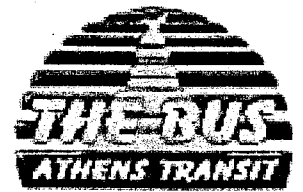


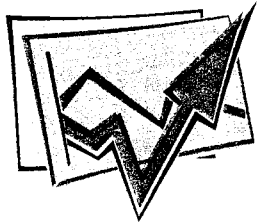
Athens Transit Development Plan

FACT SHEET

February 28, 2005



Steady Growth in Athens Major Impetus for TDP



The population of Athens-Clarke County has grown steadily (averaging 3% growth per year) from 1960 to 2000. In addition to the Athens-Clarke County permanent population, the County is also home to approximately 32,000 students at the University of Georgia (UGA).

This level of growth in Athens-Clarke County and at the University of Georgia has placed strains on both the Athens Transit System (ATS) and the UGA Campus Transit System.

Both systems have gradually increased their service levels and extended service to growing areas of the County. Other products of this growth have been increased congestion on major roadways, particularly around the UGA campus, and diminished air quality. In response to these concerns, ATS and its local planning partners have begun construction of the new Multimodal Transportation Center east of downtown Athens.

Growth in the Athens region extends beyond Clarke County boundaries. The population of Madison County has grown by 45% in the past 20 years; similarly, the population of Oconee County has grown by 111% since 1980. This growth in adjacent counties has led to new travel demands that are not met by the current ATS system.

The Transit Development Plan will look at expanding service in high density corridors as well as extending transit service to growing areas in the Athens region. The TDP will be an important tool for ATS to prioritize and implement transit improvement projects over the next several years.

Work Activities

The TDP will be accomplished through:

1. Consult with Public and Key Stakeholders

Stakeholder interviews with community leaders and elected officials, focus groups, and public meetings are just a few of the ways ATS will consult with the public on the future of transit in the region.

2. Identify Public Transit Mobility Needs

In addition to public input, ATS will examine current ridership trends, assess performance, and review demographic and economic factors to determine future transit needs.

3. Develop and Evaluate Public Transit Service Alternatives

ATS will analyze existing routes and route segments, explore route extensions and new routes, and develop service alternatives. ATS will develop detailed operations plans including capital and operating cost estimates.

4. Analyze Park and Ride Locations

ATS will update the 1998 park and ride lot study with new data. ATS will develop near and long term recommendations.

5. Prepare a Ten-Year Capital Improvement Program

ATS will develop a ten-year capital improvement program based on the recommended transit service plan.

6. Develop a Financial Plan

ATS will develop a solid framework to fund, operate and implement transit services.

Time Frame

The TDP will be developed in six months, from January to June 2005.

Study Participants

Study Sponsors

Athens Transit System and Madison Athens-Clarke Oconee Regional Transportation Study (MACORTS) are the study sponsors. As sponsors, each affected agency will review and provide input to the study and will be given the opportunity to adopt it once it is completed.

Technical Advisory Committee

This group includes representatives of the local, regional, and state organizations that have an interest in public transportation in the Athens-Clarke County area. The group will provide input on the technical aspects of the study.

Consultant Team

Dovetail Consulting is managing the project with the assistance of Planning Innovations and Wilbur Smith Associates. The consultant team is conducting the data collection and analysis, service and financial planning, and managing the public involvement activities for the project.

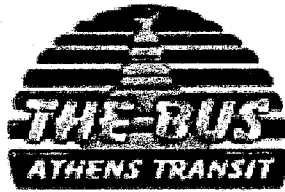
Contact Information

Butch McDuffie, Director
Athens Transit System
(706) 613-3430

ButchMcDuffie@co.clarke.ga.us

John Mason, Project Manager
Dovetail Consulting
(404) 223-1660
jmason@dovetailconsulting.net

Mail to:
Athens Transit
325 Pound Street
Athens, GA 30601

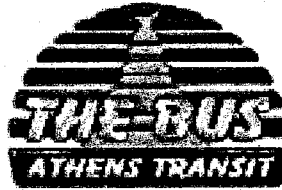


Athens Transit Development Plan Public Transit Opinion Survey

TRANSIT GOALS AND PRIORITIES

- GOAL** Expand transit service for the elderly and disabled. 1 2 3 4 5
Low <-----> High
- GOAL** Provide transit service for persons without transportation. 1 2 3 4 5
Low <-----> High
- GOAL** Use resources efficiently and effectively. 1 2 3 4 5
Low <-----> High
- GOAL** Maximize revenue sources to expand transit services. 1 2 3 4 5
Low <-----> High
- GOAL** Provide access to activity centers and event locations. 1 2 3 4 5
Low <-----> High
- GOAL** Improve the image and awareness of public transit. 1 2 3 4 5
Low <-----> High
- GOAL** Enhance public transit to major employers. 1 2 3 4 5
Low <-----> High
- GOAL** Provide transit service to adjacent counties. 1 2 3 4 5
Low <-----> High
- GOAL** Encourage Transit Oriented Development (TOD) 1 2 3 4 5
Low <-----> High

Additional Goals?



Athens Transit Development Plan Public Transit Opinion Survey

RIDERSHIP

1. How many trips have you made on Athens Transit in the last 30 days? _____
2. On what route(s)? _____
3. Approximately how long have you been riding Athens Transit? _____ Years _____ Months

OVERALL SATISFACTION

On a scale of 1 to 5, where "1" means "very poor" and "5" means "excellent" how would you rate Athens Transit on the following:

4. Overall service provided by the Athens Transit? 1 2 3 4 5
Poor ←-----→ Excellent
5. Providing good value for money (i.e. cost of fare)? 1 2 3 4 5
Poor ←-----→ Excellent
6. Courteous, competent and helpful bus operators/staff? 1 2 3 4 5
Poor ←-----→ Excellent
7. Feeling safe and secure onboard bus? 1 2 3 4 5
Poor ←-----→ Excellent
8. Not being overcrowded? 1 2 3 4 5
Poor ←-----→ Excellent
9. Trip duration from time you boarded to the time you got off? 1 2 3 4 5
Poor ←-----→ Excellent
10. Vehicle cleanliness? 1 2 3 4 5
Poor ←-----→ Excellent
11. Frequency of service? 1 2 3 4 5
Poor ←-----→ Excellent
12. Takes you where you want to go? 1 2 3 4 5
Poor ←-----→ Excellent
13. Good connections between buses with reasonable wait time? 1 2 3 4 5
Poor ←-----→ Excellent
14. Adequate transit information onboard buses? 1 2 3 4 5
Poor ←-----→ Excellent



Athens Transit Development Plan Public Transit Opinion Survey

TELL US ABOUT YOURSELF

15. Age

- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 and over

16. Employment

- Employed Full Time
- Employed Part Time (less than 20 hours per week)
- Student
- Unemployed
- Retired

17. Education

- Some high school
- Graduated high school
- Some college/vocational/technical
- Graduated college/vocational/technical
- Postgraduate school

18. How many motor vehicles in household _____

19. Total household income before taxes in 2004

- | | |
|---|---|
| <input type="checkbox"/> Under \$15,000 | <input type="checkbox"/> \$55,000 to \$65,000 |
| <input type="checkbox"/> \$15,000 to \$25,000 | <input type="checkbox"/> \$65,000 to \$75,000 |
| <input type="checkbox"/> \$25,000 to \$35,000 | <input type="checkbox"/> \$75,000 to \$85,000 |
| <input type="checkbox"/> \$35,000 to \$45,000 | <input type="checkbox"/> \$85,000+ |
| <input type="checkbox"/> \$45,000 to \$55,000 | |

20. Gender

- Male
- Female

21. Zip Code _____

Thank you very much for your time and cooperation!