

APPENDIX A
COMMUNICATIONS PLAN



**Connect Douglas Rebranding and Education Campaign
Communication Plan**

Submitted for review to

Gary Watson

**Director of Douglas County Multi-Modal Transportation Services and
Douglas County Board of Commissioners' Transportation Committee**

Douglas County Transit: Connect Douglas Rebranding & Education Campaign

OVERVIEW

The purpose of the Connect Douglas Rebranding and Education Campaign is to conduct a comprehensive public awareness campaign on behalf of Douglas County's Rideshare/ Multi-Modal Transportation Services.

Douglas County began its Rideshare program in 1986 as a vanpool service, providing residents transportation to employment in the metro Atlanta area. Additional services were added including a voucher program for senior citizens and disabled citizens, carpool matching, park-and-ride lots, and GRTA Xpress bus participation. While the array of services offered grew, public awareness of these services did not.

Under the direction of the Douglas County Board of Commissioners, a Transportation Services Study was completed in 2016 and revealed that very few people were aware of the transportation services already available to residents. During that same study, more than 80% of the study participants recommended a marketing and promotional campaign for the county's transportation services.

PURPOSE AND GOALS

In light of these findings and in recognition of the growing and changing needs of its citizens, Douglas County commissioned a Connect Douglas Rebranding and Education Campaign. The primary goals of the campaign include:

- Rebrand Rideshare as Connect Douglas
- Enhance Douglas County residents' awareness of services
- Increase and expand ridership of existing services

MARKETING SITUATION ANALYSIS

In addition to a thorough review of the Douglas County Transportation Services Study, including survey results, interview summaries and analysis, a number of activities were conducted to assess the current perception of Douglas County's Multi-Modal Transportation Services and to identify opportunities to enhance the image and awareness of Rideshare as Connect Douglas.

These activities included focus groups with current patrons, SWOT analysis with the Douglas County Multi-Modal Transportation Services Director Gary Watson and staff, interviews with elected leaders, and primary research utilizing services. A detailed listing of these activities follows.

Project Kickoff Meeting

Purpose: To gain consensus on scope, project deliverables and proposed timeline

Date: Wednesday, March 14, 2018

Time: 10:00 – 11:30 am

Participants: Gary Watson, Rideshare/Multi-Modal Transportation Services Director; Bill Peacock, Purchasing Director; Miguel Valentin, Department of Transportation Director and TCF Team Members Michael Hightower, Dannelle Crowe and Amanda Clement

SWOT Analysis Work Session

Purpose: To review current marketing materials with Gary Watson & MMTS Team

Date: Wednesday, April 11, 2018

Time: 9:30 – 11:00 am

Participants: Gary Watson, Jerry Blackwood, Lawanda Jones, Davita Walker and TCF Team Members Dannelle Crowe and Cailyn Barnes

Vanpool Patron Focus Group

Purpose: To obtain direct experience of vanpool services and obtain input from current patrons

Date: Wednesday, April 11, 2018

Time: 3:45 – 5:30 pm

Participants: Route 136 GDOT Vanpool Patrons and TCF Team Member Dannelle Crowe

Kickoff Meeting with Commissioner Kelly Robinson, Chair of Transportation Committee

Purpose: To gain insight from Commissioner Robinson

Date: Thursday, April 12, 2018

Time: 1:30 – 2:00 pm

Participants: Commissioner Kelly Robinson and TCF Team Members Michael Hightower and Dannelle Crowe

Transportation Voucher Program Patrons Focus Group: Chat 'N Chew

Purpose: To obtain input from current patrons relative to communication, information access, and perception of services

Date: Friday, April 13, 2018

Time: 10:00 – 11:30 am

Participants: Transportation Voucher Patrons including both Seniors and Disabled Citizens, Lawanda Jones, Mobility Coordinator and TCF Team Members Dannelle Crowe and Cailyn Barnes

Branding Strategy Session

Purpose: To collaborate with Douglas County External Affairs and Communications & Community Relations Departments and ensure that Connect Douglas efforts are aligned with the county's overall communication plan and messaging strategies

Date: Friday, April 20, 2018

Time: 10:00 – 11:00 am

Participants: Tiffany Stewart-Stanley, Director of External Affairs; Rick Martin, Director of Communications & Community Relations, and TCF Team Member Dannelle Crowe

District Insight Listening Sessions

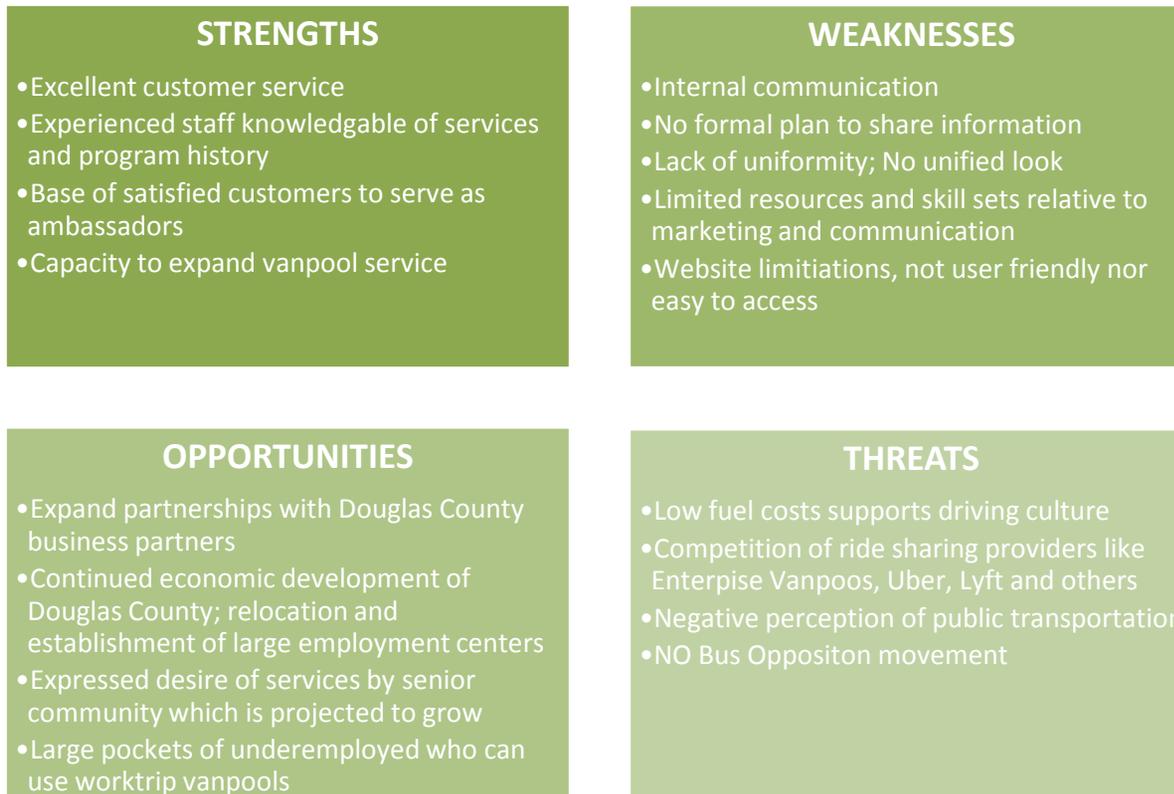
Purpose: To conduct a listening session with each Commissioner to gain insight on effective engagement within their respective districts and thoughts regarding existing service. These are individual meetings ranging from 30 minutes to an hour and will serve as the basis for district specific public engagement activities. A listening session was also conducted with Douglas County Board of Commissioners Chairman Dr. Ramona Jackson Jones.

Date: Tuesday, April 24, 2018

Time: 2:00 – 5:30 pm

Participants: Commissioner Robinson, Commissioner Mulcare, Commissioner Guider, Commissioner Mitchell, TCF Team Members Michael Hightower, Dannelle Crowe and Amanda Clements

Comments and reoccurring themes were identified throughout these assessment activities and serve as the basis for the communication strategies within the Rebranding and Education Campaign. Strengths, weaknesses, opportunities and threats were identified both relative to the operations and communication and are listed in the diagram below.



- **Strengths:** Current internal characteristics for Douglas County Multi-Modal Transportation Services that provide an advantage.
- **Weaknesses:** Current internal characteristics that place Douglas County Multi-Modal Transportation Services at a disadvantage.

- **Opportunities:** Future external changes to improve communication and awareness.
- **Threats:** Future external factors that can adversely impact Douglas County Multi-Modal Transportation Services, including economic, social and environmental elements.

An inventory and analysis of all current promotional materials was also conducted. It revealed that there was no unified theme or look for any of the materials. There was no systematic approach for distributing or updating promotional materials. Also, in many instances, it was difficult to determine the purpose and audience for some of the current communication pieces.

CAMPAIGN GOALS

GOAL: Rebrand Rideshare as Connect Douglas

The Douglas County Transportation Study cited the lack of awareness among residents as the major impediment to transportation services use and provided several names under which to rebrand Rideshare. Under the leadership of the Transportation Committee, the Douglas County Board of Commissioners selected Connect Douglas.

Prior to the rebranding campaign, Connect Douglas was introduced and attached exclusively to the proposed fixed bus routes. This is counterintuitive to the traditional branding process and the current campaign must overcome any negative perceptions attached to the initial rollout.

Opportunities/Objectives:

- Create a new logo for Connect Douglas
- Establish branded names for the existing services
- Develop a tagline

Logo Development for Rebranding

Several logo concepts were developed and presented for review to the MMTS team and the Transportation Committee. Information used to develop the logo included findings from:

- Senior Focus Group
- Van Pool Focus Group
- MMTS Interviews and SWOT Session
- Consultation with Douglas County Communications Director and External Affairs Director
- Insight on county-wide branding initiative
- Transportation Services Study (Including the Community Survey Results)

Feedback from both entities drove further tweaking of the logo and the adopted icon and color palette is reflected below.



Branded Names for Existing Services

Douglas County Multi-Modal Transportation Services offers four core services, with the Vanpool and Transportation Voucher program being the most widely used.

Rideshare began offering work-trip vanpools in 1986. Currently, there are now more than 40 daily vanpools to regional employment locations including downtown and midtown Atlanta, and Anniston and Talladega, Alabama. Participants meet the vans each morning at central locations in Douglas County and are driven to work. In the afternoon, participants are picked up at or near their work location and brought back to their pickup/drop-off location in Douglas County.

The Transportation Voucher Program helps senior adults, age 60 and over, and disabled individuals, age 19 to 59, to maintain their independence and mobility, by assisting with "quality of life" trips, including shopping, entertainment and visiting with friends and family. Participants receive vouchers purchased at a highly discounted rate and can contact designated transportation providers directly to arrange their trips.

While conducting focus groups with patrons for both of these services, key benefits and recurring themes were identified. Seniors who utilized the voucher program spoke about their independence and not wanting to burden family members and friends. They stated that they feel bound to their residence if they did not have this option. Independence and freedom were used repeatedly. Given this, we recommend rebranding the Transportation Voucher Program as Freedom to Go Transportation Voucher Program. Discussions with vanpool participants revealed the huge financial savings, less stress during the commute, reduced wear and tear on personal vehicles, and reclaimed time as benefits. Some patrons referred to it as a 'no-brainer'. This coupled with the significant savings formed our recommendation to rebrand vanpool as the \$mart Commute Vanpool. The previous names were very generic in nature and did not distinguish the services. The branded program names, in addition to the new Connect Douglas logo, will assist in gaining greater awareness and recognition.

Taglines

Several taglines were developed and presented to the MMTS team. The need to position the brand as a quality of life service for Douglas County residents was considered as well as a sense of unity and community.

- The Community Commute
- Moving People Together
- Together, We're on the Move
- Connect Douglas: The \$mart Commute
- Connect Douglas: Connecting Our Community
- The Commute That Makes \$ense
- Our Community on The Move
- It Pays to Commute
- Share the Ride & Save

While “The Community Commute” received the most positive feedback, no definitive decision has been reached regarding the official tagline. During the interim phase of the campaign, collateral materials will be developed with Douglas County Multi-Modal Transportation Services as the subheader to Connect Douglas. This will help facilitate the transition of all services to the new brand and further reinforce that Connect Douglas does not exclusively refer to newly proposed services, but also to long standing programs that have served Douglas County residents for more than 30 years.

The Connect Douglas brand and logo, as well as the program specific names, \$mart Commute Vanpool and Freedom to Go Transportation Voucher Program, should be incorporated in all marketing and communication tools and the distribution of previously produced materials should be discontinued immediately. To effectively, rebrand Rideshare as Connect Douglas, multiple customer/potential customer touchpoints must be utilized and reinforced through consistent and frequent use. Key messages should always refer to the services as community transit in lieu of public transit to further establish the Connect Douglas’ brand platform as advancing and connecting the community.

Additional opportunities to play off of the county wide branding strategy (Ride Outside The Lines)

Suggested promotional items were also submitted for future implementation. Low costs promotional including branded pens and bags will be produced during the campaign and used as giveaways during educational outreach activities.

GOAL: Enhance Douglas County residents’ awareness of transportation services

A comprehensive education and communication campaign has been developed to increase the awareness of transportation services among Douglas County residents. The plan integrates public relations, marketing, social media, community relations and advertising and employs cost effective strategies to reach as many stakeholders and potential customers as possible.

All messaging should reinforce the Connect Douglas brand as the provider of community transportation services connecting area residents to places they want to go. The public relations and community engagement efforts will reflect this broad theme to reach the general public, while efforts for targeted segments will include specific messaging. For instance, communications directed towards work commuters will also emphasize financial savings, stress-free work commute and reduced wear and tear of personal vehicles. Additionally, communications geared toward the business community will include messaging that conveys the benefits of attracting and retaining a qualified workforce and positions Connect Douglas commuter programs as a driver of continued economic growth.

Opportunities/ Objectives:

- Announce that RideShare is now Connect Douglas
- Conduct education outreach within the community
- Establish Connect Douglas Social Media Presence
- Create and launch a temporary Connect Douglas website to announce new name, services and outreach activities
- Distribute literature to various community locations
- Cultivate partnerships
- Advertising

Rideshare is now Connect Douglas Announcement

During the education campaign, the Department of Multi-Modal Transportation Services will formally announce its name change to Connect Douglas. The announcement will mark the official launch of the new brand and should coincide with the following steps:

- Draft and disseminate media releases announcing RideShare is now Connect Douglas
 - Key Media Outlets include
 - Chapel Hill News and Views
 - Douglas Sentinel

- West Georgia Neighbor
- Feature Connect Douglas announcement within Douglas Happenings e-blast
- Announcement/Feature on DCTV
- Update celebratedouglas.com to reflect the name change
- Launch of temporary Connect Douglas website and social media
- E-blast to all existing patrons

Education Outreach

To effectively engage large and diverse segments of Douglas County residents, community kiosks will be conducted in various locations throughout the county. Community kiosks typically occur in welcoming environments where people already exist and allows for non-intimidating one-on-one interaction in a familiar environment. Key locations throughout the county were identified and the schedule for planned kiosks is listed below.

Saturday, May 19, 2018

Taste of Douglasville

Sweetwater Creek State Park

1750 Mount Vernon Road, Lithia Springs, GA 30122

10:00 AM – 2:00 PM

Saturday, May 19, 2018 – Event Cancelled

16th Annual Catfish Rodeo with State Rep Roger Bruce

Sweetwater Creek State Park

1750 Mount Vernon Road, Lithia Springs, GA 30122

10:00 AM – 2:00 PM

Monday, May 21, 2018

Douglas County Library

6810 Selman Dr, Douglasville, GA 30134

4:00 – 6:30 PM

Monday, May 21, 2018

Lithia Springs Public Library
7100 Turner Dr, Lithia Springs, GA 30122
2:00 – 5:30 PM

Thursday, May 31, 2018

Douglas County Chamber of Commerce Business After Hours
The Centre At Arbor Connection
7475 Douglas Blvd, Ste 100A, Douglasville, GA 30135
5:00 – 7:00 PM

Saturday, June 2, 2018

Coffee & Conversations with Commissioner Mitchell
Deer Lick Park
2105 Mack Rd, Douglasville, GA 30135
10:00 AM – 12:00 PM

Saturday, June 2, 2018

Penny McHenry Hydrangea Festival
8700 Hospital Dr, Douglasville, GA 30134
10:00 AM – 4:00 PM

Tuesday, June 5, 2018

Dog River Public Library
6100 Highway 5, Douglasville, GA 30135
2:00 – 5:00 PM

Thursday, June 7, 2018

Woodie Fite Senior Center
8750 Dorris Rd, Douglasville, GA 30134
10:00 AM – 1:00 PM

Friday, June 15, 2018

Arbor Place Mall
6700 Douglas Blvd, Douglasville, GA 30135
4:00 – 8:00 PM

Saturday, June 16, 2018

Douglasville Juneteenth Celebration
Deer Lick Park
2105 Mack Rd, Douglasville, GA 30135
11:00 AM – 4:00 PM

TBD Wednesday, June 13, 2018 or Thursday, June 14

Douglas County Courthouse
8700 Hospital Dr, Douglasville, GA 30134
10:00 AM – 2:00 PM

Collateral Pieces

Collateral pieces featuring the new Connect Douglas brand and current services were produced for distribution during the education outreach events. A sample of the newly created rack card is featured below. Guests are also invited to provide contact information for future updates and promotional giveaways which include Connect Douglas contact information like the pen pictured below.



CONNECT DOUGLAS
DOUGLAS COUNTY MULTI-MODAL TRANSPORTATION SERVICES

Douglas County's commuter-focused program offering **affordable and convenient** transportation services to residents like **you**

KEY SERVICES INCLUDE

- \$SMART COMMUTE VANPOOL**
Offers more than 40 daily vanpools to regional locations
- FREEDOM TO GO**
TRANSPORTATION VOUCHER PROGRAM
Helps senior and disabled individuals to maintain their independence and mobility
- GRTA XPRESS BUS**
Express bus service between Douglas County and downtown Atlanta and midtown Atlanta
- CARPPOOL**
A free matching service to help form carpools with individuals in the same area and work hours.
- PARK-AND-RIDE**
Four commuter park-and-ride locations. The biggest is the Douglas County Transportation Center

CONTACT US

Douglas County Transportation Center Phone: 770.949.7665
8800 Dorris Road Fax: 770.920.7515
Douglasville, Georgia 30134 ConnectDouglas@co.douglas.ga.us

Rack Card Front



SAVE MONEY. SHARE THE COSTS OF DRIVING WITH OTHER RIDERS

CONNECT DOUGLAS

- REDUCE STRESS. READ, LISTEN TO MUSIC, OR RELAX WHEN YOU'RE NOT DRIVING.
- RIDING IN A SHUTTLE, VAN OR CARPOOL ALLOWS YOU TO CHECK AND ANSWER EMAIL, READ THE NEWS OR JUST RELAX.
- SAVE TIME, YOU CAN DRIVE IN THE HOV (HIGH OCCUPANCY VEHICLE) LANE.

IT REDUCES TRAFFIC. IF EVERYONE OPTED TO TAKE ADVANTAGE OF MOBILITY PROGRAMS JUST ONE DAY A WEEK, THE TRAFFIC ON THE NATION'S MAJOR HIGHWAYS AND ROADS WOULD BE REDUCED BY AS MUCH AS 20%***

HELP THE ENVIRONMENT. BY CARPOOLING JUST TWICE A WEEK, 1,600 POUNDS OF GREENHOUSE GASES CAN BE KEPT OUT OF THE AIR EACH YEAR.

ConnectDouglas
fb.com/ConnectDouglas
ConnectDouglas.com

Rack Card Back

Education Outreach Promotional Giveaway



Establish Connect Douglas Social Media Presence

Social media is a highly effective and low-cost medium to reach audiences. This campaign recommends the use of both free and paid social media. Brand specific social media accounts should be established, and an administrator assigned to monitor and maintain the accounts. Pre-planned messages that are relevant to current and potential customers should be the primary content for all social media. These include an overview of key services, trends in commuting, service delivery issues, and promotional opportunities like referral incentives. Facts about the environmental and financial benefits of the services are also ideal social media posts. All photos and images should be visually appealing and enhance Connect Douglas' brand and appeal. Campaign specific hashtags like #ConnectDouglas and #ConnectingOurCommunity should be incorporated in addition to appropriate trending tags such as #ridesharing or #commute. Postings should occur weekly at a minimum and as needed when relevant content and timely information arises.

A Connect Douglas Facebook account has been established at [Fb.com/ConnectDouglas](https://fb.com/ConnectDouglas). It features the Connect Douglas icon as the profile picture and a photo of commuters as the cover photo that is also used on other printed and electronic materials. The page is currently unpublished and will be made visible in conjunction with the Connect Douglas announcement. A screenshot of the Connect Douglas Facebook page is pasted below.

Connect Douglas Facebook Page

Page Inbox Notifications Insights Publishing Tools Promotions Settings Help ▾



Connect Douglas
@ConnectDouglas

Home

Services

Reviews

See more ▾

Promote

Manage Promotions



Like Follow Share ...

+ Add a Button

Write a post... Photo Album Live Video

Write a post...

Photo/Video Feeling/Activ... Write Note ...

Posts

Connect Douglas updated their cover photo.
Published by Michael Hightower [?] · May 29 at 11:18am · 🌐



Transportation Service in Douglasville, Georgia

English (US) · Español · Português (Brasil) · Français (France) · Deutsch +

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Facebook © 2018

A Connect Douglas Instagram account was also established with the username ConnectDouglas. The profile is Connect Douglas: Douglas County's commuter-focused program offering convenient and affordable transportation services. The account is currently private and once approved, will be launched in conjunction with the Facebook accounts.

Paid social media, specifically Facebook advertising, is recommended during the initial stages of the brand launch. Facebook ads are cost-effective and allow messages to be targeted based upon the user's city. Rates for the cities within Douglas County (Douglasville, Villa Rica and Lithia Springs) are as follows:

- \$5 per day \$150 for the month = 748-2K Estimated Reach
- \$10 per day \$300 for the month = 974-2.6K Estimated Reach
- \$15 per day \$450 for the month = 1.3 -3.5K Estimated Reach

We recommend allocating \$10 per day for 2 months for a total of \$600 and a potential reach of up to 5,200 people.

Temporary Connect Douglas Website

The current Rideshare website is cited as current communication weakness by both Multi-Modal staff and current patrons. The dedicated page is part of Douglas County's official website and changes to the overall look and feel are limited by structure of the parent site, celebratedouglas.com. Additionally, users cited difficulty in navigating to the current site and accessing needed information. A screenshot of the current site is included below.

www.celebratedouglascounty.com/view/departments/view_dept/&cdept=11

Douglas County GA Home About Us Departments Officials Programs Research Events




Departments >> [Connect Douglas/Rideshare, Vanpool, GRTA X-Press Bus](#)

Connect Douglas/Rideshare, Vanpool, GRTA X-Press Bus

Douglas County Transportation Center - 8800 Dorris Road
Douglasville, Georgia 30134
Phone: 770.949.7665 - Fax: 770.920.7515
vanpool@co.douglas.ga.us



Rideshare/Connect Douglas staff welcomes you to the Douglas County Transportation Center

The "pay on-line" option is for existing Douglas County Rideshare patrons only. If you have not registered with the Douglas County Rideshare office, located at 8800 Dorris Road, Douglasville Ga 30134, do NOT pay to join one of these vans. You will need to sign a release and staff will need to verify that there is, in fact, space available on the van.
[Click HERE to access our pay on-line option.](#)

We're Getting a New Name!
Douglas County Rideshare is in the midst of a rebranding campaign. All services currently offered by Rideshare will come under the name "Connect Douglas." Director Gary Watson explained, "The name Rideshare has served us well for almost thirty years. However, we decided that we need a name that better fits our mission, which is to connect area residents to all the places they need to go, such as the doctor, pharmacy, grocery store, work and business." Watson added that in



SUB DEPARTMENTS/MORE INFO

[ConnectDouglas - Douglas County Fixed Route Bus Service](#)

IMPORTANT LINKS

[Atlantic Station Access & Mobility Program](#)
Information for commuters to access Atlantic Stations transportation options.

[Buckhead Area TMA](#)
This website gives information about the transportation demand services offered in the Buckhead Area of Uptown Atlanta

[Central Atlanta Progress TMA](#)

[Clifton Corridor TMA](#)
Information about commuter services and access to Emory University & Clinic, Veterans Administration Regional Office and Veterans Medical Center.

[Cobb Community Transit](#)

[Georgia Commute Options](#)
Carpool matching assistance and information on transportation options throughout the metro Atlanta region.

[Georgia Commute Options on facebook](#)
Georgia Commute Options is a one-stop shop for metro Atlanta's commute resources.

[Marta Web Site](#)

[Midtown Transportation Solutions](#)

[SRTA Express Bus Service](#)
[The Georgia State Roads and Tollway](#)

The county has previously secured the domain Connect Douglas.com. As part of the education campaign, we have created a temporary project focused website to launch the new brand and provide a easily accessible landing page for information regarding transportation services and current outreach activities. Once approved, the site can temporarily utilize the ConnectDouglas.com domain until a comprehensive site is developed by county's information technology department. The project site provides a basic overview of current services and provides visitors the opportunity to sign up to receive updates. A screenshot is pasted below, and preview link is provided to MMTS Director Gary Watson for content review prior to launch.



Home

About

Key Services

Advantages & Benefits

Opportunities to Learn More

Contact Us



CONNECT DOUGLAS

[Learn More >](#)

What is Connect Douglas?

Connect Douglas is a commuter-oriented program that has been serving Douglas County commuters

Key Services

Connect Douglas has several key services to help you save time and money in your commute.

Advantages & Benefits

Let Connect Douglas handle your commute. This program offers affordable and convenient options to

Contact Us

For additional information about Connect Douglas

Distribute Literature to Key Community Locations

Various communication pieces, specifically the previously highlighted rack cards, will be distributed to key locations throughout the county. Literature drops offers the benefits of direct mail without postage costs and allows the items to be strategically placed in areas where potential customers exist.

Key locations for rack card distribution include:

- Dog River Public Library
- Douglas County Library
- Lithia Springs Public Library
- Douglas County Courthouse
- Douglasville-Douglas County Water and Sewer Authority
- Deer Lick Park Recreation Center
- Medical practices, clinics and doctor's offices
- Murray Educational Center
- Places of worship, churches, religious organizations (especially those with a senior citizen ministry)
- Woodie Fite Senior Center
- Wellstar Douglas Hospital
- West Georgia Technical College – Douglas Campus

Depending on the location and targeted audience, program-specific fact sheets can also be developed and distributed using the template below. The fact sheet was developed using the Connect Douglas logo and color palette and can be customized to announce new vanpool routes or promote services to seniors.



DOUGLAS COUNTY MULTI-MODAL
TRANSPORTATION SERVICES



Connect Douglas is Douglas County's commuter-focused program offering affordable and convenient transportation services to residents like you.

KEY SERVICES INCLUDE

\$mart Commute Vanpool

Offers more than 40 daily vanpools to regional locations including downtown Atlanta, Midtown Atlanta, and as well as Anniston and Talladega, Alabama work locations.

Freedom to Go Transportation Voucher Program

Helps senior adults, age 60 and over, and disabled individuals, age 19 to 59, to maintain their independence and mobility by assisting with "quality of life" trips, including shopping, entertainment and visiting with friends and family.

GRTA Xpress Bus

Offers express bus service between Douglas County and downtown Atlanta and midtown Atlanta Monday through Friday. For more information on this service, go to www.XpressGA.com and click on the information for Route

Carpool

Available for commuters that work in locations that are not served by \$mart Commute Vanpool or Xpress buses. Connect Douglas, with assistance from Georgia Commute Options, offers a free matching service to help form carpools with individuals who work in the same area and have the similar work hours.

Park-and-Ride

Connect Douglas has four commuter park-and-ride locations. The biggest is the Douglas County Transportation Center at 8800 Dorris Road behind the Douglas County Courthouse in Douglasville.

SAVE MONEY. SHARE THE COSTS OF DRIVING WITH OTHER RIDERS



REDUCE STRESS. READ, LISTEN TO MUSIC,
OR RELAX WHEN YOU'RE NOT DRIVING.



RIDING IN A SHUTTLE, VAN OR CARPOOL ALLOWS
YOU TO CHECK AND ANSWER EMAIL, READ THE NEWS
OR JUST RELAX.



SAVE TIME, YOU CAN DRIVE IN THE HOV
(HIGH OCCUPANCY VEHICLE) LANE.

IT REDUCES TRAFFIC. IF EVERYONE OPTED TO TAKE
ADVANTAGE OF MOBILITY PROGRAMS JUST ONE DAY A
WEEK, THE TRAFFIC ON THE NATION'S MAJOR
HIGHWAYS AND ROADS WOULD BE REDUCED BY AS
MUCH AS 20%.**

HELP THE ENVIRONMENT. BY CARPOOLING JUST TWICE
A WEEK, 1,600 POUNDS OF GREENHOUSE GASES CAN BE
KEPT OUT OF THE AIR EACH YEAR.

ConnectDouglas.com



ConnectDouglas



fb.com/ConnectDouglas

CONTACT US

Douglas County Transportation Center Phone: 770.949.7665
8800 Dorris Road Fax: 770.920.7515
Douglasville, Georgia 30134 ConnectDouglas@co.douglas.ga.us

Sample Customizable Fact Sheet

Cultivate Partnerships

It is vital that Douglas County Multi-Modal Transportation Services establish partnerships with other organizations within the community to increase the awareness of currently existing services and to enhance the perception of the services by leveraging previously established rapport. Civic organizations that serve the same populations (seniors, disabled residents, potential commuters, the underemployed, etc.) should at minimum receive an email announcement of services and request to share information with their members and/or patrons.

The business community is also an ideal partner and potential a prime benefactor of the transportation services. Community transit helps to propel economic growth and helps businesses recruit and retain a qualified workforce. A detailed course of action relative to the business community is included in the next goal, increase and expand ridership of existing services.

In addition to the measures outlined there, MMTS should establish a more visible presence with the Douglas County Chamber of Commerce. Participation at Chamber events facilitates introductions to major employers and serves to jumpstart conversations regarding services.

Initial steps have been taken during the education campaign and current activities to be finalized include:

- a Connect Douglas announcement on the Chamber's established social media
- inclusion in the Chamber's weekly email blast, and
- a potential presentation at an upcoming Chamber Board meeting

Given transit's role in economic development, a strong working relationship with Douglas County's Economic Development Authority would prove mutually beneficial. Transportation services are a selling point for the relocation and establishment of businesses/employment centers. Additionally, the Economic Development Authority's existing relationship with major employers like McMaster Carr, WestRock and Greystone could expedite the creation on intra-county \$mart Commute Vanpool routes.

Advertising

Below are additional advertising opportunities that we recommend and can be implemented at the County's discretion.

- Billboards- Lamar Advertising

- 1-5 months rate is listed as rate above the production cost.
- The 6 month and 12 month rates are listed under "Misc."

Map Icon	Label	Panel#	TAB ID	Media/Style	Facing	H x W	Weekly Impressions	Illum.
	1	44445	14921642	Permanent Bulletin / Digital	North	10' 6" x 36' 0"	50996 <i>per spot</i>	YES

Location: W/S HWY. 5 @ I-20 RHR F/N

Current Advertiser: REGIONS BANK (VALERIE DIBIAGGIO)

Rate: \$2,900.00

Production Cost: 0

Misc: I have one spot available on this board. With a 6 period contract I can do \$2,600 per period and for a year contract I can do \$2,300 per period

	2	1158	620122	Permanent Bulletin / Tri-Vision Rigiblade	South	10' 6" x 36' 0"	62187	YES
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Location: W/S HWY 5 .1M S/O I-20 TRIVISION LHR F/S

Current Advertiser: First American Lending

Rate: \$900.00

Production Cost: \$850

Misc: I have one spot available now, for a 6 period contract I can do \$825 and for a 1 year contract I can do \$700 per period.

	3	43362	7403571	Permanent Bulletin / Regular	East	10' 6" x 36' 0"	243260	YES
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Location: S/S I-20 .4 M/W THORNTON ROAD (BOTTOM) LHR F/E

Current Advertiser: PANDA EXPRESS

Rate: \$2,500.00

Production Cost: \$450

Misc: Available July 5, 2018 with a 6 period contract I can do \$\$2,200 and for a 1 year I can do \$1,900

	4	43358	7403567	Permanent Bulletin / Regular	East	10' 6" x 36' 0"	241090	YES
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Location: S/S I-20 .2M W/O THORNTON ROAD (BOTTOM) LHR F/E

Current Advertiser: ALEXANDER SHUNNARAH & ASSOCIATES LLP

Rate: \$2,700.00

Production Cost: \$450

Misc: Available July 29, 2018. For a 6 period contract I can do \$2,400 and for a year I can do \$2,150 per period.

Total Weekly Impressions: 597533

- Newspaper Ad- Chapel Hill News and Views
 - Chapel Hill News & Views has been published since 2000 and has a circulation of 45,000 copies in and around Douglas County.
 - Rates for 1/2 page wide \$455/mo. for 3 months, \$435/mo. for 6 months
 - Rates for 2/3 tall \$ \$494/ mo. For 3 months, \$481/mo. for 6 months
 - 3% discount if prepaid for 6 months
 - Rates for 6 and 12 months are the same (5% discount if you prepay for 12 months)
- Arbor Place Mall Advertising- Mall Standee
 - \$600/month for double sided standee \$300 printing/installation fee. No minimum.



GOAL: Increase and expand ridership of existing services

Given Douglas County MMTS' current resources and ridership, Vanpool is the most promising sector for ridership growth. It has been a long-term success and currently has grown to be the second largest vanpool service in the state of Georgia. 85% of Douglas County residents work outside of the county, so it's a much-needed service and has the capacity to grow. Companies, like Enterprise, recognize the growing demand and have entered the Douglas County market.

There are currently 44 routes in operation and accessible vehicles to potentially implement 7 new routes.

Opportunities/ Objectives:

- Increase ridership on existing routes
- Establish new routes where clusters already exist
- Create vanpool routes within Douglas County
 - Until now, the emphasis has been to transport riders outside of Douglas, but as new and existing industries grow and emerge, there are opportunities to create vanpool routes within the county.

With these opportunities in sight, we've identified the target audiences and developed key messaging.

TARGET	RATIONALE	KEY SELLING POINTS	TACTICS/CHANNELS
Douglas County residents who work outside of the county	Increase awareness of service among target who have a need for service	Save money Reduce stress Become more productive Reduce vehicle wear and tear Eradicate parking fees Regain free time during commute	Billboards Digital advertising Social media Existing county media outlets
HR and Benefit Coordinators at large companies/employers in the metro Atlanta area	Cultivate partnerships with HR/Benefit Directors to 1) identify the number of current employees live in Douglas County or	Helps to attract and maintain quality employees with the perceived benefit Reduces parking demand Potential tax savings	Targeted literature highlighting benefits for company Fact sheet to be included in new hire packets

	<p>near each other within Douglas County for potential new routes</p> <p>2) Provide information on \$mart Commute Val Pool services to new employees of existing routes</p>		<p>Brown Bag Lunch Series</p> <p>Benefit Fairs</p> <p>Open Enrollment Periods</p>
Douglas County Employers	Cultivate partnerships with local companies to explore creating potential new routes within the county	<p>Helps to attract and maintain quality employees with the perceived benefit</p> <p>Reduces parking demand</p> <p>Potential tax savings</p> <p>Improves the county's ability to attract new businesses</p>	Leverage existing events with local Chamber of Commerce and Development Authority Job Fairs including county's largest employers
Federal Employees who reside in Douglas County	Federal employees get up to \$260 in Transit Benefits	Douglas County Vanpool + Transit Benefits can result in a free commute	<p>Research federal agencies in the Atlanta area other existing route coverage areas</p> <p>Create federal employee incentive specific messaging</p>
Military Personnel	Receive benefits through the Transit Incentive Program	Douglas County Vanpool + Transit Benefits can result in a free commute	Research local bases and other areas with large

Additional marketing recommendations for this objective include:

- Wrapping vans with new logo and contact information (phone number, website, etc.)
- Create an electronic sign-up on website for vanpool information
 - Vanpool email is at the top of Rideshare page, but not near vanpool information
 - Electronic sign-up form is easier and will likely yield greater response
- Consider incorporating a memorable phone number for this location (Examples 888-VANPOOL, 123-COMMUTE)

MEASUREMENT

At the conclusion of the Rebranding and Education Campaign, a summary of measurements will be provided to illustrate the campaign's overall reach. These figures can also help to drive future marketing efforts beyond the duration of this campaign.

- Contact lists
- Event attendance
- Social Media
 - Impressions
 - Likes
 - Followers
- Ridership numbers
- Number of new partnerships
- Website visits
- Update opt-ins
- Community kiosks interactions
- Clicks
- Feedback

APPENDIX B

COMMUNITY OPEN HOUSE SIGN-IN SHEETS

APPENDIX C

COMMUNITY OPEN HOUSE COMMENT CARDS

APPENDIX D

INDIVIDUAL COMMUNITY OPEN HOUSE RESPONSES

District 1 Community Open House – Commissioner Henry Mitchell

Monday, June 25, 2018

Route Stops					
Route 10 – Downtown Douglasville					
Rate These Locations	1 Highest Priority	2 High Priority	3 Average Priority	4 Low Priority	5 Lowest Priority
Douglas County Library	0	3	4	1	0
Douglasville City Hall	0	1	6	0	1
Conference Center	3	2	3	0	0
Woodie Fite Center	2	1	3	0	0
Senior Center	2	2	4	1	0
Jesse Davis Park	1	3	2	2	3
Route 20 – Arbor Place					
Rate These Locations	1 Highest Priority	2 High Priority	3 Average Priority	4 Low Priority	5 Lowest Priority
Wellstar Hospital	5	3	1	0	0
West Georgia Technical College	7	2	0	0	0
Arbor Place Mall	2	2	2	2	0
West Douglas Park & Ride Lot	1	2	1	1	0
Georgia Highlands College	1	4	2	0	0
Wal-Mart and Sam’s Club	3	1	5	0	0
Hunter Memorial Park	1	1	2	0	1
Douglas County Housing Authority	2	1	2	0	1
Jesse Davis Park	2	2	1	1	2
Douglas Village Apartments	1	1	2	2	1
Douglas County Courthouse	1	3	3	0	1

Route 30 – Thornton / Riverside					
Rate These Locations	1 Highest Priority	2 High Priority	3 Average Priority	4 Low Priority	5 Lowest Priority
Lithia Springs Walmart Supercenter	2	3	1	2	0
Interstate West Business Park	1	1	5	1	0
Six Flags Industrial Park	3	1	0	1	1
Cobb West Business Park	1	0	3	1	1
Distribution Centers	1	0	1	4	0
WestRock	0	0	0	2	2
Medline Industries	0	0	0	2	2
Coloplast Corp	0	0	1	2	2
American Red Cross	1	1	4	1	0
Tributary at New Manchester Community	0	2	1	1	4
Route 100 – Direct Connect					
Rate These Locations	1 Highest Priority	2 High Priority	3 Average Priority	4 Low Priority	5 Lowest Priority
West Douglas Park & Ride	2	2	2	0	1
Multi-Modal Transportation Center	2	3	1	1	
Lithia Springs Walmart Supercenter	3	2	1	3	0
Six Flags Park (connection point to CobbLinc Routes)	2	3	3	1	1
Hamilton E. Holmes Marta Station	4	4	0	0	1

Route Times																								
	12a	1a	2a	3a	4a	5a	6a	7a	8a	9a	10a	11a	12p	1p	2p	3p	4p	5p	6p	7p	8p	9p	10p	11p
Route 10 – Downtown Douglasville							1		4	3	2					1		1						
Route 20 – Arbor Place										2	4		1					1						
Route 30 – Thornton / Riverside									1	1	3							1						
Route 100 – Direct Connect								1	2	2	3							1	1					

Fare Structuring			
1. How important are the following factors to you when using transit services?			
	Very Important	Somewhat Important	Not Important
Fares are easy to understand and it's easy to determine cost.	4	1	0
Fares are easy to pay.	4	0	0
Fares are affordable.	5	0	0
Process of paying fare and boarding is quick.	4	0	0
Paying fares while transferring between different agency services (MARTA, CobbLinc) is easy.	5	1	0
2. How fair do you think the following rate systems are?			

	Fair	Somewhat Fair	Not Fair
Flat Rate – All riders pay the same rate regardless of distance traveled or route used	6	1	0
Route Based – Riders using heavily serviced and traveled routes pay more	1	1	2
Trip Length Based – Riders traveling a longer distance pay a higher rate than those traveling a shorter distance	1	2	0
3. At what frequency would you prefer to purchase services?			
	Preferred	No Preference	Not Preferred
Per Ride	3	0	0
Per Day	2	0	0
Per Week	6	0	0
Per Month	3	0	0
4. Are there other frequencies that should be considered?			
5. Do you support reduced fare options and programs for various rider groups?			
Adult – Riders who are not children, students, or seniors	2	Seniors – Riders who are 65 years or older	11
Students – Riders who are middle, high school, or college students	2	Disabled – Riders with disabilities	10

Children – Riders who are 12 years or younger and accompanied by a paying adult	3	Low Income – Riders with below-poverty income levels	2
6. Are there other groups that should be considered?			
7. What do you think is a reasonable one-way fare?			
<ul style="list-style-type: none"> • \$1.25 for a specific time (first 6 months) to build # of steady passengers! 			
	Reasonable	Not Reasonable	
\$1	1	0	
\$1.25	3	0	
\$1.50	4	0	
\$1.75	1	0	
\$2.00	2	0	
\$2.25	0	0	
\$2.50	0	0	
\$2.75	0	0	
\$3.00	0	0	

Service Vehicles			
	Exceptional	Satisfactory	Needs Improvement
Accessibility	0	2	0
Comfort	0	2	0
Attractiveness	0	2	0
Safety	0	2	0

District 2 Community Open House – Commissioner Kelly Robinson
 Wednesday, June 20, 2018

Route Stops					
Route 10 – Downtown Douglasville					
Rate These Locations	1 Definitely will use	2 Probably will use	3 Don't know if will use	4 Probably will not use	5 Definitely will not use
Douglas County Library	6	4	4	0	9
Douglasville City Hall	8	2	2	1	7
Conference Center	4	3	3	1	7
Woodie Fite Center	4	1	4	2	8
Senior Center	3	1	3	4	9
Jesse Davis Park	6	2	2	2	8
Route 20 – Arbor Place					
Rate These Locations	1 Definitely will use	2 Probably will use	3 Don't know if will use	4 Probably will not use	5 Definitely will not use
Wellstar Hospital	7	2	3	1	8
West Georgia Technical College	6	0	3	1	9
Arbor Place Mall	13	2	1	0	8
West Douglas Park & Ride Lot	7	6	1	1	8
Georgia Highlands College	1	3	4	3	6
Wal-Mart and Sam's Club	8	4	4	0	6
Hunter Memorial Park	7	1	2	0	9
Douglas County Housing Authority	1	0	4	3	10
Jesse Davis Park	5	3	2	1	9
Douglas Village Apartments	1	2	0	2	10
Douglas County Courthouse	10	5	0	0	9

Route 30 – Thornton / Riverside					
Rate These Locations	1 Definitely will use	2 Probably will use	3 Don't know if will use	4 Probably will not use	5 Definitely will not use
Lithia Springs Walmart Supercenter	7	0	3	2	11
Interstate West Business Park	5	0	2	3	9
Six Flags Industrial Park	4	6	2	0	9
Cobb West Business Park	3	0	3	3	7
Distribution Centers	3	0	4	2	8
WestRock	3	0	2	3	7
Medline Industries	4	0	2	2	8
Coloplast Corp	2	0	1	2	9
American Red Cross	4	1	4	2	11
Tributary at New Manchester Community	6	0	1	2	9
Route 100 – Direct Connect					
Rate These Locations	1 Definitely will use	2 Probably will use	3 Don't know if will use	4 Probably will not use	5 Definitely will not use
West Douglas Park & Ride	9	2	3	1	7
Multi-Modal Transportation Center	10	2	1	1	7
Lithia Springs Walmart Supercenter	10	1	2	0	9
Six Flags Park (connection point to CobbLinc Routes)	8	3	1	0	9
Hamilton E. Holmes Marta Station	13	5	1	0	0

Route Times																								
	12a	1a	2a	3a	4a	5a	6a	7a	8a	9a	10a	11a	12p	1p	2p	3p	4p	5p	6p	7p	8p	9p	10p	11p
Route 10 – Downtown Douglasville							4	1	5	1	3	1	3	3		3	3			1	1			1
Route 20 – Arbor Place							2		2	2	4	5	4	5	4	7	3		3	1	1		1	
Route 30 – Thornton / Riverside						1	1		4	1	3	4	2	2	1	1				1				
Route 100 – Direct Connect						6	3	5	3	8	1	4	1	2	2	4	5	3	2			2	3	2

Fare Structuring			
8. How important are the following factors to you when using transit services?			
	Very Important	Somewhat Important	Not Important
Fares are easy to understand and its easy to determine cost.	18	2	0
Fares are easy to pay.	19	0	0
Fares are affordable.	21	0	0
Process of paying fare and boarding is quick.	17	3	0
Paying fares while transferring between different agency services (MARTA, CobbLinc) is easy.	16	4	0
9. How fair do you think the following rate systems are?			

	Fair	Somewhat Fair	Not Fair
Flat Rate – All riders pay the same rate regardless of distance traveled or route used	12	3	4
Route Based – Riders using heavily serviced and traveled routes pay more	6	5	6
Trip Length Based – Riders traveling a longer distance pay a higher rate than those traveling a shorter distance	7	6	6
10. At what frequency would you prefer to purchase services?			
	Preferred	No Preference	Not Preferred
Per Ride	10	3	4
Per Day	9	4	2
Per Week	7	4	2
Per Month	9	2	3
11. Are there other frequencies that should be considered?			
<ul style="list-style-type: none"> • Perhaps an electronic card could be purchased monthly, being utilized as instructed per travel, per trip • Please please work out transfer structure w/ other services like MARTA and Cobb 			
12. Do you support reduced fare options and programs for various rider groups?			

Adult – Riders who are not children, students, or seniors	0	Seniors – Riders who are 65 years or older	23
Students – Riders who are middle, high school, or college students	14	Disabled – Riders with disabilities	23
Children – Riders who are 12 years or younger and accompanied by a paying adult	14	Low Income – Riders with below-poverty income levels	15

13. Are there other groups that should be considered?

14. What do you think is a reasonable one-way fare?

	Reasonable	Not Reasonable
\$1	4	9
\$1.25	1	5
\$1.50	8	5
\$1.75	2	3
\$2.00	18	2
\$2.25	4	5
\$2.50	3	6
\$2.75	0	9
\$3.00	0	13

Service Vehicles

	Exceptional	Satisfactory	Needs Improvement
Accessibility	10	5	0

Comfort	11	3	0
Attractiveness	6	5	3
Safety	9	5	0

District 3 Community Open House – Commissioner Mike Mulcare

Wednesday, June 27, 2018

Route Stops					
Route 10 – Downtown Douglasville					
Rate These Locations	1 Highest Priority	2 High Priority	3 Average Priority	4 Low Priority	5 Lowest Priority
Douglas County Library	2	1	1	1	14
Douglasville City Hall	2	2	0	0	15
Conference Center	1	1	0	0	15
Woodie Fite Center	1	1	1	1	17
Senior Center	1	1	2	2	17
Jesse Davis Park	3	0	1	0	15
Route 20 – Arbor Place					
Rate These Locations	1 Highest Priority	2 High Priority	3 Average Priority	4 Low Priority	5 Lowest Priority
Wellstar Hospital	3	0	3	1	12
West Georgia Technical College	2	1	1	0	13
Arbor Place Mall	2	1	2	1	12
West Douglas Park & Ride Lot	2	0	3	1	13
Georgia Highlands College	0	0	0	0	17
Wal-Mart and Sam's Club	2	1	0	0	16
Hunter Memorial Park	2	1	0	0	16
Douglas County Housing Authority	1	1	1	1	12
Jesse Davis Park	1	2	2	0	12
Douglas Village Apartments	1	1	1	1	10
Douglas County Courthouse	3	2	1	1	12
Route 30 – Thornton / Riverside					
Rate These Locations	1 Highest Priority	2 High Priority	3 Average Priority	4 Low Priority	5 Lowest Priority

Lithia Springs Walmart Supercenter	2	1	2	0	11
Interstate West Business Park	3	0	1	0	12
Six Flags Industrial Park	3	2	1	0	12
Cobb West Business Park	3	1	0	0	12
Distribution Centers	3	1	0	0	13
WestRock	1	0	1	0	15
Medline Industries	3	0	0	1	13
Coloplast Corp	3	0	1	0	14
American Red Cross	3	0	2	0	13
Tributary at New Manchester Community	3	0	1	1	12
Route 100 – Direct Connect					
Rate These Locations	1 Highest Priority	2 High Priority	3 Average Priority	4 Low Priority	5 Lowest Priority
West Douglas Park & Ride	5	2	1	0	13
Multi-Modal Transportation Center	0	2	1	0	14
Lithia Springs Walmart Supercenter	0	1	2	1	13
Six Flags Park (connection point to CobbLinc Routes)	3	2	1	0	13
Hamilton E. Holmes Marta Station	6	0	0	0	14

Route Times																								
	12a	1a	2a	3a	4a	5a	6a	7a	8a	9a	10a	11a	12p	1p	2p	3p	4p	5p	6p	7p	8p	9p	10p	11p
Route 10 – Downtown Douglasville							1		1	1	1							1	1		2			
Route 20 – Arbor Place							1		2		1								1		1	2		
Route 30 – Thornton / Riverside						1	4				2						1		1	2	1			
Route 100 – Direct Connect						2	2	2			2							1		1	4	1	1	

Fare Structuring			
1. How important are the following factors to you when using transit services?			
	Very Important	Somewhat Important	Not Important
Fares are easy to understand and its easy to determine cost.	7	1	5
Fares are easy to pay.	11	0	4
Fares are affordable.	10	0	5
Process of paying fare and boarding is quick.	8	0	6
Paying fares while transferring between different agency services (MARTA, CobbLinc) is easy.	6	0	7
2. How fair do you think the following rate systems are?			

	Fair	Somewhat Fair	Not Fair
Flat Rate – All riders pay the same rate regardless of distance traveled or route used	8	0	7
Route Based – Riders using heavily serviced and traveled routes pay more	3	3	8
Trip Length Based – Riders traveling a longer distance pay a higher rate than those traveling a shorter distance	6	2	6
3. At what frequency would you prefer to purchase services?			
	Preferred	No Preference	Not Preferred
Per Ride	13		4
Per Day	2		4
Per Week	3		4
Per Month	4		4
4. Are there other frequencies that should be considered?			
5. Do you support reduced fare options and programs for various rider groups?			
Adult – Riders who are not children, students, or seniors	0	Seniors – Riders who are 65 years or older	14
Students – Riders who are middle, high school, or college students	8	Disabled – Riders with disabilities	17

Children – Riders who are 12 years or younger and accompanied by a paying adult	8	Low Income – Riders with below-poverty income levels	6
6. Are there other groups that should be considered?			
7. What do you think is a reasonable one-way fare?			
	Reasonable	Not Reasonable	
\$1	0	0	
\$1.25	0	0	
\$1.50	0	0	
\$1.75	2	0	
\$2.00	3	0	
\$2.25	0	0	
\$2.50	5	0	
\$2.75	0	0	
\$3.00	8	0	

Service Vehicles			
	Exceptional	Satisfactory	Needs Improvement
Accessibility	4	6	0
Comfort	4	6	0
Attractiveness	4	5	0
Safety	4	6	0

District 4 Community Open House – Commissioner Ann Guider

Thursday, June 21, 2018

Route Stops					
Route 10 – Downtown Douglasville					
Rate These Locations	1 Highest Priority	2 High Priority	3 Average Priority	4 Low Priority	5 Lowest Priority
Douglas County Library	2	2	1	0	29
Douglasville City Hall	1	3	2	0	25
Conference Center	0	2	2	2	25
Woodie Fite Center	2	1	0	1	24
Senior Center	3	0	2	1	25
Jesse Davis Park	0	2	1	0	29
Route 20 – Arbor Place					
Rate These Locations	1 Highest Priority	2 High Priority	3 Average Priority	4 Low Priority	5 Lowest Priority
Wellstar Hospital	3	0	1	0	26
West Georgia Technical College	1	2	1	0	24
Arbor Place Mall		1	2	0	23
West Douglas Park & Ride Lot	2	0	1	1	22
Georgia Highlands College	1	0	1	0	23
Wal-Mart and Sam's Club	1		1	1	25
Hunter Memorial Park	1	1	1	0	24
Douglas County Housing Authority	0	0	0	1	24
Jesse Davis Park	0	1	1	0	26
Douglas Village Apartments	1		1	1	27
Douglas County Courthouse	1	1	1	0	23
Route 30 – Thornton / Riverside					
Rate These Locations	1 Highest Priority	2 High Priority	3 Average Priority	4 Low Priority	5 Lowest Priority

Lithia Springs Walmart Supercenter	1	1	1	0	28
Interstate West Business Park	0	1	2	1	26
Six Flags Industrial Park	1	1	1	1	25
Cobb West Business Park	1	2	0	0	22
Distribution Centers	1	1	1	0	26
WestRock	1	1	1	0	26
Medline Industries	1	1	1	0	27
Coloplast Corp	1	1	1	0	26
American Red Cross	1	1	0	0	26
Tributary at New Manchester Community	0	1	1	1	26
Route 100 – Direct Connect					
Rate These Locations	1 Highest Priority	2 High Priority	3 Average Priority	4 Low Priority	5 Lowest Priority
West Douglas Park & Ride	3	0	0	0	24
Multi-Modal Transportation Center	4	0	0	0	27
Lithia Springs Walmart Supercenter	3	1	0	0	24
Six Flags Park (connection point to CobbLinc Routes)	1	1	0	0	32
Hamilton E. Holmes Marta Station	3	0	0	0	30

Route Times																									
	12a	1a	2a	3a	4a	5a	6a	7a	8a	9a	10a	11a	12p	1p	2p	3p	4p	5p	6p	7p	8p	9p	10p	11p	
Route 10 – Downtown Douglasville							1																		
Route 20 – Arbor Place											1														
Route 30 – Thornton / Riverside																									
Route 100 – Direct Connect																				2					

Fare Structuring			
15. How important are the following factors to you when using transit services?			
	Very Important	Somewhat Important	Not Important
Fares are easy to understand and its easy to determine cost.	8	0	1
Fares are easy to pay.	7	0	1
Fares are affordable.	7	0	2
Process of paying fare and boarding is quick.	6	0	1
Paying fares while transferring between different agency services (MARTA, CobbLinc) is easy.	2	1	4
16. How fair do you think the following rate systems are?			

	Fair	Somewhat Fair	Not Fair
Flat Rate – All riders pay the same rate regardless of distance traveled or route used	8	1	2
Route Based – Riders using heavily serviced and traveled routes pay more	1	1	4
Trip Length Based – Riders traveling a longer distance pay a higher rate than those traveling a shorter distance	3	0	4

17. At what frequency would you prefer to purchase services?

	Preferred	No Preference	Not Preferred
Per Ride	5	1	1
Per Day	3	1	0
Per Week	1	1	1
Per Month	0	1	1

18. Are there other frequencies that should be considered?

19. Do you support reduced fare options and programs for various rider groups?

Adult – Riders who are not children, students, or seniors	0	Seniors – Riders who are 65 years or older	10
Students – Riders who are middle, high school, or college students	3	Disabled – Riders with disabilities	9
Children – Riders who are 12 years or younger and accompanied by a paying adult	1	Low Income – Riders with below-poverty income levels	7

20. Are there other groups that should be considered?

- I think a feasibility study should have been done so we know the cost of the routes. Do we need another program for seniors& disabled or should we put more funds into the two programs we have? 1. County federally funded 2. Federally funded.

21. What do you think is a reasonable one-way fare?

	Reasonable	Not Reasonable
\$1	2	3
\$1.25	0	3
\$1.50	0	3
\$1.75	0	3
\$2.00	2	3
\$2.25	0	2
\$2.50	3	2
\$2.75	0	3
\$3.00	5	3

Service Vehicles			
	Exceptional	Satisfactory	Needs Improvement
Accessibility	3	2	0
Comfort	3	2	0
Attractiveness	3	2	0
Safety	3	2	0