

**Public Opinion of Potential MARTA Expansion
in North Fulton County**

**Results of a Survey of North Fulton County Residents
and
the Employed Along the GA-400 Corridor**

On Behalf of:
The Metropolitan Atlanta Rapid Transit Authority
(MARTA)



Conducted by:
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Table of Contents



EXECUTIVE SUMMARY

1.0 INTRODUCTION	1
2.0 RESULTS OF THE SURVEY OF NORTH FULTON COUNTY RESIDENTS.....	2
2.1 Perceptions of North Fulton County Residents on Selected Transportation Issues	2
2.2 Expansion of MARTA Up GA-400 Corridor to Forsyth County Line	8
2.3 How Should MARTA Expansion Be Accomplished?	10
2.4 How Should Access to New MARTA Stations Be Accomplished?	12
2.5 Would Expansion of MARTA Encourage Respondents to Use MARTA More Often?....	14
2.6 Potential Use of New MARTA Station Locations	16
2.7 Current Use of the Marta System	21
2.71 Proximity to MARTA Bus Stops and Rail Stations	21
2.72 MARTA Usage.....	21
2.73 Why Not Use MARTA?	22
2.74 Commuting Habits of Employed Respondents and Students.....	23
3.0 SURVEY OF PEOPLE EMPLOYED WITHIN ONE MILE RADIUS OF GA-400.....	25
3.1 Expansion of MARTA Up GA-400 Corridor to Forsyth County Line	25
3.2 How Should MARTA Expansion Be Accomplished?	27
3.3 Current Use of the MARTA System.....	29
3.31 Proximity to MARTA Bus Stops and Rail Stations	29
3.32 MARTA Usage.....	29
3.33 Other Characteristics of Employees.....	30
3.34 Would Employees Use MARTA More Often If Bus Stops or Rail Stations Were Closer to Work and Home?	31

3.35 Other Conditions That Might Lead Employees to Utilize MARTA 37

3.36 Would Respondent Use MARTA to Access Locations Near Potential New Stations
During Breaks from Work? 42

3.37 Which New Station Would Be Most Useful to Employees? 44

3.38 Why Not Use MARTA? 46

Appendix A – Demographics 47

Demographic Characteristics of the Residents in North Fulton County - Weighted..... 48

Demographic Characteristics of the Employees..... 51

Appendix B – Survey Instruments..... 54

North Fulton County Resident Survey 55

Online Survey of Employees in GA-400 Corridor 63

Appendix C – Location of Respondents 70



EXECUTIVE SUMMARY

Residents of north Fulton County seem to recognize that traffic congestion is a real problem in the area. Eight out of every ten respondents either strongly agreed or agreed with such a statement. Residents seem to recognize that a better public transportation system is needed in the area. However, they also said that improving the local roads is the best way to improve transportation problems in the area.

The results of both surveys suggest that there is significant support for the potential expansion of MARTA to the Forsyth County line. Approximately three-fourths of the respondents in both groups either *strongly approve* or *approve* of such a proposal. Heavy rail seems to be the preferred method of expansion, particularly for area employees. A plurality of north Fulton County residents prefer heavy rail, but light rail also received significant support from that group.

While significant percentages of the respondents in both groups said they have ridden either a MARTA bus or MARTA train, very few currently do so with any frequency. Very few utilize MARTA to commute to work. Most respondents indicated they use MARTA less than once a month, and when they do use MARTA it is usually to get to entertainment locations. While a majority of north Fulton County residents said expanding MARTA would encourage them to ride MARTA more often, the number who said they would use a new station in an expanded MARTA system on a regular basis is relatively small.

For employees in the area, the results suggest that a significant percentage of employees would use MARTA more often (to some unknown degree) if certain conditions were improved. A majority said they would use MARTA more often if it were cleaner, perceived to be safer, if they didn't have to wait so long for a bus or train, and if MARTA could get them to their destinations faster. A majority of employee respondents also said they would use MARTA more often if a rail station was closer to their homes and/or their place of employment.

These results are based on data obtained from two surveys; a telephone survey of 612 randomly selected adult residents of north Fulton County that incorporated both landline and cellphone technologies. Results for this survey have a margin of error of $\pm 4\%$ for the respondents as a whole. A second survey of employees working within a one mile radius of the GA-400 corridor was conducted in an online format to supplement the findings of the telephone survey. Four hundred sixty-three (463) employees responded to this survey.



1.0 INTRODUCTION

In March 2014, the A.L. Burruss Institute of Public Service and Research at Kennesaw State University conducted a pair of surveys on behalf of the Metropolitan Atlanta Rapid Transit Authority (MARTA) to determine levels of support for a potential expansion of MARTA service through north Fulton County to the Forsyth County line and other related issues. The expansion would follow the GA-400 corridor with specific alignment to be determined by future environmental study.

The first survey was a telephone survey of randomly selected north Fulton County adults ages 18 and older. A total of 612 respondents were surveyed. The survey included adults with traditional landline telephones (412) as well as those who rely primarily on cellphones (200).¹ The data was weighted for collection mode (landline vs. cellphone) to approximate the balance of phone usage among the residents in north Fulton County, and finally by selected demographics including gender, age, race, ethnicity (Latino/non-Latino), and education so that the sample approximates the adult population of north Fulton County on these characteristics. The margin of error for the respondents as a whole is $\pm 4\%$. It should be noted that the city of Mountain Park is a very small municipality (population = 506, according to the 2010 Census), part of which extends into neighboring Cherokee County. As a result of its small size and its location, very few residents of Mountain Park were included in the sample respondents.

The second survey was an online survey of adults who are employed within a 1-mile radius of the GA-400 highway corridor. E-mail addresses of employees within this corridor were purchased from a commercial vendor. E-mail invitations were sent to prospective respondents in mid-March. Three reminders were sent to those addresses from which a response had not yet been received; the first reminder was sent five business days after the initial invitation was sent. The second and third reminders were sent approximately seven days apart after that. A total of 463 persons participated in the online survey.² Due to limitations in business contact databases that are available to commercial companies that compile and disseminate this information, respondents to this survey were skewed towards individuals in middle to upper-level management positions, and were mostly white males.

Frequency distributions of the demographic characteristics of the respondents to both surveys are included in Appendix A, and the survey instruments are contained in Appendix B. Appendix C contains maps that reflect the geographic distribution of the respondents to both surveys.

¹ On the landline survey, 7,300 potential households were included in the sample database after initial screening for non-qualified respondents (households not located in north Fulton; businesses, churches, etc.); for the survey of north Fulton residents who rely primarily on cellphones, 9,100 numbers were included in the sample database.

² For the online survey, e-mail invitations were sent to 13,593 potential respondents. 5,400 of these invitations “bounced back” because of invalid e-mail addresses. An additional 5,261 recipients never opened the e-mail invitation. Thus, 2,932 potential respondents presumably received and viewed the e-mail invitations.

2.0 RESULTS OF THE SURVEY OF NORTH FULTON COUNTY RESIDENTS

2.1 Perceptions of North Fulton County Residents on Selected Transportation Issues

Respondents were given four statements related to transportation issues in north Fulton County and asked to indicate their level of agreement with each statement. The order of the statements was randomly rotated for each respondent. The statements were:

- “Traffic congestion is a real problem in north Fulton County.”
- “North Fulton County needs a better public transportation system.”
- “I would use public transportation more often if it could get me to the places I need to go.”
- “Improving the local roads in north Fulton County is the best way to solve our traffic problems.”

Figure A provides a summary of opinions on these issues. Specifically:

- An overwhelming majority of residents of North Fulton County believe traffic congestion is a real problem in the area. Fifty-seven percent (57%) of the respondents *strongly agreed* with this statement, while 36.4% *agreed*;
- Over three-fourths of the respondents generally agreed that north Fulton County needs a better public transportation system. Almost equal numbers either *strongly agreed* (39.2%) or *agreed* (39.6%) with this statement;
- Almost two-thirds of all respondents indicated they would use public transportation more often if it could get them to places they need to go. Thirty percent *strongly agreed* with this statement, while 36.4% *agreed*;
- Ironically, almost two-thirds of the respondents generally agreed that improving the local roadways is the best way to solve the areas traffic problems. One-fifth (21.3%) of the respondents *strongly agreed* with this statement, while almost one-half (44.3%) *agreed*.

Tables 1 – 4 provide a breakdown of the responses to these questions by selected demographic characteristics of the respondents.

Figure A: Perceptions of NFC Residents on Selected Transportation Issues

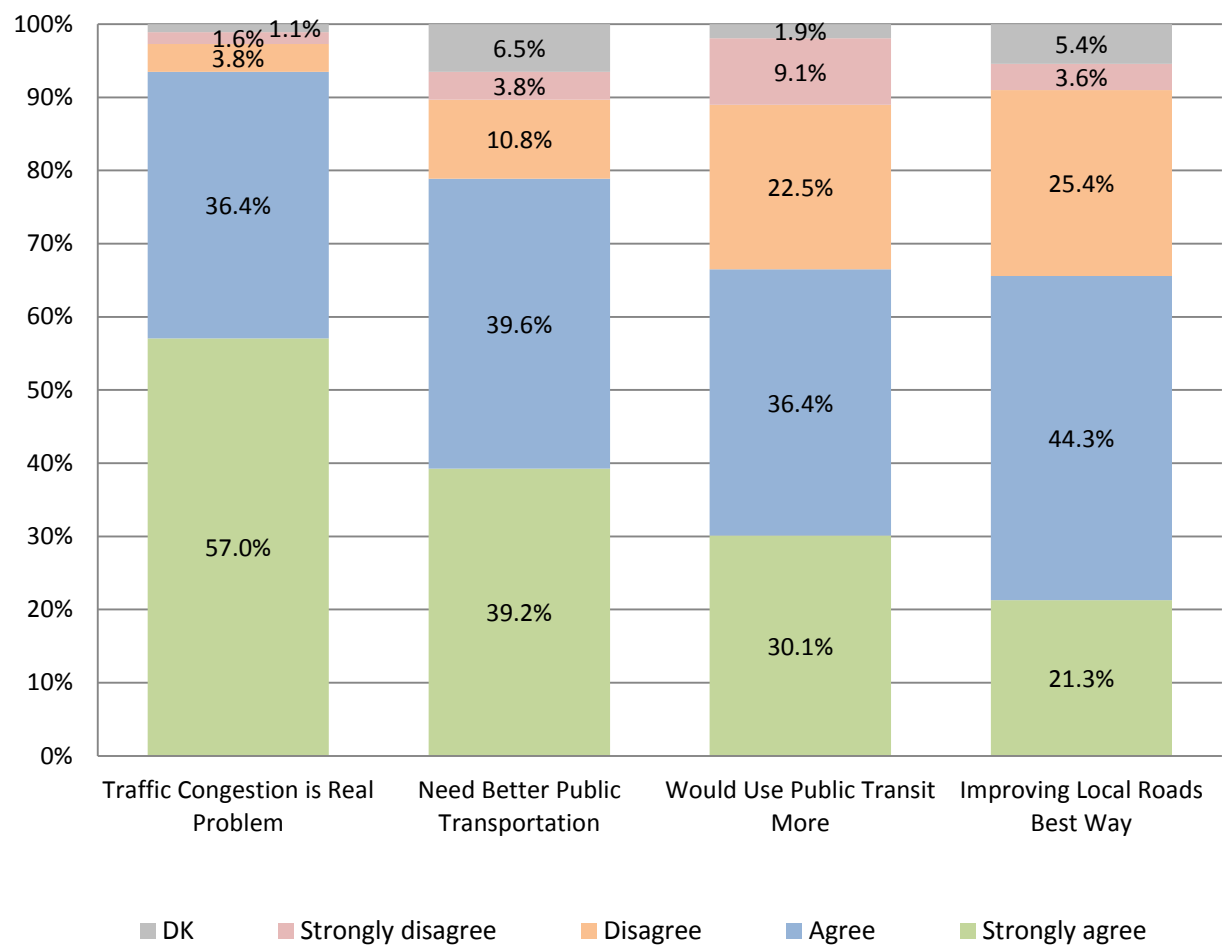


Table 1
Traffic Congestion is a Real Problem in North Fulton County

	Strongly agree	Agree	Disagree	Strongly disagree	DK	Total
<i>All respondents</i>	57.0%	36.4%	3.8%	1.6%	1.1%	100.0%
Gender						
Male	57.0% _a	35.5% _a	4.1% _a	3.1% _a	0.3% _a	100.0%
Female	56.8% _a	37.5% _a	3.5% _a	0.3% _b	1.9% _a	100.0%
Age						
18-24	43.4% _a	47.2% _a	0.0%	9.4% _a	0.0%	100.0%
25-34	49.5% _a	45.8% _a	2.8% _a	0.0%	1.9% _a	100.0%
35-44	64.9% _b	29.0% _b	3.1% _a	1.5% _b	1.5% _a	100.0%
45-54	62.6% _b	30.9% _b	4.3% _a	1.4% _b	0.7% _a	100.0%
55-64	59.3% _{a,b}	36.0% _{a,b}	2.3% _a	1.2% _b	1.2% _a	100.0%
65+	52.8% _{a,b}	41.7% _{a,b}	2.8% _a	1.4% _b	1.4% _a	100.0%
Race						
White	57.5% _a	35.0% _a	4.5% _a	2.1% _a	0.9% _a	100.0%
Black	59.2% _a	36.8% _a	2.6% _a	1.3% _a	0.0%	100.0%
Asian	52.4% _a	46.0% _a	0.0%	0.0%	1.6% _a	100.0%
Other	70.6% _a	23.5% _a	5.9% _a	0.0%	0.0%	100.0%
Latino						
Yes	63.3% _a	18.4% _a	14.3% _a	0.0%	4.1% _a	100.0%
No	57.4% _a	37.3% _b	2.9% _b	1.8% _a	0.5% _b	100.0%
Education						
Less than HS	52.2% _{a,b,c}	8.7% _a	17.4% _a	21.7% _b	0.0%	100.0%
HS Grad	39.4% _c	54.5% _b	6.1% _{a,b}	0.0%	0.0%	100.0%
Some College	52.9% _{b,c}	41.3% _{b,c}	4.3% _b	0.0%	1.4% _a	100.0%
College Grad (BA/BS)	60.7% _{a,b}	34.5% _{c,d}	2.6% _b	1.7% _b	0.4% _a	100.0%
Grad/Professional Degree	66.4% _a	28.0% _d	2.1% _b	1.4% _b	2.1% _a	100.0%
Residence						
Alpharetta	62.5% _a	31.5% _a	1.8% _a	3.6% _a	0.6% _a	100.0%
John's Creek	59.0% _a	34.4% _a	2.5% _a	1.6% _{a,b}	2.5% _{a,b}	100.0%
Milton	56.1% _{a,b}	36.6% _{a,b}	4.9% _a	2.4% _{a,b}	0.0%	100.0%
Roswell	59.6% _a	35.3% _a	4.4% _a	0.7% _{a,b}	0.0%	100.0%
Sandy Springs	50.9% _{a,b}	48.1% _b	0.9% _a	0.0%	0.0%	100.0%
Other ³	37.8% _b	35.1% _{a,b}	21.6% _b	0.0%	5.4% _b	100.0%

For each demographic characteristic (gender, age, race etc.), row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

³ The "other" category includes respondents living in Mountain View, as well as those who said they live in north Fulton County but not in one of the incorporated cities.

Table 2
North Fulton County Needs a Better Public Transportation System

	Strongly agree	Agree	Disagree	Strongly disagree	DK	Total
All respondents	39.2%	39.6%	10.8%	3.8%	6.5%	100.0%
Gender						
Male	40.3% _a	37.5% _a	10.6% _a	5.5% _a	6.1% _a	100.0%
Female	37.7% _a	41.8% _a	11.1% _a	2.5% _a	7.0% _a	100.0%
Age						
18-24	34.0% _{a,b}	39.6% _{a,b}	7.5% _a	9.4% _a	9.4% _{a,b}	100.0%
25-34	39.0% _{a,b}	47.6% _b	9.5% _a	0.0%	3.8% _{b,c}	100.0%
35-44	42.4% _{a,b}	32.6% _a	14.4% _a	3.8% _{a,c}	6.8% _{a,b,c}	100.0%
45-54	38.4% _{a,b}	39.1% _{a,b}	11.6% _a	4.3% _{a,c}	6.5% _{a,b,c}	100.0%
55-64	48.8% _b	37.2% _{a,b}	7.0% _a	5.8% _a	1.2% _c	100.0%
65+	28.8% _a	43.8% _{a,b}	13.7% _a	0.0%	13.7% _a	100.0%
Race						
White	39.7% _a	37.6% _a	10.8% _a	4.5% _{a,b}	7.5% _a	100.0%
Black	40.0% _a	46.7% _a	8.0% _a	0.0%	5.3% _a	100.0%
Asian	38.1% _a	42.9% _a	17.5% _a	0.0%	1.6% _a	100.0%
Other	41.2% _a	47.1% _a	5.9% _a	5.9% _a	0.0%	100.0%
Latino						
Yes	47.9% _a	43.8% _a	4.2% _a	2.1% _a	2.1% _a	100.0%
No	38.5% _a	39.4% _a	11.7% _a	3.6% _a	6.8% _a	100.0%
Education						
Less than HS	52.2% _a	26.1% _a	0.0%	21.7% _a	0.0%	100.0%
HS Grad	25.8% _b	50.0% _b	12.1% _a	3.0% _b	9.1% _a	100.0%
Some College	34.8% _{a,b}	43.5% _{a,b}	13.0% _a	2.9% _b	5.8% _a	100.0%
College Grad (BA/BS)	40.8% _a	38.6% _{a,b}	10.1% _a	3.1% _b	7.5% _a	100.0%
Grad/Professional Degree	45.8% _a	35.9% _{a,b}	10.6% _a	2.8% _b	4.9% _a	100.0%
Residence						
Alpharetta	39.9% _{a,b}	40.5% _a	7.7% _a	4.8% _a	7.1% _a	100.0%
John's Creek	41.0% _{a,b}	35.2% _a	13.9% _{a,b}	4.9% _a	4.9% _a	100.0%
Milton	35.0% _{a,b}	35.0% _a	12.5% _{a,b}	7.5% _a	10.0% _a	100.0%
Roswell	47.1% _b	36.0% _a	7.4% _a	2.2% _a	7.4% _a	100.0%
Sandy Springs	32.1% _a	46.2% _a	13.2% _{a,b}	1.9% _a	6.6% _a	100.0%
Other	29.7% _{a,b}	48.6% _a	18.9% _b	0.0%	2.7% _a	100.0%

For each demographic characteristic (gender, age, race etc.,) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

Table 3
I Would Use Public Transportation More Often if it Could Get Me Where I Need to Go

	Strongly agree	Agree	Disagree	Strongly disagree	DK	Total
All respondents	30.1%	36.4%	22.5%	9.1%	1.9%	100.0%
Gender						
Male	29.1% _a	38.4% _a	20.9% _a	9.9% _a	1.7% _a	100.0%
Female	30.4% _a	35.1% _a	24.4% _a	8.2% _a	1.9% _a	100.0%
Age						
18-24	17.0% _a	37.7% _a	35.8% _a	9.4% _a	0.0%	100.0%
25-34	48.1% _b	38.7% _a	8.5% _b	4.7% _a	0.0%	100.0%
35-44	36.6% _{b,c}	33.6% _a	19.1% _c	10.7% _a	0.0%	100.0%
45-54	23.9% _a	39.1% _a	21.0% _{c,d}	11.6% _a	4.3% _a	100.0%
55-64	27.6% _{a,c}	36.8% _a	26.4% _{a,c,d}	8.0% _a	1.1% _{a,b,c,d}	100.0%
65+	18.1% _a	36.1% _a	33.3% _{a,d}	6.9% _a	5.6% _a	100.0%
Race						
White	29.7% _{a,b}	33.7% _a	25.5% _a	9.6% _a	1.4% _a	100.0%
Black	40.0% _b	38.7% _{a,b}	14.7% _b	5.3% _a	1.3% _a	100.0%
Asian	19.0% _a	49.2% _b	17.5% _{a,b}	11.1% _a	3.2% _a	100.0%
Other	18.8% _{a,b}	56.3% _{a,b}	12.5% _{a,b}	12.5% _a	0.0%	100.0%
Latino						
Yes	22.4% _a	59.2% _a	12.2% _a	6.1% _a	0.0%	100.0%
No	30.7% _a	34.5% _b	23.5% _a	9.5% _a	1.8% _a	100.0%
Education						
Less than HS	0.0%	52.2% _a	26.1% _{a,b,c}	21.7% _a	0.0%	100.0%
HS Grad	23.9% _b	35.8% _a	32.8% _c	7.5% _{a,b}	0.0%	100.0%
Some College	31.4% _b	40.1% _a	16.8% _b	10.2% _{a,b}	1.5% _a	100.0%
College Grad (BA/BS)	33.3% _b	32.5% _a	25.9% _{a,c}	7.0% _b	1.3% _a	100.0%
Grad/Professional Degree	30.8% _b	38.5% _a	17.5% _{a,b}	9.8% _{a,b}	3.5% _a	100.0%
Residence						
Alpharetta	30.4% _{a,b,c}	33.3% _a	25.0% _a	10.7% _{a,b,c}	0.6% _a	100.0%
John's Creek	21.5% _c	38.0% _{a,b}	23.1% _a	12.4% _{b,c}	5.0% _b	100.0%
Milton	26.8% _{a,b,c}	31.7% _a	22.0% _a	17.1% _c	2.4% _{a,b}	100.0%
Roswell	38.0% _b	32.8% _a	21.2% _a	6.6% _{a,b}	1.5% _{a,b}	100.0%
Sandy Springs	35.2% _b	41.0% _{a,b}	18.1% _a	4.8% _a	1.0% _{a,b}	100.0%
Other	16.2% _{a,c}	54.1% _b	27.0% _a	2.7% _{a,b}	0.0%	100.0%

For each demographic characteristic (gender, age, race etc..) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

Table 4
Improving the Local Roads in North Fulton County is the Best Way
to Solve Our Traffic Problems

	Strongly agree	Agree	Disagree	Strongly disagree	DK	Total
All respondents	21.3%	44.3%	25.4%	3.6%	5.4%	100.0%
Gender						
Male	21.5% _a	42.7% _a	26.6% _a	4.8% _a	4.4% _a	100.0%
Female	21.2% _a	46.2% _a	23.7% _a	2.5% _a	6.3% _a	100.0%
Age						
18-24	24.5% _a	54.7% _a	17.0% _a	0.0%	3.8% _{a,b}	100.0%
25-34	20.8% _a	48.1% _{a,b}	27.4% _a	1.9% _a	1.9% _b	100.0%
35-44	19.7% _a	47.0% _{a,b}	22.7% _a	6.8% _a	3.8% _{a,b}	100.0%
45-54	18.8% _a	43.5% _{a,b}	27.5% _a	4.3% _a	5.8% _{a,b}	100.0%
55-64	20.7% _a	42.5% _{a,b}	28.7% _a	3.4% _a	4.6% _{a,b}	100.0%
65+	23.6% _a	36.1% _b	29.2% _a	2.8% _a	8.3% _a	100.0%
Race						
White	18.0% _a	45.2% _a	27.2% _a	3.7% _a	5.9% _a	100.0%
Black	22.7% _{a,b}	44.0% _a	28.0% _a	4.0% _a	1.3% _a	100.0%
Asian	33.3% _b	47.6% _a	12.7% _b	1.6% _a	4.8% _a	100.0%
Other	17.6% _{a,b}	41.2% _a	35.3% _a	5.9% _a	0.0%	100.0%
Latino						
Yes	29.2% _a	39.6% _a	20.8% _a	0.0%	10.4% _a	100.0%
No	19.9% _a	45.6% _a	25.9% _a	3.8% _a	4.7% _a	100.0%
Education						
Less than HS	0.0%	68.2% _a	13.6% _a	0.0%	18.2% _a	100.0%
HS Grad	18.2% _b	50.0% _{a,b}	24.2% _a	0.0%	7.6% _{a,b}	100.0%
Some College	21.7% _b	43.5% _b	29.0% _a	2.9% _a	2.9% _b	100.0%
College Grad (BA/BS)	24.9% _b	43.2% _b	23.1% _a	4.4% _a	4.4% _b	100.0%
Grad/Professional Degree	17.5% _b	42.0% _b	28.7% _a	5.6% _a	6.3% _{a,b}	100.0%
Residence						
Alpharetta	29.2% _a	42.3% _a	20.2% _{a,b}	1.8% _a	6.5% _{a,b}	100.0%
John's Creek	20.5% _a	51.6% _a	16.4% _b	5.7% _a	5.7% _b	100.0%
Milton	29.3% _a	39.0% _a	24.4% _{a,b,c}	4.9% _a	2.4% _b	100.0%
Roswell	10.9% _b	45.3% _a	36.5% _c	2.2% _a	5.1% _b	100.0%
Sandy Springs	19.0% _{a,b}	42.9% _a	30.5% _{a,c}	5.7% _a	1.9% _b	100.0%
Other	21.1% _{a,b}	36.8% _a	23.7% _{a,b,c}	2.6% _a	15.8% _a	100.0%

For each demographic characteristic (gender, age, race etc.,) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

2.2 Expansion of MARTA Up GA-400 Corridor to Forsyth County Line

The respondents were asked whether they would approve or disapprove of a proposal to expand MARTA service up the GA-400 corridor to the Forsyth County line. The results in *Figure B* reveal there is significant support for such a proposal. Three-fourths of the respondents indicated they either *strongly approve* (39%) or *approve* (37%) of such a proposal.

Table 5 provides a breakdown of the responses to this question by selected demographic characteristics of the respondents.

Figure B: Opinions on Possible MARTA Expansion Along the GA-400 Corridor to the Forsyth County Line

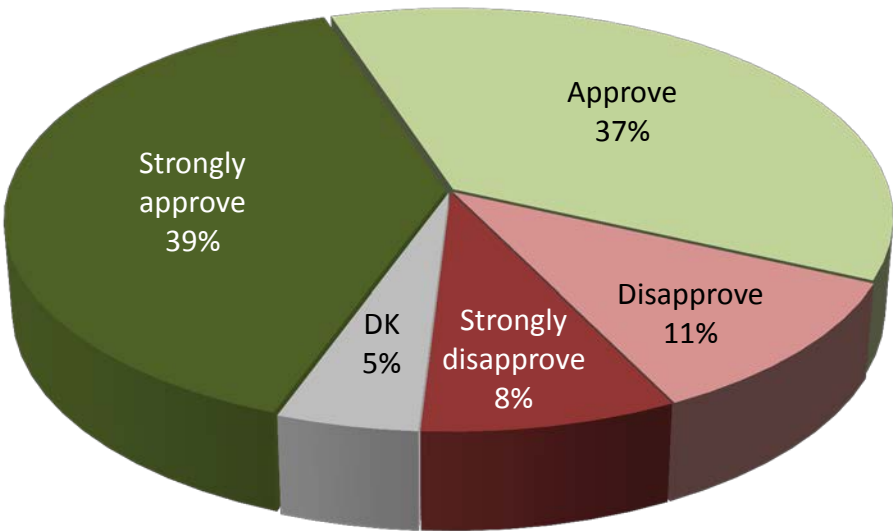


Table 5
Approve or Disapprove of Potential Expansion of MARTA to Forsyth County Line?

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	DK	Total
All respondents	39.4%	37.0%	10.8%	8.3%	4.6%	100.0%
Gender						
Male	41.3% _a	33.4% _a	10.6% _a	11.3% _a	3.4% _a	100.0%
Female	37.3% _a	40.5% _a	10.8% _a	5.7% _a	5.7% _a	100.0%
Age						
18-24	13.2% _a	58.5% _a	3.8% _{a,b}	1.9% _a	22.6% _a	100.0%
25-34	50.0% _b	38.7% _b	4.7% _b	6.6% _{a,b}	0.0%	100.0%
35-44	42.7% _{b,c}	32.8% _b	13.0% _{a,c}	8.4% _{a,b}	3.1% _{b,c}	100.0%
45-54	39.1% _{b,c}	33.3% _b	13.0% _{a,c}	11.6% _b	2.9% _{b,c}	100.0%
55-64	44.8% _{b,c}	32.2% _b	13.8% _{a,c}	5.7% _{a,b}	3.4% _{b,c}	100.0%
65+	33.3% _c	36.1% _c	16.7% _c	6.9% _{a,b}	6.9% _c	100.0%
Race						
White	36.8% _a	37.9% _a	10.8% _a	9.1% _a	5.4% _a	100.0%
Black	57.3% _b	30.7% _a	8.0% _a	1.3% _b	2.7% _a	100.0%
Asian	31.7% _a	44.4% _a	17.5% _a	4.8% _{a,b}	1.6% _a	100.0%
Other	37.5% _{a,b}	43.8% _a	6.3% _a	12.5% _a	0.0%	100.0%
Latino						
Yes	36.2% _a	38.3% _a	0.0%	6.4% _a	19.1% _a	100.0%
No	39.6% _a	37.4% _a	11.7% _b	8.0% _a	3.3% _b	100.0%
Education						
Less than HS	13.0% _a	52.2% _a	0.0%	0.0%	34.8% _a	100.0%
HS Grad	39.4% _b	37.9% _a	9.1% _a	9.1% _a	4.5% _{b,c}	100.0%
Some College	37.2% _b	40.9% _a	10.9% _a	7.3% _a	3.6% _{b,c}	100.0%
College Grad (BA/BS)	40.2%	35.8% _a	10.0% _a	9.2%	4.8% _c	100.0%
Grad/Professional Degree	45.5% _b	32.9% _a	14.0% _a	7.0% _a	0.7% _b	100.0%
Residence						
Alpharetta	38.1% _{b,c,d}	37.5% _a	14.3% _a	7.7% _{a,b,c,d}	2.4% _a	100.0%
John's Creek	33.6% _{c,d}	32.0% _a	9.8% _{a,b}	13.1% _{c,d}	11.5% _b	100.0%
Milton	26.8% _{b,d}	36.6% _a	19.5% _a	14.6% _{b,d}	2.4% _{a,b}	100.0%
Roswell	42.3% _{a,b,c,d}	39.4% _a	8.8% _{a,b}	7.3% _{a,b,c,d}	2.2% _a	100.0%
Sandy Springs	49.5% _a	37.1% _a	4.8% _b	3.8% _a	4.8% _{a,b}	100.0%
Other	41.7% _{a,b,c,d}	41.7% _a	11.1% _{a,b}	2.8% _{a,b,c,d}	2.8% _{a,b}	100.0%

For each demographic characteristic (gender, age, race etc.,) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

2.3 How Should MARTA Expansion Be Accomplished?

Respondents who said they would approve of a proposal to extend MARTA to the Forsyth County line were asked how that proposed expansion should be accomplished. *Figure C* reveals that *heavy rail* would be preferred by a plurality (40%) of these respondents. *Light rail* is preferred by 37%. The use of bus rapid transit in HOT or HOV lanes was preferred by 11%, while bus rapid transit that would utilize dedicated lanes is preferred by just 6%.

Table 6 provides a breakdown of the responses to this question by selected demographic characteristics of the respondents.

Figure C: How Should MARTA Expansion Be Accomplished?

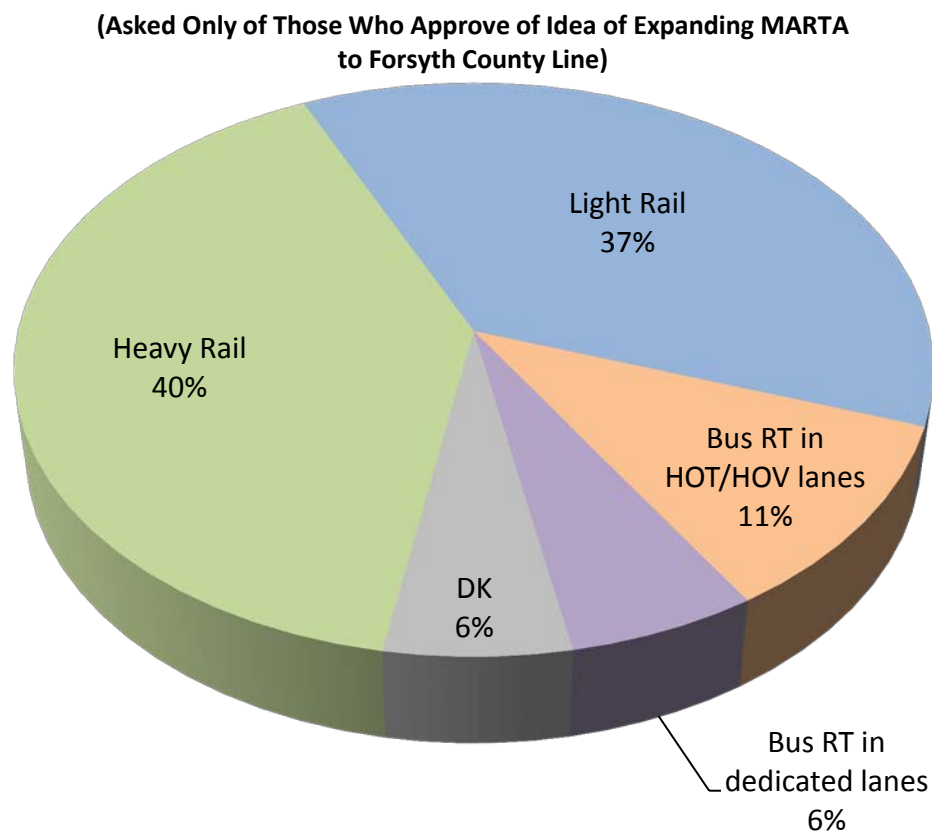


Table 6
How Should Expansion Be Implemented?

	Heavy Rail	Light Rail	Buses - HOT/HOV Lanes	Buses - Dedicated Lanes	DK	Total
All respondents	40.3%	37.1%	10.8%	5.9%	5.8%	100.0%
Gender						
Male	42.7% _a	34.4% _a	12.8% _a	4.6% _a	5.5% _a	100.0%
Female	39.0% _a	39.8% _a	8.1% _a	6.9% _a	6.1% _a	100.0%
Age						
18-24	44.7% _{a,b}	23.7% _a	23.7% _a	7.9% _a	0.0%	100.0%
25-34	30.5% _b	44.2% _b	12.6% _{a,b}	8.4% _a	4.2% _{a,b}	100.0%
35-44	46.9% _a	35.7% _{a,b}	6.1% _b	5.1% _a	6.1% _{a,b}	100.0%
45-54	47.0% _a	37.0% _{a,b}	9.0% _b	4.0% _a	3.0% _{a,b}	100.0%
55-64	42.6% _{a,b}	35.3% _{a,b}	13.2% _{a,b}	2.9% _a	5.9% _{a,b}	100.0%
65+	35.3% _{a,b}	37.3% _{a,b}	7.8% _b	9.8% _a	9.8% _b	100.0%
Race						
White	41.6% _a	40.3% _a	8.1% _a	4.1% _a	5.9% _a	100.0%
Black	39.4% _a	31.8% _a	21.2% _b	1.5% _a	6.1% _{a,b}	100.0%
Asian	29.2% _a	35.4% _a	12.5% _{a,b}	18.8% _b	4.2% _a	100.0%
Other	35.7% _a	21.4% _a	14.3% _{a,b}	7.1% _{a,b}	21.4% _b	100.0%
Latino						
Yes	42.9% _a	2.9% _a	28.6% _a	0.0%	25.7% _a	100.0%
No	39.7% _a	40.4% _b	9.3% _b	6.4% _a	4.3% _b	100.0%
Education						
Less than HS	60.0% _a	13.3% _a	0.0%	0.0%	26.7% _a	100.0%
HS Grad	27.5% _b	31.4% _{a,b,c}	29.4% _c	5.9% _{a,b,c}	5.9% _b	100.0%
Some College	47.7% _a	30.8% _{a,c}	15.9% _b	1.9% _c	3.7% _b	100.0%
College Grad (BA/BS)	35.8% _{a,b}	42.8% _b	5.8% _a	11.0% _b	4.6% _b	100.0%
Grad/Professional Degree	45.5% _a	39.3% _{b,c}	6.3% _a	2.7% _{a,c}	6.3% _b	100.0%
Residence						
Alpharetta	35.9% _a	38.3% _a	14.1% _a	7.0% _{a,b,c}	4.7% _a	100.0%
John's Creek	43.8% _{a,b}	36.3% _a	7.5% _a	10.0% _c	2.5% _a	100.0%
Milton	65.4% _b	30.8% _a	3.8% _a	0.0%	0.0%	100.0%
Roswell	38.9% _a	43.4% _a	7.1% _a	1.8% _b	8.8% _{a,b}	100.0%
Sandy Springs	40.7% _a	34.1% _a	15.4% _a	4.4% _{a,b,c}	5.5% _{a,b}	100.0%
Other	30.0% _a	26.7% _a	13.3% _a	13.3% _{a,c}	16.7% _b	100.0%

For each demographic characteristic (gender, age, race etc.,) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

2.4 How Should Access to New MARTA Stations Be Accomplished?

Respondents who said they would approve of a proposal to extend MARTA to the Forsyth County line also were asked how access to new MARTA stations should be accomplished. Almost three-fourths (71%) of these respondents indicated they would prefer parking lots be built at the locations of the new stations, while just 19% indicated a preference for the development of remote parking lots with shuttle service to the new stations (see *Figure D*).

Table 7 provides a breakdown of the responses to this question by selected demographic characteristics of the respondents.

Figure D: Would Respondent Prefer Remote Parking with Shuttles to New Stations, or Parking Lots at New Stations?

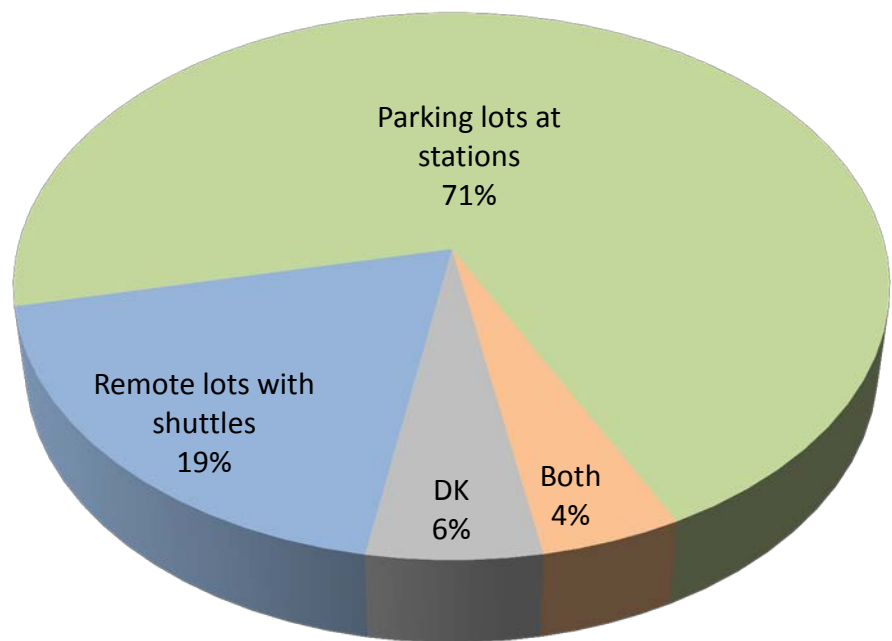


Table 7
How Should Parking for Potential Expansion Be Handled?

	Remote lots with shuttles	Parking at stations	Both	DK	Total
All respondents	18.9%	70.8%	4.6%	5.7%	100.0%
Gender					
Male	19.7% _a	70.1% _a	4.5% _a	5.7% _a	100.0%
Female	18.5% _a	71.3% _a	4.7% _a	5.5% _a	100.0%
Age					
18-24	36.2% _a	59.6% _{a,b}	4.3% _a	0.0%	100.0%
25-34	22.3% _{a,b}	70.2% _{a,b,c}	0.0%	7.4% _{a,b}	100.0%
35-44	13.8% _{b,c}	77.1% _c	4.6% _a	4.6% _a	100.0%
45-54	11.3% _c	74.5% _{b,c}	8.5% _a	5.7% _a	100.0%
55-64	21.9% _{a,b,c}	68.5% _{a,b,c}	5.5% _a	4.1% _a	100.0%
65+	21.2% _{a,b,c}	55.8% _a	7.7% _a	15.4% _b	100.0%
Race					
White	17.9% _a	71.4% _a	4.6% _a	6.1% _a	100.0%
Black	19.1% _a	69.1% _a	7.4% _a	4.4% _a	100.0%
Asian	19.6% _a	74.5% _a	2.0% _a	3.9% _a	100.0%
Other	33.3% _a	66.7% _a	0.0%	0.0%	100.0%
Latino					
Yes	38.6% _a	59.1% _a	0.0%	2.3% _a	100.0%
No	16.8% _b	72.2% _a	5.2% _a	5.8% _a	100.0%
Education					
Less than HS	45.5% _a	54.5% _a	0.0%	0.0%	100.0%
HS Grad	7.5% _b	86.8% _b	1.9% _a	3.8% _a	100.0%
Some College	20.4% _c	69.4% _a	4.6% _a	5.6% _a	100.0%
College Grad (BA/BS)	19.9% _c	68.8% _a	5.9% _a	5.4% _a	100.0%
Grad/Professional Degree	14.9% _{b,c}	73.6% _{a,b}	5.0% _a	6.6% _a	100.0%
Residence					
Alpharetta	17.6% _a	75.0% _a	2.9% _a	4.4% _{a,b}	100.0%
John's Creek	30.2% _b	58.3% _b	6.3% _a	5.2% _{a,b}	100.0%
Milton	21.4% _{a,b}	67.9% _{a,b}	3.6% _a	7.1% _{a,b}	100.0%
Roswell	17.8% _a	74.6% _a	4.2% _a	3.4% _b	100.0%
Sandy Springs	11.0% _a	71.4% _{a,b}	6.6% _a	11.0% _a	100.0%
Other	16.1% _{a,b}	80.6% _a	0.0%	3.2% _{a,b}	100.0%

For each demographic characteristic (gender, age, race etc.,) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

2.5 Would Expansion of MARTA Encourage Respondents to Use MARTA More Often?

Respondents were asked if an expansion of MARTA service northward to the Forsyth County line would encourage them to use the system more often. Almost two-thirds (64%) of the respondents indicated an expansion of this type *would encourage them to use MARTA more often*.

Figure E: Would New MARTA Stations Up GA-400 to Forsyth County Line Encourage Respondents to Use MARTA More Often?

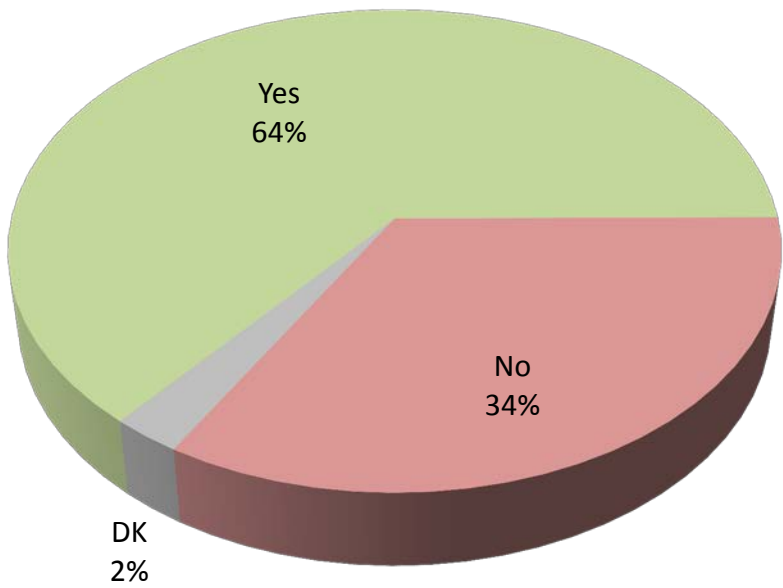


Table 8 provides a breakdown of the responses to this question by selected demographic characteristics of the respondents.

Table 8
Would New MARTA Stations Along GA-400 Corridor in North Fulton County
Encourage Respondent to USE MARTA More Often?

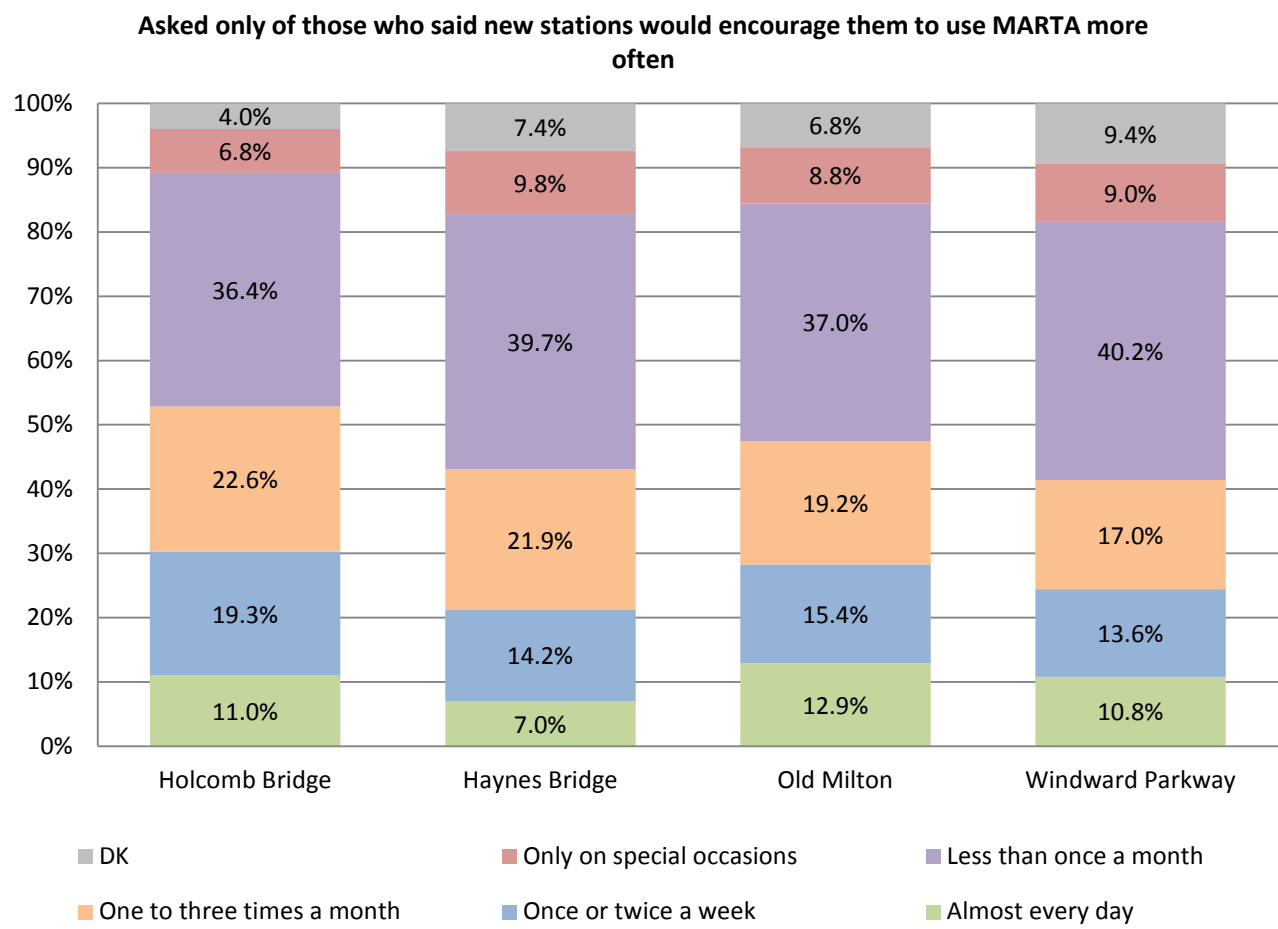
	Yes	No	DK	Total
All respondents	63.8%	33.6%	2.6%	100.0%
Gender				
Male	63.9% _a	34.7% _a	1.4% _a	100.0%
Female	63.4% _a	32.8% _a	3.8% _a	100.0%
Age				
18-24	60.4% _{a,b}	39.6% _{a,b}	0.0%	100.0%
25-34	78.3% _c	21.7% _c	0.0%	100.0%
35-44	67.2% _{b,c}	29.0% _{b,c}	3.8% _a	100.0%
45-54	63.8% _b	33.3% _c	2.9% _{a,b}	100.0%
55-64	61.6% _b	36.0% _{a,b}	2.3% _{a,b}	100.0%
65+	45.2% _a	47.9% _a	6.8% _a	100.0%
Race				
White	59.5% _a	37.7% _a	2.8% _a	100.0%
Black	74.7% _b	22.7% _b	2.7% _a	100.0%
Asian	85.5% _b	12.9% _b	1.6% _a	100.0%
Other	75.0% _{a,b}	25.0% _{a,b}	0.0%	100.0%
Latino				
Yes	68.8% _a	29.2% _a	2.1% _a	100.0%
No	63.7% _a	33.6% _a	2.7% _a	100.0%
Education				
Less than HS	52.2% _a	47.8% _a	0.0%	100.0%
HS Grad	59.1% _a	39.4% _{a,b}	1.5% _a	100.0%
Some College	63.5% _a	30.7% _{a,b}	5.8% _a	100.0%
College Grad (BA/BS)	62.0% _a	35.8% _{a,b}	2.2% _a	100.0%
Grad/Professional Degree	71.3% _a	26.6% _b	2.1% _a	100.0%
Residence				
Alpharetta	65.7% _a	32.0% _a	2.4% _a	100.0%
John's Creek	65.0% _a	31.7% _a	3.3% _a	100.0%
Milton	53.7% _a	43.9% _a	2.4% _a	100.0%
Roswell	67.2% _a	29.9% _a	2.9% _a	100.0%
Sandy Springs	56.6% _a	41.5% _a	1.9% _a	100.0%
Other	73.0% _a	27.0% _a	0.0%	100.0%

For each demographic characteristic (gender, age, race etc.,) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

2.6 Potential Use of New MARTA Station Locations

Potential locations for new MARTA stations include interchanges along GA-400 at Holcomb Bridge Road, Haynes Bridge Road, Old Milton Parkway and Windward Parkway. Respondents who said an extension of MARTA service *would* encourage them to use MARTA more often also were asked how often they might use MARTA to travel to and from each potential location. Figure F provides a summary of those results. For each location, a plurality of respondents indicated they would use MARTA to go to and from that location *less than once a month*. For each location, between 20% - 30% said they would use MARTA to travel to and from a given location *at least* once or twice a month (see Figure F).

Figure F: How Often Would Respondents Use New MARTA Stations at Selected GA-400 Interchanges?



Tables 9 – 12 provide a breakdown of the results for each location by selected demographic characteristics of the respondents.

Table 9
How Often Would Respondent Use New Station at Holcomb Bridge?

	Almost every day	Once or twice a week	One to three times a month	Less than once a month	Only on special occasions	DK	Total
All respondents	11.0%	19.3%	22.5%	36.4%	6.8%	4.0%	100.0%
Gender							
Male	6.9% _a	21.3% _a	25.5% _a	35.1% _a	6.9% _a	4.3% _a	100.0%
Female	13.9% _b	17.4% _a	19.9% _a	37.8% _a	7.0% _a	4.0% _a	100.0%
Age							
18-24	15.6% _a	25.0% _{a,b}	43.8% _a	9.4% _a	6.3% _a	0.0%	100.0%
25-34	13.3% _a	30.1% _b	25.3% _{a,b}	27.7% _b	3.6% _a	0.0%	100.0%
35-44	16.9% _a	20.2% _{a,b}	9.0% _c	43.8% _c	5.6% _a	4.5% _{a,b}	100.0%
45-54	10.2% _a	15.9% _{a,c}	21.6% _b	34.1% _{b,c}	11.4% _a	6.8% _a	100.0%
55-64		7.5% _c	24.5% _{a,b}	49.1% _c	11.3% _a	7.5% _a	100.0%
65+	9.1% _a	12.1% _{a,c}	36.4% _b	36.4% _{b,c}	3.0% _a	3.0% _{a,b}	100.0%
Race							
White	10.7% _a	14.6% _a	24.9% _a	39.1% _a	6.7% _{a,b}	4.0% _a	100.0%
Black	12.3% _a	28.1% _b	28.1% _a	28.1% _a	1.8% _b	1.8% _a	100.0%
Asian	11.5% _a	25.0% _{a,b}	9.6% _b	32.7% _a	13.5% _a	7.7% _a	100.0%
Other	15.4% _a	23.1% _{a,b}	15.4% _{a,b}	38.5% _a	7.7% _{a,b}	0.0%	100.0%
Latino							
Yes	23.5% _a	5.9% _a	44.1% _a	23.5% _a	2.9% _a	0.0%	100.0%
No	10.0% _b	19.8% _b	20.9% _b	37.5% _a	7.4% _a	4.3% _a	100.0%
Education							
Less than HS	8.3% _{a,b}	25.0% _a	66.7% _a	0.0%	0.0%	0.0%	100.0%
HS Grad	18.4% _b	21.1% _a	26.3% _{b,c}	34.2% _b	0.0%	0.0%	100.0%
Some College	12.8% _{a,b}	14.0% _a	33.7% _c	33.7% _b	4.7% _{a,b}	1.2% _a	100.0%
College Grad (BA/BS)	11.3% _{a,b}	16.2% _a	16.2% _b	43.7% _b	7.7% _{a,b}	4.9% _a	100.0%
Grad/Professional Degree	6.9% _a	24.5% _a	17.6% _b	32.4% _b	11.8% _a	6.9% _a	100.0%
Residence							
Alpharetta	10.9% _a	20.0% _a	17.3% _a	40.0% _a	7.3% _a	4.5% _a	100.0%
John's Creek	6.2% _a	16.0% _a	32.1% _b	32.1% _a	9.9% _a	3.7% _{a,b}	100.0%
Milton	0.0%	13.0% _a	26.1% _{a,b}	39.1% _a	8.7% _a	13.0% _a	100.0%
Roswell	21.7% _b	19.6% _a	25.0% _{a,b}	29.3% _a	4.3% _a	0.0%	100.0%
Sandy Springs	5.1% _a	23.7% _a	25.4% _{a,b}	30.5% _a	8.5% _a	6.8% _a	100.0%
Other	7.7% _{a,b}	19.2% _a	0.0%	69.2% _b	0.0%	3.8% _{a,b}	100.0%

For each demographic characteristic (gender, age, race etc.) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

Table 10
How Often Would Respondent Use New Station at Haynes Bridge Rd?

	Almost every day	Once or twice a week	One to three times a month	Less than once a month	Only on special occasions	DK	Total
All respondents	7.0%	14.2%	21.9%	39.7%	9.8%	7.4%	100.0%
Gender							
Male	5.3% _a	13.3% _a	23.4% _a	42.0% _a	10.1% _a	5.9% _a	100.0%
Female	9.0% _a	14.9% _a	20.9% _a	36.8% _a	9.5% _a	9.0% _a	100.0%
Age							
18-24	3.1% _{a,b}	12.5% _{a,b}	50.0% _a	21.9% _a	12.5% _{a,b}	0.0%	100.0%
25-34	4.8% _b	26.5% _b	21.7% _{b,c}	38.6% _{a,b}	3.6% _b	4.8% _{a,b}	100.0%
35-44	5.6% _{a,b}	15.7% _{a,b}	12.4% _c	42.7% _b	12.4% _a	11.2% _b	100.0%
45-54	13.6% _a	10.2% _a	19.3% _{b,c}	37.5% _{a,b}	10.2% _{a,b}	9.1% _{a,b}	100.0%
55-64	7.4% _{a,b}	7.4% _a	18.5% _{b,c}	46.3% _b	14.8% _a	5.6% _{a,b}	100.0%
65+	3.0% _{a,b}	3.0% _a	36.4% _{a,b}	39.4% _{a,b}	6.1% _{a,b}	12.1% _b	100.0%
Race							
White	5.9% _a	9.8% _a	27.5% _a	38.4% _a	10.6% _{a,b}	7.8% _a	100.0%
Black	1.7% _a	29.3% _b	13.8% _b	44.8% _a	3.4% _b	6.9% _a	100.0%
Asian	17.0% _b	9.4% _a	9.4% _b	45.3% _a	13.2% _{a,b}	5.7% _a	100.0%
Other	9.1% _{a,b}	27.3% _{a,b}	9.1% _{a,b}	27.3% _a	27.3% _a	0.0%	100.0%
Latino							
Yes	11.4% _a	22.9% _a	31.4% _a	25.7% _a	5.7% _a	2.9% _a	100.0%
No	6.6% _a	12.9% _a	20.9% _a	41.5% _a	10.3% _a	7.7% _a	100.0%
Education							
Less than HS	0.0%	0.0%	66.7% _a	0.0%	8.3% _b	25.0% _a	100.0%
HS Grad	5.0% _a	27.5% _b	17.5% _b	37.5% _b	10.0% _b	2.5% _b	100.0%
Some College	4.6% _a	12.6% _a	25.3% _b	37.9% _b	12.6% _b	6.9% _b	100.0%
College Grad (BA/BS)	7.0% _a	14.8% _{a,b}	17.6% _b	44.4% _b	7.0% _b	9.2% _{a,b}	100.0%
Grad/Professional Degree	11.8% _a	6.9% _a	21.6% _b	41.2% _b	11.8% _b	6.9% _b	100.0%
Residence							
Alpharetta	13.4% _a	11.6% _a	30.4% _a	33.0% _a	7.1% _a	4.5% _a	100.0%
John's Creek	7.5% _{a,b}	12.5% _a	26.3% _{a,b}	32.5% _a	11.3% _a	10.0% _a	100.0%
Milton	4.5% _{a,b,c}	13.6% _{a,b}	31.8% _{a,b}	36.4% _{a,b}	4.5% _a	9.1% _a	100.0%
Roswell	4.4% _{b,c}	9.9% _a	17.6% _{b,c}	47.3% _b	13.2% _a	7.7% _a	100.0%
Sandy Springs	0.0%	26.7% _b	10.0% _c	43.3% _{a,b}	11.7% _a	8.3% _a	100.0%
Other	3.8% _{a,b,c}	19.2% _{a,b}	3.8% _c	61.5% _b	7.7% _a	3.8% _a	100.0%

For each demographic characteristic (gender, age, race etc..) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

Table 11
How Often Would Respondent Use New Station at Old Milton Parkway?

	Almost every day	Once or twice a week	One to three times a month	Less than once a month	Only on special occasions	DK	Total
All respondents	12.9%	15.4%	19.2%	37.0%	8.8%	6.8%	100.0%
Gender							
Male	9.6% _a	19.1% _a	22.9% _a	36.7% _a	6.9% _a	4.8% _a	100.0%
Female	16.0% _a	12.0% _a	16.0% _a	36.5% _a	10.5% _a	9.0% _a	100.0%
Age							
18-24	18.8% _a	25.0% _a	18.8% _a	25.0% _a	6.3% _{a,b}	6.3% _{a,b}	100.0%
25-34	18.1% _a	20.5% _a	19.3% _a	37.3% _{a,b}	2.4% _b	2.4% _b	100.0%
35-44	11.4% _a	17.0% _a	20.5% _a	35.2% _{a,b}	10.2% _a	5.7% _{a,b}	100.0%
45-54	12.4% _a	11.2% _{a,b}	20.2% _a	32.6% _{a,b}	14.6% _a	9.0% _{a,b}	100.0%
55-64	9.3% _a	5.6% _b	18.5% _a	48.1% _b	9.3% _{a,b}	9.3% _{a,b}	100.0%
65+	9.1% _a	12.1% _{a,b}	18.2% _a	39.4% _{a,b}	9.1% _{a,b}	12.1% _a	100.0%
Race							
White	8.7% _a	15.0% _a	20.6% _a	39.9% _a	9.5% _a	6.3% _a	100.0%
Black	14.0% _{a,b}	15.8% _a	19.3% _a	36.8% _{a,b}	7.0% _a	7.0% _a	100.0%
Asian	24.5% _{b,c}	15.1% _a	17.0% _a	24.5% _b	11.3% _a	7.5% _a	100.0%
Other	41.7% _c	0.0%	8.3% _a	33.3% _{a,b}	0.0%	16.7% _a	100.0%
Latino							
Yes	29.4% _a	29.4% _a	11.8% _a	23.5% _a	0.0%	5.9% _a	100.0%
No	11.1% _b	13.4% _b	20.3% _a	38.6% _a	9.7% _a	6.9% _a	100.0%
Education							
Less than HS	0.0%	90.9% _a	0.0%	0.0%	0.0%	9.1% _{a,b}	100.0%
HS Grad	22.5% _b	7.5% _b	25.0% _{a,b}	30.0% _{b,c}	10.0% _a	5.0% _{a,b}	100.0%
Some College	11.5% _{a,b}	9.2% _b	18.4% _{a,b}	49.4% _d	9.2% _a	2.3% _b	100.0%
College Grad (BA/BS)	10.6% _a	14.8% _b	13.4% _a	44.4% _{c,d}	7.7% _a	9.2% _a	100.0%
Grad/Professional Degree	14.6% _{a,b}	16.5% _b	29.1% _b	22.3% _{a,b}	10.7% _a	6.8% _{a,b}	100.0%
Residence							
Alpharetta	14.4% _a	18.9% _{a,b}	30.6% _a	25.2% _a	6.3% _a	4.5% _a	100.0%
John's Creek	17.5% _a	26.3% _b	16.3% _b	27.5% _a	8.8% _a	3.8% _a	100.0%
Milton	13.6% _a	9.1% _{a,b,c}	36.4% _a	27.3% _{a,b}	4.5% _a	9.1% _a	100.0%
Roswell	8.8% _a	6.6% _c	15.4% _b	47.3% _{b,c}	12.1% _a	9.9% _a	100.0%
Sandy Springs	11.7% _a	13.3% _{a,b,c}	6.7% _b	45.0% _{b,c}	11.7% _a	11.7% _a	100.0%
Other	11.5% _a	7.7% _{a,c}	7.7% _b	65.4% _c	7.7% _a	0.0%	100.0%

For each demographic characteristic (gender, age, race etc..) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

Table 12
How Often Would Respondent Use New Station at Windward Parkway?

	Almost every day	Once or twice a week	One to three times a month	Less than once a month	Only on special occasions	DK	Total
All respondents	10.8%	13.6%	17.0%	40.2%	9.0%	9.4%	100.0%
Gender							
Male	11.8% _a	13.4% _a	18.7% _a	39.0% _a	10.2% _a	7.0% _a	100.0%
Female	9.0% _a	14.0% _a	15.5% _a	42.0% _a	8.0% _a	11.5% _a	100.0%
Age							
18-24	18.2% _a	39.4% _a	15.2% _a	21.2% _a	6.1% _{a,b}	0.0%	100.0%
25-34	11.9% _a	19.0% _b	13.1% _a	44.0% _b	2.4% _b	9.5% _{a,b}	100.0%
35-44	10.1% _a	13.5% _{b,c}	16.9% _a	40.4% _b	12.4% _a	6.7% _{a,b}	100.0%
45-54	11.5% _a	5.7% _c	21.8% _a	34.5% _{a,b}	12.6% _a	13.8% _b	100.0%
55-64	7.3%	5.5% _c	14.5% _a	50.9% _b	9.1% _{a,b}	12.7% _b	100.0%
65+	9.1% _a	3.0% _c	21.2% _a	45.5% _b	9.1% _{a,b}	12.1% _b	100.0%
Race							
White	5.9% _a	13.8% _a	18.2% _a	42.3% _a	9.5% _a	10.3% _a	100.0%
Black	10.7% _{a,b}	8.9% _a	17.9% _a	46.4% _a	7.1% _a	8.9% _a	100.0%
Asian	29.6% _c	14.8% _a	13.0% _a	25.9% _b	11.1% _a	5.6% _a	100.0%
Other	25.0% _{b,c}	0.0%	8.3% _a	41.7% _{a,b}	8.3% _a	16.7% _a	100.0%
Latino							
Yes	11.8% _a	23.5% _a	5.9% _a	44.1% _a	2.9% _a	11.8% _a	100.0%
No	10.3% _a	12.0% _a	18.1% _a	40.4% _a	9.7% _a	9.5% _a	100.0%
Education							
Less than HS	0.0%	90.9% _a	0.0%	0.0%	0.0%	9.1% _{a,b}	100.0%
HS Grad	10.3% _a	23.1% _b	10.3% _{a,b}	46.2% _b	10.3% _a	0.0%	100.0%
Some College	10.2% _a	6.8% _c	21.6% _{a,b}	48.9% _b	6.8% _a	5.7% _{a,b}	100.0%
College Grad (BA/BS)	9.2% _a	10.6% _c	13.4% _b	45.8% _b	9.9% _a	11.3% _a	100.0%
Grad/Professional Degree	13.7% _a	10.8% _{b,c}	23.5% _a	27.5% _c	10.8% _a	13.7% _a	100.0%
Residence							
Alpharetta	14.7% _a	9.2% _a	27.5% _a	32.1% _a	8.3% _a	8.3% _{a,b}	100.0%
John's Creek	9.9% _a	21.0% _b	14.8% _{b,c}	37.0% _{a,b}	8.6% _a	8.6% _{a,b}	100.0%
Milton	19.0% _a	14.3% _{a,b}	33.3% _{a,c}	23.8% _{a,b}	0.0%	9.5% _{a,b}	100.0%
Roswell	7.6% _a	13.0% _{a,b}	7.6% _b	44.6% _{a,b}	14.1% _a	13.0% _b	100.0%
Sandy Springs	5.1% _a	15.3% _{a,b}	11.9% _b	47.5% _{b,c}	10.2% _a	10.2% _{a,b}	100.0%
Other	11.1% _a	7.4% _{a,b}	11.1% _{a,b,c}	66.7% _c	3.7% _a	0.0%	100.0%

For each demographic characteristic (gender, age, race etc..) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

2.7 Current Use of the Marta System

A number of questions related to current use of MARTA were included on the survey.

2.71 Proximity to MARTA Bus Stops and Rail Stations

Table 13
Does Respondent live near MARTA Bus Stop or Train Station?

	Pct.
Bus Stop only	26.9%
Train Station only	1.7%
Both	7.1%
Neither	60.5%
Unsure	4.0%

Over one-half (60.5%) of the respondents indicated they do *not* live within ¼ mile of a MARTA bus stop or train station. Just over one-fourth (26.9%) said they live within ¼ mile of a MARTA bus stop only, while only 1.7% said they live within a train station only. Less than ten percent (7.1%) live within ¼ mile of both a MARTA bus stop and train station.

2.72 MARTA Usage

Almost four out of every ten respondents (39.9%) indicated they have used a MARTA bus at some point in time while living in their current residence. More than twice as many (84.6%) said they have utilized MARTA rail service (see *Table 14*).

However, Table 14 also reveals that the respondents who said they have utilized either bus or rail service do so very infrequently. Approximately six out of every ten past users indicated they ride a MARTA bus (60%) or train (58.2%) *less than once a month*. About one-fifth of the users indicated they use MARTA *only for special occasions*. Less than 5% of the respondents who have used either a bus or train indicated they use those modes of transportation *every day*.

Table 14
Selected Characteristics of MARTA Users

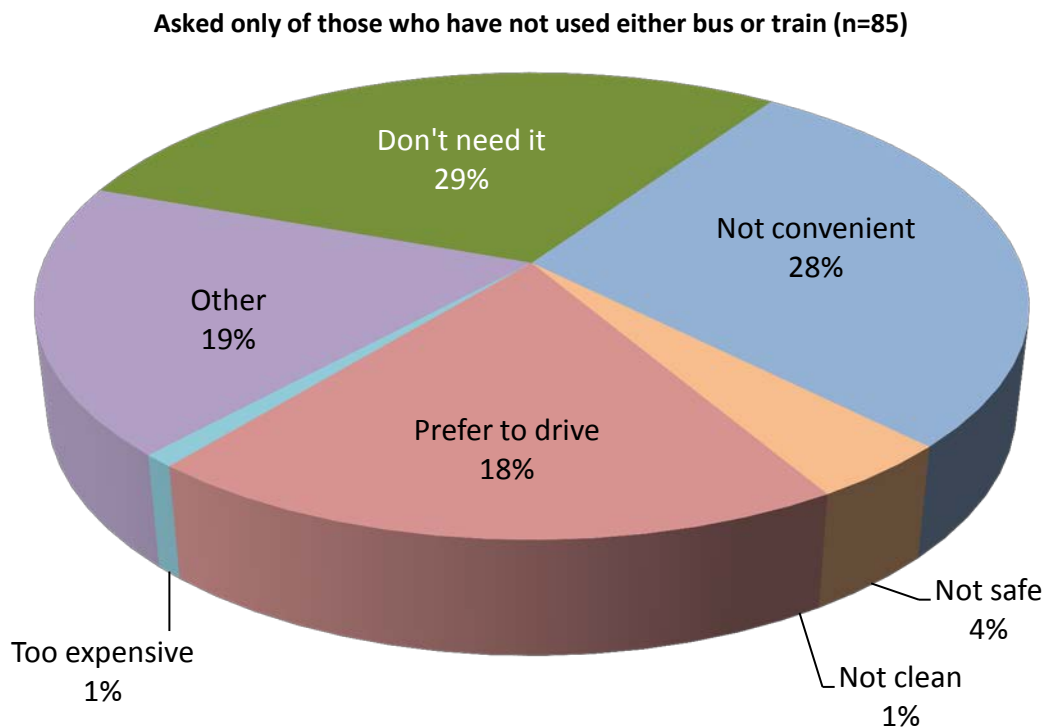
	Bus Riders	Train Riders
% Who Have Used Each Mode While Residing at Current Residence	39.9%	84.6%
Frequency of Use:		
Everyday	4.5%	3.5%
1-2 a week	6.0%	3.3%
1-3 times a month	6.2%	9.2%
Less than once a month	60.0%	58.2%
Only for special occasions	21.5%	24.8%
Have Used MARTA to:		
Commute to/from work	11.0%	9.4%
Personal errands	15.4%	7.8%
Get back/forth to school	5.7%	2.4%
Take children to/from school	1.9%	2.2%
Get to entertainment locations	57.5%	66.4%

Past users are most likely to have used a MARTA bus (57.5%) or train (66.4%) to get to *entertainment locations*. Approximately ten percent of both groups indicated they have used MARTA to commute back-and-forth to work. Other past uses of MARTA were mentioned by fewer respondents.

2.73 Why Not Use MARTA?

Respondents who said they have not used MARTA were asked to give a reason(s) for not doing so. Almost one-third (29%) of these respondents simply said they *don't need it* while an almost equal number (28%) indicated it is *not convenient*. Eighteen percent (18%) said they *prefer to drive*. Of course, these three responses may be highly interrelated; respondents do not need MARTA because they have their personal vehicles, or they may view their personal vehicles as being more convenient than the MARTA system.⁴

Figure G: Why Hasn't Respondent Used MARTA?



When asked if they would use MARTA more often if a bus stop or rail station were closer to their homes, slightly more than one-third (37.3%) of these respondents said they would use the MARTA system more often.

⁴ Seven respondents were coded as mentioning some "other" reason; however, upon examination of the verbatim responses that were recorded, most of these were variations on the categories already examined, i.e., "too far to get to the bus station or train station" (not convenient); "have a car" (prefer to drive/don't need it); or "places I go I do not need MARTA to get me there" (don't need it). Three responses not included in the pre-defined categories included "I hate public transportation," "just moved here three weeks ago," "have three children – too much trouble."

2.74 Commuting Habits of Employed Respondents and Students

Table 15 provides a summary of selected information related to the commutes of respondents who said they are employed, and those who indicated they are students.

Almost three-quarters (73.7%) of the respondents indicated they are employed at least part-time. Almost one-half (47.1%) said they work in north Fulton County, while 12.9% said they work in another adjacent county north of the Perimeter. One-fourth of those who are employed said they work in the city of Atlanta or elsewhere inside the Perimeter.

Although one-half (51.1%) of those who are employed indicated there is a MARTA bus or rail station within $\frac{1}{4}$ mile of their place of work, over three-fourths (79.2%) of those employed indicated they usually drive to work. An additional 5.8% said they drive or ride as part of a carpool. Only 4% indicated they usually use some form of MARTA service to get to and from work.

Approximately one-fourth (25.7%) of these respondents indicated the length of their commute is less than 15 minutes. An almost equal number (24.3%) said their commute takes more than 45 minutes.

Students exhibited similar patterns. Four out of every ten students (39.5%) indicated they go to school somewhere in north Fulton County; 20.2% go to school somewhere inside the Perimeter; an almost equal number (18.6%) go to school in an adjacent county north of the Perimeter. Less than a third of the students said there is a MARTA bus or rail station within a $\frac{1}{4}$ mile of their school.

Seven out of every ten students (71.3%) said they drive themselves to school. An additional 9.4% said they drive to school as part of a carpool. Only 4.3% indicated they utilize MARTA to get back and forth to school. Just over one-fourth of the students (27.1%) said their commute back and forth to school takes less than 15 minutes, while 24.9% said their commute takes more than 45 minutes.

Table 15

Selected Information Related to Commutes for Employed Respondents and Students

	Employed	Students
% Who Are:	73.7%	12.8%
Where Employed/Location of School		
North Fulton County	47.1%	39.5%
Atlanta or other ITP	26.9%	20.2%
Adjacent county north of Perimeter	12.9%	18.6%
Somewhere else farther away	7.0%	14.7%
Works from home	5.8%	7.0%
Bus or rail service within ¼ mile of work/school? (% “yes”)	51.1%	31.6%
How Does R Usually Get to/from Work/School?		
Drives to work/school	79.2%	71.3%
Drives/rides in carpool	5.8%	9.4%
Uses MARTA bus	1.0%	2.7%
Uses MARTA rail	3.0%	1.6%
Walks, rides bicycle or motorcycle	1.3%	5.8%
Rides other transit system	0.3%	0.0%
Someone takes him/her to work/school	1.0%	0.0%
Combination	1.7%	6.7%
Works/Takes online classes from home	5.8%	2.5%
Length of commute:		
less than 10 minutes	13.7%	12.9%
10-14 minutes	12.0%	14.2%
15-29 minutes	25.8%	23.5%
30-44 minutes	21.9%	15.5%
45 minutes or longer	24.3%	24.9%

3.0 SURVEY OF PEOPLE EMPLOYED WITHIN ONE MILE RADIUS OF GA-400

3.1 Expansion of MARTA Up GA-400 Corridor to Forsyth County Line

Employees within a one mile radius of GA-400 exhibited significant levels of approval for a potential expansion of MARTA to the Forsyth County line. Over three-fourths (76%) of these respondents either strongly approve (45%) or approve (31%) of such a proposal (see *Figure H*).

Figure H: Opinions on Possible Expansion of MARTA Along GA-400 Corridor to Forsyth County Line – Employee Survey

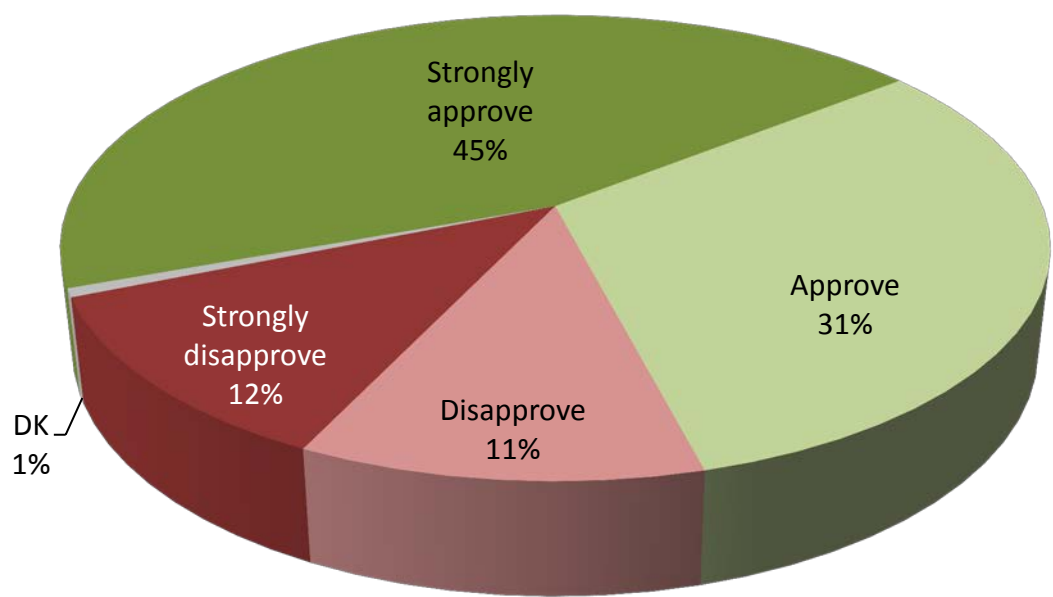


Table 16 provides a breakdown of the responses to this question by selected demographic characteristics of the respondents.

Table 16
Approve or Disapprove of Potential Expansion of MARTA to Forsyth County Line?
(Employee Survey)

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	DK	Total
All respondents	44.9%	31.5%	11.2%	11.7%	0.6%	100.0%
Gender						
Male	46.7% _a	29.6% _a	10.5% _a	12.5% _a	0.7% _a	100.0%
Female	42.0% _a	35.7% _a	13.3% _a	9.1% _a	0.0%	100.0%
Age						
18-34	53.8% _a	23.1% _a	11.5% _a	11.5% _a	0.0%	100.0%
35-44	40.9% _a	34.8% _a	13.6% _a	10.6% _a	0.0%	100.0%
45-54	40.7% _a	31.0% _a	13.8% _a	13.8% _a	0.7% _a	100.0%
55-64	49.3% _a	30.9% _a	9.2% _a	9.9% _a	0.7% _a	100.0%
65+	47.3% _a	36.4% _a	7.3% _a	7.3% _a	1.8% _a	100.0%
Race						
Non-white	56.4% _a	21.8% _a	9.1% _a	10.9% _a	1.8% _a	100.0%
White	43.2% _a	32.9% _a	11.5% _a	11.8% _a	0.5% _a	100.0%
Latino						
Yes	60.0% _a	30.0% _a	0.0% _a	10.0% _a	0.0% _a	100.0%
No	45.1% _a	31.4% _a	11.4% _a	11.7% _a	0.5% _a	100.0%
Education						
HS Grad	30.0% _a	40.0% _a	10.0% _a	20.0% _a	0.0%	100.0%
Some College	42.7% _a	32.6% _a	11.2% _a	12.4% _a	1.1% _a	100.0%
College Grad (BA/BS)	41.6% _a	32.0% _a	13.7% _a	12.2% _a	0.5% _a	100.0%
Grad/Professional Degree	50.6% _a	29.9% _a	8.5% _a	10.4% _a	0.6% _a	100.0%
Residence						
North Fulton County	45.9% _{a,b}	32.1% _a	10.1% _{a,b}	11.9% _a	0.0%	100.0%
DeKalb County (north of I-285)	52.2% _{a,b}	30.4% _a	8.7% _{a,b}	4.3% _{a,b}	4.3% _b	100.0%
City of Atlanta/ITP	62.1% _b	27.6% _a	10.3% _{a,b}	0.0%	0.0%	100.0%
Adjoining county OTP	39.2% _a	33.1% _a	15.1% _b	12.0% _{a,c}	0.6% _{a,b}	100.0%
Somewhere else	48.1% _{a,b}	22.2% _a	0.0%	25.9% _c	3.7% _b	100.0%
Residence (NFC only)						
Alpharetta	47.0% _a	30.3% _{a,b}	7.6% _a	15.2% _{a,b}	0.0%	100.0%
John's Creek	57.1% _a	22.9% _b	14.3% _a	5.7% _b	0.0%	100.0%
Milton	38.5% _a	23.1% _{a,b}	15.4% _a	23.1% _a	0.0%	100.0%
Roswell	38.8% _a	43.3% _a	9.0% _a	9.0% _{a,b}	0.0%	100.0%
Sandy Springs	52.0% _a	32.0% _{a,b}	8.0% _a	8.0% _{a,b}	0.0%	100.0%
Other	50.0% _a	16.7% _{a,b}	0.0%	25.0% _{a,b}	8.3% _b	100.0%

For each demographic characteristic (gender, age, race etc..) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

3.2 How Should MARTA Expansion Be Accomplished?

Employees in the GA-400 corridor showed a much stronger preference than did residents of north Fulton for the utilization of *heavy rail* in a potential expansion of MARTA service to the Forsyth County line (68% to 40% respectively).

Figure I: How Should MARTA Expansion Be Accomplished? – Employee Survey

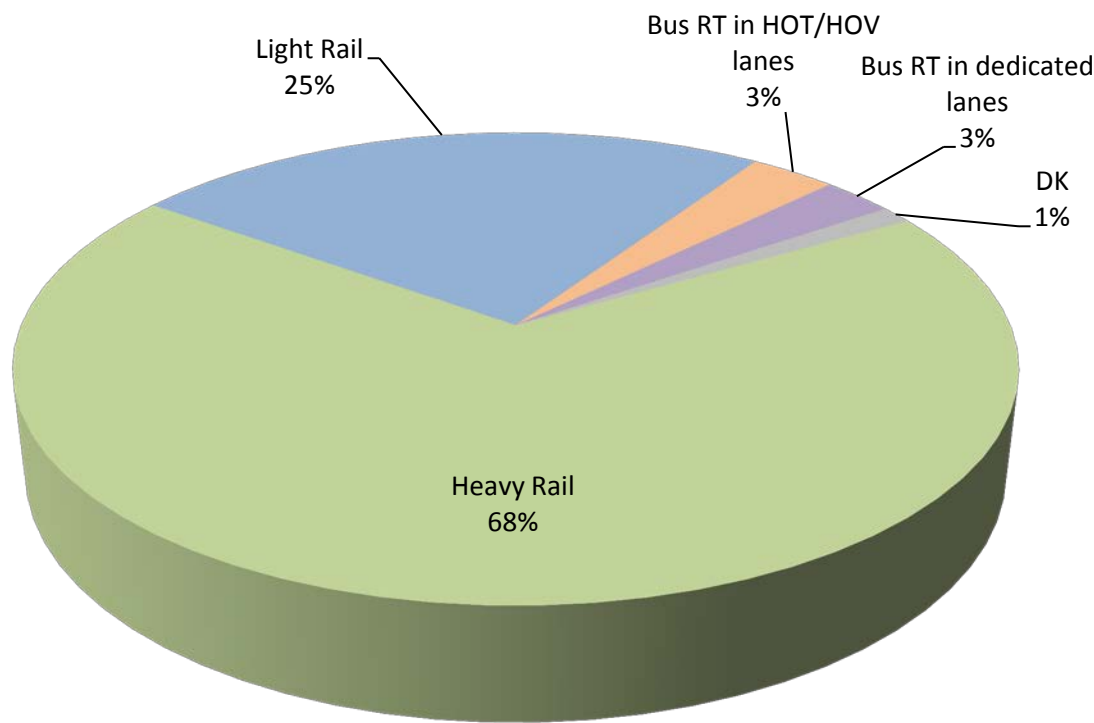


Table 17 provides a breakdown of the responses to this question by selected demographic characteristics of the respondents.

Table 17
How Should Expansion Be Implemented?
(Employee Survey)

	Heavy Rail	Light Rail	Buses - HOT/HOV Lanes	Buses - Dedicated Lanes	DK	Total
All respondents	62.5%	28.9%	3.9%	3.6%	1.1%	100.0%
Gender						
Male	60.9% _a	30.2% _a	3.8% _a	3.8% _a	1.3% _a	100.0%
Female	66.4% _a	25.7% _a	3.5% _a	3.5% _a	0.9% _a	100.0%
Age						
18-34	65.0% _a	35.0% _a	0.0%	0.0%	0.0%	100.0%
35-44	52.9% _a	35.3% _a	3.9% _c	5.9% _a	2.0% _a	100.0%
45-54	68.6% _a	29.5% _a	0.0%	1.0% _a	1.0% _a	100.0%
55-64	61.3% _a	29.0% _a	4.0% _{a,c}	4.8% _a	0.8% _a	100.0%
65+	61.7% _a	21.3% _a	10.6% _{a,c}	6.4% _a	0.0%	100.0%
Race						
Non-white	57.8% _a	28.9% _a	11.1% _a	2.2% _a	0.0%	100.0%
White	63.1% _a	29.0% _a	2.9% _{a,b}	3.8% _a	1.3% _a	100.0%
Latino						
Yes	77.8% _a	11.1% _a	0.0%	11.1% _a	0.0%	100.0%
No	62.2% _a	29.5% _a	3.5% _a	3.5% _a	1.2% _a	100.0%
Education						
HS Grad	100.0% _a	0.0%	0.0%	0.0%	0.0%	100.0%
Some College	56.5% _b	31.9% _a	4.3% _a	5.8% _a	1.4% _a	100.0%
College Grad (BA/BS)	63.9% _b	29.3% _a	2.7% _a	2.0% _a	2.0% _a	100.0%
Grad/Professional Degree	62.7% _b	28.4% _a	4.5% _a	4.5% _a	0.0%	100.0%
Residence						
North Fulton County	63.2% _a	30.4% _a	4.1% _a	2.3% _a	0.0%	100.0%
DeKalb County (north of Perimeter)	75.0% _a	15.0% _a	5.0% _a	5.0% _a	0.0%	100.0%
City of Atlanta/ITP	65.4% _a	30.8% _a	3.8% _a	0.0%	0.0%	100.0%
Adjoining county OTP	59.3% _a	26.8% _a	4.1% _a	6.5% _a	3.3% _a	100.0%
Somewhere else	60.0% _a	40.0% _a	0.0%	0.0%	0.0%	100.0%
Residence (NFC only)						
Alpharetta	60.8% _a	35.3% _a	2.0% _a	2.0% _a	0.0%	100.0%
John's Creek	72.4% _a	24.1% _a	0.0%	3.4% _a	0.0%	100.0%
Milton	75.0% _a	25.0% _a	0.0%	0.0%	0.0%	100.0%
Roswell	56.4% _a	34.5% _a	7.3% _a	1.8% _a	0.0%	100.0%
Sandy Springs	66.7% _a	23.8% _a	9.5% _a	0.0%	0.0%	100.0%
Other	77.8% _a	22.2% _a	0.0%	0.0%	0.0%	100.0%

For each demographic characteristic (gender, age, race etc.,) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

3.3 Current Use of the MARTA System

A number of questions related to current use of MARTA were included on the survey.

3.31 Proximity to MARTA Bus Stops and Rail Stations

Three-fourths of the employees surveyed said they do not live within a ¼ mile of either a MARTA bus stop or rail station (see *Table 18*).

Table 18
Does Respondent Live Near MARTA Bus Stop or Train Station?

	Pct.
Bus Stop only	12.6%
Train Station only	0.6%
Both	2.3%
Neither	75.6%
Unsure	8.9%

3.32 MARTA Usage

Almost one-half (49.2%) of the employees surveyed indicated they have ridden a MARTA bus. Over two-thirds (69.4%) of the employees who have ridden a MARTA bus said they do so only for special occasions, however. Less than 2% indicated they ride a MARTA bus at least twice a week. Two-thirds of the employees who have ridden a MARTA bus indicated they do so to get to entertainment locations; only 4.3% indicated they have used a MARTA bus to commute to and from work (see *Table 19*).

Almost all (97%) of the employees surveyed indicated they have ridden a MARTA train; again, they do not do so on a regular basis, however. Almost two-thirds (62%) indicated they do so only for *special occasions*; only 1% indicated they ride a MARTA train at least twice a week.

Almost two-thirds (64.9%) indicated they have used a MARTA train to get to *entertainment locations*; only 3.4% indicated they used a MARTA train to commute back and forth to work.

Table 19
Selected Characteristics of MARTA Users
(Employee Survey)

	Bus	Train
Pct. Of Employees Who Have Ridden:	49.2%	97.0%
How often R rides:		
Everyday	0.9%	0.5%
1-2 a week	0.9%	0.5%
1-3 times a month	4.3%	6.8%
Less than once a month	24.7%	29.8%
Only for special occasions	69.4%	62.0%
Use MARTA to:		
Commute to/from work	4.3%	3.4%
Personal errands	3.0%	2.2%
Get back/forth to school	0.9%	0.0%
Take children to/from school	0.0%	0.0%
Get to entertainment locations	67.2%	64.9%

3.33 Other Characteristics of Employees

Almost one-half (47.1%) of the employees surveyed live in north Fulton County; over one-third (35.9%) indicated they live in an adjacent county north of the Perimeter. Only 6.3% said they live in Atlanta or some other area inside the Perimeter.

Just 14.9% of the employees surveyed have a MARTA bus stop within ¼ mile of their home; only 3% have a MARTA rail station near their homes. Almost one-half (47.7%) have a bus stop within ¼ mile of the place of employment, while 10.6% have a rail station within ¼ mile of their place of employment.

Less than 5% of the employees surveyed indicated their employer provides either free MARTA passes (0.6%) or discounted passes (3.0%).

Finally, 85.1% of the employees surveyed indicated they usually drive back and forth to work. Less than 1% indicated they use MARTA.

Table 20

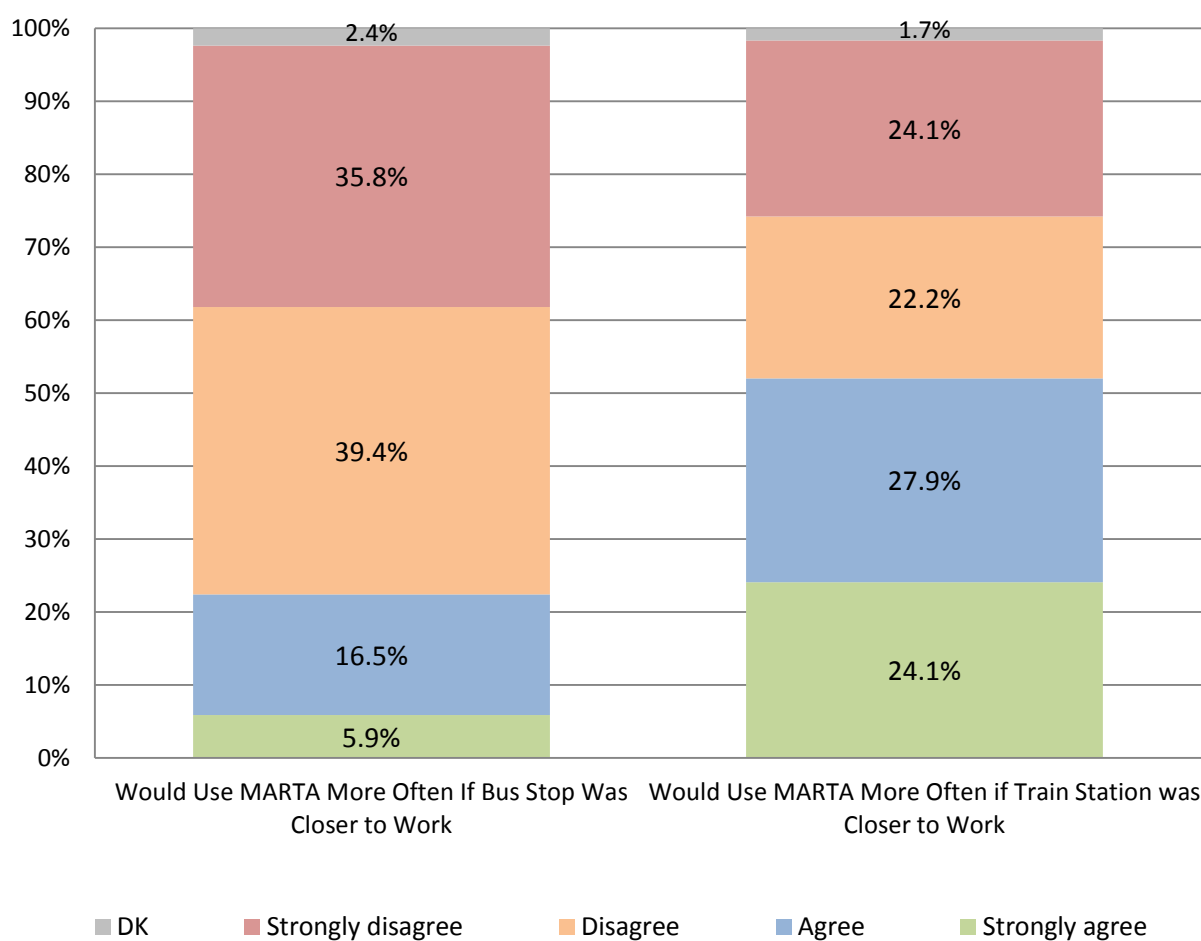
Select Information Related to Employees' Use of MARTA

Where does R live?	
North Fulton County	47.1%
DeKalb County north of I-285	5.0%
Atlanta or other ITP	6.3%
Adjacent county north of Perimeter	35.9%
Somewhere else farther away	5.8%
% Yes	
MARTA Bus stop within ¼ mile of home	14.9%
MARTA rail station within ¼ mile of home	3.0%
MARTA Bus stop within ¼ mile of work	47.7%
MARTA rail station within ¼ mile of work	10.6%
Does Employer Provide:	
% Yes	
Free MARTA Passes	0.6%
Discounted MARTA Passes	3.0%
How Does R Usually Get to & from Work?	
Drives to work/school	85.1%
Drives/rides in carpool	1.7%
Ride MARTA	0.4%
Walks, rides bicycle or motorcycle	3.2%
Rides other transit system	0%
Someone takes him/her to work/school	0%
Combination	9.1%

3.34 Would Employees Use MARTA More Often If Bus Stops or Rail Stations Were Closer to Work and Home?

Employees were asked if they would utilize MARTA service more often if bus stops or rail stations were closer to their place of employment. The results in *Figure J* indicate that relatively few employees would use MARTA more often if a bus stop were closer to their place of employment; however, slightly over one-half (53%) of the employees surveyed either *strongly agreed* (24.1%) or *agreed* (27.9%) with the statement that they would use MARTA more often if a rail station were closer to their place of employment.

Figure J: Would Respondent Use MARTA More Often If MARTA Service Was Closer to Work? – Employee Survey



Tables 21-22 provide a breakdown of the responses to these questions by selected demographic characteristics of the respondents.

Table 21
I Would Use MARTA More Often if Bus Stop Was Closer to Work
(Employee Survey)

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK	Total
All respondents	5.9%	16.5%	39.4%	35.8%	2.4%	100.0%
Gender						
Male	5.4% _a	17.3% _a	39.3% _a	36.3% _a	1.8% _a	100.0%
Female	5.2% _a	15.6% _a	41.6% _a	35.1% _a	2.6% _a	100.0%
Age						
18-34	8.3% _a	16.7% _a	50.0% _a	25.0% _a	0.0%	100.0%
35-44	2.6% _a	21.1% _a	34.2% _a	39.5% _a	2.6% _b	100.0%
45-54	8.5% _a	11.3% _a	42.3% _a	36.6% _a	1.4% _b	100.0%
55-64	5.8% _a	17.4% _a	43.0% _a	33.7% _a	0.0%	100.0%
65+	2.9% _a	17.1% _a	31.4% _a	40.0% _a	8.6% _a	100.0%
Race						
Non-White	15.6% _a	21.9% _a	28.1% _a	28.1% _a	6.3% _a	100.0%
White	4.5% _b	15.8% _a	41.0% _a	36.9% _a	1.8% _a	100.0%
Latino						
Yes	28.6% _a	14.3% _a	42.9% _a	14.3% _a	0.0%	100.0%
No	5.5% _b	16.0% _a	39.9% _a	36.6% _a	2.1% _a	100.0%
Education						
HS Grad	0.0%	20.0% _a	40.0% _a	40.0% _a	0.0%	100.0%
Some College	5.9% _{a,b}	17.6% _a	43.1% _a	31.4% _a	2.0% _a	100.0%
College Grad (BA/BS)	2.7% _b	16.8% _a	39.8% _a	38.1% _a	2.7% _a	100.0%
Grad/Professional Degree	10.8% _a	15.7% _a	36.1% _a	34.9% _a	2.4% _a	100.0%
Residence						
North Fulton County	6.3% _a	10.8% _a	40.5% _a	38.7% _a	3.6% _a	100.0%
DeKalb County (north of Perimeter)	10.0% _a	10.0% _{a,b}	40.0% _a	40.0% _a	0.0%	100.0%
City of Atlanta/ITP	6.3% _a	18.8% _{a,b}	37.5% _a	37.5% _a	0.0%	100.0%
Adjoining county OTP	4.9% _a	20.4% _{a,b}	39.8% _a	33.0% _a	1.9% _a	100.0%
Somewhere else	7.1% _a	35.7% _b	28.6% _a	28.6% _a	0.0%	100.0%
Residence (NFC only)						
Alpharetta	5.9% _a	11.8% _a	47.1% _a	35.3% _a	0.0%	100.0%
John's Creek	0.0%	20.0% _a	33.3% _a	40.0% _a	6.7% _{a,b}	100.0%
Milton	0.0%	16.7% _a	41.7% _a	33.3% _a	8.3% _{a,b}	100.0%
Roswell	2.4% _a	7.3% _a	46.3% _a	43.9% _a	0.0%	100.0%
Sandy Springs	30.0% _b	0.0%	20.0% _a	30.0% _a	20.0% _b	100.0%
Other	42.9% _b	14.3% _a	14.3% _a	28.6% _a	0.0%	100.0%

For each demographic characteristic (gender, age, race etc.,) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

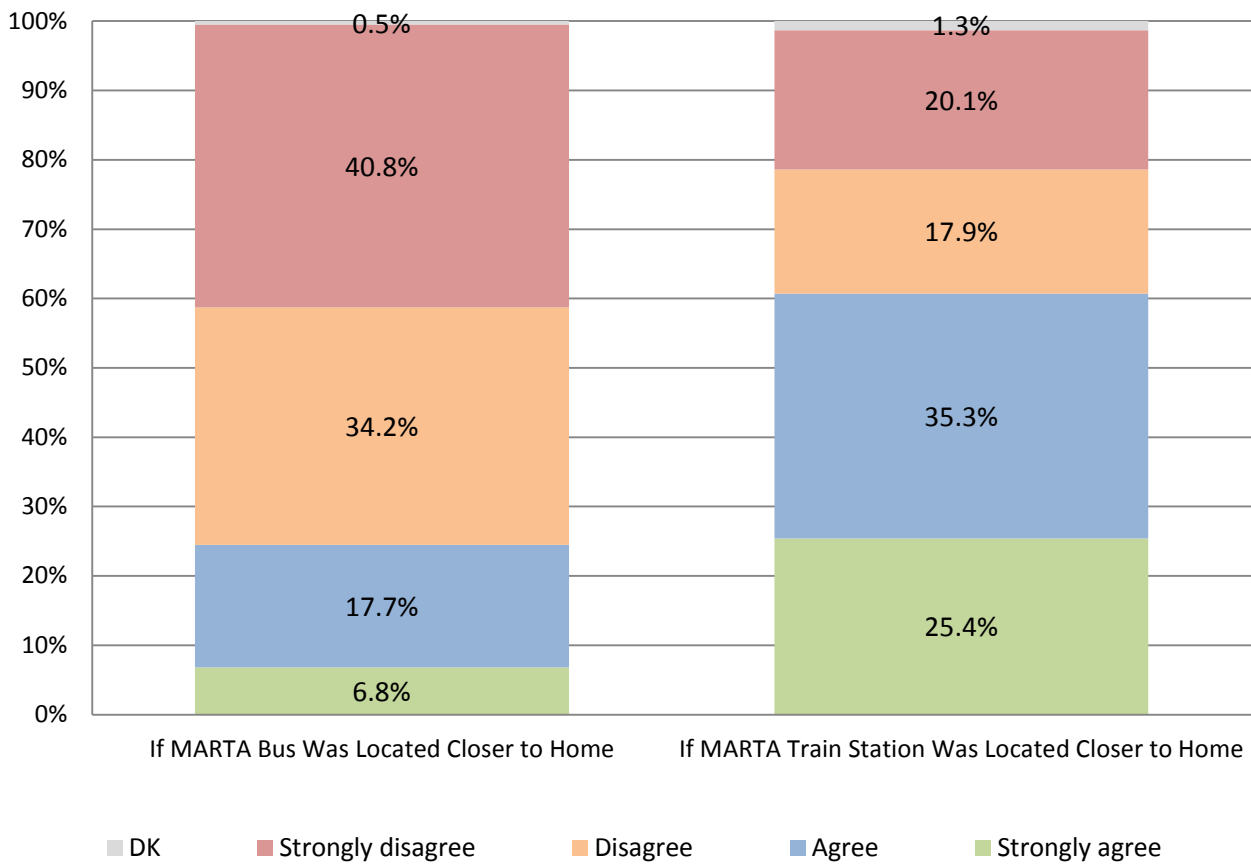
Table 22
I Would Use MARTA More Often if Rail Station Was Closer to Work
(Employee Survey)

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK	Total
All respondents	24.1%	27.9%	22.2%	24.1%	1.7%	100.0%
Gender						
Male	27.0% _a	29.8% _a	19.5% _a	22.7% _a	1.1% _a	100.0%
Female	18.9% _a	23.6% _a	28.3% _b	26.0% _a	3.1% _a	100.0%
Age						
18-34	30.4% _a	26.1% _a	17.4% _a	26.1% _a	0.0%	100.0%
35-44	22.0% _a	28.8% _a	20.3% _a	28.8% _a	0.0%	100.0%
45-54	24.6% _a	25.4% _a	23.1% _a	24.6% _a	2.2% _a	100.0%
55-64	24.8% _a	30.7% _a	22.6% _a	20.4% _a	1.5% _a	100.0%
65+	24.5% _a	26.4% _a	24.5% _a	20.8% _a	3.8% _a	100.0%
Race						
Non-white	34.0% _a	19.1% _a	19.1% _a	25.5% _a	2.1% _a	100.0%
White	22.9% _a	29.0% _a	22.6% _a	23.9% _a	1.6% _a	100.0%
Latino						
Yes	40.0% _a	10.0% _a	40.0% _a	10.0% _a	0.0%	100.0%
No	24.5% _a	28.3% _a	21.5% _a	24.3% _a	1.5% _a	100.0%
Education						
HS Grad	33.3% _{a,b}	11.1% _a	11.1% _{a,b}	44.4% _a	0.0%	100.0%
Some College	15.5% _b	28.6% _a	29.8% _b	23.8% _a	2.4% _a	100.0%
College Grad (BA/BS)	21.0% _b	29.0% _a	23.9% _{a,b}	23.9% _a	2.3% _a	100.0%
Grad/Professional Degree	32.2% _a	27.6% _a	16.4% _a	23.0% _a	0.7% _a	100.0%
Residence						
North Fulton County	23.2% _{a,b}	24.7% _a	24.2% _a	25.3% _a	2.6% _a	100.0%
DeKalb County (north of I-285)	42.1% _b	15.8% _a	26.3% _a	15.8% _a	0.0%	100.0%
City of Atlanta/ITP	37.0% _{a,b}	44.4% _b	3.7% _b	14.8% _a	0.0%	100.0%
Adjoining county OTP	20.1% _a	29.6% _{a,b}	23.9% _a	25.8% _a	0.6% _a	100.0%
Somewhere else	29.2% _{a,b}	33.3% _{a,b}	12.5% _{a,b}	20.8% _a	4.2% _a	100.0%
Residence (NFC only)						
Alpharetta	23.0% _{a,b,c,d}	24.6% _{a-h}	26.2% _{a,b}	24.6% _a	1.6% _a	100.0%
John's Creek	20.7% _{a,b,c,d}	27.6% _{e-h}	37.9% _b	13.8% _a	0.0%	100.0%
Milton	12.0% _{c,d}	36.0% _{c,d,g,h}	24.0% _{a,b}	24.0% _a	4.0% _a	100.0%
Roswell	21.3% _{b,d}	26.2% _{b,d,f,h}	21.3% _{a,b}	27.9% _a	3.3% _a	100.0%
Sandy Springs	45.0% _a	5.0% _a	10.0% _a	35.0% _a	5.0% _a	100.0%
Other	30.0% _{a,b,c,d}	20.0% _{a-h}	20.0% _{a,b}	30.0% _a	0.0%	100.0%

For each demographic characteristic (gender, age, race etc.,) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

Employees also were asked if they would use MARTA service more often if a bus stop or rail station were located closer to their homes. The results in *Figure K* closely mirror those for the question about MARTA service being located closer to their place of employment. Over one-half of the employees either *strongly agreed* (25.4%) or *agreed* (35.3%) with the notion that they would use MARTA more often if a rail station were located closer to their homes.

Figure K: Would Respondent Use MARTA More Often if MARTA Service Was Closer to Home? – Employee Survey



Tables 23-24 provide a breakdown of the responses to these questions by selected demographic characteristics of the respondents.

Table 23
I Would Use MARTA More Often if Bus Stop Was Closer to Home
 (Employee Survey)

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK	Total
All respondents	6.8%	17.7%	34.2%	40.8%	0.5%	100.0%
Gender						
Male	7.1% _a	18.2% _a	34.2% _a	40.1% _a	0.4% _a	100.0%
Female	7.1% _a	16.1% _a	33.9% _a	42.0% _a	0.9% _a	100.0%
Age						
18-34	9.5% _a	14.3% _a	42.9% _{a,b}	33.3% _{a,b}	0.0%	100.0%
35-44	3.3% _a	23.3% _a	21.7% _b	50.0% _b	1.7% _a	100.0%
45-54	8.7% _a	15.0% _a	31.5% _{a,b}	44.9% _{a,b}	0.0%	100.0%
55-64	6.4% _a	17.6% _a	40.8% _a	34.4% _a	0.8% _a	100.0%
65+	6.7% _a	20.0% _a	37.8% _{a,b}	35.6% _{a,b}	0.0%	100.0%
Race						
Non-White	24.5% _a	18.4% _a	28.6% _a	28.6% _a	0.0%	100.0%
White	4.3% _b	17.6% _a	35.0% _a	42.5% _a	0.6% _a	100.0%
Latino						
Yes	28.6% _a	28.6% _a	28.6% _a	14.3% _a	0.0%	100.0%
No	6.7% _b	16.8% _a	34.5% _a	41.4% _a	0.5% _a	100.0%
Education						
HS Grad	0.0%	12.5% _a	25.0% _a	62.5% _a	0.0%	100.0%
Some College	6.4% _a	21.8% _a	34.6% _a	37.2% _a	0.0%	100.0%
College Grad (BA/BS)	4.8% _a	14.4% _a	34.7% _a	44.9% _a	1.2% _a	100.0%
Grad/Professional Degree	10.0% _a	20.0% _a	34.3% _a	35.7% _a	0.0%	100.0%
Residence						
North Fulton County	7.1% _a	16.4% _a	35.0% _a	41.5% _a	0.0%	100.0%
DeKalb County (north of I-285)	0.0%	10.0% _a	50.0% _a	40.0% _a	0.0%	100.0%
City of Atlanta/ITP	7.7% _a	30.8% _a	15.4% _a	38.5% _a	7.7% _c	100.0%
Adjoining county OTP	5.5% _a	16.5% _a	35.4% _a	42.7% _a	0.0%	100.0%
Somewhere else	16.0% _a	32.0% _a	24.0% _a	24.0% _a	4.0% _{b,c}	100.0%
Residence (NFC only)						
Alpharetta	8.6% _a	13.8% _a	31.0% _a	46.6% _a	0.0%	100.0%
John's Creek	9.4% _a	25.0% _a	28.1% _a	37.5% _a	0.0%	100.0%
Milton	4.0% _a	20.0% _a	40.0% _a	36.0% _a	0.0%	100.0%
Roswell	5.5% _a	12.7% _a	41.8% _a	40.0% _a	0.0%	100.0%
Sandy Springs	7.1% _{a,b}	7.1% _a	35.7% _a	50.0% _a	0.0%	100.0%
Other	40.0% _b	20.0% _a	20.0% _a	20.0% _a	0.0%	100.0%

For each demographic characteristic (gender, age, race etc.,) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

Table 24
I Would Use MARTA More Often if Rail Station Was Closer to Home
(Employee Survey)

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK	Total
All respondents	25.4%	35.3%	17.9%	20.1%	1.3%	100.0%
Gender						
Male	25.3% _a	36.7% _a	17.8% _a	18.2% _a	2.0% _a	100.0%
Female	27.1% _a	31.4% _a	18.6% _a	22.9% _a	0.0%	100.0%
Age						
18-34	29.2% _a	20.8% _a	25.0% _a	25.0% _{a,b}	0.0%	100.0%
35-44	31.3% _a	28.1% _a	18.8% _a	21.9% _{a,b}	0.0%	100.0%
45-54	27.8% _a	31.3% _a	15.3% _a	23.6% _b	2.1% _a	100.0%
55-64	24.3% _a	42.6% _b	18.2% _a	13.5% _a	1.4% _a	100.0%
65+	18.5% _a	40.7% _{a,b}	22.2% _a	16.7% _{a,b}	1.9% _a	100.0%
Race						
Non-white	30.9% _a	29.1% _a	20.0% _a	18.2% _a	1.8% _a	100.0%
White	24.4% _a	36.3% _a	17.6% _a	20.4% _a	1.3% _a	100.0%
Latino						
Yes	50.0% _a	30.0% _a	20.0% _a	0.0%	0.0%	100.0%
No	25.5% _a	34.4% _a	18.0% _a	20.6% _a	1.4% _a	100.0%
Education						
HS Grad	22.2% _a	22.2% _a	0.0%	55.6% _a	0.0%	100.0%
Some College	20.2% _a	38.2% _a	19.1% _a	21.3% _b	1.1% _a	100.0%
College Grad (BA/BS)	26.7% _a	36.6% _a	15.7% _a	19.9% _b	1.0% _a	100.0%
Grad/Professional Degree	26.7% _a	33.5% _a	20.5% _a	17.4% _b	1.9% _a	100.0%
Residence						
North Fulton County	24.7% _a	36.7% _a	18.1% _a	19.1% _a	1.4% _a	100.0%
DeKalb County (north of I-285)	15.0% _a	30.0% _a	40.0% _b	15.0% _a	0.0%	100.0%
City of Atlanta/ITP	36.0% _a	20.0% _a	24.0% _{a,b}	20.0% _a	0.0%	100.0%
Adjoining county OTP	24.7% _a	38.0% _a	14.5% _a	22.3% _a	0.6% _a	100.0%
Somewhere else	33.3% _a	25.9% _a	14.8% _{a,b}	18.5% _a	7.4% _b	100.0%
Residence (NFC only)						
Alpharetta	29.2% _a	36.9% _a	15.4% _a	18.5% _a	0.0%	100.0%
John's Creek	34.3% _a	37.1% _a	14.3% _a	14.3% _a	0.0%	100.0%
Milton	19.2% _a	26.9% _a	30.8% _a	23.1% _a	0.0%	100.0%
Roswell	23.9% _a	38.8% _a	20.9% _a	16.4% _a	0.0%	100.0%
Sandy Springs	17.4% _a	30.4% _a	17.4% _a	30.4% _a	4.3% _{a,b}	100.0%
Other	33.3% _a	25.0% _a	8.3% _a	16.7% _a	16.7% _b	100.0%

For each demographic characteristic (gender, age, race etc.,) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

3.35 Other Conditions That Might Lead Employees to Utilize MARTA

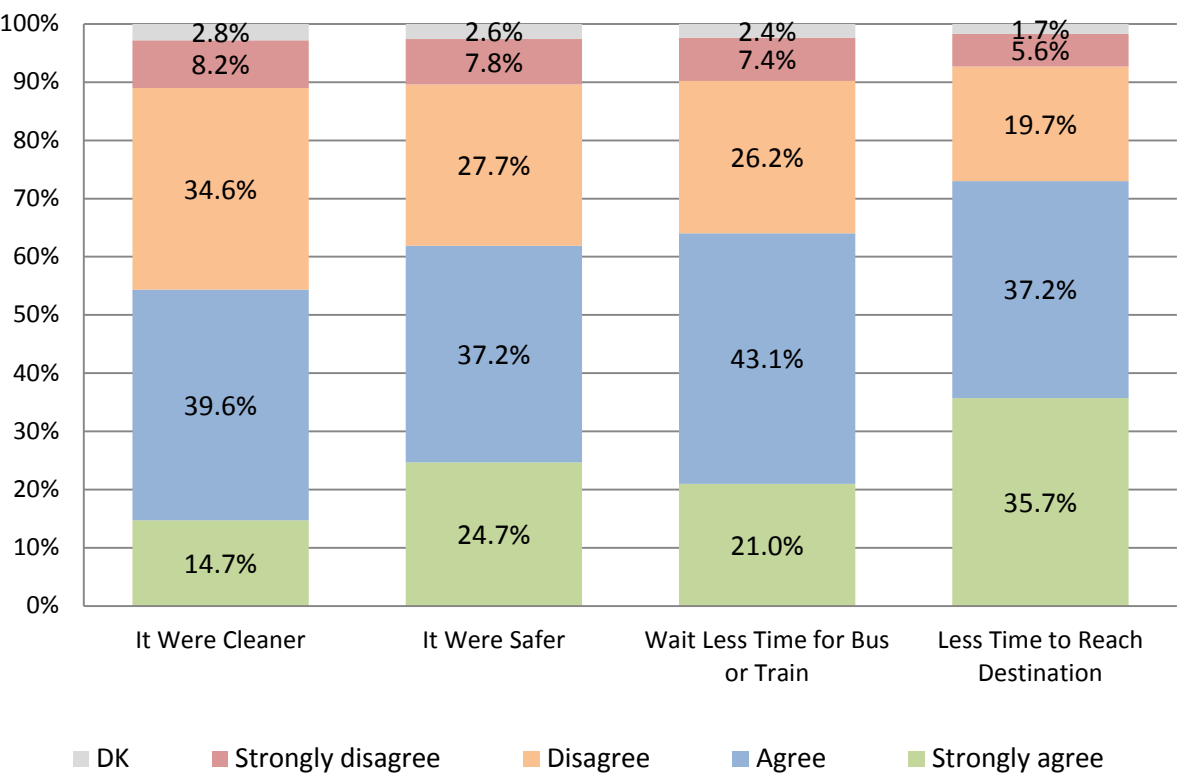
Employees in the corridor were asked to indicate their level of agreement with each of the following statements:

- “I would ride MARTA more often if it was cleaner.”
- “I would ride MARTA more often if it was safer.”
- “I would ride MARTA more often if I had to wait less time for a train or bus.”
- “I would ride MARTA more often if it took less time to reach my destination.”

As revealed in *Figure L*, a majority of respondents generally agreed with each of these statements:

- Fifty-four percent of the employees surveyed either strongly agreed (14.7%) or agreed (39.6%) that they would ride MARTA more often if it was cleaner;
- Over six out of every ten employees strongly agreed (24.7%) or agreed (37.2%) that they would ride MARTA more often if it was safer;
- Over six out of every ten employees said they would ride MARTA more often if they had to wait less time for a bus or train, and;
- Almost three out of every four employees surveyed either strongly agreed (35.7%) or agreed (37.2%) that they would ride MARTA more often if it took less time to reach their destination.

Figure L: "I Would Use MARTA More Often If..." (Employee Survey)



Tables 25-28 provide a breakdown of the responses to these questions by selected demographic characteristics of the respondents.

Table 25
I Would Ride MARTA More Often If It Were Cleaner
(Employee Survey)

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK	Total
All respondents	14.7%	39.6%	34.6%	8.2%	2.8%	100.0%
Gender						
Male	12.2% _a	39.8% _a	36.8% _a	7.6% _a	3.6% _a	100.0%
Female	19.6% _b	39.2% _a	30.1% _a	9.8% _a	1.4% _a	100.0%
Age						
18-34	26.9% _a	42.3% _a	26.9% _a	3.8% _a	0.0%	100.0%
35-44	12.1% _{a,b}	48.5% _a	31.8% _a	4.5% _a	3.0% _a	100.0%
45-54	11.7% _b	37.2% _a	40.0% _a	9.0% _a	2.1% _a	100.0%
55-64	16.4% _{a,b}	39.5% _a	32.9% _a	7.2% _a	3.9% _a	100.0%
65+	14.5% _{a,b}	36.4% _a	32.7% _a	12.7% _a	3.6% _a	100.0%
Race						
Non-white	20.0% _a	49.1% _a	20.0% _a	7.3% _a	3.6% _a	100.0%
White	14.0% _a	38.3% _a	36.6% _b	8.4% _a	2.7% _a	100.0%
Latino						
Yes	10.0% _a	40.0% _a	40.0% _a	0.0%	10.0% _a	100.0%
No	15.1% _a	39.1% _a	34.6% _a	8.7% _a	2.5% _a	100.0%
Education						
HS Grad	20.0% _a	10.0% _a	30.0% _a	40.0% _a	0.0%	100.0%
Some College	20.2% _a	31.5% _a	38.2% _a	6.7% _b	3.4% _a	100.0%
College Grad (BA/BS)	13.7% _a	39.6% _{a,b}	37.1% _a	6.1% _b	3.6% _a	100.0%
Grad/Professional Degree	12.8% _a	45.1% _b	30.5% _a	9.8% _b	1.8% _a	100.0%
Residence						
North Fulton County	13.8% _{a,b}	42.4% _a	34.1% _a	7.8% _a	1.8% _a	100.0%
DeKalb County (north of I-285)	4.3% _b	47.8% _a	26.1% _a	17.4% _a	4.3% _a	100.0%
City of Atlanta/ITP	24.1% _a	31.0% _a	34.5% _a	6.9% _a	3.4% _a	100.0%
Adjoining county OTP	15.1% _{a,b}	37.3% _a	37.3% _a	6.6% _a	3.6% _a	100.0%
Somewhere else	18.5% _{a,b}	33.3% _a	29.6% _a	14.8% _a	3.7% _a	100.0%
Residence (NFC only)						
Alpharetta	12.3% _a	32.3% _{a,b}	41.5% _a	12.3% _a	1.5% _a	100.0%
John's Creek	17.1% _{a,b}	40.0% _{b,c}	28.6% _a	14.3% _a	0.0%	100.0%
Milton	19.2% _{a,b}	38.5% _{a,b,c}	38.5% _a	3.8% _{a,b}	0.0%	100.0%
Roswell	11.9% _a	52.2% _c	32.8% _a	3.0% _b	0.0%	100.0%
Sandy Springs	4.0% _a	52.0% _{b,c}	24.0% _a	8.0% _{a,b}	12.0% _b	100.0%
Other	41.7% _b	8.3% _a	33.3% _a	16.7% _a	0.0%	100.0%

For each demographic characteristic (gender, age, race etc..) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

Table 26
I Would Ride MARTA More Often If It Were Safer
(Employee Survey)

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK	Total
All respondents	24.7%	37.2%	27.7%	7.8%	2.6%	100.0%
Gender						
Male	20.1% _a	38.2% _a	30.3% _a	7.9% _a	3.6% _a	100.0%
Female	34.3% _b	35.0% _a	22.4% _a	7.7% _a	0.7% _a	100.0%
Age						
18-34	26.9% _a	42.3% _a	26.9% _a	3.8% _a	0.0%	100.0%
35-44	25.8% _a	36.4% _a	30.3% _a	4.5% _a	3.0% _a	100.0%
45-54	20.7% _a	37.9% _a	29.0% _a	10.3% _a	2.1% _a	100.0%
55-64	28.9% _a	34.9% _a	27.6% _a	5.3% _a	3.3% _a	100.0%
65+	23.6% _a	36.4% _a	25.5% _a	10.9% _a	3.6% _a	100.0%
Race						
Non-white	27.3% _a	34.5% _a	23.6% _a	9.1% _a	5.5% _a	100.0%
White	24.3% _a	37.6% _a	28.3% _a	7.6% _a	2.2% _a	100.0%
Latino						
Yes	20.0% _a	30.0% _a	30.0% _a	0.0%	20.0% _a	100.0%
No	25.4% _a	36.6% _a	27.7% _a	8.2% _a	2.1% _b	100.0%
Education						
HS Grad	20.0% _a	40.0% _a	10.0% _a	30.0% _a	0.0%	100.0%
Some College	30.3% _a	30.3% _a	31.5% _a	5.6% _b	2.2% _a	100.0%
College Grad (BA/BS)	24.9% _a	36.5% _a	28.4% _a	7.1% _b	3.0% _a	100.0%
Grad/Professional Degree	22.0% _a	40.9% _a	26.2% _a	8.5% _b	2.4% _a	100.0%
Residence						
North Fulton County	23.5% _a	39.6% _a	27.2% _a	7.8% _a	1.8% _a	100.0%
DeKalb County (north of I-285)	21.7% _a	34.8% _a	26.1% _a	13.0% _a	4.3% _a	100.0%
City of Atlanta/ITP	31.0% _a	34.5% _a	24.1% _a	6.9% _a	3.4% _a	100.0%
Adjoining county OTP	25.3% _a	36.1% _a	29.5% _a	6.0% _a	3.0% _a	100.0%
Somewhere else	25.9% _a	29.6% _a	25.9% _a	14.8% _a	3.7% _a	100.0%
Residence (NFC only)						
Alpharetta	21.5% _a	30.8% _a	35.4% _a	10.8% _{a,b}	1.5% _a	100.0%
John's Creek	25.7% _a	42.9% _a	17.1% _a	14.3% _{a,b}	0.0%	100.0%
Milton	30.8% _a	34.6% _a	30.8% _a	3.8% _b	0.0%	100.0%
Roswell	22.4% _a	44.8% _a	28.4% _a	4.5% _b	0.0%	100.0%
Sandy Springs	20.0% _a	48.0% _a	16.0% _a	4.0% _{a,b}	12.0% _b	100.0%
Other	25.0% _a	33.3% _a	16.7% _a	25.0% _a	0.0%	100.0%

For each demographic characteristic (gender, age, race etc.,) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

Table 27
I Would Ride MARTA More Often If I Had to Wait Less Time
for a Bus or Train
(Employee Survey)

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK	Total
All respondents	21.0%	43.1%	26.2%	7.4%	2.4%	100.0%
Gender						
Male	21.1% _a	43.4% _a	25.7% _a	6.6% _a	3.3% _a	100.0%
Female	19.6% _a	42.7% _a	28.7% _a	8.4% _a	0.7% _a	100.0%
Age						
18-34	23.1% _a	50.0% _{a,b}	23.1% _a	3.8% _a	0.0%	100.0%
35-44	27.3% _a	43.9% _{a,b}	21.2% _a	3.0% _a	4.5% _a	100.0%
45-54	21.4% _a	35.2% _b	33.1% _a	9.0% _a	1.4% _a	100.0%
55-64	19.7% _a	48.7% _a	23.7% _a	5.9% _a	2.0% _a	100.0%
65+	16.4% _a	45.5% _{a,b}	21.8% _a	10.9% _a	5.5% _a	100.0%
Race						
Non-white	34.5% _a	40.0% _a	16.4% _a	7.3% _a	1.8% _a	100.0%
White	19.2% _b	43.5% _a	27.5% _a	7.4% _a	2.5% _a	100.0%
Latino						
Yes	40.0% _a	50.0% _a	10.0% _a	0.0%	0.0%	100.0%
No	20.6% _a	43.0% _a	26.5% _a	7.6% _a	2.3% _a	100.0%
Education						
HS Grad	20.0% _a	30.0% _a	20.0% _{a,b}	30.0% _a	0.0%	100.0%
Some College	19.1% _a	38.2% _a	34.8% _b	7.9% _b	0.0%	100.0%
College Grad (BA/BS)	19.3% _a	42.1% _a	27.9% _{a,b}	7.1% _b	3.6% _a	100.0%
Grad/Professional Degree	24.4% _a	47.0% _a	20.1% _a	6.1% _b	2.4% _a	100.0%
Residence						
North Fulton County	26.7% _a	42.4% _a	23.0% _a	6.0% _a	1.8% _a	100.0%
DeKalb County (north of I-285)	13.0% _{a,b}	47.8% _a	30.4% _{a,b}	4.3% _{a,b}	4.3% _a	100.0%
City of Atlanta/ITP	13.8% _{a,b}	58.6% _a	17.2% _{a,b}	6.9% _{a,b}	3.4% _a	100.0%
Adjoining county OTP	14.5% _b	42.2% _a	33.1% _b	7.8% _{a,b}	2.4% _a	100.0%
Somewhere else	29.6% _a	33.3% _a	14.8% _{a,b}	18.5% _b	3.7% _a	100.0%
Residence (NFC only)						
Alpharetta	29.2% _a	35.4% _a	26.2% _a	9.2% _a	0.0%	100.0%
John's Creek	28.6% _a	34.3% _a	25.7% _a	8.6% _a	2.9% _{a,b}	100.0%
Milton	26.9% _a	38.5% _a	30.8% _a	3.8% _a	0.0%	100.0%
Roswell	17.9% _a	61.2% _b	14.9% _a	4.5% _a	1.5% _{a,b}	100.0%
Sandy Springs	32.0% _a	32.0% _a	24.0% _a	4.0% _a	8.0% _b	100.0%
Other	25.0% _a	33.3% _{a,b}	25.0% _a	16.7% _a	0.0%	100.0%

For each demographic characteristic (gender, age, race etc..) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

Table 28
I Would Ride MARTA More Often If It Took Less Time to Reach My Destination
(Employee Survey)

	Strongly Agree	Agree	Disagree	Strongly Disagree	DK	Total
All respondents	35.7%	37.2%	19.7%	5.6%	1.7%	100.0%
Gender						
Male	35.5% _a	38.2% _a	18.8% _a	4.9% _a	2.6% _a	100.0%
Female	37.1% _a	35.0% _a	21.7% _a	6.3% _a	0.0%	100.0%
Age						
18-34	34.6% _a	46.2% _{a,b}	15.4% _a	3.8% _a	0.0%	100.0%
35-44	42.4% _a	36.4% _{a,b}	18.2% _a	1.5% _a	1.5% _a	100.0%
45-54	39.3% _a	27.6% _b	23.4% _a	8.3%	1.4% _a	100.0%
55-64	34.2% _a	42.1% _a	19.1% _a	3.3% _a	1.3% _a	100.0%
65+	29.1% _a	40.0% _{a,b}	16.4% _a	9.1% _a	5.5% _a	100.0%
Race						
Non-white	49.1% _a	29.1% _a	12.7% _a	7.3% _a	1.8% _a	100.0%
White	33.9% _b	38.3% _a	20.6% _a	5.4% _a	1.7% _a	100.0%
Latino						
Yes	70.0% _a	20.0% _a	10.0% _a	0.0%	0.0%	100.0%
No	35.5% _b	37.5% _a	19.7% _a	5.7% _a	1.6% _a	100.0%
Education						
HS Grad	30.0% _a	20.0% _a	20.0% _{a,b}	30.0% _a	0.0%	100.0%
Some College	29.2% _a	37.1% _a	25.8% _b	6.7% _b	1.1% _a	100.0%
College Grad (BA/BS)	34.5% _a	36.0% _a	22.3% _b	4.1% _b	3.0% _a	100.0%
Grad/Professional Degree	41.5% _a	39.0% _a	13.4% _a	5.5% _b	0.6% _a	100.0%
Residence						
North Fulton County	39.2% _a	36.4% _a	18.4% _a	4.6% _a	1.4% _a	100.0%
DeKalb County (north of I-285)	21.7% _a	43.5% _a	26.1% _a	4.3% _{a,b}	4.3% _a	100.0%
City of Atlanta/ITP	44.8% _a	41.4% _a	10.3% _a	3.4% _{a,b}	0.0%	100.0%
Adjoining county OTP	31.9% _a	38.6% _a	22.3% _a	5.4% _a	1.8% _a	100.0%
Somewhere else	33.3% _a	25.9% _a	18.5% _a	18.5% _b	3.7% _a	100.0%
Residence (NFC only)						
Alpharetta	41.5% _a	30.8% _a	20.0% _{a,b,c,d}	7.7% _{a,b}	0.0%	100.0%
John's Creek	31.4% _a	40.0% _a	25.7% _{c,d}	2.9% _{a,b}	0.0%	100.0%
Milton	34.6% _a	34.6% _a	26.9% _{b,d}	3.8% _{a,b}	0.0%	100.0%
Roswell	43.3% _a	41.8% _a	10.4% _a	3.0% _b	1.5% _{a,b}	100.0%
Sandy Springs	32.0% _a	36.0% _a	16.0% _{a,b,c,d}	8.0% _{a,b}	8.0% _b	100.0%
Other	25.0% _a	33.3% _a	25.0% _{a,b,c,d}	16.7% _a	0.0%	100.0%

For each demographic characteristic (gender, age, race etc.) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

3.36 Would Respondent Use MARTA to Access Locations Near Potential New Stations During Breaks from Work?

Seven out of every ten employees (70%) surveyed said they would *not* utilize MARTA to access locations near potential new stations if MARTA were extended to the Forsyth County line (See Figure M).

Figure M: Would Respondent Use MARTA to Access Locations Near New Stations During Breaks? (Employee Survey)

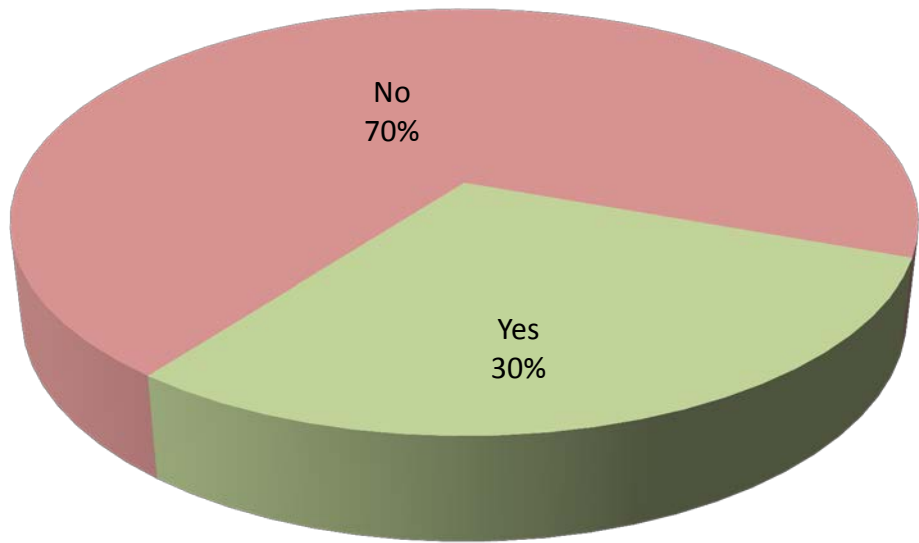


Table 29 provides a breakdown of the responses to this question by selected demographic characteristics of the respondents.

Table 29
I Would Ride MARTA to Access Locations near New Stations on Breaks from Work
(Employee Survey)

	Yes	No	DK	Total
All respondents	29.7%	70.1%	0.2%	100.0%
Gender				
Male	30.3% _a	69.7% _a	0.0%	100.0%
Female	28.7% _a	70.6% _a	0.7% _a	100.0%
Age				
18-34	53.8% _a	46.2% _a	0.0%	100.0%
35-44	42.4% _{a,b}	57.6% _{a,b}	0.0%	100.0%
45-54	24.1% _c	75.2% _c	0.7% _a	100.0%
55-64	26.3% _c	73.7% _c	0.0%	100.0%
65+	29.1% _{b,c}	70.9% _{b,c}	0.0%	100.0%
Race				
Non-white	40.0% _a	60.0% _a	0.0%	100.0%
White	28.3% _a	71.5% _a	0.2% _a	100.0%
Latino				
Yes	40.0% _a	60.0% _a	0.0%	100.0%
No	29.5% _a	70.3% _a	0.2% _a	100.0%
Education				
HS Grad	40.0% _a	60.0% _a	0.0%	100.0%
Some College	23.6% _a	75.3% _a	1.1% _a	100.0%
College Grad (BA/BS)	29.9% _a	70.1% _a	0.0%	100.0%
Grad/Professional Degree	32.3% _a	67.7% _a	0.0%	100.0%
Residence				
North Fulton County	25.8% _a	74.2%	0.0%	100.0%
DeKalb County (north of I-285)	17.4% _a	82.6% _a	0.0%	100.0%
City of Atlanta/ITP	55.2% _b	44.8% _b	0.0%	100.0%
Adjoining county OTP	31.3% _a	68.7% _a	0.0%	100.0%
Somewhere else	33.3% _{a,b}	63.0% _{a,b}	3.7% _b	100.0%
Residence (NFC only)				
Alpharetta	20.0% _a	80.0% _a	0.0%	100.0%
John's Creek	22.9% _{a,b}	77.1% _{a,b,c}	0.0%	100.0%
Milton	46.2% _b	53.8% _c	0.0%	100.0%
Roswell	20.9% _a	79.1% _c	0.0%	100.0%
Sandy Springs	32.0% _{a,b}	68.0% _{a,b,c}	0.0%	100.0%
Other	41.7% _{a,b}	50.0% _{b,c}	8.3% _b	100.0%

For each demographic characteristic (gender, age, race etc.,) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

3.37 Which New Station Would Be Most Useful to Employees?

Employees were asked which of four potential new stations would be most useful to them if MARTA were to expand to the Forsyth County line. A station at **Windward Parkway** was **mentioned most often** (34%) as the most useful new station location. A station at Holcomb Bridge Road was selected by 26% of the employees, followed by potential stations at Haynes Bridge Road (26%) and Old Milton Parkway (19%).

Figure N: Which New Station Location Would Be Most Useful to You? – Survey of Employees

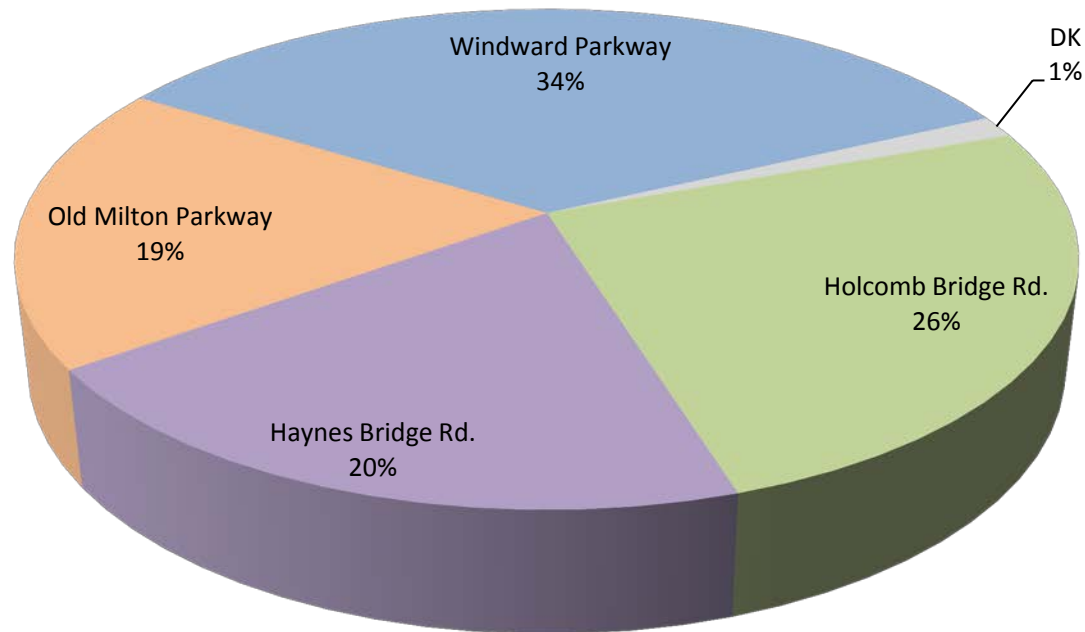


Table 30 provides a breakdown of the responses to this question by selected demographic characteristics of the respondents.

Table 30
Which Potential New MARTA Station Would Be Most Useful?
(Employee Survey)

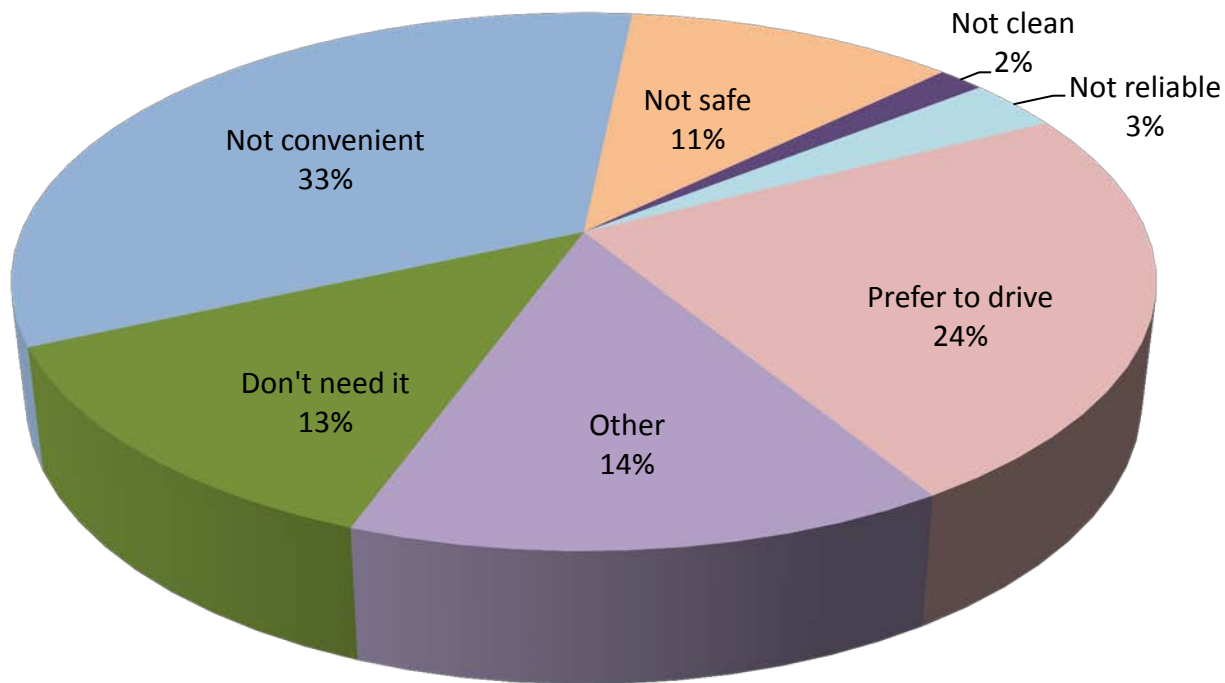
	Holcomb Bridge	Haynes Bridge	Old Milton Parkway	Windward Parkway	DK	Total
All respondents	25.7%	20.0%	18.6%	34.3%	1.4%	100.0%
Gender						
Male	26.1% _a	21.7% _a	16.3% _a	34.8% _a	1.1% _a	100.0%
Female	25.0% _a	13.6% _a	22.7% _a	36.4% _a	2.3% _a	100.0%
Age						
18-34	35.7% _a	21.4% _a	28.6% _{a,b}	14.3% _a	0.0%	100.0%
35-44	27.6% _a	17.2% _a	24.1% _{a,b}	31.0% _{a,b}	0.0%	100.0%
45-54	24.3% _a	18.9% _a	8.1% _b	45.9% _b	2.7% _a	100.0%
55-64	22.5% _a	22.5% _a	25.0% _a	30.0% _{a,b}	0.0%	100.0%
65+	25.0% _a	18.8% _a	6.3% _{a,b}	43.8% _{a,b}	6.3% _a	100.0%
Race						
Non-white	34.8% _a	4.3% _a	34.8% _a	26.1% _a	0.0%	100.0%
White	23.9% _a	23.1% _b	15.4% _b	35.9% _a	1.7% _a	100.0%
Latino						
Yes	25.0% _a	25.0% _a	25.0% _a	25.0% _a	0.0%	100.0%
No	25.8% _a	20.5% _a	17.4% _a	34.8% _a	1.5% _a	100.0%
Education						
HS Grad	25.0% _a	0.0%	50.0% _a	25.0% _a	0.0%	100.0%
Some College	27.3% _a	9.1% _a	22.7% _{a,b}	36.4% _a	4.5% _a	100.0%
College Grad (BA/BS)	23.3% _a	26.7% _a	20.0% _{a,b}	28.3% _a	1.7% _a	100.0%
Grad/Professional Degree	27.8% _a	18.5% _a	13.0% _b	40.7% _a	0.0%	100.0%
Residence						
North Fulton County	33.3% _{a,b}	26.3% _{a,b}	24.6% _a	15.8% _a	0.0%	100.0%
DeKalb County (north of I-285)	75.0% _b	0.0%	25.0% _a	0.0%	0.0%	100.0%
City of Atlanta/ITP	25.0% _{a,b,c}	37.5% _b	0.0%	37.5% _{a,b,c}	0.0%	100.0%
Adjoining county OTP	17.0% _c	13.2% _a	18.9% _{a,b}	49.1% _{b,c}	1.9% _{a,b}	100.0%
Somewhere else	10.0% _{a,c}	0.0%	10.0% _{a,b}	70.0% _c	10.0% _b	100.0%
Residence (NFC only)						
Alpharetta	15.4% _a	53.8% _a	15.4% _a	15.4% _{a,b}	0.0%	100.0%
John's Creek	11.1% _a	22.2% _a	55.6% _b	11.1% _{a,b}	0.0%	100.0%
Milton	8.3% _a	16.7% _a	33.3% _{a,b}	41.7% _{b,c}	0.0%	100.0%
Roswell	64.3% _b	21.4% _a	14.3% _a	0.0%	0.0%	100.0%
Sandy Springs	62.5% _b	12.5% _a	12.5% _{a,b}	12.5% _{a,b}	0.0%	100.0%
Other	0.0%	16.7% _a	16.7% _{a,b}	66.7% _c	0.0%	100.0%

For each demographic characteristic (gender, age, race etc..) row percentages with the same subscript do not differ statistically. Different subscripts indicate that the row percentages across sub-categories are statistically different at the .05 level.

3.38 Why Not Use MARTA?

Employees who said they have never ridden MARTA were asked to indicate why. One-third (33%) of these respondents indicated that MARTA is not convenient for them; 24% said they prefer to drive wherever they need to go (see *Figure O*). The reader should remember that this information is based on a very small sample size (n = 9), since 97% of the respondents overall indicated they have ridden a MARTA train at some point in time.

Figure O: Why Doesn't Respondent Use MARTA? (Employee Survey)



Appendix A – Demographics

Demographic Characteristics of the Residents in North Fulton County - **Weighted**

Gender

	Frequency	Percent
Male	293	47.9
Female	316	51.7
Total	610	99.6
System Missing ⁵	2	.4
Total	612	100.0

Age Group

	Frequency	Percent
18-24	53	8.6
25-34	106	17.4
35-44	131	21.4
45-54	138	22.5
55-64	86	14.1
65+	72	11.8
Refused/System Missing	26	4.2
Total	612	100.0

Race (Recoded)⁶

	Frequency	Percent
White	427	69.8
Black	76	12.4
Asian	63	10.2
Other	17	2.7
Refused/System Missing	30	4.9
Total	612	100.0

Race (Original)

	Frequency	Percent
White	427	69.8
Black	76	12.4
Asian	63	10.2
Native American	2	.3
Other	15	2.5
Refused/System Missing	30	4.9
Total	612	100.0

⁵ In the tables for each demographic characteristic, the “system missing” category represents those respondents who were not asked a particular question because they terminated the survey during the demographic section. The demographic section was the last section in both survey applications.

⁶ The original “Race” variable was recoded into a new variable with fewer categories. In the recoded “Race”, “Other” represents Native Americans and respondents who indicated they are of some other race not originally listed, including those who identified themselves as “bi-racial” or “multi-racial.”

Is Respondent Latino?

	Frequency	Percent
Yes	48	7.9
No	548	89.5
Refused	16	2.7
Total	612	100.0

Education

	Frequency	Percent
Less than high school	23	3.7
High school	66	10.8
Some college	137	22.4
BA/BS	229	37.4
Graduate/Professional degree	142	23.3
DK/System Missing	15	2.4
Total	612	100.0

Place of Residence

	Frequency	Percent
Alpharetta	169	27.5
John's Creek	122	20.0
Milton	41	6.6
Roswell	137	22.4
Sandy Springs	106	17.2
Other	37	6.0
System Missing	1	.1
Total	612	100.0

Race/Hispanic Combination

	Frequency	Percent
White, non-Hispanic	400	65.4
White Hispanic	27	4.4
Black, non-Hispanic	67	10.9
Black Hispanic	8	1.3
Asian, non-Hispanic	61	10.0
Asian, Hispanic	1	0.2
Other, non-Hispanic	7	1.1
Other, Hispanic	9	1.5
NA	32	5.2
Total	612	100.0

Zip Code*

Zip	Frequency	Percent
30004	76	12.4
30075	67	11.0
30076	62	10.1
30009	29	4.8
30005	64	10.4
30097	30	4.9
30024	7	1.1
30022	118	19.2
30350	59	9.7
30092	1	.1
30328	33	5.5
30338	5	.9
30319	1	.1
30327	1	.2
30339	3	.5
30342	5	.8
DK	60	9.8
Total	612	100

*(Zips shaded in gray are contiguous with I-285, although most of their areas appear to lie south of the highway)

Demographic Characteristics of the Employees

Gender

	Frequency	Percent
Male	304	65.7
Female	143	30.9
System Missing	16	3.5
Total	463	100.0

Age Group

	Frequency	Percent
18-34	26	5.6
35-44	66	14.3
45-54	145	31.3
55-64	152	32.8
65+	55	11.9
System Missing	19	4.1
Total	463	100.0

Is Respondent Latino?

	Frequency	Percent
Yes	10	2.2
No	437	94.4
DK	15	3.2
System Missing	1	.2
Total	463	100.0

Race

	Frequency	Percent
White	407	87.9
Black/African-American	19	4.1
Asian	17	3.7
Native American	6	1.3
Native Hawaiian/Pacific Islander	1	0.2
Other	10	2.2
DK/Refused	3	0.6
Total	463	100.0

Education

	Frequency	Percent
High school graduate or GED	10	2.2
Some college or Associate's Degree	89	19.2
Bachelor's Degree (college graduate)	197	42.5
Professional or graduate degree (Ph.D., Master's, Law Degree, MD)	164	35.4
System Missing	3	.6
Total	463	100.0

Residence

	Frequency	Percent
Fulton County NORTH of I-285 (north of 'the perimeter')	218	47.1
DeKalb County NORTH of I-285	23	5.0
City of Atlanta or some other locale inside "the perimeter"	29	6.3
An adjoining county north of the perimeter (Cobb, Cherokee, Forsyth, Gwinnett, etc)	166	35.9
Somewhere else?	27	5.8
Total	463	100.0

Place of Residence – North Fulton County Respondents Only

	Frequency	Percent
Alpharetta	66	14.3
John's Creek	35	7.6
Milton	26	5.6
Roswell	67	14.5
Sandy Springs	25	5.4
Some other part of north Fulton County?	12	2.6
Not in north Fulton	232	50.1
Total	463	100.0

Race/Hispanic Combination

	Frequency	Percent
White. Non-Hispanic	395	85.3
White, Hispanic	7	1.5
Black, non-Hispanic	18	3.9
Black, Hispanic	1	0.2
Asian, non-Hispanic	16	3.5
Asian, Hispanic	0	0.0
Other, non-Hispanic	17	3.7
Other, Hispanic	2	0.4
DK	7	1.5
Total	463	100.0

Home Zip Code

Zip	Frequency	Percent
30004	48	10.4
30005	55	11.9
30009	54	11.7
30022	73	15.8
30040	24	5.2
30041	22	4.8
30075	38	8.2
30076	79	17.1
30328	2	.4
30338	22	4.8
30350	39	8.4
DK	7	1.4
Total	463	100.0%

Appendix B – Survey Instruments

North Fulton County Resident Survey

<Introductory and Screening questions are not shown here>

CITY

What city do you live in?

1. Alpharetta
2. John's Creek
3. Milton
4. Mountain Park
5. Roswell
6. Sandy Springs
7. (Respondent offers) Some other part of northern Fulton County
8. DK/NA

Q1 (All)

Please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following statements: ***(The statements will be randomly ordered for each respondent.)***

1A: "North Fulton County needs a better public transportation system."

1B: "Improving the local roads in north Fulton County is the best way to solve our traffic problems."

1C: "Traffic congestion is a real problem in north Fulton County."

1D: "I would use public transportation more often if it could get me to the places I need to go."

Q2 (All)

Currently, MARTA serves only a portion of north Fulton County. Some have suggested MARTA service should be extended all the way up the GA-400 corridor to the Forsyth County line. Others don't feel such an expansion is necessary. What about you? Would you say you...

Strongly approve

Approve

Disapprove, or... *(skip to Q4)*

Strongly disapprove... of a proposal to extend MARTA to the Forsyth County line? *(Skip to Q4)*

DK *(Skip to Q4)*

Q3 *(For those who say they approve of the expansion)*

Should an extension of MARTA to the Forsyth county line be done by:

Heavy rail that would include larger trains that run along dedicated track up the GA-400 corridor...

Light rail that would include smaller trains operating on dedicated tracks along county Roadways...

Bus rapid transit service that is similar to light-rail except that it uses buses instead of trains in HOT/HOV lanes, or...

Bus rapid transit service that is similar to light-rail except that it uses buses instead of trains in dedicated bus lanes?

DK

Q4 (All)

Is your home located within one-quarter mile (1/4 mile) of a ...

Q4a Marta Bus stop? (yes/no)

Q4b Marta train station? (Yes/no)

Q5 (All)

While living at your current residence, have you ever ridden...

5A: a MARTA bus? (yes/no)

5B: a MARTA train? (yes/no)

*(Respondents who said they have ridden **either** a bus or train will skip to Q7)*

Q6 *(For those who have NOT ridden a MARTA bus OR train)*

Are there specific reasons why you don't ride MARTA? *(check all reasons R mentions)*

Don't need it

Not convenient to where I live/work/play

Not safe

Not clean

Not reliable

Prefer to drive

Too expensive

Other (specify) _____

Q6b *(For those who have not ridden a MARTA bus OR train)*

Would you ride a MARTA bus or train more often if a station or bus stop was located closer to your home?

Yes

No

(Non-riders will now skip to Q9)

Q7 *(If they have used a MARTA bus)*

Which of the following BEST describes how often you ride a MARTA bus? Do you use them...

every day...

once or twice a week...

one to three times a month, or

less than once a month?

(Respondent offers) Only for special occasions/events (specify)

Q7b *(If they have used a MARTA train; non-users of train will skip to Q8)*

Which of the following BEST describes how often you ride a MARTA train? Do you use them...

every day...

once or twice a week...

one to three times a month, or

less than once a month

(Respondent offers) Only for special occasions/events (specify)

Q8 *(For those who indicated they have utilized MARTA bus)*

Do you use a MARTA bus to... **(all yes/no)**

8A: go to work?

8B: run personal errands (shopping; doctor visits, etc.)?

8C: get yourself back and forth to school?

8D: take children to school or other activities?

8E: get to entertainment locations (restaurants, concerts, theater, sports, etc)?

Q8b *(If they have used a MARTA train; non-users will skip to Q9)*

Do you use a MARTA train to... **(all yes/no)**

8b1: go to work?

8b2: run personal errands (shopping; doctor visits, etc.)?

8b3: get yourself back and forth to school?

8b4: take children to school or other activities?

8b5: get to entertainment locations (restaurants, concerts, theater, sports, etc)?

Q9 (All)

Would new MARTA locations along the GA-400 corridor in north Fulton County encourage you to use MARTA more often?

Yes (continue with Q10a-d)

No *(If they approve of extension in Q2, skip to Q11. Otherwise, skip to Q12))*

Q10 *(For those who said they WOULD use MARTA more often)*

If MARTA expanded up the GA-400 corridor to the Forsyth county line, how often do you think you would use a MARTA station or bus stop at each of the following locations?

Locations to be included:

- 10A. Holcomb Bridge Rd. at GA-400
- 10B. Haynes Bridge Rd at GA-400
- 10C. Old Milton Parkway at GA-400
- 10D. Windward Parkway at GA-400

Would you use MARTA to travel to or from <insert location>...

every day...

once or twice a week...

one to three times a month, or

less than once a month

(Respondent offers) Only for special occasions/events (specify)

(Respondents who earlier said they disapprove of MARTA expansion will now skip to Q12)

Q11 *(For those who said they approve of expanding MARTA service to Forsyth County)*

Would an expanded MARTA system with new stations along the corridor to the Forsyth County line be best served by establishing remote lots with shuttle buses to carry people back-and-forth to the new MARTA stations, or should MARTA build larger parking lots at the new MARTA stations?

Remote lots with shuttle buses

parking lots at new stations

(Respondent offers) both

DK

Q12a (All)

Are you currently...

Employed full time...

Employed part-time...

Retired, or... *(Skip to Demographics)*

Unemployed? *(Skip to Q17)*

(Respondent offers) I'm a student (skip to Q17 if a student and NOT employed)

Q13 *(If employed either full-time or part time)*

Is your place of work ...

in North Fulton County (north of I-285)...

in the City of Atlanta or some other area “inside the perimeter,” or...

in an adjacent county north of the perimeter? (Cobb, Gwinnett, Forsyth etc.)

or somewhere else farther away (specify)

(Respondent offers) Works from home (*skip to Q17*)

Q14 *(If employed either full-time or part time)*

Is there a MARTA bus stop or rail station within a quarter-mile (1/4 mile) of your work location?

Yes

No

Q15 *(If employed either full-time or part time)*

How do you usually commute back and forth to work?

drives to work in a motor vehicle

drives or ride to work as part of a carpool

use a MARTA bus

use MARTA rail service,

walk, ride a bicycle or motorcycle

Ride another transit system such as GRTA (“Gerta”)

Someone takes him/her to work

Combination of above (specify)

(Respondent offers) Work from home (Skip to Q17))

DK

Q16 *(Everyone who is employed)*

On a typical day, how long is your commute to work ONE-WAY? Does it usually take...

less than 5 minutes...

5-9 minutes...

10-14 minutes...

15-29 minutes...

30-44 minutes, or...

45 minutes or more?

DK

Q17

Are you a student at a local school or college?

1. Yes

2. No

3. DK

IF R is not a student, will skip to Demographics

Q18 *(If R is student)*

Is your school located in...

in North Fulton County (north of I-285)...

in the City of Atlanta or some other area “inside the perimeter,” or...

in an adjacent county north of the perimeter? (Cobb, Gwinnett, Forsyth etc.),

or...

somewhere else farther away (specify)?

(Respondent offers) Takes online classes (*skip to Demographics*)

Q19 *(If R is student)*

Is there a MARTA bus stop or rail station within a quarter-mile of your school?

Yes

No

Q20 *(all students)*

How do you usually commute to and from school?

drives to school in a motor vehicle

drives or rides to school as part of a carpool

uses a MARTA bus

uses MARTA rail service,

walk, ride a bicycle or motorcycle

Ride another transit system such as GRTA (“Gerta”)

Someone takes him/her to school

Combination of above (specify)

(Respondent offers) takes classes online (Skip to demographics)

DK

Q21 *(Everyone who is a student)*

On a typical day, how long is your commute to school ONE-WAY? Does it usually take...

less than 5 minutes...

5-9 minutes...

10-14 minutes...

15-29 minutes...

30-44 minutes, or...

45 minutes or more?

DK

DEMOGRAPHICS

We are almost finished. We would like to ask you a few questions about yourself. Please remember that all of your responses are confidential and the results will be used for statistical purposes only.

ZIPCODE

What zipcode do you live in?

(CODE 5 DIGIT ZIPCODE. IF RESPONDENT DOES NOT KNOW, ASK THEM IF THEY HAVE A PIECE OF MAIL NEARBY WITH THEIR ZIPCODE ON IT. IF RESPONDENT STILL CANNOT ANSWER, CODE=39999.)

YRBORN

In what year were you born?

(CODE LAST TWO DIGITS; i.e., "57" FOR '1957". DK/NA/REFUSED=97)

RACE

With which racial group do you most strongly identify?

1. White
2. Black
3. Asian
4. Native American
5. OTHER (specify)
6. DK/NA/REFUSED

HISPANIC

Do you consider yourself to be Hispanic or Latino?

- Yes
No

EDUC

Which of the following best describes your level of education?

1. Did not graduate from high school....
2. High school graduate or GED....
3. Some college/technical school (would include Associates Degree)
4. Bachelor's Degree (college graduate)
5. Professional or graduate degree (Ph.D., Master's, Law Degree, MD)
6. DK/NA

INCOME

Thinking of everyone who lives in your household, which of the following best describes your TOTAL HOUSEHOLD INCOME in 2013? Please stop me when I get to the appropriate category...

1. Less than \$15,000...
2. \$15,000 - \$25,000...
3. \$25,000 - \$35,000...
4. \$35,000 - \$50,000...
5. \$50,000 - \$75,000...
6. \$75,000 - \$100,000...
7. \$100,000 - \$300,000...
8. \$300,000 or above?
9. DK/NA/REFUSED

NRESIDENTS

How many people, including children, currently live your residence?

NKIDS

How many children under the age of 18 currently live at your residence?

ADDRESS

To help us with the analysis of the data for this project, it would be helpful if we could have your address. We will NOT share this information with any telemarketers or anyone else not associated with this research project. May I have your address?

(Code address – street and city)

GENDER

That is all the questions we have! Thanks for helping us with our survey...

CODE GENDER BY VOICE: 1=MALE 2 = FEMALE

Online Survey of Employees in GA-400 Corridor

<Introductory and Screening questions are not shown>

Q1

Currently, MARTA serves only a portion of north Fulton County. Some have suggested MARTA service should be extended all the way up the GA-400 corridor to the Forsyth County line. Others don't feel such an expansion is necessary. What about you? Would you say you...

Strongly approve

Approve

Disapprove (*Skip to Q3*)

Strongly disapprove (*Skip to Q3*)

Q2 (*For those who say they approve of the expansion*)

If MARTA service were to be extended to the Forsyth County line, would you prefer it be in the form of:

Heavy rail that would include larger trains that run along dedicated track up the GA-400 corridor...

Light rail that would include smaller trains operating on dedicated tracks along county roadways...

Bus rapid transit service that is similar to light-rail except that it uses buses instead of trains in HOT/HOV lanes, or...

Bus rapid transit service that is similar to light-rail except that it uses buses instead of trains in dedicated lanes

Q3

Which of the following best describes where you live? Do you live in...

Fulton County NORTH of I-285 (north of 'the perimeter')....

DeKalb County NORTH of I-285...

the City of Atlanta or some other locale inside "the perimeter"...

an adjoining county north of the perimeter (Cobb, Cherokee, Forsyth, Gwinnett, etc)

or somewhere else? (specify)

Q3b (*If living in north Fulton County*)

Do you live in...

Alpharetta...

John's Creek...

Milton...

Mountain Park..

Roswell...

Sandy Springs, or...

Some other part of north Fulton County? (specify)

Q4

Does your employer provide...

Free MARTA passes to its employees?

Discounted MARTA passes to its employees?

Q5a

Have you ever....

5A1: Ridden a MARTA bus? (yes/no)

5A2: Ridden a MARTA train? (yes/no)

Q5b *(For those who have NOT ridden a MARTA bus OR train)*

Are there specific reasons why you don't ride MARTA? *(check all reasons R mentions)*

Don't need it

Not convenient to where I live/work/play

Not safe

Not clean

Not reliable

Prefer to drive

Too expensive

Use other public transportation (GRTA, etc.)

Other (specify) _____

Q6a *(If they have used a MARTA bus)*

Which of the following BEST describes how often you ride a MARTA bus? Do you use them...

every day...

once or twice a week...

one to three times a month, or...

Less than once a month?

Only on special occasions (specify)

Q6b *(If they have used a MARTA train; non-users of train will skip to Q7 if they have used a bus)*

Which of the following BEST describes how often you ride a MARTA train? Do you use them...

every day...

once to twice a week...

one to three times a month, or ...

less than once a month?

Only on special occasions (specify)

Q7 (For those who indicated they have utilized MARTA bus)

Do you use a MARTA bus to... **(all yes/no)**

7A: go to work?

7B: run personal errands (shopping; doctor visits, etc.)?

7C: get yourself back and forth to school?

7D: take children to school or other activities?

7E: get to entertainment locations (restaurants, concerts, theater, sports, etc)?

Q7.2 (If they have used a MARTA train; non-users will skip to Q9)

Do you use a MARTA train to... **(all yes/no)**

7.2A: go to work?

7.2B: run personal errands (shopping; doctor visits, etc.)?

7.2C: get yourself back and forth to school?

7.2D: take children to school or other activities?

7.2E: get to entertainment locations (restaurants, concerts, theater, sports, etc)?

Q7.4 (all)

How do you usually get to work? Do you usually...

ride MARTA...

drive to work by yourself....

drive or ride to work as part of a carpool...

walk or ride a bicycle or motorcycle...

use other transit systems, such as GRTA to connect to MARTA?

Other (i.e., walk, bicycle, combination of above, etc.) (specify)

Q8 (All)

Is your home located within walking distance (say, within a 1/4 mile) of a ...

8a:Marta Bus stop? (yes/no)

8b: Marta train station? (yes/no)

Q9

Is your place of employment located within walking distance (say, within ¼ of a mile) of a ...

9A: MARTA bus stop (yes/no)

9B: MARTA train station (yes/no)

Q10A (If R says "No" to Q8a):

Do you *strongly agree, agree, disagree* or *strongly disagree* with the following statement?

"I would use MARTA more often if a bus stop was located closer to my home."

Q10B (If R says "No" to Q8b):

Do you *strongly agree, agree, disagree* or *strongly disagree* with the following statement?

"I would use MARTA more often if a MARTA train station was located closer to my home."

Q10C (If R says "No" to Q9a)

Do you *strongly agree, agree, disagree* or *strongly disagree* with the following statement?

"I would use MARTA more often if a MARTA bus stop were located closer to my place of employment."

Q10D (If R says "No" to Q9b)

Do you *strongly agree, agree, disagree* or *strongly disagree* with the following statement?

"I would use MARTA more often if a MARTA train station were located closer to my place of employment."

Q13

Which of the following interchanges along GA-400 is closest to your place of employment?

Hammond Dr.
Abernathy Rd.
Northridge Dr.
Holcomb Bridge Rd.
Mansell Rd.
Haynes Bridge Rd.
Old Milton Parkway
Windward Parkway

Q14 (If living in N. Fulton County)

Which of the following interchanges along GA-400 is closest to your home?

Hammond Dr.
Abernathy Rd.
Northridge Dr.
Holcomb Bridge Rd.
Mansell Rd.
Haynes Bridge Rd.
Old Milton Parkway
Windward Parkway

Q15

If MARTA service were extended up the GA-400 corridor to the Forsyth County line, would you use MARTA to access locations near the new stations or stops during breaks from work (for instance, during lunch breaks or quick shopping trips)?

Yes
No

Q16 (For those who said YES to Q15)

Which of the following potential new stations/activity-areas would be most useful for you?

Holcomb Bridge Rd.

Haynes Bridge Rd.

Old Milton Parkway

Windward Parkway

Q17

Please tell me if you strongly agree, agree, disagree, or strongly disagree with each of the following statements:

17A: "I would ride MARTA more often if it was cleaner."

17B: "I would ride MARTA more often if it was safer."

17C: "I would ride MARTA more often if I had to wait less time for a train or bus."

17D: "I would ride MARTA more often if it took less time to reach my destination."

Q18a

Are you a full-time or part-time student at a local high school or college? (yes/no)

Q18b (If "yes" in Q18a)

Is there a MARTA bus stop or train station located near your school? (yes/no)

18C: (If "no" in Q18b)

Please tell me if you strongly agree, agree, disagree, or strongly disagree with each of the following statement

"I would ride MARTA more often if it was closer where I go to school."

DEMOGRAPHICS

We are almost finished. We would like to ask you a few questions about yourself. Please remember that all of your responses are confidential and the results will be used for statistical purposes only.

ZIPCODE

What zipcode do you live in?

(Please enter your 5 DIGIT ZIPCODE. If you are unsure of your zipcode, please refer to a recent piece of mail sent to you for the zip.

YRBORN

Please enter your year of birth:

RACE

With which racial group do you most strongly identify?

- White
- Black
- Asian
- Native American
- OTHER (specify)
- DK/NA/REFUSED

HISPANIC

Do you consider yourself to be Hispanic or Latino?

- Yes
- No

EDUC

Which of the following best describes your level of education?

- Did not graduate from high school....
- High school graduate or GED....
- Some college or Associate's Degree...
- Bachelor's Degree (college graduate)
- Professional or graduate degree (Ph.D., Master's, Law Degree, MD)
- DK/NA

INCOME

Thinking of everyone who lives in your household, which of the following best describes your TOTAL HOUSEHOLD INCOME in 2013? Please stop me when I get to the appropriate category...

Less than \$15,000...
\$15,000 - \$25,000...
\$25,000 - \$35,000...
\$35,000 - \$50,000...
\$50,000 - \$75,000...
\$75,000 - \$100,000...
\$100,000 - \$300,000...
\$300,000 or above?
DK/NA/REFUSED

NRESIDENTS

How many people, including children, currently live your residence?

NKIDS

How many children under the age of 18 currently live at your residence?

ADDRESS

To help us with the analysis of the data for this project, it would be helpful if we could have your address. We will NOT share this information with any telemarketers or anyone else not associated with this research project.

(Enter address)

GENDER (check one)

Are you...

MALE

FEMALE

Appendix C – Location of Respondents

