

**2040 Statewide Transportation Plan /
2015 Statewide Strategic Transportation Plan:
Public & Stakeholder Involvement Summary**
Technical Memorandum 6

**final technical
memorandum**

prepared for

Georgia Department of Transportation

prepared by

Cambridge Systematics, Inc.

with

Gresham, Smith & Partners

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date

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1.0 Introduction

The importance of public engagement in transportation planning is well-recognized, and the Georgia Department of Transportation (GDOT) has a proven track record of involving stakeholders in planning decisions. Public engagement started prior to the creation of Statewide Transportation Plans (SWTP) and has been included state-legislated activities associated with the Statewide Strategic Transportation Plan (SSTP).

The purpose of this Public & Stakeholder Involvement Summary is to provide an overview of the engagement opportunities and activities provided to allow all Georgia citizens to be involved in the Statewide Long-Range Transportation Plan and SSTP Update. Since all of Georgia citizens are not alike, this endeavor entailed development of a variety of different engagement tools and techniques with the intent of reaching many different audiences and soliciting input from them about transportation needs, priorities, and tradeoffs.

During the inception of the SWTP/SSTP Update, a Public and Stakeholder Engagement Plan was developed to identify opportunities and activities to receive input from a wide range of stakeholders and citizens. A second intent of the Public & Stakeholder Involvement Summary was to meet all regulations pertaining to public engagement and transportation planning in Georgia, and to exceed the expectations of these regulations in terms of reaching numerous Georgians to inform and involve them in the transportation planning process. A third intent was to ensure public dialogue is encouraged about the Governor's Strategic Goals for Georgia. Governor Nathan Deal has set strategic goals for education, mobility, economic development, health, safety, and fiscal responsibility. Many of these objectives are directly relevant to the SWTP/SSTP, including the following:

- **Mobility.** Transporting people and products in a 21st century Georgia:
 - Improve the movement of people and goods across and within the State;
 - Expand Georgia's role as a major logistics hub for global commerce; and
 - Leverage public-private partnerships and improve intergovernmental cooperation for successful infrastructure development.
- **Growth.** Creating jobs and growing businesses:
 - Implement strategic tax and regulatory reforms that make Georgia more competitive;
 - Promote small business growth and entrepreneurship;
 - Maximize access to capital for startups and growing businesses; and
 - Conserve and enhance natural resources, with an emphasis on increasing state water supplies and security.

- **Health.** Accessible care and active lifestyles:
 - Increase access to health services throughout the State; and
 - Improve access to treatment and community options for those with disabilities.
- **Safety.** Protecting the public's safety and security:
 - Reduce injury and loss of life on Georgia's roads; and
 - Promote safe communities and stable families where children thrive.
- **Responsible and Efficient Government.** Fiscally sound, principled, conservative:
 - Enlist community support and public-private partnerships to leverage available resources.

1.1 REPORT ORGANIZATION

This report outlines the following:

- Policies, procedures, and guiding principles of public involvement;
- The various market segments that characterize those targeted in the SWTP/SSTP public involvement process;
- The engagement techniques implemented to gather input and provide information to the various market segments;
- An evaluation of the techniques used; and
- Major outcomes achieved during the public involvement and outreach process throughout the life of the SWTP/SSTP Update.

2.0 Policies, Procedures and Guiding Principles

2.1 FEDERAL/STATE/GDOT POLICIES AND PROCEDURES

Over the past several decades, various Federal laws and regulations have been enacted that address the need to engage the public in transportation planning-related activities, including specified methods for carrying out public engagement programs. Both the federal regulations and State of Georgia policies are summarized in this section. Table 2.1 includes a listing of the key provisions that pertain to the 2040 SWTP/SSTP Update Process effort. All public engagement activities for this project were carried out in compliance with these laws and guidance.

Table 2.1 Federal and State Public Engagement Requirements (Planning)

Federal Laws and Guidance		
Electronically Provided Information	29 USC Section 794(d)	“(1)Accessibility...individuals with disabilities who are members of the public seeking information or services from a Federal department or agency to have access to and use of information and data that is comparable to the access to and use of the information and data by such members of the public who are not individuals with disabilities.”
Interested Parties	23 CFR 450.210(a) and 450.316(a)	“Providing citizens, affected public agencies, representatives of public transportation employees, freight shippers, providers of freight transportation services, private providers of transportation, representatives of users of public transportation, representatives of users of pedestrian walkways and bicycle transportation facilities, representatives of the disabled, and other interested parties with reasonable opportunities to be involved in the transportation planning process.”
Limited English Proficiency (LEP)	Executive Order #13166 and Title VI of the Civil Rights Act of 1964	“...To this end, each Federal agency shall examine the services it provides, and develop and implement a system by which LEP persons can meaningfully access those services consistent with, and without unduly burdening, the fundamental mission of the agency... The guidance is based on the prohibition against national origin discrimination in Title VI of the Civil Rights Act of 1964, as it affects limited English proficient persons.”

Federal Laws and Guidance (continued)		
Public Input on Performance-Based Planning	23 USC 135(h)(1)	“The Secretary shall establish criteria to evaluate the effectiveness of the performance-based planning processes of States... and provide reports allowing the public to access the information being collected in a format that allows the public to meaningfully assess the performance of the State.”
Prohibiting Discrimination	42 USC 2000 – Title VI of the Civil Rights Act of 1964	“Title VI prohibits exclusion from participation in, denial of benefits of, and discrimination under Federally assisted programs on grounds of race, color, or national origin.”
	Section 162(a) of the Federal-Aid Highway Act of 1973 (23 USC 324)	Prohibits discrimination on the basis of sex.
	42 USC Sec 12132 – Americans With Disabilities Act of 1990	Prohibits discrimination on the basis of disability.
Prohibiting Discrimination	Executive Order #12898 – Federal Actions to Address Environmental Justice in Minority Populations and Low-Income Populations	“...make achieving environmental justice part of its mission by identifying and addressing, as appropriate, disproportionately high and adverse human health or environmental effects of its programs, policies, and activities on minority populations and low-income populations in the United States and its territories....”
	42 USC – Age Discrimination Act of 1975	Prohibits discrimination on the basis of age.
	42 USC – Traditionally Underserved by Existing Transportation Systems	“...Include a process for seeking out and considering the needs of those traditionally underserved by existing transportation systems, such as low-income and minority households, who may face challenges accessing employment and other services.”
Public Participation Plan	23 CFR 450.210(a)	“..The State shall develop and use a documented public involvement process that provides opportunities for public review and comment at key decision points.”
Public Records	Freedom of Information Act (FOIA) (5 USC 552)	All Federal agencies are required to make requested records available unless the records are protected from disclosure by certain FOIA exemptions.
Visualization	23 CFR 450.210(a) and 450.316(a)	“Use visualization techniques to describe the proposed long-range statewide transportation plan and supporting studies.”

State of Georgia Policy and Procedures		
Public Involvement	GDOT Public Involvement Guidelines (Policies and Procedures 4055-1)	Detailed guidance on the processes and methods for carrying out public involvement activities for individual GDOT projects, including public meetings and public hearings.
Consultation with Nonmetropolitan Local Officials	GDOT Public Involvement Consultation Process (in accordance with 23 CFR 450.212(b))	Formation of Statewide Advisory Committee, which comprises Association of County Commissioners of Georgia (ACCG), Georgia Municipal Association (GMA, and Regional Commissions (RC); and formation of a rural transportation focus group to give local government officials an opportunity to participate in the SSTP planning process.

3.0 Various Market Segments

The public interested in statewide transportation issues cannot be characterized as a single, homogeneous mass of individuals and organizations. Rather, the “public” that should be engaged in the SWTP/SSTP effort represents a variety of groups, which differs in terms of demographic characteristics, preferred methods of receiving information, levels of understanding of statewide transportation issues, roles relevant to transportation planning and funding, and personal attitudes on the subject of statewide transportation in Georgia. Thus, the Public Engagement Plan recognizes these differences and made provision for public engagement strategies and methods to draw interested parties of all geographic locations, preferences, roles, and perspectives into the statewide strategic transportation planning process.

The following categories of “public” were defined for the purposes of this project to represent the various categories of citizens and stakeholders that were targeted for participation in the 2040 SWTP/SSTP Update process:

1. **General Public.** The general public includes all citizens of Georgia, including residents from every area of the State. This group represents a broad range of individuals, from those who are “casually interested” in long-range transportation planning, to residents with little interests or knowledge of planning processes. To better address the general public and tailor public engagement activities to meet their needs, they have been divided into GDOT districts. This allows for coordination and communication with GDOT district offices about specific constituency groups, effective techniques, and special needs.
2. **Wired and Hungry for News.** These individuals tend to be younger (though not entirely) and are actively “wired in” to various social and electronic media outlets. They are very comfortable using technology tools for communication and look for opportunities on Facebook, Twitter, and other similar networks to attract their attention. They are less likely to obtain national, state, and local information from traditional sources, such as television, radio, and print media.
3. **Highly Motivated to Participate.** This group includes individuals and organizations who are active in government activities or are particularly engaged in transportation matters. These individuals and groups may be part of particular political organizations or may be interested in participating in government activities. They also may be current or former employees within the transportation profession and have a higher than average knowledge of transportation-related issues. They also may be advocates of particular modes of transportation or issues related to transportation and government activities in general. They may prefer traditional or more technology-based methods of communication.

4. **Not Traditionally Involved.** This group has traditionally not been engaged in transportation planning activities, most likely due to a lack of access to information. These individuals and groups may live in more rural areas of Georgia, or within urban areas where there are impediments to participating in public outreach activities, such as lack of transportation or insufficient resources to access public engagement opportunities. Additionally, people in this group may have nontraditional work schedules or family responsibilities that prevent them from engaging in outreach efforts. These individuals and organizations are among the most difficult to attract to the planning process. Many of these individuals live in areas sometimes referred to as environmental justice (EJ) or under-served communities.
5. **Government and Public-Sector Partners.** The government and public-sector partners include a broad array of State, regional, and local officials and agencies. These stakeholders are truly partners in accomplishing the Governor's overarching statewide goals.

At the state level, the 2040 SWTP/SSTP Update process engaged elected officials and colleagues within departments that rely on transportation infrastructure to accomplish their mission, as well as those who serve constituent groups that use or are impacted by transportation facilities. These include the following:

- a. Georgia Department of Community Affairs,
- b. Georgia Department of Economic Development,
- c. Georgia Center of Innovation for Logistics,
- d. Office of the Governor,
- e. Governor's Office of Highway Safety,
- f. Georgia Ports Authority,
- g. Georgia Regional Transportation Authority, and
- h. Georgia State Road and Tollway Authority.

Regional partners also were important, given the role of Metropolitan Planning Organizations (MPO) and Regional Commissions (RC) in planning for transportation. MPOs have their own regulatory authority for transportation planning in urbanized areas, and Regional Commissions are important stakeholders for coordination and consultation in nonmetropolitan areas. These regional organizations are unified under two umbrella organizations, the Georgia Association of Metropolitan Planning Organizations (GAMPO), and the Georgia Association of Regional Commissions (GARC).

At the local level, stakeholders include local elected officials from the 159 counties and 536 incorporated municipalities in Georgia. These stakeholders also are represented under two umbrella organizations:

1) Association County Commissioners of Georgia (ACCG) and 2) Georgia Municipal Association (GMA). These organizations are important links to elected officials. To reach staff at the local level, statewide organizations also can be helpful. Stakeholder professional associations include Georgia Institute of Transportation Engineers (ITE) and Georgia Planning Association (GPA).

6. **Business, Logistics and Economic Development.** This important audience for stakeholder engagement includes those who represent the business interests in Georgia, as well as those who rely on the State's transportation network to support their business activities. Since transportation facility planning is not an everyday activity of this group, it will be important to connect with them via GDOT partners, such as the Georgia Department of Economic Development and Center for Innovation in Logistics, as well as known advocates, such as the Georgia Transportation Alliance, an arm of the Georgia Chamber of Commerce. Generating focused dialogue with this group ensures that transportation's linkage to economic development is understood and considered in both public- and private-sector decision-making.

A number of businesses has recently been active in transportation planning, either through participation in the Private-Sector Advisory Committee for the GDOT Statewide Freight and Logistics Plan or through efforts of the Georgia Transportation Alliance to mobilize support for the Transportation Investment Act (TIA) in 2012.

Other business stakeholders include economic development entities, such as regional/local chambers of commerce and regional/local economic development authorities around the State.

4.0 Engagement Techniques

Keeping in mind the various market segments identified in Section 3.0, public engagement techniques were identified for each group. The focused techniques allowed for targeted engagement. Table 4.1 shows the engagement techniques used throughout the SWTP/SSTP Update, and identifies the various market segments each technique primarily served. The engagement techniques are summarized in more detail in this section.

Table 4.1 Audiences Targeted by Engagement Technique

Engagement Technique	General Public	Wired and Hungry for News	Highly Motivated to Participate	Not Traditionally Involved	Government and Public Sectors	Business, Logistics and Economic Development
Project Web Site	✓	✓	✓	✓	✓	✓
On-Line Scenario Planning Tool	✓	✓	✓	✓	✓	✓
Community Outreach	✓	✓	✓	✓		
School Curriculum/Family Travel Survey	✓			✓		
Stakeholder Advisory Committee (SAC)					✓	✓
Coordination with Rural Local Elected Officials/Counties/Cities					✓	
Coordination with MPOs					✓	
Private-Sector Roundtable						✓

4.1 PROJECT WEB SITE

A project web site (<http://www.dot.ga.gov/IS/SSTP>) was developed for the 2040 SWTP/SSTP Update process. The webpage is an information clearinghouse for the project, and was updated throughout the study. The site includes announcements; frequently asked questions (FAQ); stakeholder engagement materials; and supporting documents, such as technical memorandums, presentations, and fact sheets.

During the update process, the webpage included links to a general survey and the surveys used for various stakeholder activities. The survey was advertised on GDOT's Facebook and Twitter pages, as well as on a rotating web banner on

GDOT's main web site. From November 2013 to June 2014, a total of 241 people completed the survey. The surveys were used for community outreach and coordination with rural local elected officials/counties/cities and MPOs.

The web site provided a central location for project documents and a portal for stakeholders to sign up for the project's mailing list. Meeting presentations and technical memorandums were posted to the site as the project progressed. The web site was advertised at outreach events to generate interest.

4.2 ON-LINE SCENARIO PLANNING TOOL

One of the most challenging aspects of statewide transportation planning is explaining to citizens and stakeholders about the necessity of making "tradeoffs" in transportation decision-making. To facilitate the gathering of data on citizen values and preferences to use in the tradeoff analysis portion of the plan, the project team used a private vendor to develop an on-line scenario planning tool that both educated users on transportation issues and obtained data and information useful to planners and decision-makers on what citizens value with respect to transportation issues. In the primary portion of the tool, users were asked to share their ideas on how Georgia's transportation funding should be spent over the next 25 years.

The on-line scenario planning tool was the "public face" of a technical tool used by the team to frame investment tradeoff analysis for the transportation professional stakeholder community. Figure 4.1 shows screen shots of the on-line tool's homepage. Users were asked to provide their county and age to allow the project team to ensure the responses were relatively evenly distributed across counties, metropolitan areas, and GDOT districts. The home page of the tool also provided an overview of the six focus areas users would be asked to prioritize spending for safety, expanded roadway network, bicycle and pedestrians, public transit, highway operations, and existing road and bridge maintenance.

Figure 4.2 shows the transportation funding scenario section of the tool. Users selected funding levels for each focus area and a corresponding "low," "medium," or "high" performance level is shown to explain the estimated performance of the system based on the selected level of investment. A budget total was tallied and displayed above the expected performance section.

After users selected their desired funding levels, their responses were shown in comparison to the average funding level selected by all users. They were then asked to set priorities for the types of investments made in each funding category by selecting the percentage of funds to be spent on various types of work that could be done under each focus area. For example, Figure 4.3 shows the options for the existing road and bridge maintenance focus area.

The on-line scenario tool was available for input from October 22nd - November 24th, 2015. There were 1,383 responses for the SWTP/SSTP on-line scenario

planning tool. A full report detailing the results from the on-line scenario tool is included in Appendix A.

Figure 4.1 On-Line Scenario Planning Tool Homepage



Figure 4.2 On-Line Scenario Planning Tool "What Do You Think" Section

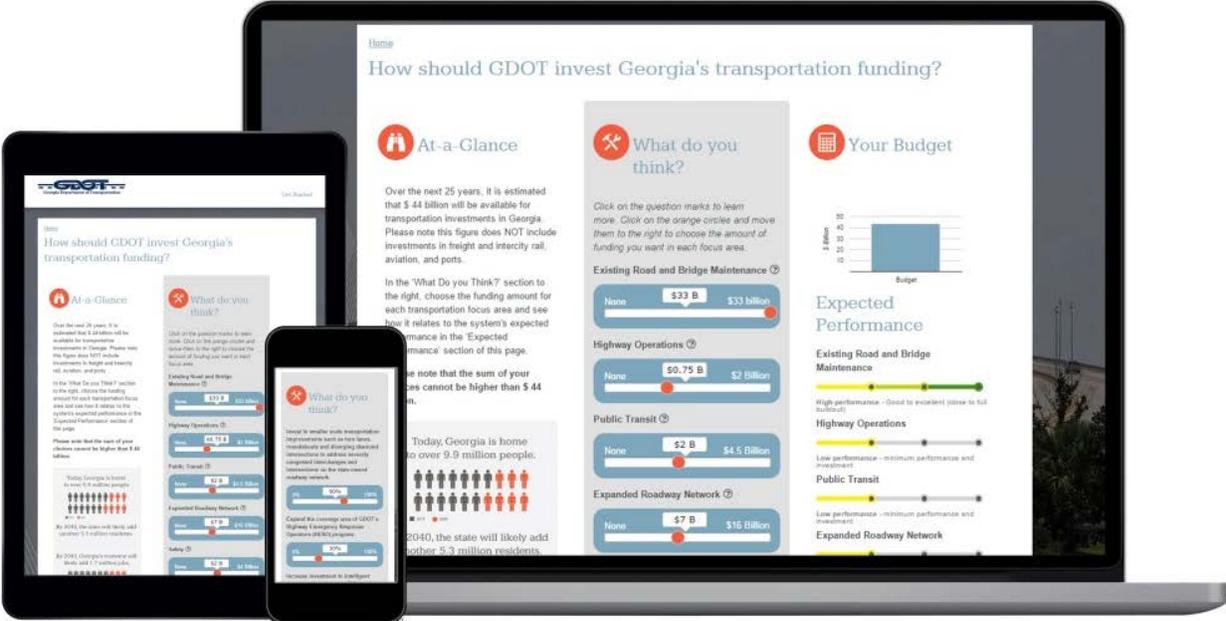
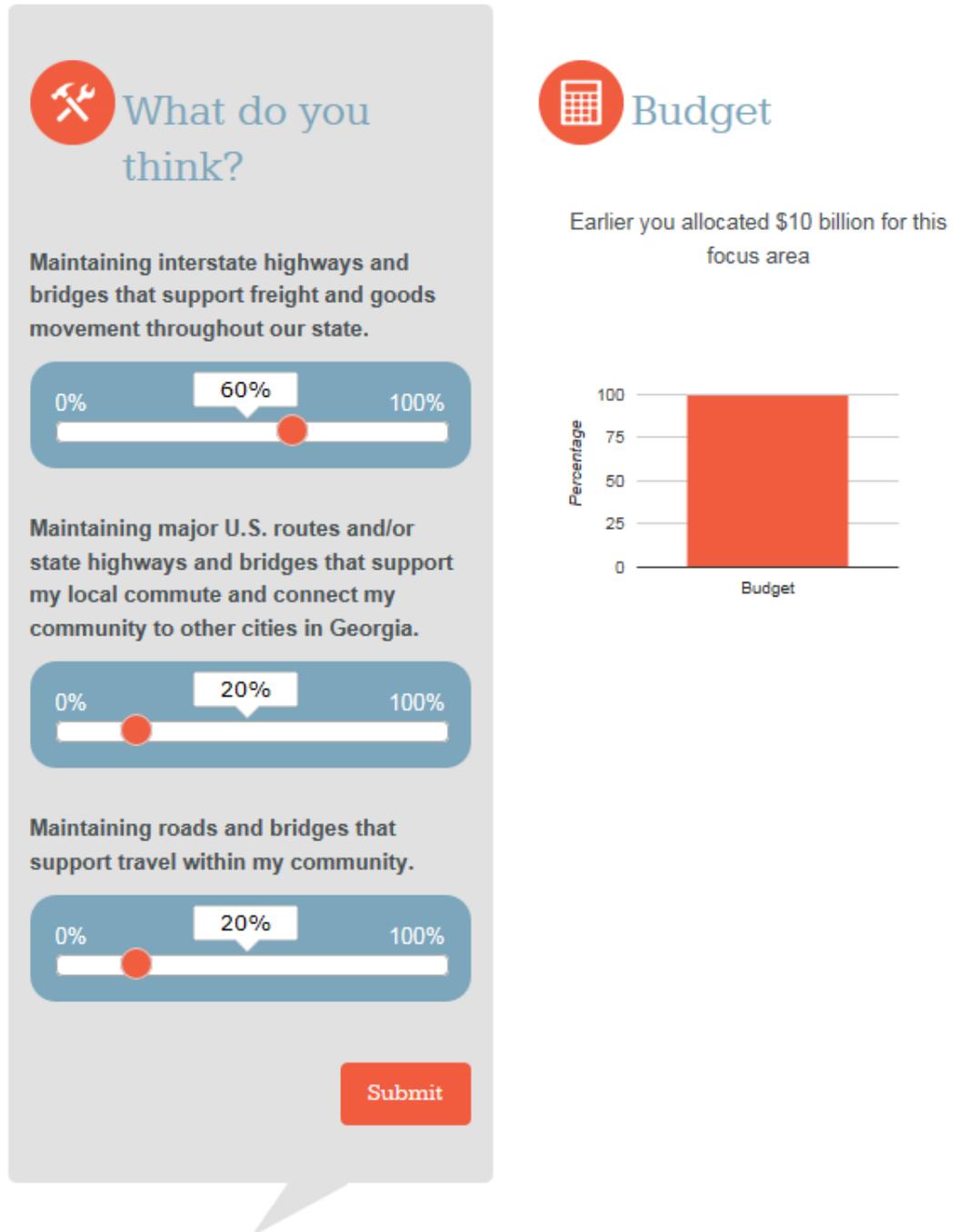


Figure 4.3 Existing Road and Bridge Maintenance Priorities

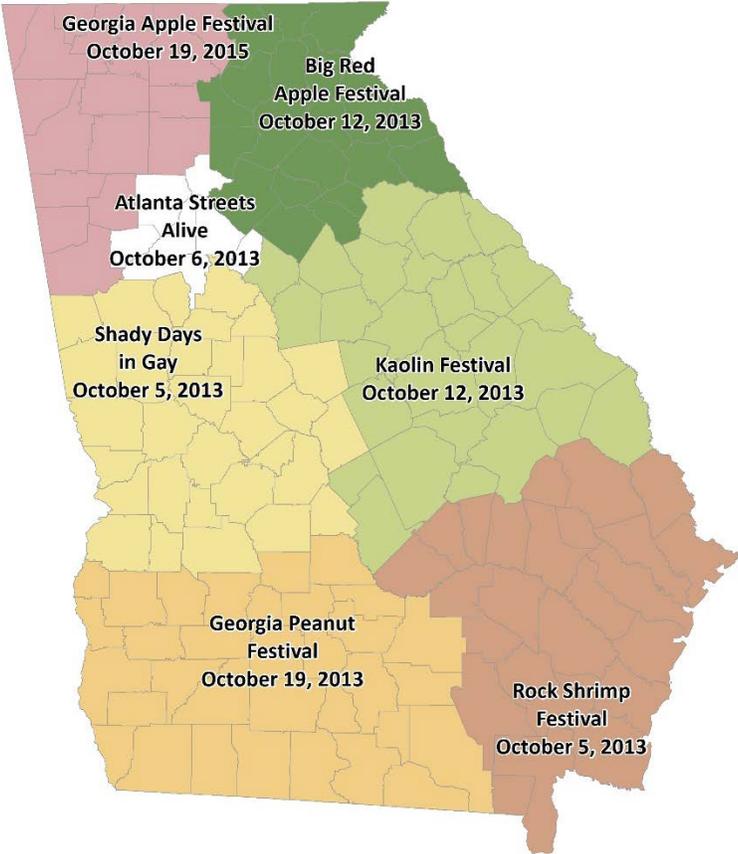


4.3 COMMUNITY OUTREACH

The SWTP/SSTP Update project team conducted public outreach from October 2013 to June 2014 to collect input on the public’s transportation needs, and to provide general information on the update. In lieu of traditional public meetings, the project team attended public events in each GDOT district to engage citizens. In October 2013, the project team attended seasonal festivals around the State to share information about the plan development process, conduct surveys of the general public’s sense of transportation needs, and invite further participation.

The project team hosted a booth at seven festivals around the State (one festival per GDOT district). Figure 4.4 shows the location of the festivals attended in each district. GDOT’s attendance at the festivals was advertised on GDOT’s Facebook and Twitter pages.

Figure 4.4 Festival Locations



At each festival, the project team invited members of the community to complete a short survey on transportation needs. Survey participants were entered in a drawing to receive a \$25 Wal-Mart gift card to encourage participation. A gift card was awarded for each festival. A total of 605 surveys was collected. Each booth offered the survey in English and Spanish, project factsheets for those interested in learning more about the SWTP/SSTP, coasters or fans with the project web site, GDOT maps, fact books, and wildflower seeds. Table signs that read “Win a \$25 Gift Card” in English and Spanish were used to draw additional attention. The results of the survey are detailed in Appendix B.

The same survey was placed on the project web site, creating another avenue for the public to give their input. A total of 241 surveys was collected via the web site. The intent of this outreach effort was to target the general public, including residents from every area of the State.

4.4 SCHOOL CURRICULUM/FAMILY TRAVEL SURVEY

In spring 2014, the SWTP/SSTP Update project team conducted outreach to EJ communities around the State. In each of the seven GDOT districts, one elementary school was chosen to receive a fifth grade curriculum on Transportation in Georgia and the role of GDOT in statewide transportation. Each school was selected by obtaining suggested schools from the GDOT district communications officers, identifying the Title I schools in the district, and making calls to the identified schools until a school agreed to participate in the outreach activity. The purpose of this outreach was to provide an educational opportunity for fifth grade students to learn about GDOT and its statewide transportation planning activities, and to receive input from parents on their thoughts and preferences on transportation (via an accompanying take-home Family Travel Survey). The schools chosen were located in predominately low-income and/or minority communities to ensure that EJ communities were being reached during the statewide planning process.

Each fifth grade classroom teacher was presented a lesson plan, a PowerPoint presentation (via compact disk), and survey forms prepared by the project team and GDOT. The teachers were asked to present the lesson, explain the purpose of the survey, and ask their students to work on it with their parent(s) or guardian. When completed, they were asked to return the surveys to their teacher. The teachers were given self-addressed stamped envelopes to return the surveys to GDOT. The surveys were provided in both English and Spanish. The survey was designed to gather the thoughts and preferences on the local and statewide transportation system, and gain a better understanding of mobility challenges faced by Georgians, particularly those in EJ communities. The results of the survey helped guide the development of the SSTP/SWTP Update.

Students completed and returned 234 surveys. While not all schools returned completed surveys, the response rate from the schools that did participate was considered very good (ranging from 28 percent to 44 percent). Two of the seven

schools selected did not return any completed surveys. The overall response rate was about 33 percent. The detailed school curriculum/travel survey responses are included in Appendix C.

4.5 STAKEHOLDER ADVISORY COMMITTEE

A Stakeholder Advisory Committee (SAC) was organized and convened to gather input from the Department's internal and external agency partners. Starting in the summer of 2013, meetings with the SAC helped develop a vision for the SWTP/SSTP, gather feedback, and identify issues; and served as a way for partnering agencies to be directly involved throughout the development of the GDOT SWTP/SSTP.

Members in the SAC included representatives from the government and public sectors, along with business stakeholders who rely on Georgia's transportation network to support their business activities. Table 4.2 shows the agencies and organizations that were represented.

Table 4.2 SAC Agencies and Organizations

• ACCG	• Georgia Department of Economic Development	• Georgia Municipal Association (GMA)
• Atlanta Regional Commission	• Georgia Department of Community Affairs	• Georgia Railroad Association
• GAMPO	• Georgia Department of Human Services	• Metro Atlanta Chamber of Commerce
• GARC	• GDOT – State Transportation Board	• Governor's Office
• Georgia Airports Association	• Georgia Regional Transit Agency (GRTA)	• Governor's Office of Highway Safety
• GDOT Intermodal Division	• Georgia Center for Innovation of Logistics	• State Road and Tollway Authority (SRTA)
• Georgia Transit Association		
• GDOT Planning Division		
• Georgia Ports Authority		

Detailed SAC meeting summaries are included in Appendix D.

SAC Meeting #1 – July 31, 2013

The first SAC meeting provided an overview of the SWTP/SSTP development process, including the goals and plan development. The discussion was facilitated by the GDOT SWTP/SSTP project team and concentrated on understanding the stakeholder's views on transportation issues, the planning process, and what the plan should accomplish.

A total of 25 individuals participated, representing 18 different organizations and agencies. Key themes and opinions of the stakeholders included the following:

- Identify funding sources and establish a direction for funding projects;
- Integrate and support multimodal transportation options;
- Prioritize projects based on the needs and goals of public and private stakeholders;
- Investigate transit options; and
- Support projects that decrease congestion and travel time.

SAC Meeting #2 - November 6, 2013

The purpose of the second SAC meeting was to share the preliminary findings of the plan update. The summaries focused on the following topics:

- Existing conditions of individual transportation modes (e.g., inventory, capacity, use, performance, and major issues/deficiencies);
- Economic and financial forecast methodology; and
- Results of the October 2013 stakeholder outreach.

SAC members provided questions and comments on the results of these three subjects, which included discussing comparison to peer states and national averages and suggesting additional data sources to consider. A total of 16 individuals participated from 10 different agencies and organizations.

SAC Meeting #3 - June 26, 2014

The final SAC meeting provided a summary of the future conditions/deficiencies and presented the analysis the project team developed to consider various funding and performance scenarios. The future conditions presentation included performance results for various aspects of the transportation network, such as congestion levels and bridge deficiencies. The purpose was to establish where future investments are needed and serve as some background for a financing exercise.

For the financing exercise, SAC members were provided a worksheet to allocate funding levels among various program areas through the plan horizon. Specifically, they indicated what percentage of the total transportation funding should be allocated to different transportation program categories. These results suggested which transportation categories are most important to the members. The worksheet answers were calculated and presented at the meeting (Table 4.3).

While the results from the financing exercise were calculated, the funding and performance analysis was presented. This research displayed the output/benefit of different funding levels. Due to diminishing rate of return, an increase in spending does not necessarily equate to a consistent marginal benefit. The

performance analysis serves as a means to understand how spending affects the transportation network.

Table 4.3 Results from Financing Exercise

Investment Category	All Participants	Non-GDOT Participants	Current GDOT Spending
Roadway and Bridge Maintenance	36%	37%	36%
Safety	9%	8%	10%
Traffic Operations	13%	14%	5%
Public Transit Capital	15%	15%	<1%
Expanded Road Network	19%	19%	49%
Bicycles and Pedestrians	8%	6%	TBD
Number of Responses	12	9	

The meeting ended with questions posed to the project team, including discussions regarding the results of the analysis and potential factors impacting the future transportation network. Discussion topics included the following:

- Impact of technologies, such as automated vehicles on future system performance;
- Changing demographics and travel patterns;
- Impacts of the completion of the Panama Canal; and
- Shift away from roadway expansion.

A total of 23 individuals participated in the meeting, representing 12 different organizations and agencies.

4.6 COORDINATION WITH RURAL LOCAL ELECTED OFFICIALS/COUNTIES/CITIES

State of Georgia policies and procedures require consultation with nonmetropolitan local elected officials. In addition to including representatives from ACCG and GMA on the SAC, the project team conducted targeted outreach with these organizations.

Association of County Commissioners of Georgia

The GDOT SWTP/SSTP project team conducted outreach at the ACCG 2014 Annual Conference in April 2014, and outreach continued through May 2014, when surveys related to the SWTP/SSTP Update were received from ACCG

members. Most of the attendees of the ACCG Annual Conference are elected officials serving on Boards of County Commissioners.

The purpose of the outreach was to share information about the plan development process, conduct surveys of ACCG members' general sense of transportation needs, and invite further participation. GDOT's Director of Planning made a presentation concerning the purpose, timeline, and importance of the SWTP/SSTP at the ACCG 2014 Annual Conference in Savannah on April 12 to 14, 2014, and invited input from all attendees. The Director of Planning invited members to complete a short survey on transportation needs. The survey was sent out to members via ACCG's newsletter and on their web site. Some members completed the survey on-line, while other members completed the survey in-person at ACCG's Transportation Policy Group meeting in May 2014. A total of 109 surveys were collected. A detailed summary of the ACCG survey results is included in Appendix E.

Georgia Municipal Association

The GDOT SWTP/SSTP project team conducted outreach at the GMA 2014 Annual Convention in June 2014. Most of the attendees of the GMA Annual Convention are city officials, including elected leaders and city staff.

The purpose of the outreach was to share information about the plan development process, conduct surveys of GMA members' general sense of transportation needs, and invite further participation. SWTP/SSTP project overview and stakeholder involvement sheets were provided to GMA members at the GMA 2014 Annual Convention in Savannah, Georgia, on June 20 to 24, 2014. GMA distributed the SWTP/SSTP survey to its membership by email, and posted the survey link on their web site. A total of 19 surveys was collected. A detailed summary of the GMA survey results is included in Appendix F.

4.7 COORDINATION WITH METROPOLITAN PLANNING ORGANIZATIONS

Georgia's MPOs were involved with the SWTP/SSTP Update throughout the process. Two representatives from GAMPO were members of the SAC, and GDOT staff attended GAMPO meetings to keep MPO representatives up to date. GDOT staff presented on the SWTP/SSTP Update at June 2013 and June 2015 GAMPO meetings. Information discussed included the purpose of the statewide plan update, key differences from previous plans, phases of plan development, and opportunities for the MPOs to support the update process.

4.8 PRIVATE-SECTOR ROUNDTABLE

The Private-Sector Roundtable was held to engage representatives from Georgia's major industries and businesses in a discussion on transportation's linkages to

economic development and discuss their preferred transportation investment strategies for the SWTP/SSTP, specifically where goods movement is concerned. This important audience included those who represent the business interests in Georgia, as well as those who rely on the State's transportation network to support their business activities.

A number of businesses recently active in transportation planning, either through participation in the Private-Sector Advisory Committee for the GDOT Statewide Freight and Logistics Plan or through efforts of the Georgia Transportation Alliance to mobilize support for the TIA in 2012, were invited to participate in the roundtable discussion. Several Community Improvement Districts (CID) and selected chambers of commerce also were invited to participate in the roundtable due to their direct interaction with a wide array of business owners. Other state agency and public-sector executives included GDOT Management, Georgia Department of Economic Development, Community Affairs, and the Center for Innovation in Logistics.

The discussion centered on the following questions:

- What are three objectives the State's transportation network should focus on to make Georgia more economically competitive than other states?
- When thinking of successful transportation networks in other states and countries, what aspects of their transportation network function better than Georgia's?
- What are some aspects of Georgia's transportation network that function better than other states and countries?

Objectives for making Georgia more economically competitive focused on improving reliability and predictability of the transportation network. This included creating dependable trip times, consistent speeds, more efficient last-mile connectivity, and addressing bottlenecks, especially for freight traffic. Operational improvements, such as in signalization, information, and signage, were another cited objective and could benefit both general and freight traffic. Participants also noted improvements in connectivity between cities, including passenger and freight rail, as well as educating the public on the benefits of transportation. Non freight-related objectives included expanding transportation options, especially public transportation. Participants also identified many of these objectives as aspects of successful transportation networks elsewhere in the country. Suggestions included stronger passenger rail, more public transportation options, and overall expanding connectivity options, including for freight rail. In addition, participants proposed improving project deliverability and decreasing the time to implement projects, such as through streamlining public-private partnerships.

Participants identified Georgia's presence as a logistics hub as one aspect of the transportation network that is functioning better than other areas. The Port of Savannah is not only a strong asset to Georgia's economy, but having two Class I railroads, on-campus access, and a single operator strengthen the attractiveness.

This is supplemented by the variety of railroad access with multiple Class I railroads traveling in all directions. The presence of major companies headquartered in the State, along with Hartsfield-Jackson International Airport, further improves the transportation network. A detailed summary of the Private-Sector Roundtable is included in Appendix G.

5.0 Public Involvement Technique Evaluation

The public involvement techniques deployed for the SWTP/SSTP Update were a combination of traditional techniques used for many years by the Department and new techniques employing social networking and other technological tools. To ensure efficient and effective involvement in the transportation planning process, the pros and cons of each technique have been identified as a reference for future planning efforts. This section summarizes the pros and cons of the activities conducted during the study.

5.1 PROJECT WEB SITE

Pros

The project web site served as a foreword-facing document for the public and stakeholders. The inclusion of reports, schedules, and presentations allowed for transparency for the development of the SWTP/SSTP and was available to, and intended for, all market segments. The project web site also served as an alternative to traditional public meetings, allowing residents and officials to learn more about the project at their convenience.

Cons

The web site was only available to those with access to the Internet, as well as those who knew it existed. In addition, because the web site included information and updates to the SSTP/SWTP process, maintenance was required to ensure that current information was on the site.

5.2 ON-LINE SCENARIO PLANNING TOOL

Pros

The scenario planning tool served as an opportunity to educate the public about the necessity of making “tradeoffs” in transportation decision-making. Results from this exercise provided insight regarding what features and modes of the transportation network are most important to the public, as well as their specific ideas for improving transportation modes. The on-line survey also provided an opportunity to individuals who did not desire or were unable to participate in other engagement techniques used for the SWTP/SSTP. Similar to the project web site, the on-line scenario planning tool also served as an alternative to public meetings. Residents and stakeholders were able to voice their opinion at the time

and place of their choosing. As compared to public meetings, the availability of the survey on the Internet, rather than solely in person, also increased the overall number of responses and pooled a wider range of participants.

Cons

Similar to the web site, only those with access to a computer with an Internet connection have access to the survey. In addition, the responses may not necessarily represent the opinions of all Georgia residents. As with most surveys, there is an inherent selection bias towards those who are willing and interested in taking the survey.

5.3 COMMUNITY OUTREACH

Pros

Community outreach opportunities were available throughout the entire State, targeting large festivals that would attract more participants. This supplemental approach to gather survey responses addressed the con of on-line surveys, which are only available to those with access to the Internet. This method also allowed questions regarding the survey or the overall SWTP/SSTP process to be answered immediately. A version of this survey was also available on the project website. This technique was a substitute to public meetings, saving time and money needed to prepare and rent a meeting space.

Cons

Only those who attended the festivals had access to this engagement technique. These events may not have been feasible for everyone due to other plans, work, or distance needed to travel for the event. In addition, every resident may not have known and/or been interested in the festivals.

5.4 SCHOOL CURRICULUM/FAMILY TRAVEL SURVEY

Pros

This technique provided an opportunity to educate students and parents about transportation in Georgia. This method also provided outreach to the “Not Traditionally Involved” market segment, who may otherwise not have been involved in the SWTP/SSTP process, or even knew it existed. The technique also was unique by providing an educational component to students, parents, and teachers.

Cons

The technique was inherently biased towards parents who have a child in fifth grade, and whose school was selected for this outreach. The survey was also dependent on the child providing the survey to his or her parents, the survey returning to the teacher, and the teacher returning the survey to GDOT, which may not have always occurred. This technique was also contingent on the school year schedule allowing for classroom time.

5.5 STAKEHOLDER ADVISORY COMMITTEE (SAC)

Pros

The SAC meetings provided opportunities for public and private stakeholders to have a voice in the SWTP/SSTP development process. The wide variety of organizations represented allowed for a range of differing focuses, needs, and opinions. The committee meetings also streamlined the collaboration process, providing updates, decisions, and milestones to all stakeholders at once, preventing the need for multiple meetings and/or correspondence.

Cons

Despite invitations to many partnering agencies, not every organization attended.

5.6 COORDINATION WITH RURAL LOCAL ELECTED OFFICIALS/COUNTIES/CITIES

Pros

Targeting both county and city officials across the State provided a wide geographical range of survey responses. This supplemented the SAC, which may have a bias for organizations within the Atlanta Metropolitan Area. Allowing representatives two options to complete the survey, on-line or in-person at the ACCG or GMA, encouraged more responses. In addition, a presentation on the SWTP/SSTP at the ACCG conference allowed respondents to understand the purpose of the survey. This involvement technique also satisfied the requirement to involve both urban and rural representations in the SWTP/SSTP process.

Cons

Though both outreach opportunities targeted large conventions, not every local agency official and staff member is involved in either organization and/or attended the conference.

5.7 COORDINATION WITH MPOs

Pros

Coordinating and collaborating with Georgia's MPOs provided further insight and discussion from public officials. GDOT presented updates through GAMPO, reaching all MPOs throughout the State. This allowed a more streamlined collaboration process and feedback between GDOT and the MPOs. GDOT also invited two representatives from GAMPO to the SAC, providing MPOs another opportunity to provide feedback.

Cons

Coordination was through GAMPO, and although MPOs are part of this organization, their level of involvement is unknown.

5.8 PRIVATE SECTOR ROUNDTABLE

Pros

Similar to the SAC, this roundtable allowed private-sector stakeholders to provide input regarding what aspects of the transportation system are important to Georgia businesses. With attendees from large corporations and CIDs, the discussion covered both overall operational needs, such as travel time reliability, as well as local needs, such as improved transit to attract younger employees.

Cons

While many companies were invited to participate, some larger companies did not attend; therefore, the discussion may not have recognized all transportation needs in the private sector. The roundtable also took place in Atlanta, and though many major companies in Georgia are headquartered there, the discussion may not have been representative of all Georgia businesses.

6.0 Major Outcomes

The varying public involvement techniques were used through the SWTP/SSTP development process, providing insight on what issues matter to residents, officials, and businesses. The varying types of techniques also allowed all audiences and market segments a chance to become involved in the SWTP/SSTP process, and understand past and future trends of the State's transportation network. The sections below describe stakeholder's involvement in various phases of the SWTP/SSTP Plan Update.

6.1 EXISTING CONDITIONS

The project team presented information on existing transportation conditions as a basis for discussion of needs and deficiencies. The project team collected a wealth of data from which existing conditions were identified and used the stakeholder involvement process to corroborate the findings. The SAC was especially instrumental in this process, as was the survey data collected from the general public.

6.2 FUTURE DEFICIENCIES

Presentations to elected officials and private business representatives frequently used findings on future conditions of Georgia's transportation network and economic climate. This information served as the basis for discussion, and allowed stakeholders to provide insight on areas for improvement based on past performance. While this outreach did not directly influence the results and findings of the existing conditions and future deficiencies sections, it provided a basis for the stakeholder's perception of the State's future deficiencies and needs.

6.3 TRADEOFF ANALYSIS

The tradeoff analysis involved conducting a series of funding versus performance analyses to understand varying funding distribution scenario's impact on the transportation network. One component of this analysis involved the Scenario Planning tool, as described in Section 4.2, where the public can engage and submit their own tradeoff analysis using similar funding constrains. All market segments had access to this tool, which was open to the public for a month. Survey results were summarized to understand which transportation areas were most important to the public. These results were considered in the selected tradeoff scenario.

In addition to the Scenario Planning tool, input from collected surveys and meetings were considered for the selected tradeoff scenario. Comments from the public and private sectors provided insight regarding what specific aspects of the

transportation system are important, as well as how transportation affects their daily lives and businesses. Input from governmental officials and agencies were also considered, further understanding the transportation issues in their region.

GDOT SWTP/SSTP Scenario Game Summary

final summary

prepared for

Georgia Department of Transportation

prepared by

Cambridge Systematics, Inc.

with

Gresham Smith & Partners

draft report

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date

February 02, 2015

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1.0 Introduction

1.1 SWTP/SSTP PROJECT BACKGROUND

The Georgia Statewide Transportation Plan (SWTP) and Statewide Strategic Transportation Plan (SSTP) are intended to combine in one document, for the first time, the traditional transportation analyses of a Long-Range Transportation Plan (LRTP), with the business case for transportation investment made in the 2010 Georgia SSTP. The SWTP/SSTP includes multiple analyses of the existing and projected transportation network, including a multimodal current and future conditions analysis, projections of future economic growth and travel demand, and a fiscally constrained strategic transportation investment plan. The importance of public engagement in transportation planning is well recognized, and Georgia DOT has a proven track record of involving stakeholders in planning decisions. An extensive stakeholder and public engagement effort is present throughout the plan update process both to provide opportunities for all Georgia citizens to be involved in long-range planning and to meet all regulations pertaining to public engagement and transportation planning in Georgia.

One of the most challenging aspects of statewide transportation planning is explaining to citizens and stakeholders about the necessity of making “tradeoffs” in transportation decision-making. To facilitate the gathering of data on citizen values and preferences to use in the tradeoff analysis portion of the plan, an on-line scenario planning tool was used to both educate users on transportation issues and obtain data and information useful to planners and decision-makers on what citizens’ value with respect to transportation issues. This report summarizes results and information collected for the SWTP/SSTP update.

1.2 PURPOSE OF TOOL

The results and project selection from the SWTP/SSTP is not only influenced by the analysis and evaluations throughout the update process, but the availability of funds for transportation improvements. A handful of capital investment projects may help to alleviate traffic congestion but there is not sufficient funding to implement all solutions. Understanding these “tradeoffs” in transportation decision-making is challenging to explain to citizens and stakeholders. The SWTP/SSTP Scenario Game (FlipSide On-Line Tool) gathers citizen values and preferences for how the available transportation funds should be spent, with the constraint of “real-world” funding.

1.3 TARGET AUDIENCE

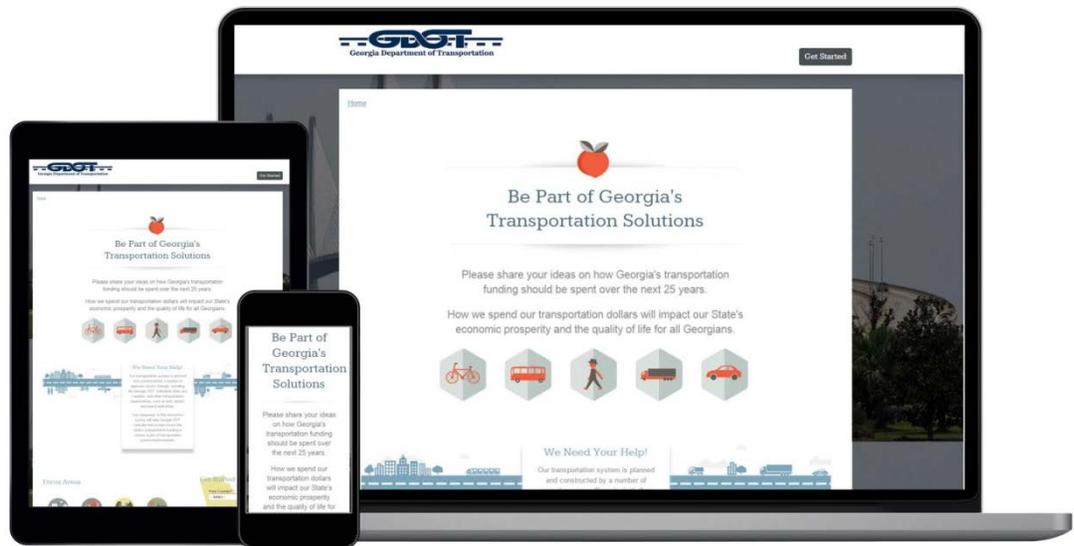
The tool is the “public face” of a technical tool called Optics used by the team to frame investment tradeoff analysis for the SWTP/SSTP update. The target audience of the SWTP/SSTP Scenario Game includes various market segments representing Georgia citizens and stakeholders. This includes the general public, government and private sector partners, and public sector partners. Overall, these are individuals who rely on the State’s transportation network.

2.0 Methodology

2.1 TOOL DESIGN

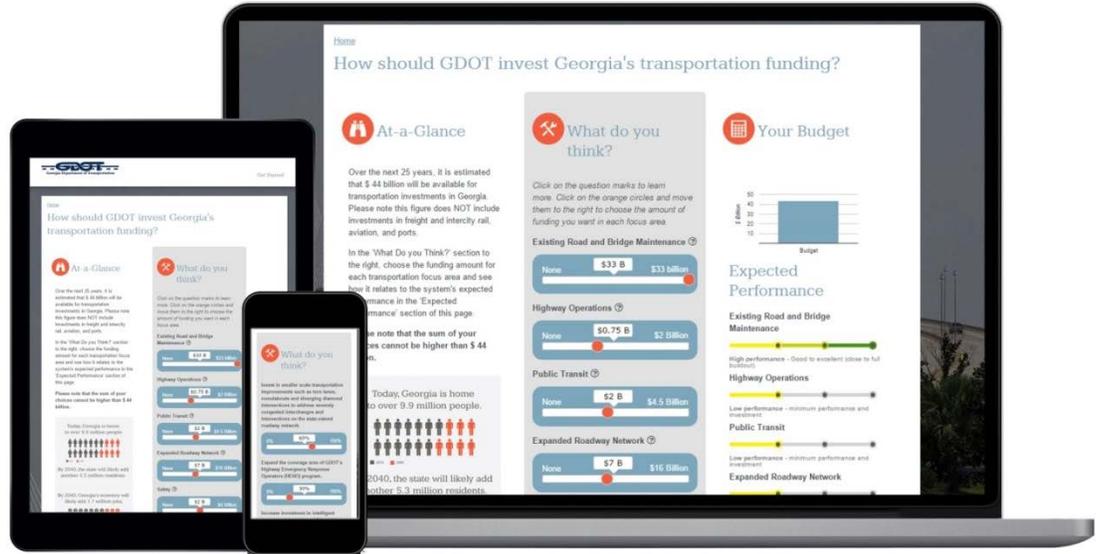
The Scenario Game was available via the Internet on multiple operating systems and electronics such as laptops, desktop computers, mobile phones, and tablets. Respondents were provided a URL, navigating them to the start screen of the web page shown in Figure 1.

Figure 1 Screenshot of Flipsides Tool – Start Screen



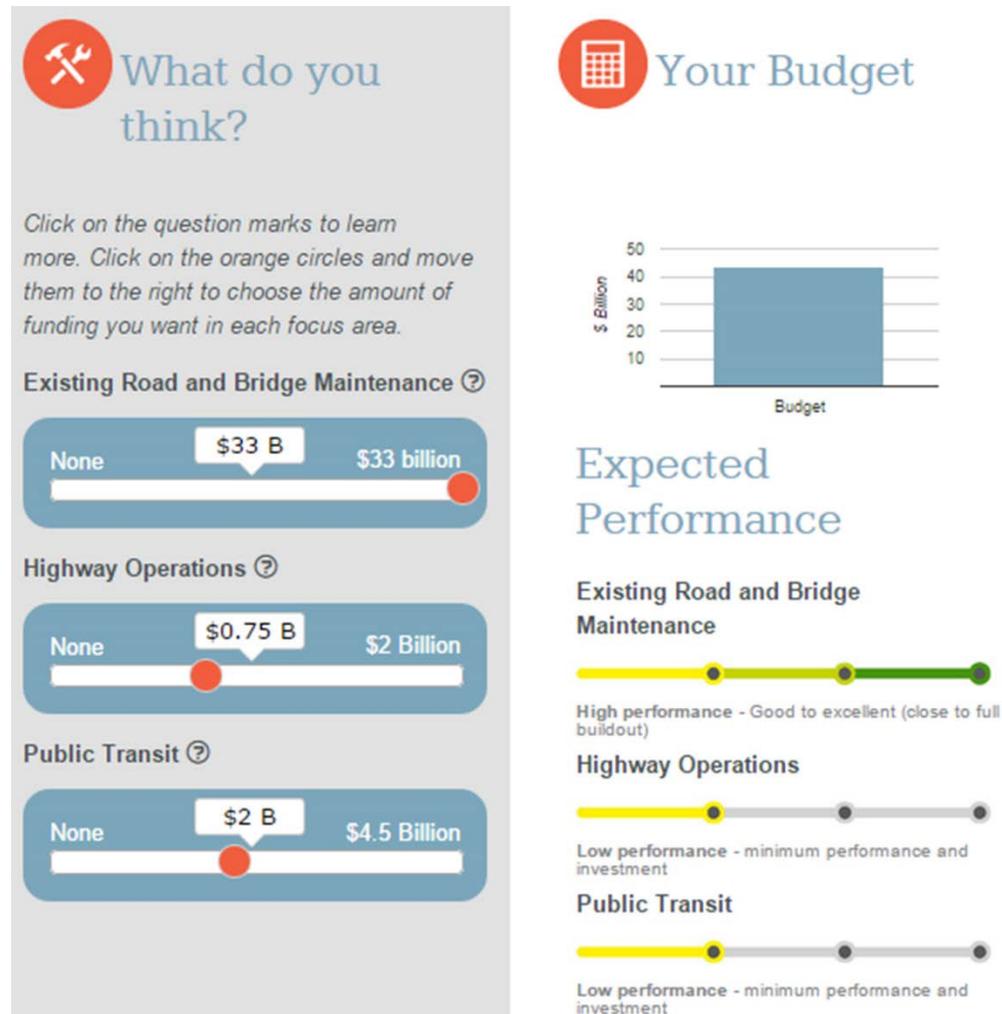
After reading about the purpose of the tool, respondents selected their county of residence and age before continuing onto the next survey page. Respondents were brought to the “What Do You Think?” section, allowing them to allocate across different transportation priorities the estimated \$44 billion in available transportation funds available to GDOT over the next 25 years (2015 to 2040). A screenshot of this page is shown in Figure 2.

Figure 2 Screenshot of Flipsides Tool – “What do you think?” Page



With defined maximum amounts allotted to six transportation investment categories (Existing Road and Bridge Maintenance, Highway Operations, Public Transit, Expanded Highway Capacity, Safety, and Bicycle and Pedestrian), users moved a dial to select the total funding for each transportation area. In addition, when the dial was moved, the expected performance of that investment area automatically updated. This allowed users to understand how much funding was required in order to achieve certain performance levels. A screenshot of this function is shown in Figure 3.

Figure 3 Screenshot of Flipsides Tool – Screenshot of “What do you think?” section



2.2 METHODS OF DISTRIBUTION

Multiple strategies were used for engaging the public and stakeholders. The distribution strategy included utilizing GDOT’s “Family of Partners” (FOP) database, which includes contact information on individuals who have participated in prior GDOT statewide planning efforts and planning initiatives. A standard message was sent via email to these individuals, inviting them to participate in the on-line tool. Organizations that received the email were asked to forward the message to organization members.

The Scenario Game was advertised on GDOT’s general web site and in multiple Facebook and Twitter posts. A link to the Scenario Game was placed on the project web site.

3.0 Results

3.1 PARTICIPANT STATISTICS

A total of 1,383 surveys were completed in the SWTP/SSTP Scenario Game survey. The participants were asked to provide basic background information including their county of residency and their age.

The age distribution of the survey respondents, compared to the Georgia population, can be viewed in Table 1 below.

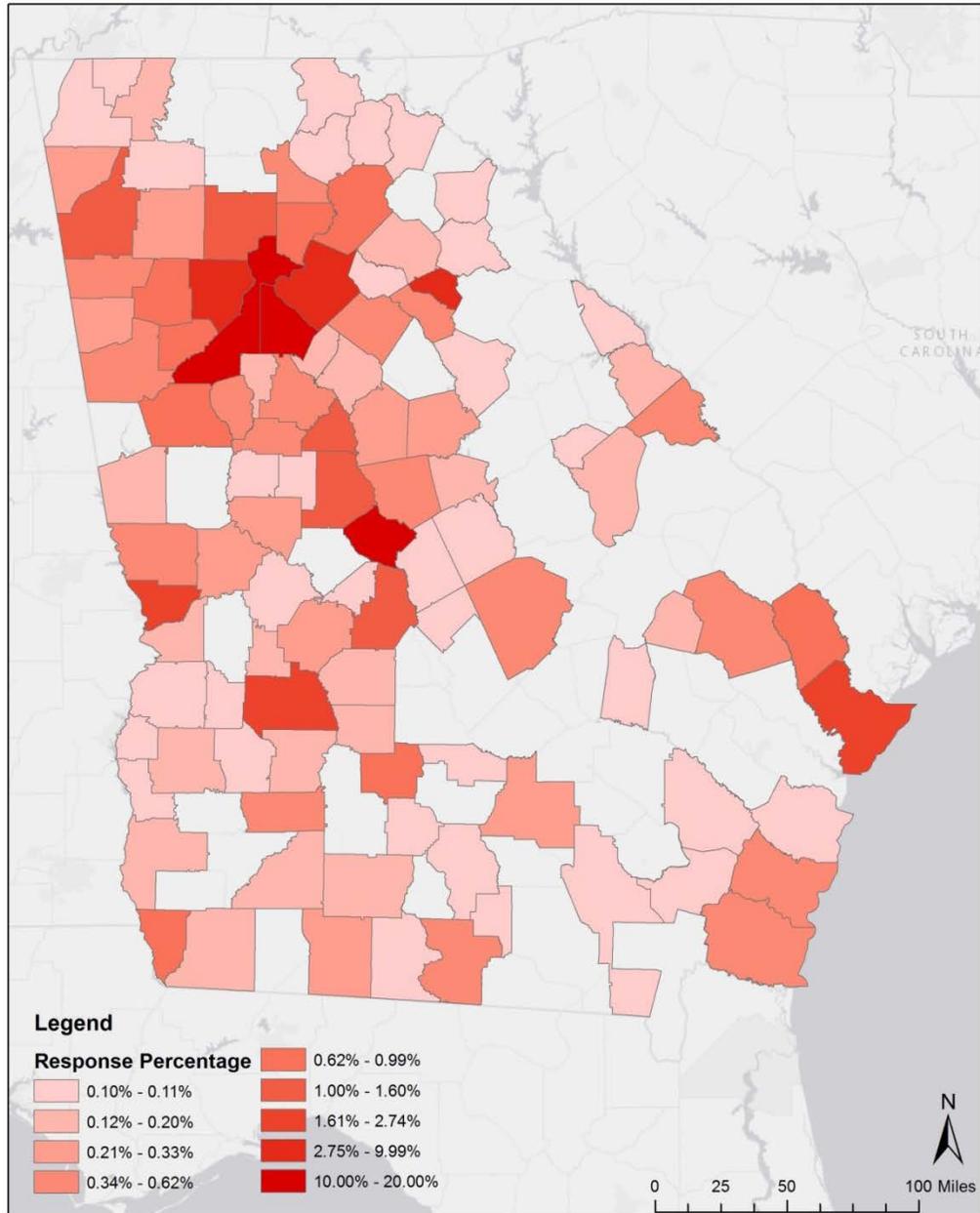
While there is an underrepresentation of respondents under 21 years, this is expected due to only a small portion of the population age 21 and under being eligible to participate (18 and older). Otherwise, the two distributions are fairly comparable in the majority of the age groups. The only other discrepancy is the underrepresentation of those older than 75, which is most likely due to the survey being distributed on-line.

Table 1 Age Distribution of Survey Participants and Georgia Population

Age	Survey Response		Georgia Population (2010)		Difference in Percentage
	Number of Responses	Percentage	Total Population	Percentage	
Under 21	5	0.5%	2,925,100	30.2%	-29.7%
21-25	81	7.7%	671,028	6.9%	0.8%
26-30	117	11.1%	679,781	7.0%	4.1%
31-35	115	10.9%	655,493	6.8%	4.1%
36-40	99	9.4%	712,250	7.4%	2.0%
41-45	100	9.5%	698,869	7.2%	2.3%
46-50	105	10.0%	716,928	7.4%	2.6%
51-55	121	11.5%	651,363	6.7%	4.8%
56-60	106	10.1%	555,332	5.7%	4.4%
61-65	87	8.3%	467,720	4.8%	3.5%
66-70	57	5.4%	334,930	3.5%	1.9%
71-75	30	2.9%	235,552	2.4%	0.5%
76-80	8	0.8%	170,695	1.8%	-1.0%
Over 80	2	0.2%	212,612	2.2%	-2.0%
Prefer not to say	19	1.8%	-	-	-

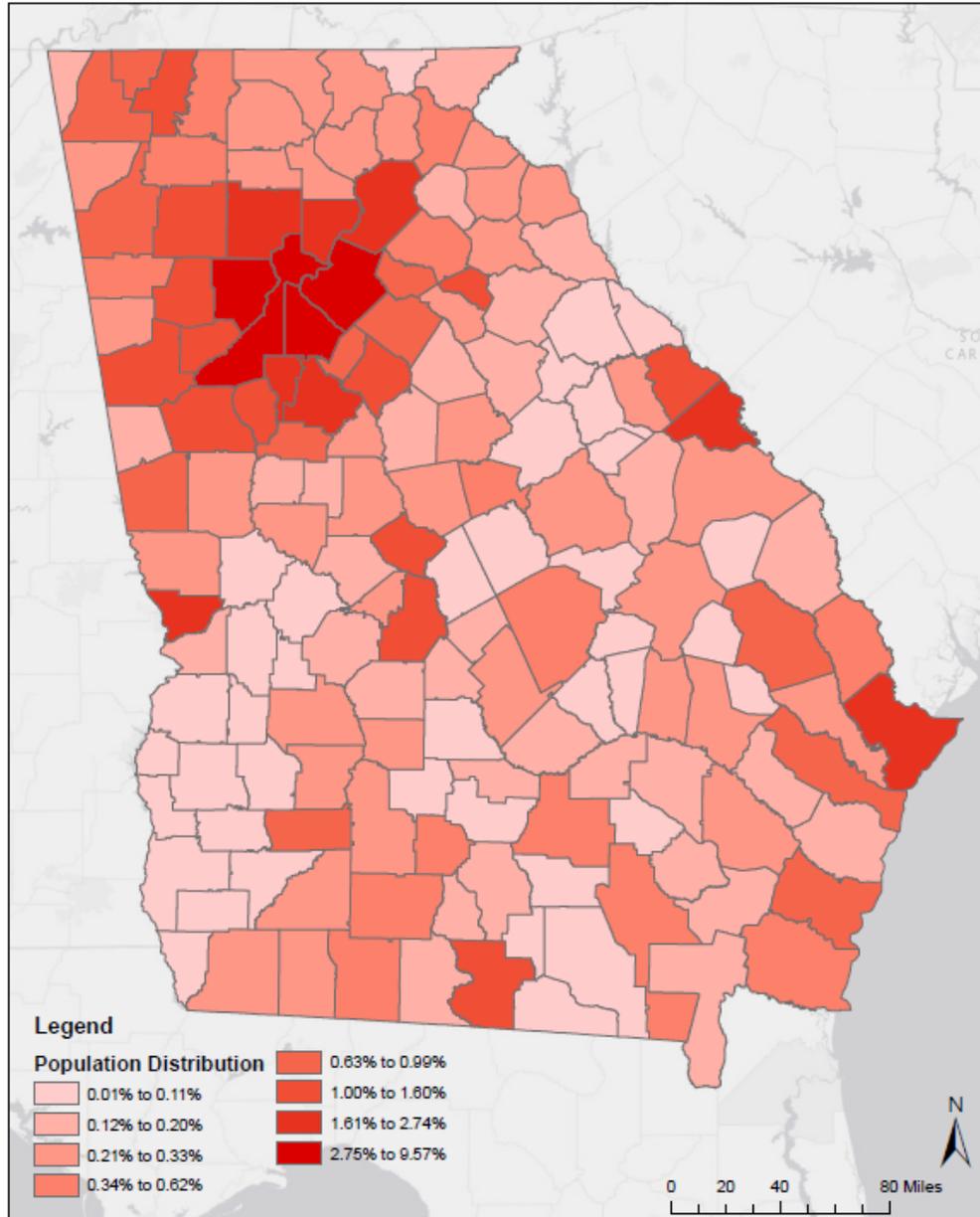
The participant's county of residency discloses if the entire State of Georgia is represented in the sample. A map displaying the distribution of the survey responses can be seen in Figure 4 and, for comparison purposes, the distribution of the Georgia population is provided in Figure 5. A large portion of the respondents live in Metro Atlanta, which is similar to the population distribution within the state (54 percent of Georgia residents live in the Atlanta Metropolitan Area). A high percentage of respondents are also from the Savannah area, comparable to the population distribution. The counties without representation are in the rural portions of the state. While some of the respondents were from these areas, they did not complete the entire survey and, therefore, could not be included in the survey results analysis.

Figure 4 Survey Response by County



Note: Only includes respondents who participated past the first page.

Figure 5 Population Distribution in Georgia



3.2 “WHAT DO YOU THINK?” SUMMARY

Of the 1,383 participants in the survey, 1,078 completed the “What Do You Think” section. After providing their age and county of residency, respondents distributed the available statewide funding for transportation to different transportation uses such as Existing Road and Bridge Maintenance, Highway Operations, Public Transit, Expanded Highway Capacity, Safety, and Bicycle and

Pedestrian. Participants had a total budget of 44 billion dollars and could not exceed this amount. These results gauge which improvements Georgia residents prioritize as most important. Participants were not required to use the fully allotted budget, but approximately 60 percent of respondents utilized at least \$40 billion.

A summary of the responses across all transportation funding areas can be seen in Figure 6, displaying the percentage and number of respondents allocating a low, medium, or high funding level. The dotted line on the graph represents the funding level if all three funding levels were selected equally (33 percent). The corresponding funding amount for each of these three levels varies depending on the type of improvement, and is provided in Table 2.

Figure 6 Funding Level Distribution for all Transportation Improvements

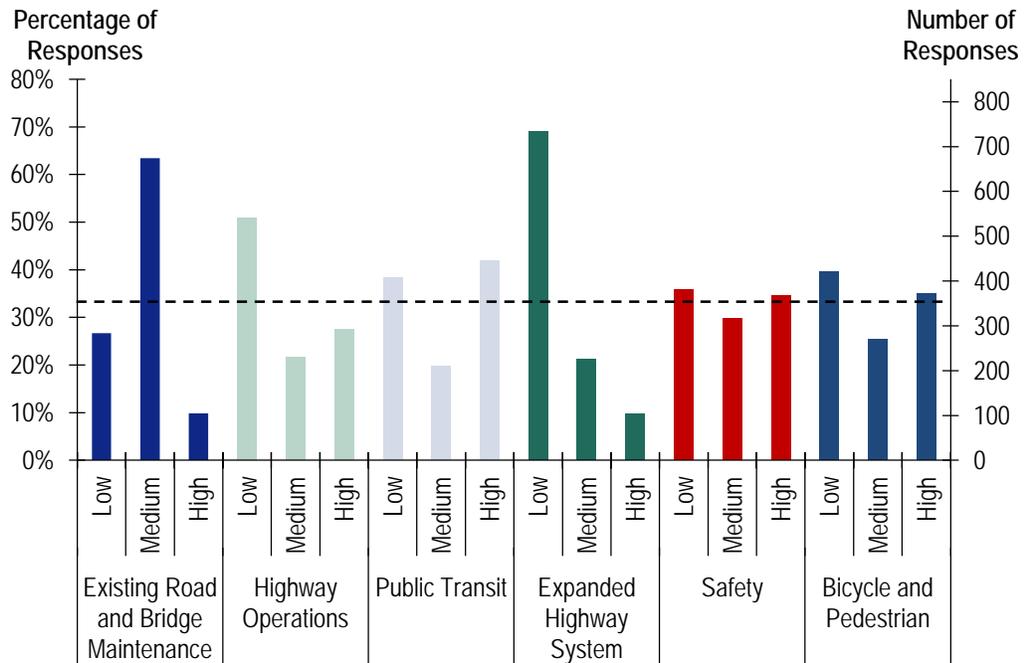


Table 2 Corresponding Funding Amount for High, Medium, and Low Funding Levels
In Billions

Transportation Improvement	Low	Medium	High
Existing Road and Bridge Maintenance	\$0-\$19	\$20-\$32	\$33
Highway Operations	\$0-\$1.25	\$1.5-\$1.75	\$2
Public Transit	\$0-\$2.75	\$3.00-\$4.25	\$4.50
Expanded Highway System	\$0-\$10	\$11-\$15	\$16
Safety	\$0-\$2.0	\$2.5-\$3.5	\$4.0
Bicycle and Pedestrian	\$0-\$0.55	\$0.60-\$0.80	\$0.825

Approximately 63 percent of respondents selected a ‘Medium’ funding level for ‘Existing Road and Bridge Maintenance.’ The ‘Highway Operations’ improvement had a higher distribution of the ‘High’ funding level when compared to ‘Existing Road and Bridge Maintenance’ but a majority of respondents (51 percent) selected a ‘Low’ amount. Out of the six transportation categories, ‘Public Transit’ had the highest percentage of respondents selecting a ‘High’ funding level at 42 percent. However, a similar amount, 38 percent, selected a ‘low’ funding level. The ‘Expanded Highway System’ transportation improvement had the highest percentage of respondents selecting a ‘low’ funding level, 69 percent, when compared to the other transportation improvements. This emphasis area also tied for the lowest ‘high’ funding level with ‘Existing Road and Bridge Maintenance’ with 10 percent of participants selecting this funding level. ‘Safety’ was the most evenly distributed of the improvement categories, with responses ranging from 30 percent to 36 percent for the three funding levels. The ‘Bicycle and Pedestrian’ improvement is also fairly evenly distributed across the three funding levels, ranging from 25 percent to 40 percent, with most participants selecting the ‘low’ funding level.

The overall funding levels from the survey indicate that there is support for safety, bicycle/pedestrian projects, and public transit, with over one-third of participants selecting the maximum funding amount for these projects. For improvements concerning highway operations and expanding the highway system, participants primarily selected lower funding levels, while projects to maintain the existing roads and bridges had medium funding levels.

3.3 PROGRAM AREA INVESTMENT SUMMARIES

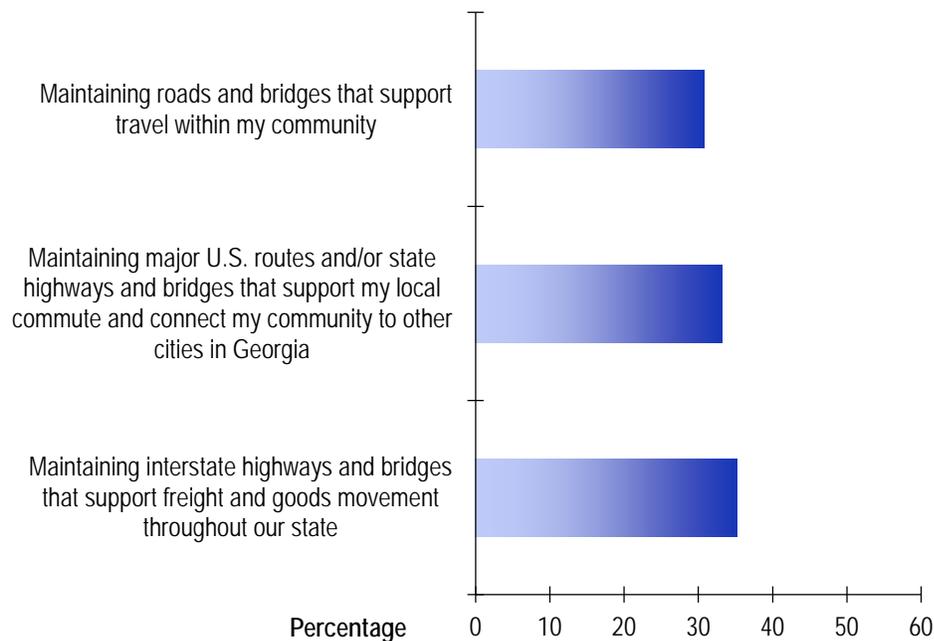
After selecting the funding amount for each of the program areas, respondents specified how the funds should be distributed across improvements. For example, respondents allocated a percentage of funds to the following three improvement types for the Bicycle and Pedestrian program area:

1. Improvements to on- and off- road pedestrian and bicycle facilities;
2. Construct infrastructure projects that improve nondriver access to public transportation; and
3. Investment in recreational trail programs and safe routes to schools projects.

Respondents had to allocate a total of 100 percent of the funds, and funds were distributed on a percentage basis rather than a dollar amount. A total of 406 to 506 individuals participated in this section of the survey (the number of responses varied by the program area). The variation in participation is because respondents were only allowed to allocate funding for strategies if they specified funds for the specific transportation improvement program area in the previous section. In addition, survey fatigue may have contributed to respondents completing this section for only some of the transportation improvements. To finish the survey, respondents were not required to allocate funds for every transportation improvement.

These results were summarized to display the average percentage assigned to each of these three improvements and can be seen in Figure 7 through Figure 12.

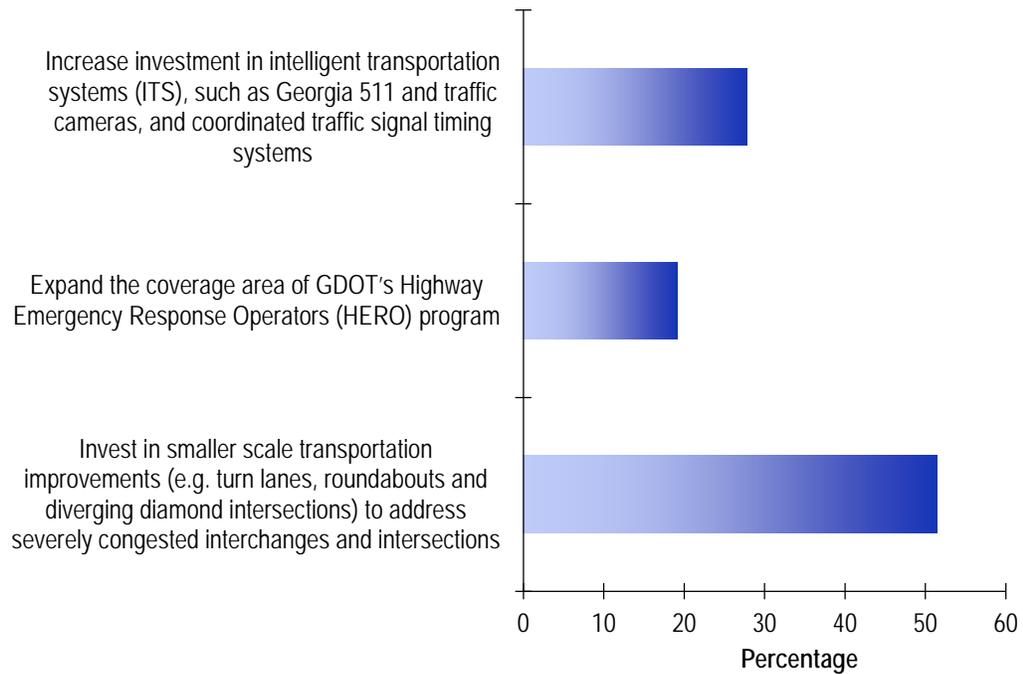
Figure 7 Average Funding Distribution by Emphasis Area:
Road and Bridge Maintenance



The distribution is fairly even for the maintenance of existing roadways and bridges investment strategies. The strategy to maintain interstate highways and bridges to support freight received the highest average funding percentage at 35 percent, while funding for bridge and road maintenance within the

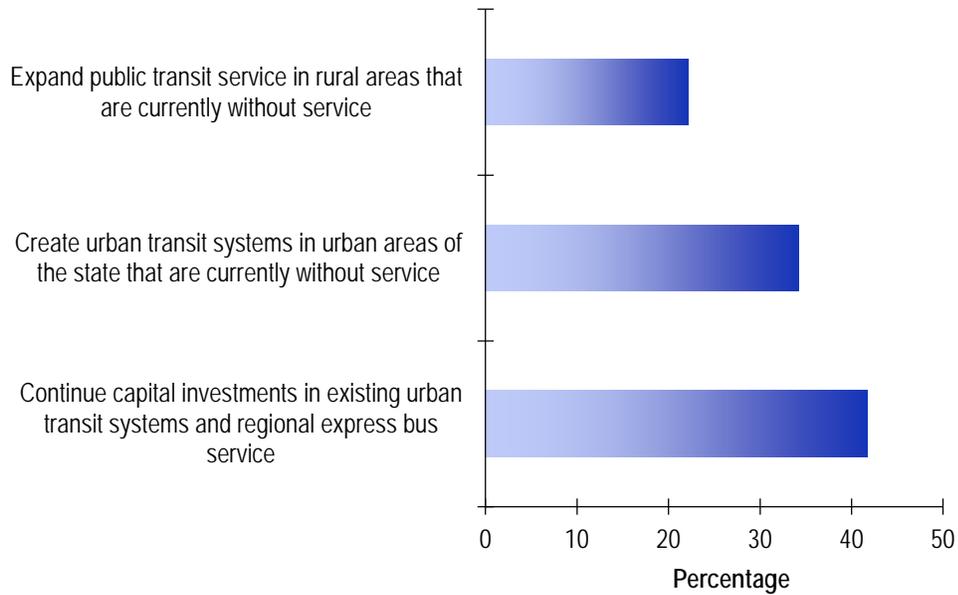
participant's community received an average funding level of 30 percent. This suggests that all three of these strategies are important to participants.

Figure 8 Average Funding Distribution by Emphasis Area
Highway Operations



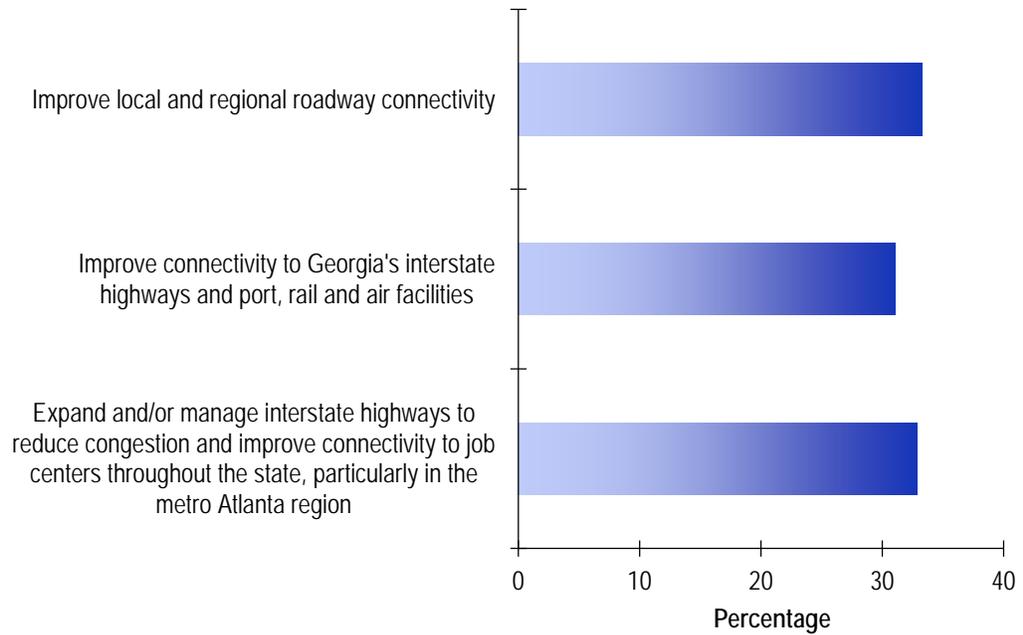
Participants were allowed to distribute highway operations funds for investment in intelligent transportation systems (ITS); expanded coverage area for GDOT's Highway Emergency Response Operators (HERO) program; or small scale transportation improvements, such as turn lanes and roundabouts to address congested interchanges and intersections. With an average funding distribution of 50 percent, respondents believed over half of the total funding for operations should be invested in small scale transportation improvements. Expansion of GDOT's HERO program received the lowest percentage distribution at 19 percent.

Figure 9 Average Funding Distribution by Emphasis Area
Public Transit



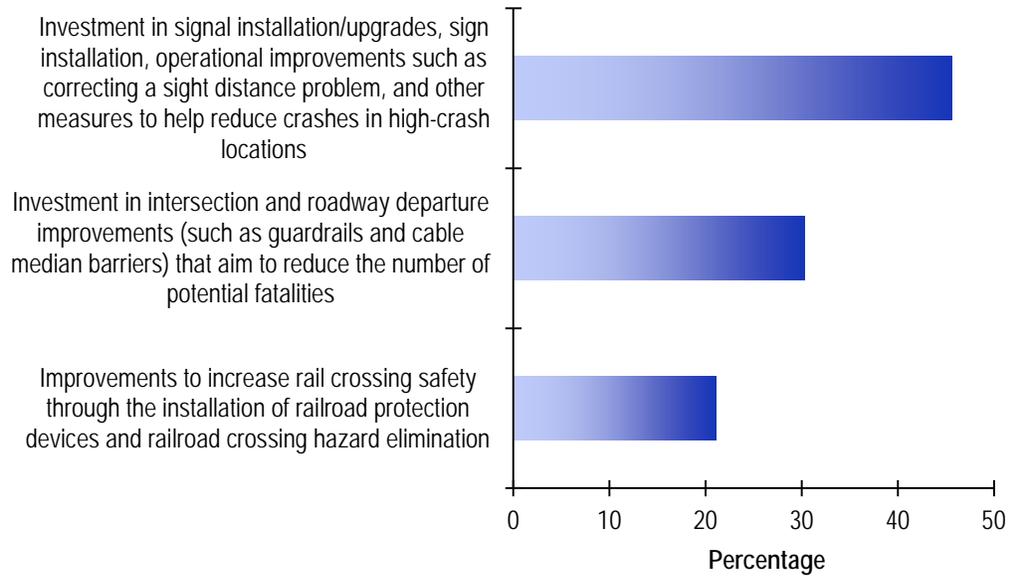
Continued capital investments in existing urban transit systems and regional bus service received the highest average distribution (42 percent). The strategy to create new transit systems in urban areas of the state that are currently without service had a distribution of 34 percent. Providing public transit service in rural areas without service had the lowest average percentage at 22 percent. The creation of or continued investment in urban transit systems is a priority for participants.

Figure 10 Average Funding Distribution by Emphasis Area
Expanding the Highway System



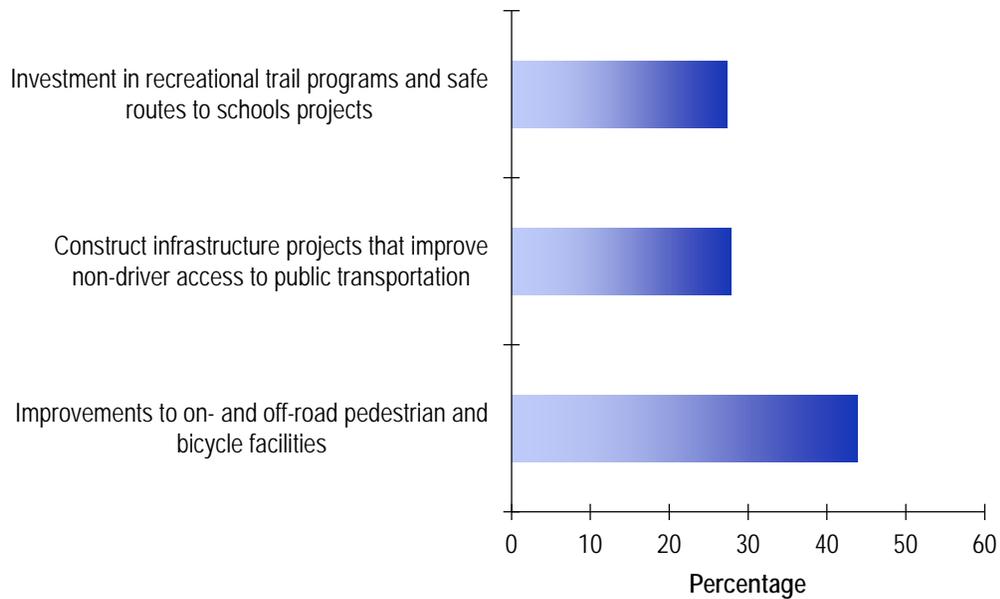
Participants prioritized the strategies for expanding the highway system fairly evenly, ranging from 31 to 33 percent. Strategies include improving local and regional connectivity, expanding interstate connectivity, and improving connectivity of interstates to port, rail, and air facilities and job centers.

Figure 11 Average Funding Distribution by Emphasis Area
Safety



Investment in signal installation/upgrades, sign installation, and other measures to help reduce crashes in high crash locations had the highest average percentage (46 percent). On average, participants suggested 30 percent of safety funds should be invested in intersection and roadway departure improvements. Improvements to increase rail crossing safety had the lowest percentage (21 percent). This strategy included improvements regarding rail crossing safety such as protection devices and hazard elimination.

Figure 12 Average Funding Distribution by Emphasis Area
Bicycle and Pedestrian



The bicycle and pedestrian emphasis area had the highest average allocation of 44 percent for the strategy to improve on- and off-road pedestrian and bicycle facilities. The other two strategies, constructing infrastructure for nondriver access to public transportation and investment in safe routes to schools and recreational trails, had similar allocations at 28 percent and 27 percent, respectively.

3.4 SUMMARY

Over 1,000 participants provided feedback through the SSTP/SWTP Scenario Game survey. Respondents had the ability to distribute the full funding available to GDOT for the next 25 years (\$44 billion) for different transportation investment categories including road and bridge maintenance, expansion of highway capacity, highway operations, safety, public transportation, and bicycle/pedestrian improvements. The allocation of these funds for specific transportation projects and strategies was the second component of the survey. These projects included improvements such as investing in safe routes to school, expanding urban or rural transit, and improving regional connectivity.

Participants of the survey were from throughout the state and were fairly representative of the county-level population distribution, with the exception of rural counties in the southeastern portion of the state. The age distribution of the respondents was also representative of the state's age distribution except for the not unexpected under representation of those under 21 years old and those older

than 75. This is reasonable distribution due to the survey being available only on-line and only to those over 18 years old.

The results in the “What Do You Think?” section, where participants allocated the \$44 billion transportation funding, suggests what transportation investments are most important to Georgia residents. These results were summarized by calculating the distribution of low, medium, and high funding levels for each transportation category.

Approximately 69 percent of respondents selected a ‘low’ funding level for improvements expanding the highway system, the highest percentage of all the transportation areas. A high portion (51 percent) of residents also allocated a low funding level for highway operations, while 63 percent of participants selected a medium funding level for maintaining the existing bridge and roadway infrastructure.

Improvements concerning public transit, safety, and bicycle pedestrians had a fairly even distribution of low, high, and medium funding levels. While public transit had the highest percentage of ‘high’ funding (42 percent), a similar percentage of participants allocated a ‘low’ funding level (38 percent). Safety was the most evenly distributed among the three funding levels.

These results indicate residents believe maintaining the existing roadway and bridge network should receive higher priority for funding over expanding the highway system. Other transportation modes, such as public transit and bicycle/pedestrians, should also receive funding, suggesting a desire for multiple transportation options.

In the second portion of the survey respondents distributed funding for specific transportation improvements within the overall emphasis category. This funding was distributed to three different improvements using percentages rather than monetary funding levels. Results were analyzed by calculating the average percentage respondents’ allocated to each transportation improvement and suggests what, specifically, about each emphasis area residents would like to see improved.

Funding allocated for specific improvements to maintain the roadway/bridge network were fairly evenly distributed across the three categories. This included areas such as improving the roadway condition on local roads, regional roads, and for supporting freight and goods movement throughout the state. Funding was also fairly evenly distributed for improvements concerning expanding the road system. Specific improvements included improving local connectivity; connectivity to interstate highways, ports, rail, and air facilities; and for improving connections to job centers.

The remaining transportation emphasis areas had specific improvements that received a higher allocation of funding. This was especially true for improvements concerning highway operations, with over 51 percent of the funds allocated toward investment in smaller scale transportation improvements. This included turn lanes, roundabouts, diverging diamond intersections, and other

improvements with the goal of reducing congestion at intersections and interchanges. Safety improvements concerning signal installation/upgrades, sign installation, and other operational improvements at high-crash locations also had a high average allocation at 45 percent. Improvements to on- and off-road pedestrian and bicycle facilities had an average allocation of 43 percent for the bicycle/pedestrian investment area. Approximately 41 percent of the public transit allocation was for capital investments in existing urban transit systems and regional express bus service.

These results suggest that most of the survey participants would like transportation funding to focus on improving existing infrastructure rather than constructing new facilities. Roadway improvements that would increase connectivity, reduce congestion, and improve safety were among the areas that received the highest average funding levels.

3.5 ADDITIONAL PUBLIC COMMENTS

Participants in the survey were invited to contact GDOT if they had comments about the survey and/or Georgia transportation in general. The following are a collection of those comments sent via email, summarized by overall category.

Address Congestion (development, less roadways)

Total Number of Responses: 2

Various comments regarding land use and economic development impacts to the transportation network were mentioned. This included planning for expected high-traffic locations due to new developments, such as new condominiums and sports stadiums. Infrastructure must be sufficient in areas of high density. Combating congestion was also suggested through measures that would reduce the number of vehicles, rather than increase capacity and/or improve operations.

Investing in Roadways

Total Number of Responses: 2

Comments regarding investing in roadways included allocating funds to roadway segments that need widening due to traffic volumes. The commenter also mentioned this should apply to all areas in Georgia, not just affluent areas. In addition, one public comment concerned creating an identity/brand on Georgia highways by making the route signs unique to the State.

Fewer Roadways

Total Number of Responses: 3

Various comments raised concerns over additional, new roadways and the growing traffic problems in the state. New roadways or widening projects are perceived to not be an effective traffic solution with some believing it is a waste of funding and an outdated solution. Other solutions, such as public transportation, were thought to be more important.

Public Transportation Expansion

Total Number of Responses: 3

Expanding public transportation service was addressed by a handful of commenters. This included recommendations of where MARTA should expand and investing in different transit technologies such as maglev. Areas listed for MARTA expansion included outlying communities in the metro Atlanta area, north Fulton County, and the Clifton Corridor. Others commented on how behind Atlanta's public transportation is compared to other large cities in the U.S. and Europe.

Other (Freight Monitoring, Passenger Rail, Pedestrian Safety, Roadway Safety)

Total Number of Responses: 3

Other comments considered a variety of topics including adding truck monitoring/scales on roadways entering Georgia, addressing planning and funding for passenger rail, pedestrian safety, and roadway safety concerning potholes, debris, and the removal of bicycle routes on major roadways.

Another public comment was received by the Druid Hills Civic Association on behalf of the Druid Hills community, an organization with over 3,600 members. Comments had three overall transportation priorities; including paying for existing bridge and road maintenance through the existing gasoline tax, have solutions that reduce the number of vehicles, and pedestrian safety. Specific funding level allocation included no to low funding for existing road and bridge maintenance, low funding for highway operations and expanding the roadway network, fair funding for safety, and high funding for bicycle/pedestrian and transit improvements. Public transportation was the highest area of concern in the community. The association also provided comments on how these specific transportation funding areas are viewed in the community, with a desire for more walkable and safe communities rather than funds for increased operations.

4.0 Lessons Learned

This is the first time an on-line scenario planning tool, such as the SWTP/SSTP Scenario Game, has been used by GDOT to collect long-range transportation planning priorities and preferences for the purposes of updating its SWTP. More importantly, the SWTP/SSTP Scenario Game allowed the project team to both educate users on transportation issues and gauge the level of public support for various proposed transportation solutions. The following “lessons learned” may be helpful for development of future tools with similarly designed purposes:

- The tool must be designed to efficiently educate users on transportation issues, but at the same time, allow users to complete the game/exercise in a short period of time.
- The level of information and education desired by users varies widely for a public audience. An on-line tool should provide intuitive methods for inquisitive users to access additional information (e.g., ability to hover over graphics or bulleted lists and read additional information, links to relevant webpages, and definitions of technical terms).
- A limited amount of demographic/user information can be collected to ensure a reasonable level of effort and to guard against a perceived invasion of privacy.
- Social media networks are an efficient medium to advertise the availability of on-line tools/games. However, other more traditional methods of distribution will be needed to ensure an evenly distributed sample population.

**GDOT SWTP/SSTP 2013-2014 Fall Festival
Outreach and Project Web Site Survey Summary**

**final
summary**

prepared for

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date

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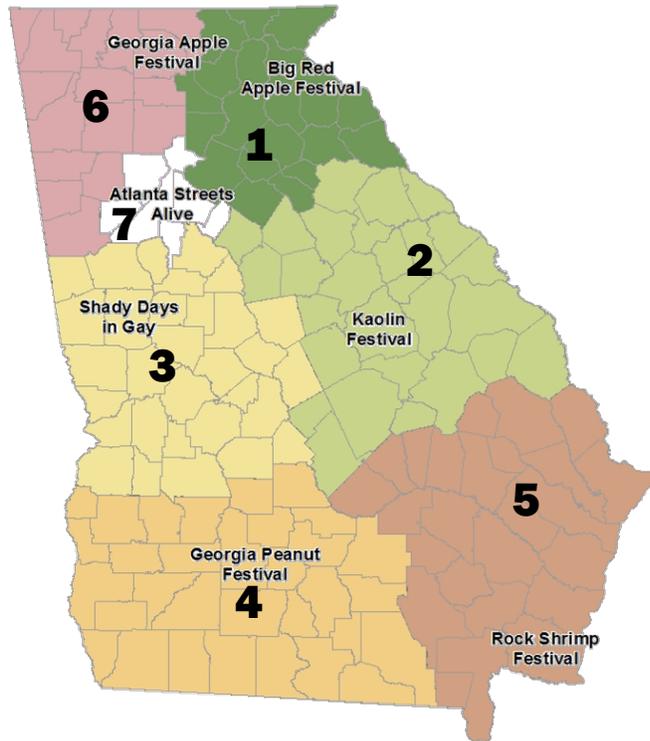
1.0 Purpose

The Georgia Department of Transportation (GDOT) Statewide Transportation Plan (SWTP)/Statewide Strategic Transportation Plan (SSTP) project team conducted public outreach from October 2013 to June 2014. In October 2013, the project team attended seasonal festivals around the state to share information about the plan development process, conduct surveys of the general public's sense of transportation needs, and invite further participation. The same survey was placed on the project web site, creating another avenue for the public to give their input. The intent of this outreach effort was to target the general public, including residents from every area of the State. The GDOT SWTP/SSTP Public and Stakeholder Engagement Plan outlines the overall approach to engage the public and other stakeholders in the plan development process.

2.0 Outreach Events

The project team hosted a booth at seven festivals around the State (one festival per GDOT District). GDOT’s attendance at the festivals was advertised prior to each festival on the Department’s Facebook and Twitter pages. Figure 1 shows the location of the festivals attended in each district.

Figure 1 Festival Locations



At each festival, the project team invited members of the community to complete a short survey on transportation needs. Survey participants were entered in a drawing to receive a \$25 Wal-Mart gift card to encourage participation. A gift card was awarded for each festival. The results of the survey are detailed in Section 3. A total of 605 surveys were collected. Each booth offered the survey in English and Spanish, project fact sheets for those interested in learning more about the SWTP/SSTP, as well as coasters or fans with the project web site, GDOT maps, fact books, and wildflower seeds. Table signs that read “Win a \$25 Gift Card” in English and Spanish were used to draw additional attention. Table 1 shows the festivals attended and the number of surveys collected in each district.

Table 1 Fall Festival Outreach

GDOT District	Festival	County	Date	Surveys Received
1	Big Red Apple Festival	Habersham	10/12/13	164
2	Kaolin Festival	Washington	10/12/13	49
3	Shady Days in Gay	Meriwether	10/05/13	41
4	Georgia Peanut Festival	Worth	10/19/13	67
5	Rock Shrimp Festival	Camden	10/05/13	158
6	Georgia Apple Festival	Gilmer	10/19/13	64
7	Atlanta Streets Alive	Fulton	10/06/13	62
TOTAL SURVEYS				605

3.0 Survey on Project Web Site

The survey given at the seasonal festivals was also made available on the project web site. The survey was advertised on the Department's Facebook and Twitter pages as well as on a rotating web banner on the Department's main web site. From November 2013 to June 2014, a total of 241 people completed the survey.

4.0 Survey Results

The survey was designed to gather the public's sense of transportation needs and priorities. The survey included seven questions about Georgia's transportation system. Participants were also asked to provide their state and county of residence to ensure the majority of respondents were Georgia residents and survey participation was equally distributed across the state. A copy of the survey is included at the end of this report. This section summarizes the survey results.

Figure 2 Best Things about Georgia's Transportation System

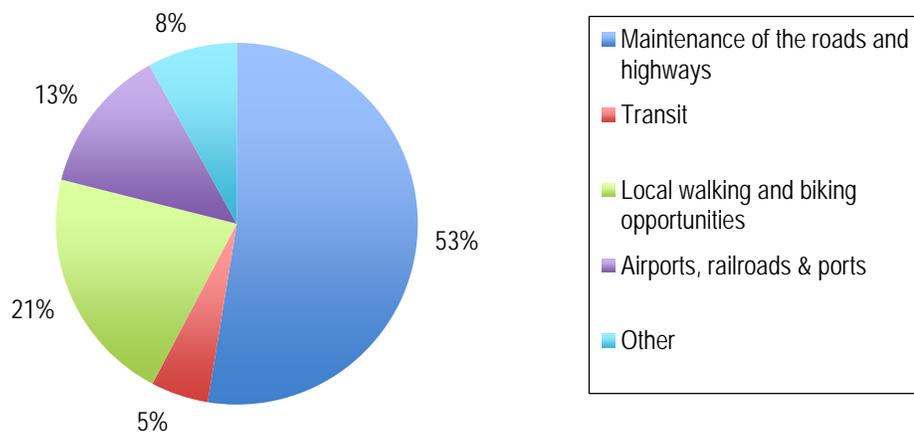


Figure 2 shows the best attributes of the transportation system according to responders of the survey. Over half of the responders consider the maintenance of roads and highways (53 percent) as one of the system's best attributes. Local walking and biking opportunities (21 percent) also ranked high as one of the system's best attributes.

Figure 3 Opportunities for GDOT to Improve

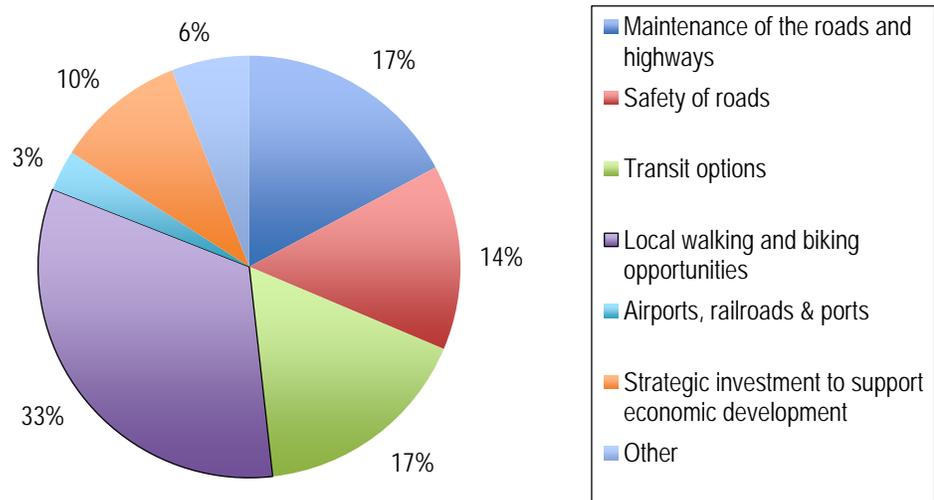


Figure 3 shows the areas respondents believe GDOT has the best opportunities to improve. Thirty-three percent of respondents believe GDOT has an opportunity to improve the provision of local walking and biking opportunities. The maintenance of roads and highways (17 percent) and transit options (17 percent) were also ranked high by survey respondents.

Figure 4 Most Important Areas to Emphasize in the Future

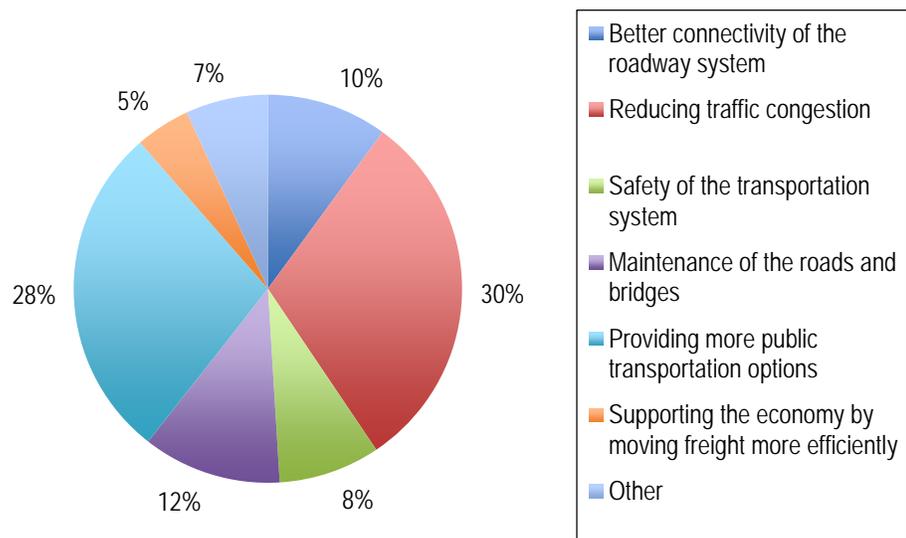


Figure 4 identifies the most important areas for GDOT to emphasize in the future. Almost one-third of people surveyed indicated that GDOT should emphasize reducing traffic congestion (30 percent) in the future. A similar proportion of respondents indicated that GDOT should focus on providing more public transportation options (28 percent).

Figure 5 Georgia's Most Valuable Transportation Assets

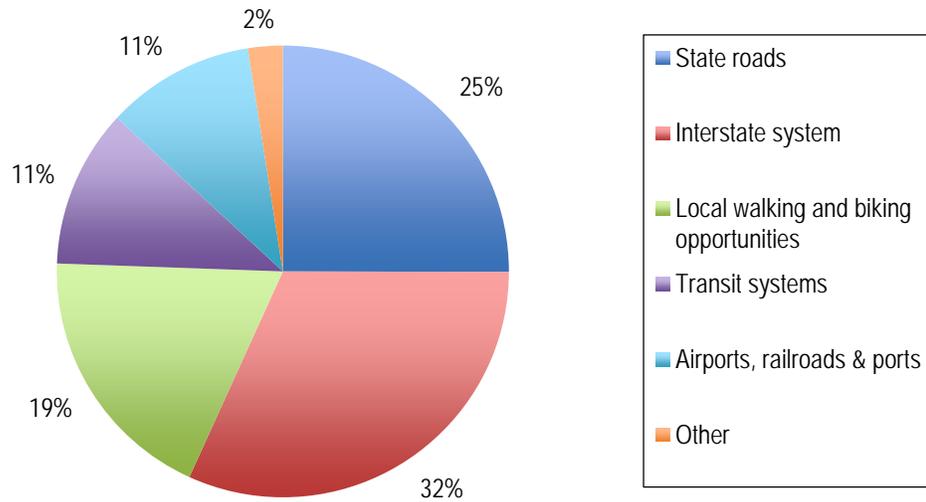
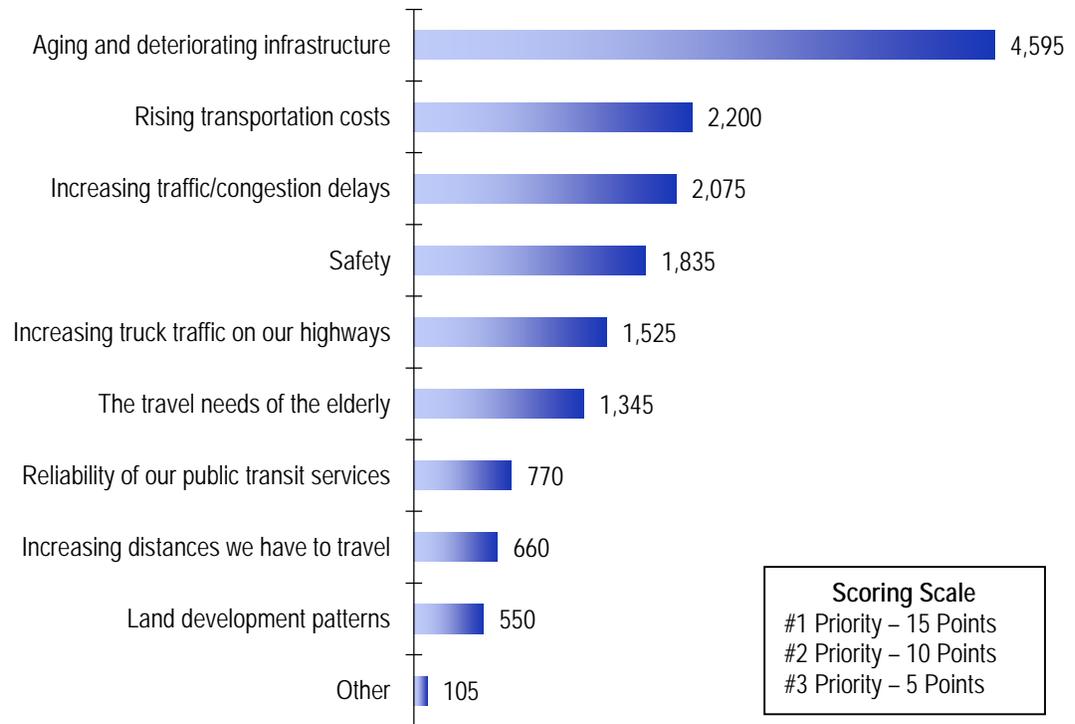


Figure 5 shows the transportation assets considered most valuable by respondents. Looking to the future, respondents consider the interstate highway system (32 percent) and state roads (25 percent) as Georgia's most valuable transportation assets. About one-fifth of respondents also consider local walking and biking opportunities as valuable assets in Georgia (19 percent).

Survey participants were asked to identify the top three most significant transportation challenges Georgia faces in the next 25 years. Figure 6 shows the weighted score for the priorities. The weighted score is calculated by giving an option 15 points if it is identified as a number one priority, 10 points if identified as a number two priority, and 5 points for a number three priority.

Figure 6 Most Significant Transportation Challenges in the Next 25 Years



Aging and deteriorating infrastructure is overwhelmingly considered as the most significant transportation challenge facing Georgia in the future. Reliability of public transit services and rising transportation costs are considered substantial challenges as well.

To gauge the public’s satisfaction with the transportation system’s performance, participants were asked to rate the following statements on a scale of 1 to 5 with 1 meaning “I strongly agree” and 5 meaning “I strongly disagree”:

- It is easy to get where I need to go; there is good connectivity.
- The roads are safe.
- The roads and bridges are well maintained.
- I have public transit options to choose from.
- Airports, railroads, and ports are important to the economy.
- My commute time to work or school takes about the same amount of time each day (i.e., it is “reliable”).

Figure 7 System Performance

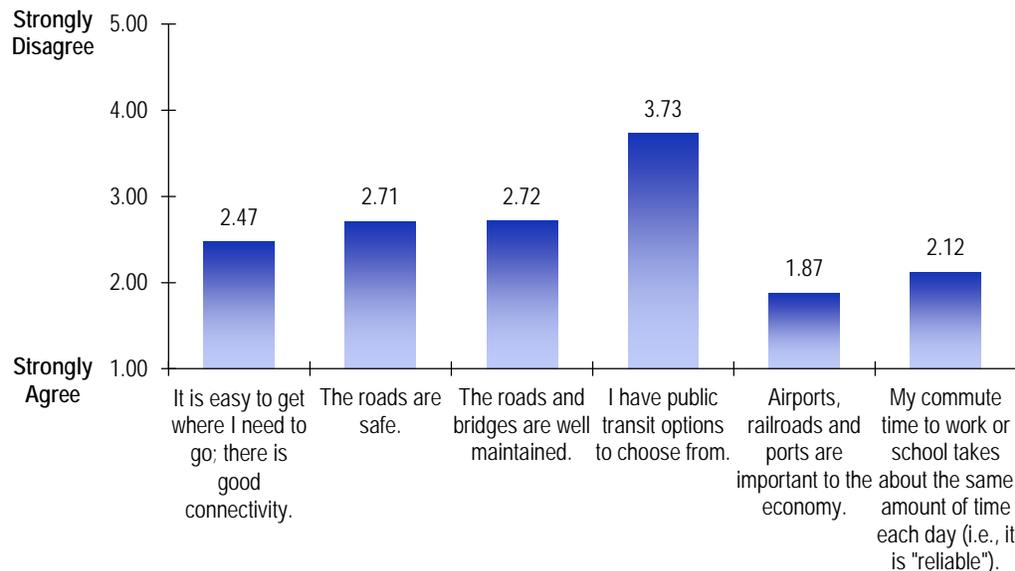


Figure 7 shows the average score for each statement. Participants most strongly agree with the statements, “Airports, railroads, and ports are important to the economy,” and “My commute time to work or school takes about the same amount of time each day.” Participants most strongly disagree with the statement, “I have public transit options to choose from.”

Survey participants were asked to identify their top three traveling priorities of 7 choices including safety of Georgia roadways and transportation system, typical trip times, reliability or consistent trip times, convenience or accessibility of the network for travel needs, cost to use the system (e.g., fuel, vehicle maintenance, transit fees, tolls, etc.), potential health benefits of various options (e.g., potential health benefits of walking/biking versus riding transit or driving a passenger vehicle), and level of comfort using various modes.

Figure 8 The Public’s Top Traveling Priorities

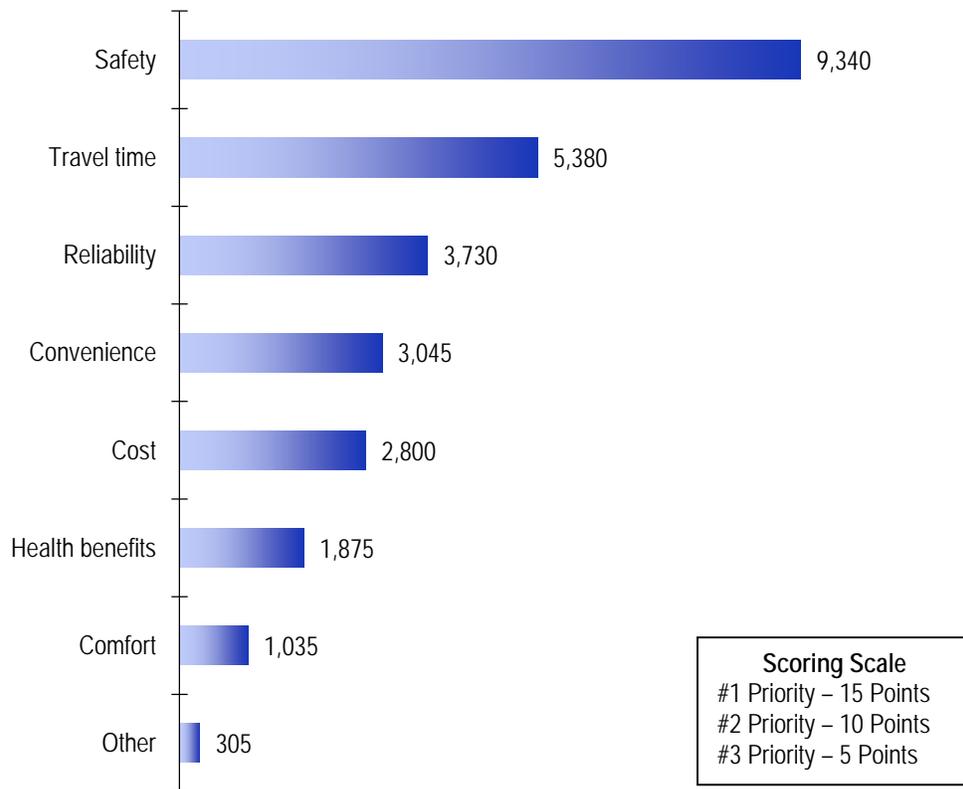


Figure 8 shows the weighted score for each option. The weighted score is calculated by giving each priority 15 points if it is identified as a number one priority, 10 points for a number two priority, and 5 points for a number three priority. Overwhelmingly, the survey participants say that the safety of the transportation system is their top priority. Travel time and reliability are also shown as important considerations.

4.1 SUMMARY

Overall, the surveyed public agrees it is easy to get where they need to go, the roads are safe, roads and bridges are well maintained, and their daily commutes are about the same each day. The interstate highways and state highways are recognized by the public as important assets. The public recognizes the need to maintain and preserve the existing transportation system and sees this issue as the State’s greatest challenge over the next 25 years. Maintenance of highways and bridges is a top priority, as is safety of the system. The public expressed a strong desire for improved mobility and interest in other modes of travel, including walking, biking and transit. This interest is found in communities across the state (both urban and rural).

5.0 Lessons Learned

The seasonal festival outreach was an innovative public outreach method and alternative to traditional public meetings that allowed the project team to collect input on transportation needs from a broad group of citizens in every GDOT district. Residents of the communities noted they were pleased to see GDOT out in the community and appreciated the opportunity to receive project information and take the survey. The survey conducted via the web site was another avenue to allow Georgia citizens an opportunity to provide input on transportation preferences. The project team identified a number of lessons learned and options to consider if these approaches are used for future outreach efforts.

5.1 STRATEGIES TO OPTIMIZE SURVEY COLLECTION

Seasonal Festivals

The survey should ideally be limited to 4 to 6 questions. Festival attendees graciously take time away from their activities to complete surveys and some participants quickly grew tired of answering questions. Any future surveys should include the most desired and successful question types within the limits of a one-page survey.

The survey should be designed for participants to fill out individually or with the assistance of a project team member. Question types and rating scales should be consistent to avoid confusion and ensure quality data collection.

Offering GDOT wildflower seed packets, maps, and other giveaways helps to draw interest to the booth and encourages participation. These items should be used in the future.

Finally, project team members should aim to collect as many surveys as possible during the morning hours of festivals. Peak festival attendance seemed to occur in the morning, and people seem more amenable to completing surveys earlier in the day. This strategy also ensures that the maximum number of surveys is collected should rain or inclement weather arrive in the afternoon.

Survey on Project Web Site

A number of respondents to the on-line survey skipped one or more questions. This may have been due to the length of the survey or potential confusion over how the questions were posed. Project team members should consider simplifying the survey, and requiring participants to respond before they can advance to the next question.

5.2 LOGISTICS

The project team has documented a number of lessons learned related to logistics for future festival outreach events. Weather conditions can vary substantially. A tent should be used to provide shade to the project team and survey participants. In some cases, the festival managers required all booths to provide tents. A tent and extension cords should be included for all booth setups as a weather contingency plan and to make the experience for survey participants more enjoyable. Project team members also suggested a heavier weight paper be used for surveys due to wind conditions in many cases. There should also be a limited number of large print surveys to accommodate people that may have trouble reading small print. In the future, the project team may consider utilizing tablets or other electronic devices for people to complete the survey. This would allow for a more efficient means of compiling the results. Overall, the booth setup was effective and the project team had the equipment and materials needed.

Appendix

What's the best thing about Georgia's transportation system? [choose one]

- Maintenance of the roads and highways
- Transit
- Local walking and biking opportunities
- Airports, railroads, and ports
- Other: (please specify) _____

Where is/are the opportunity(ies) for the Georgia Department of Transportation to improve? [can choose more than one]

- Maintenance of roads and highways
- Safety of roads
- Transit options
- Local walking and biking opportunities
- Airports, railroads, and ports
- Strategic investments to support economic development
- Other: (please specify) _____

When you think about the future of transportation, what do you think the most important area of emphasis is for Georgia? [choose one]

- Better connectivity of the roadway system
- Reducing traffic congestion
- Safety of the transportation system
- Maintenance of the roads and bridges
- Providing more public transportation options
- Supporting the economy by moving freight more efficiently
- Other: (please specify) _____

When you think about the future of transportation, what do you think is Georgia's most valuable transportation asset? [choose one]

- State roads
- Interstate system
- Local walking and biking opportunities
- Transit systems
- Airports, railroads, and ports
- Other: (please specify) _____

What are the 3 most significant transportation challenges Georgia faces in the next 25 years? [please rank with "1" being most important]

- Aging and deteriorating infrastructure
- Reliability of our public transit services
- Rising transportation costs
- Increasing distances we have to travel
- Increasing truck traffic on our highways
- Land development patterns
- The travel needs of the elderly
- Safety
- Increasing traffic/congestion delays
- Other: (please specify) _____

Using a scale of 1-5, with 1 meaning "I strongly agree" and 5 meaning "I strongly disagree," please score the following statements based on experience.

- It is easy to get where I need to go; there is good connectivity.
- The roads are safe.
- The roads and bridges are well maintained.
- I have public transit options to choose from.
- Airports, railroads, and ports are important to the economy
- My commute time to work or school takes about the same amount of time each day (i.e., it is "reliable").

My top 3 traveling priorities are: [please rank with “1” being most important]

- Safety
- Travel time
- Reliability
- Convenience
- Cost
- Health benefits
- Comfort
- Other: (please specify) _____

What state do you live in? _____

If you live in Georgia, what county do you live in? _____

If you would like to be entered into the drawing to win a gift card, please provide the information requested below:

Name

Contact Information [email and/or phone number]

For six of the survey items, respondents were given the opportunity to specify “other” and insert their own answer to the question. The following is a summary of the “other” answers that were given.

1. What is the best thing about Georgia’s transportation system?

Surface Roads

- a. GA 400 tolls (2)
- b. Interstate highway interchanges
- c. Interstate highway signage at roadsides
- d. Low construction activity

Public Transportation

- a. MARTA
- b. Beltline
- c. Medicaid transportation

Special Initiatives

- a. Georgia 511
- b. Wildflower program

Other

- a. Rural views

2. What are opportunities for GDOT to improve?

Surface Roads

- a. More route alternatives
- b. Additional interstate between I-16 and I-20

Public Transportation

- a. Need more transportation options
- b. More carpooling opportunities
- c. More sidewalks and places to keep kids and families off the roadways
- d. More local walking and biking opportunities
- e. More sidewalks
- f. More rail transportation
- g. More support for MARTA
- h. Construct commuter rail service for west Georgia
- i. More transportation opportunities for SE Georgia

Funding

- a. More money to south Georgia
- b. More funding for maintenance of roads and highways in mountains

Traffic Congestion

- a. Reduce traffic congestion (3)
- b. Reduce the number of cars on the roads

Signage and Markings

- a. Better signage (3) with information provided further from the incident point
- b. Better, more highly visible markings on the roads
- c. Smoother road surfaces and better road marking for seniors
- d. More reflectors

Operations and Maintenance

- a. Signal timing (2)
- b. Fewer potholes
- c. Maintenance of roads and bridges around Atlanta
- d. Improved bridge maintenance (2)
- e. Pave all the dirt roads

Safety and Security

- a. Safety of SR 365
- b. Lower speed limit on GA 365

Other

- a. Maintain wildflower program and plant more wildflowers (2)
- b. More rest areas on interstates
- c. Improve ADA accessibility
- d. Finish projects in a timely manner

3. When you think about the future of transportation, what are the most important areas to emphasize for Georgia?

Surface Roads

- a. Connectivity
- b. More highways
- c. Better interstate connections on the north and south [in the mountains]
- d. Reduce traffic congestion in Atlanta

e. Improved fuel economy

Public Transportation

- a. Passenger rail options
- b. Interstate rail
- c. Light rail
- d. Light rail on Beltline

Signage and Markings

- a. Enhanced road signage

Operations and Maintenance

- a. Roadway merging issues
- b. Signal timing

Safety and Security

- a. Safety (2)
- b. Reduce texting and cellular phone use

Bicycle Facilities

- a. Bicycling
- b. Bicycle paths

Other

- a. Growth
- b. Greater efficiency

4. When you think about the future of transportation, what do you think is Georgia's most valuable transportation asset?

- a. All of the above; "it's the whole package" (2)
- b. Interstate connections

5. What are the most significant transportation challenges Georgia faces in the next 25 years?

Public Transportation

- a. Not enough investment in mass transit

Funding

- a. Need more funding

Bicycle and Pedestrian Facilities

- a. Providing alternative transportation, such as bicycle and pedestrian facilities

- b. Lack of bike lanes and sidewalks
- c. Need for more trails

Safety and Security

- a. Need more security (i.e., cameras)
- b. Need lower speed limits
- c. Safety of bridges

Other

- a. Growth

6. My top three traveling priorities are...

- a. Environmental considerations (2)
- b. Using transit

GDOT SWTP/SSTP School Outreach

2014 Family Travel Survey Summary

final summary

prepared for

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1.0 Purpose

In spring 2014, the Georgia Department of Transportation (GDOT) Statewide Transportation Plan (SWTP)/Statewide Strategic Transportation Plan (SSTP) project team conducted outreach to environmental justice (EJ) communities around the State. In each of the seven GDOT districts, one elementary school was chosen to receive a 5th grade curriculum on Transportation in Georgia and the role of GDOT in statewide transportation. Each school was selected by obtaining suggested schools from the GDOT District communications officers, identifying the Title I schools in the district and making calls to the identified schools until a school agreed to participate in the outreach activity. The purpose of this outreach was two-fold: to provide an educational opportunity for 5th grade students to learn about GDOT and its statewide transportation planning activities, and to receive input from parents on their thoughts and preferences on transportation (via an accompanying take-home Family Travel Survey). The schools chosen were located in predominately low-income and/or minority communities to ensure that environmental justice communities were being reached during the statewide planning process.

Each 5th grade classroom was presented a lesson plan, a PowerPoint presentation (via compact disk), and survey forms prepared by the project team and GDOT. The teachers were asked to present the lesson, explain the purpose of the survey, and ask their students to work on it with their parent(s) or guardian. When completed, they were asked to return the surveys to their teacher. The teachers were given a self-addressed stamped envelope to return the surveys to GDOT. The surveys were provided in both English and Spanish. The survey was designed to gather the thoughts and preferences on the local and statewide transportation system, and gain a better understanding of mobility challenges faced by Georgians, particularly those in environmental justice communities. The results of the survey will help guide the development of the SSTP/SWTP Update.

While not all schools returned completed surveys, the response rate from the schools that did participate was considered very good (ranging from 28 percent to 44 percent). Two (2) of the seven (7) schools selected did not return any completed surveys. The overall response rate was about 33 percent.

2.0 Outreach Events

Table 1 shows the schools that participated in the school outreach activities as well as the numbers of students and the number of surveys received.

Table 1 School Outreach Summary

GDOT District	School	County	City	Number of 5 th Grade Students	Total Number of Surveys Received	Response Rate	Number and Percentage of Surveys Received in Spanish
1	Myers Elementary School	Hall	Gainesville	130	68	52%	30(44%)
2	Marvin E. Lewis, Sr. Elementary School	Hancock	Sparta	61	13	21%	0
3	Mountain View Elementary School	Meriwether	Manchester	97	1	1%	0
4	Turner County Elementary School	Turner	Ashburn	110	84	76%	0
5	Hoboken Elementary School	Brantley	Hoboken	85	0	0%	0
6	Antioch Elementary School	Whitfield	Dalton	80	68	85%	19(28%)
7	B.C. Haynie Elementary School	Clayton	Morrow	150	0	0%	0
TOTAL				713	234	33%	49 (21%)

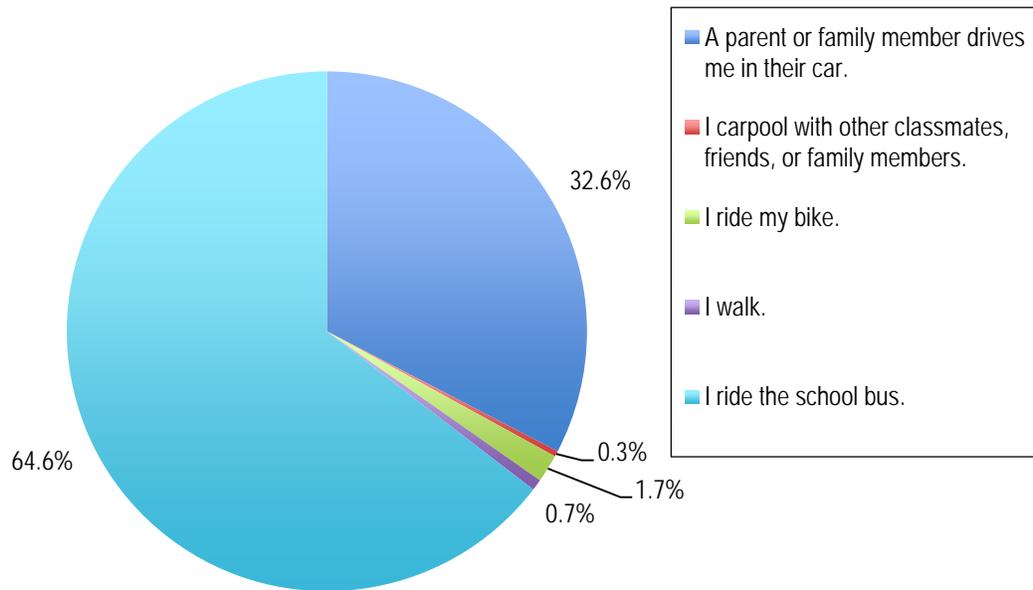
*The value for number of students was received from the Principal of each school; the true figures may vary due to student absences on the day of the curriculum presentation or changes in enrollment.

Of the 713 students who were presented the curriculum, 234 surveys (representing 33 percent of the students) were received. Two of the schools, Myers Elementary School and Antioch Elementary School, returned surveys completed in Spanish. Almost half of the surveys received from Myers Elementary School were in Spanish and almost one-third of surveys received from Antioch Elementary School were in Spanish.

3.0 Survey Results

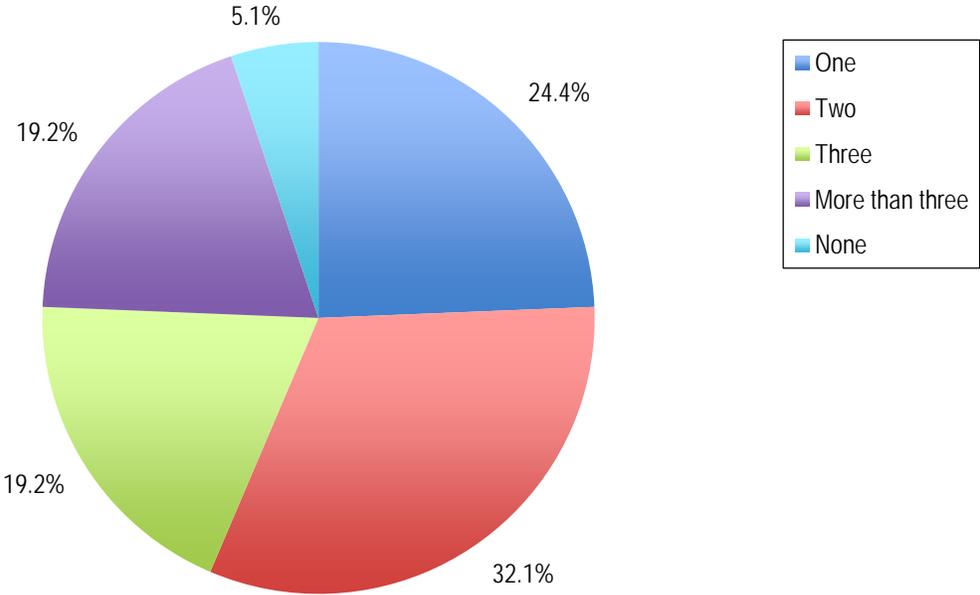
This section presents the results of the Family Travel Survey that students completed with their parent or guardian. The survey was printed in English on one side of the survey form and Spanish on the other. A copy of the survey is included in the Appendix. Figures 1 through 7 present the survey results.

Figure 1 How Do You Usually Travel to School?



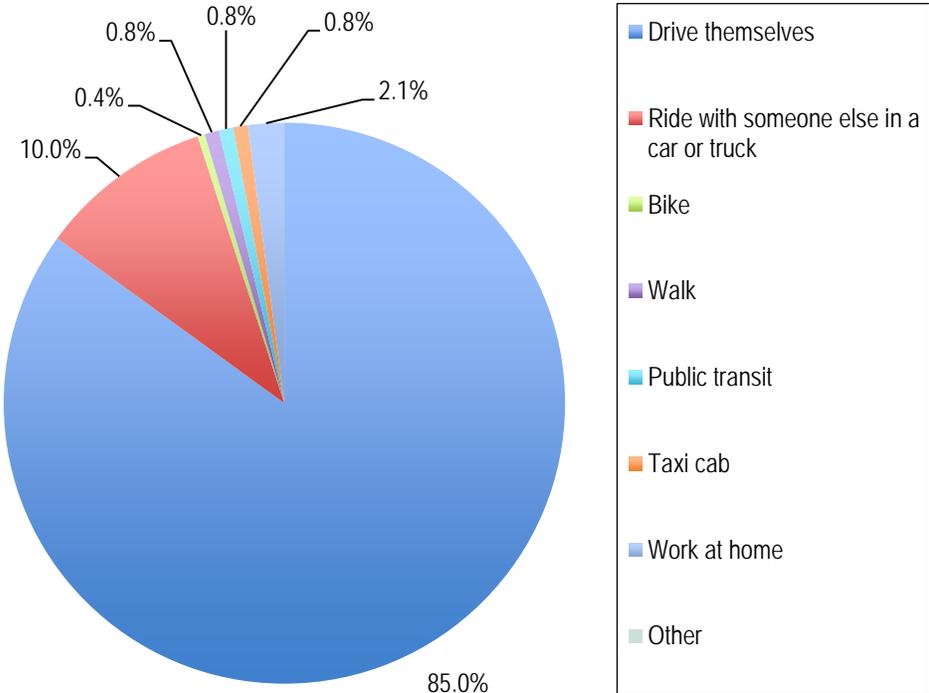
The majority, or nearly two-thirds (65 percent), of students ride the school bus to school. Almost one-third of students are driven by a parent or family member. Just 1.7 percent of students ride their bikes, and less than 1 percent of students indicated that they carpool or walk to school. No students indicated that they used any other modes of transportation to travel to school.

Figure 2 How Many Total Cars, Trucks, or Motorcycles Do People in Your Household Own/Lease?



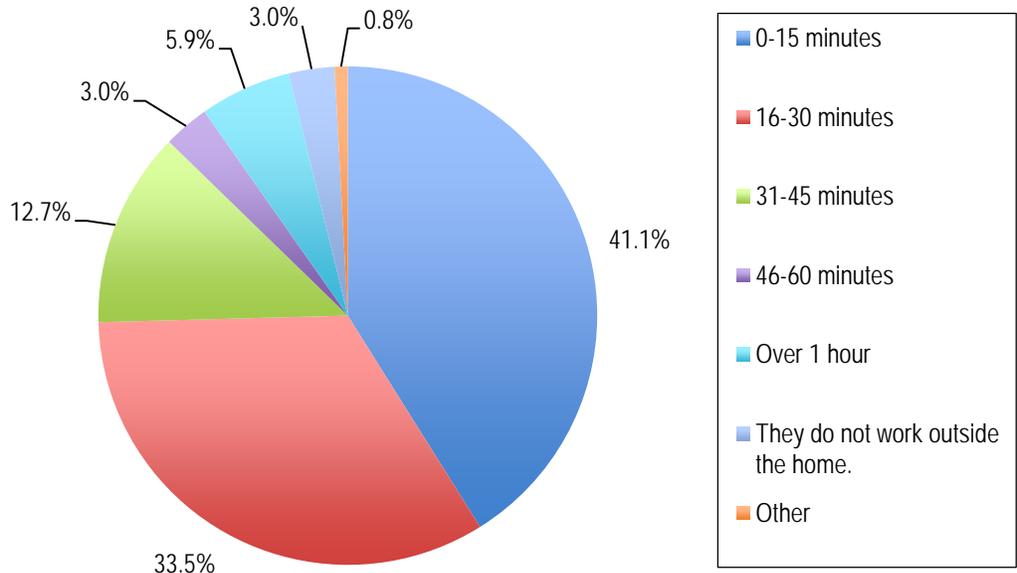
Almost one-third of students indicated that the people in their household own or lease two vehicles. Almost one-quarter of students (24.4 percent) live in a one-vehicle household. About 19 percent of students live in a three-vehicle household, and 19 percent of students live in a household with more than three vehicles. About 5 percent of students live in a household with no vehicles.

Figure 3 How Do Your Parents or the Grown Ups You Live With Usually Travel to Work?



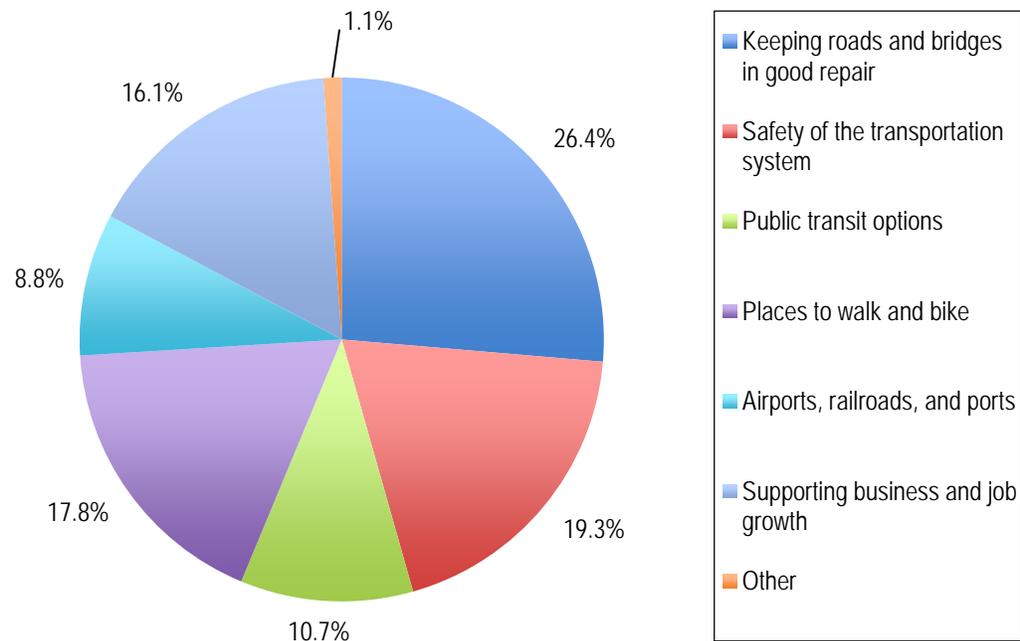
The majority of the parents/guardians surveyed (85 percent) say that they drive themselves to work in a personal vehicle. About 10 percent of those surveyed ride to work with someone else. Just over 2 percent of those surveyed work at home. Less than 1 percent of respondents ride their bike, walk, take public transit, or take a taxi cab to work.

Figure 4 How Long Does it Usually Take Your Parents or the Grown Ups You Live With to Travel to Work?



The majority of parents/guardians surveyed say that it takes 30 minutes or less to travel to work. Just over 40 percent of parents/guardians travel for 0 to 15 minutes, and over a third, or nearly 34 percent, take 16 to 30 minutes to travel to work. Nearly 13 percent of respondents take 31 to 45 minutes to travel to work. About 3 percent of parents/guardians surveyed take 46 to 60 minutes, and about 6 percent take over one hour to reach work. About 3 percent of parents/guardians surveyed do not work outside the home. The two respondents (less than 1 percent) who indicated “Other” say that it takes over one day to travel to work and that their commute time depends on the type of work being done that day.

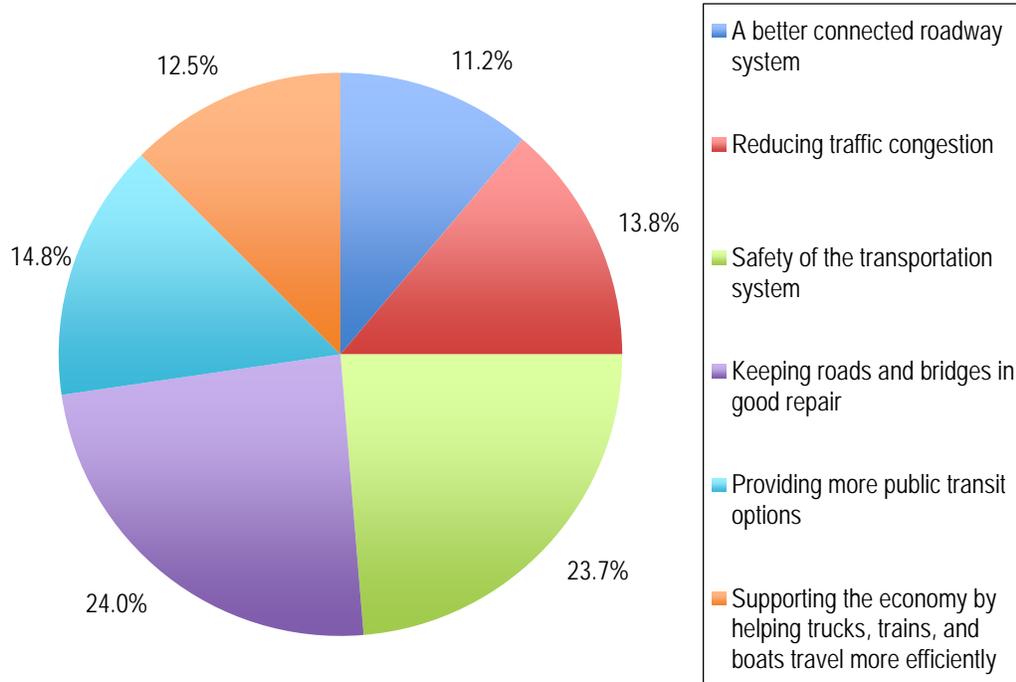
Figure 5 What Would You Like to See the Georgia Department of Transportation Improve in Your Area?



When asked what they would like to see GDOT improve in their area, the greatest number of parents/guardians surveyed (over 26 percent) say that they would like GDOT to keep roads and bridges in good repair. Almost one-fifth (19 percent) of the respondents say that they would like GDOT to improve the safety of the transportation system. Just over 16 percent would like GDOT to focus on efforts to support business and job growth. Nearly 18 percent indicated that they would like more places to walk and bike. About 11 percent and 9 percent of parents/guardians asked for “more public transit options” and “airports, railroads, and ports,” respectively.

Additionally, about 1 percent of the respondents provided comments in the “Other” part of the question. Those respondents said that GDOT could improve how severe winter weather (heavy snow) is handled, more guardrails on curved roads should be installed, roads should be designed for small vehicles, preservation of the natural environment is important, and GDOT should address highly congested roadways.

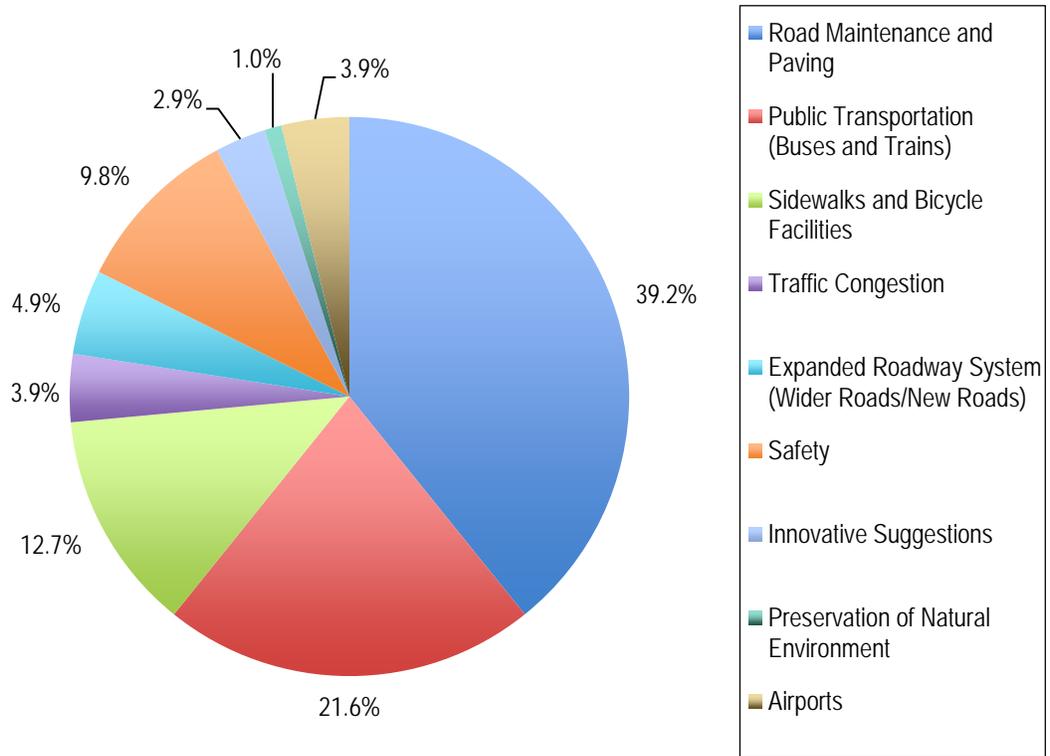
Figure 6 When You Think About the Future of Transportation in Georgia, What Do You Think is the Most Important Thing?



Parents/guardians were asked to identify the most important aspect of future transportation in Georgia. Twenty-four percent say that keeping roads and bridges in good repair is the top priority. Nearly 24 percent prioritized the safety of the transportation system. About 15 percent responded that providing more public transit options is the most important consideration for the future. A similar percentage, about 14 percent, prioritized reducing traffic congestion. Nearly 13 percent selected “supporting the economy by helping trucks, trains, and boats travel more efficiently” and about 11 percent selected “a better connected roadway system.” No parents/guardians surveyed indicated any other priorities.

The last question was, “If you could change or suggest improvements to one part of your area’s transportation system, what would it be?” A total of 100 responses were received. These responses have been categorized into general themes as shown in Figure 7.

Figure 7 If You Could Change or Suggest Improvements to One Part of Your Area’s Transportation System, What Would it be?



Nearly 40 percent of respondents say that dirt roads in their area should be paved and/or roads should be better maintained. Over 20 percent (21.6 percent) of respondents would like public transportation service in their area, including buses and trains. Nearly 13 percent (12.7 percent) of respondents request more facilities for biking, walking, and recreation. About 10 percent (9.8 percent) of respondents say that the safety of the transportation system should be prioritized. Nearly 5 percent of respondents suggest widening existing roads or adding new roads to the local transportation network. About 4 percent would like a new airport in their area and/or expanded airport service. About 3 percent of the responses fall within the category of “innovative suggestions”; comments reference flying cars and traveling by helicopter. A very small percentage (1 percent) suggested that any improvements to the transportation system should preserve the state of the natural environment, specifically local forests.

4.0 Significant Findings

The surveys provided valuable information on the travel habits and travel preferences for environmental justice communities in the State. Most of the parents/guardians surveyed commute by personal vehicle. Because personal vehicles are needed to make essential trips (for school, work, and other types of trips), most of the people surveyed indicated that in the future, GDOT should prioritize roadway-related improvements such as roadway maintenance and reducing traffic congestion (see Figures 5, 6 and 7). There was a strong interest, however, in GDOT improving the provision of public transit as well as walking and biking facilities (see Figures 5, 6 and 7). The communities also recognized the linkage between transportation investments and economic growth and development (see Figures 5 and 6).

5.0 Lessons Learned

The school outreach program allowed the project team to collect input on transportation preferences and gain a better understanding of local transportation needs from communities that are typically under-represented in the transportation planning process. The project team identified a number of lessons learned and options to consider if this approach is used for future outreach efforts.

5.1 STRATEGIES TO ENHANCE OUTREACH

The project team prepared the school outreach curriculum, which included a PowerPoint presentation with detailed notes for the teachers and survey forms in both English and Spanish. Some GDOT District Office representatives make occasional visits to the schools. According to the District Office representatives, students enjoy hearing about transportation in Georgia first-hand from GDOT or other professionals. This outreach strategy could be enhanced by involving the district staff. Students would have the opportunity to ask the presenters questions about local transportation infrastructure. This would be a way for future outreach efforts to benefit from GDOT's existing relationships in the communities or establish new relationships with local schools, creating future opportunities to engage the community in transportation plans, projects, and initiatives.

5.2 STRATEGIES TO OPTIMIZE SURVEY COLLECTION

The school outreach was conducted in spring 2014, following the initial round of public outreach at local festivals in fall 2013. There were two schools that did not return any survey forms. The project team attempted to follow-up with these schools' principals. In the future, this type of outreach should ideally be conducted earlier in the year, to allow sufficient time for follow-up if needed; and should be timed to avoid coinciding with statewide testing or other major activities at the schools.

The return rate of completed surveys (33 percent) was considered higher than average (average response rates on external surveys are 10 to 15 percent according to Survey Gizmo¹). The results of the survey from these households provided useful insights into the transportation needs of small communities throughout Georgia.

¹ <http://www.surveygizmo.com/survey-blog/survey-response-rates/>.

Appendices

A. Family Travel Survey (English version)

B. Family Travel Survey (Spanish version)

Georgia Statewide Transportation Plan/Statewide Strategic Transportation Plan Update

FAMILY TRAVEL SURVEY – SPRING 2014

Transportation planners at the Georgia Department of Transportation (GDOT) need information from people using our transportation system to develop a plan to improve it for the future.

Please work with a parent or guardian to complete this survey. Bring your completed survey back to school and turn it in to your teacher. Thank you!

▪ **How do you usually travel to school? (May select more than one.)**

- A parent or family member drives me in their car.
- I carpool with other classmates, friends, or family members.
- I ride my bike.
- I walk.
- I ride the school bus.
- Other: _____

▪ **How many total cars, trucks, or motorcycles do people in your household own/lease? (Please select one.)**

- One
- Two
- Three
- More than three
- None

▪ **How do your parents or the grown-ups you live with usually travel to work? (Please select one.)**

- They drive themselves in a car or truck.
- They ride with someone else in a car or truck.
- They ride their bike.
- They walk.
- They take public transit (example: bus, train, or van).
- They take a taxi cab.
- They work at home.
- Other: _____

▪ **What is your zip code?**

▪ **How long does it usually take your parents or the grown-ups you live with to travel to work? (Please select one.)**

- 0 – 15 minutes
- 16 – 30 minutes
- 31 – 45 minutes
- 46 – 60 minutes (1 hour)
- Over 1 hour
- They do not work outside our home.
- Other: _____

▪ **From the list below, what would you like to see the Georgia Department of Transportation improve in your area? (May select more than one.)**

- Keeping roads and bridges in good repair
- Safety of the transportation system
- Public transit options
- Places to walk and bike
- Airports, railroads, and ports
- Supporting business and job growth
- Other: _____

▪ **When you think about the future of transportation in Georgia, what do you think is the most important thing? (Please select one.)**

- A better connected roadway system
- Reducing traffic congestion
- Safety of the transportation system
- Keeping roads and bridges in good repair
- Providing more public transit options
- Supporting the economy by helping trucks, trains, and boats travel more efficiently
- Other: _____

▪ **If you could change or suggest improvements to one part of your area's transportation system, what would it be?**

For more information on this transportation plan update, please visit us online at <http://www.dot.ga.gov/SSTP-SWTP>.



Plan de Transporte del estado de Georgia / Actualización al Plan de Transporte Estratégico del Estado

ESTUDIO DE VIAJES FAMILIARES - 2014

Los planificadores de transporte en el Departamento de Transporte de Georgia (GDOT) necesitan información de las personas que utilizan nuestro sistema de transporte para desarrollar un plan para mejorarlo en el futuro.

Por favor trabaje con un padre o tutor para completar esta encuesta. Traiga su encuesta completada a la escuela y devuélvala a su maestra. ¡Gracias!

- **¿Cómo viajas normalmente a la escuela? (Puedes seleccionar más de uno.)**
 - Un padre o un miembro de la familia me lleva en su vehículo
 - Comparto el viaje con otros compañeros de clase, amigos o miembros de la familia
 - En bicicleta
 - Caminando
 - Viajo en el autobús de la escuela
 - Otro: _____

- **¿Cuántos vehículos propios o alquilados tienen las personas en tu hogar? Incluir coches, camionetas y motocicletas. (Por favor, selecciona uno.)**
 - Uno
 - Dos
 - Tres
 - Más de tres
 - Ninguno

- **¿De qué manera tus padres o los adultos con quien vives viajan al trabajo? (Por favor, selecciona uno.)**
 - Ellos conducen su propio vehículo
 - Ellos viajan con otra persona en un coche o camioneta
 - Ellos montan su bicicleta
 - Ellos caminan
 - Ellos toman transporte público (ejemplo: autobús, tren o camioneta de pasajeros)
 - Ellos toman un taxi
 - Ellos trabajan desde la casa
 - Otro: _____

- **¿Cuál es su código postal?**

- **¿Cuánto tiempo le toma a tus padres o a los adultos con quien vives viajar al trabajo? (Por favor, selecciona uno.)**
 - 0 – 15 minutos
 - 16 – 30 minutos
 - 31 – 45 minutos
 - 46 – 60 minutos (1 hora)
 - Más de 1 hora
 - Ellos trabajan desde nuestra casa
 - Otro: _____

- **De la siguiente lista, ¿Qué te gustaría ver que el Departamento de Transporte de Georgia mejorara en tu área? (Puedes seleccionar más de uno.)**
 - Mantener las carreteras y puentes en buena condición
 - La seguridad del sistema de transporte
 - Opciones de transporte público
 - Oportunidades locales para caminar y montar en bicicleta
 - Aeropuertos, ferrocarriles y puertos
 - Apoyar el crecimiento de empresas y empleos
 - Otro: _____

- **Cuando piensas en el futuro del transporte en Georgia, ¿qué te parece es lo más importante? (Por favor, selecciona uno.)**
 - Un sistema de carreteras mejor conectado
 - La reducción de la congestión del tráfico
 - La seguridad del sistema de transporte
 - Mantener las carreteras y puentes en buena condición
 - Ofrecer más opciones de transporte público
 - Apoyarla economía ayudando a que los camiones, trenes y barcos viajen de manera más eficiente
 - Otro: _____

- **Si pudieras cambiar o sugerir mejoras a una parte del sistema de transporte en tu área, ¿cuál sería?**

Para obtener más información acerca de esta actualización de plan de transporte, por favor visítenos por el web en <http://www.dot.ga.gov/SSTP-SWTP>.



GDOT SWTP/SSTP Stakeholder Advisory Committee

Meeting Minutes

final summary

prepared for

Georgia Department of Transportation

prepared by

Cambridge Systematics, Inc.

with

Gresham, Smith & Partners

report

GDOT SWTP/SSTP Stakeholder Advisory Committee

Meeting Minutes

prepared for

Georgia Department of Transportation

prepared by

Cambridge Systematics, Inc.
100 CambridgePark Drive, Suite 400
Cambridge, MA 02140

with

Gresham, Smith & Partners

date

October 26, 2015

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Table 1 Average Percentage of Total Funds 15

Meeting 1

JULY 31, 2013

Attendees

- Shaun Adams - Association County Commissioners of Georgia
- Harris Blackwood - Governor's Office of Highway Safety
- Ken Bosland - National Bus Sales and Leasing, Inc.
- Jim Bricker - Georgia Department of Human Services
- Robert Brown - Georgia Department of Transportation
- Carol Comer - Georgia Department of Transportation
- Toby Carr - Georgia Department of Transportation
- Nancy Cobb - Georgia Department of Transportation
- Jim Dove - Northeast Georgia Regional Commission
- Curtis Foltz - Georgia Ports Authority
- Tom Gehl - Georgia Municipal Association
- Rob Goodwin - Georgia Regional Transportation Authority
- Scott Haggard - Metropolitan Atlanta Rapid Transit Authority (MARTA)
- Regan Hammond - Atlanta Regional Commission
- Robert Hiatt - Three Rivers Regional Commission
- Kyung-Hwa Kim - Atlanta Regional Commission
- Michael Kray - Atlanta Regional Commission
- Nicole Spivey - Georgia Department of Transportation
- Charise Stephens - Georgia Transit Association
- Tom Thomson - Coastal Region Metropolitan Planning Organization
- Chris Tomlinson - State Road and Tollway Authority
- John Turner - Georgia Department of Community Affairs
- Dave Williams - Metro Atlanta Chamber of Commerce
- Cindy VanDyke - Georgia Department of Transportation
- Srikanth Yamala - Gainesville-Hall Metropolitan Planning Organization

At the Start of Meeting:

Consensus is that Atlanta is the place for the SAC meetings. Videoconferencing capability is available at GDOT District Offices.

Regan Hammond (ARC) and Rob Goodwin (GRTA) – Would like the public stakeholder engagement plan made available to the Stakeholder Advisory Committee.

Carol Comer (GDOT) – The Stakeholder Advisory Committee should include representatives from the Georgia Aviation Authority, Hartsfield-Jackson Atlanta International Airport, and railroad groups.

1. What are the three most important things the SWTP/SSTP should accomplish?

Carol Comer (GDOT) – During the TIA vote, there was a conflict between transit and highway projects. We need to realize that these are all transportation projects. Remove the barrier of having to prioritize transit, highway, etc. projects. Treat this process holistically.

Marc Cutler (Consultant Team) – The plan will have “transportation corridors” that will address all modes.

James Dove (NE Georgia Regional Commission) – We need a clear, realistic vision and direction – otherwise, we lose the interest of the public.

Thomas Gehl (GMA) – The IT3 process identified where money comes from, funding needs, etc. We should build on that rather than recreating the wheel.

Marc Cutler (Consultant Team) – Yes, we’re going to pull in those forecasts.

Rob Goodwin (GRTA) – GRTA has some of that data.

Thomas Gehl (GMA) – Most roads are city and county-owned with no dedicated funds like the fuel tax. Local governments are constrained but have a huge responsibility, and must work with the State. GMA hears complaints about the State’s lack of a clear timeline for implementing projects. Local officials don’t understand the timeline, or the big picture.

Robert Hiatt (Three Rivers Regional Commission) – Outside of MPOs, there is no regular coordinated planning process among counties with respect to impacts. There are no technical or policy committees. There might be a GDOT plan there for multiple counties. Rural areas need more transportation options (e.g., for the elderly), and road needs should be addressed. There must be a way to bring these counties together on a regular basis and obtain public input.

James Dove (NE Georgia Regional Commission) – We promote the idea of RPOs.

Curtis Foltz (GA Port Authority) – The State of Georgia owns the Georgia Ports Authority, but stays out of our business. We need to spend more money on doing projects, not just studying them. How many projects were done from the plan

update in 2005? We need to talk about the “must-do’s”; otherwise, we would be doing the State a disservice. Then, have broader policy components.

Marc Cutler (Consultant Team) – Agreed; we’ll identify state priorities and strategic projects.

Shaun Adams (ACCG) – The strategic project priority list will change depending on differences in growth and economic development from 2005 (e.g., impact of port growth).

Nancy Cobb (GDOT) – The SAC needs a representative from the Georgia Economic Development Commission and other economic development groups.

Dave Williams (MACOC) – Things need to be actionable, and also be innovative. GDOT has money for “quick response” projects. The plan should be flexible enough to have quick projects, even as a long-range plan.

Regan Hammond (ARC) – Translate what this means for the average Georgia citizen; apply this for all of these ideas.

Jim Bricker (DHS) – In Georgia, rural areas with “nothing there” still need services, particularly the elderly and poor. Economic development and growth is good, but we need to meet the needs of people in all areas. This could actually be local economic development, for example, to help citizens in rural areas get to the store.

Robert Brown (GDOT) – Let’s look at what policy changes are needed to make the plan realistic.

2. What is the most important thing the plan should accomplish?

Robert Brown (GDOT) – There are all types of regions throughout the State among different agencies.

Robert Hiatt (Three Rivers Regional Commission) – Three Rivers Regional Commission is a 60/40 split among urban/suburban and rural. We have to coordinate all of their needs. Some regions are mostly rural – each region will identify priorities and needs differently. When local conditions change, we need to change projects before they are implemented. Let’s avoid a top-down approach.

Jim Bricker (DHS) – Georgia is very diverse. Allow local areas to design plans to meet their needs, rather than just getting direction from Atlanta. This is a challenge for this plan.

Srikanth Yamala (GHMPO) – To accomplish this, let’s use the General Assembly as a point of contact and take ownership of this process, as a way to reach out to their constituents. Have them work on this disconnect. Document this process, so this is truly a State plan, not a GDOT plan.

Dave Williams (MACOC) – What is the interval for updates? Can the plan be updated?

Tracy Selin (Consultant Team) – We are considering a 10-year framework. For the first six years, there will be projects and priority action items. For the next 10 years,

there will be more programmatic and policy analysis. The outer years will use a tradeoff analysis and be more innovative, flexible, and aspirational. The Statewide Strategic Plan will be updated every three years.

3. What is the number one issue your organization is most interested in?

Chris Tomlinson (SRTA) - The plan needs to be adopted by each agency, whichever portion is appropriate to them. It needs to address operations and maintenance to sustain projects. Take into account life-cycle costs.

Regan Hammond (ARC) - Life-cycle costs should be considered across all modes as an integrated system.

Liz Sanford (Consultant Team) - Transit agencies, what are your concerns?

Regan Hammond (ARC) - We are concerned about a lack of state funding to support transit.

Scott Haggard (MARTA) - In the last plan, we discussed transit and how it's important to economic development. This plan should lay the case for all modes, and why we need it so the General Assembly can utilize it.

4. What is the best way to generate a sense of interest and ownership and draw people into the planning process? How can we get your constituents involved?

Tom Thomson (CORE MPO) - Give the SAC and the public small bites rather than a long document to review. Otherwise, people will become overwhelmed and you will not get the desired response.

Kyung-Hwa Kim (ARC) - Give people simple information that relates to their life. This is a challenge for technical people.

Regan Hammond (ARC) - Go to where people are instead of having traditional public meetings. Have a session at conferences and meetings that already are planned and get feedback from people in the industry.

Jim Bricker (DHS) - People want to see action. They've given input and needs and the vision - now they want to see you did something with what they told you!

Regan Hammond (ARC) - Foster partnerships among agencies in this plan; assign tasks to different agencies.

Kyung-Hwa Kim (ARC) - The planning process is education. Teach people other people's perspectives, and show them the big picture. Don't just focus on what mine or my agency's needs are.

Charise Stephens (GTA) - Look at other state's best practices.

Robert Brown (GDOT) - People want to trust the process and trust that the results will be implemented. Build that trust into this planning process.

Meeting 2

NOVEMBER 6, 2013

Attendees

- Harris Blackwood – Governor’s Office of Highway Safety (GOHS)
- Carol Comer – Georgia Department of Transportation (GDOT)
- Curtis Foltz – Georgia Ports Authority
- Rob Goodwin – Georgia Regional Transportation Authority (GRTA)
- David Haynes – Atlanta Regional Commission (ARC)
- Kyung-Hwa Kim – Atlanta Regional Commission (ARC)
- Sandy Lake – Georgia Center of Innovation for Logistics
- Seth Millican – Georgia Transportation Alliance
- Elmer Stancil – Georgia Department of Economic Development
- Tom Thomson – Georgia Association of Metropolitan Planning Organizations (GAMPO)
- John Turner – Georgia Department of Community Affairs (Georgia DCA)
- Srikanth Yamala – Georgia Association of Metropolitan Planning Organizations (GAMPO)
- Kelly Gwin – Georgia Department of Transportation (GDOT)
- Cindy VanDyke – Georgia Department of Transportation (GDOT)
- Kyle Mote – Georgia Department of Transportation (GDOT)
- Tom Caiafa – Georgia Department of Transportation (GDOT)
- Roberto Alvarado – Consultant Team
- Jamie Cochran – Consultant Team
- Steve Cote – Consultant Team
- Marc Cutler – Consultant Team (Project Manager)
- Danena Gaines – Consultant Team
- Sara Huie – Consultant Team
- David Kall – Consultant Team
- Tracy Selin – Consultant Team (Deputy Project Manager)

- Megha Young – Consultant Team

Project Overview

Kelly Gwin (GDOT – Project Manager) provided a recap of the project purpose and goals. The plan development was reviewed to remind participants of the recent and future project tasks. The SAC will be reconvened in early spring 2014 to review the assessment of future deficiencies, in early summer 2014 to provide input for the program-level tradeoff analysis, and in 2015 to provide comment on the investment recommendations and final report.

Existing Conditions Summary

Marc Cutler (CS – Project Manager) presented a summary of facility inventory, capacity, use, performance and major issues/deficiencies and key findings related to the existing transportation conditions for highway, transit, bicycle and pedestrian, aviation, water, freight and rail. The following questions were posed at various times during the presentation. Representatives of GDOT and the project team responded to the questions and comments.

Highway Lane Miles

Question: Is there any take-away for those of us who don't study this [information] everyday? Is this different from other states?

Answer: The main point is that most lane miles on our local roads are owned by agencies other than GDOT, but most vehicle miles of travel occurs on the interstates and other major arterials owned by GDOT.

Comment: In some states, like Virginia and North Carolina, the state is responsible for *all* roads.

Daily Vehicle-Miles Traveled

Question: Are these state-owned facilities on or off of the Federal system?

Answer: All of these state-owned roads (in purple) are on the Federal system. Many roads, even if they are locally owned, are Federal aid-eligible. This will become important when we discuss investments with regard to the Federal aid pot [of money], and we strip away the question of ownership.

Pavement Condition

Question: What is the state's goal for pavement condition?

Answer: I am not sure; I suspect it is around [COPACES score of] 80. In most cases, the performance curve flattens out above 80, so that it becomes less advantageous to continue to invest in pavement when the return on investment is small.

Highway Serious Injuries

Question: What is the national average for highway serious injuries and fatalities?

Answer: To make a reasonable comparison, we would have to look at injury rates per million vehicle miles traveled. I am not sure of Georgia's current rate, but Georgia is in the middle of the pack and doing well.

Transit Ridership

Question: The drop in ridership is significant for MARTA. Is that due to fare increases and cutbacks?

Answer: Yes, as well as the impact of the recession. Also, MARTA gets funding from the Federal Transit Administration, whereas smaller systems get funding from GDOT. We will be focusing on the smaller systems.

Crashes Involving a Bicycle by County

Comment: The SCAD students who bike without helmets and don't obey traffic laws contribute to the high rate of bicycle crashes in Savannah.

Economic and Financial Forecasts

Tracy Selin (CS - Deputy Project Manager) provided an overview of the financial and economic forecasting work which is underway. The economic forecast will use historical data collected from the U.S. Bureau of Economic Analysis for comparison of the 11-year period from 2001 to 2011 and the 32-year period from 1980 to 2011 to establish historic trends. We will then develop a consensus economic forecast for the years through 2040. Economic indicators will include population, employment, and Gross State Product (GSP). The financial forecast will use three funding tiers 2015 to 2020, 2021 to 2030, and 2031 - 2040. Federal, state, and local funding sources will be included and fiscally constrained and unconstrained scenarios will be developed. The following questions were posed at various times during the presentation.

Financial Forecast Methodology

Question: Are we going to back in to what monies are available in the fiscally constrained plan, with conservative growth assumptions, and allocate money that way?

Answer: Yes, exactly. We'll look at all funding sources [see slide] and assume that current policies and funding levels will continue into the future.

Question: For the three regions with funding from the Transportation Investment Act (TIA), will these funds be taken into account?

Answer: Only for the 10-year period, in the regions where it passed - nothing beyond that. We'll also have an unconstrained plan, which might assume that TIA funds continue in the three regions, and also in other regions like Atlanta. This is

also in discussion. The unconstrained plan could be much more expansive, but we want to be realistic, and give people an idea to of what could be done if we had more funding.

Question: Will these be program fiscal constraints or project fiscal constraints?

Answer: They will mostly be programs, but some “mega-projects” that are in the pipeline will be included (such as managed lanes).

Question: Will the various funding types for different projects be considered? For example, interstate funding, local road funding, etc.

Answer: As a first step, we’re going to strip away the “color” of the money. Then, we will have to begin to apply the lens of where certain dollars have to go; otherwise, it’s not truly constrained.

Comment: People expect a realistic plan; but the good thing is, it’s a long-range plan, so the players will change.

Response: Perhaps an unconstrained plan can be with funding “without color.” That’s the way that the MAP-21 legislation is structured, to be more flexible. There are different ways to discuss tradeoffs – by geography, by mode, by other types of programs – and there are lots of ways to “slice and dice” the policy conversation.

Question: Will it be on the table for Georgia to discuss funding transit?

Answer: That could be considered; at the last SAC meeting, GDOT Board Member Robert Brown indicated a need for the Board to consider policy changes as needed. If there are major policy issues to be addressed, they will be considered.

Question: How does this schedule align with GDOT revisiting the designations for functional classification of roadways and National Highway System-designated corridors?

Answer: The National Highway System designations should be mostly updated now; that is on the radar. We haven’t yet discussed the Census Bureau designations of urban and rural areas, and the implications of those designations for funding.

Comment: In Atlanta, there are significant problems with forming a coherent, connected network with the latest data.

Response: The GDOT Planning Staff has been involved with some of that. If there are further refinements needed, we will pick them up in 2014, as they will have implications for tradeoff discussion.

Comment: A number of local SPLOST referenda just passed. It may be worth considering these and other options for funding.

Response: Yes, we will definitely pick up the new counties that just passed their SPLOST referenda yesterday.

Comment: It is interesting that several regions didn’t pass their Regional Transportation Referenda, but many cities (such as Savannah and Valdosta)

passed their SPLOST referenda. Some of this may be attributed to politics, and some may be because of the difficulty in producing a list of projects for the citizens that reflect their priorities.

Stakeholder Outreach

Jamie Cochran (GS&P) provided a briefing on the results of the first round of public outreach, held during the month of October, 2013, and conducted at various festivals around Georgia. Survey data were compiled and presented to the committee. The following questions were posed at various times during the presentation.

Question: Was it just Georgia residents who took the survey? Did they indicate their primary mode of travel?

Answer: There were a few people from other states as well. We didn't ask that question [primary mode of travel], but through anecdotal evidence, it seems that most people travel by cars. There was some interest expressed in walking and biking also.

Comment: The surveys will be up on the web site. We'd like to get the number of completed surveys to at least 1,000, up from the current 605 collected.

Question: Will social media be used? This would be an interesting place to experiment with it.

Answer: This may be done on the tradeoffs analysis, possibly with a smartphone application. We already have gotten good use out of GDOT's Facebook page. We want to allow people to give input from their home, in addition to participating in the traditional public involvement activities.

Comment: There is questionable value of people from other states and countries commenting on local projects.

Question: Will there be outreach to rural areas?

Answer: We will be presenting a 5th grade curriculum to two elementary schools per GDOT district, focused on Title I schools. The students will take home a travel diary and a survey for their parents.

Question: Will there be targeted outreach to senior citizens?

Answer: We tapped into the database created during the Transportation Investment Act activities, and have developed an expanded public outreach database. It includes Area Agencies on Aging, social services agencies, civil rights and social justice groups. We have tried to reach out to senior citizens statewide.

Other Questions

Question: Georgia is large, with a diverse population with varying needs. How will the analysis be completed?

Answer: The survey responses can be separated by county. The on-line tools can help identify where people live and work. You all can help us as well. Any data you have from other planning efforts will be great. We are trying to be as efficient as we can with electronic resources and information that we have. We cannot analyze each individual's information, but we can get a snapshot.

Question: Will separate models be used for the statewide analysis?

Answer: The analysis will be done at a statewide level, but we can disaggregate to the MPO and rural levels, and look at peak period congestion, etc. For peak period congestion, we will look at Atlanta and Chattanooga models.

Additional Response: Modelers [on the consultant team] have been trying to stitch together the Atlanta and Chattanooga models and make sure they work well together with the statewide model on the front end. On the tail end, we are looking at three different geographic scales - Atlanta Regional Commission MPO and nonattainment areas (20-county region), other MPO areas, and non-MPO areas. We also can weigh the impacts differently for different regions (for example, congestion could be more heavily weighted in the Atlanta area).

Comment Cards

"[The] State is big and its needs are different. I would like to see more analysis based on different people and different areas."

"Consider adding [a] question to the survey regarding reliability of the PM commute. You may get different feedback than for the AM commute."

"Close coordination with the MPO plans to align project priorities is essential. [I am] very pleased that [the] State Plan will be fiscally constrained. ([It] will help set more realistic expectations with local governments.)"

Meeting 3

JUNE 26, 2014

Attendees

SAC Members or Designees

- Sam Baker – representative of Georgia Association of Metropolitan Planning Organizations (GAMPO)
- Harris Blackwood – Governor’s Office of Highway Safety
- Kailor Gordy – Metro Atlanta Chamber
- Schuyler Harding – Association County Commissioners of Georgia (ACCG)
- Robert Hiatt – GA Transit Association
- Sandy Lake – COI Logistics
- Matt Markham – Georgia Regional Transportation Authority (GRTA)
- John McLean – Association County Commissioners of Georgia (ACCG)
- John Orr – Atlanta Regional Commission (ARC)
- Elmer Stancil – Georgia Department of Economic Development
- Thomas Thomson – Georgia Association of Metropolitan Planning Organizations (GAMPO)
- Jon West – Georgia Department of Community Affairs (DCA)

Georgia Department of Transportation

- Angela Alexander
- Toby Carr
- Tom Caiafa
- Kelly Gwin
- Andrew Heath
- Ariel Heckler
- Russell McMurry
- Kyle Mote
- Radney Simpson

- Cindy Van Dyke

Project Team

- Marc Cutler – Cambridge Systematics (Project Manager)
- Tracy Selin – Cambridge Systematics (Deputy Project Manager)
- Jamie Cochran – Gresham, Smith and Partners
- Steve Cote – Reynolds, Smith, and Hills
- Danena Gaines – Cambridge Systematics
- Sarah Windmiller – Cambridge Systematics
- Others
- Tanisha Hall – Tennessee Department of Transportation (TDOT)

Project Overview and Introduction

Kelly Gwin (GDOT – Project Manager) provided a recap of the project purpose and goals. The final plan will combine a traditional long-range transportation plan with a business case for transportation investment. The process has included numerous stakeholder outreach activities. A private sector outreach meeting will be held next month. The remaining schedule includes a tradeoff analysis and recommended investments, with the plan scheduled to be completed in early 2015.

Toby Carr (GDOT) thanked everyone for their participation and attendance at the meeting.

Future Deficiencies

Marc Cutler (CS – Project Manager) presented a summary of deficiencies, issues, and key findings by transportation mode, including highway preservation and congestion, transit, freight rail, passenger rail, bicycle/pedestrian, aviation, and ports. These findings are recommendations and issues to be addressed in order to prevent future deficiencies. The following questions were posed throughout the presentation. Representatives of GDOT and the project team responded to the questions and comments.

Highway

Tom Thomson (GAMPO): Is functional deficiency of the bridges included in the analysis as well?

Marc Cutler (Project Team): The analysis shown here is based on structural deficiency only.

Congestion

Tom Thomson (GAMPO): In the analysis, were the affects of pricing for managed lanes included?

Marc Cutler (Project Team): Managed lanes are tricky to model because the benefits are not fully captured. For example, some of the benefits are improved reliability but the lane can never get truly congested because of the change in pricing [variable toll]. A traditional model does not capture these effects.

Tracy Selin (Project Team): The congestion map includes the existing plus committed managed lanes. Full build out of managed lanes is not behind this congestion map.

Financing Exercise

Jaime Cochran (Project Team) introduced the financing exercise. Participants were provided a 'Levels of Investment Worksheet' where they were to indicate the percentage of the total transportation funding that should be allocated to different transportation program categories. These categories included Roadway and Bridge Maintenance, Safety, Traffic Operations, Public Transit Capital, Expanded Road Network, and Bicycles and Pedestrians. Also included were percentage calculations indicating how much funding equates to a certain percentage (e.g., 8 percent = \$3.0 billion). It is estimated that over the next 25 years, about \$50 billion will be available for transportation investments. A similar on-line version of the exercise will be available for the public to use and a more technical version is being developed for GDOT for internal use. The worksheets were collected, tabulated, and compared to GDOT's actual spending levels. The following questions were posed prior to the exercise.

Tom Thomson (GAMPO): This exercise includes only capital spending? Not operating expenses, no airport/freight, etc.?

Marc Cutler (Project Team): Correct.

Tom Thomson (GAMPO): Can we add to 85 percent/90 percent and have the rest go to another transportation category?

Jamie Cochran (Project Team): For this purpose, we want it to add to 100 percent.

Tom Thomson (GAMPO): To clarify, does the predicted \$50 billion not include any new funding source? Is this number inflated?

Tracy Selin (Project Team): No, it is not inflated, this is real dollars. And there is no additional revenue assumed.

Kelly Gwin (GDOT): We also have comment cards if you want to go into more detail about where the funding should be invested.

Funding and Performance Analysis

Marc Cutler (Project Team) provided the underlying data and econometric research that influences the output/benefit of different funding levels. Due to the diminishing rate of return, an increase in spending does not necessarily equate to a consistent marginal benefit at some level. This relationship was shown graphically and explained for each transportation program category, including

bridges, pavement, congestion relief, traffic operations, highway safety, and transit capital. The following questions were posed throughout the presentation. Representatives of GDOT and the project team responded to the questions and comments.

Bridge

Andrew Heath (GDOT): The \$261 million a year for bridge expenditures, is that based on the current STIP?

Marc Culter (Project Team): Yes.

Cindy VanDyke (GDOT): That includes the current roadway projects as well.

Marc Culter (Project Team): Yes, there is some overlap of these funding levels. If a project includes a roadway and bridge element, it may be in one or the other category.

Tom Thomson (GAMPO): So based on the current bridge investment [spending] line, we're overspending because we're past the point of optimal return.

Marc Culter (Project Team): Yes.

Tom Thomson (GAMPO): And the funding is based on the bridge deck area?

Marc Culter (Consultant Team): Yes.

Pavement

Tom Thomson (GAMPO): Is any LMIG money included in the analysis?

Marc Culter (Project Team): No.

Transit capital spending

Tom Thomson (GAMPO): That's general revenue, not fuel tax?

Marc Culter (Consultant Team): Yes.

Exercise Results

Jaime Cochran (Project Team) compiled and displayed the results from the levels of investment worksheet. The table below summarizes the average percentage of total funds comparing all participants and the current GDOT level of spending. An additional column includes the average percentage results for non-GDOT participants.

Table 1 Average Percentage of Total Funds

Investment Category	All Participants	Non-GDOT Participants	Current GDOT Spending
Roadway and Bridge Maintenance	36%	37%	36%
Safety	9%	8%	10%
Traffic Operations	13%	14%	5%
Public Transit Capital	15%	15%	<1%
Expanded Road Network	19%	19%	49%
Bicycles and Pedestrians	8%	6%	TBD
Number of Responses	12	9	-

Kyle Mote (GDOT): We want to make a point that this does not include operations and maintenance costs for public transit, only capital.

Marc Culter (Project Team): Yes, a huge amount is spent on O&M. It’s mostly a local expenditure, so it’s not included in this analysis.

Kyle Mote (GDOT): It can be up to eight times more than the capital.

Tom Thomson (GAMPO): I think the key issue is that Georgia is one of the few states that does not support transit on the operating side. It should be part of the discussion.

Other Questions

John Orr (ARC): This plan has a 2040 year horizon, similar to ARC’s plan update. One of the issues in Atlanta is that our assumptions for what the world will be like in 2040 are changing. Some of these predicted trends will likely change, especially looking at congestion maps and looking at the impact of technology on travel. Will the state plan look at the potential impacts of new technologies, such as autonomous vehicles, that will be here in 2040 and will impact the future?

Marc Cutler (Project Team): This is a good question and it comes up in a lot of long-range plans. Currently, we start with the plan as we know it. We’re not futurists, we cannot predict what things will be like in 2040, so we start with what is known. It’s something we can address qualitatively; these are the trends now and if the technologies come to fruition, this is how it will likely effect travel.

Cindy VanDyke (GDOT): Will ARC try and capture this issue in its plan?

John Orr (ARC): I think we’ll do it similarly to what Marc has suggested. By 2040, reports have shown a large portion of the fleet could be autonomous vehicles and the models cannot show that but it will have a huge impact.

Kelly Gwin (GDOT): One of our surveys was given to 5th graders and they mentioned flying cars. We haven't thought of it too much but it [advanced vehicle technologies] is something to think about and include.

Marc Cutler (Project Team): Similar thinking applies to climate change, and the effect of new vehicle technologies on motor fuel tax in the future. I was touching on this in the freight forecast, where the economists forecast based on the current world and what they know. If you look at the inbound freight forecast, a huge amount of inbound freight is coal. If there is a turn to cleaner alternatives as a result of the recent EPA rulemaking, the state won't have as much coal freight coming in so that will change.

Tom Thomson (GAMPO): Information Technology is changing our world right now. Telecommuters come in four days a week, and people on flexible schedules have one day off every 10 days. A lot of people work from home. Also, there's the technology effect relating to autonomous cars and traffic management which can have a huge impact on congestion. Also changing land use and demographics trends with some generations wanting to live where transit is available. Also, climate change will affect how to deal with costs, such as needing to raise the roads going to Tybee Island due to climate change and rising sea levels.

Robert Hiatt (GA Transit Association): Don't forget technologies such as Uber and Zipcar. When it comes to transit and choices the government cannot always provide, we need to look at public-private partnerships. It doesn't have to always be a public solution, there are things going on in the private sector, and we need to develop better private-public services on the transit side to give more options in the future. When looking at different generations—retirees need options to move around while millennials want to take transit and don't care for hour-long commutes.

Sandy Lake (COI Logistics): In the port of Savannah, the arrival of the new post-Panamax ships will create huge demand surges which will have to be accommodated on the landside.

Cindy VanDyke (GDOT): We looked at the issues with the port in our Freight and Logistics Plan. We were looking at the connectivity piece and getting the connections to interstates in order to move materials.

Marc Cutler (Project Team): That's why we pulled recommendations from the Freight and Logistic Plan to improve the land use connections, the last mile connectivity, of both the roadway and rail network.

Tom Thomson (GAMPO): We also have a study right now to look at that issue.

Tracy Selin (Project Team): We cross checked the freight forecast with our projection of the highway modeling to make sure it picks up the additional freight/trucks.

Jon West (DCA): Where we send our money sends a message, where we don't send the money sends a message. About the exercise, I think our group [SAC] says that there should be a funding shift away from roadway expansion.

Kelly Gwin (GDOT): That's why we did this exercise, when this goes out to the public you'll be able to see your results compared to other people's responses.

Tracy Selin (Project Team): The tools themselves will link performance with funding levels. So if you scale back pavement/bridge funding, what will be the implications? With MAP-21, GDOT and the MPOs will need to quantify these impacts, that's why we spent time developing the performance curves to use for various scenarios.

Sam Baker (GHMPO): When it comes to transit service, we're looking for a private service provider to work as a door-to-door service to pick residents up and take them shopping, etc. This doesn't use any public tax dollars and we are in the process of setting it up. Right now no service like this exists in GA. We will be the first. Buses don't go everywhere, there are few taxis, and this is very important for the aging population. We need to consider those who cannot drive whether it's due to economic or physical reasons and make recommendations.

Kelly Gwin (GDOT): Definitely something to keep an eye on and we have gotten a lot of feedback on addressing this need.

Sam Baker (GHMPO): I had the opportunity to listen to this presentation when it first started a year ago. One thing they mentioned was using a catchy marketing name and we're still using SWTP/SSTP.

Kelly Gwin (GDOT): We did discuss that and there were a lot of recommendations but we stuck with the official name at least for now.

Comment Cards

Managed Lanes: Include policies and funding estimates in strategy.

LMIG: local needs are unmet – this should be part of funding strategy.

Freight study: Savannah-Core MPO doing study now.

Address Transit Other Operations: Transit and traffic management funding operations should be addressed.

Thomas Thomson, CORE MPO

**GDOT SWTP/SSTP 2014 Association of County
Commissioners of Georgia Outreach Summary**

**final
summary**

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October 24, 2014

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1.0 Purpose

The Georgia Department of Transportation (GDOT) Statewide Transportation Plan (SWTP)/Statewide Strategic Transportation Plan (SSTP) project team conducted outreach at the Association of County Commissioners of Georgia (ACCG) 2014 Annual Conference in April 2014, and outreach continued through May 2014, when surveys related to the SWTP/SSTP update were received from ACCG members. Most of the attendees of the ACCG Annual Conference are elected officials serving on Boards of County Commissioners.

The purpose of the outreach was to share information about the plan development process, conduct surveys of ACCG members' general sense of transportation needs, and invite further participation. This outreach was targeted specifically toward ACCG members consistent with the adopted GDOT policy related to the coordination of statewide planning efforts with rural, elected officials via the ACCG and the Georgia Municipal Association (GMA). The effort is also consistent with the adopted Public and Stakeholder Outreach Plan developed for the SWTP/SSTP. The results of the GMA outreach effort are documented separately.

2.0 Outreach Event

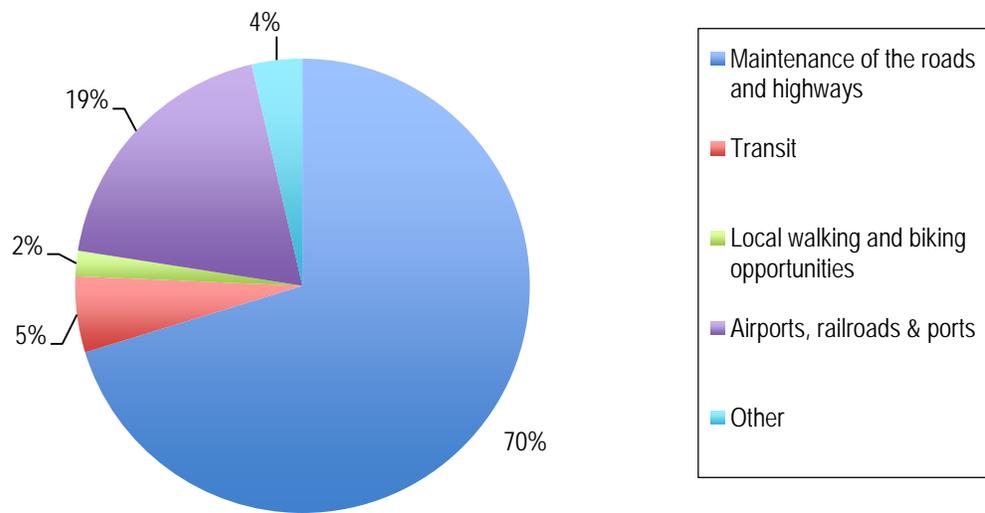
GDOT's Director of Planning made a presentation concerning the purpose, time line, and importance of the SWTP/SSTP at the ACCG 2014 Annual Conference in Savannah on April 12 to 14, 2014, and invited input from all attendees. The Director of Planning invited members to complete a short survey on transportation needs. The survey was sent out to members via ACCG's newsletter and on their web site. Some members completed the survey on-line while other members completed the survey in-person at ACCG's Transportation Policy Group meeting in May 2014. A total of 109 surveys were collected. The results of the survey are detailed in Section 3.

3.0 Survey Results

ACCG members were invited to participate in a five-minute survey to gather a general sense of their transportation needs and priorities. A copy of the survey is included in the Appendix. The survey included seven questions about Georgia’s transportation system. This section summarizes the survey results.

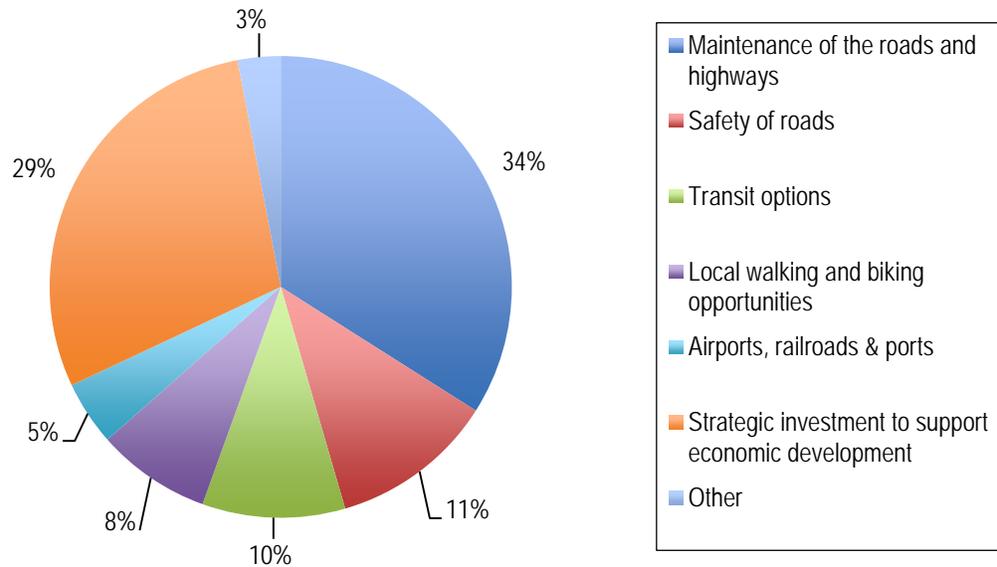
Figure 1 shows the responses about the best attributes of Georgia’s transportation system.

Figure 1 Best Things about Georgia’s Transportation System



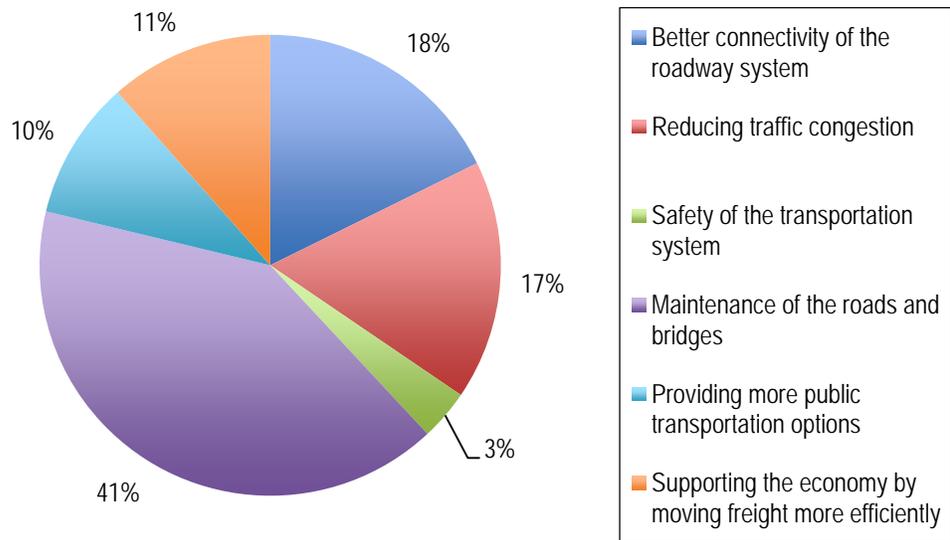
The majority of respondents (70 percent) consider the maintenance of roads and highways as one of the system’s best attributes. It should be noted that local governments throughout Georgia receive state funding from GDOT from an established funding source for road maintenance activities, called the Local Maintenance and Improvement Grant (LMIG). Airports, railroads, and ports (19 percent) were identified as the next best attributes.

Figure 2 Opportunities for GDOT to Improve



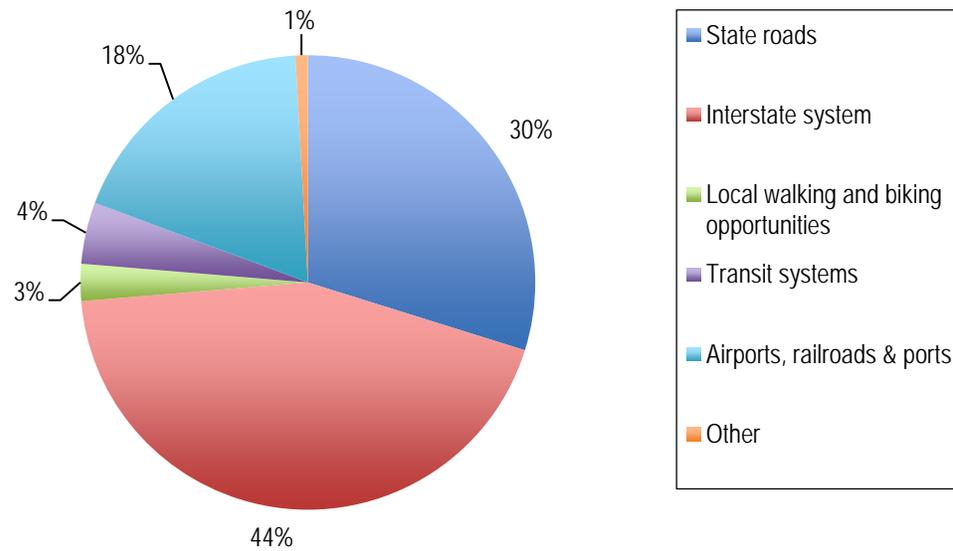
Over one-third of respondents (34 percent) believe GDOT has an opportunity to improve the maintenance of the roads and highways. The next most critical area to improve was identified as strategic investments to support economic development (29 percent). This is shown in Figure 2.

Figure 3 Most Important Areas to Emphasize in the Future



When asked about the most important areas to emphasize in the future, 41 percent of people surveyed said that GDOT should emphasize the maintenance of roads and bridges. The next most important areas of emphasis were identified as better connectivity of the roadway system (18 percent) and reducing traffic congestion (17 percent). This is shown in Figure 3.

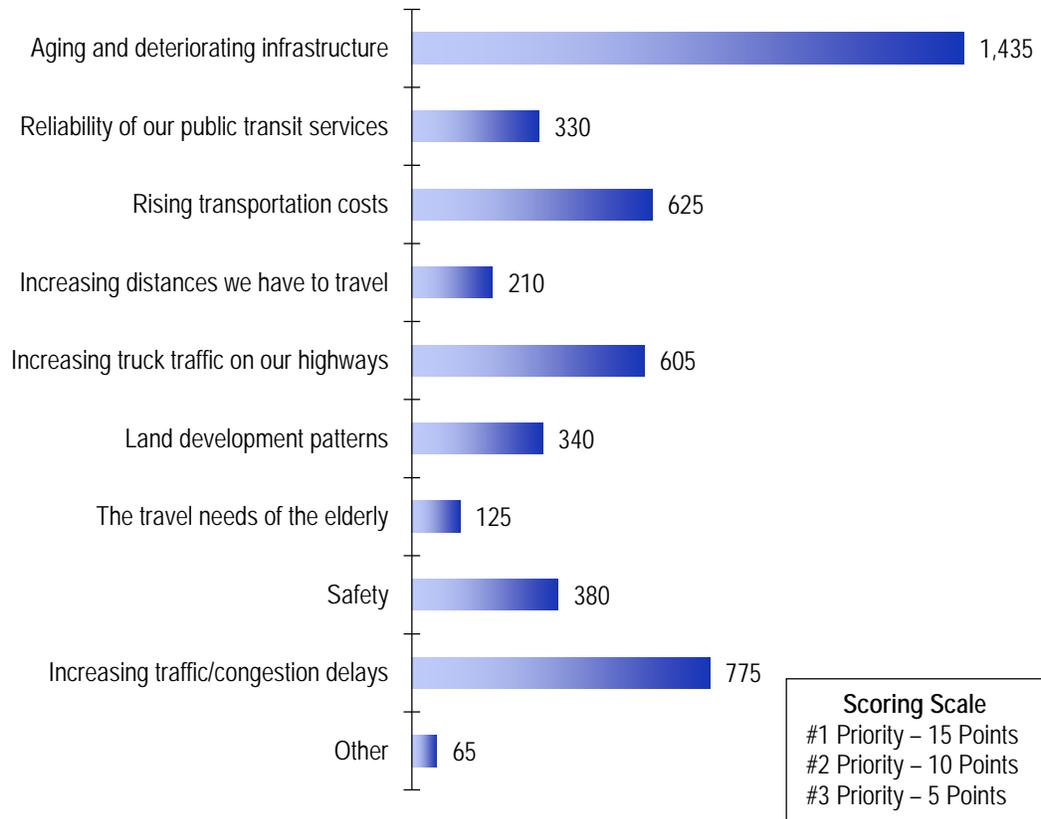
Figure 4 Georgia's Most Valuable Transportation Assets



Looking to the future, 44 percent of respondents consider the interstate system as Georgia's most valuable transportation asset. Almost one-third (30 percent) of respondents consider state roads as the state's most valuable transportation asset. About one-fifth (18 percent) of respondents consider airports, railroads, and ports as valuable assets of the state's transportation system.

Survey participants were asked to identify the top three most significant transportation challenges Georgia faces in the next 25 years. Figure 5 shows the weighted score for the priorities. The weighted score is calculated by giving an option 15 points, if it is identified as a number one priority, 10 points, if identified as a number two priority, and 5 points for a number three priority.

Figure 5 Most Significant Transportation Challenges in the Next 25 Years



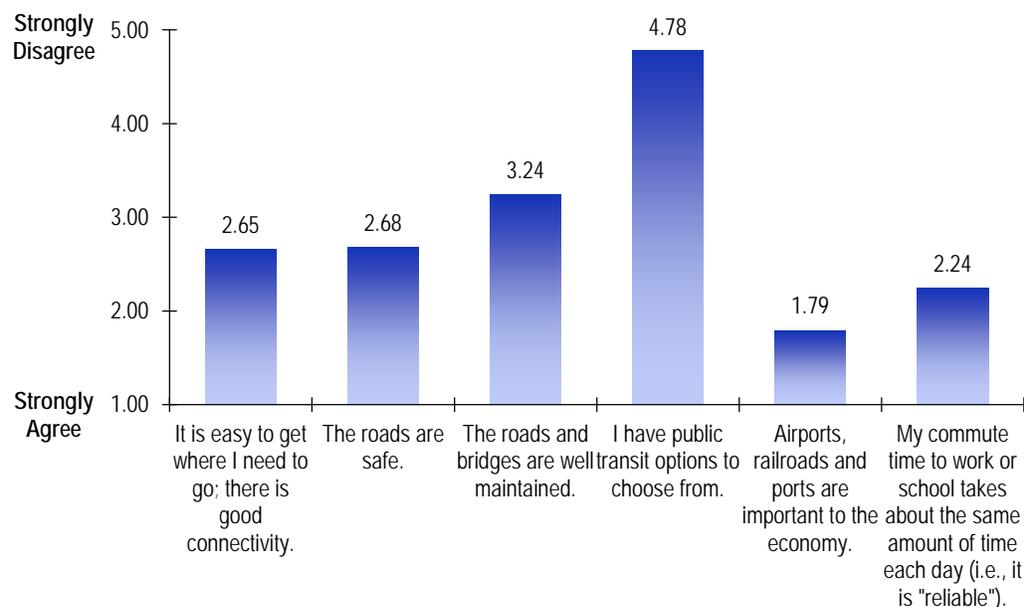
Aging and deteriorating infrastructure is overwhelmingly considered by the ACCG respondents as the most significant transportation challenge facing Georgia in the future. Increasing traffic congestion and delays, rising transportation costs, and increasing truck traffic on highways are considered substantial challenges as well.

To gauge the ACCG members' satisfaction with the transportation system's performance, participants were asked to rate the following statements on a scale of 1 to 5 with 1 meaning "I strongly agree" and 5 meaning "I strongly disagree":

- It is easy to get where I need to go; there is good connectivity.
- The roads are safe.
- The roads and bridges are well maintained.
- I have public transit options to choose from.
- Airports, railroads, and ports are important to the economy.
- My commute time to work or school takes about the same amount of time each day (i.e. it is "reliable").

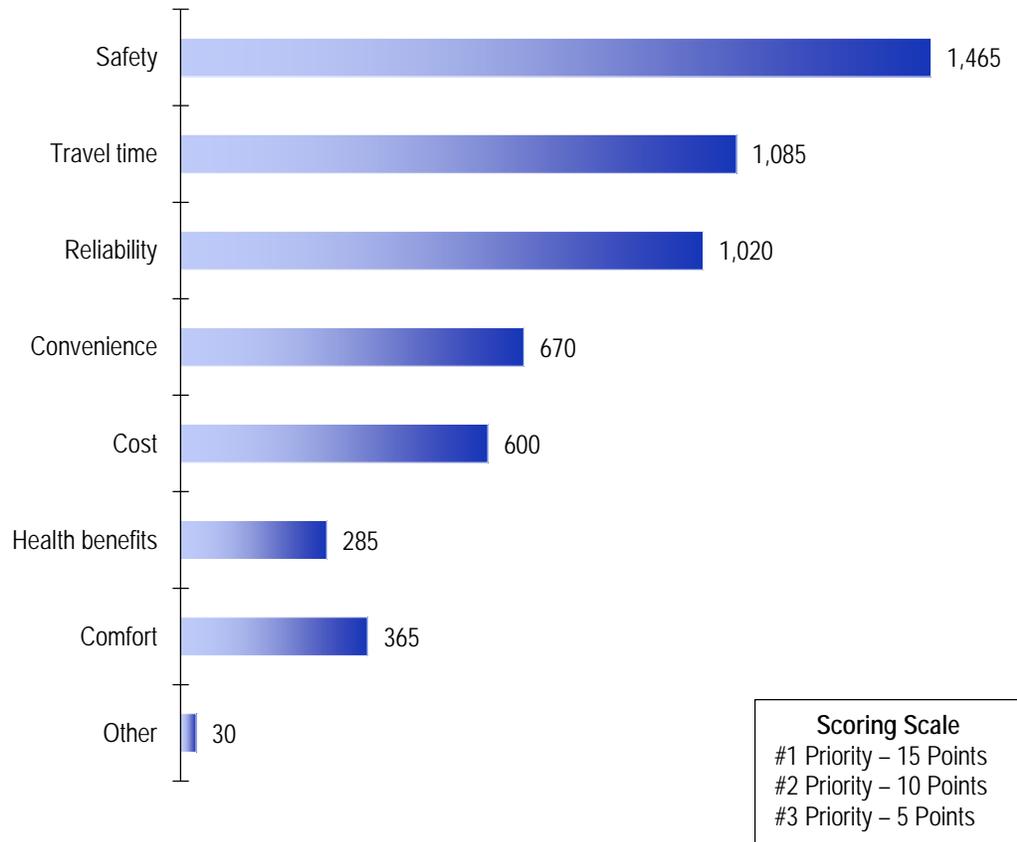
Figure 6 shows the average score for each statement.

Figure 6 System Performance



Participants most strongly agreed with the statement, "Airports, railroads and ports are important to the economy." Participants most strongly disagreed with the statement, "I have public transit options to choose from."

Figure 7 Top Traveling Priorities



Survey participants were asked to identify their top three traveling priorities. Figure 7 shows the weighted score for each option. The weighted score is calculated by giving each priority 15 points, if it is identified as a number one priority, 10 points for a number two priority, and 5 points for a number three priority. Overwhelmingly, the survey participants said that the safety of the transportation system is their top priority. Travel time and reliability are also shown as important considerations.

Overall, ACCG members are satisfied with Georgia’s transportation system and agree it is easy to get where they need to go, the roads are safe, roads and bridges are well maintained, and their daily commutes are about the same each day. Interstate highways and state roads are recognized by ACCG members as important assets. ACCG respondents understand the need to maintain and preserve the existing transportation system and see aging and deteriorating infrastructure as the State’s greatest challenge over the next 25 years. Reducing traffic congestion and improving roadway connectivity are considered top priorities for the future, as well as providing a safe transportation system for users.

Appendix

What's the best thing about Georgia's transportation system? [choose one]

- Maintenance of the roads and highways
- Transit
- Local walking and biking opportunities
- Airports, railroads, and ports
- Other: (please specify) _____

Where is/are the opportunity(ies) for the Georgia Department of Transportation to improve? [can choose more than one]

- Maintenance of roads and highways
- Safety of roads
- Transit options
- Local walking and biking opportunities
- Airports, railroads, and ports
- Strategic investments to support economic development
- Other: (please specify) _____

When you think about the future of transportation, what do you think the most important area of emphasis is for Georgia? [choose one]

- Better connectivity of the roadway system
- Reducing traffic congestion
- Safety of the transportation system
- Maintenance of the roads and bridges
- Providing more public transportation options
- Supporting the economy by moving freight more efficiently
- Other: (please specify) _____

When you think about the future of transportation, what do you think is Georgia's most valuable transportation asset? [choose one]

- State roads
- Interstate system
- Local walking and biking opportunities
- Transit systems
- Airports, railroads, and ports
- Other: (please specify) _____

What are the 3 most significant transportation challenges Georgia faces in the next 25 years? [please rank with "1" being most important]

- Aging and deteriorating infrastructure
- Reliability of our public transit services
- Rising transportation costs
- Increasing distances we have to travel
- Increasing truck traffic on our highways
- Land development patterns
- The travel needs of the elderly
- Safety
- Increasing traffic/congestion delays
- Other: (please specify) _____

Using a scale of 1-5, with 1 meaning "I strongly agree" and 5 meaning "I strongly disagree", please score the following statements based on experience.

- It is easy to get where I need to go; there is good connectivity.
- The roads are safe.
- The roads and bridges are well maintained.
- I have public transit options to choose from.
- Airports, railroads, and ports are important to the economy
- My commute time to work or school takes about the same amount of time each day (i.e. it is "reliable").

My top 3 traveling priorities are: [please rank with “1” being most important]

- Safety
- Travel time
- Reliability
- Convenience
- Cost
- Health benefits
- Comfort
- Other: (please specify) _____

What state do you live in? _____

If you live in Georgia, what county do you live in? _____

PURPOSE

The purpose of this appendix is to summarize the “other” responses that respondents provided as part of the Georgia Department of Transportation (GDOT) Statewide Transportation Plan (SWTP)/Statewide Strategic Transportation Plan (SSTP) survey given to ACCG. For most of the questions, participants had the opportunity to specify alternate answers.

In some cases, the responses provided by participants were unclear and/or incomplete. To preserve the integrity of the data collection, these particular responses are not specified below, but rather have been noted as “Unclear and/or Incomplete.”

SUMMARY

- 1. What is the best thing about Georgia’s transportation system?**
 - a. Responsiveness to local issues and concerns
 - b. Maintaining the assets we already have
 - c. Roads, particularly the ones that are good condition
 - d. *One (1) unclear and/or incomplete response*
- 2. Where is/are opportunity(ies) for the Georgia Department of Transportation to improve?**
 - a. Pave rural roads that are difficult for citizens to navigate during cold and/or wet weather
 - b. Assess rural county road conditions and assist in maintenance of the roads
 - c. Provide additional funding through the Local Maintenance and Improvement Grant (LMIG)
 - d. Improved “connector” roadways
 - e. Better timing for maintenance activities; stop activity during peak travel times on weekdays, particularly along I-20
- 3. When you think about the future of transportation, what do you think the most important area of emphasis is for Georgia?**
 - a. No respondents provided “other” responses
- 4. When you think about the future of transportation, what do you think is Georgia’s most valuable transportation asset?**
 - a. Local roads

5. **What are the three most significant transportation challenges Georgia faces in the next 25 years?**
 - a. Funding mechanisms
 - b. Ensuring rural areas have four-lane “connector” roadways to assist with economic development opportunities
 - c. Economic development
 - d. Improving freight corridors
6. **Using a scale of 1 to 5, with 1 meaning “I strongly agree” and 5 meaning “I strongly disagree,” please score the following statements based on experience.**
 - a. Respondents were not given an option to specify an “other” response.
7. **My top three traveling priorities are...**
 - a. Road condition

GDOT SWTP/SSTP 2014 Georgia Municipal Association Outreach Summary

final summary

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October 24, 2014

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1.0 Purpose

The Georgia Department of Transportation (GDOT) Statewide Transportation Plan (SWTP)/Statewide Strategic Transportation Plan (SSTP) project team conducted outreach at the Georgia Municipal Association (GMA) 2014 Annual Convention in June 2014. Most of the attendees of the GMA Annual Convention are city officials, including elected leaders and city staff.

The purpose of the outreach was to share information about the plan development process, conduct surveys of GMA members' general sense of transportation needs, and invite further participation. This outreach was targeted specifically toward GMA members consistent with the adopted GDOT policy related to the coordination of statewide planning efforts with rural, elected officials via the GMA and the Association of County Commissioners of Georgia (ACCG). The effort is also consistent with the adopted Public and Stakeholder Outreach Plan developed for the SWTP/SSTP. The results of the ACCG outreach effort are documented separately.

2.0 Outreach Event

SWTP/SSTP project overview and stakeholder involvement sheets were provided to GMA members at the GMA 2014 Annual Convention in Savannah, Georgia on June 20 to 24, 2014. GMA distributed the SWTP/SSTP survey to its membership by email and posted the survey link on their website. A total of 19 surveys were collected.

3.0 Survey Results

This section summarizes the survey results in detail. GMA members were invited to participate in a five-minute survey to gather a general sense of their transportation needs and priorities. A copy of the survey is included in the Appendix. The survey included seven questions about Georgia’s transportation system. This section summarizes the survey results.

Figure 1 Best Things about Georgia’s Transportation System

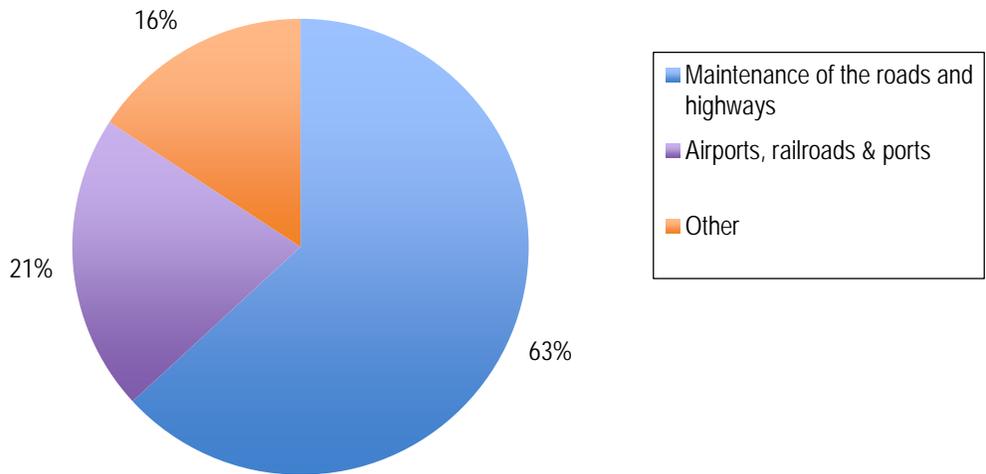
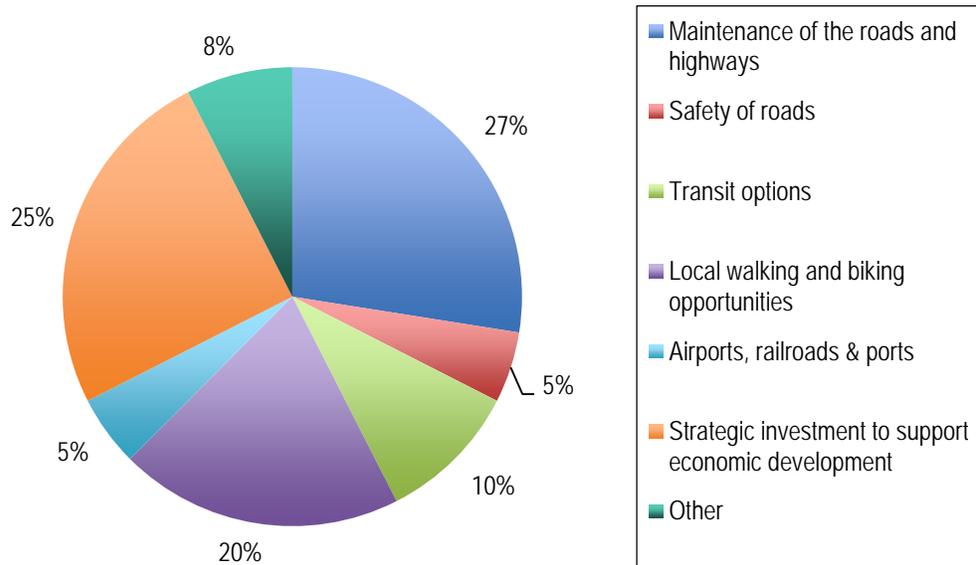


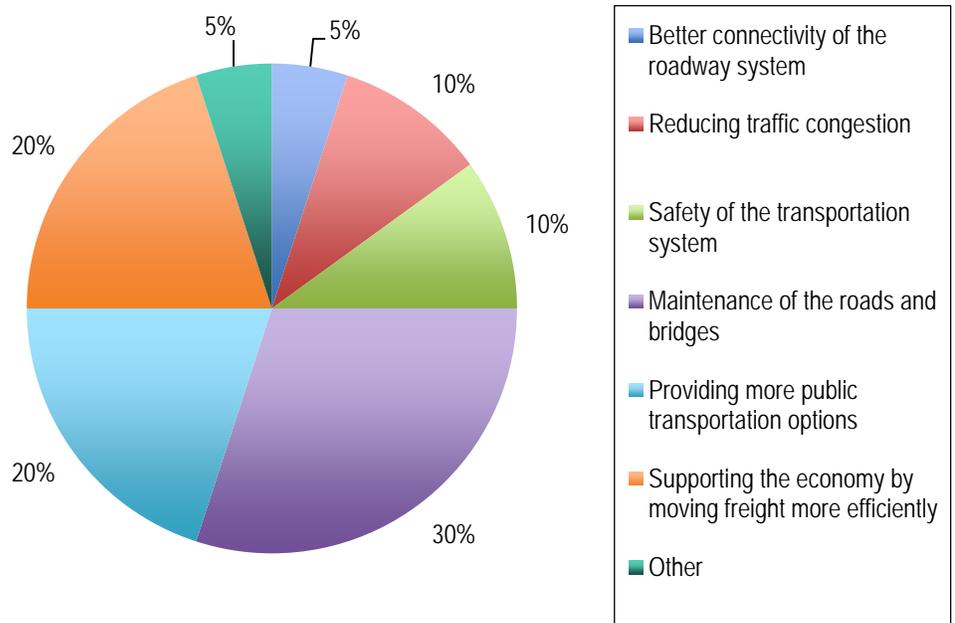
Figure 1 shows the responses about the best attributes of Georgia’s transportation system. The majority of respondents (63 percent) consider the maintenance of roads and highways as one of the system’s best attributes. It should be noted that local governments throughout Georgia receive state funding from GDOT from an established funding source for road maintenance activities, called the Local Maintenance and Improvement Grant (LMIG). Airports, railroads, and ports (21 percent) were identified as the next best attributes. None of the respondents identified local biking and walking opportunities or transit as one of the best things about Georgia’s transportation system.

Figure 2 Opportunities for GDOT to Improve



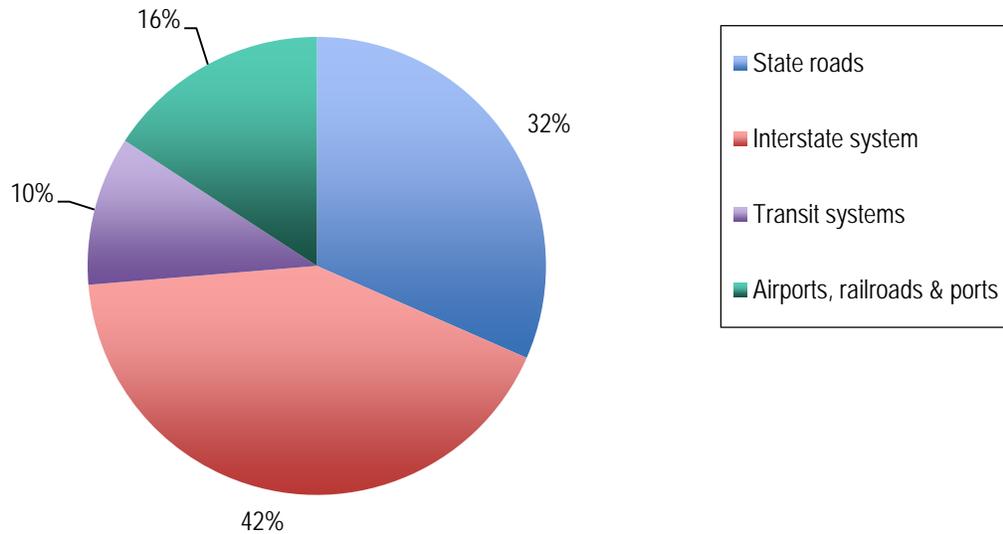
Almost one-third of respondents (27 percent) believe GDOT has an opportunity to improve the maintenance of the roads and highways. One-quarter of participants say that GDOT should expand strategic investments to support economic development. Local walking and biking opportunities were also identified as a critical area to improve (20 percent).

Figure 3 Most Important Areas to Emphasize in the Future



When asked about the most important areas to emphasize in the future, almost one-third (30 percent) of people surveyed said that GDOT should emphasize the maintenance of roads and bridges. The next most important areas of emphasis were identified as providing more public transportation options (20 percent) and supporting the economy by moving freight more efficiently (20 percent).

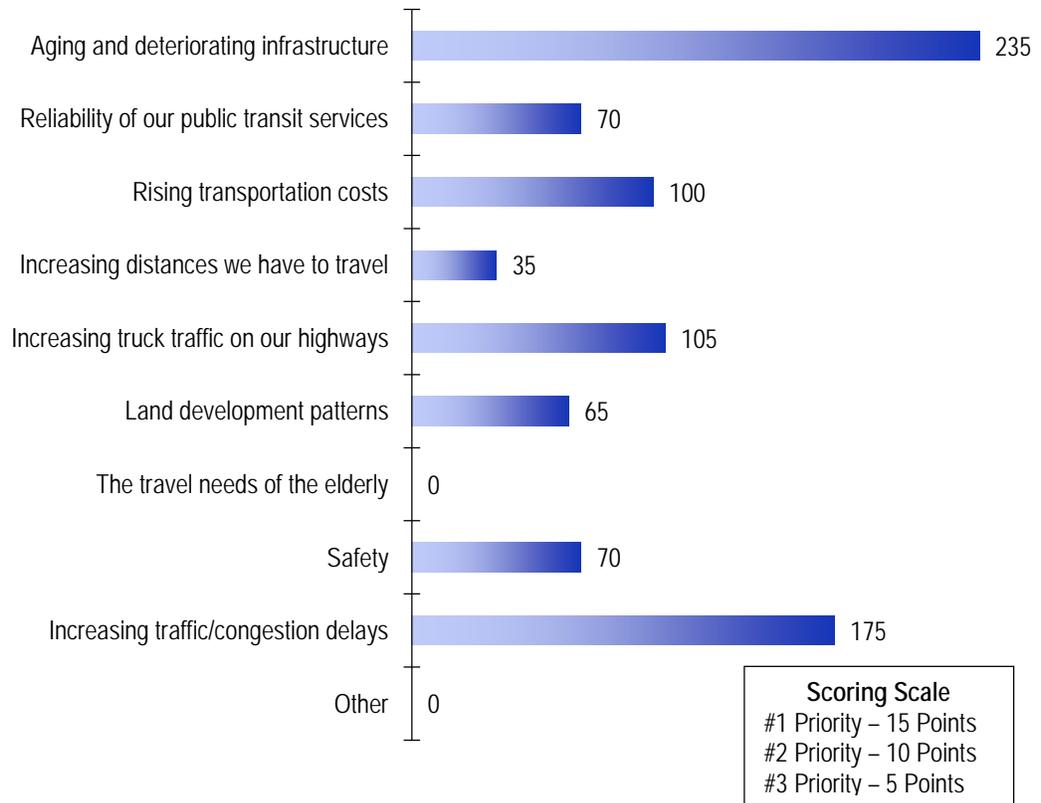
Figure 4 Georgia's Most Valuable Transportation Assets



Looking to the future, 42 percent of respondents consider the interstate system as Georgia's most valuable transportation asset. Almost one-third (32 percent) of respondents consider state roads as the state's most valuable transportation asset. None of the respondents identified local biking and walking opportunities as one of Georgia's most valuable transportation assets.

Survey participants were asked to identify the top three most significant transportation challenges Georgia faces in the next 25 years. Figure 5 shows the weighted score for the priorities. The weighted score is calculated by giving an option 15 points, if it is identified as a number one priority, 10 points, if identified as a number two priority, and 5 points for a number three priority.

Figure 5 Most Significant Transportation Challenges in the Next 25 Years



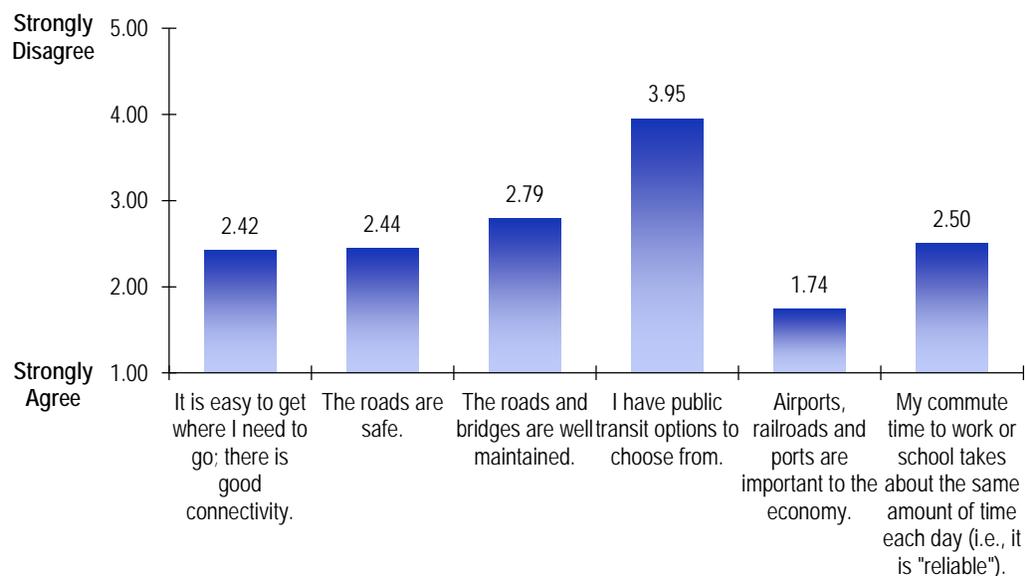
Aging and deteriorating infrastructure is overwhelmingly considered by the GMA respondents as the most significant transportation challenge facing Georgia in the future. Increasing traffic congestion and delays, increasing truck traffic on highways, and rising transportation costs are considered substantial challenges as well.

To gauge the GMA members' satisfaction with the transportation system's performance, participants were asked to rate the following statements on a scale of 1 to 5 with 1 meaning "I strongly agree" and 5 meaning "I strongly disagree":

- It is easy to get where I need to go; there is good connectivity.
- The roads are safe.
- The roads and bridges are well maintained.
- I have public transit options to choose from.
- Airports, railroads, and ports are important to the economy.
- My commute time to work or school takes about the same amount of time each day (i.e., it is "reliable").

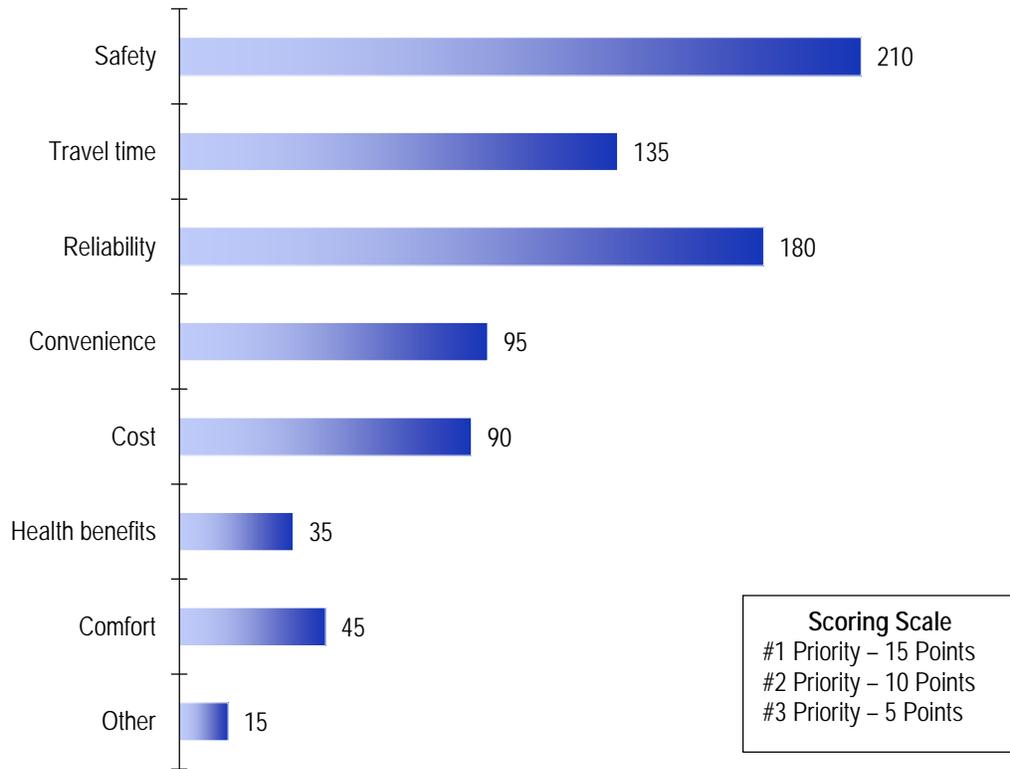
Figure 6 shows the average score for each statement.

Figure 6 System Performance



Participants most strongly agreed with the statement, "Airports, railroads and ports are important to the economy." Participants most strongly disagreed with the statement, "I have public transit options to choose from."

Figure 7 Top Traveling Priorities



Survey participants were asked to identify their top three traveling priorities. Figure 7 shows the weighted score for each option. The weighted score is calculated by giving each priority 15 points, if it is identified as a number one priority, 10 points for a number two priority, and 5 points for a number three priority. Overwhelmingly, the survey participants said that the safety of the transportation system is their top priority. Reliability and travel time are also shown as important considerations.

Overall, GMA members agree it is easy to get where they need to go, the roads are safe, roads and bridges are well maintained, and their daily commutes are about the same each day. Interstate highways and state roads are recognized by GMA members as important assets. GMA respondents understand the need to maintain and preserve the existing transportation system and see aging and deteriorating infrastructure as the State’s greatest challenge over the next 25 years. Providing more public transportation options and supporting the economy with efficient freight movement are considered top priorities for the future, as well as providing a safe transportation system for users.

Appendix

What's the best thing about Georgia's transportation system? [choose one]

- Maintenance of the roads and highways
- Transit
- Local walking and biking opportunities
- Airports, railroads, and ports
- Other: (please specify) _____

Where is/are the opportunity(ies) for the Georgia Department of Transportation to improve? [can choose more than one]

- Maintenance of roads and highways
- Safety of roads
- Transit options
- Local walking and biking opportunities
- Airports, railroads, and ports
- Strategic investments to support economic development
- Other: (please specify) _____

When you think about the future of transportation, what do you think the most important area of emphasis is for Georgia? [choose one]

- Better connectivity of the roadway system
- Reducing traffic congestion
- Safety of the transportation system
- Maintenance of the roads and bridges
- Providing more public transportation options
- Supporting the economy by moving freight more efficiently
- Other: (please specify) _____

When you think about the future of transportation, what do you think is Georgia's most valuable transportation asset? [choose one]

- State roads
- Interstate system
- Local walking and biking opportunities
- Transit systems
- Airports, railroads and ports
- Other: (please specify) _____

What are the 3 most significant transportation challenges Georgia faces in the next 25 years? [please rank with "1" being most important]

- Aging and deteriorating infrastructure
- Reliability of our public transit services
- Rising transportation costs
- Increasing distances we have to travel
- Increasing truck traffic on our highways
- Land development patterns
- The travel needs of the elderly
- Safety
- Increasing traffic/congestion delays
- Other: (please specify) _____

Using a scale of 1 to 5, with 1 meaning "I strongly agree" and 5 meaning "I strongly disagree," please score the following statements based on experience.

- It is easy to get where I need to go; there is good connectivity.
- The roads are safe.
- The roads and bridges are well maintained.
- I have public transit options to choose from.
- Airports, railroads, and ports are important to the economy
- My commute time to work or school takes about the same amount of time each day (i.e., it is "reliable").

My top 3 traveling priorities are: [please rank with “1” being most important]

- Safety
- Travel time
- Reliability
- Convenience
- Cost
- Health benefits
- Comfort
- Other: (please specify) _____

What state do you live in? _____

If you live in Georgia, what county do you live in? _____

The purpose of this appendix is to summarize the “other” responses that respondents provided as part of the Georgia Department of Transportation (GDOT) Statewide Transportation Plan (SWTP)/Statewide Strategic Transportation Plan (SSTP) survey given to GMA. For most of the questions, participants had the opportunity to specify alternate answers.

In some cases, the responses provided by participants were unclear and/or incomplete. To preserve the integrity of the data collection, these particular responses are not specified below, but rather have been noted as “Unclear and/ or Incomplete.”

1. What is the best thing about Georgia’s transportation system?

- a. Rural highways are well designed and constructed; Georgia should now focus on mass transit and urban mobility, including bicycle and pedestrian alternatives.
- b. *Two 2) unclear and/or incomplete responses*

2. Where is/are opportunity(ies) for the Georgia Department of Transportation to improve?

- a. More timely construction of projects to match local government’s share after they receive grants
- b. Establish rural planning official in each regional commission to actively request road projects from rural (non-MPO) areas.
- c. High speed rail throughout the state

3. When you think about the future of transportation, what do you think the most important area of emphasis is for Georgia?

- a. 1) unclear and/or incomplete response

4. When you think about the future of transportation, what do you think is Georgia’s most valuable transportation asset?

- a. No respondents provided “other” responses.

5. What are the three most significant transportation challenges Georgia faces in the next 25 years?

- a. No respondents provided “other” responses.

6. Using a scale of 1 to 5, with 1 meaning “I strongly agree” and 5 meaning “I strongly disagree,” please score the following statements based on experience.

- a. Respondents were not given an option to specify an “other” response.

7. My top three traveling priorities are...

- a. Interconnectivity; in South Georgia, there is not a good network of interconnected State highways. The existing State highways mostly consist of two-lane roads with several traffic signals.

GDOT SWTP/SSTP Private Sector Roundtable

Meeting Summary – July 28, 2014

final summary

prepared for

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date

October 26, 2015

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Meeting Summary

JULY 28, 2014

Attendees

Private Sector

- Joe Allen - Gwinnett Place Community Improvement District
- Chad Barrow - Coastal Logistics Group, Inc.
- John Campbell - Delta Airlines
- Craig Camuso - CSX
- Kailor Gordy - Metro Atlanta Chamber
- Ann Hanlon - North Fulton Community Improvement District
- Joel Harrell - Norfolk Southern
- Sandy Lake - COI Logistics
- Evan Long - Gwinnett Place Community Improvement District
- Jannine Miller - Home Depot
- Elmer Stancil - Georgia Department of Economic Development
- Randy Weitman - Georgia Ports Authority

Georgia Department of Transportation

- Tom Caiafa
- Toby Carr
- Kelly Gwin
- Radney Simpson
- Kyle Mote
- Cindy VanDyke
- Project Team
- Marc Cutler - Cambridge Systematics (Project Manager)
- Tracy Selin - Cambridge Systematics (Deputy Project Manager)
- Dike Ahanotu - Cambridge Systematics
- Danena Gaines - Cambridge Systematics

- Sarah Windmiller – Cambridge Systematics
- Jamie Cochran – Gresham, Smith and Partners

Project Overview and Introduction

Kelly Gwin (GDOT – Project Manager) started the meeting, provided a general overview of the project purpose and goals, and introduced Toby Carr.

Toby Carr (GDOT Director of Planning) thanked everyone for attending and explained the purpose of the private sector meeting. The plan needs a variety of vantage points, including input from the private sector for improving the transportation network and enhancing the state’s economic competitiveness. The Georgia Statewide Transportation Plan (SWTP) and Statewide Strategic Transportation Plan (SSTP) are intended to combine in one document, for the first time, the traditional transportation analyses of a Long-Range Transportation Plan (LRTP), with the business case for transportation investment made in the 2010 Georgia Statewide Strategic Plan (SSTP).

Kelly Gwin (GDOT) provided a detailed overview of the SWTP and SSTP. The SWTP is a Federally required document describing a 20-year horizon. The SSTP provides a strategic business case for increased transportation investment. Both are long-range and combining the documents will streamline the process. This update also has connections with other statewide plans and transportation updates, including the Transportation Investment Act (TIA), MAP-21, revenue updates, and statewide studies such as the Freight and Logistics Plan. The process of developing the SWTP/SSTP was also explained, including the stakeholder outreach programs and project schedule. The remaining schedule includes a tradeoff analysis and recommended investments, with the plan scheduled to be completed in early 2015.

Modal Deficiencies

Marc Cutler (CS – Project Manager) provided a summary of the transportation deficiencies analysis. Various modes (e.g., highway, passenger rail, aviation) were investigated separately across the state. Representatives of GDOT and the project team responded to the questions and comments.

Passenger Rail

Jannine Miller (Home Depot): Is the recommendation to double track south of Savannah just for Amtrak?

Marc Cutler (Project Team): Yes, this information comes from Amtrak and our own analysis. The issue involves the volume of both Amtrak and freight trains on this trackage, and the forecast growth in Amtrak demand in the future

Jannine Miller (Home Depot): It would be interesting to see the cost benefit analysis for this.

Funding and Performance Analysis

Marc Cutler (Project Team) presented the funding and performance analysis. The purpose is to complete the requirements of MAP-21 for performance based planning, and to develop tools allowing GDOT to conduct ‘what-if’ analyses between funding and performance levels. A version of the tool will also be available for stakeholders and the public. The bridge and capacity performance curves were shared to display the underlining analyses and basis of these tools.

Congestion

Jannine Miller (Home Depot): [Referencing the graph] Does a funding level of \$740 million to get a LOS C account for changes in future years such as population growth, freight expansion, etc.?

Marc Cutler (Project Team): Yes, it accounts for the underlying growth factors that are built into the statewide travel demand model.

Freight Plan Component

Dike Ahanotu (Project Team) provided an overview of the Freight and Logistics Plan and how it relates to the SWTP/SSTP. The Freight Plan has a similar development process – investigating and identifying the deficiencies of the system, quantifying the economic impacts of these deficiencies, developing recommendations for improvement, and evaluating projects for inclusion in the plan. Stakeholder outreach with agency stakeholders, the private sector, and the public was continuous throughout the process. Since completion of the Freight and Logistics Plan, projects included on the official state freight corridor network are being prepared for inclusion in the statewide transportation improvement program; projects included in the plan are eligible for Federal participation; and projects on the freight corridor network are exempt from congressional balancing. Congress passed the Water Resources Development Act which authorized the deepening of the Port of Savannah.

Facilitated Discussion

Danena Gaines (Project Team) introduced and facilitated the discussion. Attendees were asked “What are the three objectives the state’s transportation network should focus on to make Georgia more economically competitive than other states?” Answers could expand across modes and include any type of improvements. The following includes the discussion among attendees, representatives of GDOT, and the project team.

Jannine Miller (Home Depot): The reliability and predictability of the network should be a major objective. Factors outside of the state’s borders play a part in the reliability of the network for freight movement but whatever we can improve for the reliability and predictability will have a great impact on our state. Knowing when trucks should arrive and depart allows for improved efficiencies. Even if

trip times are not shortened, having more reliable trip times and speeds allows the private sector to plan accordingly.

Danena Gaines (Project Team): If this reliability and predictability is improved, what does this mean for Home Depot?

Jannine Miller (Home Depot): Transportation is such an enormous cost of doing business when delivering products or services. The majority of costs are due to fuel and drivers, but the labor at the front and back end is a huge aspect of business too. If you can better align labor with the departure and arrival times, you will spend less money.

John Campbell (Delta Airlines): Adding onto that, there currently is a four-hour connectivity window in Atlanta [Hartsfield-Jackson Airport]. Without a consistent and reliable system that feeds in and around Atlanta, the road service is impacted, not so much the operations. We have to have a bigger window in Atlanta than in other cities.

Craig Camuso (CSX): Is there a solution to being more reliable and predictable?

Jannine Miller (Home Depot): What we are doing for automobile traffic will help tremendously. During peak hours when there are overloaded interstates, having the cars use the managed lanes will help. That reliability for trucks would be great, if possible. I understand it's not always possible engineering-wise. The more capacity you can add, prioritizing bottlenecks, will be the perfect thing to do. It will get us a leg up on other states.

Joel Harrell (Norfolk Southern): Last mile connectivity is another important objective. Needing to connect to a rail or roadway facility and not having that connectivity can breakdown the system. Having multiple lanes that dump into a facility with a few lanes also causes a breakdown in the system. Last mile connectivity is necessary to maintain reliability. A lot of projects have to be drilled down to determine last mile.

Sandy Lake (COI Logistics): Relating to that, it is necessary to drill down to the origins and destinations of freight, it may have gains along the interstate, but it's the door to door problem.

Jannine Miller (Home Depot): Potential last mile connectivity solutions could include identifying opportunities to give prioritization to trucks and providing truck routing to major distribution centers. Planning for signal synchronization for trucks or for certain hours is another potential solution.

Joel Harrell (Norfolk Southern): One project we're working on is not adding capacity but has to do with signalization, information, and signage on where to travel. It hasn't gone into the full implementation but we're seeing it will help to get trucks off the road and it will improve the general traffic too. And it's mostly with local funding and some from ARC. The project is in the final stages. I think the DOT is doing an access study.

Danena Gaines (Project Team): Good point, the operational improvements can be good for trucks as well as general traffic.

Joel Harrell (Norfolk Southern): Those projects are faster, cheaper, and it does increase the flow.

Danena Gaines (Project Team): Any other objectives for improving the state transportation network?

Joe Allen (Gwinnett Place Community Improvement District): There is no dedicated funding for transit. We're finding that businesses are looking to relocate and want access to transit. Young people want transit availability so they're not dependent on the automobile.

Danena Gaines (Project Team): What transit options have you considered?

Joe Allen (Gwinnett Place Community Improvement District): Light rail, bus rapid transit, having transit-oriented development to improve sustainability and to support development. Bottom line is having a variety of options for transportation.

Ann Hanlon (North Fulton Community Improvement District): I agree, I wrote down the same thing, we're experiencing the same thing as a CID. We're along GA 400 and reliability is terrible. If there was a choice to take public transit, whether MARTA or not, it would improve reliability. There needs to be more options. In a perfect world, GA 400 would be a regional or truck connection but people use it to travel short distances. Residents also use I-285 to travel short distances (to the next exit) because local roads aren't reliable. Strategies to improve reliability for short trips could improve overall traffic condition on interstates.

Danena Gaines (Project Team): So there are two CIDs that say travel choices are very important. You cannot have an economically competitive state without freight but you have to move people to retail and shops to support development. Does anyone have any other comments for mode choice and travel options?

Chad Barrow (Coastal Logistics Group, Inc.): I would like Amtrak to provide a better Savannah to Atlanta route. It's around a 10-hour trip via Amtrak, so instead of visiting Atlanta, we went to Charleston which is a much shorter distance. Improving connectivity to major cities could also increase business travel between the cities.

John Campbell (Delta Airlines): The connectivity on the train in California is very different. They have a better light rail system, more people off the streets.

Joel Harrell (Norfolk Southern): Are you referencing light rail or streetcar?

Joe Allen (Gwinnett Place Community Improvement District): Light rail more than a streetcar, it would have wires high or low.

Joel Harrell (Norfolk Southern): So not MARTA?

Joe Allen (Gwinnett Place Community Improvement District): No, that would be heavy rail, MARTA would not be possible in all areas.

Joel Harrell (Norfolk Southern): Okay, just making sure because some definitions of light rail are different.

Danena Gaines (Project Team): Are there any cities that need greater connectivity, from the goods movement point of view?

Jannine Miller (Home Depot): Savannah is definitely at the top and important. Any improvement we could do on the water side would help the entire state. I would encourage any improvement. There are a couple of possibilities. On the roadway side, having hours of service constraints, drug testing, etc. Finding some overnight time where the drivers can rest when they need to with options in Georgia so they stay in Georgia. It could be on the public or private side. On the rail side I'm curious about double tracking, where we could look at opportunities to get more capacity. Some other states have done this, such as the Virginia Rail Enhancement Fund, some projects they've done in rail capacity help businesses.

Kyle Mote (GDOT): Are you talking about expanding capacity or to limit movement and people between certain points during certain times of the day?

Jannine Miller (Home Depot): In the realm of moving goods in Georgia, the capacity we need could come in multiple ways. Hours of service requirements will put a lot of pressure on operators for rest hours. Providing options/facilities for operators to rest will make the state more competitive.

Joel Harrell (Norfolk Southern): Capacity expansion should be considered on short lines, in addition to Class I railroads.

Craig Camuso (CSX): I think in a lot of states in the south, there's been recognition of the potential benefits of rail expansion. Georgia is also unique to have two Class I railroads by the port, so there needs further investment so railroad companies can move goods out of the port quickly. The state stands to benefit from rail expansion mostly in the possibility of reducing congestion.

Danena Gaines (Project Team): Before we move on, any other objectives?

Chad Barrow (Coastal Logistics Group, Inc.): The DOT needs to educate the public on the benefits of transportation. It would help with new taxes if needed, legislation, etc. A lot of people don't understand the importance of freight. They see a train at a crossing and get frustrated because it delays them. So when you're stuck in traffic, behind a truck, they should understand that this means jobs and opportunities. A lot of local areas and towns try to improve capacity and have opposition. A better understanding of the benefits could potentially reduce this type of reaction.

Danena Gaines (Project Team): Do you have any suggestions on how to educate the public?

Chad Barrow (Coastal Logistics Group, Inc.): Social media, having booths at festivals, television spots explaining what this could mean for the state and for you. For example, the port has a campaign showing the importance of deepening the port.

Danena Gaines (Project Team): So what are some of the strengths in Georgia's transportation system, how is our network functioning better than other places?

Jannine Miller (Home Depot): To go back to Craig's comment, having two Class I railroads with on-campus access to the port is huge. Other strengths include the connectivity to Atlanta, being able to hit any other interstate in one location, and a world class airport that allows you to go anywhere.

Craig Camuso (CSX): Atlanta is a logistic hub for the entire southern region and for a significant portion of the nation's population. The airport, Class I railroads coming in from eight different directions, major companies headquartered here – there are many benefits to these but it does create problems.

Joel Harrell (Norfolk Southern): Being the state with the sixth highest amount of rail freight mileage.

Danena Gaines (Project Team): Great, the airport, highway system, and port. Any other strengths?

Sandy Lake (COI Logistics): A little more detail about our port. It's a single operator, so when larger ships come, we're at an advantage of being able to put the equipment on these ships unlike other ports.

Joel Harrell (Norfolk Southern): We also have the Port of Brunswick. While money has been primarily going to Savannah there is another port.

Ann Hanlon (North Fulton Community Improvement District): Also, the general maintenance of our roads, the potholes are filled, the grass is cut.

John Campbell (Delta Airlines): GDOT's engagement is a strength. Other areas of the country are worse. In some areas, a two-hour commute is normal. But GDOT is engaging and working for solutions.

Randy Weitman (Georgia Ports Authority): Going back to Jannine's comments about reliability. If you don't maintain bridges, you have drivers taking different routes. As deficiencies go up, you're rerouting more.

Joel Harrell (Norfolk Southern): We also don't have a lot of tolls compared to other states.

Jannine Miller (Home Depot): To counterpoint there, tolls do provide an option, you don't have to pay the toll but you can. But the fact that we have this unique network, solving the interstate problem very aggressively, and the fact it is based on user fees is great.

Dike Ahanotu (Project Team): Is there a general range of speeds you would like to see? Is 25 miles per hour reliable or too slow, what is workable? Also, on the information side, do shippers feel they have information on the current operations of the system, knowing if it will be better or worse? Is there any information exchange?

Jannine Miller (Home Depot): I think we use our own data but to have a grander view would be better. Knowing how to plan routes ahead will benefit shippers

and truckers. Having a combined source of information would be expensive but helpful.

Joel Harrell (Norfolk Southern): From a technology standpoint, has there been consideration to coordinate with GPS companies? Have them program the primary truck routes so drivers don't travel through residential areas or on the incorrect road. If something like that could be worked in, it would be a great improvement.

Danena Gaines (Project Team): That is a good idea because the state has identified the corridors they believe are the most feasible to handle truck traffic but when truck drivers decide their own route, to my knowledge, there is no information that is shared to ensure the route is reliable and safe for their travel. If they're restricted on their route, that would be helpful. That would be a great solution. Some legal considerations would have to be addressed.

Joel Harrell (Norfolk Southern): Is there a restriction on where the trucks cannot come into Atlanta beyond I-285, unless they're picking up or dropping off goods? At one time there was a restriction.

Danena Gaines (Project Team): Yes, there are restrictions.

Marc Cutler (Project Team): It is not an easy thing to enforce.

John Campbell (Delta Airlines): Some carriers have truck safe routes but not everyone has this information. That would be a tremendous resource, especially for that last mile concept.

Chad Barrow (Coastal Logistics Group, Inc): Could you use the GPS to incentivize the off-peak travel?

Danena Gaines (Project Team): It's certainly a potential option and incentives are likely to change people's behaviors.

Joel Harrell (Norfolk Southern): During the Olympics, deliveries could only be made late at night, there was no truck traffic during that time. It was enforced.

Randy Weitman (Georgia Ports Authority): We have heard some trucks avoid peak travel times in the Atlanta area and only provide afterhours service.

Danena Gaines (Project Team): That's believable, right before the peak there are a lot of trucks. Drivers try to pass through the congested areas before the peak.

John Campbell (Delta Airlines): Lots of carriers have a surcharge for peak hour delivery.

Danena Gaines (Project Team): That's one incentive right there. Any other strengths?

Randy Weitman (Georgia Ports Authority): The dedicated funding source we have for transportation spending is a strength. Whether we have enough or how it's spent, we don't have to worry about what the funding will be.

Danena Gaines (Project Team): Moving on to the next topic, what are some of the opportunities that would allow our transportation to be improved to be more economically competitive?

Marc Cutler (Project Team): I think we need to pick up on some comments that already have been made. A stronger freight rail and passenger rail program were two suggestions.

Danena Gaines (Project Team): Any particular areas of interest for this program?

Randy Weitman (Georgia Ports Authority): There are opportunities to improve project delivery. The time from when a project is identified to when it is finished is too long. I understand it's funding-related, but it's very difficult to talk to an economic prospect and say we think this will be done in 10 years, but we don't know. It's a variable target. Companies want to see the funding committed and the project designed before making their decision. It takes a long time to see the project complete. From the private side, if there is a need, it's built. It is a much shorter timeframe.

Danena Gaines (Project Team): So better communication about the project delivery or giving you a target or deadline?

Randy Weitman (Georgia Ports Authority): Have it across the board, if you identify a project and there is a need, get it built. Joel, how long have you been working on the Douglasville Highway 92 project you mentioned?

Joel Harrell (Norfolk Southern): 20 Years, it's just now being built.

Danena Gaines (Project Team): Any comments or suggestions to improve this process?

Randy Weitman (Georgia Ports Authority): Cut the Federal Government out, have it be 100 percent state funded.

Joel Harrell (Norfolk Southern): There are a lot of hoops to jump through, if it is state funded it's faster. I think GDOT does a good job working with the Federal Government to make sure there are fewer roadblocks during the projects.

Ann Hanlon (North Fulton Community Improvement District): To add onto that, as a CID, we pride ourselves on delivering projects very quickly. We have private funds with our own money, we just need permission and we'll do it.

Joe Allen (Gwinnett Place Community Improvement District): We do many projects, all of the work.

Joel Harrell (Norfolk Southern): But you have control over the area.

Ann Hanlon (North Fulton Community Improvement District): Yes, we do. But we have people who are interested, we have the money and conduct the studies. So maybe if there was a system to have CIDs do the projects?

Allen (Gwinnett Place Community Improvement District): Perhaps one strategy is to target projects that already have been identified (CID projects for example) and work to execute them quickly.

Danena Gaines (Project Team): So, work on the opportunities where projects have been identified?

Joel Harrell (Norfolk Southern): We need to streamline the public private partnership development process. For example, we as a private entity needed a sponsor for a TIGER project, and the GDOT wouldn't sponsor it. If it's a good project and it makes sense, let's put it on the table. We need a better communication, streamlining the public-private partnership.

Danena Gaines (Project Team): Let's go back to some of the objectives identified at the beginning of our discussion. Improving reliability and predictability was identified as an opportunity. Are there any other opportunities?

Kailor Gordy (Metro Atlanta Chamber): I think building on the process that has been developed with Atlanta's transit providers to provide transportation options is an opportunity. The web site allows collaboration among all of the providers, MARTA, GRTA, and Gwinnett.

Kailor Gordy (Metro Atlanta Chamber): Yes, and promoting the use of transit too.

Danena Gaines (Project Team): Any there other opportunities? Thank you everyone for your input.

Kelly Gwin (GDOT): Education is another major opportunity. Having people become interested. Having support and understanding that this plan is looking at a variety of transportation modes that is all connected. That is something we're doing when looking at all the modes together.

Next Steps

Kelly Gwin (GDOT) wrapped up the meeting outlining the next step in the SWTP/SSTP process: the tradeoff analysis investigating the relationship between funding and performance. The project web site was provided to obtain any additional information as well as contact information for additional comments.