North Fulton Transit Expansion
Survey Results for

CONNECT 400
GA 400 TRANSIT INITIATIVE

Conducted by

Kennesaw State UNIVERSITY
A.L. Burruss Institute of
Public Service and Research

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Need for the Survey

- MARTA GA 400 Transit Initiative Started in late 2011
- Early Scoping – Phase 1
  - Completed Fall 2013
  - Established GA 400 as preferred location of project (alignment detail to be refined)
  - Heavy Rail preferred by majority of stakeholders
  - Initial Survey conducted in 12/2012 (136 participants)

- **Request from stakeholders for further inquiry into transit need**
  - Statistically valid survey
  - Desire for more broad based community input
Survey Background

- Initiated in March 2014 with KSU – A.L. Burruss Institute of Public Service and Research
- Statistically valid; 1,000+ Sample Size, Margin of Error +/- 4%
- **612 RESIDENT** respondents via phone
  - Cellphone (200)
  - Landline (412)
- **463 EMPLOYEE** respondents via internet
  - Online survey
  - Employees within 1-mile of GA 400 Corridor
**Survey Demographics**

**Residents**
- Approximately 50% Female to 50% Male split
- 18+ Surveyed Only
  - Majority in the 35 – 54 year old range
- 69% of Respondents White
  - 12% Black
  - 10% Asian
  - 8% Latino
  - 1% Other
- Good survey coverage across all of Northern Fulton County
- Respondent rate by city correlates to municipal population

**Employees**
- 66% Male vs. 31% Female
  - 3% didn’t respond
- 18+ Surveyed Only
  - Majority in the 45 – 64 year old range
- 87% of Respondents White
  - 4% Black
  - 3% Asian
  - 2% Latino
  - 4% Other
- 50% of employees live outside of the northern Fulton County area
- Remaining 50% correspond to a similar per capita split as residents
Survey Result Highlights

Approve or Disapprove of Potential Expansion of MARTA to Forsyth County Line?

- **Approve**: 37%
- **Strongly Approve**: 39%
- **Disapprove**: 11%
- **Strongly Disapprove**: 8%
- **Don't Know**: 5%

**Employees**: 45% Strongly Approve / 31% Approve
(Consistent 76% Approval)

How should MARTA expansion be accomplished?

- **Heavy Rail**: 40%
- **Light Rail**: 37%
- **BRT in Dedicated Lanes**: 11%
- **BRT in HOV/T Lanes**: 6%
- **Don't Know**: 6%

**Employees**: 68% Heavy Rail / 25% Light Rail / 6% BRT
Other Key Findings

• Very few utilize MARTA currently for commuting to work (In the past, approximately 10% of residents have used MARTA and <1% of employees currently use MARTA)
  – 79% of employed residents drive to work
  – 85% of employees drive to work
• Most respondents use MARTA less than once a month
  – When they do use MARTA it is usually to get to entertainment locations (approximately 60% of residents and 65% of employees).
• Majority of employee respondents would use MARTA more if a rail station was closer to their homes and/or jobs (52%)
Conclusions

• MARTA expansion is supported by ~80% of residents and employees

• Preference is for Heavy Rail
  – 2nd is Light Rail, 3rd is Bus Rapid Transit
  – Survey didn’t include context on costs and impacts

• Good distribution of responses from northern Fulton County municipalities

• Residents recognize that better public transportation system is needed