

# North Fulton Transit Expansion Survey Results for



*Conducted by*



A.L. Burruss Institute of  
Public Service and Research



Metropolitan Atlanta Rapid Transit Authority

*August 11, 2014*

# ***Need for the Survey***

- MARTA GA 400 Transit Initiative Started in late 2011
- Early Scoping – Phase 1
  - Completed Fall 2013
  - Established GA 400 as preferred location of project (alignment detail to be refined)
  - Heavy Rail preferred by majority of stakeholders
  - Initial Survey conducted in 12/2012 (136 participants)
- **Request from stakeholders for further inquiry into transit need**
  - Statistically valid survey
  - Desire for more broad based community input



# ***Survey Background***

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



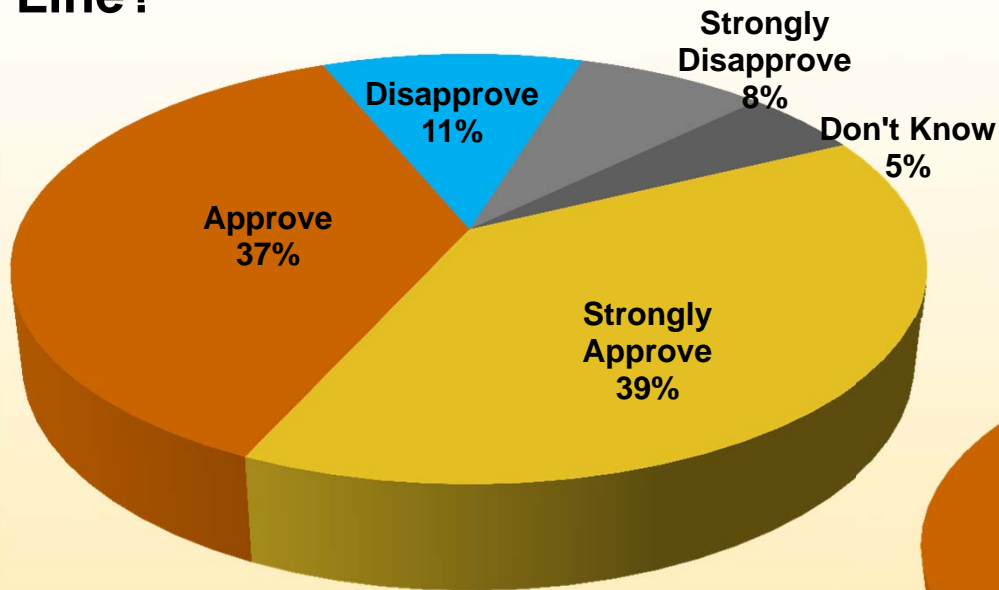
# Survey Demographics

- Residents
  - Approximately 50% Female to 50% Male split
  - 18+ Surveyed Only
    - Majority in the 35 – 54 year old range
  - 69% of Respondents White
    - 12% Black
    - 10% Asian
    - 8% Latino
    - 1% Other
  - Good survey coverage across all of Northern Fulton County
  - Respondent rate by city correlates to municipal population
- Employees
  - 66% Male vs. 31% Female
    - 3% didn't respond
  - 18+ Surveyed Only
    - Majority in the 45 – 64 year old range
  - 87% of Respondents White
    - 4% Black
    - 3% Asian
    - 2% Latino
    - 4% Other
  - 50% of employees live outside of the northern Fulton County area
  - Remaining 50% correspond to a similar per capita split as residents



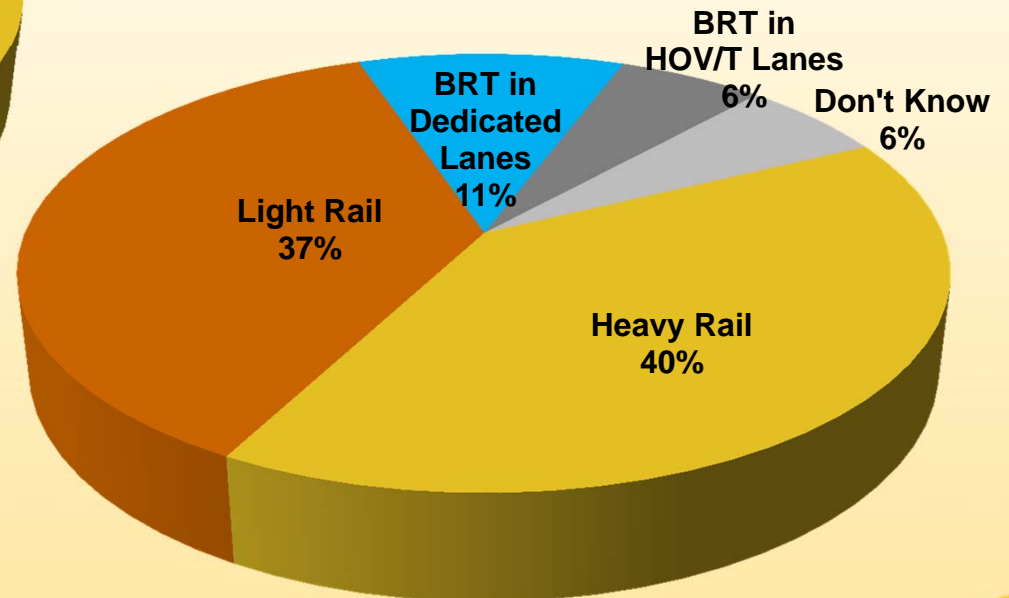
# Survey Result Highlights

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



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

## How should MARTA expansion be accomplished?



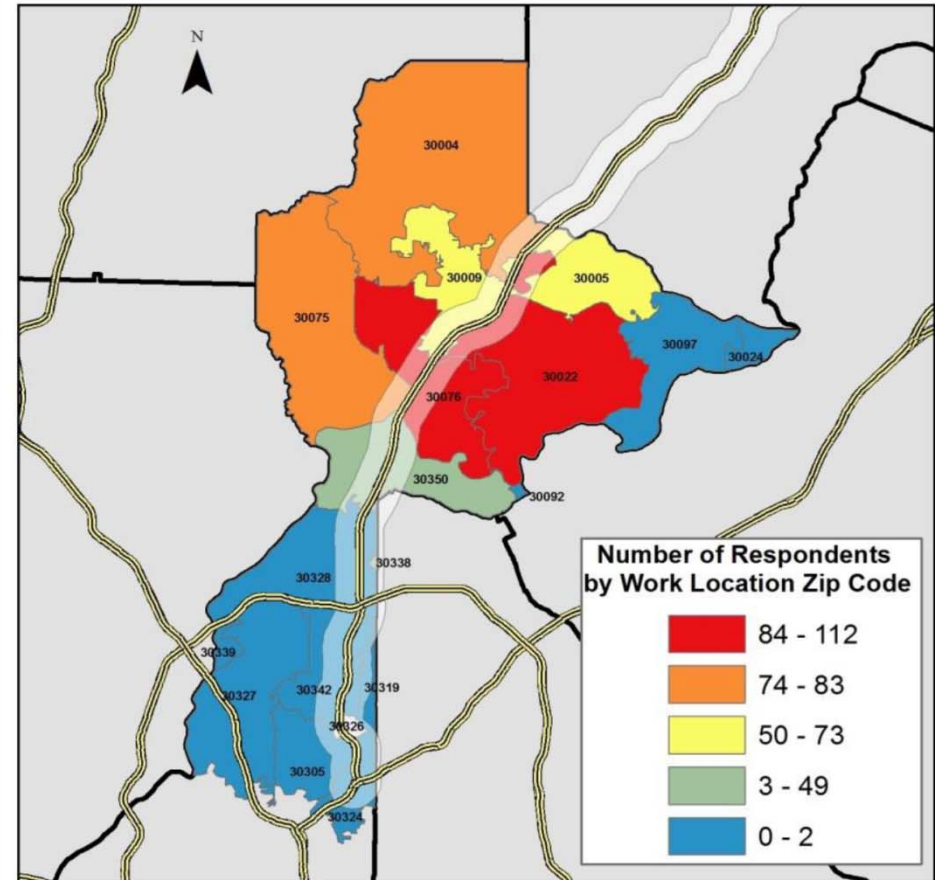
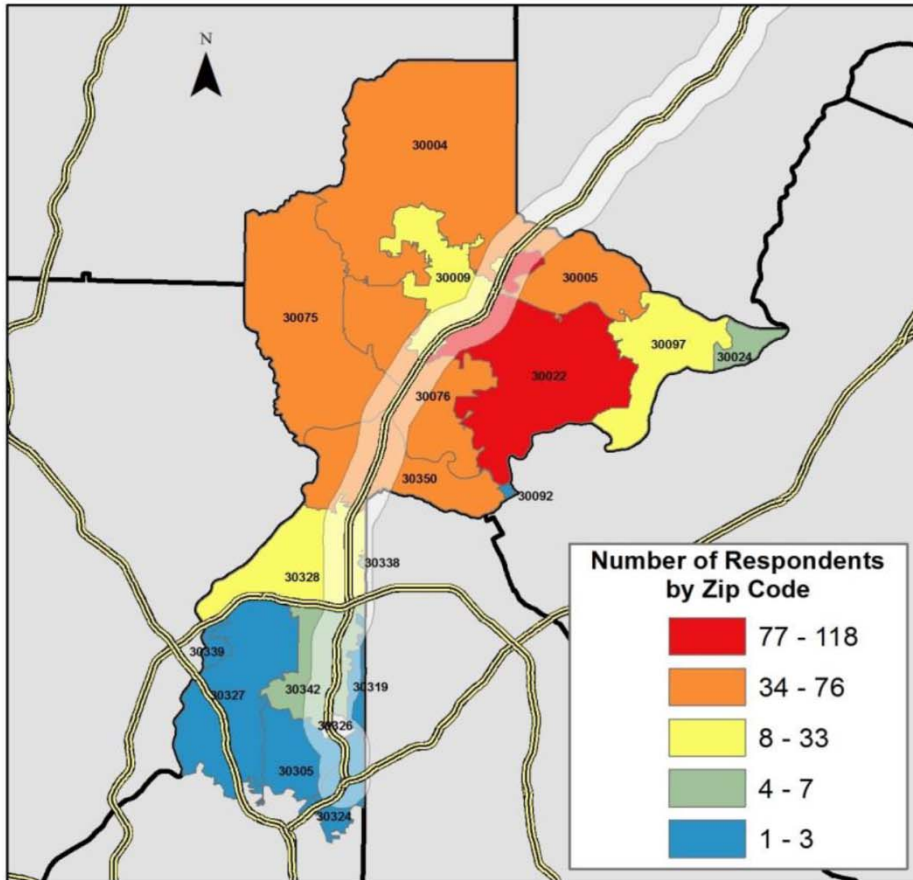
**Employees:** 68% Heavy Rail / 25% Light Rail / 6% BRT



# Location of Sample Respondents 2014 MARTA Expansion Survey North Fulton County, GA

Telephone Survey of North Fulton County Adults

Online Survey of Employees in GA 400 Corridor



Burruss Institute of Public Service and Research  
June 27, 2014  
Data Source: 2014 MARTA Expansion Survey;  
U.S. Census Tiger Files; Atlanta Regional Commission  
Projection: NAD 1983 State Plane Georgia West

GA400 One Mile Buffer  
 Expressways  
 Counties

Miles  
0 2.5 5 10

# *Other Key Findings*

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



# Conclusions

- MARTA expansion is supported by ~80% of **residents** and **employees**
- Preference is for Heavy Rail
  - 2<sup>nd</sup> is Light Rail, 3<sup>rd</sup> is Bus Rapid Transit
  - Survey didn't include context on costs and impacts
- Good distribution of responses from northern Fulton County municipalities
- Residents recognize that better public transportation system is needed

