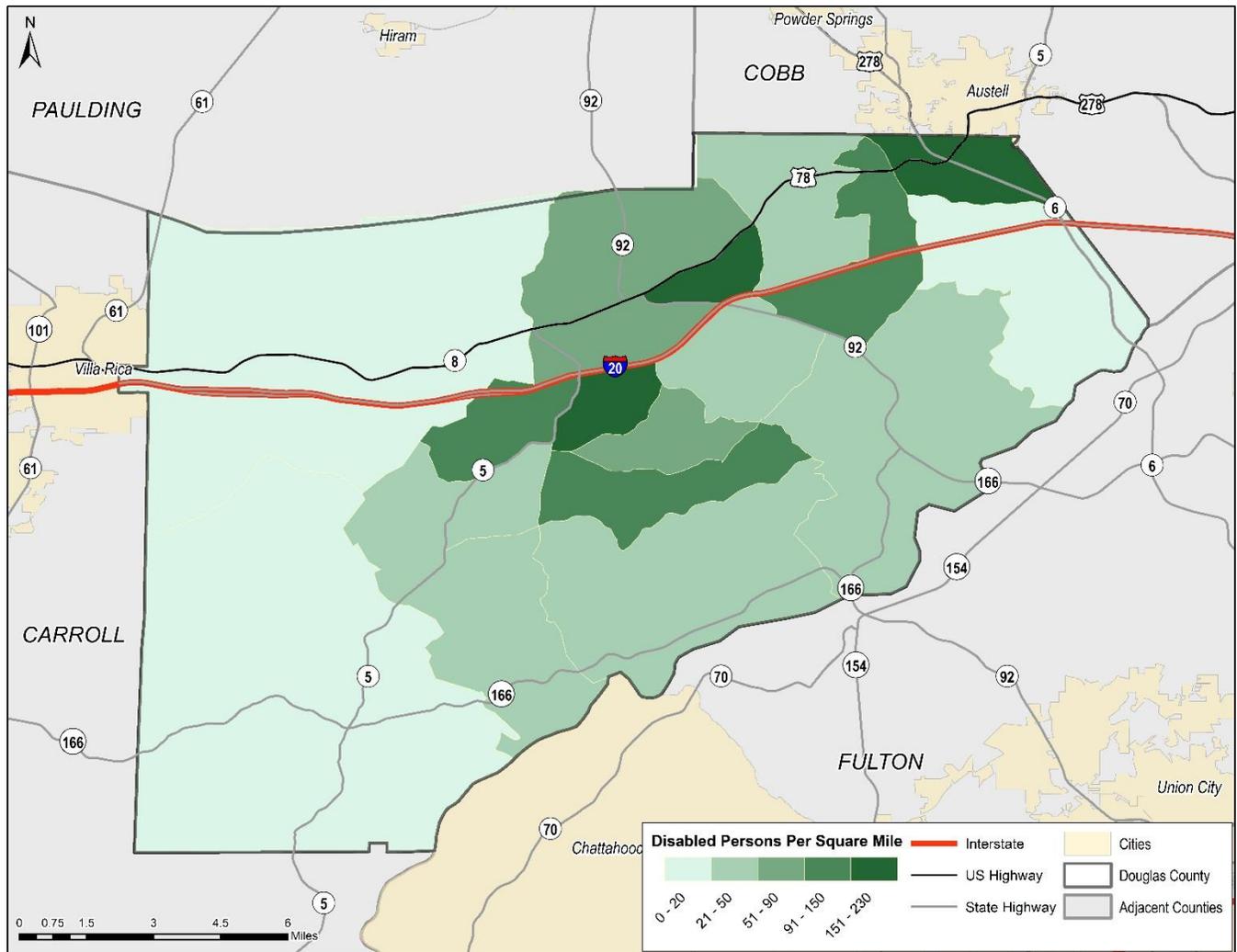


Figure 12: Individuals Living with Disabilities

Other Groups

There are a number of other groups that fall into “non-traditional” populations that need or would benefit from County transportation services. For example, the County’s four Accountability Courts operate programs that require clients to regularly attend sessions and classes at County facilities for periods of up to 18-25 months. Currently, the Courts are unable to provide transportation for program participants, making it more likely that clients may miss mandatory sessions due to lack of transportation options. Each court has different needs according to the number of participants and type of program; however, according to recent estimates, it is anticipated that as programs grow, a given court may need to accommodate up to 25 people at a time.

Prior Plans and Studies

In examining an existing transportation service network and assessing potential future options, it is essential to document and understand previous studies and plans that have been prepared for the study area and surrounding communities. This section is a summary of plans, studies, and assessments concerning transportation in and around the Metropolitan Atlanta Region and Douglas County. The emphasis is on recommendations, strategies, and priorities that are relevant for consideration as part of the any potential future transportation that would serve Douglas County.

Regional Plans

PLAN 2040

PLAN 2040 is the currently adopted regional plan developed by the Atlanta Regional Commission (ARC). A new plan, called *The Region's Plan*, is currently under development (as of May 2015) and is expected to be completed by mid-2016. *PLAN 2040* is guided by three core values: 1) lead as the Global Gateway to the South; 2) encourage healthy communities; and 3) expand access to community resources. The regional planning framework for *The Region's Plan* is consistent with these core values and is currently in the process of being approved by its policy-makers.

All three of these values are important when considering transportation services. A strong transportation network throughout the region can help position Metro Atlanta as the “Global Gateway to the South” and enable the region to reach its goal of competing globally and being an international gateway. Robust transportation services, especially human services transportation (or HST), will increase opportunities for individuals to live more independently and to participate more fully in their communities, as well as provide affordable access to jobs, education, healthcare, grocery stores, and more assuring a higher quality of life for all.

Access to Jobs and Housing Affordability

As part of its *PLAN 2040* process, ARC conducted and published research on access to jobs and services.^{8,9} It is widely known that traffic congestion in Metro Atlanta is a significant challenge and can be a barrier to accessing jobs and housing. In two separate *ARC Regional Snapshots* and segments of *PLAN 2040*, ARC observes that travel time to job centers is substantially reduces the number of potential employees due to congestion, especially during morning and evening peak periods. Measuring the number of people who are able to access jobs within a 40-minute car trip during peak and off-peak hours, ARC finds that peak period congestion prevents millions of Metro Atlanta commuters from reaching their destinations within 40 minutes. Access to the Perimeter Center, for example, is reduced from 3.2 million during off-peak hours to just 980,000 during peak hours. During peak congestion, commuters from Douglas County are unable to access the Perimeter within a 40-minute drive-time. Nearly one-quarter of Metro Atlanta commuters have at least a 45-minute one-way commute, as compared to only 17% nationally, placing Atlanta 6th lowest in the top 100 metro areas of the U.S. in terms of access to jobs.

Comparing 2010 conditions to projections for 2040, ARC predicts that job centers and areas with significant number of jobs will expand slightly outward from the central Atlanta core, however, many of the surrounding counties will continue to “export” workers. The pattern of imbalance between job-rich areas and primarily residential neighborhoods that are present throughout Metro Atlanta can be seen in Douglas County as well. Although Douglas

⁸ Atlanta Regional Commission, 2012

⁹ Atlanta Regional Commission, 2014

County is home to several large employers and continues to focus on attracting new employers, the county is home to more residents than it is jobs and as a result “exports” workers to other areas.

ARC’s April 2012 *Regional Snapshot* shows that Douglas County, at the time, had 35,446 filled jobs and 48,306 employed residents, for a combined net outflow of 13,161 jobs – the fourth highest in the region, after Paulding, Henry, and Coweta Counties. The 2013 American Community Survey data confirm these findings, showing that more than 60% of employed Douglas County residents commute to jobs outside the County.

The cost of longer commutes can take a toll on household budgets, given the costs of gasoline, vehicle maintenance, parking and other fees. For many households, the combined cost of transportation and housing amounts to upwards of half of their annual income, often forcing people to choose between affordable housing and short commutes. A generally accepted threshold for reasonable housing and transportation costs is one-third or less of annual income on housing and up to 20% for transportation (50% of income total). In Metro Atlanta, nearly 40% of all individuals spend more than 30% of their income on housing alone (renters and owners). The burden is higher for low- and moderate-income households, which spend upwards of 60% of income on housing and transportation combined. In Douglas County, 28% of homeowners and 42% of renters spend more than 35% of their annual income on housing.

A tool from the U.S. Department of Housing and Urban Development (HUD) called the Location Affordability Index uses Census and other data to calculate the combined cost of housing and transportation throughout the country. Using 2010 housing costs, the regional median income (\$57,470), and assuming typical household size of four (4) with two (2) commuters per household, the Affordability Index that many communities in and around Douglas County are hovering right around the 50% threshold (see Table 6: Affordability of Housing and Transportation In and Around Douglas County below).

Table 6: Affordability of Housing and Transportation In and Around Douglas County

Factor	Douglas County	City of Douglasville	Lithia Springs	City of Villa Rica
<i>Household Size*</i>	4			
<i>Commuters*</i>	2			
<i>Median Income*</i>	\$57,470			
Annual Housing Cost <i>(based on 2010 costs)</i>	\$16,666 (29%)	\$16,666 (29%)	\$15,517 (27%)	\$16,092 (28%)
Annual Transportation Cost	\$13,793 (24%)	\$13,218 (23%)	\$12,643 (22%)	\$13,793 (24%)
Combined Housing & Transportation	\$30,459 (53%)	\$29,884 (53%)	\$28,160 (49%)	\$29,885 (52%)
Average # Vehicles	2.4	2.2	2.1	2.3
# Miles driven	29,834	27,747	26,758	30,149
# Transit trips	29	28	63	22

**Regional-level data only provided*

Source: HUD Location Affordability Index: <http://www.locationaffordability.info/>

Throughout the State of Georgia, including Metro Atlanta and Douglas County, options are very limited for people who are unable (or unwilling) to drive, whatever the reason - particularly in suburban and rural areas. Low-earning workers and low-income households are also in need of alternative transportation options. Areas with high proportions of these groups – senior citizens, low-wage workers and low-income individuals, people with disabilities –

are in the most need of investments in transportation services and options. Such investments could make a broader range of job centers and types of jobs more accessible and raise the quality of life for many more people.

Atlanta Regional Transportation Demand Management Plan

The Regional Transportation Demand Management (TDM) Plan, dated 2013, is intended to maximize the value of the existing transportation system by integrating travel planning with transportation planning and system operations. Additionally, the *Regional TDM Plan* aims to create cost savings by improving the coordination of existing TDM efforts. Finally, the Regional TDM Plan is intended to support investments in activity centers and transit, walking and bicycling. Seven priority strategies were identified for implementation in the plan and include the following:

1. Build on Georgia Commute Options Program rebranding to promote seamless customer experience
2. Improve connection of TDM to regional information systems
3. Improve regional coordination of transportation planning, land use, and travel choice
4. Strategically link express bus service, local transit, vanpools, managed lanes, and park and ride lots
5. Enhance integrated operations, branding, and marketing of the regional vanpool program
6. Leverage and diversify existing and potential funding sources to support creative, long-term, and innovative strategies
7. Develop metrics for all programs and services and use the data to make strategic improvements

Strategy #4 applies to existing express bus service, park and ride lots, and vanpool operations in Douglas County. An opportunity exists to improve connections between Douglas County transportation services and regional providers. Strategy #5 presents an opportunity for potential cost savings by increasing the scale of the existing vanpool program through integration with the regional system, with the likely trade off of a reduction in local control. Strategy #6 is important to Douglas County, because increasing transportation services will require the identification of funding sources to support them.

Regional Vanpool Assessment Report

As part of the Regional TDM Plan, the *Regional Vanpool Assessment Report*, dated April 2013, was published by the ARC. Its purpose is to make short-term recommendations for vanpool programs and describe issues and opportunities to be addressed as long-term recommendations through the *Regional TDM Plan*. In addition to providing recommendations, the Regional Vanpool Assessment aims to do the following:

- Identify potential improvements to existing institutional and contractual arrangements between partners to better support service delivery at a regional scale.
- Provide an opportunity for the region to increase the effectiveness of its existing programs.
- Prepare for changes to funding and performance measurement expected with new federal transportation legislation.
- Leverage ideas from other jurisdictions and markets that are successfully and innovatively addressing technology and funding changes with vanpool services.
- Review and assess appropriate roles and responsibility for regional partners and stakeholders in vanpool service delivery throughout the region.
- Identify changes that will offer optimal functionality for the program and put the most vanpoolers on the road, with a focus on leveraging existing resources and maximizing the return on investment for the program.

Douglas County has been operating vanpool service since December of 1986 and many of the recommendations from the Regional Vanpool Assessment have the potential to affect vanpool service in a positive way. Short- and long- term recommendations from the Assessment that are relevant to Douglas County were reviewed and preliminary suggestions for ways the county can assist with implementation and potentially reduce their costs are mentioned. **It should be noted that the recommendations shown below were provided to ARC to guide the Atlanta region's TDM program and did not focus on the unique needs and situations of local vanpool operators.**

The short-term recommendations made to ARC are as follows:

- Establish a Memorandum of Understanding (MOU) to support management and oversight of the vanpool program. As a successful long-time vanpool operator with significant experience, Douglas County should explore opportunities to participate in this process.
- Implement interim branding standard operating procedures. Douglas County should examine ways to enhance their existing brand equity through participation in a regional approach to branding.
- Establish an interim process to ensure potential and existing customers are entered into a shared database. As a provider with long-term experience, Douglas County should offer assistance developing standard operating procedures for data entry and quality assurance.

Long-term recommendations include:

- Establish a vanpool committee that reports to the vanpool managing agency. As an operator of a substantial percentage of the region's current vanpools, Douglas County should participate in the committee.
- Implement one brand, a simplified message, and one web interface for TDM program. Douglas County should explore potential benefits of cost savings by combining their brand and marketing with the regional system and improved abilities to recruit new riders through the unified web interface.
- Create one customer service center to respond to commuter needs (including vanpool). Douglas County should examine the potential cost savings of participating in a regional customer service center.
- Streamline pricing structure and make mileage-based rates the standard – implementation of this recommendation will likely impact Douglas County's existing fare structure.
- Move fare collection from primary driver to vendor – in tandem with the Regional Fare Collection Study (discussed in the next section), Douglas County should identify ways to realize potential cost savings by streamlining and consolidating the fare collection process.
- Create a single centralized rider database – Douglas County should explore potential cost savings of consolidating their existing customer database with a regional system

Regional Multi-Modal Public Transit Automated Fare Collection Study

The ARC *Regional Multi-Modal Public Transit Automated Fare Collection Study*, dated May 2014, examined transitioning to a regional transit fare collection service. While the study primarily focused on a regional pass that

VANPOOLING IN METRO ATLANTA

- **30+ years of history**
- **478 vanpools** in National Transit Database (2010)
- Slight decline in ridership & number of vanpools in 2013, despite growth over previous 15 years
- Vanpool commutes average **36 miles one-way** (vs. 17.5 regional average)
- Average trip is **50 minutes**
- Average users **travel 7.5 miles to reach meeting location**
- Top reasons for vanpooling: **save money, save gas, reduce wear and tear** on personal vehicles
- Regional commuter survey reports **average monthly savings of \$600** vs. driving alone

would be used by agencies such as MARTA, CCT, GCT, GRTA, and the City of Atlanta Streetcar, potential exists for integrating existing Douglas County transportation services such as the vanpools into the regional system in the future. Additionally, participation in a regional fare system may make future connections between Douglas County and other regional transportation service providers more convenient for users.

Coordinated Public Transit – Human Services Transportation (HST) Interim Plan

The Georgia Department of Human Services (DHS) and the Georgia Department of Transportation produced the *Coordinated Public Transit – Human Services Transportation Interim Plan* as a joint effort. The final plan is currently being updated by Georgia DOT and was not available for review at this time.

Through the Office of Facilities and Support Services (OFSS), Transportation Services Section (TSS) the DHS administers Section 5310, with federal funds intended for the transportation of elderly and disabled people outside the Metro Atlanta region. With the exception of the Atlanta Region, Georgia DOT administers the Section 5307 urban grant programs. Georgia DOT also administers the Section 5311 rural transit grants to non-urban counties throughout the state. Douglas County is in an urban county within the Atlanta Region, so it is ineligible for Section 5311 rural transit grants. The Federal Transit Administration (FTA's) Section 5307 urban and Section 5310 elderly and disabled grants are administered through the ARC, which has published a regional HST plan that is discussed in the next section.

Coordinated Human Services Transportation Plan Technical Update

The ARC's *Coordinated Human Services Transportation Plan Update* was published in 2013. New initiatives and plans, such as PLAN 2040 and the *Coordinated Public Transit – HST Interim Plan* prompted the Regional HST Technical Update. A new update to the Metro Atlanta region's HST Plan is expected in the 2016-2017 time frame.

Demographic trends are driving the need for HST in the Atlanta region. Persons with disabilities, the elderly, and low-income individuals rely on HST to get to medical appointments, shop for basic necessities, and to access jobs. Currently, persons with disabilities account for 9% of the region's population and may need HST. The population aged 65 and over is anticipated to grow to 20% of the regional total by 2040, up from 9% now. Approximately 34% of residents in the region over 55 years old are currently employed and more than half reported they plan to continue working in some capacity after retiring from their current job, based on an ARC survey. Finally, 24% of regional residents are at or below the 150% poverty level and their transportation challenges are exacerbated because employment centers are generally located far away from their homes. ***Regional growth has occurred and will continue in areas accessible only by private automobile, which means the need for HST will be ongoing for those that currently rely on it.***

With the need for HST services expected to increase in the future, the Coordinated HST Plan Update reviewed potential funding sources. In addition to local and state sources, 63 federal funding sources can be used to provide HST services. The Coordinated HST Plan Update presents an opportunity for Douglas County to leverage federal funding to provide HST services.

Goals and objectives articulated in the ARC Coordinated HST Plan that are relevant to existing and potential transportation services in Douglas County include the following:

Goals

Improve accessibility and mobility for transportation disadvantaged populations
Improve customer service for HST users and providers
Improve cost effectiveness
Improve coordination

Objectives

Education
Coordination
Marketing
Increase quantity and quality
Move HST users efficiently
Utilize ITS to better coordinate travel
Provide range of cost and mobility options

Recommendations from the plan applicable to local projects include the following:

- Develop regional inventory – any HST services proposed by the Douglas County Transportation Services Study should be submitted to ARC for inclusion
- Cost-benefit analysis of coordinating services
- Encourage local programs, track success – performance measures will be recommended along with a procedure for monitoring the implementation of the Douglas County Transportation Services Study

Several plan recommendations applied to specific population groups, such as the elderly and persons with disabilities as well as low income populations have been consolidated and the ones likely to be applicable in Douglas County are as follows:

- **Paratransit** – Douglas County does not currently offer paratransit, but they have populations that could benefit. During the initial public involvement outreach for this study, several citizens indicated they have a need for this kind of service.
- **Flex routes during off-peak hours** – this is a potentially cost effective opportunity for Douglas County.
- **Shuttles to employment centers.**
- **Volunteer driver program** – during public outreach efforts, citizens have noted that a volunteer driver program could improve quality of life for seniors who are unable to drive themselves.
- **Accessible taxis**
- **Transportation vouchers** – there is an opportunity to expand the existing service offered by Douglas County or through private providers.
- **Seamless access to the regional system**, including **feeder service to existing regional services** – existing connections to the regional system could be enhanced.
- **Technology**, including real-time traveler information.
- **Job access and reverse commute options.**
- **Extended service hours** (nights, weekends, and holidays). An opportunity exists to improve services for individuals that work part time or non-standard schedules who are unable to use the current vanpool and GRTA Xpress services.

Georgia Regional Transportation Authority Strategic Plan 2014-2016

The *Georgia Regional Transportation Authority's (GRTA's) Strategic Plan* establishes goals for the agency and seeks to align those goals with state legislative priorities and laws. The strategic plan includes performance measures, evaluation of performance targets, and implementation priorities.

GRTA is engaged in two core businesses: (1) operating regional commuter transit services, and (2) reducing congestion and improving mobility through transportation performance management. In its *2014-2016 Strategic Plan*, GRTA states that it is working to establish a more universally understood and clearly defined role within the transportation community in Georgia and to find synergies between state and local priorities. Keeping with these agency priorities, GRTA outlined priorities for regional commuter transit, which are as follows:

- Increase ridership;
- Optimize service in managed lanes;
- Establish strategic partnership;
- Build a stronger brand image;
- Effectively allocate limited resources to maintenance, operations; and
- Update transit information technology.

Within the realm of transportation performance management, GRTA has two priorities: (1) create performance targets and link decision-making to relevant data, and (2) maintain and improve relationships with transportation partners. In keeping with these priorities, GRTA identified several goals for the three-year period from 2014-2016:

- Reduce the burden imposed by congestion on families and businesses in Metro Atlanta.
- Increase the number of reliable commutes in Metro Atlanta.
- Increase the number of workers that can reach Metro Atlanta's major employment centers in 45-minutes during the morning and evening rush hours.
- Increase the cost-effectiveness of Xpress while maintaining or improving the level of service.
- Increase the cost-effectiveness of Georgia's Rural and Human Services Transportation (RHST) network, while maintaining or improving the level of service.
- Improve first and last-mile connectivity to freight and logistics centers in Metro Atlanta.
- Remove freight bottlenecks on Metro Atlanta highways.

Several of these priorities and goals are common to multiple agencies and transportation services providers throughout the region, including Douglas County. For example, strengthening partnerships, updating information technology, increasing the number of reliable commutes, and reducing congestion (and its effects on people) are all common concerns and desires throughout the region, including the Douglas County Board of Commissioners. The Douglas County Transportation Services Study will take these priorities into consideration.

Douglas County Plans

This section provides a brief summary of the Douglas County Comprehensive Transportation Plan (CTP) and the Douglas County Comprehensive Plan. Recommendations from both plans that are relevant to the Douglas County Transportation Services Study are listed here.

Douglas County Comprehensive Plan

The *Douglas County: 2013 Comprehensive Plan* was prepared by the Atlanta Regional Commission for Douglas County. Funding was provided by the Georgia Department of Community Affairs.

The Comprehensive Plan describes several challenges facing Douglas County now and into the future, including workforce development; preserving rural areas while still accommodating growth; transportation, mobility and access; and providing services to senior citizens. Although Douglas County has invested in infrastructure projects throughout the County, heavy traffic volumes and transportation services remain major concerns. Increased development, population, and job growth have resulted in additional traffic and congestion, and the County recognizes the need for investment and innovations in its transportation system.

Of these challenges, provision of services to seniors and others needing alternatives to driving cars most directly relates to the Douglas County Transportation Services Study. Based on the review of existing services, transportation services for these groups is currently limited.

The top four priorities for investment in Douglas County identified in the plan are economic development, transportation networks, public safety, and youth services. This indicates Douglas County citizens are willing to fund improved transportation services.

The Comprehensive Plan sought input on commuting patterns and the responses are summarized as follows. Residents seem generally satisfied with their current commute times and think travel times from Douglas County to key locations in the Atlanta region, such as Hartsfield-Jackson International Airport and Downtown Atlanta are relatively short as compared to other parts of the region. Many people in the Douglas County spend about 15 to 30 minutes commuting to daily destinations, however they expressed a desire to shorten their trip times to shopping, restaurants, entertainment, and work locations.

Douglas County Comprehensive Transportation Plan

The *Douglas County Comprehensive Transportation Plan (CTP)*, dated 2008, made a substantial number of transportation recommendations for the county and also included specific recommendations for Rideshare. The Rideshare recommendations are as follows:

- Upgrade existing fleet with new low-emission vans. Replace all vans with more than 100,000 miles or five years of service. All new van purchases have specified low-emission vehicles. *The 2015 budget includes funding to purchase 15 new vehicles and there are plans to purchase additional vans in the coming years.*
- Upgrade and renovate Douglas County Transportation Center
- Add two new park and ride facilities. Potential locations included SR 6 (Thornton Road) south of I-20, Douglas Boulevard near Bright Star Road, and near I-20 and Blairs Bridge Road. *A facility located at Douglas Boulevard and Stewart Parkway (near Bright Star Road) has been constructed. The County anticipates building other lots to serve the Thornton Road corridor and west Douglas County in the future.*

Douglas County Vision: *Douglas County shall continue to embrace its rural heritage, historical significance, ethnic diversity and small town feel, while creating a sense of place that nurtures family, cultural values, and educational opportunities.*

Responsible stewardship of human, fiscal, natural, and historic resources together with improved governmental transparency and accountability through open communications shall be continuing priorities.

Continuing a citizen-driven and professional approach in providing safe, well designed and maintained facilities, schools and programs, while maintaining a reasonable and varied tax base shall be encouraged. Promoting intergovernmental communication with unified visionary economic development with a well-trained and educated workforce will help preserve the unique character of Douglas County and its legacy as an attractive place to invest, conduct business, and raise a family.

Douglas County Transportation Services Study

- Improve technology to bolster revenue collection – Douglas County should explore opportunities to leverage the ongoing Regional Multi-Modal Automated Fare Collection efforts.
- Implement customer interface capacities. *Since the completion of the CTP, Rideshare hired a mobility coordinator for the voucher program, but would benefit from additional staff to help maintain and grow the vanpool and other programs.*
- Serve and promote new bus routes, including GRTA Xpress routes 462, 465, 463, and 466. *Route 462 was implemented.*

The following CTP recommendations are relevant to the Douglas County Transportation Services Study:

- Consult representatives of seniors and persons with disabilities to identify connectivity and accessibility needs. *Public involvement efforts to-date included a table set up and staffed by project consultants at the Douglas County Senior Picnic and Commission District meetings were held to receive input on this topic.*
- Develop opportunities to increase service and modes served at the Douglas County Transportation Center for passenger transportation including, but not necessarily limited to, public and private buses, taxis, airport limousines, paratransit, private trolleys and shuttles, cars, and bicycles. *Any transportation services recommendations from this process will seek to connect with the Douglas County Transportation Center.*
- Consult peer agencies providing new fixed-route transit services to identify lessons learned in generating support and ridership for public transit at the local level. *The review of peer organizations that is part of this Transportation Services Study extends this to identify lessons learned providing all types of transportation services.*
- Support the continued operation of the GRTA Xpress Service.
- Work with GRTA to initiate shuttle service from the Douglas County Transportation Center to Hartsfield-Jackson Atlanta International Airport.
- Join the Breeze system to create seamless transit opportunities.

City of Villa Rica Comprehensive Plan

The City of Villa Rica lies partially within Douglas County, and as such it is important to consider the contents of and recommendations included within the City's Comprehensive Plan. The planning process took place throughout 2004 and 2005. The Plan itself describes a framework the City will use to achieve its vision, and is divided into goals, objectives, and policies for seven topical sections, including Natural Resources, Historic Preservation, Economic Development, Housing and Community Facilities, Transportation, Land Use, and Intergovernmental Coordination.

The transportation section of the Villa Rica Plan describes how residents and employees use the existing transportation network and the condition and functionality of that network, which includes roads, highways, bridges, railroads, airports, sidewalks, trails, as well as modes of transportation ranging from walking and cycling to personal vehicles and vanpools. The plan addresses road conditions, levels of service, traffic counts, accident history, modes of commuting, parking facilities, pedestrian and bicycle routes and facilities, airports, and more. Below are key points about transportation in Villa Rica noted in the Plan:

- No single public transportation operation serves residents within the city limits of Villa Rica. Rather, several transportation providers offer service to specific clients and riders:
 - Douglas County Vanpool
 - GRTA Xpress bus service
 - Douglas County's Senior Services Division

- Other privately operated specialized services, including taxis
- There is one park and ride facility, located off of I-20 on SR 61 in Carroll County (160 spaces).
- Sidewalks exist throughout portions of Villa Rica, which at the time of the plan included the historic downtown, the Mirror Lake development, and the Bay Springs development.
- Most streets within Villa Rica are suitable for bicycles, according to a GDOT assessment, and some recreational bicycle trails and routes exist in Villa Rica, including an inner-city route that connects to Carrollton and Temple.
- Traffic calming measures – bulb-outs, raised crosswalks, and greenery – were intended to be addressed in the Downtown Master Plan.

Villa Rica faces numerous challenges in terms of transportation, primarily congestion and connectivity between activity centers and with residential areas. Other considerations for future transportation improvements include:

- Creating attractive, mixed-use, pedestrian-friendly areas and facilities;
- Maintaining road safety;
- Protecting and managing access to main corridors: U.S. Highway 78 (East and West Bankhead Highway); SR 61 (Dallas Highway), SR 101 (Rockmart Road/Main Street); and South Carroll Road; and
- Connecting activity centers and residential areas through pedestrian, transit, and bicycle facilities, as well as installing pedestrian-activated signals and sidewalks.

Specific goals and strategies that are most relevant to the Douglas County Transportation Services Study include:

- **Economic Development:** Strengthen and expand the economic base through attracting diverse businesses, encouraging development compatible to existing land uses, and initiatives that support redevelopment and aesthetic improvement in downtown. The plan encourages commercial development within close proximity of freeway interchanges and calls for development of professional offices and services near the Tanner Medical Center, just outside of Douglas County.
- **Transportation:** Maximize the capacity of the existing and planned transportation network and encourage use of alternative transportation by making facilities for transit, bicycles, and pedestrians available in the community.
- **Community Facilities:** Ensure that facilities are in place to maintain or enhance health, safety and quality of life, that residents have access to cultural and recreational facilities, and upgrade and expand infrastructure in an equitable manner.
- **Land use:** Coordinate economic development, planning, and other initiatives to foster quality economic growth and bring about fiscal and employment benefits. Transportation-specific recommendations include:
 - Target arterial streets for commercial and employment opportunities (enhance vitality), especially in downtown;
 - Establish a civic center in Downtown; and
 - Make pedestrian and parking improvements along the rail corridor and Highway 78 to connect the civic center and storefronts from Stone Street to West Wilson Street.

Existing and Planned Services

Existing Transportation Services in Douglas County

Douglas County Rideshare is a commuter services program that operates work-trip vanpools, provides carpool-matching assistance, offers transportation assistance to senior adults and disabled individuals, and builds and maintains commuter facilities, such as park and ride lots. Douglas County Rideshare also participates in regional TDM and public transit planning, which includes coordinating with the Atlanta Regional Commission (ARC) on the regional Transportation Improvement Program (TIP) and Long Range Transportation Plan (LRTP), and marketing. Rideshare is a department of Douglas County.

The Georgia Regional Transportation Authority (GRTA) operates express bus service in many areas of Metro Atlanta, including routes along I-20 from the West Douglasville Park and Ride and the Douglas County Transportation Center. GRTA transportation services are discussed in detail in the Regional Transportation Services section of this report. The following paragraphs detail the services provided by Douglas County Rideshare. Figure 13 shows current transportation services in Douglas County and within the three-mile area of influence.

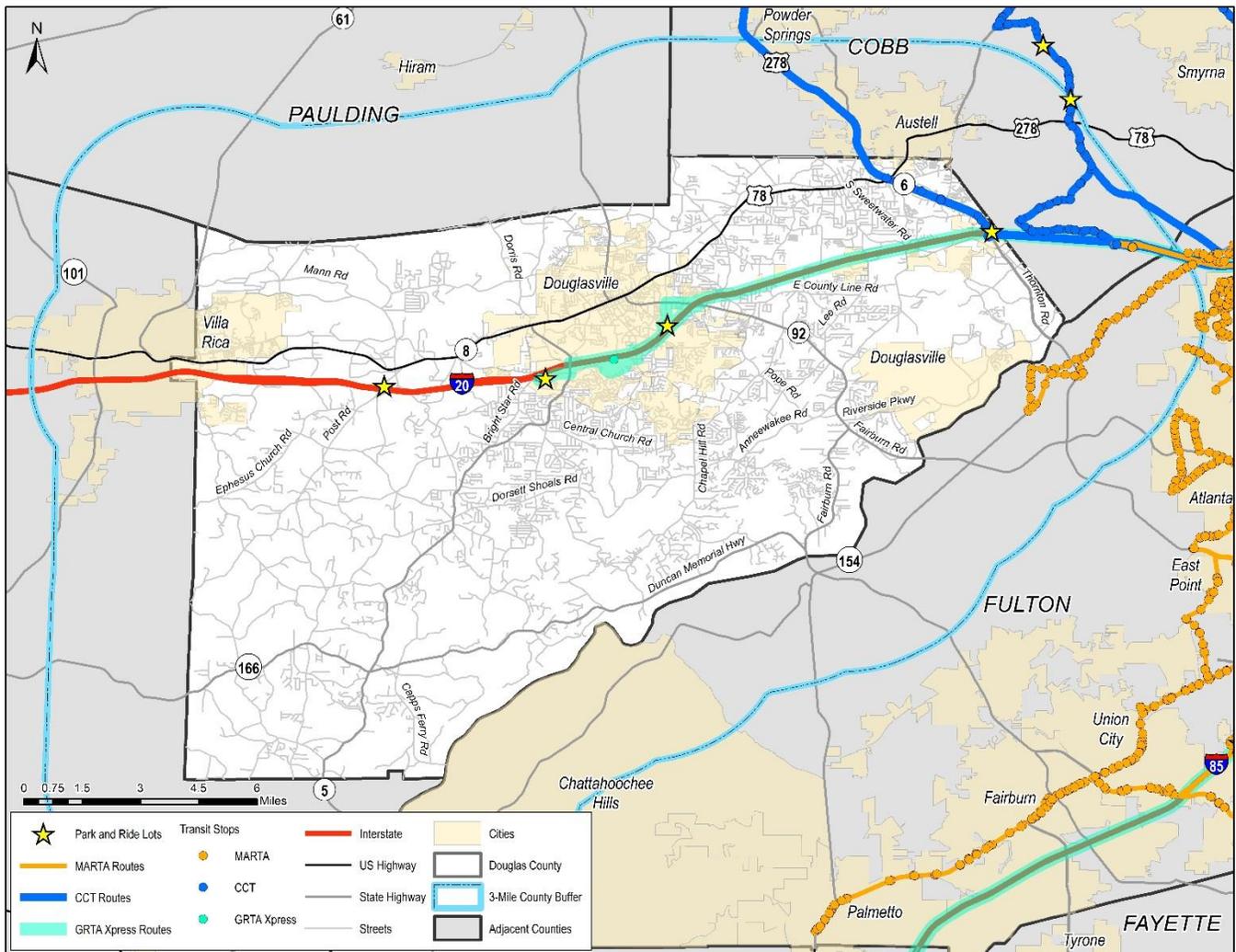


Figure 13: Existing Transit Routes and Stops Within Study Area

Douglas County Rideshare and regional partners such as GRTA are currently providing a number of effective transportation services primarily focused on journey-to-work trips. While transportation services that address other trip purposes are available, an opportunity exists to enhance them to better serve Douglas County residents. The following sections describe transportation services currently offered in Douglas County.

Douglas County Multi-Modal Transportation Center

Douglas County operates their transportation services out of the Douglas County Multi-Modal Transportation Center located at 8800 Dorris Road, which is in close proximity to the Douglas County Courthouse in Douglasville. The transportation center is a hub for customer service, administration, vanpools, carpools, and express bus service. Rideshare operates its programs from the Multi-Modal Center and currently employs seven individuals, including: a Director; Assistant Director; Customer Service Manager; Operations Manager; Mobility Coordinator; Program Assistant; and Customer Service Representative. The park and ride lot at the transportation center provides 650 parking spaces and is open from 5 a.m. to 7 p.m. Monday through Friday. Additional park and ride lots in Douglas County include I-20 at SR 6 (Thornton Road), I-20 at Post Road, and Douglas Boulevard at Stewart Parkway. All park and ride lots are free of charge. The Douglas Boulevard lot was built by GRTA, with some funding contributed by the County. GRTA is primarily responsible for maintenance of that lot. All lots are also patrolled by the Douglas County Sheriff and Rideshare staff.

Vanpools

Douglas County Rideshare has been operating vanpools in partnership with employers and other agencies since December of 1986. Over that time, the program has grown to 58 routes and 78 vans serving employment destinations throughout the Atlanta region. Figure 14 graphically depicts vanpool destinations in the Atlanta region. Target customers of the vanpool service are employees commuting to and from work. Accommodations are made for passengers with physical limitations.

Douglas County Rideshare's total operating expenses for the vanpool program were \$797,000 in 2013. Revenue from passenger fares was \$432,000 and covered about 54% of the operating costs. Federal assistance was \$288,000 and accounted for 36% of the operating costs of the program. Douglas County contributed \$77,000 in local funds, or 10% of the total.

Service hours vary by vanpool, but are generally from 5 a.m. to 7 a.m. in the morning and 2:30 p.m. to 5 p.m. in the evening. The vans generally do not operate on holidays. Douglas County Rideshare will attempt to place passengers on a non-running van on a running van on holidays, if possible.

Similar to service hours, fares are different for each individual vanpool based on the number of riders and round trip mileage. The majority of current riders pay between \$82.00 and \$98.00 per month. For some vanpools that operate to destinations outside of Metro Atlanta, the monthly fare can be over \$98.00 and the current highest fare is \$195.00 per month. All fares are monthly and due on the last working day of the month. Fares are an advance payment for the next month. Upon payment, riders are issued boarding passes that are valid for the month. Fares can be paid online or at the Douglas County Transportation Center. Additional charges may apply to vanpools, such as paid parking at the destination, and are split evenly by riders.

The vanpools cost effectively serve a substantial number of trips. During 2013, just over 180,000 one-way trips were taken on the vanpools. Average weekday one-way trips were slightly more than 700. Based on the 2013 vanpool operating expenses, operating expense per passenger trip was \$4.43, and the operating expense per passenger mile was \$0.12.

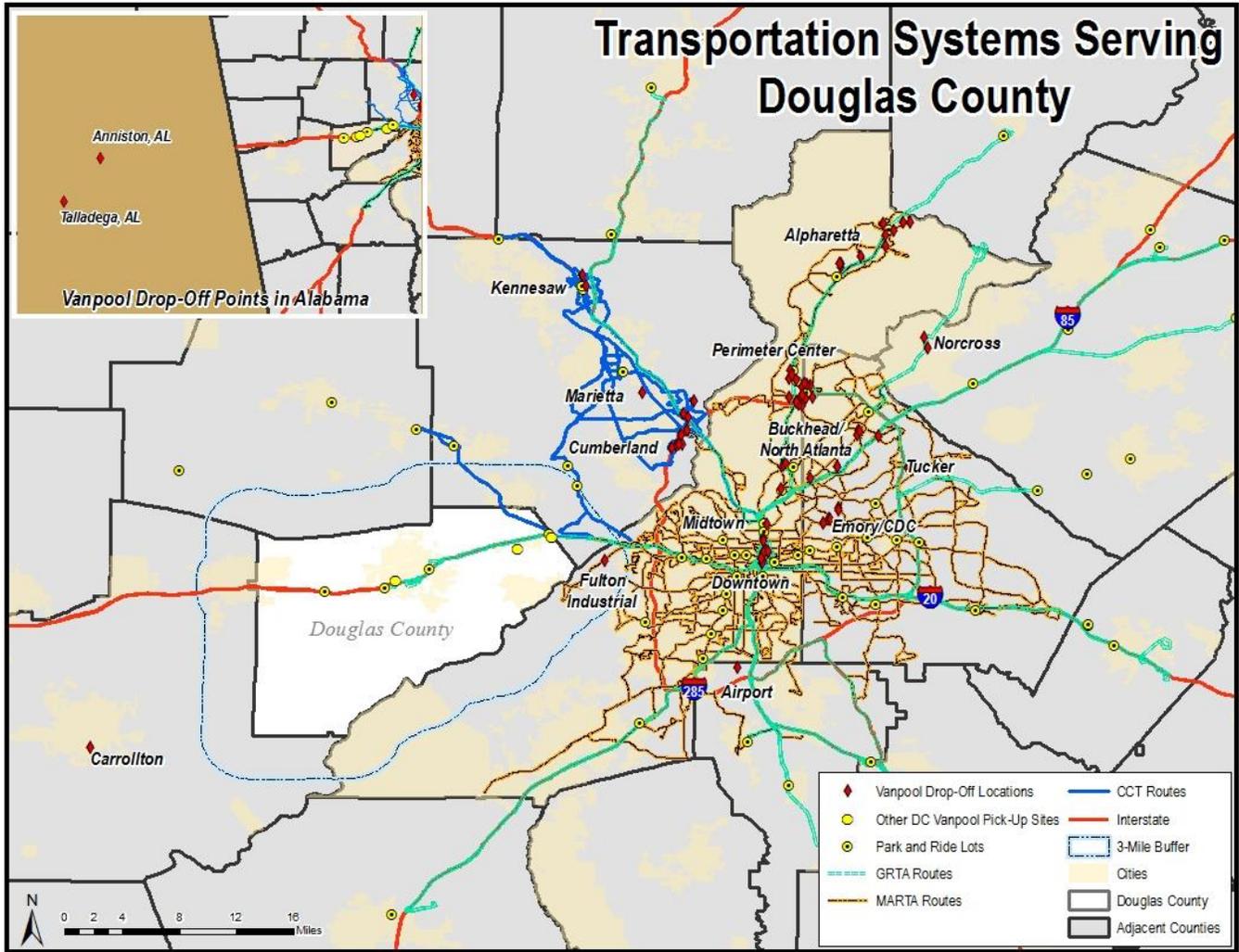


Figure 14: Douglas County Rideshare Vanpool Destinations

Vanpool drivers are volunteers, who are exempt from monthly fare in exchange for driving. All drivers are reviewed by the Douglas County Office of Risk and Safety before being approved. Douglas County Rideshare has a driver training program that all vanpool drivers are required to participate in. Drivers are also required to submit a Motor Vehicle Record and undergo a drug test.

Douglas County Rideshare offers a guaranteed ride home program for vanpool riders who have to leave work earlier than usual or are required to stay later than the vanpool pick-up time. This service is provided through the Guaranteed Ride Home program operated by Georgia Commute Options, and provides taxi service at no cost to the participants when they are unable to make their usual vanpool.

New vans are purchased with 80% of the cost coming from the Federal Transit Administration (FTA) and a 20% share from Douglas County. Replacement vans are purchased with a portion of passenger fares that is set aside in a special account.

Carpool Matching Service

Some Douglas County citizens live or work in places that are not served by vanpools or GRTA Xpress bus service. Rideshare offers a free carpool matching service in partnership with Georgia Commute Options to help residents form carpools with others who work in the same location and are on similar schedules. While the matching service is free, individual commuters provide their own vehicles and are responsible for maintenance and operations costs. Target customers of the carpool matching service are people traveling to and from work on a regular basis.

Human Services Transportation

Human Services Transportation (HST) in Douglas County is currently limited. Until 2015, Douglas County operated only one van for the demand response service supporting the County's Senior Citizens' program. Earlier this year, the County acquired four 21-passenger buses, dramatically increasing demand response service. This service requires advanced reservations, and is frequently booked several weeks in advance, indicating significant unmet demand and an opportunity for expansion. Seniors with no other way to get around Douglas County or access the regional transit system are the target customers of this service.

Although Douglas County Rideshare does not get many requests for service for people with disabilities, the County has the capacity and is prepared to do so whenever needed. Staff are trained, for example, to help riders in and out of doors, and there are options for giving people with limited mobility the larger front seats of vans as needed. The County has one wheelchair accessible van, but over the years, current Rideshare staff say, they have only had one regular vanpool rider who was in a wheelchair. Several participants have had visual or hearing impairments but did not ask for any special accommodations. Although the County makes a point of promoting the accessibility of the vanpool and senior voucher programs, it is likely that the limited marketing budget has prevented the message from reaching those who need it most. Rideshare staff have indicated a desire to incorporate these aspects of the program into future marketing efforts.

Transportation Voucher Program

To assist seniors 60 years of age and over and persons with disabilities aged 18 to 59 with meeting their transportation needs, Douglas County Rideshare offers a transportation voucher program. The program is very new; Rideshare just received its second year of funding through the FTA. It serves approximately 50 people per month and has a goal of serving 70 per month by the end of 2015.

Target customers are citizens who are unable to drive or access any of the other transportation services to meet their needs. Seniors and persons with disabilities must meet be qualified as meeting certain criteria in advance to purchase vouchers: participants must earn less than 200% of the federal poverty level and be 60 or older or be disabled. The vouchers are used to pay for trips arranged through transportation providers designated by Douglas County Rideshare, such as taxi companies, van services, and non-emergency medical transportation services. The primary focus of the service is quality-of-life trips. Destinations can include, but are not limited to, shopping, visits with family members, medical appointments, government services, recreation, and social events.

Vouchers are purchased in advance at a large discount from Douglas County Rideshare's Mobility Coordinator. In addition to selling the vouchers, the Mobility Coordinator also provides qualified residents with assistance in planning trips and making transportation arrangements. Using the vouchers to connect with other regional systems such as Cobb Community Transit (CCT) and the Metropolitan Atlanta Rapid Transit Authority (MARTA) is encouraged and the Mobility Coordinator assists citizens in planning trips that take advantage of these systems. Transportation services

discussed in the Innovative Transportation Services (ITS) section of this report represent potential opportunities for expanding the number and type of providers that accept vouchers.

Rideshare's overall budget for the voucher program is \$75,000 per year: 50% (\$37,500) goes towards the vouchers and 50% goes towards program administration, including the Mobility Coordinator. Funding for the vouchers is split equally between the County and Federal sources, while federal funding covers 80% (\$30,000) of program administration and the County covers the remaining 20% (or \$7,500). The vouchers represent a great value to customers who use them.

Taxi Services

Global Taxi is based in Douglasville and serves Douglas and Paulding Counties. Hours of operation are twenty-four hours a day and service is available seven days a week. Service is available within Douglas County and also to Hartsfield-Jackson International Airport. Fares vary based on mileage and waiting times. Credit cards are accepted by Global Taxi. Senior citizen discounts are offered. Other companies also provide taxi service in and around Douglas County, including A-1 Cab Company, Area Taxi, Aadex Taxi and Limo, and Southern Taxi.

Innovative Transportation Services

The following transportation services are available in the Atlanta region and some are currently available in Douglas County. This section is intended to provide a brief overview of existing new and emerging services and includes examples of cutting-edge transportation modes currently being implemented in other parts of the country that Douglas County can use as a starting point to determine which transportation services may warrant further investigation or potential partnerships. Enterprise CarShare, RelayRides, and Zipcar are all car sharing services that require the user to be a licensed driver. All other services described in this section can be used by people who are unable to drive themselves.

Enterprise CarShare

Enterprise CarShare is a car sharing service available to individuals, businesses, and institutions. Users create an account and receive a membership card. Customers can log in online to make and confirm reservations. Membership cards are used to unlock reserved vehicles and each vehicle includes a pre-paid fuel card. Rates vary based upon location and size of the network. Example rates in the Atlanta region are:

- Atlanta: \$5.50 per hour; \$50.00 per day; \$35.00 overnight (6:00 pm-8:00 am)
- Georgia College: \$8.00 per hour; \$58.00 per day; \$35.00 overnight (6:00 pm-8:00 am)

RelayRides

RelayRides is a car sharing rental service in which people sign up, have their identity and eligibility verified, and can rent out their own vehicles or rent another person's vehicle, while it is not being used. Renters are expected to replace any gas used, while owners are expected to keep well-maintained and clean vehicles and document mileage and fuel levels. RelayRides does have an insurance policy that is active during a reservation, though owners and renters are responsible for maintaining vehicle registration and insurance. Renters and owners can rate one another on the RelayRides website so others can stay informed. RelayRides is currently operational at Hartsfield-Jackson International Airport. As of May 2015, dozens of vehicles were available in Metro Atlanta with rates ranging from \$22.00 per day to upwards of \$100.00 per day, depending on the vehicle.

Zipcar

Zipcar is a membership-based hourly or daily car rental service in which users pick up vehicles from designated locations ranging from airports and campuses to designated spots in office parks, shopping centers, and neighborhoods. Gas and insurance are included and membership starts at \$7.00 per month. Zipcars are not currently located in Douglas County, but are available around Metro Atlanta in locations including Hartsfield-Jackson International Airport, College Park, Marietta, Sandy Springs, and Kennesaw State University.

Uber

Uber is a smartphone application and web-based car sharing service that provides on demand transportation services, similar to conventional taxis. Service is available around the clock seven days a week. Fares vary based on distance, time, and demand, as well as the category of service requested. As an example, a fare quote from Douglasville to Downtown Atlanta ranged from a low of \$26.00 for basic service to a high of \$140.00 for service in an SUV (sport utility vehicle). A local fare quote from Douglasville to the Douglas Medical Center ranged from \$6.00 for basic service to \$25.00 for an SUV. Vehicles are privately owned and drivers keep a percentage of the fare, with the rest going to Uber. Uber service is currently available in Douglasville and the eastern half of Douglas County.



Figure 15: Screenshot of Uber Service Area in Metro Atlanta

Zimride

Zimride operates as a private ridesharing network for colleges, universities, and employers. The service matches friends, classmates, and colleagues travelling on the same routes. Users can request or offer rides within a network. Users share the cost of trips. Users sign in with student or employer identification numbers and usernames or through social media accounts. Zimride currently serves Emory University, Georgia Tech, Gulfstream, Intuit, Kennesaw State, Oracle, and PwC in Georgia.

Microtransit Services

New transportation services that are in between traditional government-administered public transit systems and private automobiles are beginning to spring up across the nation. While none of these services are currently operating in Douglas County, a brief overview is included here as many of them may address transportation needs in the county on their own or provide improved connections to existing or planned services.

Several companies are currently operating private commuter buses that target employees travelling to and from work. A brief list includes:

- Leap Transit (San Francisco) – smartphone application-based express bus service that is aimed at commuters traveling to work during morning and evening peak periods. Buses can be tracked and fares can be paid using the application (app). Amenities include wireless internet, USB outlets, and food available for purchase. Advance reservations are not required.
- Chariot (San Francisco) – web and smartphone application-based shuttle service aimed at workers traveling during morning and evening peak periods. Shuttles can be tracked and tickets purchased online or using the app. Routes are crowdsourced through the *Roll My Route* feature, where users design a route and then gather support for it. After all seats on the shuttle are reserved, the route begins service. Wheelchair accessible vehicles require a one day advance notice.
- Bridj (Boston) – shuttle service that uses data to offer efficient and flexible dynamically routed (real-time) trips. Customers select an origin and destination using a smartphone app, pay their fare, and then walk to a nearby pick-up location. Pick-up and drop-off locations as well as routes are optimized based on current demand. Amenities include in-vehicle wireless internet and a guaranteed seat.

Via in New York City is a smartphone app-based dynamic vanpool service that allows riders to book a ride in a shared van and pay the fare just minutes in advance. Vehicles are driven by professional drivers licensed by New York City that carry proper insurance. Rides are \$5.00 in advance when paid through the app, or \$7.00 at pick-up. Target customers include commuters and people who would otherwise use a taxi.

Carma Technology Corporation is based in Ireland with U.S. offices in San Francisco, California, and Austin, Texas. Their flagship product, Carma Carpooling uses a smartphone app to match people looking for rides with drivers travelling along the same route. Rides cost \$1.00 for the first mile, then \$0.20 per mile up to 15 miles and drop to \$0.08 cents per mile after that. Drivers receive 85% of the cost of the ride, with Carma keeping the other 15%. Commuters and people making trips not served by other transit options are the target customers of Carma.

Uberpool is a smartphone-based ride matching service that matches multiple Uber riders with a nearby Uber driver, reducing the cost of service. Because this is a shared ride service, trip times are slightly longer than booking a standard Uber. Target customers are individuals who might otherwise use a taxi, but are looking to reduce their transportation costs.

Transportation Services in Adjacent Counties

Douglas County shares a boundary with Cobb, Carroll, Fulton, and Paulding Counties and all four neighbors offer transportation services at various levels. To assist in coordinating Douglas County's transportation services with the systems offered in those adjacent counties, information on transportation services available within three miles of the Douglas County boundary was collected and is summarized in this section.

Cobb County

Cobb Community Transit (CCT) operates local and express bus services in Cobb County. As required by the Americans with Disabilities Act (ADA), CCT also provides paratransit service adjacent to the fixed routes. CCT target customers include commuters traveling to employment destinations throughout the Atlanta region and within Cobb County. Service is generally provided from 4:30 a.m. to 12:50 a.m. on weekdays and from 6:00 a.m. to 12:30 a.m. on Saturdays. There is no Sunday service. Approximately 3.7 million trips in 2013 were taken on CCT, with weekday trips averaging about 13,000 and Saturdays averaging 6,000. The following is an overview of CCT local and paratransit services within three miles of the Douglas County Line. Express service is operated by CCT in partnership with GRTA and is summarized later under Regional Transportation Services.

CCT Route 30 is a local route that runs from the Marietta Transfer Center to the Hamilton E. Holmes MARTA Station near the I-20/I-285 interchange and passes within three miles of Douglas County on Floyd Road, Mableton Parkway, Factory Shoals Road, Blair Bridge Road, Six Flags Drive, and I-20. Route 30 operates Monday through Friday from 4:30 a.m. to 12:50 a.m. and on Saturdays from 5:30 a.m. to 1:15 a.m. Headways are generally 30 minutes on weekdays and 60 minutes on Saturdays. Within the study area, paratransit service is provided within $\frac{3}{4}$ mile of Route 30 from US 78 (Veterans Memorial Parkway) to just south of I-20. Paratransit service hours are the same as the fixed route hours.



In March 2015 CCT began offering flexible curbside bus service to all passengers with advance reservations and limited walk-up service from collection points. The southern portion of CCT's Austell Flex Zone¹⁰ (Zone 3) falls within three miles of the Douglas County Line. Reservations can be made between two to 24 hours ahead of time. The Zone 3 route operates Monday through Friday from 7 a.m. to 7 p.m. and connects with CCT Route 30. Headways are 60 minutes.

Local fares are \$2.50 for a one-way ride. Ten-ride local tickets are offered for \$18.00 (an 18% discount from the one-way fare). Monthly (31-day) local tickets are \$72.00. The fare for the Flex service is \$2.50 and transfers are free to CCT local routes. Paratransit fares are \$4.00 for a single ticket, \$30.00 for a 10 ride ticket, and \$115.00 for a 31-day ticket. Discounted local one-way fares are offered for the elderly and disabled (\$1.00) as well as youths (\$1.50).

Carroll County

Transportation services in Carroll County are offered by the Georgia Department of Human Services (DHS) and private providers, such as Act Express Transportation. The Georgia DHS Coordinated Transportation System is a demand response system that provides door-to-door transportation to clients of the Divisions of Aging Services, Mental Health, Developmental Disabilities, and Addictive Diseases, and Family and Children Services within Carroll County. Transportation services are also provided to Vocational Rehabilitation clients of the Georgia Department of Labor. A small number of trips are provided through this system to the Division of Public Health. The Georgia DHS contracts with Three Rivers Regional Commission to provide services in Carroll County. No inter-county services are provided.

¹⁰ The CCT Flex Zones are a new service where a fixed route bus can deviate within a defined zone to provide transportation in lower density areas in a more cost effective way than traditional services

Fulton County



The Metropolitan Atlanta Rapid Transit Authority (MARTA) operates local and express bus services and paratransit in Fulton County as well as heavy rail transit. It also operates services throughout DeKalb County and the

City of Atlanta. Target customers include commuters travelling to and from work destinations throughout a large portion of the Atlanta region, people traveling to special events, and transportation disadvantaged individuals. Hours of operation are generally from 5:00 a.m. to 1:00 a.m. on weekdays and from 5:00 a.m. until 12:30 a.m. on weekends and holidays. The MARTA system provided about 130 million annual trips in 2013, with weekday, Saturday, and Sunday averages of 414,000, 262,000, and 192,000 trips, respectively. MARTA bus routes 56, 71, 73, and 201 all pass within three miles of the Douglas County border and are summarized as follows.

Route 56 Adamsville/Collier Heights begins at Utoy Circle and follows Boulder Park Drive and Dollar Mill Road in the study area, eventually ending at the Hamilton E. Holmes MARTA Station. Route 56 runs from 5:13 a.m. to 1:20 a.m. on weekdays. Headways throughout the day are generally 35 to 45 minutes. Saturday and Sunday service is provided from 6:04 a.m. to 12:00 a.m., with 40 minute headways. MARTA Mobility (paratransit) service provided within $\frac{3}{4}$ mile of Route 56 falls within a very small portion of the area in Fulton County that is three miles from the Douglas County line. Service hours for MARTA Mobility are generally from 5 a.m. to 12:30 a.m., seven days a week.

Route 71 Cascade Road is a local route that follows Cascade Road and Ralph David Abernathy Boulevard from County Squire Apartments to the West End MARTA Station. On weekdays, Route 71 operates from 4:34 a.m. to 1:25 a.m., with 14 minute headways during peak periods and 20 minute headways off-peak. On Saturdays, the route runs from 5:20 a.m. to 1:40 a.m. and headways are generally 20 minutes. Sunday service times are the same as on Saturday, with headways extended to 30 minutes. MARTA Mobility service provided within $\frac{3}{4}$ mile of Route 71 falls within a very small part of the study area.

Route 73 Fulton Industrial Boulevard is a local route from Atlanta Gateway Park to the Hamilton E. Holmes MARTA Station that generally follows Fulton Industrial Boulevard, Bakers Ferry, Boat Rock and Lagrange Boulevard within the study area. Weekday service on Route 73 is provided from 4:50 a.m. to 1:01 a.m., with headways of 10 to 12 minutes during peak periods and 12 to 15 minutes off-peak. Saturday service begins at 5:25 a.m. and runs to 1:44 a.m., with 20 minute headways. Sunday hours of operation are from 7:15 a.m. to 10:20 p.m. and headways are generally 20 minutes. MARTA Mobility service provided within $\frac{3}{4}$ mile of Route 73 is within the three mile area of influence.

Route 201 is an express route that operates along I-20 and serves the Six Flags Over Georgia theme park from the Hamilton E. Holmes MARTA Station. During the week, Route 201 is in service from two hours before the park opens to an hour after the park closes. On Saturdays and Sundays, Route 201 operates from an hour before the park opens to an hour after closing. Service frequency is 40 minutes on weekdays and weekends.

Cash fares on MARTA are \$2.50 for a one-way trip. Twenty-ride tickets are \$42.50, a 15% discount over the cash fare. Seven-day passes are offered for \$23.75 and 30-day passes are available for \$95.00. Transfers between MARTA bus and rail services are free. MARTA Mobility one-way fares are \$4.00. A twenty-trip ticket is offered for \$68.00 and represents a 15% discount over the single fare. A 30-day pass is \$128.000. The reduced fare program offers \$1.00 one way trips on the fixed route bus and rail systems for senior citizens, disabled riders, and Medicare recipients. Children under 46 inches tall ride for free when accompanied by a paying adult.

Paulding County

Local human services transportation and express bus are the two transit options currently offered in Paulding County. Local service is provided by Paulding County and GRTA operates the express bus service, which is discussed later under Regional Transportation Services.

Paulding Transit is a local demand response van service provided by Paulding County. The service area is the entirety of Paulding County and passengers are not transported out of the county. Examples of destinations include medical services, government services, employment, and shopping areas. Rides must be scheduled one day in advance and riders must apply and be approved to use Paulding Transit prior to requesting a trip. Service operates weekdays, with the exception of 11 designated holidays. Paulding Transit is averaging approximately 40 trips per weekday. There is currently no fare charged for using Paulding Transit.

Regional Transportation Services

Douglas County is part of the larger metropolitan Atlanta area and its citizens regularly travel throughout the region to employment, shopping, recreation, and other purposes. The following section is an overview of existing transportation services offered by various providers, such as GRTA, as well as a review and summary of various plans and programs that agencies have undertaken to improve transportation services. Human services transportation plans at the state and regional levels are also summarized.

Georgia Regional Transportation Authority

Regional express bus service is operated by GRTA in Douglas County as well as the neighboring counties of Cobb and Paulding. Service hours for GRTA Xpress buses are generally from 5:30 a.m. to 9:30 p.m. on weekdays, with no service during the middle of the day. During 2013, about 1.8 million trips were provided by GRTA throughout the region, with an average of 8,300 trips per weekday. Commuters traveling to and from work in regional employment centers are the target customers of GRTA Xpress. The following is a summary of GRTA routes currently operating in Douglas, Cobb, and Paulding Counties.



Route 460 operates from the Douglas County Transportation Center to Downtown Atlanta along I-20. Monday through Friday Route 460 departs from the transportation center from 5:30 a.m. to 7:30 a.m., with a 15 minute service frequency after 6:00 a.m. During the evening, Route 460 arrives at the transportation center from 4:00 p.m. to 7:10 p.m., with headways of 15 minutes between 5:30 and 6:15 p.m. and 20 minutes otherwise. In 2014, Route 460 averaged 372 daily boardings.

Route 461/462 runs from West Douglas Station and the Douglas County Transportation Center to Downtown and Midtown Atlanta along I-20. During the morning on weekdays, Route 461/462 departs from West Douglas Station between 5:30 a.m. and 8:00 a.m., with 30 minute headways. Route 461/462 stops at the transportation center roughly 15 minutes after leaving West Douglas Station. From 5:20 p.m. to 7:20 p.m., Route 461/462 arrives at West Douglas Station on a 30 minute headway. Similar to the morning, Route 461/462 arrives at the transportation center 15 minutes before West Douglas Station. Route 461/462 averaged 322 daily trips in 2014.

Both GRTA Xpress routes serving Douglas County are in the Green Fare Zone. Fares in the Green Zone are \$3.00 for a one-way trip, \$5.00 for a round-trip (a discount of 16.7% over the one-way fare), \$25.00 for a ten-ride pass, and \$100.00 for a 31-day pass. One-way and round-trip fares can be purchased with cash when boarding an Xpress bus or

passengers may use stored cash value on a MARTA Breeze Card to pay a one-way Xpress fare. Multi-ride passes may be purchased online, in person, via mail or fax, or through MARTA's Breeze card system online. For details about fares and payment options, visit <http://www.xpressga.com>.

Route 475 is a Cobb Community Transit (CCT) express route operated in partnership with GRTA that serves the Mableton Park and Ride Lot in Cobb County and connects to Downtown Atlanta along SR 129 (Mableton Parkway) and I-20. The park and ride is located at the Barnes Amphitheater parking lot, which is within three miles of the Douglas County line. Route 475 departs the Mableton Park and Ride from 5:40 a.m. to 7:40 a.m. on weekdays and service frequency varies from 30 to 45 minutes. Average daily boardings on Route 475 in 2014 were 95, the lowest in the GRTA Xpress system. Because Route 475 is operated by CCT, the CCT fare structure applies. One-way trips are \$5.00, 20 trip passes are \$65.00 (a discount of 35% from the one-way fare), and 31-day passes are \$125.00.

Route 470 is also a CCT express route operated in partnership with GRTA that serves the Hiram 278 Theater Park and Ride Lot in Paulding County as well as Powder Springs Station in Cobb County. Route 470 travels to Downtown Atlanta through Douglas and Cobb Counties along US 278 and I-20. While the park and ride lots are outside of the study area, Route 470 has four stops on US 278/SR 6 (Thornton Road) in Douglas County at US 278 (Bankhead Highway), Maxham Road, Skyview Drive, and Blairs Bridge Road. Only the Blairs Bridge Road stop is timed and Route 470 departs on weekdays between 5:46 a.m. and 8:16 a.m., with 30-minute headways. During the evening, Route 470 arrives at Blairs Bridge Road from 4:27 p.m. to 6:57 p.m., with a service frequency of 30 minutes. In 2014, Route 470 averaged 269 daily boardings. CCT fares apply on this route.

Route 477 is similar to Route 470, except it operates to Midtown Atlanta instead of Downtown Atlanta. Route 477 departs from US 278/SR 6 (Thornton Road) at Blairs Bridge Road between 6:01 a.m. and 7:31 a.m., with headways of 30 minutes every weekday. In the evening, Route 470 arrives at Blairs Bridge Road from 4:05 p.m. to 6:50 p.m. with a service frequency of 30 or 45 minutes. Daily trips on Route 477 averaged 230 in 2014. CCT fares apply on this route.

MARTA Breeze Cards can also be used on both GRTA Xpress and CCT express routes. One-way fares may be paid with a Breeze Card using stored value. GRTA Xpress round trip, ten-ride and 31-day passes may be loaded on a Breeze Card and can be purchased through the Breeze website, but not at Breeze vending machines. GRTA anticipates offering Xpress passes through Breeze vending machines in the future. All CCT fare products can be loaded on Breeze cards. While all of these systems accept the Breeze card, there are no transfers between systems. Riders must purchase separate fares to load onto their Breeze cards.

Georgia Commute Options

Georgia Commute Options is a program offered by the Georgia Department of Transportation (GDOT) that encourages commuters and employers to switch from driving alone to alternate modes of transportation. Target customers are people travelling to and from work throughout the Atlanta region. Twelve free services are provided to employers and individuals through the program. Services relevant to Douglas County include the following:

- Financial incentives are paid to commuters who switch to carpools, vanpools, teleworking, riding transit, bicycling, or walking to work from driving alone.
- Pre-tax benefits can reduce employee commute costs up to 33% for vanpooling, using transit, or bicycling.
- Commuter ride-matching services and a guaranteed ride home benefit provide assistance to commuters who need carpool or vanpool partners and up to five free rides home are provided to employees who use alternative modes and leave work earlier or later than usual.

Atlanta Regional Commission One-Click (Simply Get There)

The Atlanta Regional Commission (ARC) offers a One-Click system, branded as Simply Get There, to broaden mobility and access for citizens living outside the service areas of countywide transit systems. Simply Get There is an enhanced online trip planning tool that pulls together information on existing transit, ridesharing, and human services transportation to provide a seamless transportation experience for customers. Simply Get There targets customers including commuters and anyone in the Atlanta region interested in traveling by alternate modes of transportation.

Using a web based interface, users select an origin and destination, choose departure and arrival times, and answer questions about eligibility and accommodation. They are then presented with numerous options to complete their trip using a combination of driving, walking, bicycling, and transit. After choosing outbound and return trips, the system produces a detailed set of instructions with transit stops, bus routes or train lines, and estimated travel times.

Simply Get There incorporates currently available transportation services in Douglas County, such as GRTA Xpress and taxis to provide trip planning from the county to destinations throughout the region. This tool makes trip planning using alternate modes of transportation substantially easier for Douglas County residents.

Future Transportation Services

Plans for future regional transportation services affecting Douglas County were compiled and reviewed. GRTA is currently completing a comprehensive operational assessment study of their Xpress system and the draft report includes recommendations for improvements to service in Douglas County, which are summarized below. Concept 3, the regional transit vision for Metro Atlanta developed in 2008 also includes proposals for future transit service that may impact Douglas County and an overview is provided in this section. In addition, ARC is in the process of developing The Region's Plan (the new regional plan), a component of which is an update of the Regional Transportation Plan (RTP). In a recent update on the current and future transit projects of the RTP, it was indicated that none of the planned RTP constrained transit corridor expansions would impact Douglas County since they are primarily focused in Cobb, Fulton, and DeKalb Counties.¹¹ As new information about potential future transit service that would affect Douglas County becomes available, it will be incorporated into this study as applicable.

Georgia Regional Transportation Authority Direct Xpress

Direct Xpress is a comprehensive analysis of GRTA's existing service and an exploration of potential future opportunities for growth. The study aims to maximize productivity and effectiveness of Xpress service, to meet the needs of commuters and businesses, and to increase ridership by identifying and making improvements in all areas of operations. To these ends, an internal review and analysis of current services was undertaken, public input was solicited through meetings and surveys, and a draft service plan with recommendations for review by the GRTA Board was prepared. Recommendations were divided into three horizon service plans for short-, mid-, and long-term recommendations. The final plan is slated for approval in August 2015 and if approved, service changes will begin to roll out in 2016.

As part of *Direct Xpress*, new configurations are proposed for the routes currently serving Douglas County. The study recommends consolidation of existing Routes 460 and 461/462 into Route 463, which will streamline service and increase the frequency and access to Downtown and Midtown Atlanta for Xpress riders in Douglas County. All coaches on this new route will serve the West Douglas Park and Ride Lot, the Douglas County Transportation Center,

¹¹ Atlanta Regional Commission, 2015.

Downtown Atlanta, and Midtown Atlanta. Route 463 will be routed along the eastern Downtown alignment to increase reliability. The stop at Arbor Place Mall will be eliminated due to low demand.

Route 463 will operate more frequently during peak times between 6 a.m. and 7 a.m., and between 3:45 p.m. and 4:45 p.m. Departures will be every 12 minutes. Route 463 will also operate on a consistent schedule five days per week.

Based upon data and analysis, the study identified markets for potential GRTA Xpress service; however no new markets in Douglas County were identified. Therefore, no new service is being proposed for Douglas County at this time. General recommendations from the GRTA study are categorized into themes that are applicable to Douglas County as follows:

- Consistent, streamlined Downtown and Midtown Atlanta route alignment avoiding known bottlenecks, reducing the number of turns and making it easier to navigate routes.
- Adjust number of trips to match demand by better aligning trip departure times to maximize ridership on each trip.
- Extend Downtown Atlanta trips to serve Midtown and increase ridership by adding Midtown service on certain routes.
- Add additional park and ride lots to existing routes increasing span of service (and therefore ridership) by including stops at park and rides not currently served along certain routes.
- Additional passenger amenities at waiting areas, including improvements to bus stop signs, shelters, seating, paved waiting areas, lighting, and schedule information.

Recommended Horizon 1 (Short-Term) service changes affecting Douglas County include:

- Consolidation of routes traveling similar patterns.
- Re-number trips that currently serve multiple patterns under the same route number.
- Simplify Downtown and Midtown Atlanta routing, especially to avoid frequently congested areas.

Recommended Horizon 2 (Mid-Term, 2016 - 2021) and 3 (Long-Term, 2022-2026) recommendations are as follows:

- Provide airport service to supplement service to the number one desired destination for transit service in the region, using park and ride lots throughout the region.
- Maximize people-throughput (vs. vehicle throughput) on managed lanes and coordinate with Georgia DOT's Regional Managed Lanes Implementation Plan to improve bus speed, reliability, and direct access via special ramps.
- Increase park and ride lot capacity by adding new park and ride locations to support and improve service to and from Hartsfield-Jackson International Airport; minimize delays in bus access to park and ride lots located in the vicinity of managed lanes; and to expand capacity at existing locations.
- Improve peak frequency on existing corridors to increase ridership.

Concept 3

The Atlanta region's official long-range transit vision is known as *Concept 3*. Adopted in 2008, *Concept 3* (and its subsequent revisions) serves as the transit element of the Aspirations Plan of the Regional Transportation Plan.¹² Transit recommendations included in *Concept 3* that potentially impact Douglas County include the following:

- West Corridor Commuter Rail – this rail service proposes to operate through Douglas County from Temple to the planned Southern Crescent Transit Center. Proposed stations in Douglas County include Villa Rica and Douglasville. Planned Austell and Mableton stations in Cobb County fall within the three-mile area of influence.
- Several new express bus services are planned as part of *Concept 3* that will serve Douglas County and include:
 - Expressway bus on I-20 West – express bus operation along I-20 from Douglasville to the Hamilton E. Holmes MARTA Station
 - US 78 (Bankhead Highway) arterial bus rapid transit (BRT) line originating in Douglasville and extending to the Atlanta Beltline corridor at Donald Hollowell Parkway.
 - Suburban express bus services, including (1) the SR 6 express bus running through Douglas County on SR 6 (Thornton Road) from Powder Springs to Hartsfield-Jackson International Airport and (2) SR 92 express bus service originating in Douglasville, express bus service running north along SR 92 (Hiram Douglasville Highway) to SR 176 (Mars Hill Road/Lost Mountain Road); and (3) Fulton County I-20 West/Fulton Industrial Boulevard arterial BRT, including express bus service operating within the three-mile area of influence along Fulton Industrial Boulevard from SR 6 (Camp Creek Parkway) to the Hamilton E. Holmes MARTA Station.

Portfolio of Potential Future Transportation Service Options

A key component of the Douglas County Transportation Services Study and this existing conditions technical report is the development of a portfolio or menu of potential future service options. In considering the needs and opportunities to serve Douglas County residents, a set of potential future service options has been developed given the identified mobility needs of Douglas County residents. This section briefly describes the various preliminary options that will be considered and further evaluated as part of the planning process.

Needs and Opportunities

Currently without dedicated local transportation service, Douglas County residents must rely on personal vehicles, taxis, services provided by the County's Rideshare Program, and biking or walking to get around. The County's vanpool service helps meet the needs of commuters for work-trips, however, other residents have limited options if

¹² A new regional transit vision/plan is currently under development as part The Region's Plan. See ARC for details: <http://www.atlantaregional.com/the-regional-plan/the-region-s-plan>

they are unable to drive. Certain populations are particularly affected by the current lack of options and many people across a spectrum of the population would benefit from new and improved transportation services.

Senior citizens and individuals with disabilities who are unable to drive often rely on friends and family to get to and from day-to-day errands. While Douglas County’s Senior Services Division provides limited transportation to non-emergency medical appointments, it is unable to meet current demands. Transportation service is the number one request and complaint received by the Division. People in need of transportation for non-medical errands, such as to the grocery store, or go to the barber or hair salon, church, or to visit family, must rely on taxis or willing family members or volunteers. Taxis are reported to be expensive and may be cost-prohibitive for some residents, while volunteer drivers may not be consistently available. Often seniors and others are hesitant to rely on family members or volunteers because they do not want to be seen as a burden or unable to help themselves. Students, part-time workers, and Court program participants are some of the other groups that would benefit from expanded local transportation service to meet their daily needs and obligations.

In order to gain a better understanding of the needs and opportunities for local transportation service, the Project Team has engaged more than 1,000 people (as of July 2015) through a combination of meetings, pop-up events, and an on-line and paper survey effort. Participants in these activities include representatives of key agencies and service providers (Senior Services, Accountability Courts, Department of Transportation, in-home care service providers) as well as a broad spectrum of the Douglas County population, representing a range of ages and backgrounds, including senior citizens, families, caregivers, commuters, and more. Below is a brief summary of the transportation needs and opportunities identified:

- **Transportation challenges currently facing Douglas County residents:**
 - Options outside of traditional weekday 9:00 a.m. – 5:00 p.m. work hours, including evenings and weekends.
 - Connections to regional transit, such as the Hamilton E. Holmes MARTA Station and Hartsfield Jackson Atlanta International Airport.

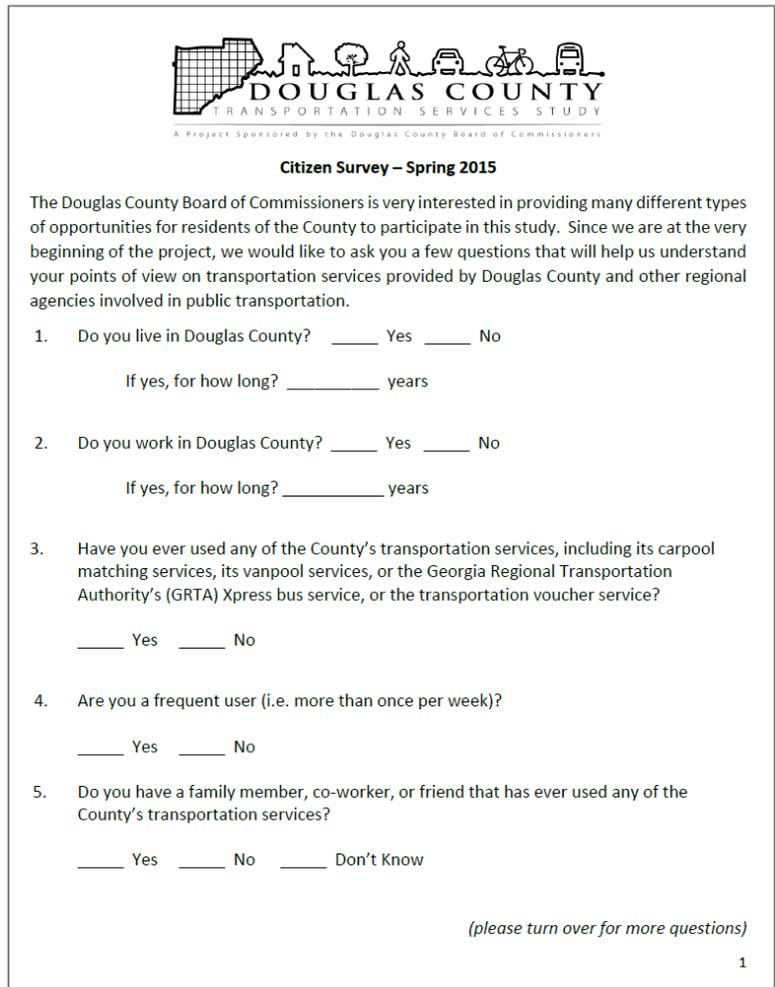


Figure 16: Paper Version of the DCTSS Project Survey Distributed in Spring 2015

- Transportation for seniors to day-to-day activities and for special events or trips (festivals, museum, concerts, etc.).
- Current taxi service and other private services are expensive and limited.
- Requirements for advanced booking prevents use of some services since it can be difficult to predict when the need for transportation may arise (for example, if someone needs a last-minute trip for medication or for a rescheduled appointment).
- **Key destinations that should ideally be served by any future transportation service:**
 - Douglas County Courthouse and Government Offices
 - The old Douglas County Courthouse/County Museum
 - WellStar Douglas Hospital
 - The County's Multimodal Transportation Center
 - Park-and-ride lots and vanpool pick-up/drop-off locations
 - Arbor Place Mall
 - Woodie Fite Senior Center
 - Key corridors or thoroughfares such as Route 166 in the southern part of the County, Fairburn Road, Chapel Hill Road, State Route 5 (Bill Arp Road), and Hospital Drive, Stewart Parkway, Broad Street
 - Veterans Administration offices and clinics
 - Downtown Douglasville
 - Grocery stores, including Walmart
 - Neighborhoods with high numbers of seniors, disabled, or low-income residents
 - Connections to residential neighborhoods
- **Most Important Characteristics of a High-Quality Transportation Service (based on 1,031 responses to the first project survey):**
 - Affordability and price
 - Safe and secure parking areas
 - Well-maintained vehicles
 - Easily understandable routes and schedule information
 - Timely (on time) service
 - Courteous, friendly drivers

Throughout the course of the community meetings and public outreach activities, stakeholders also provided input into potential future service options and offered the following for consideration:

- Look into use of volunteers and coordination or collaboration with churches/religious groups
- Shuttle service for special events (like expansion of what is available during Hydrangea Festival)
- Preserve the character of the County
- Service for restaurants and activities in Douglasville
- Think about how to alleviate or not add to congestion
- Affordability of service, especially for lower-income individuals/families and seniors

Based upon feedback received and analysis of existing conditions, a menu of potential service improvements and new services for possible consideration has been developed. **Error! Reference source not found.**, below, is an illustration showing groupings of different types of potential improvements and projects that may fall within those categories.

During the next phase of this project, the various alternatives will be developed in more detail and evaluated in terms of their ability to achieve overall transportation and mobility, quality of life, economic development, community preservation goals of the County. Once the range of alternatives are evaluated and explored by the County’s decision-makers, a set of preferred program alternatives to improve the overall level of service and effectiveness of the County’s transportation services will be recommended.

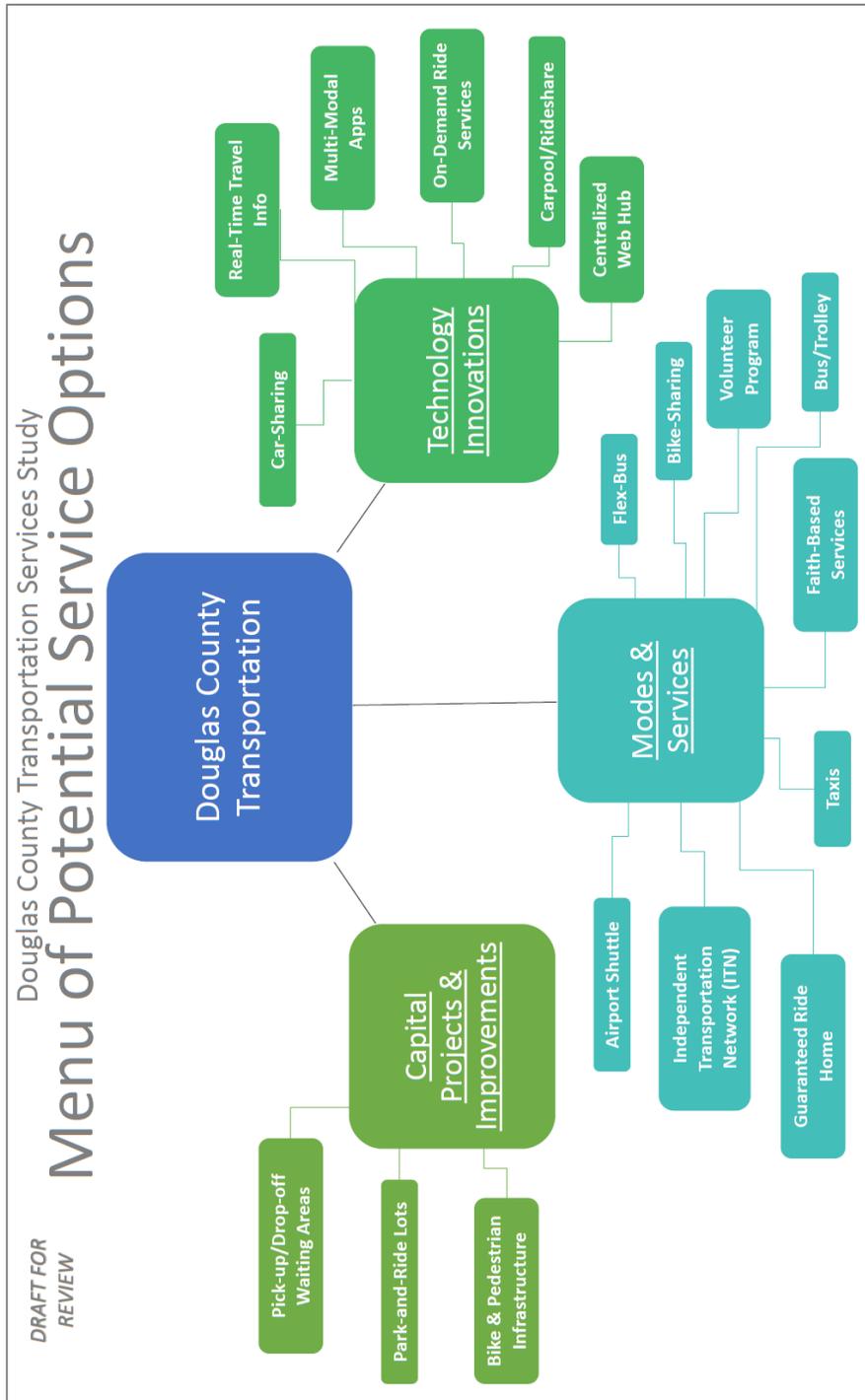


Figure 177: Graphic Representation of Menu of Potential Service Options for Douglas County

Resources

Atlanta Regional Commission (ND). PLAN 2040: The Regional Plan. Retrieved from <http://atlantaregional.com/plan2040/documents--tools>

Atlanta Regional Commission (2012, April). Regional Snapshot, *Employment Centers Drive Commuter Patterns*. http://www.atlantaregional.com/File%20Library/Info%20Center/Newsletters/Regional%20Snapshots/Transportation/RS_April_2012_Workers.pdf

Atlanta Regional Commission (2013). Atlanta Regional Transportation Demand Management Plan. Retrieved from www.atlantaregional.com/tdmplan

Atlanta Regional Commission (2013). Coordinated Human Services Transportation Plan Technical Update, Retrieved from <http://www.atlantaregional.com/transportation/human-services-transportation/coordinated-hst-plan>

Atlanta Regional Commission (2013). Regional Transportation Demand Management Vanpool Assessment. Retrieved from <http://www.atlantaregional.com/transportation/commute-options/regional-tdm-plan>

Atlanta Regional Commission (2014). Population Estimates, retrieved from <http://www.atlantaregional.com/info-center/arc-region> and <http://news.atlantaregional.com/?p=1650>

Atlanta Regional Commission (2014, March 11). *Do Metro Atlanta Residents Have Access to Jobs & Amenities?* Retrieved from Atlanta Regional Commission News Center: <http://news.atlantaregional.com/?p=1535>

Atlanta Regional Commission (2015, July 17). Region's Plan Transit Project Review. Retrieved from, http://documents.atlantaregional.com/tcc/2015/2015-07-17/Major_System_Vision_Update_Transit.pdf.

City of Villa Rica (2005). Comprehensive Plan. Retrieved from <http://villarica.org/documents/>

Community Transportation Association (2015). Community and Public Transportation Trends. Retrieved from <http://web1.ctaa.org/webmodules/webarticles/articlefiles/Trends2015.pdf>

Georgia Department of Human Resources and Georgia Department of Transportation (ND). Coordinated Public Transit - Human Services Transportation Interim Plan. Retrieved from <http://www.dot.ga.gov/InvestSmart/Transit/Documents/Coordinated%20Public%20Transit/HumanServices-InterimPlan.pdf>

Douglas County (2008). Comprehensive Transportation Plan. Retrieved from, http://www.celebratedouglascounty.com/view/departments/view_dept/&cdept=290&department=Douglas%20County%20Comprehensive%20Transportation%20Plan

Douglas County (2013). Comprehensive Plan, Retrieved from http://www.celebratedouglascounty.com/view/departments/view_dept/&cdept=161&department=Comprehensive%20Land%20Use%20Plan

Georgia Regional Transportation Authority (2014). Strategic Plan 2014-2016. Retrieved from http://www.grta.org/about_us/pdf/Strategic_Plan_Document_2014-16_Final.pdf

Georgia Regional Transportation Authority (2015). Direct Xpress. Retrieved from <http://directxpress.xpressga.com/>

U.S. Census Bureau American Community Survey. <http://factfinder.census.gov/>

U.S. Department of Housing and Urban Development Location Affordability Index, <http://www.locationaffordability.info/lai.aspx>.

Appendix

A. Demographic Comparisons to Other Parts of the Region

Table 7: 2010 Demographic Comparison to Nearby Counties

	Douglas County		Cobb County		Fulton County		Paulding County		Carroll County		Coweta County	
	#	%	#	%	#	%	#	%	#	%	#	%
Total Population	132,403	100%	688,078	100%	920,581	100%	142,324	100%	110,527	100%	127,317	100%
Race & Ethnicity												
White/Caucasian	69,458	53%	428,023	62%	409,697	45%	110,517	78%	83,579	76%	95,594	76%
Black/African American	52,290	40%	171,774	25%	405,575	44%	24,321	17%	20,089	18%	22,029	17%
Asian	1,904	1%	30,657	5%	51,569	6%	1,271	1%	853	1%	1,934	2%
American Indian & Alaska Native	399	0%	2,314	0%	2,259	0%	427	0%	389	0%	376	0%
Native Hawaiian & Other Pacific Islander	137	0%	346	0%	335	0%	67	0%	32	0%	68	0%
Some Other Race	5,058	4%	36,031	5%	30,867	3%	2,434	2%	3,121	3%	3,676	3%
Two or More Races	3,157	2%	18,663	3%	20,279	2%	3,287	2%	2,464	2%	2,640	2%
Hispanic or Latino (Any Race)	11,125	8%	84,330	12%	72,566	8%	7,264	5%	6,800	6%	8,493	7%
Age Groups												
Senior Population (65 and over)	11,244	9%	59,972	9%	83,424	9%	10,220	7%	12,108	11%	13,240	10%
Youth Population (19 and under)	41,203	31%	194,404	28%	247,143	27%	46,796	33%	32,756	30%	37,865	30%

Sources: 2010 US Decennial Census (100% count data)

Table 8: 2010 Demographic Comparison to Areas within and Adjacent to Douglas County

	Douglas County		City of Douglasville		City of Villa Rica		City of Austell		Lithia Springs CDP	
	#	%	#	%	#	%	#	%	#	%
Total Population	132,403	100.0%	30,961	100.0%	13,956	100.0%	6,581	100.0%	15,491	100.0
Race & Ethnicity										
White/Caucasian	69,458	52.5%	11,144	36.0%	8,132	58.3%	2,171	33.0%	7,074	45.7%
Black/African American	52,290	39.5%	17,297	55.9%	4,669	33.5%	3,648	55.4%	6,218	40.1%
Asian	1,904	1.4%	559	1.8%	242	1.7%	100	1.5%	221	1.4%
American Indian & Alaska Native	399	0.3%	70	0.2%	45	0.3%	16	0.2%	57	0.4%
Native Hawaiian & Other Pacific Islander	137	0.1%	18	0.1%	4	0.0%	9	0.1%	37	0.2%
Some Other Race	5,058	3.8%	1,018	3.3%	468	3.4%	445	6.8%	1,468	9.5%
Two or More Races	3,157	2.4%	855	2.8%	396	2.8%	192	2.9%	416	2.7%
Hispanic or Latino (Any Race)	11,125	8.4%	2,243	7.2%	1,064	7.6%	782	11.9%	2,724	17.6%
Age Groups										
Senior Population (65 and over)	11,244	8.5%	2,115	6.8%	1,130	8.1%	432	6.6%	1,368	8.8%
Youth Population (19 and under)	41,203	31.1%	9,629	31.1%	4,599	33.0%	2,094	31.8%	4,661	30.1%

Sources: 2010 US Decennial Census (100% count data)

Table 9: Demographic Comparison to Areas within and Adjacent to Douglas County

2009-2013 Demographics (estimates)	Douglas County		City of Douglasville		City of Villa Rica		City of Austell		Lithia Springs CDP	
	#	%	#	%	#	%	#	%	#	%
Total Population	133,486	100.0%	31,181	100.0%	14,030	100.0%	6,786	100.0%	16,739	100.0%
Income										
Median Household Annual Income	\$ 52,691	-	\$ 47,436	-	\$ 50,675	-	\$ 61,895	-	\$ 37,013	-
Individuals Below Poverty	-	16.1%	-	18.1%	-	13.4%	-	17.3%	-	27.9%
Families with children under 18 Below	-	19.7%	-	6.6%	-	15.4%	-	17.5%	-	35.3%
Seniors (65 and over) Below Poverty	-	10.1%	-	16.0%	-	8.8%	-	5.4%	-	11.1%
Employment										
Population 16 years and over	100,694	-	23,271	-	10,477	-	4,852	-	12,131	-
Population Employed (in labor force, 16 years and over)	59,925	59.5%	14,048	60.4%	5,856	55.9%	2,818	58.1%	6,647	54.8%
Employment (# people employed) (April 2015)*	63,370									
Vehicle Availability										
Occupied housing units	46,295	-	11,737	-	5,348	-	2,200	-	6,078	-
Households with no vehicles available	1,556	3.4%	576	4.9%	274	5.1%	190	8.6%	440	7.2%
Commuting										
Workers 16 years and over	58,108	-	13,825	-	5,738	-	2,742	-	6,516	-
Car, truck, or van -- drove alone	46,180	79.5%	11,380	82.3%	4,450	77.6%	2,093	76.3%	5,309	81.5%
Car, truck, or van -- carpooled	7,226	12.4%	1,224	8.9%	873	15.2%	419	15.3%	845	13.0%
Public transportation (excluding taxicab)	710	1.2%	134	1.0%	47	0.8%	32	1.2%	67	1.0%
Walked	401	0.7%	127	0.9%	43	0.7%	0	0.0%	66	1.0%
Other means	499	0.9%	158	1.1%	58	1.0%	86	3.1%	73	1.1%
Worked at home	3,092	5.3%	802	5.8%	267	4.7%	112	4.1%	156	2.5%
Mean Travel Time to Work (minutes)	31.8	-	31.1	-	35.5	-	31.1	-	27.5	-
Workers with Commute Time 30-60 minutes	-	27.5%	-	42.8%	-	39.5%	-	42.2%	-	31.0%
Workers with Commute Time >60 minutes	-	13.6%	-	11.5%	-	17.7%	-	13.4%	-	8.4%
Where People Work										
Outside County	35,066	60.3%	8,371	60.5%	3,633	63.3%	1,376	50.2%	4,160	63.8%
Inside County	21,878	37.7%	5,289	38.3%	2,021	35.2%	1,325	48.3%	2,190	33.6%
Outside State	1,164	2.0%	165	1.2%	84	1.5%	41	1.5%	166	2.5%
Educational Enrollment										
Population 3-years + enrolled in school	40,145	-	9,283	-	4,244	-	2,274	-	4,669	-
Enrolled K-12	27,807	69.3%	6,635	71.5%	2,957	69.7%	1,560	68.6%	3,024	64.8%
Enrolled College or University	9,744	24.3%	2,132	23.0%	1,022	24.1%	500	22.0%	1,185	25.4%
Disability Status										
Total Civilian Noninstitutionalized Population (18 years and over)	133,226	-	30,286	-	10,065	-	6,786	-	16,709	-
With a disability	14,535	11.0%	2,697	8.9%	1,757	12.5%	740	10.9%	2,116	12.7%
Under 18 years	37,207	-	8,707	-	3,965	-	2,174	-	5,077	-
With a disability	1,681	4.5%	207	2.4%	157	4.0%	6	0.3%	106	2.1%
18 to 64 years	83,119	-	19,108	-	8,338	-	4,183	-	10,141	-
With a disability	8,525	10.3%	1,632	8.5%	811	9.7%	552	13.2%	1,340	13.2%
65 years and over	11,900	-	2,471	-	1,727	-	429	-	1,491	-
With a disability	4,329	36.4%	858	34.7%	789	45.7%	182	42.4%	670	44.9%

Sources: 2009-2013 American Community Survey 5-year Estimates

*US Bureau of Labor Statistics Labor Force Statistics from Current Population Survey (April 2015, http://www.bls.gov/cps/cps_htgm.htm)

Table 10: Demographic Comparisons to Neighboring Counties

	Douglas County	Cobb County	Fulton County	Paulding County	Carroll County	Coweta County
	#	#	#	#	#	#
	%	%	%	%	%	%
2009-2013 Demographics (estimates)						
Total Population	133,486	669,235	948,554	143,845	111,160	129,397
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Income						
Median Household Annual Income	\$ 52,691	\$ 63,920	\$ 56,857	\$ 61,837	\$ 58,875	\$ 60,813
Individuals Below Poverty	-	-	-	-	-	-
Families with children under 18 Below Poverty	16.1%	12.8%	17.6%	11.4%	18.9%	12.7%
Seniors (65 and over) Below Poverty	19.7%	14.5%	18.9%	13.3%	19.9%	16.3%
Employment						
Population 16 years and over	-	-	-	-	-	-
Population Employed (in labor force, 16 years and over)	100,694	542,375	748,597	106,172	86,403	98,611
Employment (# people employed) (April 2015)*	59,925	352,080	448,135	67,383	46,226	59,209
	63,370	373,807	481,316	71,242	48,368	63,072
Vehicle Availability						
Occupied housing units	46,295	261,242	368,184	47,881	39,494	46,912
Households with no vehicles available	1,556	10,782	43,511	1,165	2,381	1,511
	3.4%	4.1%	11.8%	2.4%	6.0%	3.2%
Commuting						
Workers 16 years and over	58,108	346,467	440,476	65,775	45,316	58,486
Car, truck, or van -- drove alone	46,180	276,263	319,610	54,462	37,450	47,866
Car, truck, or van -- carpooled	7,226	32,597	35,754	6,729	5,462	6,683
Public transportation (excluding taxicab)	710	5,289	32,022	467	113	459
Walked	401	4,159	12,188	189	392	178
Other means	499	4,427	6,594	484	555	511
Worked at home	3,092	23,732	33,308	3,345	1,344	2,789
Mean Travel Time to Work (minutes)	31.8	29.5	27	37.7	28.5	30.6
Workers with Commute Time 30-60 minutes	-	-	-	-	-	-
Workers with Commute Time >60 minutes	40.1%	39.2%	30.9%	42.3%	27.5%	34.6%
Where People Work						
Outside County	-	-	-	-	-	-
Inside County	35,066	142,979	114,054	46,635	17,532	31,059
Outside State	21,878	198,498	320,111	18,268	26,819	26,659
	1,164	4,990	6,311	872	965	768
	2.0%	15.3%	1.4%	13.0%	17.7%	11.5%
Educational Enrollment						
Population 3-years + enrolled in school	40,145	198,312	274,495	44,599	33,601	34,978
Enrolled K-12	27,807	130,078	160,973	32,160	20,676	25,641
Enrolled College or University	9,744	54,371	93,045	9,689	10,930	6,158
	24.3%	27.4%	33.9%	21.7%	32.5%	17.6%
Disability Status						
Total Civilian Noninstitutionalized Population (18 years and over)	133,226	693,786	939,985	143,053	109,886	128,557
With a disability	14,535	54,961	84,466	14,201	16,991	12,568
Under 18 years	37,207	176,632	224,179	42,333	27,882	34,731
With a disability 18 to 64 years	1,681	5,596	6,271	1,617	1,102	1,013
With a disability 65 years and over	83,119	453,672	628,616	89,662	69,745	79,878
With a disability 65 years and over	8,525	29,895	47,143	8,123	10,210	6,837
With a disability	11,900	63,482	87,190	11,058	12,259	13,948
	4,329	19,470	31,052	4,461	5,679	4,718
	36.4%	30.7%	35.6%	40.3%	46.3%	33.8%

Sources: 2009-2013 American Community Survey Five-Year Estimates;

*US Bureau of Labor Statistics Labor Force Statistics from Current Population Survey (April 2015, <http://www.bls.gov/cps/cps.htm>)

B. Vanpool Route Maps

The series of maps below show the origins and destinations of the 58 vanpool routes operated by Douglas County Rideshare. The routes are grouped per map according to the parking lot from which they depart.

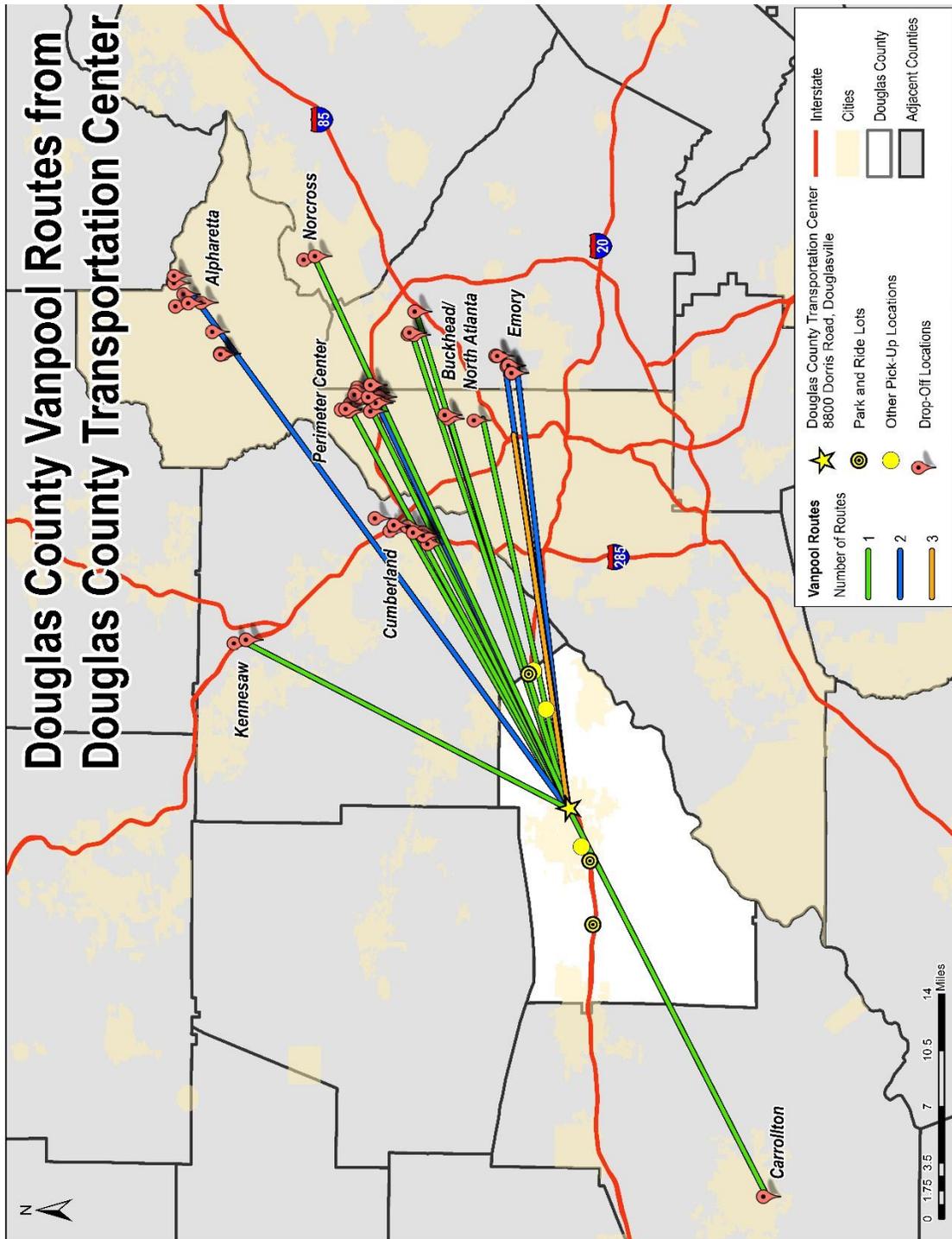


Figure 18: Vanpools Leaving From the Douglas County Multi-Modal Transportation Center

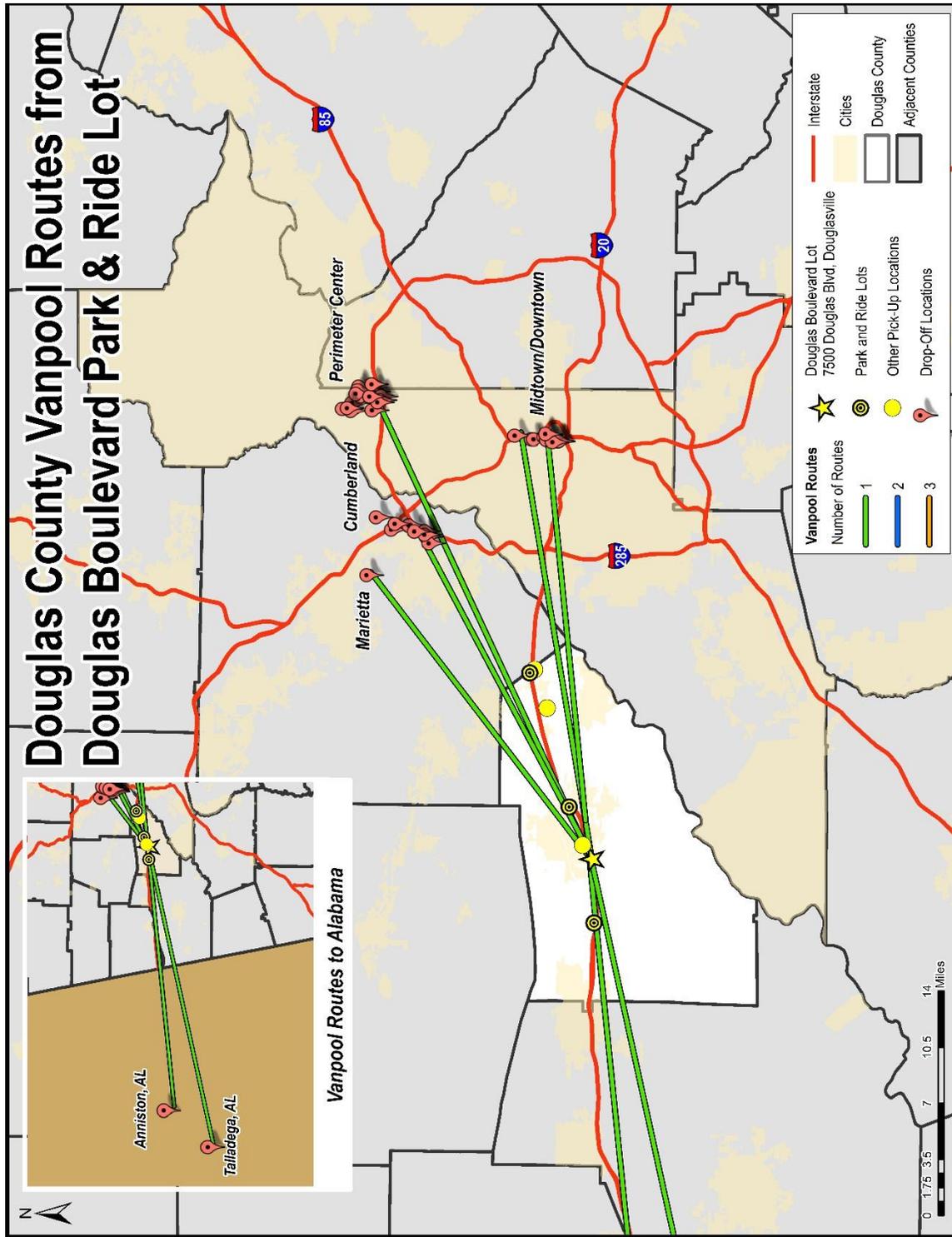


Figure 19: Vanpool Routes Leaving from the Douglas Boulevard Park-and-Ride Lot

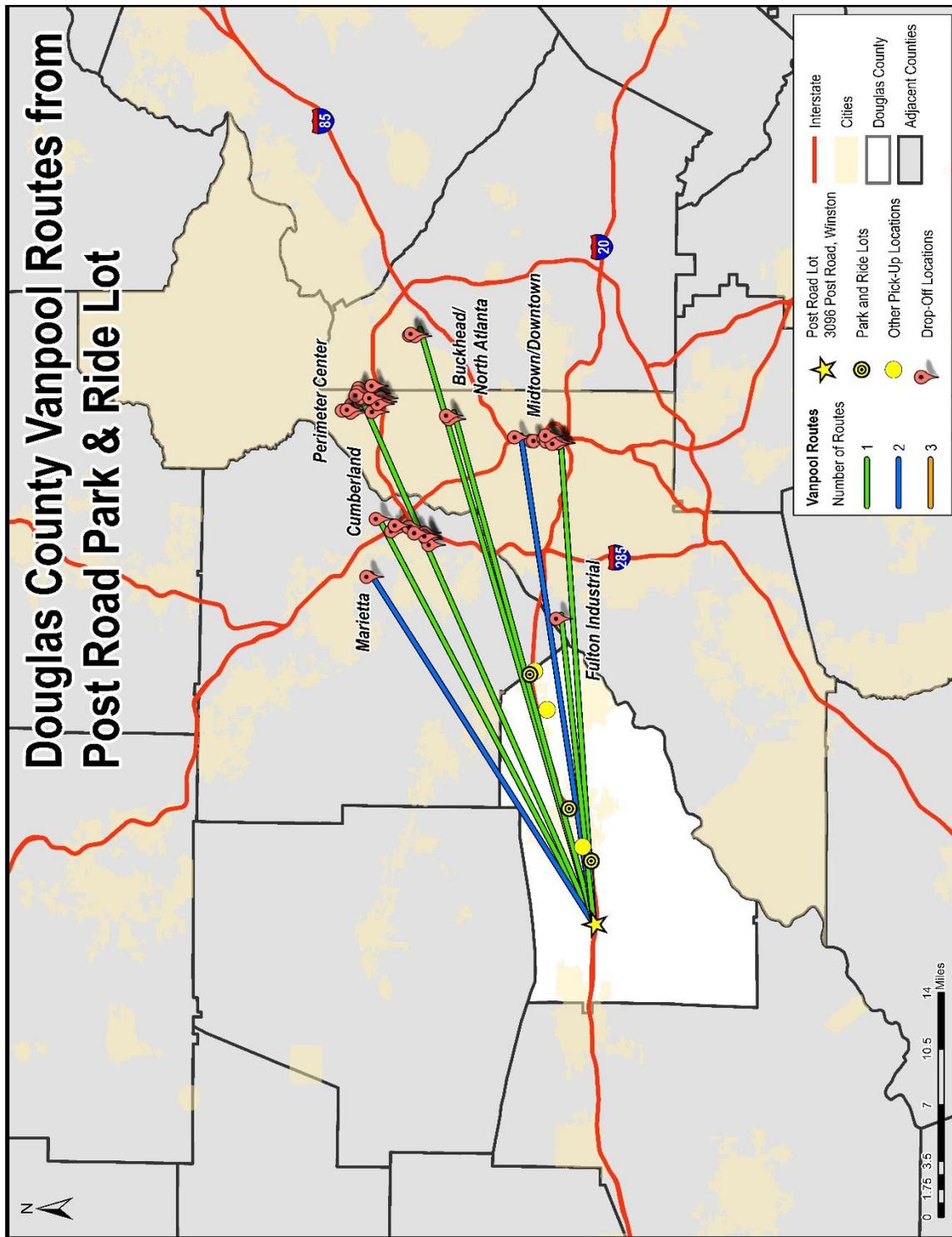


Figure 20: Vanpool Routes Leaving from the Post Road Park-and-Ride Lot

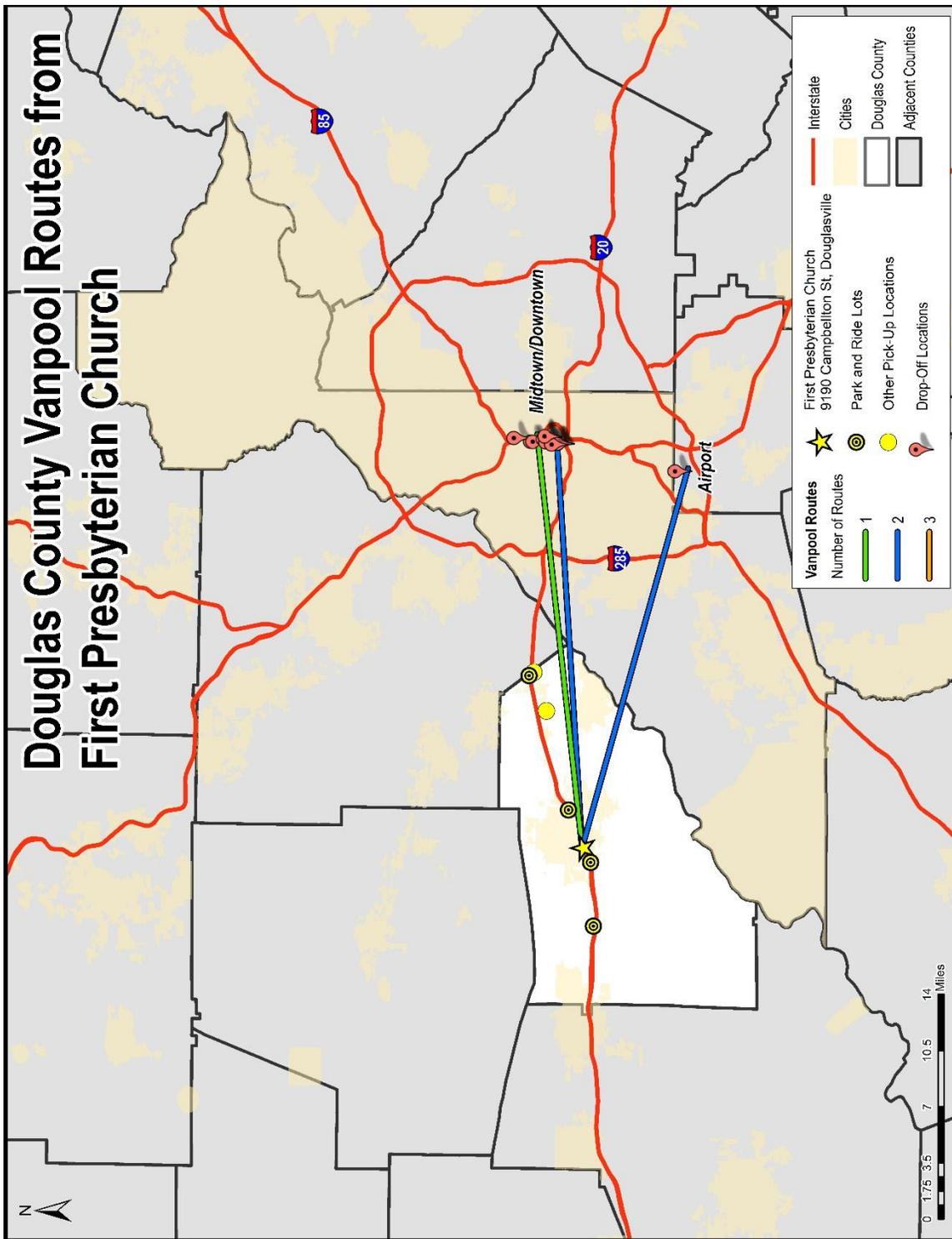


Figure 21: Vanpool Routes Leaving from the First Presbyterian Church in Douglasville

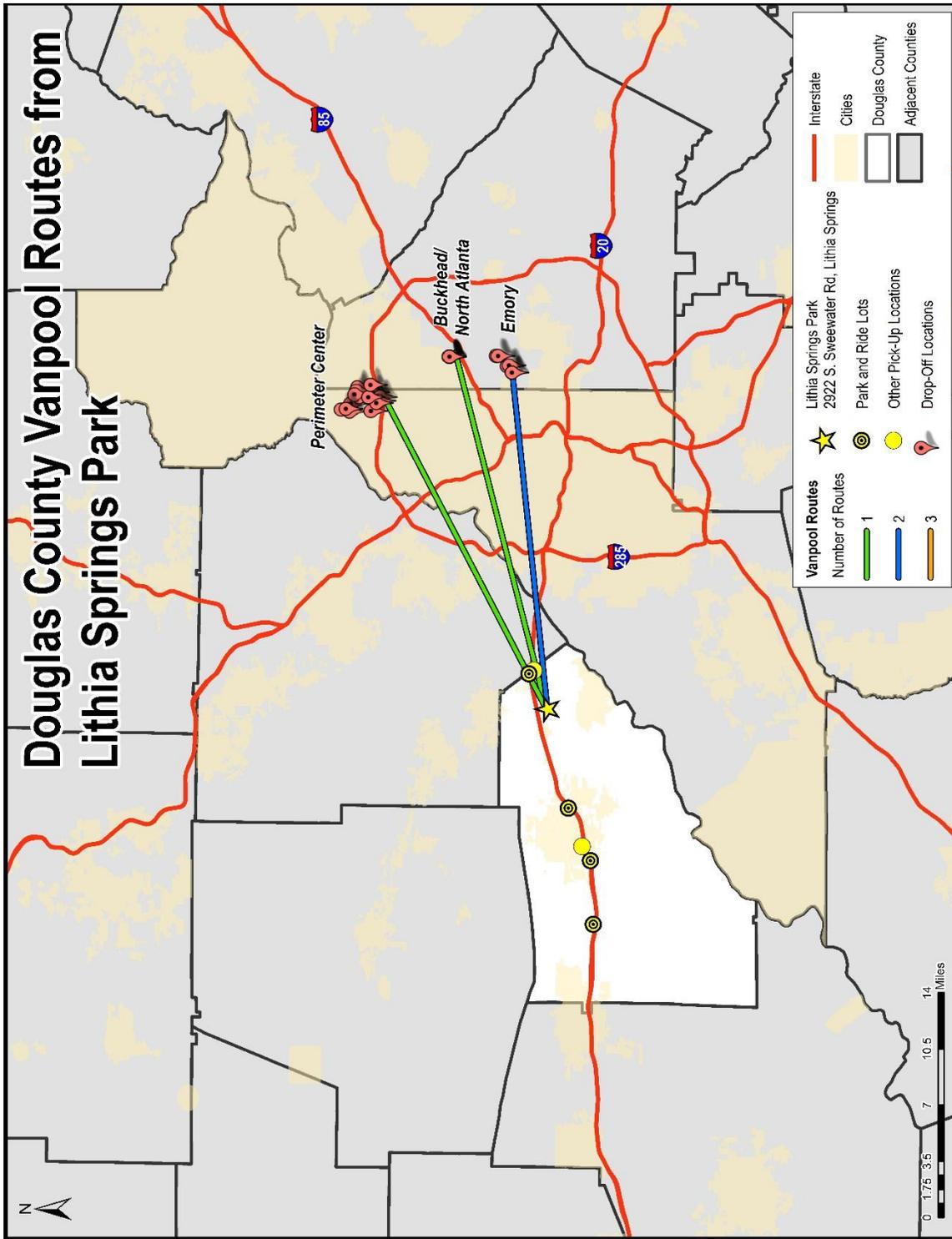


Figure 22: Vanpool Routes Leaving from Lithia Springs Park

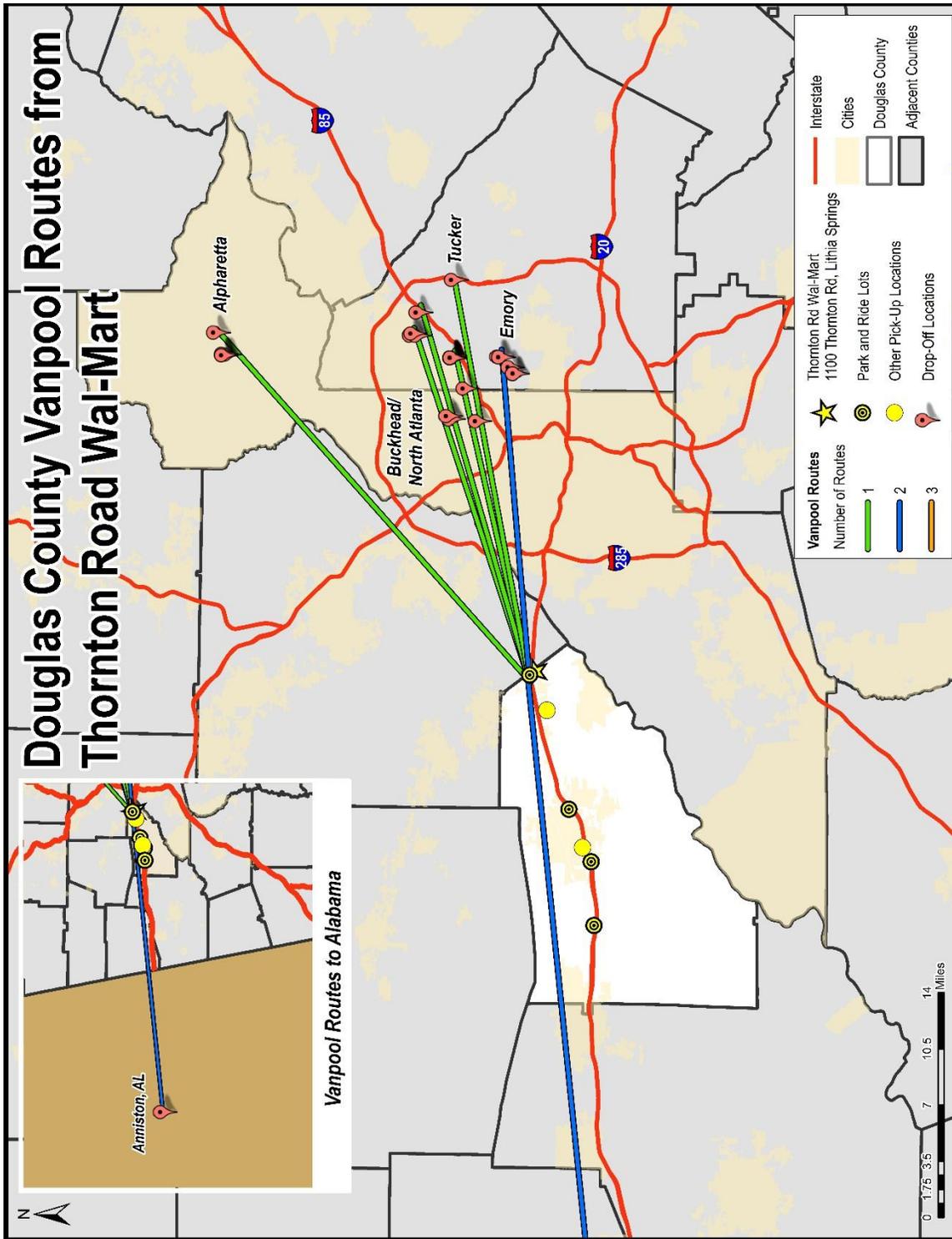


Figure 23: Vanpool Routes Leaving from Thornton Road Wal-Mart