Transportation Vision 2040

2040 Long Range Transportation Plan

Augusta Planning & Development Department
Augusta GA

June 25, 2015
Regional Public Transit

- Regional Planning Area
- Public Participation
- Community Meetings Summary
  - Community Travel Behavior Survey
  - Regional Public Transit Survey Results
- Regional Transportation Goals
- Key Findings - Transportation System Needs
- Regional Transportation Strategies
What is ARTS?

- Augusta Regional Transportation Study
- Federally designated bi-state MPO engaged in regional transportation planning
- Metropolitan Planning Organization (MPO) serving the Augusta –Richmond, GA – Aiken, SC Metropolitan Statistical Area
- Partners with GDOT, SCDOT, FHWA, FTA, EPA, Richmond and Columbia Counties GA; and Aiken and Edgefield Counties SC
- Programs USDOT federal-aid transportation dollars for multimodal transportation infrastructure
## Public Transit

<table>
<thead>
<tr>
<th>Unlinked Passenger Trips</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Augusta Public Transit</td>
<td>698,700</td>
<td>712,095</td>
<td>736,419</td>
<td>761,237</td>
</tr>
<tr>
<td>Best Friend Express</td>
<td>21,457</td>
<td>23,788</td>
<td>32,357</td>
<td>24,042</td>
</tr>
</tbody>
</table>

Augusta Public Transit
Operates Monday – Saturday 6AM – 8PM
Regular Fare $1.25
10 routes with a fleet of 19 vehicles

Best Friend Express
Operates Monday – Friday 7AM – 7PM
Regular Fare $2.00
3 routes with a fleet of 3 vehicles
Public Participation

Public Notification
- Press releases sent to TV, Radio Stations, and Newspapers;
- Flyers (English and Spanish) posted on buses and at transit stations, municipal buildings, and meeting venues;
- Yard signs posted at meeting venues;
- Bill drops (English and Spanish) sent to 64,000 water bill customers; and through
- Social media: Facebook and Twitter.

Media Outreach
- 7 TV stations
- 7 Newspapers
- 10 Radio stations
- TV Interviews: Channel 6 and Fox 54
- 4 municipal websites
Public Participation Summary:

• Speaker Bureaus
  ✓ Presentations - 11
  ✓ Attendees – 340

• Community Meetings
  ✓ Presentations - 11
  ✓ Attendees - 102
  ✓ Goal Setting - 76
  ✓ Meeting Evaluation - 62

• Goal Setting - 27 online visits

• Travel Behavior Survey - 785

• August Public Transit Ridership Survey - 599

• Aiken Best Friends Express Ridership Survey - 63
## Public Participation

### Community Meetings

<table>
<thead>
<tr>
<th>Date of Meeting</th>
<th>Venue</th>
<th># Attendees</th>
<th>Area Served (County)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thursday, 3/5/15</td>
<td>Hephzibah City Hall</td>
<td>7</td>
<td>Richmond</td>
</tr>
<tr>
<td>Monday, 3/9/15</td>
<td>Liberty Community Center</td>
<td>6</td>
<td>Columbia</td>
</tr>
<tr>
<td>Tuesday, 3/10/15</td>
<td>Sand Hills Community Center</td>
<td>26</td>
<td>Richmond</td>
</tr>
<tr>
<td>Thursday, 3/12/15</td>
<td>Carrie J. Mays Family Life Center</td>
<td>7</td>
<td>Richmond</td>
</tr>
<tr>
<td>Monday, 3/16/15</td>
<td>First Baptist Church Evans</td>
<td>7</td>
<td>Columbia</td>
</tr>
<tr>
<td>Thursday, 3/19/15</td>
<td>North Augusta Community Center</td>
<td>6</td>
<td>Aiken</td>
</tr>
<tr>
<td>Saturday, 3/21/15</td>
<td>Warren Road Community Center</td>
<td>7</td>
<td>Richmond</td>
</tr>
<tr>
<td>Monday, 3/23/15</td>
<td>Odell Weeks Activity Center</td>
<td>13</td>
<td>Aiken</td>
</tr>
<tr>
<td>Tuesday, 3/24/15</td>
<td>Smith Hazel Recreation Center</td>
<td>7</td>
<td>Aiken</td>
</tr>
<tr>
<td>Thursday, 3/26/15</td>
<td>Diamond Lakes Community Center</td>
<td>8</td>
<td>Richmond</td>
</tr>
<tr>
<td>Saturday, 3/28/15</td>
<td>Oak Pointe Community Center</td>
<td>8</td>
<td>Richmond</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>102</strong></td>
<td></td>
</tr>
</tbody>
</table>

420 total attendance including Speaker Bureau.
558 Surveys completed including Online.
# Public Participation

## Speaker Bureaus

<table>
<thead>
<tr>
<th>Organization</th>
<th>Date</th>
<th>Location</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walton Way Signal Improvement Public Meeting</td>
<td>Thursday, Jan 22, 2015, 5:30 - 7:30 pm</td>
<td>Trinity on the Hill Methodist Church, Augusta</td>
<td>2</td>
</tr>
<tr>
<td>Columbia County Exchange Club</td>
<td>Thursday, Jan 29, 2015, 8:00 am</td>
<td>Snelling Center, Augusta</td>
<td>8</td>
</tr>
<tr>
<td>Augusta Exchange Club</td>
<td>Thursday, Feb 5, 2015, 12:00 pm</td>
<td>First Baptist Church - Walton Way Ext, Augusta</td>
<td>100</td>
</tr>
<tr>
<td>Augusta Canal Authority</td>
<td>Thursday, Feb 12, 2015, 5:00 pm</td>
<td>Enterprise Mill, Augusta</td>
<td>12</td>
</tr>
<tr>
<td>Commissioner Sammy Sias – District Breakfast Meeting</td>
<td>Saturday, Feb 14, 2015, 9:00 - 11:00 am</td>
<td>Jamestown Community Center, Augusta</td>
<td>73</td>
</tr>
<tr>
<td>Greater Aiken Chamber of Commerce</td>
<td>Thursday, Feb 19, 2015, 7:30 am</td>
<td>Aiken Chambers, Aiken</td>
<td>25</td>
</tr>
<tr>
<td>Augusta Richmond County Neighborhood Alliance</td>
<td>Saturday, Mar 7, 2015, 9:00 - 11:30 a.m.</td>
<td>Ryan’s Restaurant, Augusta</td>
<td>45</td>
</tr>
<tr>
<td>Augusta Chamber of Commerce</td>
<td>Friday, March 13, 2015, 7:30 am</td>
<td>Augusta Chamber, Augusta</td>
<td>12</td>
</tr>
<tr>
<td>Sierra Club</td>
<td>Tuesday March 17, 2015, 7:30 pm</td>
<td>Unitarian Universalist Church, Augusta</td>
<td>38</td>
</tr>
</tbody>
</table>
• **Road and Highways**: Majority of regional travelers desire a highway system that is safe, efficient and in a good state of repair benefits everybody in meeting their transportation needs.

• **Primary Travel Mode**: Private motor vehicle, i.e., car/truck/van. single-occupant vehicles.

• **Desired transportation improvements**:  
  - Maintenance of highway/road and streets;  
  - Reduce traffic congestion during peak periods;  
  - Traffic safety.
Public Comments - Key Findings

- Public Transit and Non-motorized Transportation Modes:
  - Public transit
  - Alternative transportation facilities (bike lanes, multi-use paths and sidewalks).

- Improve Regional Transportation System:
  - Local traffic congestion
  - Traffic safety
  - Public transit
  - Alternative transportation modes
Community Questions/Issues

Pedestrian
- Bike Plan Implementation

Rail
- Passenger
- Light-Rail
- High Speed Rail

Transit
- Expand routes
- Increase frequency
- Weekend service

Roads
- Widening and safety
- Washington Rd, Lewiston, SR-19 (Whiskey Rd.)

Funding
- SPLOST and TIA
- LRTP to TIP process
- Federal Funds

Other
- MPOs like ARTS
- Growth in South Augusta
- Commute Atlanta/Columbia
- Regional multimodal connectivity
Community Meetings

Questions/Inquiries Received:

- Pedestrian: 11%
- Transit: 18%
- Roads/Highways: 19%
- Rail: 9%
- Funding: 21%
- Other: 22%
In General

- Car, truck and van is primary mode of travel
- People are not satisfied with the current system
- Lack of alternative transportation options
Regional Travel Behavior

<table>
<thead>
<tr>
<th></th>
<th>Columbia</th>
<th>Richmond</th>
<th>Aiken</th>
<th>Edgefield</th>
</tr>
</thead>
<tbody>
<tr>
<td>Census 2000 (in minutes)</td>
<td>25.3</td>
<td>22.2</td>
<td>24.8</td>
<td>27.1</td>
</tr>
<tr>
<td>ACS 2008-2012 (in minutes)</td>
<td>24.4</td>
<td>20.1</td>
<td>25.4</td>
<td>26.6</td>
</tr>
</tbody>
</table>

It takes a person less than 30 minutes to get to work within the four counties.

The four county residents' modes of travel follow National and State trends.
Transportation Vision 2040 Goals

Congestion, Mobility and Traffic Safety

Goal #1 - A multimodal transportation system that promote strategies to reduce traffic congestion, improve pedestrian safety and reduce traffic crashes in the ARTS region.

Maintenance

Goal #2 - A transportation system that will allow mobility throughout the region by improving the physical condition and maintenance of the transportation network to provide efficient and safe movement of persons and goods.

Economic Vitality and Environment

Goal #3 - A transportation system what will enhance the economic, social, and environmental fabric of the region through coordinated transportation and planned land use development.
Transportation Vision 2040 Goals

Land Use and Transportation Integration
Goal #4 - Promote efficient land use and development patterns to improve safety and economic vitality to meet existing and future multimodal transportation needs.

Financial Feasibility
Goal #5 - Develop a transportation system that is financially and politically feasible and has broad support by increasing the safety and security of the transportation system for all users.
Transportation Vision 2040

Public Participation
More people use public transit during the day than at night.

People without personal vehicles continue to use public transit. However, many people in ARTS are transit dependent.
Bus headways for both services is an hour or longer, however riders generally wait no longer than 15 minutes.

Travel Time = Riders reach their destination within 15 minutes on average.
Regional Public Transit

Trip Origin

<table>
<thead>
<tr>
<th>Category</th>
<th>BFE</th>
<th>APT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home</td>
<td>74%</td>
<td>71%</td>
</tr>
<tr>
<td>Visiting/Friend/Relative</td>
<td>2%</td>
<td>5%</td>
</tr>
<tr>
<td>Recreation/Social</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Work</td>
<td>10%</td>
<td>13%</td>
</tr>
<tr>
<td>Shopping/Errand</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Personal Business</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>School/College</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Medical Appointment</td>
<td>1%</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>3%</td>
<td>0%</td>
</tr>
</tbody>
</table>
Regional Public Transit

Trip Destination

- Home: 24%
- Visiting Friend/Relative: 19%
- Recreation/Social: 6%
- Work: 33%
- Shopping/Errand: 31%
- Personal Business: 14%
- School/College: 10%
- Medical Appointment: 10%
- Other: 10%

BFE
APT
Regional Public Transit

BFE Service Rating

- On-time Performance
- Driver Courtesy
- Transfer Convenience
- Cleanliness
- Personal Safety while riding
- Condition of Buses
- Fare Price
- Convenience of routes
- Time waiting for the bus
- Overall Service Quality

- Very Good
- Good
- Neutral
- Fair
- Poor
People of all ages use both services including young adults and elderly.

Majority of public transit riders are minorities, mostly Black/African Americans.
People of all income levels use public transit, including those who make over $30,000 year.

Rides of public transit use it frequently, many more than 3 days a week.
Regional Public Transit

ARTS Public Transit Comments

- General Complaint: 8%
- Bus Amenities: 5%
- Driver/Operator Issues: 4%
- Fare Cost & Payment: 2%
- Extended Operations: 18%
- Frequency, Bus Schedule & Timing: 16%
- Increase Routes: 15%
- More Buses: 11%
- Weekend Operations: 14%
- Other: 7%
Regional Public Transit

APT Comments

- Frequency, Bus Schedule & Timing, 16%
- Extended Operations, 19%
- Increase Routes, 15%
- More Busses, 11%
- Weekend Operations, 13%
- General Complaint, 8%
- Bus Amenities, 5%
- Other, 7%
- Fare Cost & Payment, 2%
- Driver/Operator Issues, 4%
Regional Public Transit

BFE Comments

- Bus Amenities, 2%
- Driver/Operator Issues, 2%
- Fare Cost & Payment, 2%
- Extended Operations, 12%
- Frequency, Bus Schedule & Timing, 17%
- Increase Routes, 17%
- More Busses, 2%
- General Complaint, 17%
- Weekend Operations, 25%
- Other, 4%

Regional Public Transit Study

Richmond - Columbia - Aiken - Edgefield

Georgia - South Carolina
Transportation Vision 2040

Transportation System Needs Assessment
### Transportation Needs Assessment

#### Critical Transportation Issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>Average Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local traffic congestion</td>
<td>3.93</td>
</tr>
<tr>
<td>Traffic safety issues</td>
<td>3.84</td>
</tr>
<tr>
<td>Lack of sidewalks</td>
<td>3.82</td>
</tr>
<tr>
<td>Lack of bike lanes</td>
<td>3.69</td>
</tr>
<tr>
<td>Lack of public transit services</td>
<td>3.50</td>
</tr>
<tr>
<td>Land use of transportation coordination</td>
<td>3.44</td>
</tr>
<tr>
<td>Lack of crosswalks</td>
<td>3.42</td>
</tr>
<tr>
<td>Lack of highways or road networks</td>
<td>3.09</td>
</tr>
<tr>
<td>Priority Area</td>
<td>Average Score</td>
</tr>
<tr>
<td>------------------------------------------------------------------------------</td>
<td>---------------</td>
</tr>
<tr>
<td>Physical condition of major streets and highways</td>
<td>4.50</td>
</tr>
<tr>
<td>Flow of traffic on major streets during morning or afternoon peak times</td>
<td>4.46</td>
</tr>
<tr>
<td>Safety controls on major streets &amp; railroad crossings</td>
<td>4.28</td>
</tr>
<tr>
<td>Access to sidewalks and crosswalk areas</td>
<td>4.17</td>
</tr>
<tr>
<td>Neighborhood traffic safety</td>
<td>4.12</td>
</tr>
<tr>
<td>Availability of public transit services</td>
<td>3.98</td>
</tr>
<tr>
<td>Day-to-day predictability of your commute travel time (Less traffic congestion)</td>
<td>3.94</td>
</tr>
<tr>
<td>Ability to use another mode of transportation (Multi Modal Mobility)</td>
<td>3.85</td>
</tr>
<tr>
<td>Availability of bike lanes and paths</td>
<td>3.79</td>
</tr>
<tr>
<td>Time it takes you to commute from your home to place of employment</td>
<td>3.79</td>
</tr>
<tr>
<td>Availability of on-street Parking at your place of employment</td>
<td>3.21</td>
</tr>
</tbody>
</table>
## Transportation Needs Assessment

### Desired Transportation Improvements

<table>
<thead>
<tr>
<th>Importance</th>
<th>Strongly Agree</th>
<th>Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidewalks</td>
<td>43%</td>
<td>36%</td>
</tr>
<tr>
<td>Road/highway widening</td>
<td>38%</td>
<td>37%</td>
</tr>
<tr>
<td>Bike lanes</td>
<td>36%</td>
<td>32%</td>
</tr>
<tr>
<td>Traffic signals/crosswalks</td>
<td>31%</td>
<td>37%</td>
</tr>
<tr>
<td>Public transit service</td>
<td>35%</td>
<td>28%</td>
</tr>
<tr>
<td>Stormwater drainage</td>
<td>30%</td>
<td>34%</td>
</tr>
<tr>
<td>On street parking</td>
<td>18%</td>
<td>25%</td>
</tr>
</tbody>
</table>
**Transportation Needs Assessment**

**Public Transit Issues**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Issue #5</td>
<td>4.02</td>
</tr>
<tr>
<td>Personal Safety while riding</td>
<td></td>
</tr>
<tr>
<td>Service Issue #2</td>
<td>3.96</td>
</tr>
<tr>
<td>Driver Courtesy</td>
<td></td>
</tr>
<tr>
<td>Service Issue #7</td>
<td>3.76</td>
</tr>
<tr>
<td>Fare Price</td>
<td></td>
</tr>
<tr>
<td>Service Issue #3</td>
<td>3.72</td>
</tr>
<tr>
<td>Transfer Convenience</td>
<td></td>
</tr>
<tr>
<td>Service Issue #6</td>
<td>3.66</td>
</tr>
<tr>
<td>Condition of Buses</td>
<td></td>
</tr>
<tr>
<td>Service Issue #4</td>
<td>3.66</td>
</tr>
<tr>
<td>Cleanliness</td>
<td></td>
</tr>
<tr>
<td>Service Issue #10</td>
<td>3.51</td>
</tr>
<tr>
<td>Overall Service Quality</td>
<td></td>
</tr>
<tr>
<td>Service Issue #1</td>
<td>3.39</td>
</tr>
<tr>
<td>On-time Performance</td>
<td></td>
</tr>
<tr>
<td>Service Issue #8</td>
<td>3.21</td>
</tr>
<tr>
<td>Convenience of routes</td>
<td></td>
</tr>
<tr>
<td>Service Issue #9</td>
<td>2.99</td>
</tr>
<tr>
<td>Time waiting for the bus</td>
<td></td>
</tr>
</tbody>
</table>

**Top 5 Public Transit Needs**

- Extended Service Operations (19)
- More Frequency, Bus Scheduling & Timing (16%)
- Increase Routes (15%)
- Extended Saturday and Sunday Service (13%)
- Additional new buses (11%)
Transportation Needs Assessment

- Increase routes: 15%
- Saturday/Sunday operation: 13%
- More busses: 11%
- Buss amenities: 5%
- Driver/operator issues: 4%
- Fare cost & payment options: 2%
- General complaint: 8%
- Other: 7%

Extended operations: 19%
Higher frequency, bus scheduling & timing: 16%
Transportation Improvement Strategies

- Highway and road capacity improvements – road widening
- Traffic Operational Improvement
- Incident Management
- Traffic Calming
- Complete Streets
- Context Sensitive Design
- Access Management
- Bicycle and Pedestrian
- Land Use and Transportation
- Age-Friendly Transportation & Community Health
- Transportation Demand Management (TDM)
- Public Transit
Capacity, Level of Service and Congestion

- Carryover capacity projects from 2035 LRTP on roadways that are seriously congested.
- Implement new capacity projects on roadways that are exhibiting poor Level of Service and are Seriously Congested.
- Monitor congestion levels and implement congestion mitigation measures in South Augusta as it continues to develop.
- Monitor congestion levels and implement congestion mitigation measures in and around the Fort Gordon Military Base as it continues to develop.
- Continued implementation of congestion mitigation strategies on Seriously Congested roadways identified in the annual congestion management process surveys.
- Continued implementation of ATMS plan to address safety and congestion.
Transportation Needs Assessment

Bicycle and Pedestrian
• Complete implementation of 2012 Bicycle and Pedestrian plan.
• Focus on paths and trails with regional connectivity.
• Advocate and implement bicycle and pedestrian facilities on roadway projects.
• Increase education of all road users of roadway safety.
• Continued maintenance of existing facilities.

Traffic Safety Improvements
• Implement safety improvements at high crash intersections.
• Implement operational and access management improvements on corridors with extensive amounts of driveways, such as Washington Road.
Transit

- Current densities do not facilitate large expansions of fixed route service, although certain population/employment clusters could offer potential expansion if land uses are appropriate.
- Changes to current routes may improve efficiency.
- Improved frequency and extended hours of service into the evenings and weekends provide increased quality of life and economic opportunity to residents.
- If future development is compact there exists the potential to support bus rapid transit if commuting pattern needs exist.
Freight

- Many large state projects for freight have been completed.
- Continue to focus on corridors with high freight activity, especially near industrial areas, such as I-20.
- Implement capacity improvements on major roadways and freight corridors, including I-20, US 78, and US 278
Questions?