Stakeholder and Public Outreach

Summary Memorandum

September 2018
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1 INTRODUCTION

The public played a significant role in the development of the Connect Gwinnett: Transit Plan. Over a span of two separate phases, the planning team gathered more than 6,500 survey responses, attended 26 community events, distributed informational cards at more than 45 locations, and hosted six public meetings throughout the County. The purpose of these outreach efforts was to give the public ample and convenient opportunities to shape and influence the development of the Connect Gwinnett: Transit Plan. The following document outlines the outreach efforts used, summarizes the findings of previous outreach efforts, and presents the results of the outreach efforts of this plan.

2 STAKEHOLDER/PUBLIC OUTREACH PROCESS

Outreach with the public and stakeholders was conducted over two phases. The first phase of public outreach began in June 2017 and was focused on gathering a basic understanding of what the public felt the priorities of the plan should be, what connections were important to prioritize, what types of improvements should be made, and what was the general outlook on transit and transit expansion in Gwinnett County. The second phase of outreach began in March 2018 and focused on presenting and gathering feedback on the set of draft recommendations.

2.1 Outreach Methods and Tools

The Connect Gwinnett: Transit Plan outreach efforts relied on a variety of methods and tools to engage diverse audiences and a strong cross-section of the community.

Project Fact Sheets

A project fact sheet was created for outreach efforts to provide high-level information to educate the public about the plan. The fact sheet included details on the plan’s purpose, goals, overall process, schedule, and how to get additional information via the project’s webpage and Facebook page. To enable accessibility, the fact sheet was available online in a digital format and also in hard copy form at the in-person public outreach activities. The planning team translated the fact sheet into the four most common languages spoken in Gwinnett County: English, Spanish, Korean, and Vietnamese.

Informational Cards

Post-card size informational cards were created to provide convenient plan information to the community at a variety of events and locations. These cards were distributed to grocery stores, shopping centers, local restaurants, government and business offices, libraries, community and senior seniors, and onboard Gwinnett County Transit buses. The Community Improvement Districts in the County, as well as several Cities, also distributed the cards to
their stakeholders. The card was updated for the second phase of public outreach; both versions of the card were available in English, Spanish, Korean, and Vietnamese.

**Project-specific Web Page**
On the County’s website, on the Department of Transportation’s webpages, the planning team created a project-specific web page to provide an online format for the public to engage with the plan. A unique web address ([www.ConnectGwinnettTransit.com](http://www.ConnectGwinnettTransit.com)) was created to provide easy access to the embedded webpage. The webpage featured information about the plan, including a plan overview, plan schedule, plan resources (meeting PowerPoints, educational boards, a narrated video, and plan maps and documents), a comment form to provide feedback, information on upcoming outreach events and how to participate in the planning process, related links, and the project fact sheet (in all four languages). Both rounds of online survey were also embedded on the project-specific webpage. Using the translate feature available on the County’s website, the project-specific webpage was available in English and Spanish.

**Project-specific Email Address**
A dedicated email address was created for the Connect Gwinnett public outreach ([ConnectGwinnettTransit@gwinnettcounty.com](mailto:ConnectGwinnettTransit@gwinnettcounty.com)) for the community to email the planning team with their thoughts, questions, or concerns about the plan. During the course of the project, more than 130 emails were received from the public.

**Online/Hard Copy Survey**
Two rounds of surveys were used for during the public outreach, one in each phase. The surveys were available in both an online format—created using a customized JotForm platform that was embedded into the project-specific webpage hosted on the County’s website—and in hard copy. The first round of surveys focused on understanding the overall vision for the County’s future transit system, including if an expansion was desired, what would encourage more frequent usage, priorities for long-term investments, desired locations for service, and preference of funding sources (sales tax, property tax, or a combination of both). The second round of surveys focused on determining mode preference, priorities of recommendation connections, and preference of funding sources. Both rounds of surveys featured basic demographic questions (internet/smartphone access, age, and household income) to better understand who the respondents were.

The first round of surveys featured two formats—Rider and Non-Rider—with the Rider format offering detailed questions on the current service that Gwinnett County Transit provides. To engage a significant number of current riders, the first round of surveys included a large-scale effort of administering the surveys in hard copy format as well as via iPads on the Gwinnett County Transit buses. The hard copy surveys were also available at various community institutions and government buildings throughout the County.
The second round of surveys was administered in an online format, but hard copy surveys were available, if requested. The questions in the second round of surveys mirrored the interactive activities in the public open houses to create a robust sample size of consistent input. In particular, a scenario-based question and parallel activity from the survey was used across all second phase public outreach activities. This scenario asked participants to hypothetically "spend" $100 across various transit-supportive funding buckets to help the planning team understand the community's priorities for future transit investments. This information supported the financial constraining of plan recommendations between the second phase of public outreach and the final plan recommendations phase.

Across both rounds of surveys, more than 5,690 people completed the surveys. Both rounds of surveys were available in English, Spanish, Korean, and Vietnamese.

Scientific Phone Survey
An independent market research firm administered a scientific phone survey to 1,000 residents, determined by an initial survey question, during the second round of public outreach. The scientific phone survey questions were identical to the questions asked in the second round of online/hard copy surveys, adjusted slightly for the phone administration.

Social Media - Facebook
The Connect Gwinnett team maintained an active Facebook page (/connectgwinnetttransit) to enable digital interactions with the community during the planning process. The Connect Gwinnett Facebook page accumulated more than 200 “Likes” over the course of the plan’s development. The planning team also boosted posts—such as upcoming events, access to the online survey, and plan updates—to expand the Facebook page’s reach. For example, using customized boost parameters, some posts reached more than 5,400 Facebook users. In addition to paid boosts, many of the plan’s stakeholders and partners, such as the Gwinnett County Chamber, Partnership Gwinnett, Gwinnett Cities, and the Community Improvement Districts also "shared" posts from the Connect Gwinnett Facebook page, furthering expanding the page’s reach.

Email Blasts
Frequent email blasts were pushed out using MailChimp during the plan’s development. The email blast distribution list featured more than 1,300 email addresses, collected during the Destination2040: Gwinnett County’s Comprehensive Transportation Plan (CTP) process, at Connect Gwinnett community events, during the bus tour, and via the project-specific email address and webpage. Email blast updates included information on the plan status, dates and information on upcoming public open houses or community events, alerts to take the online surveys, and details about the draft plan prior to adoption by the Gwinnett County Board of Commissioners.
**Bus Tour**
The first round of public outreach did not feature traditional public meetings or open houses. In lieu of this formalized interaction with the public, the planning team hosted a major launch of the Connect Gwinnett planning process in the form of a Countywide bus tour. On a single Saturday in July 2017, three Gwinnett County Transit buses carried the Connect Gwinnett planning team, County staff, and volunteers along three different routes to four locations (for a total of 12 stops) to host pop-up events to meet the community where they were. These stop locations included area malls and retail centers, farmers markets, libraries, parks, and other community facilities or destinations. Activities at these locations included education boards and discussion with the planning team; a “One Word” activity to understand the community’s current perspective on transit in Gwinnett as well as their vision for future transit service in the County; a prioritization activity to determine the plan’s goals and priorities; a mapping exercise to illustrate where service is desired, hard copy and online survey administration via iPads, and distribution of plan collateral and customized “swag.”

**Community Events**
The Connect Gwinnett planning team hosted more than 30 events in Gwinnett during the plan’s 16-month process. During the first phase of public outreach, the community events featured similar interactive activities to the bus tour and focus group sessions as well as hard copy survey administration. For the second phase of public outreach, the community events were used to advertise the public open houses as well as featured the previously described budgeting activity that was used across all second phase activities. These events included Food Truck Friday (Duluth), Wild Rumpus Pool Party (Snellville), Trucks/Tractors/Trailers, Live Health Gwinnett, Grayson Farmers Market, Georgia Gwinnett College orientation day, Gwinnett Braves (now the Gwinnett Stripers) game, Thursdays @ the Hill (Sugar Hill), and Lilburn National Night Out.
Public Open Houses
During the second phase of public outreach, the Connect Gwinnett team hosted 6 public open houses, strategically located in different geographic areas of the County. In addition to an educational presentation that provided an overview of the plan to ensure a similar base-level of knowledge for participants prior to them providing input, the public open houses also featured six interactive stations to collect feedback from participants. The previously described budgeting activity was one of these stations, and the other stations at the open houses all paralleled questions in the second round of surveys. Creating parallel activities to the second round of surveys was intentionally designed to ensure consistent data collection and to provide a robust sample size. In total, the public open houses were attended by more than 250 people.

Technical and Stakeholder Committees
In addition to outreach to the general public, stakeholder and technical committees were formed to get feedback from specific groups of the community and the transit industry to provide overall plan guidance for the development of the Connect Gwinnett: Transit Plan. These committees included representation from County departments, the Atlanta Regional Commission, cities, Community Improvement Districts, community advocacy organizations, large employers in the County, local PTA and HOA leaders, and current GCT riders. The stakeholder and technical committees met multiple times during the process at key decision points for plan development. These groups also served as a sounding board and testing ground for the presentation and design of public outreach activities as well as plan champions in the community.

Focus Groups
To better understand the specific needs of specialized populations with the County, the planning team held 10 focus group meetings during the first phase of public outreach. These focus group meetings offered a facilitated discussion setting for participants to provide feedback on their vision and priorities for the plan, as well as where specific service needs exist. The focus groups consisted of the following invited populations:

- Business Community/Community Improvement Districts (CID)
  - Leadership from local businesses/major employers
  - Gwinnett Chamber of Commerce
  - Partnership Gwinnett
  - Braselton CID
  - Evermore CID
  - Gateway 85 CID
  - Gwinnett Place CID
  - Lilburn CID
  - Sugarloaf CID
Cities
- Auburn
- Berkeley Lake
- Braselton
- Buford/Rest Haven
- Dacula
- Duluth
- Grayson
- Lawrenceville
- Lilburn
- Loganville
- Norcross
- Peachtree Corners
- Snellville
- Sugar Hill
- Suwanee

Gwinnett Student Leadership Team (GSLT)
Older Adult and Mobility Challenged (two meetings)
Underserved - Minority and Limited English Proficiency
Young Professionals
Transit Partners/Operators
- ARC
- CobbLinc
- Hall Area Transit
- MARTA
- SRTA/GRTA

Transdev Operators
Leadership Gwinnett

Creative Advertisements

Project Branding
A project-specific brand, which included a project logo, color palette, and graphic and narrative standards, was developed for the Connect Gwinnett process. This brand was used across all public outreach efforts, as well as for plan deliverables, to ensure plan recognition and consistency.
Window Clings
To further advertise for the plan and its outreach efforts, window clings were designed to enable bus riders to easily access the online survey so they could provide input during their commute. These window clings affixed to the interior of Gwinnett County Transit bus windows as well as on the doors and windows of various local businesses and government facilities to advertise to non-riders.

Car Cards
The Connect Gwinnett planning team designed “car cards” to go in the headliners of all Gwinnett County Transit buses during the duration of the planning process. These cards featured high-level information on the plan as well as the project-specific web page address. The car cards also advertised the survey to bus riders.

Bus Wraps
To leverage the ability to advertise across the region, the Connect Gwinnett team designed bus wraps to use the Gwinnett County Transit buses as giant “moving billboards.” In addition to the plan’s branding, the bus wraps also featured the project-specific web page address to create plan awareness. These wraps were placed on two operational buses for a 90-day period during the first phase of public outreach.

Digital and Hard Copy Ads
Throughout the Connect Gwinnett process, the planning team crafted digital and hard copy ads for a variety of platforms, such as the County’s various newsletters, Gwinnett County water bills (currently the largest audience of County communications), online news sites, and city- and event-specific (such as farmers markets) newsletters and websites as well as banners for the main page of the County’s website.
2.2 Outreach Process

Phase 1 Outreach
Public outreach efforts for Phase 1 included an online survey, attending more than 18 community events where community members could take a paper version of the survey and provide feedback through other structured activities, a bus tour with 12 stop locations with the same set-up as the community events, and an on-bus version of the survey to capture existing rider feedback. The feedback gathered during Phase 1 of the process was factored into the creation of the draft recommendations for the plan, which were then presented to the public and stakeholders during Phase 2 of outreach.

Phase 2 Outreach
Public outreach efforts for Phase 2 included six public meetings, eight community events, an online survey, and a scientific phone survey of 1,000 residents. While there were questions on the survey that were from the first phase of outreach, the questions and activities in Phase 2 focused on the prioritization of specific routes and mode types. The efforts from Phase 2 were used to help decide which projects to prioritize and determine how to best allocate the constrained funds.

3 Research of Previous Outreach Results
Prior to the development of the Connect Gwinnett: Transit Plan, there were previous planning efforts and surveys that gathered public input about transit. The efforts included: Destination 2040 – Gwinnett’s Comprehensive Transportation Plan (CTP) (December 2017) with two separate phases of public outreach; ARC Metro Atlanta Speaks survey (2015) that gathered survey information from the whole metro region and Gr8 Exchange on Transportation (2015), which focused on transportation issues specifically for Gwinnett County. A review of the documents began to highlight local thoughts and themes regarding transit as well as the type of questions and venues that worked best in the local Gwinnett community.

The first phase of the CTP found:
• Transit ranked third in importance out of eight transportation areas behind connectivity and vehicular travel.
• 66 percent of participants believe that the County is lacking in transit service.

The responses from CTP Phase 1 led the project team to ask more transit specific questions in Phase 2. The second phase found:
• When given $100 dollars to spread across seven transportation areas, participants spent an average of $24 on transit.
• When asked to allocate funds for types of major investments, respondents on average allocated approximately 64 percent of funds towards Heavy Rail, Light Rail, and BRT projects.

The Metro Atlanta Speaks survey found that 69.5 percent of participants rated public transit as “very important” to the region and 42 percent responded that expanding public transit is the best long-term solution to traffic. The Gr8 Exchange found that 52 percent of respondents would like to get around Gwinnett with a combination of modes and that 48 percent believe that “convenience” matters most when choosing a transportation solution.
Previous efforts also provided some insight into major travel destinations. The previous outreach found that Atlanta, East DeKalb, and the SR 400 Corridor (outside of the County) and that the Mall of Georgia, Gwinnett Tech College, Snellville, and Lawrenceville (inside the County) are major destinations that people within Gwinnett travel to.

Many of the questions asked during previous outreach efforts were again asked for the Connect Gwinnett Transit Plan, but with more depth specifically relating to transit. The previous efforts provided a starting point for the Plan and helped to guide the public outreach process.
4 RESULTS OF OUTREACH – PHASE 1
Results of the first phase of the Connect Gwinnett outreach effort are described in this chapter. The results are mainly from the survey that was administered both online and in person or on paper at various community events. In total, the survey had 3,674 responses. Additional outreach was conducted through community events and meetings with stakeholders. Feedback from Phase 1 was used to help shape the initial plan that was then brought back to the public in Phase 2 for further refinement.

4.1 Rider and Non-Rider Participation
The first question of the survey aims to understand if the respondent is a current rider of Gwinnett County Transit (GCT). The results show that most participants do not ride GCT.

![Pie chart showing 22.9% Riders and 77.1% Non-Riders]
4.2 Homeownership
The homeownership question provides insight into how many people own their own home versus rent. The results show that non-riders who took the survey have a higher percentage of homeownership than the riders who took the survey.

4.3 Need for an Expanded and Improved System
Participants were asked if they thought that an expanded and improved public transit system is needed in Gwinnett County. The results show that most of both survey groups believe that an expanded transit system is needed, with the rider group being slightly more supportive.
4.4 Improvements for More Frequent Use

Participants were asked to choose the top three things that could be improved that would increase their transit use. The top three responses were:

- Better connections to other areas in Metro Atlanta
- More areas in Gwinnett County served by transit
- More frequent service

The top two responses, better connections to other Metro Atlanta areas and more areas served within Gwinnett County, were both selected by more than half the participants.
4.5 Long-Term Connections

The desire for more connections was strongly reflected when the survey asked respondents what would cause more frequent transit use. The participants then ranked their top three areas for expansion and connections in the long-term. The results show that connections to the Atlanta, East DeKalb, and Perimeter areas are the most important to both the rider and non-rider groups. For both the rider and non-rider groups, more than 50% of participants ranked connections to Atlanta as their top preference.
Non-Riders

- Connect to Atlanta (Downtown, Midtown, Buckhead)
- Connect to east DeKalb (Emory/CDC, Decatur)
- Connect to Perimeter Center (Sandy Springs, Dunwoody)
- Connect to Cities in North Fulton (Johns Creek, Alpharetta, Roswell, Milton)
- Connect to Cobb County
- Connect to destinations within Gwinnett County
- Other

Legend: 1st, 2nd, 3rd, Unranked
4.6 Long-Term Investment Priority
The survey asked participants about what type of transit investment should be made in the long-term. The results show that most participants, both riders and non-riders, believe that high-capacity transit investment should be the highest long-term priority. Local and Express bus investments also garnered interest.
4.7 Priority Rankings

Three overarching goals of Sustainability, Stewardship, and Service Quality were developed to focus the Connect Gwinnett planning efforts. Within each of the three goals, three priorities were created and refined through the planning process. Each priority includes tangible and measurable improvement. The priority ranking exercise was the foundation for the community events and stakeholder meetings conducted during Phase 1.

The activity consisted of participants ranking their top three priorities out of the available nine. The results were weighted with each first-place ranking receiving three points, second place two points, and third place one point. The results show that Coverage and Connectivity and Congestion Relief are the top two priorities and that Economic Development, Travel Time Reduction, and Reliability came in third.
The first phase of formal public outreach concluded in September 2017. The results from this phase helped shape the initial drafts of the plan that were then brought back to the greater public during the second phase of outreach. Between the two formal outreach periods, additional engagement and outreach was conducted via meetings with stakeholders and through communication of the planning process at other Gwinnett County Transit events.
5 RESULTS OF OUTREACH – PHASE 2
During Phase 2 of the Connect Gwinnett Transit Plan, public meetings, community events, surveys (online and over the phone) were conducted. A smaller subset of questions asked through the surveys followed through to the public meetings and community events. For the purposes of this report, results from the public meetings, community events, and online survey are compiled and reported together. The phone survey results are split out separately because it is a scientific survey that is a random representative sample of Gwinnett residents.

5.1 Rider and Non-Rider Participation
The first question aims to understand if the person taking the survey is a current rider of Gwinnett County Transit. The results between the phone survey and the online survey are similar with most participants not having ridden GCT in the past year.

5.2 Homeownership
The homeownership question provides insight into how many people own their own home versus rent. For the phone survey, all participants were residents of Gwinnett County while in the online survey, participants did not need to live in Gwinnett. Of all participants, a lower percentage of participants were owners on the phone survey versus the online survey.
5.3 Support for Expanded Transit System
Two complementary questions were asked of riders and non-riders. The first question asks participants if they think that an expanded public transit system is needed in Gwinnett County. Expansion may include more areas in Gwinnett County served by transit, better connections to other areas in Metro Atlanta, etc. The strongest support comes from current riders who took the online survey.
5.4 Support for Improved Transit Service

The second question asks if participants think that the public transit system in Gwinnett County needs to be improved. Improvements may include more frequent and reliable service, longer service hours on weekdays or weekends, lower cost to ride, etc. Once again, the greatest support was seen from current riders of the system on the online survey.

At least one of the questions regarding an expanded transit system or improved transit service required a “yes” vote to move on to questions regarding recommendations in the future. If a participant answered “no” to both the questions regarding expanding (5.3) and improving transit service (5.4), the participant was not asked the questions reported in sections 5.5 through 5.10 and was directed to the tax related questions reported in section 5.11 and was asked all questions following.

5.5 Improvements for More Frequent Use (Pick 3)

For those who indicated that an expanded transit system or improved transit service was needed, a subsequent question was asked regarding the (up to three) improvements that could be made that would encourage them to take transit more frequently. The top three results were consistently:

- Better connections to other areas in Metro Atlanta
- More areas in Gwinnett County served by transit
- More frequent service

The results in the phone survey were more well-distributed across the answers whereas the online survey had some stronger peaks particularly for the first two answers. The recommendations in the final
plan reflect the desire for both better connections to Metro Atlanta as well as improved coverage within Gwinnett County.

**Phone Survey Results**

- Better connections to other areas in Metro Atlanta: 49.1%
- More areas in Gwinnett County served by transit: 42.4%
- More frequent service: 26.1%
- Faster trips: 16.8%
- Longer service hours and Sunday service: 18.3%
- Easier to find/understand schedule and route information: 21.0%
- I do not have interest in taking transit: 4.8%
- Lower cost to ride transit: 16.7%
- More reliable service: 14.2%
- Increased comfort/safety on the bus: 17.1%
- I only use transit already—I have no other form of transportation: 0.2%

**Online Survey Results**

- Better connections to other areas in Metro Atlanta: 73.7%
- More areas in Gwinnett County served by transit: 64.1%
- More frequent service: 31.1%
- Faster trips: 23.9%
- Longer service hours and Sunday service: 13.8%
- Easier to find/understand schedule and route information: 23.9%
- I do not have interest in taking transit: 16.3%
- Lower cost to ride transit: 9.4%
- More reliable service: 8.5%
- Increased comfort/safety on the bus: 9.1%
- I only use transit already—I have no other form of transportation: 9.7%
5.6 Budgeting Activity
The budgeting activity was completed across all outreach efforts. Respondents were informed that the transit plan had a 30-year planning horizon and were asked for their thoughts on funding priorities. People were offered a selection of six modes that were included in the draft recommendations. Those options include the following:

- Heavy Rail Transit (HRT) extension
- Bus Rapid Transit (BRT) and rapid bus
- Express commuter bus
- Vanpool
- Local bus, flex service, and paratransit service
- Better access to transit as well as enhanced bus station amenities

Heavy rail transit (HRT) received the greatest amount of funds, particularly from those taking the online survey. At the community events and public meetings, heavy rail received the most funds, but there was a greater balance amongst other modes. It is important to note that the public meetings and community events offered participants the opportunity to learn about less-traditional/newer-technology transit modes, such as Bus Rapid Transit (BRT), which do not yet exist in Metro Atlanta. The online survey format did not offer this same educational opportunity.
5.7 Support for Long-Term Investment

Respondents were asked if they supported a long-term investment (10-30 years) in transit. Overwhelming support across and the phone and online surveys was observed.
5.8 Prioritization of Long-Term Investments

Survey respondents were given five different investment types and were asked to rank them from 1 to 5: Heavy Rail extension, Bus Rapid Transit and Rapid Bus, Bus Rapid Transit to Light Rail Transit conversion, Express Bus and Park-and-Rides, and Local Bus. The investments were weighted such that the highest-ranking investment a participant chose received 4 points and the lowest investment a participant chose received 0 points. In both the phone survey and the online survey, HRT received the greatest priority, but each of the investments received a substantial amount of support, particularly in the phone survey.
5.9 Commuter Bus Investments (Pick up to 2)
This question asks which of the commuter bus investments interest participants the most. For both survey sets, express bus to Midtown/Downtown from Dacula and Lawrenceville along SR 316 was the highest rated response. The phone survey and the consolidated results of the online survey, community events, and public meetings observed slightly different second and third rankings.
5.10 BRT/Rapid Bus Investments (Pick up to 2)
The second long-term investment question focused on Bus Rapid Transit and Rapid Bus investments. The number one priority for both populations was a route to the north of I-85. The second highest priority for both survey sets was a route connecting the Gwinnett Place Transit Center with downtown Lawrenceville. The third highest priority in the phone survey was from Mall of Georgia to Downtown Snellville while the third top priority of the consolidated results of the online survey, community events, and public meetings was to DeKalb County along Highways 29 and 78.

<table>
<thead>
<tr>
<th>Phone Survey</th>
<th>Online Survey, Event, and Public Meeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>North of I-85</td>
<td>47.4%</td>
</tr>
<tr>
<td>Transfer Center near Gwinnett Place to Lawrenceville</td>
<td>39.3%</td>
</tr>
<tr>
<td>Mall of Georgia to Downtown Snellville</td>
<td>34.1%</td>
</tr>
<tr>
<td>DeKalb County along Hwy 29 and 78</td>
<td>27.9%</td>
</tr>
<tr>
<td>North Fulton along Holcomb Bridge</td>
<td>17.3%</td>
</tr>
<tr>
<td>I don’t have interest in Rapid bus or BRT</td>
<td>5.1%</td>
</tr>
</tbody>
</table>
5.11 Sales Tax Support

Questions regarding the creation of new revenue streams to support transit were asked of all survey participants. Three identical questions were asked regarding support for or opposition to the implementation of three different tax types – sales tax, property tax, or a combination of both. The first set of results below show the interest level in a sales tax. The consolidated results of the online survey, community events, and public meetings trend more strongly toward supporting a sales tax. Results from the phone survey also show that most people taking the survey support a new sales tax for transit.
5.12 Property Tax Support
The following graphs show the results of the property tax question. Unlike the sales tax question, most respondents of both the phone and the consolidated group of the online survey, community events, and public meeting efforts opposed a property tax increase.

**Phone Survey**

<table>
<thead>
<tr>
<th>Support Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Support</td>
<td>9.2%</td>
</tr>
<tr>
<td>Somewhat Support</td>
<td>18.4%</td>
</tr>
<tr>
<td>Neither Support nor Op</td>
<td>8.3%</td>
</tr>
<tr>
<td>Somewhat Oppose</td>
<td>14.3%</td>
</tr>
<tr>
<td>Strongly Oppose</td>
<td>47.7%</td>
</tr>
<tr>
<td>It Depends</td>
<td>0.7%</td>
</tr>
<tr>
<td>Unsure or N/A</td>
<td>1.4%</td>
</tr>
</tbody>
</table>

**Online Survey, Event, and Public Meeting**

<table>
<thead>
<tr>
<th>Support Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Support</td>
<td>11.9%</td>
</tr>
<tr>
<td>Somewhat Support</td>
<td>14.6%</td>
</tr>
<tr>
<td>Neither Support nor Op</td>
<td>10.2%</td>
</tr>
<tr>
<td>Somewhat Oppose</td>
<td>11.7%</td>
</tr>
<tr>
<td>Strongly Oppose</td>
<td>44.1%</td>
</tr>
<tr>
<td>It Depends</td>
<td>4.9%</td>
</tr>
<tr>
<td>Unsure or N/A</td>
<td>2.6%</td>
</tr>
</tbody>
</table>
5.13 Combination Tax Support
The combination of sales and property tax question resulted in a higher number of participants strongly opposing the combination tax.

### Phone Survey

<table>
<thead>
<tr>
<th>Support Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Support</td>
<td>13.7%</td>
</tr>
<tr>
<td>Somewhat Support</td>
<td>20.2%</td>
</tr>
<tr>
<td>Neither Support nor Oppose</td>
<td>10.3%</td>
</tr>
<tr>
<td>Somewhat Oppose</td>
<td>16.7%</td>
</tr>
<tr>
<td>Strongly Oppose</td>
<td>35.9%</td>
</tr>
<tr>
<td>It Depends</td>
<td>1.6%</td>
</tr>
<tr>
<td>Unsure or N/A</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

### Online Survey, Event, and Public Meeting

<table>
<thead>
<tr>
<th>Support Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Support</td>
<td>19.7%</td>
</tr>
<tr>
<td>Somewhat Support</td>
<td>18.5%</td>
</tr>
<tr>
<td>Neither Support nor Oppose</td>
<td>9.1%</td>
</tr>
<tr>
<td>Somewhat Oppose</td>
<td>7.3%</td>
</tr>
<tr>
<td>Strongly Oppose</td>
<td>35.2%</td>
</tr>
<tr>
<td>It Depends</td>
<td>5.8%</td>
</tr>
<tr>
<td>Unsure or N/A</td>
<td>4.3%</td>
</tr>
</tbody>
</table>
5.14 Additional Taxes
The final tax question focused on the overall amount of money that the participant might be willing to spend to support transit each year. The two highest ranked categories were “less than $100 per year” and “$101 to $250 per year” for both survey efforts.
5.15 Demographics – Technology
Multiple demographic-related questions were asked to understand more about the survey respondents. The first two questions provided information on whether participants have internet access at home and have use of a smartphone. As can be seen from the results, most respondents have access to both.
5.16 Demographics – Income

The next question pertains to annual household income. While 15 to 20 percent of respondents chose not to answer the question, the remaining respondents were relatively balanced across income groups.
5.17 Demographics – Age

The final demographics question relates to the age of the respondent. The online survey has a natural bell-shaped curve with current riders trending slightly more to younger populations and non-riders trending slightly older. The phone survey respondents were more heavily skewed to older populations than is representative of Gwinnett County; therefore, the survey results were weighted to represent the 2015 American Community Survey distribution of ages for Gwinnett County. The graph below represents the weighted population distribution of participants.
CONCLUSION

Over the two phases of the Connect Gwinnett: Transit Plan public engagement process, more than 5,600 people participated in online and paper surveys, 1,000 residents provided feedback via a scientific phone survey, 250 people attended public open houses, dozens of stakeholders guided plan development, and thousands of people engaged with the plan through social media, email blasts, and the project website. This input identified that Coverage and Connectivity and Congestion Relief were the community’s top two priorities for their future transit system, with additional focus on Economic Development, Travel Time Reduction, and Reliability (which all tied for third-most-important priority based on public input). The community also identified that the resulting plan needed to focus on both high capacity needs as well as local service coverage. Both the public and stakeholders acknowledged that the plan needed to incorporate a spectrum of transit technologies. For example, the resulting plan needs to balance the desirability and efficiency of Heavy Rail Transit—though expensive—with the cost-effectiveness of Bus Rapid Transit and other transit technologies.

The Connect Gwinnett: Transit Plan’s recommendations are reflective of the robust public outreach process that was involved to develop the Short-, Mid-, and Long-Range plans.