



GWINNETT COUNTY
BOARD OF COMMISSIONERS

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Nicole L. Hendrickson, Chairwoman
Kirkland Dion Carden, District 1
Ben Ku, District 2
Jasper Watkins III, District 3
Marlene M. Fosque, District 4

Official

Informal Presentation Minutes

Tuesday, September 20, 2022 – 3:00 PM

Present: Kirkland D. Carden, Ben Ku, Jasper Watkins III

Absent: Nicole L. Hendrickson, Marlene M. Fosque

1. Transportation

Transit Development Plan Update

Chief Operating Officer with Foursquare ITP David Miller, Erik Burton from the Profile Group and Michael Hightower from The Collaborative Firm, provided an update on the Transit Development plan reviewing phase timelines, visions, goals, and priorities. No official action taken.

Gwinnett County Transit Development Plan



Gwinnett County Board of
Commissioners

September 20, 2022


Agenda

- Welcome
- Stakeholder & Public Engagement Phase I Highlights
- Existing Conditions Key Findings
- Draft Vision, Goals & Priorities
- Next Steps



We are here.



 Public & Stakeholder
Engagement
in every phase

Stakeholder & Public Engagement Phase I Highlights

Stakeholder & Public Engagement Phase I Highlights



EDUCATE



INFORM



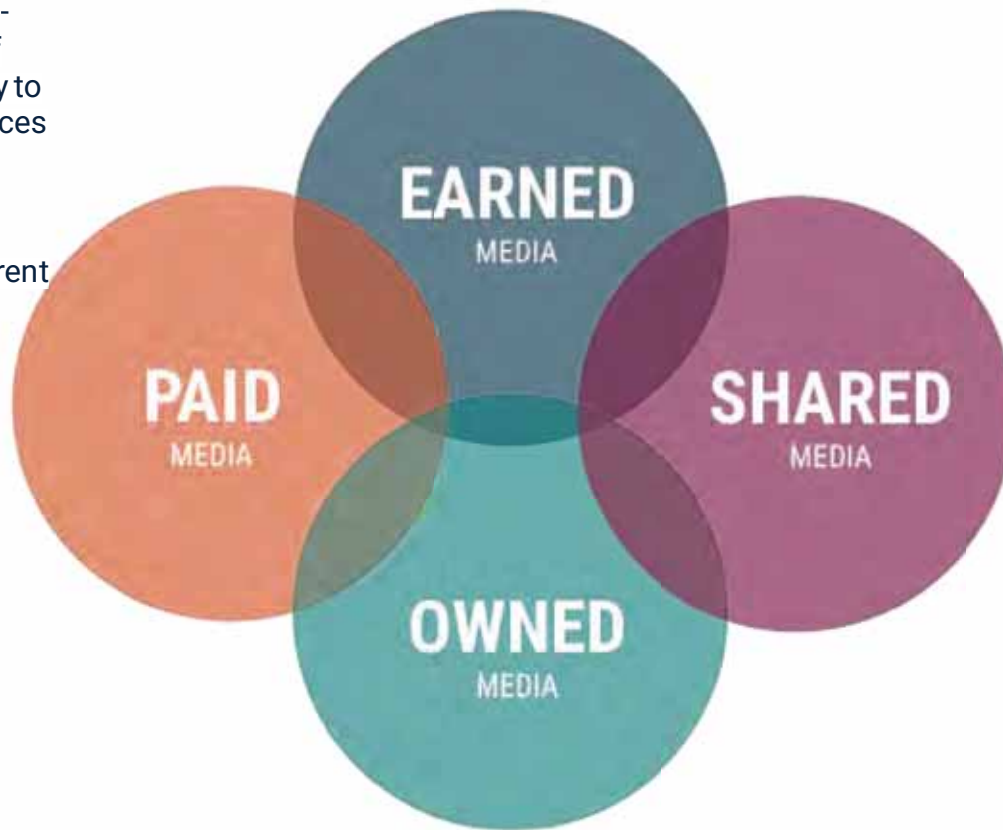
ENGAGE



Integrated Communications Efforts

Gwinnett County is comprised of vibrant communities with a cross-section of cultures, wide-range of generations, varying accessibility to information and distinct preferences to information.

Creating a diverse approach to connecting messaging with different audiences requires an integrated communication approach.

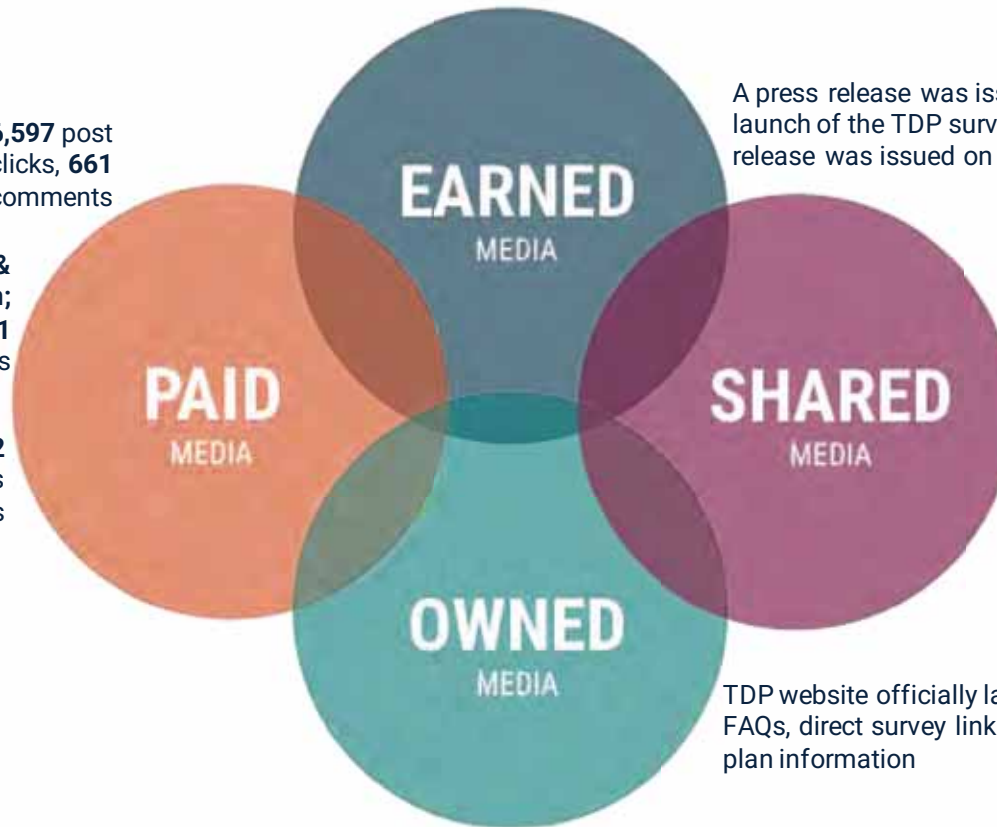


Integrated Communications Efforts

Social Campaign 1: **174.9K** reach; **6,597** post engagements; **5,328** clicks, **661** reactions and **828** comments

Social Campaign 2: Featured **English & Spanish** versions: **Combined 120K** reach; **3,542** post engagements **2,976** clicks; **301** reactions and 583 comments

Text message campaign engaging **47,222** residents within close proximity to GCT's busiest bus stops



A press release was issued announcing both the website & launch of the TDP survey on **August 1**. An updated release was issued on **August 16**.

Organic social media posts placed on the County's **Facebook, Instagram, Twitter** and **LinkedIn** pages. Other shareable content generated included a **Gwinnett County employee newsletter, and stakeholder communications**

TDP website officially launched on **July 18** with FAQs, direct survey links and other pertinent plan information

Integrated Communications Efforts

Community Corner

Gwinnett Transit Survey + Gwinnett Clean & Beautiful Class of 2023

The quickest way to get caught up on the most important things happening today in Loganville-Grayson.

By Nicole Fallon-Peek, Patch Staff

Aug 1, 2022 6:58 pm EDT | Updated Aug 1, 2022 7:02 pm EDT

Like 1 Share

Reply



Gwinnett Co. taking public transit survey

5 hrs ago 0



Gwinnett County is reimagining the future of public transit with its Transit Development Plan and is seeking input through a short online survey.



FEATURED

Gwinnett County conducting public survey to determine transit needs

By Curt Yeomans curt.yeomans@gwinnettdailypost.com

Aug 1, 2022 0



Riders board a Gwinnett County Transit bus passes at the county's transit center at Gwinnett Place Mall in this 2021 file photo. The county is conducting a public survey to get residents feedback on transit needs throughout Gwinnett County. The survey will used in a new Transit Development Plan that is being created for the county.



We've launched the Transit Development Plan that will evaluate both current and future transit needs in the county. Share your vision for transit at GwinnettCounty.com/TDPSurvey by August 15.



Additional Outreach and Engagement Tactics

Focus Groups/
Stakeholder Roundtables



Expanded Paid Media
Options



Targeted Engagement
and Public Meetings



Earned Media Interviews &
Social Media Storytelling



Committee Engagement

Technical Committee, Community Stakeholders, and GTAB feedback:

Jobs and economic development

Outreach to businesses

Messaging about who needs transit

Strong education focus



Public Engagement



Online Public Survey



Survey began: July 16
Surveys taken: 6,112 *

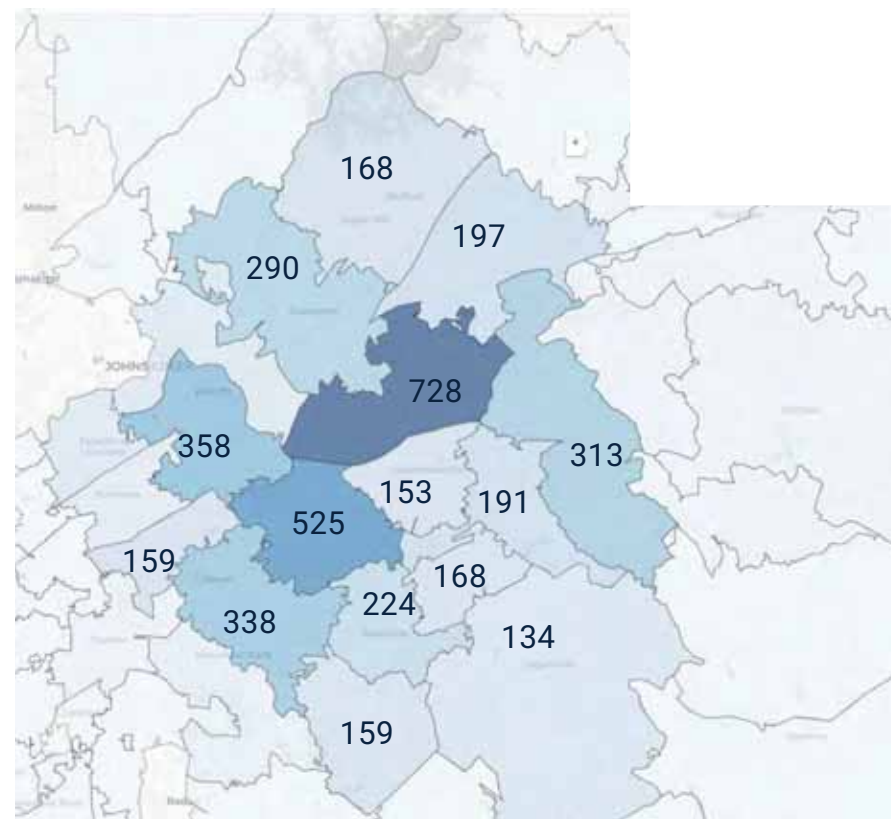
Fully Completed Responses: **4,280**
Comments Entered: **340**

English Surveys: **6,039**
Spanish Surveys: **56**
Korean Surveys: **8**
Mandarin Surveys: **9**

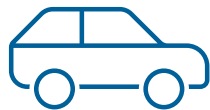
***Data through Sept. 11**



Home Zip Codes



Which modes are used for typical daily activities?



93% drive for their daily activities
18% carpool/vanpool/ride with someone



9% use some form of transit



8% use ride-hailing (Uber/Lyft/taxi)



16% walk or bike

Note: Respondents could select more than one answer

Have you ever used Gwinnett County Transit?

78%
of respondents
said No

Top 3 reasons why?

- Other modes are more convenient
- Buses don't go where I need to go
- There's no bus stop close to my house

Those who have used Gwinnett County Transit say:

16% ride 4 or more times per week

6% ride 1-3 times a month

8% ride 1-3 times per week

70% ride rarely

(less than once per month)

Top Trip Purposes



Work 60%



Leisure Activities 34%



Shopping/Errands 33%



Medical/Other Appointments 31%



Visiting Friends & Family 26%



School 27%

Note: Respondents could select more than one answer

Primary destinations are within Gwinnett County and regional
Would like to see more service both within Gwinnett County and to regional destinations

Those who have used Gwinnett County Transit say:

Top Two Reasons for Using Transit

Cost/Affordability: The cost of vehicle ownership and/or other transportation options is higher

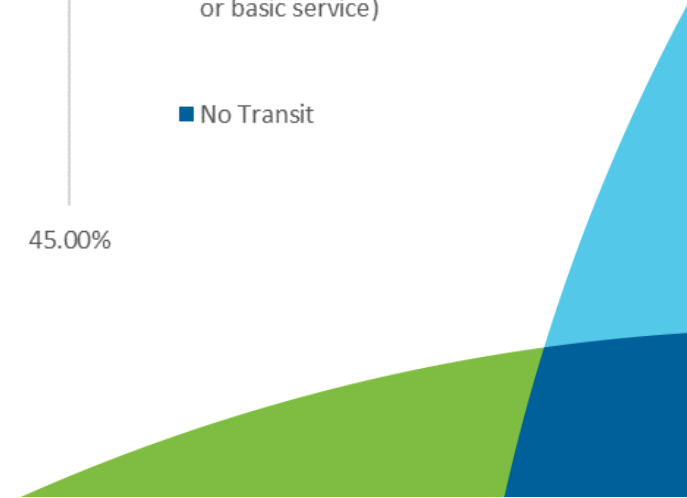
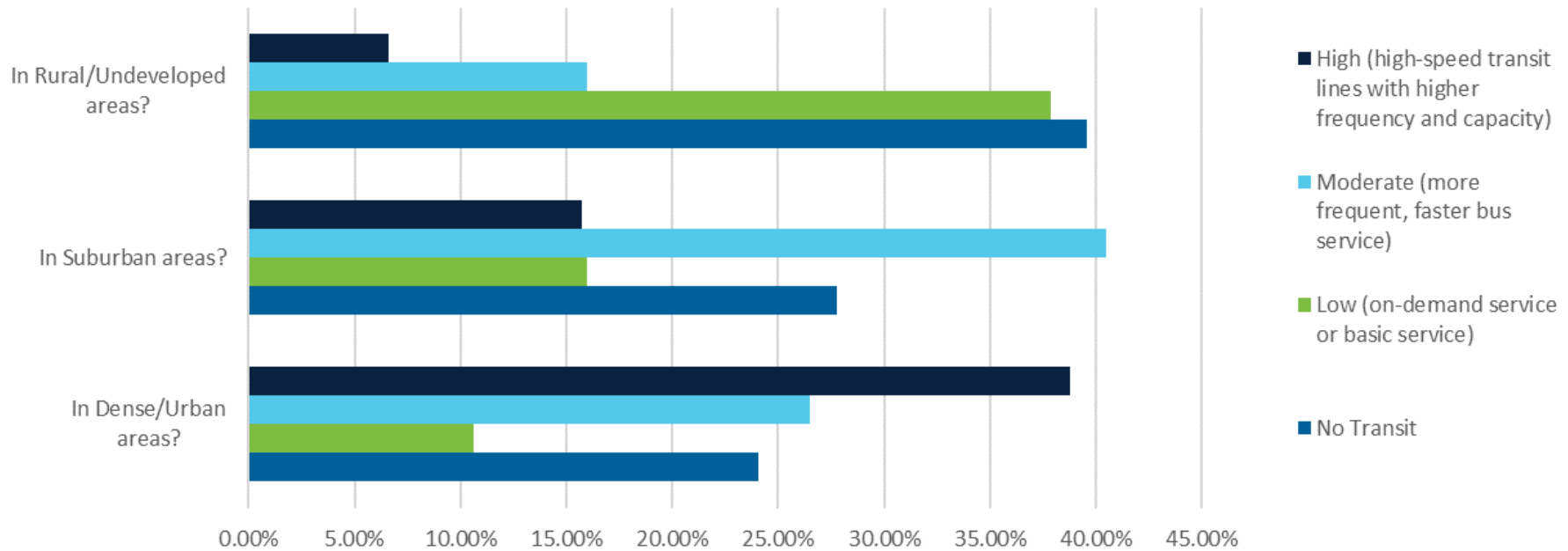
Traffic Congestion: I don't like having to drive/sit in traffic

Thoughts on Gwinnett Transit Service





- Transit goes where I need it to go
- Transit is an affordable option
- I feel safe riding transit
- Transit arrives on time
- Transit schedules and route information are easy to find and understand



Level of Transit Investment



Existing Conditions Summary

-  GCT fixed-route service operates in well-defined markets
-  Major transfer points connect the GCT network
 - GCT largely operates where its customer base is
 - GCT investment lags behind peer counties
- Large, transit-supportive, higher propensity areas provide opportunities for service expansion
 - Untapped transit-supportive land use and density
-  Significant expected growth in population and travel
 - Gaps between transit potential and level of service
-  Many lower-income and minority households underserved by GCT service

Draft Vision, Goals & Priorities

Methodology

Reviewed other plans for transit-related needs, opportunities, goals, policies, and projects.

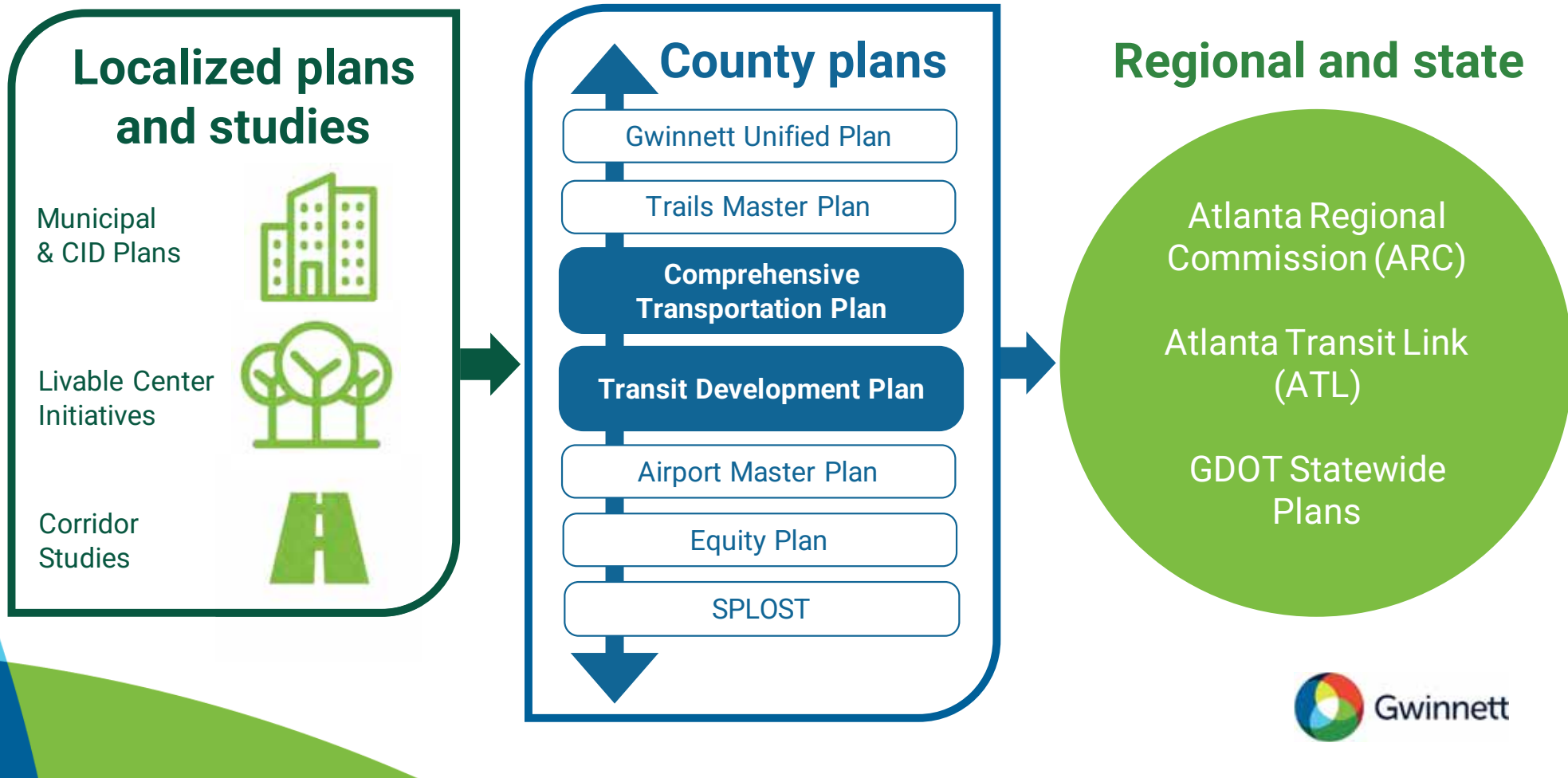
Assessed existing conditions - population, jobs, land use, and travel patterns.

Layered input from County Board of Commissioners, project committees, and community survey.

Analyzed patterns by transit topic and geography.

Developed starter Vision, Goals, and Priorities.

Relationship to other plans



Common Themes from Stakeholders/BOC

“What would you like to see as the result of the transit planning effort?”

- Mobility for all
- Spectrum of transit users
- Connect people to jobs
- First and last mile connections
- Create a system that people can envision themselves using
- Transit modes that match with the existing and planned land uses
- Sustainable service and resiliency
- Voter support and funding opportunities
- Educate residents about transit
- Equity in coverage
- Environment and air quality



Draft TDP Vision

*Enhance **mobility for all** by providing the **right services in the right places.***

Draft Goals

- **Increase mobility options** for all Gwinnett residents
- **Improve access** to mobility options to connect people to more places, more jobs, and support economic development
- **Enhance the user's experience** by making transit easy to use, safe, and comfortable
- **Create vibrant multimodal places** that generate a variety of activities
- **Minimize environmental impact** by reducing cars on the road and using cleaner technology
- **Provide robust information** about mobility alternatives and their benefits to all residents

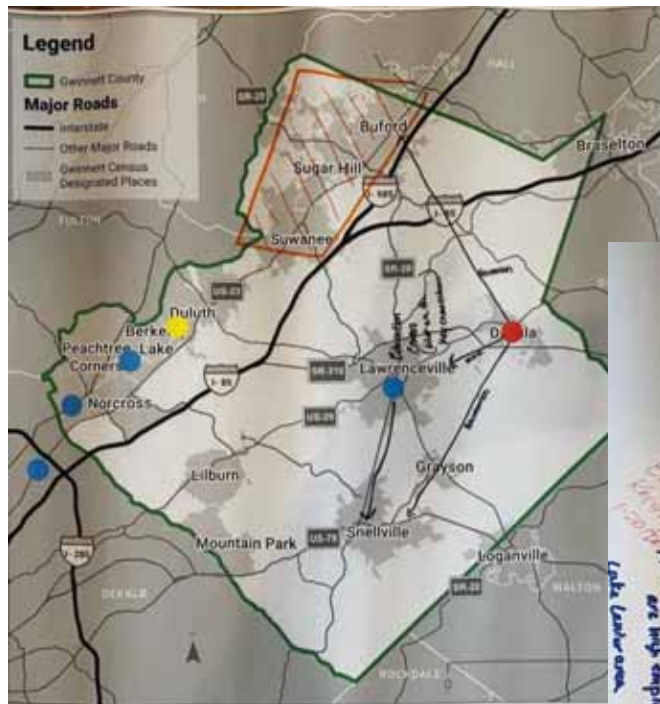
Potential Emphasis Areas

There is no one-size-fits-all approach to transit for Gwinnett County

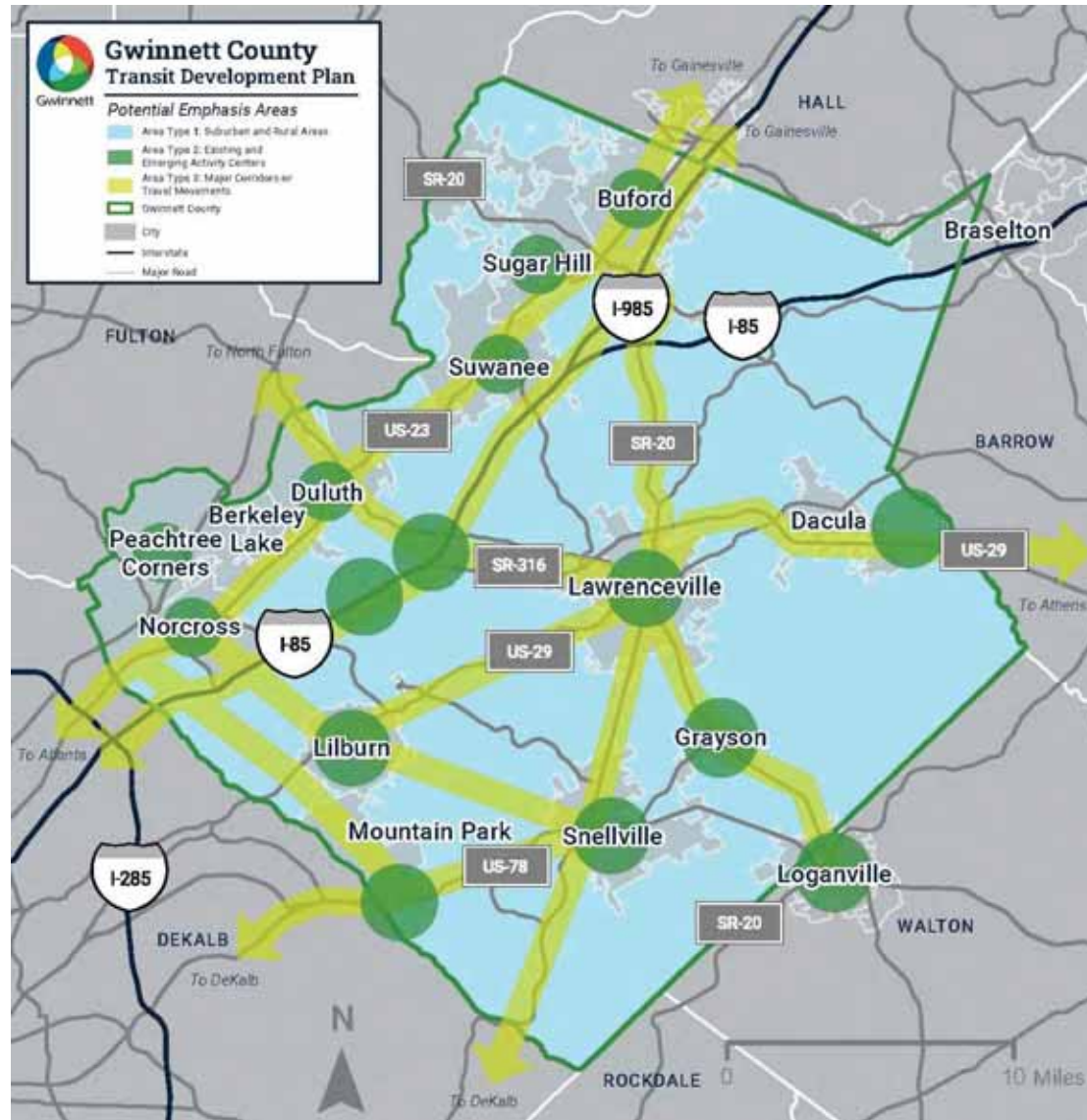
Emphasis Areas acknowledge the diverse communities and their differing transit needs. Building around these areas will help the team develop recommendations and priorities.

- **Emphasis Area Type 1:** Suburban and rural areas
- **Emphasis Area Type 2:** Existing and emerging activity centers
- **Emphasis Area Type 3:** Major corridors or travel movements

Technical Committee and Community Stakeholders Map Exercise



Potential Emphasis Areas



Next Steps

Next Steps

- Technical tasks
 - Complete Existing Conditions summary report & finalize Vision/Goals/Priorities
 - Needs identification and preliminary recommendations
- Engagement
 - Ongoing tactical engagement
 - Develop Phase II public engagement strategy
 - GTAB work session

Questions

www.GwinnettCounty.com/TDP



FOURSQUARE ITP

