



Public Engagement

2018

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INTRODUCTION

Atlanta's Transportation Plan is the access strategy for Atlanta City Design. The Plan is divided into a concise final report and a series of detailed technical appendices. The final report summarizes Atlanta's Transportation Plan in an easily digestible manner using infographics, maps, and images and is intended for the general public and elected officials. The technical memorandums are intended for planners, City staff, and implementation partners that require a higher level of detail.

As part of Atlanta's Transportation Plan, this technical appendix summarizes the public engagement conducted to inform development of the Plan. The document summarizes the goals and objectives of the outreach, presents the activities and opportunities for input, describes participation at events, and a summary of what input was received. An assessment of the most successful outreach approaches as well as lessons learned are included to inform future community engagement activities.

BACKGROUND

Over an 8-month process, input from residents, businesses, city leaders and organizations, and regional commuters was used to identify the transportation needs of the community. By utilizing a philosophy of 'meeting people where they are', the public engagement program incorporated both traditional and non-traditional engagement techniques to capture diverse input and shape Atlanta's Transportation Plan. Input was sought from a diverse population of racial and socioeconomic backgrounds, ages, genders, experiences, education levels, and employment classifications.

The goal was to conduct a highly coordinated, transparent and participatory public engagement process that would result in a plan passionately owned by the citizens of Atlanta.

Phase I featured kickoff events to formally announce the project and an online survey to begin capturing community input on the process. The public meetings and pop-up events incorporated varying formats designed to be activity driven and visually engaging to better encourage participation which resulted in information about: commuter patterns; attendees' primary goals for the project; and, more understanding of concerns about existing and future conditions. This phase of the project began in January and extended through the first full week of June.

ATLANTA'S TRANSPORTATION PLAN

Phase II, which began the second full week of June and extended through the end of July, primarily focused on confirming evaluation methods and obtaining input on recommendations and actions through a survey and online mapping. This round of events focused on gaining meaningful input and project prioritization tied directly to the plan including: travel demand management; gaps in the proposed system; and, priority projects.

The results of these efforts exceeded 3,000 survey responses; four public meetings; over 20 pop-up activities; more than 10 targeted outreach activities; nearly 1,500 in-person interactions; and, two rounds of Technical and Stakeholder advisory committee meetings. Figure 1 summarizes the public engagement activities.

FIGURE 1: PUBLIC ENGAGEMENT HIGHLIGHTS

Opportunity	Location	Date	Participants	Purpose
Online Survey Phase I	Virtual	February - May	2,629	Receive Input
Online Survey Phase 2	Virtual	June – July	415	Receive Input
Public Kickoff Meeting	Atlanta City Hall	February 16th, 20 th , 2017	97	Project Kickoff
Public Meetings	Adamsville Buckhead	July 24th, 2017	43+21	Receive Input
Public Meetings	Café 640 West (West End) MARTA Atrium (Lindbergh)	July 24 and 25, 2017	120	Present Recommendations
Community Event	Horizon Theatre	April 18th, 2017	84	Provide Information
Pop-Up Events	Locations around Atlanta		1,002	Receive Input
Streets Alive	Southside and Westside	April 23, June 11th, 2017	-	Receive Input
CAP Open House	Rialto Theater	March 21st, 2017, June 14th, 2017	384	Receive Input

PUBLIC MEETINGS

PROJECT KICKOFF

The project kickoff public meeting was hosted by Mayor Kasim Reed in the City Hall Atrium. Mayor Reed and City Planning Commissioner, Tim Keane, spoke to meeting attendees, followed by a brief presentation of existing conditions and the project schedule. After the presentation, attendees had the opportunity to participate in interactive activities and complete a survey.

Public Kickoff Meeting: February 16th, 2017
Atlanta City Hall Atrium
6:00PM – 8:00PM



PHASE I: ADAMSVILLE & BUCKHEAD

This round of meetings served as a continuation of the project kickoff; both introducing the project and identifying existing conditions. Terri Lee, Assistant Commissioner of the Department of City Planning provided the welcome. A brief presentation provided an overview of the project, while activity boards and surveys were available to capture input. Over 60 people attended.

Public Meeting #1: February 20th, 2017
Adamsville Recreation Center
6:00PM – 8:00PM

Public Meeting #2: February 21st, 2017
Atlanta International School (Buckhead)
6:00PM – 8:00PM

IMPROVE ATLANTA!

This meeting was co-hosted by Young Professionals in Transportation (YPT); Conference of Minority Transportation Officials (COMTO); Urban Land Institute (ULI); Women in Transportation (WTS); and the Center for New Urbanism (CNU). Gabe Klein, the lecturer for the April public meeting, is the former Commissioner of the Chicago and Washington, DC Departments of Transportation. Klein delivered an hour long presentation on Atlanta's transportation system including solutions to improve it, and techniques for highlighting its advantages. The meeting concluded with a Q&A session with community members. Eighty-four people attended and each registered participant received a copy of Klein's book.

Following the public lecture, a work session for City of Atlanta staff and officials was held from 10:30AM – 12:00PM. Klein worked with participants to identify strategies for streamlining planning processes; articulated lessons learned from his professional experience; helped to bridge gaps in technical processes; and emphasized the importance of progressive approaches to public and private partnerships.

Public Meeting #3: April 18th, 2017
Horizon Theatre
8:00AM – 12:00PM



PHASE II: WEST END & LINDBERGH

The final public meetings to review recommendations were held in July. The meetings were an Open-House format, featuring boards and activities where participants provided their final feedback before the recommendations were finalized by the project team. A small presentation was given, highlighting major findings and project prioritization. Over 70 participants completed the Phase II survey and provided feedback on transportation projects prioritization via a Travel Demand Management game and activity board.

Public Meeting #4: July 24th, 2017
Café 640 West (West End)
6:00PM – 8:00PM

Public Meeting #5: July 25th, 2017
MARTA Atrium (Lindbergh)
6:00PM – 8:00PM



WORK SESSIONS

The project team facilitated work sessions and an e-session with the Stakeholder and Technical Advisory Committee. The work sessions focused on preparing for upcoming community engagement opportunities and informing and reviewing key decisions within the planning process. The e-session provided an update of project status and an opportunity to review and comment on the developed goals for the project. All pertinent information to the e-session was provided by e-mail, and the respective members were allotted one week to provide feedback and ask questions.

STAKEHOLDER ADVISORY COMMITTEE

The Stakeholder Advisory Committee consisted of 68 invited members representing neighborhood communities, advocacy groups, and local organizations committed to the betterment of transportation in Atlanta.

SAC Work Session #1: February 20th, 2017
Atlanta City Hall – Old Council Chambers
8:30AM – 10:00AM
Project Introductory
Existing Conditions Review

SAC E-Session: May 17th, 2017
(Digital Correspondence)
Project Update
Engagement Results
Project Status
Project Evaluation Framework

SAC Work Session #2: June 12th, 2017
Gallery 72
5:00PM – 6:30PM
Feedback on Project Framework
Preliminary Findings
Phase II Survey Completion Request



TECHNICAL ADVISORY COMMITTEE

The Technical Advisory Committee consisted of 53 invited members representing an array of technical agencies including:

- Staff from Partner Organizations
- Atlanta Regional Commission (ARC)
- Georgia Department of Transportation (GDOT)
- Metropolitan Atlanta Rapid Transit Authority (MARTA)
- Georgia Regional Transportation Authority (GRTA)
- Local Colleges & Universities
- Central Atlanta Progress (CAP)
- Midtown Alliance
- Buckhead CID
- PATH Foundation Westside/Howell Mill CID
- Atlanta Beltline, Inc. (ABI)
- Atlanta Bicycle Coalition
- Renew Atlanta/TSPLOST
- Aerotropolis Atlanta CIDs
- Atlanta Public Schools
- Partnership for Southern Equity
- Livable Buckhead
- Federal Transit Administration (FTA)

TAC Work Session #1: January 19th, 2017
Atlanta City Design @ Ponce City Market
2:00PM – 3:30PM

TAC E-Session: May 17th, 2017
(Digital Correspondence)

TAC Work Session #2: June 13th, 2017
Gallery 72
2:00PM – 3:30PM
Feedback on Project Framework
Preliminary Findings
Phase II Survey Completion Request



CITY COUNCIL

There were six council member interviews conducted by the project team, introducing Atlanta's Transportation Plan and receiving input on public engagement opportunities.

FIGURE 2: COUNCIL MEMBER OUTREACH

Council Member	Date	Time	Notes
Natalyn Archibong	02/6/17	11:00AM	Introduction to the Plan and the planning process, recommendations from Imagine Memorial planning effort, potential locations for public involvement pop-ups
Felicia Moore	02/13/17	10:00AM	Introduction to the Plan and the planning process, potential locations for public involvement pop-ups
Mary Norwood	02/22/17	10:00AM	Introduction to the Plan and the planning process, potential locations for public involvement pop-ups
Howard Shook	02/22/17	11:00AM	Introduction to the Plan and the planning process, potential locations for public involvement pop-ups
Michael Julian Bond	02/22/17	12:40PM	Introduction to the Plan and the planning process, potential locations for public involvement pop-ups
Alex Wan	03/01/17	11:30AM	Introduction to the Plan and the planning process, concerns about Monroe Drive, potential locations for public involvement pop-ups
Howard Shook and Yolanda Adrean	03/08/17	12:00PM	Peachtree Corridor, discussion of potential congestion mitigation strategies including improving access by alternative modes of transportation

Gabe Klein and representatives from the Office of City Planning also briefed the Mayor's cabinet on the project process and potential outcomes.

ONLINE ENGAGEMENT

PHASE I SURVEY

The project team developed the Phase I survey to gather feedback on participants opinions on transportation in Atlanta. Questions inquired about travel patterns and mode preferences as well as demographics. Data captured from 2,629 respondents from January through May helped to determine a vision and supporting goals for the project.

PHASE II SURVEY

The Phase II survey followed up with questions that inquired about travel priorities the types of tradeoffs that people would be willing to make for their desired travel patterns. Over 415 responses from June – July helped to prioritize projects and program recommendations for the project.



OUTREACH METHODS

POP-UPS & TARGETED OUTREACH

Pop-up planning transforms traditional public engagement approaches, bringing life to the community visioning process. The intention is to meet people where they are to create a broader method of inclusion and to better inform the planning process. In addition to the public meetings, pop-up events were held throughout the City with varying activities to gauge the public opinion on the City's plans for transportation. At all outreach events, the project team members wore easily identifiable project t-shirts in case questions arose.

Each event and location identified in the table below corresponds to a target audience including:

- Students and young people
- Professionals
- Income at or below the area median income
- African Americans
- Seniors
- Families



ATLANTA'S TRANSPORTATION PLAN

FIGURE 4: PHASE I POP-UP ACTIVITIES

Date	Event Location	Target Audience	Activities	Attendees/Responses
January 19th	Pop-Up Test Run Atlanta City Hall	City Staff and Officials Atlanta Community	Project Games, Handout Info Board Phase I Survey	86/142
February 21st	Peachtree Center Mall	Professionals Commuters	Project Games, Handout Info Board Phase I Survey	108/657
February 22nd	Georgia Tech Institute of Technology	Students Staff & Faculty	Project Games, Handout Info Board Phase I Survey	103/627
February 23rd	West End Mall	SW Atlanta Community	Project Games, Handout Info Board Phase I Survey	56/301
March 14th	Central Atlanta Progress Annual Meeting	Business Community	Info Board Phase I Survey Project Handouts	10
March 15th	NPU-I Meeting	SW Atlanta Community	Project Handouts	35
March 25th	Piedmont Green Market	Midtown Atlanta Community Families	Project Games, Handout Info Board Phase I Survey	48/70
March 29th	Adamsville Health Center	SW Atlanta Community Seniors Families	Info Board Phase I Survey Project Handouts	30
April 8th	Georgia State Active Living Summit	Students Faculty & Staff	Project Games, Handout Info Board Phase I Survey	33/87
May 20th	Neighborhood Jazz Series	SW Atlanta Community	Project Games, Handout Info Board Phase I Survey	50
May 22nd	Renew Atlanta Public Meeting	SW Atlanta Community	Project Handouts	10

ATLANTA'S TRANSPORTATION PLAN

Targeted outreach activities were also utilized to increase Phase I survey completions from people with more diverse backgrounds and income levels. The project team targeted locations where people were waiting or were gathered in one place for a significant period. At the events, the project team provided tablets and paper surveys and at festivals and public events, the project team had activities and exercise to engage participants.

FIGURE 5: PHASE I TARGETED OUTREACH ACTIVITIES

Date	Event/Location	Target Audience	Activities	Attendees/ Responses
May 20 th	Neighborhood Jazz Series	African Americans Income Populations <50K	Phase I Survey Project Handouts Info Board	45
May 22 nd	Renew Atlanta Cascade Streetscapes Public Meeting	Area residents	Project Handouts	11
May 23 rd	William Walker Recreation Center	African Americans Income Populations <50K	Phase I Survey Project Handouts	13
May 24 th	Georgia Department of Driver Services	African Americans Income Populations <50K	Phase I Survey Project Handouts	49
May 25 th	Georgia Department of Labor	African Americans Income Populations <50K	Phase I Survey Project Handouts	84
May 31 st	Georgia Department of Driver Services	African Americans Income Populations <50K	Phase I Survey Project Handouts	62
June 2 nd	Fulton County DFACS	African Americans Income Populations <50K	Phase I Survey Project Handouts	12
June 3 rd	Block Party	African Americans Income Populations <50K	Phase I Survey Project Handouts	22

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June 3 rd	Metro Mart USA	African Americans Income Populations <50K	Phase I Survey Project Handouts	24
June 8 th	City of Atlanta Employee Fun Night	COA staff	Project Handouts Info Board	Information only provided.

Another round of surveying commenced for Phase II of outreach. At each event, the project team provided tablets for participants to provide feedback. The focus was on capturing feedback on preliminary recommendations and perceptions of travel demand management.

FIGURE 6: PHASE II OUTREACH ACTIVITIES

Date	Event/Location	Target Audience	Activities	Attendees/ Responses
June 16 th	Atlanta Cycling Festival	Bike/Ped community	Phase II Survey Project Games Project Handouts	9
June 23 rd	Soccer in the Streets Summer League	Hispanic/Latin and other minority populations	Phase II Survey Project Games Project Handouts	2
June 27 th	West End MARTA Station	Mall Patrons and Staff SW Atlanta Community	Phase II Survey Project Handouts	34
June 28 th	Civic Center MARTA Station	Local and Regional Commuters	Phase II Survey Project Handouts	35
June 29 th	Little 5 Points MARTA Station	Local and Regional Commuters	Phase II Survey Project Handouts	19
June 29 th	H.E. Holmes MARTA Station	African Americans	Phase II Survey Project Handouts	12

PECHAKUCHA PLANNERS' SUMMIT

A Planner's Summit was used to coordinate the numerous planning initiatives occurring in Atlanta. Pechakucha, a presentation format that allots a specific amount of time to present a specific number of PowerPoint slides, was used to allow representatives from each planning effort time to provide an overview. The meeting was used to maximize engagement efforts, maintain momentum and garner as much public feedback as possible. The following projects were included in the Summit:

- 100 Resilient Cities (OS)
- Atlanta Streetcar Expansion Environmental Studies (3xABI)
- Buckhead LCI Update (BCID)
- CD 12 Neighborhoods Plan (DPCD/OZD)
- CD 3 Plan (DPCD/OZD)
- Clifton Corridor Environmental Study (MARTA)
- Cycle Atlanta: Phase 2.0 Study (DPCD/OMP)
- Downtown Atlanta Master Plan and Transportation Plan (CAP)
- Downtown Connector Study (GDOT)
- MARTA Expansion Plans (MARTA)
- Memorial Drive Corridor Plan (CAP)
- Midtown Garden District Plan (CD2)
- Moreland Ave LCI Update (L5P CID)
- Northside Dr Corridor Study (GDOT)

Pecha Kucha Planners Summit: March 2nd, 2017
Central Atlanta Progress, Board Room
8:30AM – 10:30AM

CENTRAL ATLANTA PROGRESS OPEN-HOUSE

Central Atlanta Progress and the Atlanta Downtown Improvement District hosted an all-day open house for residents and community members to learn and provide input on the Downtown Atlanta Master Plan-- the primary vision-setting and policy-directing strategy to lead the ongoing evolution of the City's core. The project team provided information about the project and captured feedback from 45 attendees via Phase I survey and activity boards during the March Open House. Similarly, the project team provided project information and captured feedback from 36 attendees via Phase II survey and activity boards.

CAP Open House: March 21st, 2017, June 14th, 2017
Rialto Theater
11:00AM – 8:00PM

ATLANTA STREETS ALIVE

Atlanta Streets Alive opens streets for people by temporarily closing them to cars to create a whole new healthy, sustainable and vibrant city street experience. The project team joined in this effort by creating fun and informative activities, while also providing information about Atlanta's Transportation Plan.

A major component of the analysis of this project included identifying ways to reduce stress for both the pedestrian, cyclist and motorists because of congestions. The "Reduce your Stress" theme at the *Southside event* conveyed this effort by offering festival attendees with fun activities that focused on mindfulness, healthy living by active lifestyle, and relaxation. The *Westside Event* provided an opportunity to capture public feedback on street design and preliminary project prioritization.

Atlanta Streets Alive: April 23, June 11th, 2017
Southside, Ralph David Abernathy and Georgia Avenue
2:00PM – 6:00PM
Westside, Marietta St. and Howell Mill Road
4:00PM – 8:00PM



TOOLS

Each phase of public involvement focused on messaging that was inviting and clear to our target audiences. The project team removed the technical jargon, replacing it with a people-friendly approach to addressing job and population growth over the coming years.

The table below illustrates the methods that were used to disseminate information about the project.

FIGURE 7: METHODS OF DISSEMINATION

Method of Dissemination	Purpose	Target Audience	Schedule
Media Kit	Engage local media outlets to cover the project and encourage public participation	Local news stations, periodicals, and publication groups	Before outreach phases
Website	Landing space for all things project related and for photo sharing map	Anyone interested in the project	The website is connected to social media platforms and will update in real-time
Social Media Platforms	To provide information about opportunities to participate; post pictures about transportation from around the City; promote project activities	Socially engaged community; Existing followers	FB: Thursday and Friday Twitter: Wednesday IG: Monday and Thursday
E-Blasts	Identify relevant articles/project information to keep public engaged in the process	Contacts on project database; professional planning and transportation agencies, neighborhood groups; SAC/TAC committee members	Periodically
Project Handouts	Briefly explain the purpose of the project; answers to FAQs; contact information	Activity participants	At all activities
COA Office of Communications	Extend reach to community and neighborhood folks; City staff and partners	City departments; NPUs,	As needed for project promotion

MEDIA KIT

An additional component of the communications strategy included engaging media outlets to inform them about the project. In cohort with City of Atlanta Office of Communications, the project team developed a media kit that included:

- Postcard/Business Card
- Info Card
- Press Release
- Media Alert
- Op-Ed

These items were packaged and distributed to local news stations, periodicals, and publication groups by the City of Atlanta Office of Communications.

SOCIAL MEDIA

The project team used the social media platforms Instagram, Facebook and Twitter to share photos and information with more than 175 followers. The purpose was to provide a platform for the public to share images of improvements and/or what they would like to see enhanced regarding transportation in Atlanta. The goal was to bring transportation to the people through a strategic social media plan, equipped with relevant hashtags and an engaged base of followers. The goal of the photo sharing platforms was to echo the themes of equity, access, social engagement, nature, and civic engagement through photographs.

Photographs shared through the platform were used throughout the planning process to document existing conditions, identify needs (e.g. areas with broken sidewalks, places where enhancements are consistently requested), and inform project recommendations. The project team cataloged what types of photos and where photos are taken (e.g. by zip code or geotags) to determine reach of residents and interested parties.



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INTERACTIVE ACTIVITIES

How do you get around?

To identify travel patterns, participants were presented with the questions, “What are all the ways you will get around today?” and “If you had the choice, what ways would you have liked to get around today?” Activity participants then tossed their ball in the bucket that corresponds with their selection, including the following options:

- In a car by myself
- In a car with others
- Walking
- Biking
- Bus Transit
- Rail Transit
- Vanpool
- Express/Bus Shuttle



Project Prioritization Mapping Activity

The project team developed an online story map with priority projects for the plan for the public to review and comment. The map can be accessed at <https://arcg.is/TP4WH>.

Goals Activity Board

This activity gave the project team an opportunity to prioritize the goals of this project based on public input. A matrix board with the goals listed below were highlighted. Participants affixed stickers in order of priority from one through three.

1. SAFE: Improve health, safety, and security for all users of the transportation system
2. EFFICIENT: Manage circulation and maximize use of existing infrastructure
3. EQUITABLE: Provide affordable and accessible transportation options for all residents

Streetmix Game

This game provided an opportunity for participants to design their ideal neighborhood street. Utilizing paper images, participants utilized the following items:

- Sidewalk
- Transit Shelter
- Bus Lane
- Buffers
- Drive Lanes
- Turn Lanes
- Various Transit Types
- Transit Shelters
- Trees/Vegetation
- Bike Lanes
- Street Furniture

Participants created varying combinations of the items to display their ideal street while discovering how their decisions could potentially impact the community.

Meter Made Game

The Meter Made game was created to observe how people make decisions about travel demand management. Each participant received a tablet with \$5 virtual dollars to spend on transportation projects to get as many commuters off the road as possible. They inserted \$5, one dollar at a time, by clicking the meters that they think would make the biggest impact. After making choices with all five of their dollars, the meters turned to reveal how much congestion their plan reduced. Meter options included:

- Expand Bikeshare
- Increase Transit Service
- Reduce the Cost of Transit Passes
- Charge of Parking at Work
- Increase Development Near Transit
- Sponsor Carpools and Vanpools
- Increase Carshare Locations
- More Sidewalks and Bike Lanes

Meter Made

How would you improve transportation in Atlanta?

You have \$5 to spend on transportation projects to get as many commuters off the road as possible. Insert your \$5, one dollar at a time, by clicking the meters that you think will make the biggest impact.

After making your choices with all five of your dollars, the meters will turn to reveal how much congestion your plan will reduce.

What difference will your meters make?



For example, you could put \$2 in one choice, \$1 in another, and \$2 in a third.

YOU HAVE \$2 REMAINING

\$1

\$1

SELECT A METER TO GET STARTED



EXPAND
BIKESHARE



INCREASE
DEVELOPMENT
NEAR TRANSIT



INCREASE TRANSIT
SERVICE



SPONSOR
CARPOOLS AND
VANPOOLS



REDUCE THE COST
OF TRANSIT
PASSES



INCREASE
CARSHARE
LOCATIONS



CHARGE FOR
PARKING AT WORK



MORE SIDEWALKS
AND BIKE LANES

RESULTS

Public engagement was incorporated into each stage of the development of Atlanta's Transportation Plan. Feedback on the project goals and objectives informed the vision and goals of the Plan, while input on the recommendations shaped the project evaluation framework metrics. Throughout the project, public outreach was used to validate, corroborate, and sometimes correct the technical analysis to ensure the Plan would be reflective of what the people of Atlanta would like to see for their transportation system.

Key highlights of the feedback received from the public engagement are summarized here:

- There was broad interest in **expanding the reliability, frequency, and comfort of public transportation**. Residents use public transportation to take children to and from school and to reach their jobs. There was interest in ensuring travel time reliability and adequate frequency to make transit a viable travel option. The time between trains on weekends is much longer than on weekdays and many MARTA rail lines do not operate reliably, causing problem for people who commute during weekends or non-peak times.
- People wanted to see **more low-stress and protected bicycle facilities**. People pointed to the extensive and lower-stress separated bicycle facilities in Germany or Denmark as examples.
- Feedback on the travelsheds was generally positive, with residents acknowledging that what may work in one area might not be appropriate in another. However, **more transportation options** outside of the commercial and downtown areas were cited as an area to improve in the future.
- Atlanta is a city of nature, culture, art, and design and people wanted to see more **creativity and vibrant transportation projects**. More things to see and added vitality being added to the street were noted as a desire.
- Finally, many cited **the urgent need for safer sidewalks** and places to walk, particularly in older neighborhoods that were built without spaces to walk. Connectivity to transit, grocery stores, and schools were often cited as destinations that people would like to walk to if they felt more comfortable doing so.

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SURVEY RESULTS

How Survey Participants Get Around

Biking and Walking in the City

Prioritizing the Future

2,608
Survey Participants



78%
Have biked or walked
for a trip in the past 3 days

30%
Use Uber/Lyft
in the past 3 days

25%
Use MARTA at least
once a week

80% Commuters have reliable commute travel times

75% Overall participants choose to drive for errands

95% Survey participants have tried MARTA at least once

11% People with bachelor degrees + bike for errands (vs. 5% with some college and less)

Why do you choose to walk or bike in the city?

- Environment: Easy, Convenient, Safe
- Short Distances: Cycling, Walkable, Nice
- Improves: Driving, Connected, Parking
- Love: Walk, Proximity, Enjoy, Neighbors, Live
- Family of 4: Exercise, Share, Recreation
- MARTA: Visual, Lunch

Walking

55% People with high school education, or less

80% People with at least some college education

Biking

70% Uncomfortable biking with traffic on the streets

65% Feel unsafe biking due to speed of vehicles

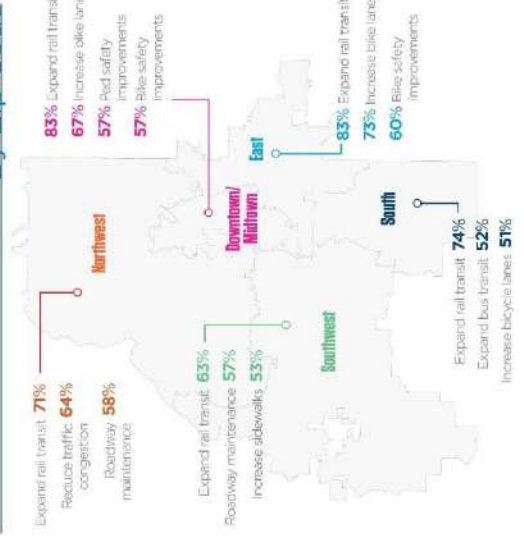
What are the transportation investments you would like to see more of?

77% Expand rail transit

60% Increase bicycle lanes and multi-use trails

54% Reduce traffic congestion

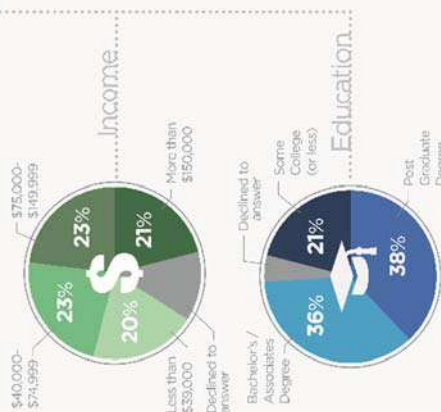
Overall



Why don't you ride a bicycle in the city?

- Sidewalks: Narrow, Dangerous, Poor
- Weather: Driving, Bike, Rider, Health
- Bike Lanes: Safety, Drivers, Phones
- Road: Fair, Pot, Holes, Run
- Infrastructure: Crime, Vehicles, Comfortable, Age
- Not Over a Bypass: Bicycle, Lanes

PHASE 2 SURVEY RESULTS



What is most important to you?

72% Having a **shorter travel time**

22% Traveling the **same route** every day

Which of the following would cause you to choose to take transit to work each day?



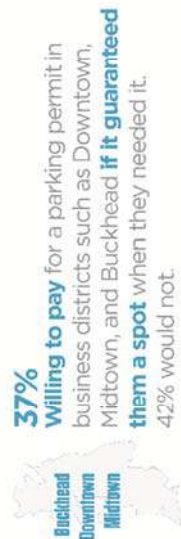
If a travel lane on a road was no longer needed, how would you like to see that space used?



What should be the primary priority on main streets with storefronts (like Peachtree St.)?



What are your bicycling and walking preferences?



RECOMMENDATIONS FOR FUTURE OUTREACH

Through development of Atlanta's Transportation Plan, different messages were used, meetings were held at new locations and times of day, and a variety of formats were tried. This was done to capture input from a broad cross section of Atlanta residents. But this also offers a unique opportunity to make recommendations for future outreach. This section discusses lessons learned and opportunities to improve public engagement in Atlanta going forward.

Evaluation of the effectiveness of public involvement efforts is a key aspect any community engagement process. Based on performance, existing communication and outreach techniques can be modified and new techniques added to reach people who might not otherwise participate. In order to evaluate the effectiveness of the outreach public involvement tasks, key evaluation performance measures are noted in Figure 8.

FIGURE 8: COMMUNITY ENGAGEMENT PERFORMANCE MEASURES

Technique	Performance Measures
Community Engagement Plan	Successful implementation of strategies and techniques Participant feedback Comprehensiveness of the identification
Study Committees (TAC, SAC)	Number of meetings Attendance of Committee members Inclusion of information/guidance provided
Public Outreach Activities	Number of attendees Number of comments received Types of comments received Participant Feedback
Media Partnerships	Amount of media coverage Accuracy of information delivered to citizens Accessibility of public to the variety of media outlets
Project Website	Number of visitors to the site Number of comments received Types of comments received

ATLANTA'S TRANSPORTATION PLAN

Upcoming engagement activities by the City of Atlanta could use these metrics or others to document what works and what doesn't. Outreach through this project found the following characteristics were successful for meaningful and inclusive public involvement:

Logistics

- Free drinks/food is a great draw if allowable and budgeted.
- Eye-catching maps and images along with brightly colored sticky dots is effective for pulling people in. Balloons always get heads to turn and attract interest.
- Pop up tents are essential to protect staff and materials from weather; there should be a rain contingency plan.
- Wind is always an issue, so tape down papers and have rocks or paperweights in advance.
- Generally, at least two staff should be at each event and an hour is needed for set/up and break down.
- Make sure people staffing the pop-up or event know about the project or who to ask for more information and if possible have relationships with people in the community.
- For events and festivals, it is good to have a "caller" staffing the booth (e.g. a person who isn't afraid to pull people in and get them interested in the materials).

Location

- Moving a pop up around the City is a really effective way to get diverse audiences and target outreach to those who might not otherwise attend a meeting. 2 hours in each location was the ideal amount of time for each pop up.
- Go to places where the "typically unheard" go – e.g. park and ride locations, mall parking lots, social service centers, workforce development centers, etc. Be careful about going to places where kids are (e.g. schools or playgrounds) as there are sometimes additional approvals needed.
- Tweet out your location where you will be before going (even if it doesn't drive people to the location, it gets social media energy and drives traffic to online places – similarly post Instagram pics, live-stream video on Facebook, etc.)
- Nail the lunch crowd or key commute spots—during other times input is much less valuable.
- Farmer's markets can be good locations during the spring and summer.
- Walmart, Target, etc. can be a great spot to go; but will be harder to compete for attention.

Activities

- Limit the event to 2-3 exercises. People get overwhelmed and there needs to be more staff to support and explain activities.
- Be clear about how the information gathered will be used in the process. What are you going to do with the information once you have it? Is there something people could do to help you organize it (i.e. tag with a modal category) Engagement for engagement's sake is very unsatisfying for everyone involved.

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- Structured input is best, but always provide an open-ended option for people who want to record something specific to their experience. A blank flip chart is helpful for getting feedback, especially for people who don't want to stop and chat but have a quick opinion you want to jot down.
- Don't make the exercises too complex or esoteric. Simple maps where people can mark where they live, where they shop, where they go for other activities, etc. are good. Maps where people can put dots on problem spots are good. Visual preference stuff (e.g. pictures in the local community with contrasting images that say, do you prefer this or that) are good.
- Colorful maps to mark up by hand with markers always get interest.

Messages

- Everything needs to be legible and understandable at a 5th grade reading level and to the general public.
- Have project "business cards" that you can hand out to people that say they don't have time to stop. They will go to the webpage later but make sure the cards don't have too much text and look catchy. This could also be a T-shirt or a magnet or postcard.
- Make the project website HIGHLY visible on all materials and/or tent.
- Twitter/Instagram/ Facebook photos and locations for outreach and media purposes.

APPENDIX A. PHASE I SURVEY INSTRUMENT

Part 1: Commuting and Mobility

1. What are all the ways you got around in the past three days? (Choose all that apply.)
 - Drive Walk
 - Bus Transit Rail Transit
 - Shuttle/carpool/vanpool Bicycle
 - Taxi/Uber/lyft
2. On a typical day, how long does your commute to work, school, or primary destination usually take ONE WAY?
 - Less than 5 minutes
 - 5 - 9 minutes
 - 10 - 14 minutes
 - 15 - 29 minutes
 - 30 - 44 minutes
 - 45 minutes or more
3. Does your commute usually take the same amount of time each day?
 - Very frequently Frequently
 - Neither Frequently nor Infrequently
 - Infrequently
 - Very Infrequently
4. How stressful or relaxing is your existing commute overall?
 - Very Stressful
 - Stressful
 - Neither Stressful nor Relaxing
 - Relaxing
 - Very Relaxing
5. For day-to-day trips such as errands, recreation, or shopping, how do you usually travel within the City?
 - Drive
 - Walk
 - Bus transit
 - Rail transit
 - Shuttle/carpool/vanpool
 - Bicycle
 - Taxi/Uber/lyft
6. How satisfied are you with the overall transportation system in the City?
 - Very Satisfied
 - Satisfied
 - Neither Satisfied nor Dissatisfied
 - Dissatisfied
 - Very Dissatisfied

Part 2: Transportation Options

7. How do you feel about riding a bicycle?
 - Strong and fearless – I ride regardless of roadway conditions
 - Enthusiastic and Confident – I am comfortable riding with automobile traffic, but prefer dedicated bicycle facilities such as bicycle lanes and/or multi-use paths
 - Interested, but Concerned – I ride around my neighborhood, but stay off of major streets
 - No Way, No How
 - Other Reasons
8. If you do not feel comfortable and safe riding a bicycle in the City, please indicate why not. (Choose all that apply)
 - I feel unsafe riding with traffic on streets I feel unsafe due to speed of vehicles
 - Lack of secure bicycle parking at destination Other Reasons (please specify)
9. If you do not feel comfortable and safe walking in the City, please indicate why not. (Choose all that apply.)
 - I feel unsafe crossing at intersections with high traffic or large number of lanes
 - I feel unsafe due to sidewalks that are uneven, in disrepair, or missing completely I feel unsafe due to personal security concerns
 - Other Reasons (please specify)
10. Do you currently walk or bicycle in the City of Atlanta?
 - YES
 - NO
11. What are the primary reasons that you walk or bicycle in the City of Atlanta? (Choose up to 3)
 - I don't have a car
 - Avoid the stress of driving in traffic Faster travel time
 - Being able to read/work/network, while traveling
 - Health and/or exercise
 - More comfortable than driving
 - Saving on driving related expenses (e.g. cost of owning a car, wear and tear on the car, gasoline, parking fees, etc.)
 - Safer than driving
 - Improving the environment by reducing emissions
 - Other (please specify)
12. Do you ride or have you ever taken public transportation, such as MARTA?
 - YES
 - NO
13. How often do you use public transportation?
 - Occasionally
 - 1 - 2 days/week
 - 3 - 5 days/week
 - 5+ days/week
14. What do you usually ride?
 - Bus only
 - Both bus and rail
 - Only rail

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15. How do you usually get to the rail station or bus stop from home?
- Walk
 - Drive
 - Ride with someone who parks at the stop or station
 - Get dropped off at bus stop or rail station
 - Drive to park & ride lot
 - Taxi/Uber/lyft
 - Ride a bicycle
 - Other (please specify)
16. If you currently walk, bicycle, or use public transportation, such as MARTA, could you get around the City another way?
- No, I rely exclusively on walking, bicycling, and transit to get around Yes, I have a car
 - Yes, I have access to someone else's car Yes, I could ride with someone
 - Yes, I often use a Taxi/Uber/lyft
 - I do not walk, bike, or use transit in Atlanta
 - Other (please specify)
17. Which of the following improvements would encourage you to bicycle, walk, or use public transportation? (Choose all that apply.)
- On-street bicycle lanes
 - Bicycle facilities that are physically separated from automobiles
 - A more complete bicycle lane and/or facilities network
 - Sidewalks in better condition
 - Increased police presence and/or security patrols
 - A more complete sidewalk network
 - More frequent bus service
 - More extensive bus service
 - Buses that start earlier in the morning and/or run later in the evening
18. Have you considered carpooling?
- Already carpooling on local streets
 - Already carpooling in HOV lanes
 - Would carpool, but have difficulty finding partners
 - Would consider carpooling in the future
 - Do not wish to carpool
 - Do not know what carpooling is
 - Other (please specify)
19. What additional transportation options would you like to see in the City of Atlanta? (Choose all that apply.)
- No improvement necessary
 - Increase HOV lanes
 - Improve on time performance of public transportation
 - Increase weekend public transportation service
 - Provide more frequent weekday public transportation service
 - Improve public transportation safety and security (e.g. safety; more police; more cameras)
 - Add bicycle facilities (e.g. lanes, multi-use paths, or two-way cycle tracks)

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- Increase bicycle sharing locations
- Build additional sidewalks
- Repair existing sidewalks
- Other (please specify)

Part 3: Investments and Incentives

The City of Atlanta and other partners currently have a number of transportation investments in the pipeline. Renew Atlanta, the Transportation Special Purpose Local Option Sales Tax (TSPLOST), and MARTA will all be delivering roadway, bicycle, sidewalk and transit projects and/or service enhancements over the next 5 to 10 years. Keeping in mind these programs, please indicate your preferences for prioritizing and directing transportation investments beyond them.

20. What are the top transportation projects the City should prioritize? (Choose up to 3)

- Roadway maintenance
- Intersection improvements
- Reduce traffic congestion
- Expand rail transit
- Expand bus transit
- Increase bicycle lanes and multi-use trails
- Increase sidewalks
- Expand Carpool/Vanpool/Park-n-Ride
- Increase HOV lanes
- Vehicular safety improvements
- Pedestrian safety improvements
- Bicycle safety improvements

21. What are the transportation investments you would like to see more of? (Choose all that apply.)

Roadway maintenance

- Intersection improvements
- Reduce traffic congestion
- Expand rail transit
- Expand bus transit
- Increase bicycle lanes and multi-use trails
- Increase sidewalks
- Expand Carpool/Vanpool/Park-n-Ride
- Increase HOV lanes
- Vehicular safety improvements
- Pedestrian safety improvements
- Bicycle safety improvements

22. Which of the following incentives would encourage you to use public transportation, bicycle, or walk? (Choose up to 2)

- No incentives necessary
- Reduce the price of transportation passes

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- Reduce the cost of Taxi/Uber/lyft trips to/from MARTA rail stations or GRTA Xpress bus stops
- Convenient and secure bicycle parking
- Other (please specify)

Part 4: Demographics

The questions in this section are optional and are intended to verify that this survey has reached a wide variety of citizens, including populations that have been underrepresented in the past.

Completing these questions helps the City provide transportation solutions that meet the needs of all citizens. Please select "Decline" or leave blank for any questions you do not wish to answer.

23. What is your home ZIP code?
24. What is the zip code where you work or go to school?
25. Are you currently
- Employed full time
 - Employed part-time
 - Attending college or university
 - Retired or not employed
 - Declined
26. How old are you?
- Under 16 years old
 - 16 - 24 years old
 - 25 - 34 years old
 - 35 - 44 years old
 - 45- 54 years old
 - 55 - 64 years old
 - 65 or over
 - Declined
27. What is your total annual household income before taxes?
- Under \$10,000
 - \$10,000-\$14,000
 - \$15,000 – \$19,999
 - \$20,000-\$24,999
 - \$25,000-\$29,999
 - \$30,000-\$34,000
 - \$35,000-\$39,000
 - \$40,000-\$49,000
 - \$50,000-\$74,999
 - \$75,000-\$99,999
 - \$100,000-\$149,999
 - \$150,000-\$199,999
 - \$200,000 or more
 - Declined
28. What is the highest level of education you have completed?

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- Less than 12th grade
 - High school graduate
 - Some college but no bachelor's degree
 - Bachelor's degree
 - Postgraduate degree
 - Declined
29. What is your ethnicity or race? Select all that apply.
- Black or African American Hispanic or Latino
 - Native American or American Indian Asian/Pacific Islander
 - White or Caucasian Declined
 - Other (please specify)
30. How many persons including children live in your home?
- 0
 - 1-2
 - 3 or more
 - Declined
31. How many of these persons in your household are children under the age of 18?
- 0
 - 1-2
 - 3 or more
 - Declined
32. If you would like to stay informed about Atlanta's Transportation Plan, please provide your email address.

Thank you for taking your time to complete our survey. If you're interested in learning more about Atlanta's Transportation Plan, please visit us at www.AtlantasTransportationPlan.com

APPENDIX B. PHASE II SURVEY INSTRUMENT

Vision

1. Do you agree or disagree with the following vision for Atlanta's transportation system?

The City of Atlanta will have a safe, efficient, and equitable transportation system that supports 1.3 million residents and 1.2 million jobs by reducing congestion, improving access, and supporting economic growth.

2. What suggestions do you have to improve this vision statement?

Goals

3. Please rank the following goals in order of their importance to you?
 - SAFE: Improve health, safety, and security for all users of the transportation system
 - EFFICIENT: Manage circulation and maximize use of existing infrastructure
 - EQUITABLE: Provide affordable and accessible transportation options for all residents
4. Would you like to make changes to these statements? If so, how?

Objectives

5. Objectives are specific, measurable targets needed to make progress toward the City's vision and goals. Please mark your top five objectives from the following list:
 - Eliminate traffic fatalities
 - Reduce serious injuries from traffic crashes
 - Reduce transportation related emissions to improve air quality
 - Provide all residents with active transportation opportunities to improve public health
 - Focus density and economic development to support transportation investments
 - Reduce congestion by maximizing the existing transportation system
 - Leverage local transportation funding to achieve the greatest impact
 - Fix existing infrastructure and address critical maintenance
 - Provide transportation options to economically disadvantaged neighborhoods
 - Expand access to jobs and services
 - Reduce household transportation costs for lower income households
 - Support livable communities and local character through great design

Transportation Management Tradeoffs

Please read each of the following statements and mark if you agree, disagree, or don't have an opinion.

6. I would rather pay to park closer to my destination than park for free farther away.
7. The amount of time I spend traveling matters more than which streets or routes I take.
8. I would be willing to pay for a parking permit if I would be able to always find a parking space when I need it.
9. I would consider taking transit, walking, or biking to work if my employer would pay me to do so.
10. I would prefer to spend less time traveling rather than travel on a pleasant street with lots of places to stop along the way.
11. I would rather have predictable, reliable transit service instead of more frequent bus stops that get me closer to where I need to go.
12. I would prefer to ride a train or express bus to work than drive alone in my car during rush hour.
13. I would prefer a protected bicycle lane to on-street parking or an additional traffic lane.
14. I would prefer to walk or bicycle on main thoroughfares near shops and businesses rather than on local streets.
15. I would rather bike a longer distance on quieter, less congested streets than bike a shorter distance on busy streets next to vehicles.
16. I would prefer to reduce the speed of cars to make the street safer for walking and bicycling.

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