

Regional Transit Development Plan

Heart of Georgia Altamaha Region

Vision and Goals Report

May 2024



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List of Acronyms

CEDS	Comprehensive Economic Development Strategy
DCH	Department of Community Health
DHS	Department of Human Services
GDOL	Georgia Department of Labor
GDOT	Georgia Department of Transportation
GIS	Geographic Information Systems
HOGA	Heart of Georgia Altamaha
HOGARC	Heart of Georgia Altamaha Regional Commission
LEP	Limited English Proficiency
PAC	Project Advisory Committee
RMS	Resource Management Systems, Inc.
SWTRP	Statewide Transit Plan
TDP	Transit Development Plan
USDOT	United States Department of Transportation

1.0 Introduction

Visioning is a collaborative, creative part of the Regional Transit Development Plan (TDP) process which allows community members to reach consensus on a desired future state for transit in the region. Visioning often begins the public participation process by utilizing public and agency stakeholder engagement tools and is strengthened through technical analysis.

In the case of this regional TDP, the aspirational vision focuses on the overarching future purpose and goals for public demand-response transportation service in the Heart of Georgia Altamaha (HOGA) region. Creating a vision through interaction with multiple representatives from across the region allows for multiple perspectives to coalesce on one idea for the future state of transit in the community and to create buy-in from community members and stakeholders.

The Heart of Georgia Altamaha visioning process included the following tasks:

- A review of the vision and goals for transit in the state of Georgia as set forth in the Georgia Statewide Transit Plan (SWTRP);
- Stakeholder and public engagement discussion about vision development and opportunities, needs, and challenges for demand-response transit in the region; and
- A review of existing conditions analysis to understand the region's transportation system and demand-response transit service characteristics.

This Vision and Goals document is available on the project website at:

<https://regionaltdp-gdot.hub.arcgis.com/pages/hogarc>.

The vision statement for the Heart of Georgia Altamaha Region Transit Development Plan is shown in **Figure 1**. This document provides a summary of the development of this vision statement as well as supporting goals, all of which are used in the analysis and selection of project alternatives and recommendations.

Figure 1. Heart of Georgia Altamaha Regional TDP Vision Statement



2.0 Statewide Transit Plan and Impetus for Regional TDP

2.1 Statewide Transit Plan Vision

The Georgia Department of Transportation (GDOT) 2020 SWTRP includes the following vision statement for all transit agencies to follow:

“Improve the quality of life and economic opportunities for all Georgians by supporting an innovative, connected, reliable, and accessible multimodal public transportation network.”

The SWTRP also includes goals to help transit agencies fulfill this long-range vision. The five SWTRP goals, found in **Figure 2**, are applicable throughout the state including within the Heart of Georgia Altamaha Region.

2.2 Regional TDP Impetus

A primary recommendation of the Statewide Transit Plan is the development of regional transit plans to comprehensively identify transit needs, coordination, and implementation actions and initiatives across county boundaries. As a result of this recommendation, GDOT is funding TDPs throughout the state, and the Heart of Georgia Altamaha Regional Commission (HOGARC) is one of the first regions to commence their plan.

Figure 2. Statewide Transit Plan Goals



3.0 Insights Gleaned from Technical Analysis

An important component of the development of the vision and goals for the HOGARC TDP is the results from the technical analysis conducted in the existing conditions phase of the project. This analysis is conducted to give the project team an in-depth understanding of the HOGA region in order to identify needs, opportunities, trends, and challenges related to travel in the region. Key findings from this analysis help to inform the project team as the TDP's guiding vision statement and supporting goals are created, to ensure that recommendations accurately reflect the region's needs. The following sections provide an overview of the technical analysis that was conducted for the HOGARC TDP.

3.1 Overview: Existing and Future Trends Analysis

Understanding existing characteristics and anticipated trends in regional demographics, employment, land use, travel trends, and mobility conditions offers insight into potential transit needs and existing opportunities. The HOGARC TDP project team conducted an extensive existing conditions analysis – looking into travel trends, transit networks, underserved communities, unemployment, job concentrations, major employers, traffic volumes, population densities, and regional demographics including zero-car households, low-income populations, elderly and youth concentrations, populations with disabilities, minority populations, and Limited English Proficiency (LEP) populations.

The planning team used the aforementioned data to perform a variety of analyses identifying areas that currently have access to transit, areas that do not, and areas that are in the greatest need for transit service. In addition to the numerous Geographic Information Systems (GIS) analyses, existing transit funding sources, fares, fleet, and current operating conditions were

evaluated to better understand the financial landscape of the HOGA region's transit service. Finally, future land use maps and comprehensive plans were analyzed across the region to identify what development patterns could look like in the coming years.

The Existing Conditions Report, available on the project website, compiles information from a variety of sources, including existing plans and studies and the latest data from agencies such as the Georgia Department of Labor (GDOL), GDOT, the United States Census Bureau, and area transit agencies. This report documents demographic and employment trends, travel patterns, transportation options, and land use and development for the HOGA region. The document also includes a performance review of the region's current transit providers, their funding situations, and a comparison of transit providers within the region to peer systems in the state. The report provides a foundation to identify and prioritize the transit needs for each county as well as the HOGA region that will be utilized in the Alternatives Analysis and Recommendations Report.

3.2 Summary of Findings

The following sections provide overviews of key categories of the existing conditions analysis:

- Demographics and employment,
- Potential transit destinations,
- Travel trends, and
- Transit services.

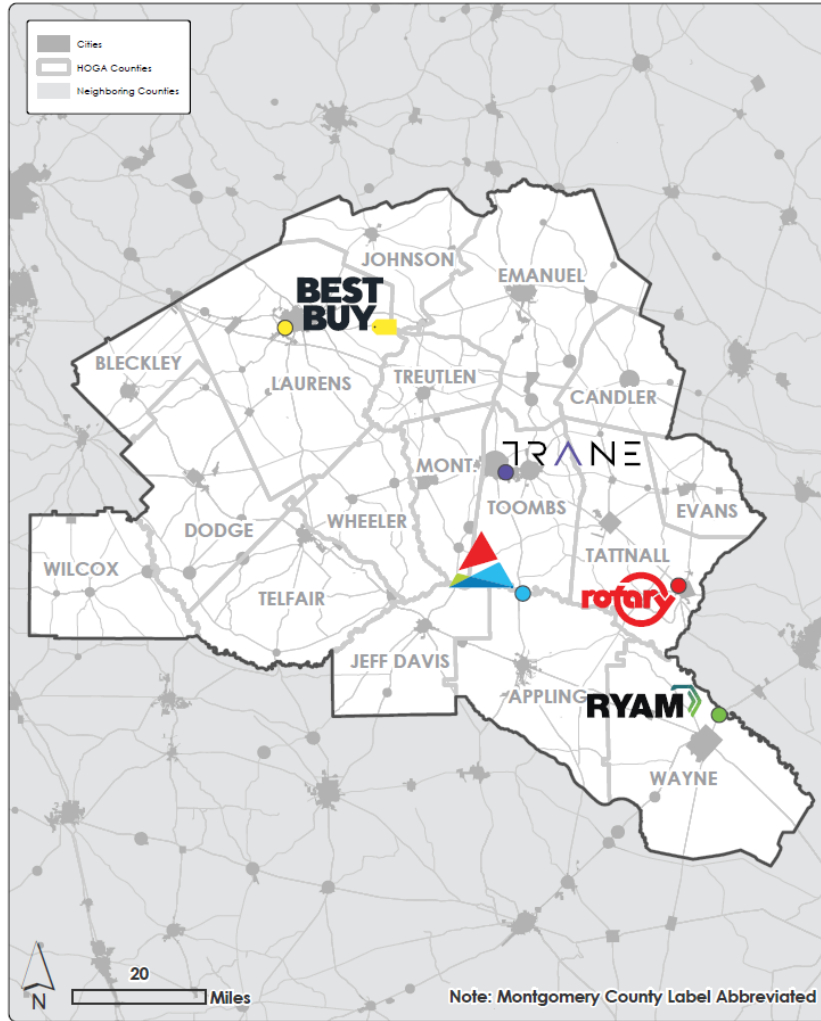
3.2.1 Demographics and Employment

The HOGA region’s notable demographic insights highlight the transit dependent populations in the region, which include significant portions of low-income residents, seniors, and residents with a disability (as defined by the U.S. Census Bureau). Nearly a quarter of HOGA residents are classified as low-income, surpassing Georgia’s average, with concentrations particularly pronounced in Appling, Telfair, and Wilcox Counties. Senior populations constitute nearly 15 percent of the region’s population. Based on the U.S. Census data, 7.5 percent of the population is part of a zero-car household, and 17.2 percent of the population has a disability, surpassing Georgia’s statewide percentage by nearly five percent. Each of the 17 counties in the HOGA region have multiple census tracts that are considered transportation disadvantaged per United States Department of Transportation (USDOT) classifications, including six counties which are considered entirely transportation disadvantaged: Wilcox, Wheeler, Montgomery, Treutlen, Candler, and Evans Counties. Additionally, the HOGA region at large is projected to grow in population by almost 20 percent by 2060, with notable growth in Appling, Emanuel, Laurens, and Wayne Counties.

Laurens County is a significant contributor to the region’s employment, with nearly 20 percent of the region’s employed population residing in the county, with other notable counties including Wayne and Toombs. Major industries such as manufacturing, lumber, food processing, and transportation logistics play pivotal roles in the region’s economy, with prominent employers including Rayonier Advanced Materials, Trane Residential Systems, Southern Nuclear Company, Walmart, Rotary Corporation, Best Buy, and Claxton Poultry Company. **Figure 3** on the following page shows five major employers within the region.

According to the GDOL, industries such as healthcare, accommodation and food services, and retail trade are poised for substantial growth in the future in this region. The Comprehensive Economic Development Strategy (CEDs) emphasizes healthcare and social assistance as key employment sectors, highlighting the demand for various healthcare professionals and truck drivers, which typically involve second- and third-shift workers.

Figure 3. Major Employers



3.2.2 Potential Transit Destinations

Dublin, the largest city in Laurens County, has the highest count of key destinations and essential services in the region, which are services used by residents or visitors for commercial, social, religious, public safety, recreational, or government needs. Other municipalities with key destinations in the region include Jesup in Wayne County, Hazlehurst in Jeff Davis County, Swainsboro in Emanuel County, and Vidalia in Toombs County.

The most common facility type in the HOGA region is schools, making up nearly a quarter of key destinations and services. Each of the 17 counties is home to at least one school, and at least one higher education campus/center is in ten of the 17 counties. Healthcare facilities, senior centers, and hospitals are other main destinations throughout the region. There are ten hospitals in the region, and major medical centers (not including hospitals, urgent care facilities, small medical centers/solo practitioners, or county health departments) are in 15 of the 17 counties.

3.2.3 Travel Trends

Travel patterns in the HOGA region depict a strong inclination towards intra-county trips, with over 80 percent of journeys remaining within county boundaries on average. Notably, Wayne, Wilcox, and Laurens Counties boast exceedingly high rates of intra-county travel, with residents of these counties conducting 90 percent or more of their trips within their respective residential county. Conversely, Montgomery and Wheeler counties exhibit lower rates of intra-county travel, with residents staying within their counties approximately 51.4 percent and 59.6 percent of the time, respectively. Inter-county travel also holds significance.

Major inter-county travel pairs include:

- Montgomery and Toombs,
- Toombs and Tattnall,
- Tattnall and Evans,
- Appling and Jeff Davis, and
- Laurens and Johnson.

Furthermore, inter-regional travel reveals notable patterns, with trips from Emanuel, Evans, and Candler Counties predominantly destined for Bulloch County, and Wayne County residents traveling to Glynn, Liberty, and Long Counties. Analysis indicates that residents may be traveling significant distances to access advanced medical care, particularly in counties like Bibb and Chatham, where prominent hospitals and medical facilities are located, despite distances of up to 120 miles from Laurens County to Chatham County. Additionally, work-related trips are observed between Candler and Chatham Counties, as well as Laurens and Bibb Counties, indicating commuting patterns within the region.

Some of the major corridors that serve the region include:

- Interstate 16 (I-16), running east-west from Macon to Savannah, Georgia passing through HOGA region cities including Dublin, Vidalia, Metter, and Swainsboro;
- U.S. Route 441 (US 441), running north-south from Miami, Florida to Athens, Georgia passing through HOGA region cities including McRae-Helena and Dublin; and
- U.S. Route 341 (US 341), running generally north-south, passing through Hazlehurst and McRae-Helena in the HOGA region.

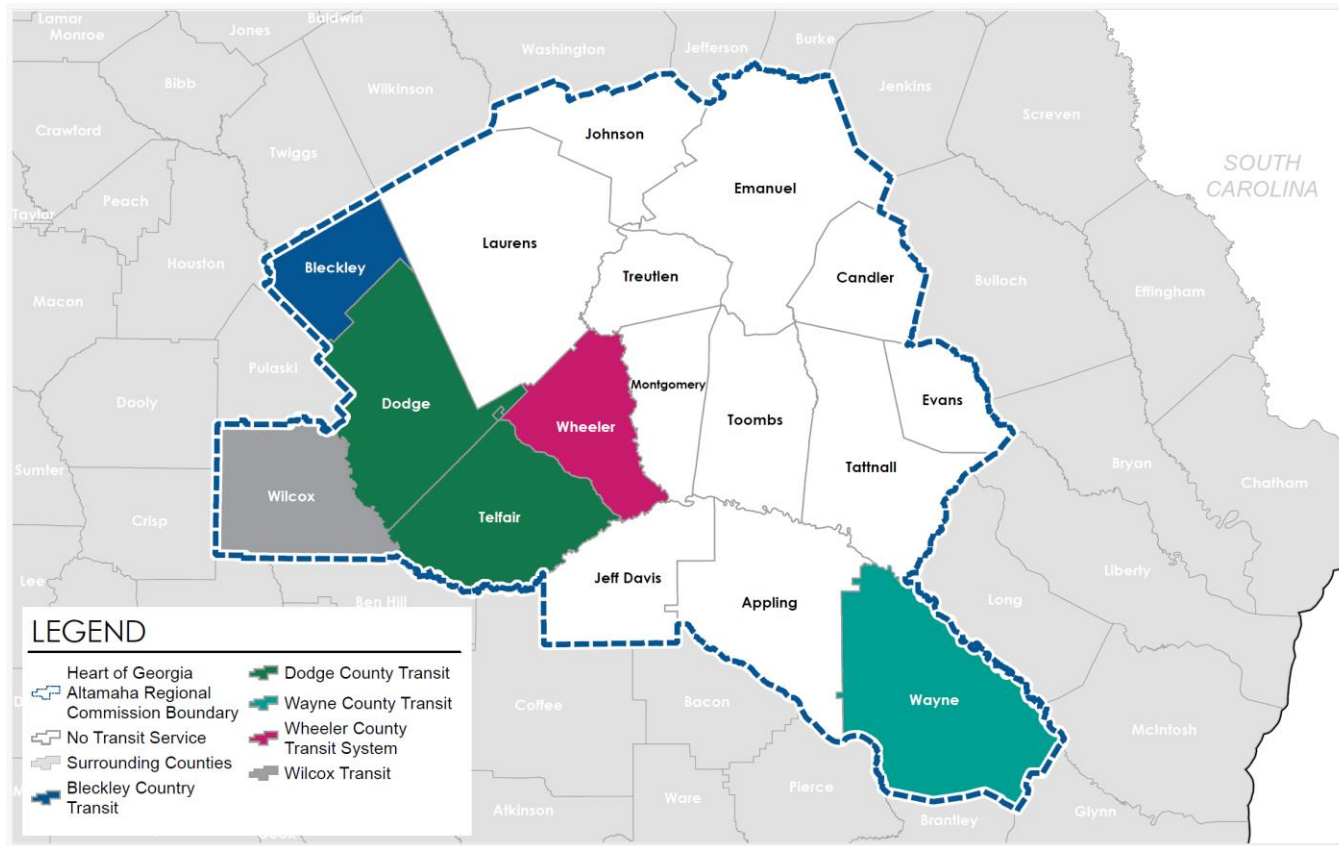
3.2.4 Transit Services

The Heart of Georgia Altamaha region currently operates six public, demand-response transit services in Bleckley, Dodge, Telfair, Wayne, Wheeler, and Wilcox Counties, shown in **Figure 4** on the following page. Notably, Dodge and Telfair Counties are in the process of establishing partnership services, and Treutlen County is working on adopting its own demand-response system. The systems run approximately eight to nine hours per day, often Monday through Friday, and often between the times of 8 am and 4 pm, with a few agencies starting/ending a few hours earlier/later. Wayne County offers 24 hours per day/seven days per week service. Additionally, some counties offer discounts such as senior, veteran, and frequent rider discounts.

Common trips using demand-response transit service in the region include trips to/from senior centers and trips to/from medical appointments. County agencies often coordinate Department of Community Health (DCH)/Department of Human Services (DHS) trips, as well as public transit trips.

Smartphone applications are not currently utilized for transit trip reservations and scheduling in the region. Currently trips are booked through county transit operators or senior center care coordinators in-person or via phone, who then schedule the trips using an online system. Wilcox County Transit, operated by Resource Management Systems (RMS), has recently implemented phone call and text message reminders for residents that also allow for cancellations. RMS is also working on launching a mobile application as an extra booking, cancellation, tracking, updates, and reminders medium.

Figure 4. Existing Transit Services



4.0 Stakeholder, PAC and Community Input

An important component of the HOGARC TDP was engaging with community members across the region at many points throughout the project. This included interviewing key stakeholders, assembling a Project Advisory Committee (PAC), holding two public meetings, and conducting two online public surveys. Involving the community in these ways gave the project team an understanding of transit needs and opportunities, which provided insight as the TDP vision statement and supporting goals were developed. The following sections provide overviews of each outreach activity utilized in the project. Full summaries can be found in the project’s Public Involvement Documentation Report.

4.1 Stakeholder and PAC Input

Stakeholder interviewees and members of the PAC included representatives of various agencies and community groups across the region so that the project team could obtain feedback from a variety of populations. **Figure 5** outlines the engagement activities with the PAC and stakeholders in the project.

Figure 5. Stakeholder and PAC Involvement Overview

October 24, 2023, Project Advisory Committee (PAC) Meeting #1

This initial meeting covered the project background, the PAC’s function in the process, and preliminary existing conditions findings.

Fall 2023 Stakeholder Interviews

The project team scheduled virtual interviews with as many community representatives as possible, including senior center representatives and representatives from HOGARC counties.

February 29, 2024, Project Advisory Committee (PAC) Meeting #2

This final PAC meeting covered transit needs analyses, public survey outcomes, draft vision and goals for the project, and draft transit alternatives. PAC members rated, created, and discussed various demand-response transit alternatives.

4.1.1 PAC Meeting #1 Findings: October 24, 2023

The first PAC meeting for the HOGARC TDP was held virtually via Zoom. Attendees included representatives from the region’s transit agencies, GDOT, and the Area Agency on Aging. The meeting included an overview of the Regional TDP, the role of the PAC, opportunities for stakeholder and public input, initial existing conditions findings, and a group visioning exercise. Committee members provided updates and insights to their respective transit service characteristics presented by the project team. Attendees were supportive of the study and willing to participate in the PAC. Key takeaways include:

- Participants supported the development of a Regional TDP to foster coordination and collaboration in the region.
- Participants concurred with initial existing conditions findings presented by the team.

- Through the group visioning exercise, participants expressed a desire for transit service in the region to be affordable, reliable, and connect across county boundaries.
- Easier scheduling, traveling farther distances, and increasing fleet sizes were identified as top goals of PAC participants.
- Participants identified transit opportunities that included increasing availability, serving underserved communities, providing affordable transit for medical trips, and supporting workforce transportation needs.

4.1.2 PAC Meeting #2 Findings: February 29, 2024

The second PAC meeting for the HOGARC TDP was held at the Vidalia Municipal Annex. There were 11 PAC members in attendance, representing the region’s six transit agencies, GDOT, the Area Agency on Aging, the Heart of Georgia Community Action Agency, HOGARC, and RMS. The purpose of the meeting was to provide a project update, an overview of the TDP process, the project’s public outreach activities, vision and goals development, transit needs analysis, and draft project alternatives for improving and enhancing regional demand-response transit. The meeting included opportunities for PAC members to provide feedback on alternatives. Key takeaways include:

- The highest-rated draft alternatives focused on enhancing transit services, particularly expanding scheduling to include longer weekday hours, weekend service, and accessibility improvements such as wheelchair lifts and storage space for personal items on all vehicles.
- Concerns were expressed regarding the adoption of a mobile scheduling app due to the current senior clientele.

- Limited staffing and resources place strain on transit agency operators and raise apprehensions regarding reduced booking windows, transit expansion feasibility, and managing no-shows.
- Prioritizing diverse ridership should be a primary consideration.
- Offering fare discounts for seniors, frequent riders, and veterans is widely supported.
- Forming partnerships among existing transit agencies in the western part of the region, and grouping Laurens County with neighboring counties, emerged as common themes.
- Establishing a transit agency in the northeastern/eastern part of the region is an important step toward regionalizing transit and serving the region’s riders.

4.1.3 Input from Stakeholder Interviews

The Heart of Georgia Altamaha Regional TDP project team carried out a stakeholder interview process, as shown below in in **Figure 6**. This took place from October 5, 2023, to November 30, 2023, and allowed the planning team to obtain more information from a local perspective about existing demand-response transit services within the region, populations most impacted by demand-response transit, scheduling, accessibility, potential development trends, and transportation needs and priorities.

Seven interviews took place with representatives across the region including HOGA county leaders, senior services representatives, and other organizations representing populations likely to depend on transit. These perspectives aided the project team in understanding the local transportation context in individual communities and for specific populations likely to benefit from transit. Overall, the stakeholders provided insight into needs and opportunities for HOGA regional transit.

Figure 6. Overview of Stakeholder Interview Process

Overview of Stakeholder Interview Process

The project team conducted virtual interviews with multiple project stakeholders in the fall of 2023. These virtual interview sessions included discussion topics related to the Regional TDP and provided the project team with an understanding of the local transportation landscape. Project team members asked questions related to transportation opportunities and challenges, accessibility needs, scheduling, transportation infrastructure, and desires for the future of demand-response transit in the region.

In addition to the fall 2023 stakeholder interviews, the project team conducted one stakeholder interview with Resource Management Systems (RMS), the agency that operates Wilcox County Transit, in March of 2024. Following RMS's engagement in the second PAC meeting, the project team sought further insights into RMS's operations within and beyond Wilcox County. Topics covered included current operations, schedule and fleet management, coordination with DHS/DCH, technology for ride booking and tracking, and ridership. Additionally, RMS discussed regionalization strategies for demand-response transit in the HOGA region.

The following were key themes from the interviews:

- There is a general lack of awareness of available demand-response transit service availability in the region.
- There is a need for demand-response transit service for various types of travel needs, including school-related travel to and from school and daycare, student travel for individuals in college/university/technical schools to access school as well as for personal needs; shopping or personal trips for the general public; and regular medical trips.
- Vehicle needs include wheelchair lifts on all vehicles and ample space for personal items such as shopping bags and medical items.
- Elected officials are hesitant to spend funds on demand-response transit when there are other pressing needs, such as paving dirt roads.
- There is a desire to protect the small-town feel across the region as economic development activities bring growth in population.

4.2 Public Input

The public provided input to help shape the project team’s understanding of needs, opportunities, and community-based transit goals. Input from the community has been given via the following forums shown in **Figure 7**.

Figure 7. Overview of Public Input Activities

Virtual Public Meetings

Two virtual public meetings were held via Zoom. The first meeting allowed the public to give feedback regarding the overall project, existing conditions findings, and transit needs. The second meeting allowed for feedback regarding transit analyses findings, vision and goals statements, and draft transit alternatives.

Transit Development Plan Public Surveys

Two online surveys were conducted. The first survey aided in the project team’s understanding of current travel patterns, common destinations, and usage of demand-response transit by community members in the HOGA region. The second survey collected community feedback regarding alternatives for demand-response transit service expansion and enhancements in the HOGA region.

Project Email Address

A project email address is available for community members to submit comments to the project team.

4.2.1 Public Meeting #1 Findings: October 24, 2023

The first public meeting for the project was held virtually via Zoom on Tuesday, October 24, 2023. The intent of this meeting was to provide an introduction and overview of the HOGARC TDP and to obtain insight from the public’s perspective into transportation challenges and opportunities, and transit service-related needs in the region. This feedback will aid the project team to better understand the region and its residents’ overall attitudes towards transit. The feedback and group discussion from community members will help steer the development of the project vision and goals, existing conditions, travel trends, and eventually the project alternatives and recommendations for the HOGARC TDP. Discussion and feedback from participants in the meeting included:

- In the HOGA region, the majority of individuals who do not own or have access to a car get around by friends and family. Other methods are employer or church shuttles, demand-response transit, college/university shuttle, and taxi.
- Non-emergency medical facilities are key destinations to which HOGA residents need transportation.
- There is a lack of awareness that demand-response transit is available to HOGA residents.
- Individuals would be encouraged to use demand-response transit service if it was convenient and cost effective, and if it could be used between childcare and employment destinations.

4.2.2 Public Survey #1 Findings

Using Survey Monkey, the project team collected input utilizing an online public survey, which was open from October 19, 2023 through January 18, 2024. A total of 75 individuals submitted responses to the survey, 62 being online and 13 submitted in person. **Figure 8** on the following page provides demographic information about the survey participants.

Overarching takeaways from survey responses are as follows:

- Most respondents own or share a personal vehicle and have not used demand-response transit in the HOGA region.
- Primary reasons for not using transit include owning a personal vehicle and lack of service awareness.
- Demand-response transit is very important to the region and there is a great need for improvements.
- More than half are “likely” or “very likely” to use demand-response transit in the future.
- The greatest incentives to using transit in the future include easier scheduling, weekend service, a larger service area, a service that travels outside of the HOGA region, early morning or evening hours of service, and a service more like Uber/Lyft (real-time tracking, easy bookings/cancellations, etc.).

Respondents noted they would be mostly like to use transit for the following purposes:

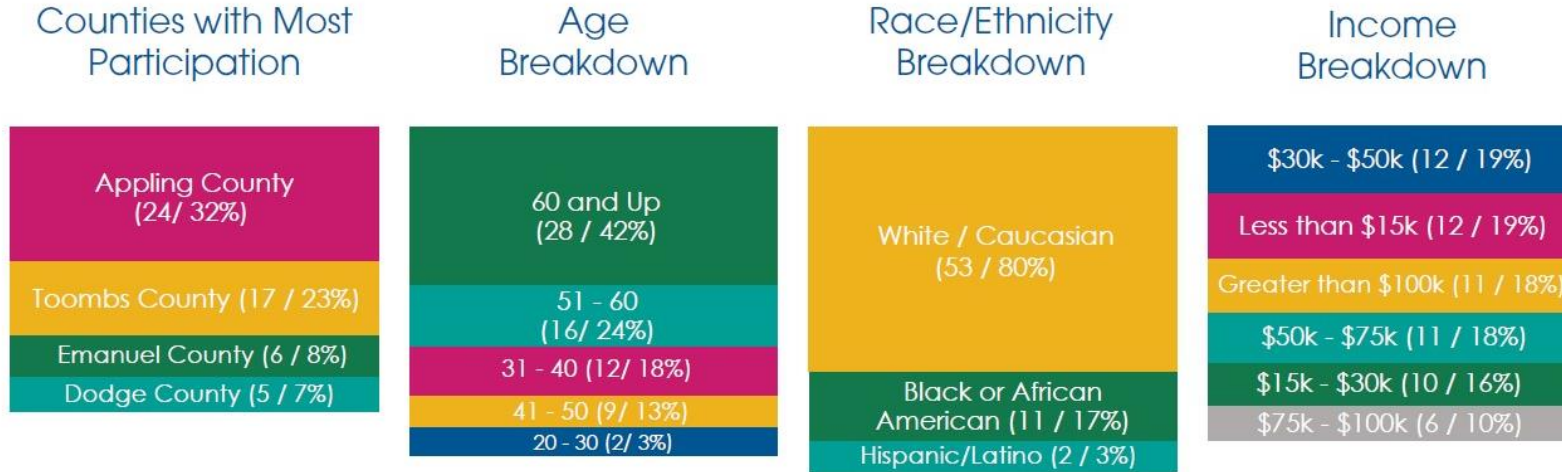
- Medical trips outside of their residential county (40 votes)
- Trips for groceries, services, and shopping (39 votes)
- Dining out, nightlife, or tourism (29 votes)
- Medical trips inside their residential county (29 votes)
- Getting to parks, trails, and recreation (23 votes)

Participants selected the following as the most important goals for regional transit service:

- Providing mobility options for those without a car,
- Providing connections to jobs,
- Supporting economic development,
- Providing transit to all HOGA residents, and
- Connecting to areas outside the HOGA region.

Figure 8. Survey 1 Participant Demographics

SURVEY PARTICIPATION BY THE NUMBERS



Total Participants / % of Participants

4.2.3 Public Meeting #2 Findings: March 12, 2024

The second public meeting for the project was held virtually via Zoom on Tuesday, March 12, 2024. The purpose of the meeting was to provide an update about the project to the public, including an overview of the TDP process, a review of the online survey and stakeholder involvement, to review and obtain feedback on the project’s vision and goals, discuss transit analysis, and consider draft demand-response transit alternatives. Participants in the meeting, representing the Bleckley-Cochran Development Authority and transit riders in Wayne County, engaged with the project team regarding feedback on draft alternatives. The individuals voiced their support for the vision of the Transit Development Plan and provided some key takeaways, including:

- Additional methods for spreading the word about transit service availability would be very helpful, such as phone numbers on buses, social media, information provided in community areas, information sent with utility bills, and text messaging.
- Other population groups to focus on who are potential transit riders include church groups, those traveling to recreational facilities, and those needing first mile/last mile connections.
- A shortage of drivers, particularly in Wayne County, affects reliability and availability of transit service.
- There are a number of potential employers, both inside and outside the region, who could benefit from demand-response transit service: Frito Lay, Gilmer Warehouse, Blue Bird buses, employers in Dublin, and Yellowood. This opportunity to help move the workforce to higher paying jobs would be helpful.
- Colleges and technical schools in the region are valuable in the community and workforce, and partnerships for demand-response transit would benefit students and communities.

- Schedule enhancements on both weekdays and weekends were supported.
- Not all buses are properly outfitted with accessibility needs.

4.2.4 Public Survey #2 Findings

A second public online survey was conducted from March 12 to April 19, 2024. Utilizing SurveyMonkey, the project team collected feedback about draft demand-response transit alternatives, draft project goals, current and potential transit usage, and demographic information. A total of 213 individuals completed this survey: 196 were completed online, and 17 were completed via hard copy and returned to the project team.

Figure 9 on the following page displays demographic information of respondents who completed this survey.

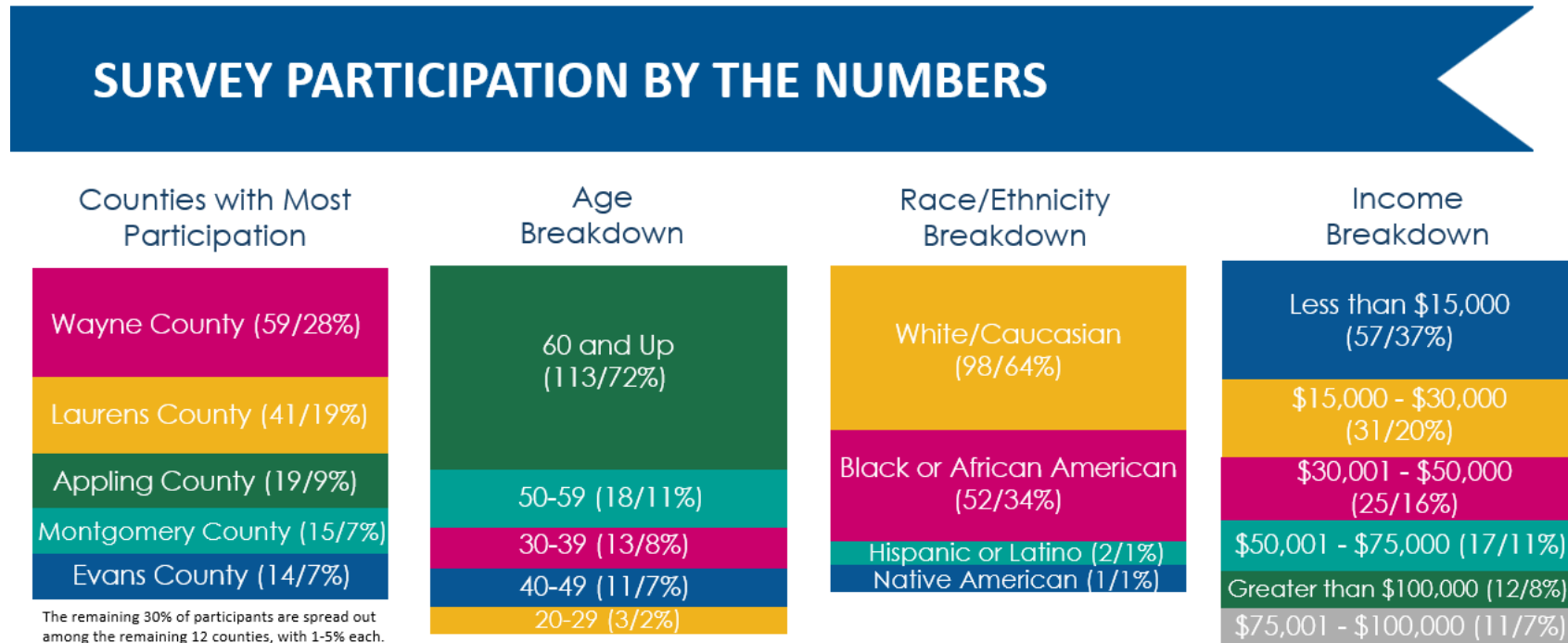
Key findings from the second public survey include:

- Over 68 percent of participants were “likely” or “very likely” to use demand-response transit if it was expanded to their home county.
- Seventy-five percent of participants answered that they support HOGARC’s advancement of demand-response transit services to help meet the region’s transportation needs.
- The most-desired destinations to access via demand-response transit include non-emergency medical facilities, shopping, and senior and community centers.
- Outside the HOGA region, participants desired demand-response transit for trips to Savannah and Macon.
- Participants support expanded service hours earlier in the morning and later in the evening on weekdays, and midday on Saturdays and Sundays.

Additionally, survey participants were presented with multiple potential project goals and were asked to indicate how they view the importance of each for demand-response transit in the HOGA region. Each of these goals is listed in order of importance as indicated by those who completed this survey.

- Meet the needs of transit-dependent populations,
- Maximize funding opportunities,
- Increase public awareness,
- Promote agency coordination, and
- Provide local and regional connections.

Figure 9. Survey 2 Participant Demographics



Total Participants / % of Participants

5.0 Vision and Goals for Transit in the Heart of Georgia Altamaha Region

5.1 Vision

The 17-county Heart of Georgia Altamaha Region is primarily rural in nature, with GDOT-administered rural demand-response transit systems currently operating in six counties. Most residents travel by personal vehicle, but there is also a transit-dependent population for whom driving is not a safe or feasible option. This transit-dependent population is expected to grow over the coming years. Using input and analysis outlined in previous sections, the following vision statement for the HOGARC TDP was developed by the project team to address transit needs across the region and the desires of community members and stakeholders.

Figure 10. Heart of Georgia Altamaha Regional TDP Vision



The graphic consists of a dark green rounded rectangle at the top containing the title "Heart of Georgia Altamaha Regional TDP Vision Statement" in white text. Below this is a light grey rounded rectangle containing the vision statement text in green text.

**Heart of Georgia
Altamaha Regional TDP
Vision Statement**

Transit service in the HOGA region will make use of available funding opportunities to provide mobility options and regional connections to jobs, healthcare, education, and essential services to support the Region's quality of life and economic development.

5.2 Goals

Four core transit goals were identified to further expand upon the project's vision statement, which are shown below. These goals will guide project recommendations and TDP implementation. The italicized text that follows provides an expanded description of each goal.

- 1. Maximize Funding and Provide Connections**
Maximize funding resources to ensure long-term viability and sustainability of regional demand-response transit, while providing local and regional connections to essential services and daily needs.
- 2. Promote Agency Coordination**
Promote regional coordination and resource sharing to enable efficiencies, best practices, and expand demand-response transit coverage across county lines and throughout the region.
- 3. Increase Public Awareness**
Build meaningful partnerships between transit providers, major employers, and government and other agencies to increase public awareness of demand-response transit options.
- 4. Meet Needs of Transit-Dependent Populations**
Ensure that system capacity adequately serves the region's transit-dependent populations in an equitable and accessible manner.

5.3 Next Steps

As the plan progresses, the planning team will establish objectives, performance measures, and metrics for each goal as a part of the Alternatives Analysis and Recommendations task. These will provide greater specificity regarding how the goals will be achieved. GDOT, the HOGARC, and local governments are all implementing actors, so these entities will be involved as these targets are developed.