



# CONNECT DOUGLAS

Rebranding and  
Educational Campaign  

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Douglas County Multi-Modal  
Transportation Services





# **Connect Douglas Rebranding and Education Campaign**

## **Final Summary**

**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**

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## **OVERVIEW**

The purpose of the Connect Douglas Rebranding and Education Campaign was 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. Additionally, the study yielded 17 recommendations to improve the Douglas County's transportation, with the number one recommendation being the implementation of a fixed route bus service. The Douglas County Board of Commissioners approved a fixed route bus service to operate under the name Connect Douglas and as a new program operated by the Multi-Modal Transportation Services Department.

## **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 existing services
- Gain public input on the proposed fixed route bus services



**Rebranding**

Rebrand Rideshare as  
Connect Douglas



**Awareness**

Enhance Douglas County  
residents' awareness of  
services



**Public Input**

Obtain public input on  
proposed fixed-route  
services

## MARKETING SITUATION ANALYSIS

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At the onset of the campaign, The Collaborative Firm, LLC conducted a thorough analysis and sought to involve key stakeholders. 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

- Excellent customer service
- Experienced staff knowledgeable of services and program history
- Base of satisfied customers to serve as ambassadors
- Capacity to expand vanpool service

### WEAKNESSES

- Internal communication
- No formal plan to share information
- Lack of uniformity; No unified look
- Limited resources and skill sets relative to marketing and communication
- Website limitations, not user friendly nor easy to access

### OPPORTUNITIES

- Expand partnerships with Douglas County business partners
- Continued economic development of Douglas County; relocation and establishment of large employment centers
- Expressed desire of services by senior community which is projected to grow
- Large pockets of underemployed who can use worktrip vanpools

### THREATS

- Low fuel costs supports driving culture
- Competition of ride sharing providers like Enterprise Vanpools, Uber, Lyft and others
- Negative perception of public transportation
- NO Bus Opposition movement

- **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

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**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 were developed with Douglas County Multi-Modal Transportation Services as the subheader to Connect Douglas. This helped 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. Suggested promotional items were also submitted for future implementation. Low costs promotional including branded pens were 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 plan was developed to increase the awareness of transportation services among Douglas County residents. The plan integrated public relations, marketing, social media, community relations and advertising and employed cost effective strategies to reach as many stakeholders and potential customers as possible.

Messaging recommendations were made to reinforce the Connect Douglas brand as the provider of community transportation services connecting area residents to places they want to go. Specific messaging strategies were developed for commuters and the business community and are outlined in detail in the Connect Douglas Rebranding and Education Communication Plan in Appendix A. Several opportunities were identified to enhance Douglas County resident's awareness of existing transportation services.

**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

The project team drafted media releases and formal announcements to launch the new Connect Douglas brand, created social media accounts with content recommendations, developed a temporary Connect Douglas website, and developed branded rack cards to promote existing services. Recommendations were also made relative cultivating relationships with key community organizations and advertising including print and billboard media buys. Detailed information and samples of the materials are included in the Communication Plan.

To effectively engage large and diverse segments of Douglas County residents, the project team conducted 14 community kiosks in various locations throughout the county. The community kiosks resulted in countless brand exposures and allowed the team to directly interact with approximately 1,000 people. Key locations and activities were identified and included prominent events, daily activities and existing meetings.

## Education Outreach Community Kiosks

### 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

### 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

**Monday, June 11, 2018**

Douglasville Town Hall Transportation Meeting  
Stewart Middle School, Douglasville, GA 30134  
5:00 PM – 8:00 PM

**Wednesday, June 13, 2018**

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

**Wednesday, June 27, 2018**

Golden Years Seniors Group  
Monthly Members Meeting  
Douglasville, GA 30135  
11:00 AM – 1:00 PM

Collateral pieces featuring the new Connect Douglas brand and current services were produced for distribution during the education outreach events. Guests were also invited to provide contact information for future updates.

**GOAL:** Gain public input on the proposed fixed route bus services

Following the 2016 Douglas County Transportation Services Study on how to expand mobility options for Douglas County's 140,000 residents, the Douglas County Board of Commissioners approved a fixed route bus service, the number one recommendation offered by the comprehensive year-long study.

A series of community open houses was conducted to allow members of the public an opportunity to provide input on this proposed method of expansion of Douglas County's transportation services in June 2018.



**Attendees at the June 20<sup>th</sup> Community Open House at Deer Lick Park Recreation**

## MEETINGS AND LOCATIONS

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A total of four community open houses were held in partnership with each of the Douglas County commissioners from June 20th – 27th.

### **District 1 – Commissioner Henry Mitchell**

Monday, June 25, 2018  
Cornerstone Baptist Church  
7167 Sweetwater Rd.  
Lithia Springs, GA 30122  
6:30 PM – 8:00 PM

### **District 3 – Commissioner Mike Mulcare**

Wednesday, June 27, 2018  
Murray Educational Annex  
4841 Bill Arp Rd.  
Douglasville, GA 30135  
5:30 – 7:30 PM

### **District 2 – Commissioner Kelly Robinson**

Wednesday, June 20, 2018  
Deer Lick Park Recreation Center  
2105 Mack Rd.  
Douglasville, GA 30135  
6:00PM – 8:00 PM

### **District 4 – Commissioner Ann Guider**

Thursday, June 21, 2018  
Dog River Public Library  
6100 GA-5  
Douglasville, GA 30135  
5:30 – 7:30 PM

## NOTIFICATIONS

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The community open houses were publicized through the following channels:

- Announcements were placed on the Celebrate Douglas Home Page, Douglas County's Official Website
- Media Releases to local media
  - Placement was included in several articles in the Douglas Sentinel, West Georgia Neighbor and The Patch
- On-line postings on the Douglas County Happenings Facebook which includes a following of 12,000 residents
  - An initial announcement for the community open house series, and
  - Reminders for each community open house
- Individual listings for each community open house on the Douglas County Events Page (4)
- E-mail notifications and other communications from each of the commissioners to their respective constituent databases



**Douglas County's established social media was utilized to promote the community open houses.**

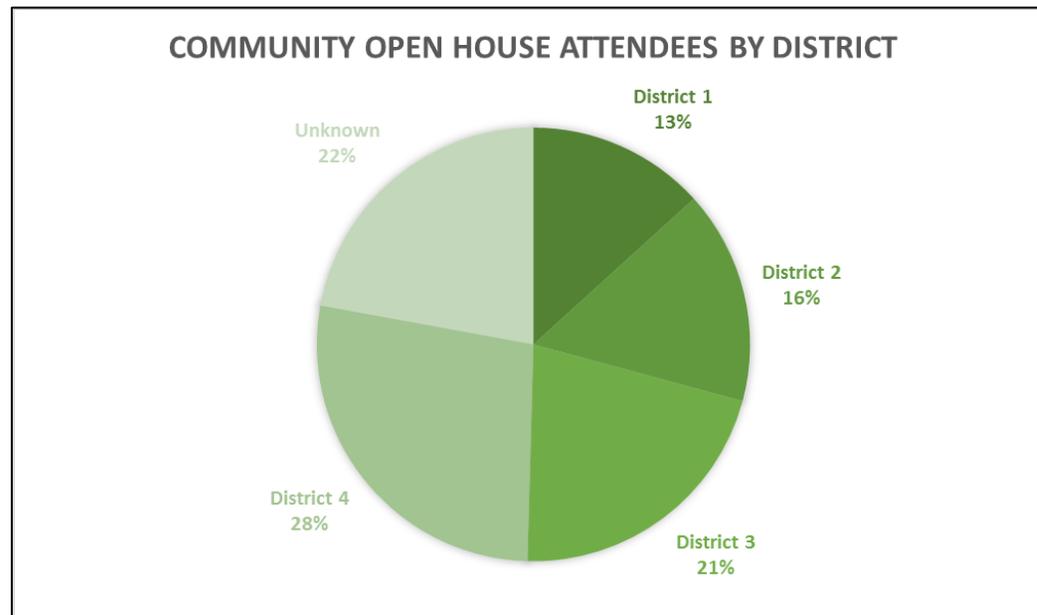
**An initial posting announced the open house series and reminders subsequently followed for each event.**

## COMMUNITY OPEN HOUSE SUMMARY

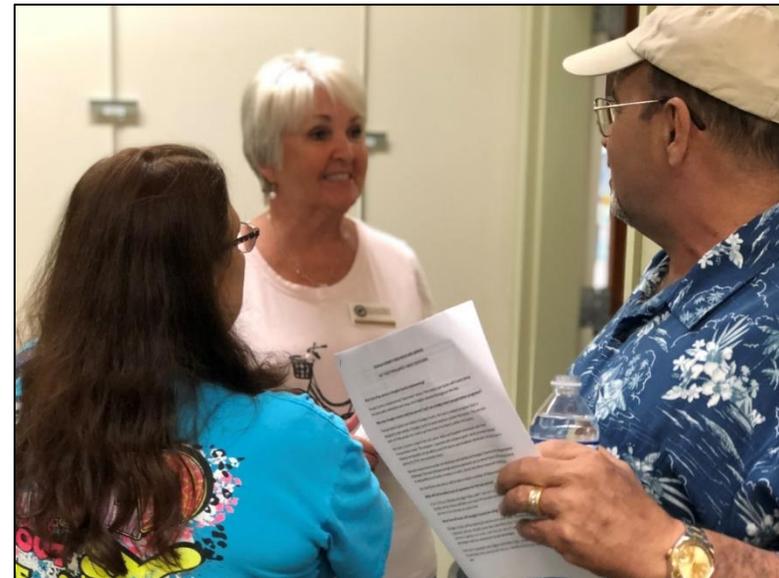
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Approximately 113 people attended the four community open houses held in locations selected by each of the Douglas County commissioners. Attendees were welcomed by project staff and asked to sign-in for the meetings. They were provided a general overview of the open house format, a printed copy of Douglas County Fixed Route Bus Service Fact Sheet/FAQ, as published on the Douglas County Official Website, and a comment form.

The sign-in sheets included an option for attendees to identify the district in which they resided; according to which the majority of attendees were from District 4 (31 attendees) and the next largest group did not know which district they lived in (25 attendees). Twenty-four attendees identified District 3, eighteen listed District 2, and fifteen listed District 1. Copies of the sign-in sheets are included in Appendix A.



The project team invited the attendees to participate in the interactive exercises and offered to answer questions related to the project and public input initiative. Members of the Douglas County Multi-Modal Transportation Services Department, Gary Watson, Director and Justin McDermont, Operations Assistant, also attended each of the community open houses and personally addressed questions and concerns raised by attendees. Several of the commissioners attended the community open houses held for their respective districts and interacted with the participants.



**Douglas County Commissioners Henry Mitchell and Anne Guider addressing questions from citizens during the community open houses.**

Attendees were encouraged to provide their input through interactive exercises within five activity centers, including a tour of the cutaway vehicle considered for the proposed fixed bus routes. Justin McDermont, Operations Assistant at the Douglas County Department of Multi-Modal Transportation Services provided the bus tour and answered questions related to the vehicle.

The interactive exercises were administered to gain the public's input on the proposed service areas, fares, schedule and vehicle quality. A large-scale service map of each of the proposed routes was printed and displayed on easels, including:

- Route 10 – Downtown Douglasville
- Route 20 Arbor Place
- Route 30 – Thornton/Riverside, and
- Route 100 – Direct Connect.

The participants were invited to suggest stops in addition to those indicated on the map by placing a push pin on the map within the first activity center. There were no additional stops proposed during the community open houses. A copy of the maps for each of the routes is included in the Responses to Interactive Exercises Section.

Input was further obtained on the proposed routes by asking the attendees to rate each of the locations to be serviced. On a scale from 1 to 5, attendees were asked to rate which locations were a high priority to service the community, with 1 being the highest priority and 5 being the lowest priority. A chart for each route bearing rows for each proposed service area was placed next to the route map for public input and participants were able to indicate their responses by placing a dot sticker in the appropriate box. A copy of each route for each community open house is included in Appendix A and along with a comprehensive chart summarizing input from all four open houses.

The third activity center allowed participants to indicate the time of day they would most likely to utilize the proposed routes. Participants first chose the route, then used a dot to identify the typical time(s) of day they would need to access the route to get to their destination on time. A tally of these times is indicated in the Responses to Interactive Exercises Section and responses for each community open house is included in Appendix A.

Another interactive exercise prompted the public’s input on proposed fares. Questions were posed on fare structures, the fairness of rate systems, discounts for various group and the preferred frequency to purchase services. Participants were also asked to rank the importance of various factors regarding fares and to indicate whether a list of one-way fares provided were reasonable. All of the responses were recorded by placing a dot sticker in the appropriate box. A comparison chart listing the fares within the Atlanta region was included in the exercise and is listed below.

Comparison Between Fares Across Atlanta Region	
GRTA Xpress (Green Zone)	\$3.00
Xpress	\$3.00
MARTA	\$2.50
CobbLinc	\$2.50
Gwinnett County Transit (Local)	\$2.50
Cherokee Area Transit (Local)	\$1.25
Atlanta Streetcar (Local)	\$1.00

\* Fares represent base single-ride fees and can vary based on service and rider type. Source: [atltransit.org/fares](http://atltransit.org/fares)



After touring the bus, attendees were asked to provide their input on the vehicle ranking its accessibility, comfort, attractiveness, and safety in the fifth activity center.



**Douglas County Multi-Modal Transportation Services team members providing bus tours and assisting attendees during the District 2 Community Open House at Deer Lick Park Recreation Center on June 20, 2018.**

Lastly, attendees were provided an area to complete comment cards to share any input that was not captured during the interactive exercises. Twenty-nine comment cards were completed and collected. Copies of each are included in Appendix A and excerpts are listed below.

*"I would like to see more routes offered including a downtown to 92 south service."*

*"I don't plan on using the bus much but weekend to Holmes would be great for going downtown to see concerts/shows."*

*"Let the citizens vote if they want this bus system or not!"*

*"This service is very much needed in Douglas County from an economic standpoint."*

*"No Buses"*

## RESPONSES TO INTERACTIVE EXERCISES

### Route Stops

On a scale from 1 to 5, attendees were asked to rate which locations are a high priority to service the community, with 1 being the highest priority and 5 being the lowest priority. The totals below reflect the responses received during all four community open houses.

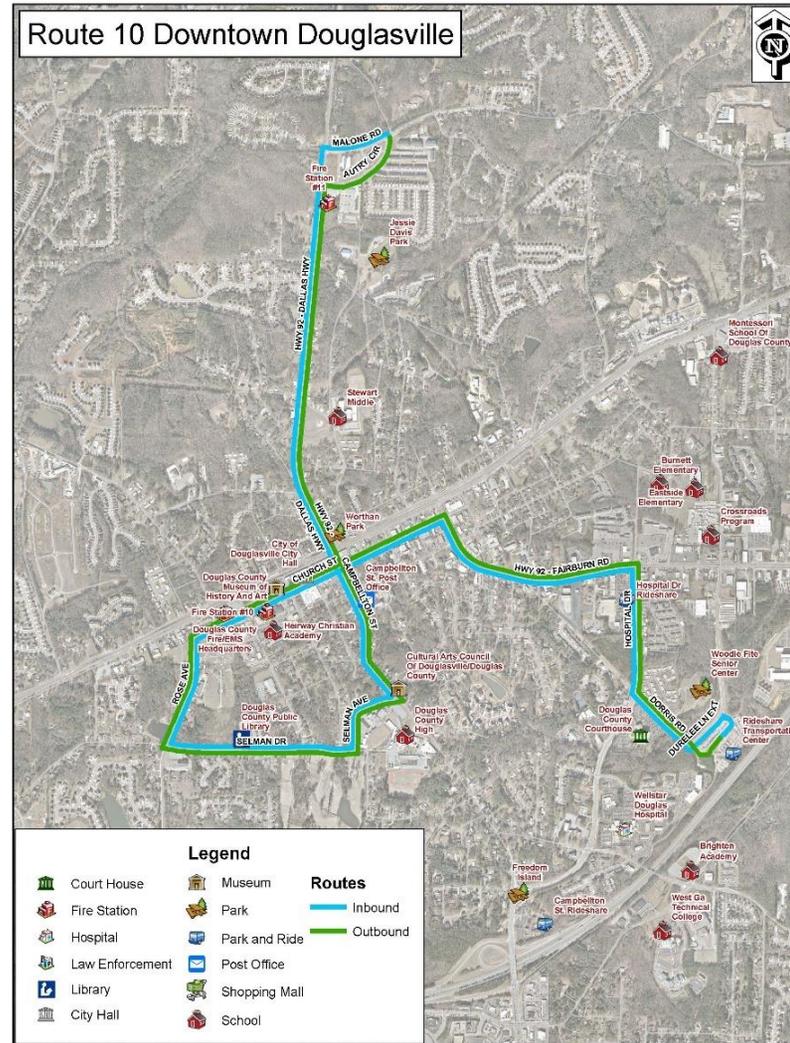
Route Stops					
Route 10 – Downtown Douglasville					
Rate These Locations	1 Highest Priority	2 High Priority	3 Average Priority	4 Low Priority	5 Lowest Priority
Douglas County Library	10	10	10	2	52
Douglasville City Hall	11	8	10	1	48
Conference Center	8	8	8	3	47
Woodie Fite Center	9	4	8	4	49
Senior Center	9	4	11	8	51
Jesse Davis Park	10	7	6	4	55
Route 20 – Arbor Place					
Rate These Locations	1 Highest Priority	2 High Priority	3 Average Priority	4 Low Priority	5 Lowest Priority
WellStar Hospital	18	5	8	2	46
West Georgia Technical College	16	5	5	1	46
Arbor Place Mall	17	6	7	3	43
West Douglas Park & Ride Lot	12	8	6	4	43
Georgia Highlands College	3	7	7	4	46
Wal-Mart and Sam's Club	14	6	10	1	47
Hunter Memorial Park	11	4	5	0	50
Douglas County Housing Authority	4	2	7	5	46
Jesse Davis Park	8	8	6	2	49
Douglas Village Apartments	4	4	4	6	48
Douglas County Courthouse	15	11	5	1	45

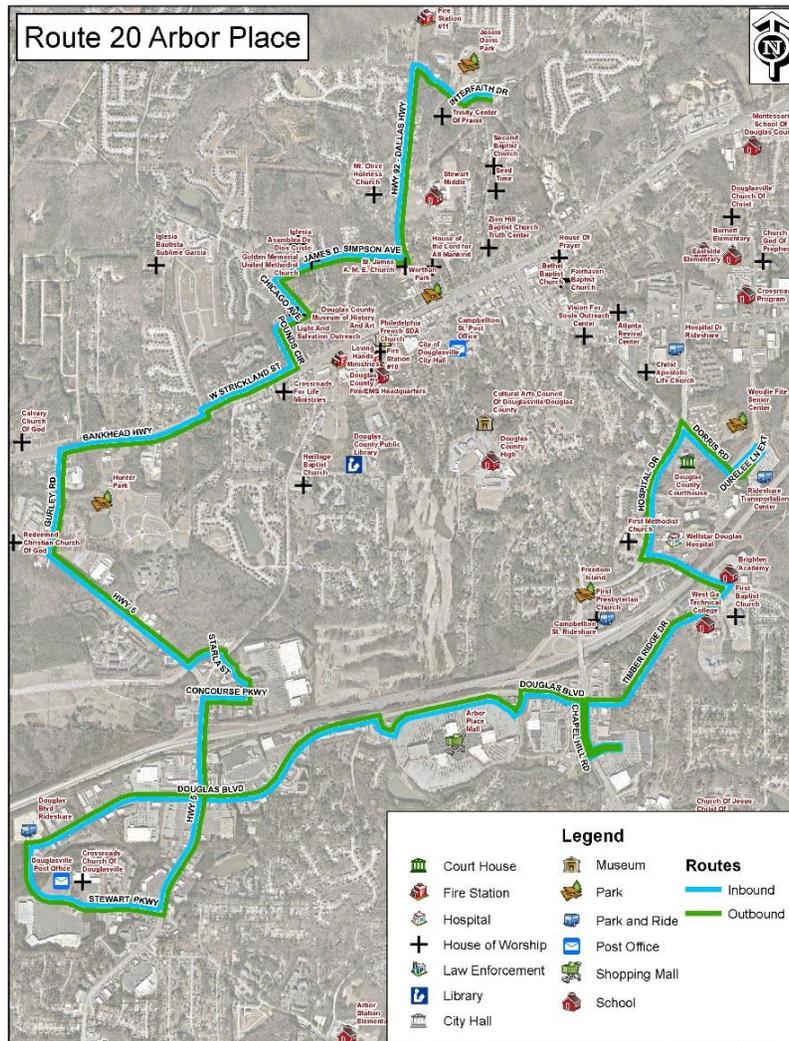
Route Stops Continued					
Route 30 – Thornton / Riverside					
Rate These Locations	1 Highest Priority	2 High Priority	3 Average Priority	4 Low Priority	5 Lowest Priority
Lithia Springs Walmart Supercenter	12	5	7	4	50
Interstate West Business Park	9	2	10	5	47
Six Flags Industrial Park	11	10	4	2	47
Cobb West Business Park	8	3	6	4	42
Distribution Centers	8	2	6	6	47
WestRock	5	1	4	5	50
Medline Industries	8	1	5	5	50
Coloplast Corp	6	1	4	4	51
American Red Cross	9	3	10	3	50
Tributary at New Manchester Community	9	3	4	5	51

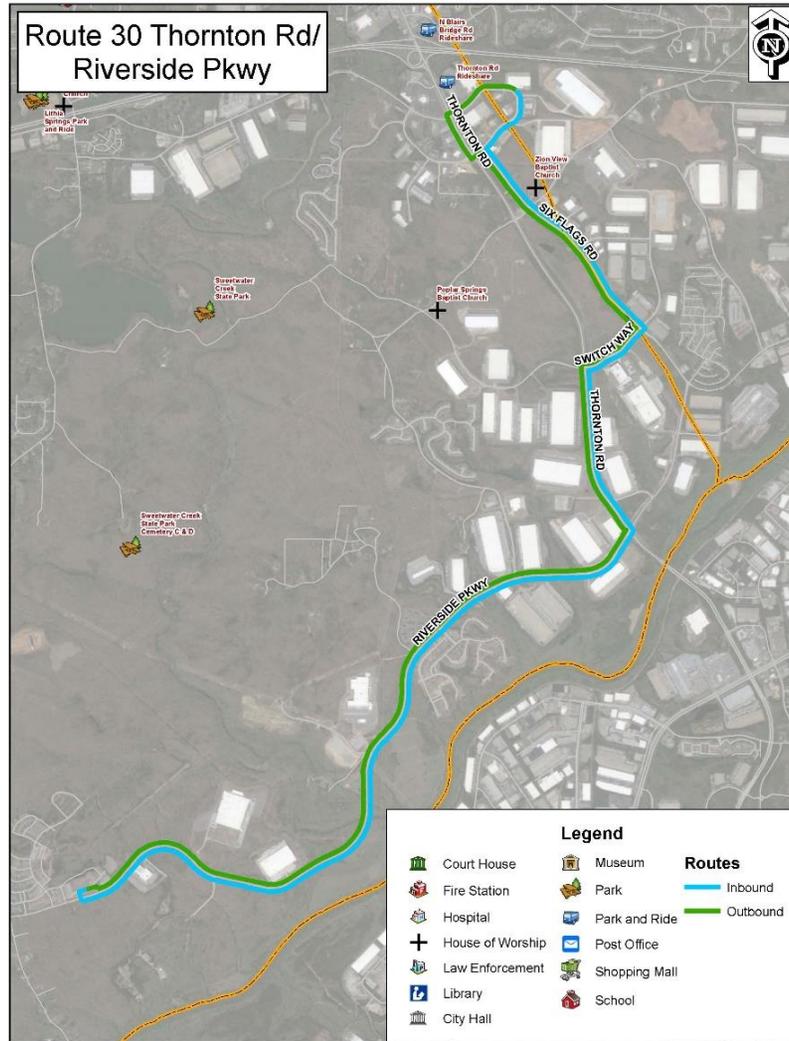
Route 100 – Direct Connect					
Rate These Locations	1 Highest Priority	2 High Priority	3 Average Priority	4 Low Priority	5 Lowest Priority
West Douglas Park & Ride	19	6	6	1	45
Multi-Modal Transportation Center	16	7	1	2	48
Lithia Springs Walmart Supercenter	16	5	5	4	46
Six Flags Park (connection point to CobbLinc Routes)	14	9	5	1	55
Hamilton E. Holmes Marta Station	26	9	1	0	45

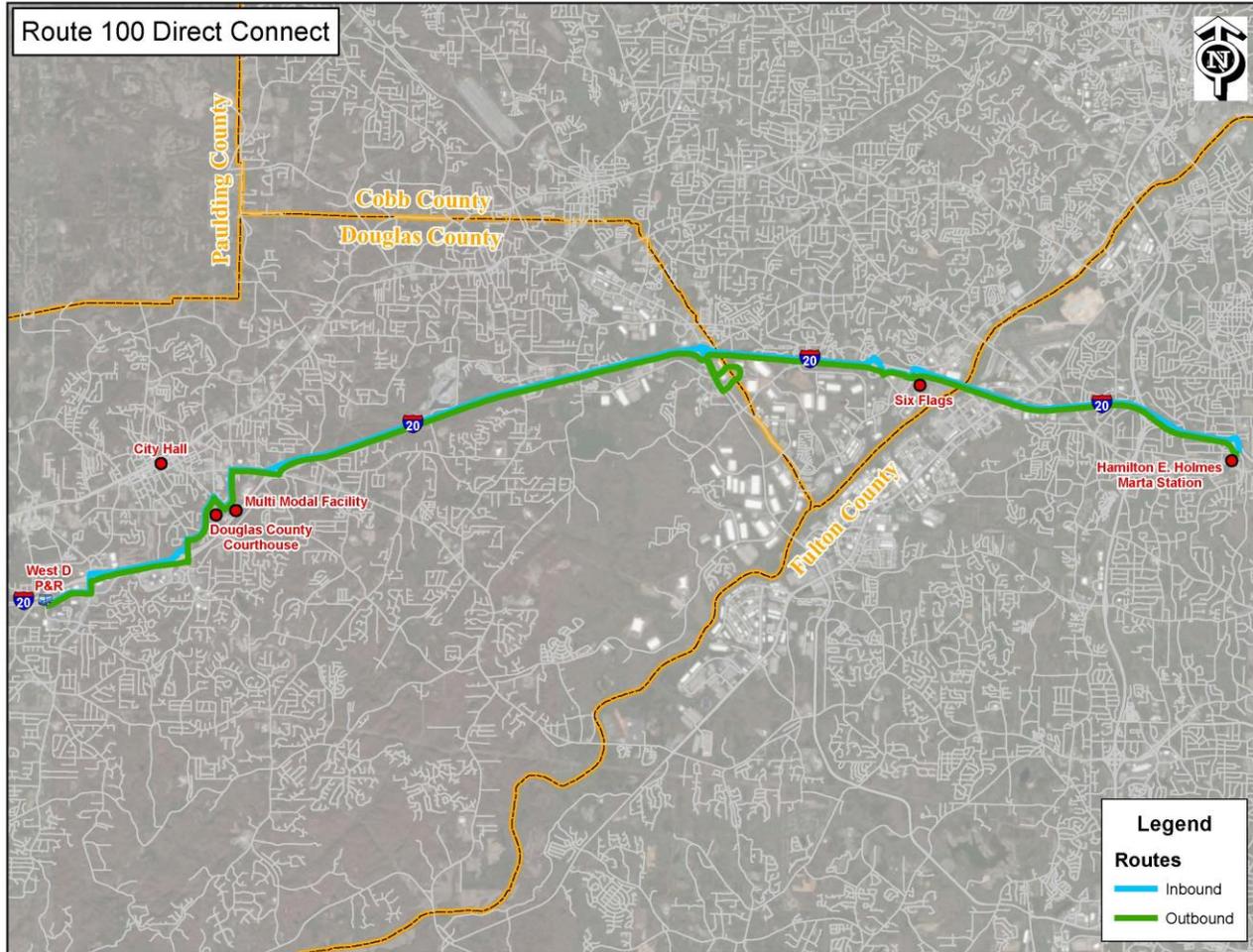
## Additional Route Stops

The participants were invited to suggest stops in addition to those indicated on the map by placing a push pin on the map within the first activity center. There were no additional stops proposed during the community open houses.









## Route Times

According to the Douglas County Department of Multi-Modal Transportation Services, the proposed fixed route bus service will operate Monday – Friday from 6:00 am to 8:00 pm and on Saturday, from 7:00 am to 7:00 pm. Participants were asked to indicate the time of day they are most likely to utilize the proposed routes. Participants first chose the route, then used a dot to identify the typical time(s) of day they would need to access the route to get to their destination on time. A tally of these times is listed below and is reflective of the responses received from all four community open houses.

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

Route Times												
	12p	1p	2p	3p	4p	5p	6p	7p	8p	9p	10p	11p
Route 10– Downtown Douglasville	3	3	0	4	3	2	1	1	10			1
Route 20–Arbor Place	5	5	4	7	3	1	4	1	2	2	1	
Route 30– Thornton / Riverside	2	2	1	1	1	1	1	3	1			
Route 100– Direct Connect	1	2	2	4	6	4	4	6	1	3	3	2

## Fare Structuring

Complex fare structures can make it difficult for riders to understand, ultimately leading to longer boarding times. Attendees were asked to provide input on fare structuring for this service to make sure fare payment is easy to understand and reflects the rider’s needs and desires. They were directed to use dots to indicate their opinions. The responses below reflect all responses received during the four community open houses.

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.	37	4	6
Fares are easy to pay.	41	0	5
Fares are affordable.	43	0	7
Process of paying fare and boarding is quick.	35	3	7
Paying fares while transferring between different agency services (MARTA, CobbLinc) is easy.	29	6	11
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 rout used	34	5	13
Route Based – Riders using heavily serviced and traveled routes pay more	11	10	20

Trip Length Based – Riders traveling a longer distance pay a higher rate than those traveling a shorter distance	17	10	16
<b>3. At what frequency would you prefer to purchase services?</b>			
	Preferred	No Preference	Not Preferred
Per Ride	31	4	9
Per Day	16	5	6
Per Week	17	5	7
Per Month	16	3	8
<b>4. Are there other frequencies that should be considered?</b>			
<ul style="list-style-type: none"> <li>Perhaps an electronic card could be purchased monthly, being utilized as instructed per travel, per trip</li> <li>Please, please work out transfer structure w/ other services like MARTA and Cobb</li> </ul>			
<b>5. Do you support reduced fare options and programs for various rider groups?</b>			
Adult – Riders who are not children, students, or seniors	2	Seniors – Riders who are 65 years or older	58
Students – Riders who are middle, high school, or college students	27	Disabled – Riders with disabilities	59
Children – Riders who are 12 years or younger and accompanied by a paying adult	25	Low Income – Riders with below-poverty income levels	30
<b>6. Are there other groups that should be considered?</b>			
<ul style="list-style-type: none"> <li>I think a feasibility study should have been done so we know the cost of the routes. Do we need another program for seniors&amp; disabled or should we put more funds into the two programs we have? 1. County federally funded 2. Federally funded.</li> </ul>			

<b>7. What do you think is a reasonable one-way fare?</b>		
	Reasonable	Not Reasonable
\$1	7	12
\$1.25	4	8
\$1.50	12	8
\$1.75	5	6
\$2.00	25	5
\$2.25	4	7
\$2.50	11	8
\$2.75	0	12
\$3.00	13	16

## Vehicle Quality

High quality transportation services should be easily accessible, comfortable, attractive, and safe. After touring the bus, participants were instructed to use a dot to rate the quality of their experience based upon those factors. The proposed vehicle will:

- seat 12 passengers
- have 2 wheelchair positions and wheelchair lift, and
- will include a bike rack, cameras, destination sign, and fare-box.

The information below reflects all responses received during the four community open houses.

Service Vehicles			
	Exceptional	Satisfactory	Needs Improvement
Accessibility	17	15	0
Comfort	18	13	0
Attractiveness	13	14	3
Safety	16	15	0

## COMMUNITY OPEN HOUSE PARTICIPATION GALLERY

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## COMMUNITY OPEN HOUSE PARTICIPATION GALLERY con't

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