Appendix A: Electronic and Intercept Survey Summaries

A.1. Electronic Parking Survey Summary

General Overview

The Downtown Transportation Management Association (TMA) conducted an online survey to gather feedback about transportation and parking downtown. From March to May 2006, 915 people responded to the survey. The survey contained questions on traveling downtown, parking downtown, parking resources and transportation options.

- People living in 12 counties responded; the majority were from Fulton and DeKalb
- Seventy percent reported going downtown for work trips
- Eight-four percent make single occupancy vehicle (SOV) trips downtown, 48 percent take transit and 32 percent carpool
- Half of the people who drive alone do on a daily basis, 25 percent take transit daily
- Seventy-eight percent park off-street. Of these respondents just over 50 percent of those parking off-street use parking garages exclusively, 20 percent use both parking garages and surface lots and the remaining 28 percent use surface lots only.
- Half of the respondents pay for parking themselves, 23 percent receive employer assistance and 8 percent receive some other type of subsidy
- Forty-four pay for parking monthly and 32 percent pay daily
- Only 6 percent frequently use parking meters
- Forty-seven percent of people parking downtown occasionally or frequently park multiple places in one day; 41 percent park for more than 4 hours at a time
- Eighty percent of bicyclists lock their bike wherever it is secure
- Seventy percent of people do not agree that parking is appropriately priced during special events.
- Fifty-six percent do not agree that the price of parking is reasonable
- Over 80 percent would use an online parking guide and 76 percent would use a hard copy

- More people would use alternative modes if they were more frequent or convenient; people would use alternative modes more frequently if offered cash instead of a parking spot

The rest of this document contains detailed analysis of each section of the survey. A copy of the full survey is included as an appendix.

Origin Location

The majority of the 915 survey respondents live in Fulton and DeKalb Counties, with a high concentration within the City of Atlanta. Cobb and Clayton counties are well represented and there are a scattering of respondents from Coweta, Fayette, Henry, Gwinnett, Barrow, Cherokee, Paulding and Douglas counties. (See Figure A-1.)

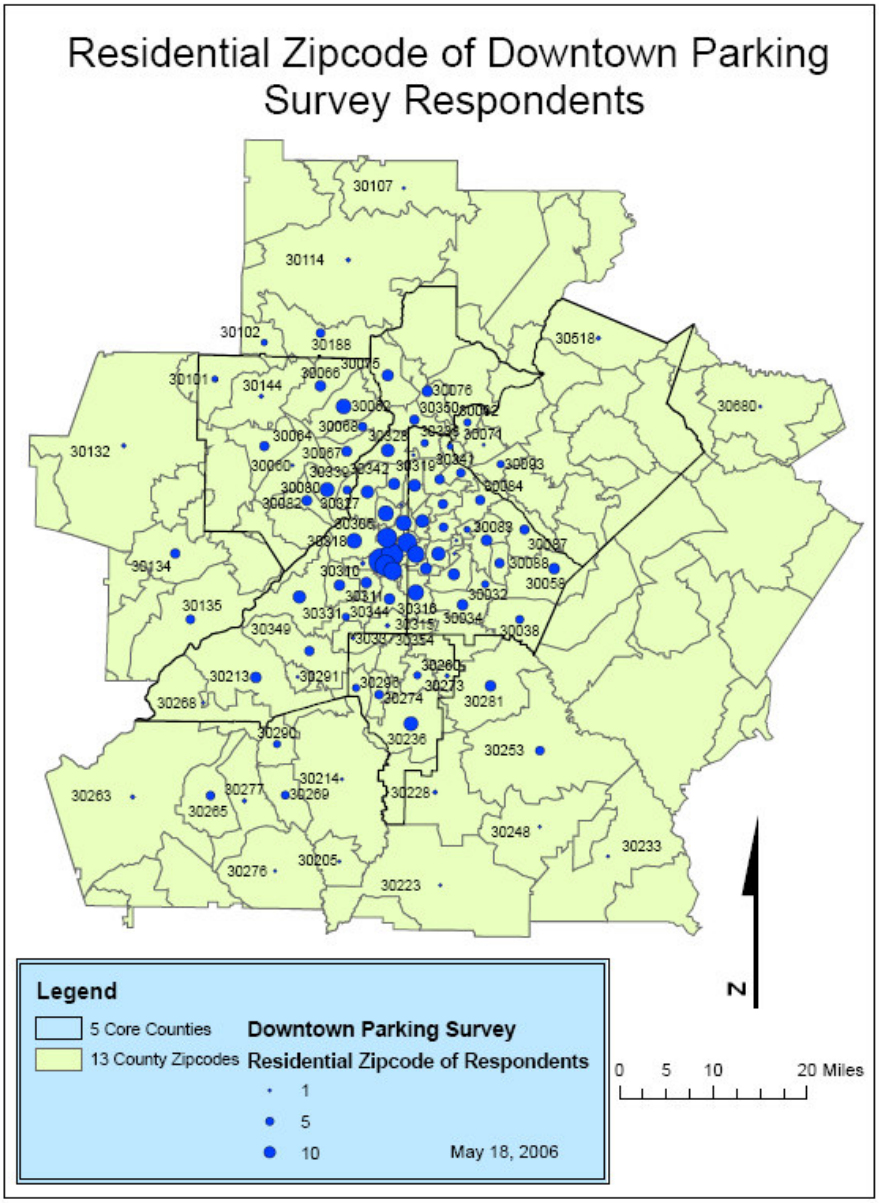


Figure A-1: Residential Locations of Survey Respondents

Downtown Destination

Seventy percent reported going downtown for work, 50 percent for events or attractions, and 36 percent to eat in a restaurant. (See Figure A-2 for all trip purposes.)

Figure A-2: Trip Purposes

Primary Trip Purposes	Count	Percentage
For Work	644	70.31%
For an Event or Attraction	466	50.87%
To Eat at a Restaurant	332	36.24%
To Conduct Business	198	21.62%
I live Downtown	124	13.54%
To Shop	117	12.77%
For School	49	5.35%
For a Medical Appointment	82	8.95%
Other	38	4.15%

Modes

Survey respondents reported the modes they use to travel downtown regardless of destination; 84 percent drive alone, 48 percent use transit, 32 percent carpool and 18 percent bike or walk. Half of the people who drive alone do on a daily basis (everyday or every weekday). A third of bus riders get downtown on the bus daily and a quarter of the people who use the train do on a daily basis. Only 10 percent of carpools operated on a daily basis but 40 percent occurred at least once a week. Similarly only 10 percent of bike trips occur every weekday but 63 percent of bicyclists rode downtown at least once a week. Of those reporting walking trips over 25 percent walk at least every weekday and over 60 percent walk to downtown every week. Taxi usage was infrequent and only nine people reported ever using a vanpool. (See Figure A-3.)

Figure A-3: Mode Split

Frequency	Drive Alone	Carpool	Vanpool	Bus	Train	Taxi	Walk	Bike
A few times a year	6.86%	25.34%	11.11%	17.92%	31.36%	53.13%	17.69%	13.89%
1 time per month	5.30%	11.82%	0.00%	2.83%	9.47%	12.50%	6.92%	11.11%
2 times per month	12.29%	21.96%	0.00%	13.21%	15.98%	28.13%	13.85%	11.11%
One to two times a week	15.52%	16.22%	0.00%	9.43%	7.99%	6.25%	16.15%	33.33%
Two to three times a week	10.48%	13.18%	33.33%	23.58%	11.83%	0.00%	18.46%	19.44%
Every weekday	35.32%	8.78%	44.44%	31.13%	19.53%	0.00%	6.15%	5.56%
Everyday	14.23%	2.70%	11.11%	1.89%	3.85%	0.00%	20.77%	5.56%

Overview of Car Parking Locations and Usage

The majority of respondents, 78 percent, reported most frequently parking off-street downtown. Just over 50 percent of those parking off-street use parking garages exclusively, 20 percent use both parking garages and surface lots and the remaining 28 percent use surface lots only.

Half of the respondents pay for parking themselves, 23 percent receive some compensation from their employers and 8 percent receive some other type of discount or subsidy. (See Figure A-4.)

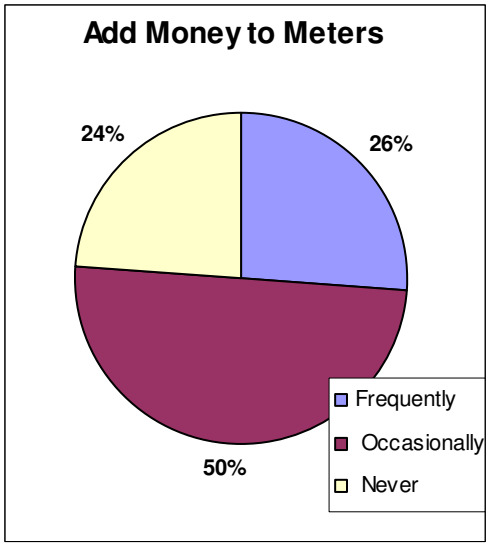
Most people pay for their parking monthly, 44 percent, or daily, 32 percent. Almost no one pays annually. Only 14 percent have the cost of parking deducted from their paycheck.

Figure A-4: Parking Payment

Who pays for your parking?	Count	Percentage
Myself	468	51.09%
Employer pays partial cost	70	7.64%
Employer pays full cost	150	16.38%
Space provided with the purchase of condo/home	22	2.40%
Leasing agreement or condo/homeowners association covers partial cost	3	0.33%
Leasing agreement or condo/homeowners association covers full cost	8	0.87%
Discounted student parking	3	0.33%
Parking is free or validated	41	4.48%

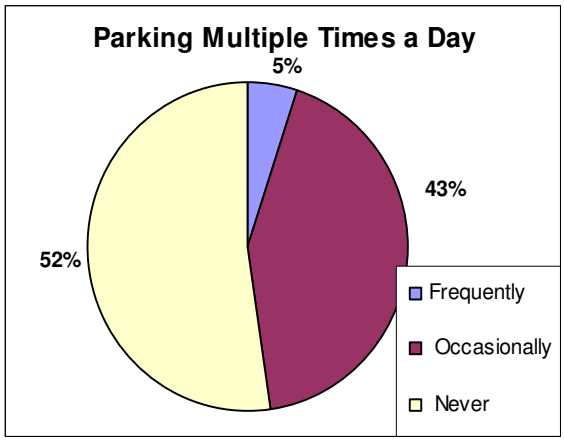
The respondents were equally divided between occasionally and never using meters. Of those using meters the majority, 75 percent, only occasionally or never continued to add money. (See Figure A-5.)

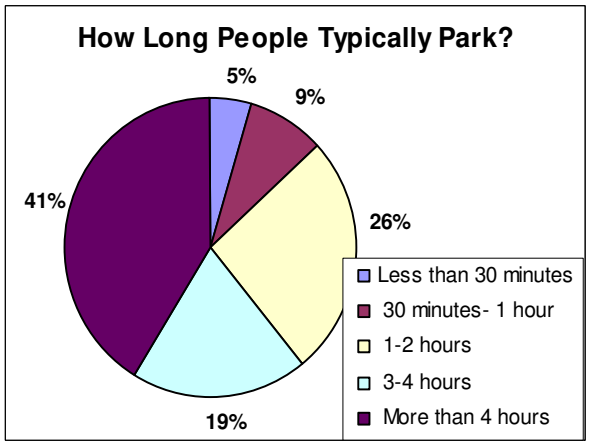
Figure A-5: Meter Feeding



Forty-seven percent of people parking downtown occasionally or frequently park multiple places in one day. The majority of respondents, 60 percent, usually park for over three hours, with 41 percent of people parking for more than four hours. (See Figure A-6.)

Figure A-6: Parking Frequency and Duration





Bicycle Parking

Eighty percent of people park their bicycles wherever they can while only 36 percent use provided bicycle racks. (See Figure A-7.)

Figure A-7: Bicycle Parking Locations

Bicycle Parking Location	Percentage
Bicycle racks (provided)	36.11%
Anywhere I can secure my bicycle	80.56%
Other	36.11%

Parking Downtown Issues

Seventy percent of people expressed disagreement with the statement that, "Parking prices are appropriately priced during special events". A majority of respondents, 53 percent, agreed that there is not enough visitor and customer parking for local businesses. Fifty-six percent of people disagreed with the statement that, "The price of parking is usually reasonable".

In the comments section of the survey the commonly raised concerns included: price, safety and signage, reliability of alternatives, and on-street parking and enforcement. On the issue of price respondents were divided in two groups. One group expressed that parking should be less expensive or free. The second group recognized that parking is subsidized and advocated

increasing the price of parking to encourage the use of alternative transportation modes. The second group also mentioned increasing the taxes on surface lot land to encourage development.

Many respondents asked for improved safety and signage in off-street lots and garages. Common requests included uniformed attendants, receipts for payments, credit/debit card machines, improved cleanliness, and visible and clear signs. People commented on the need for clear, logical and consistently enforced on-street parking regulations, including considerations for downtown residents.

Many respondents expressed the need for improved biking, walking and transit conditions. In terms of transit, people wanted to see a downtown shuttle or trolley and the MARTA system expanded, more reliable and cleaner, with short headways and longer hours of operation.

Parking Guide

Over 80 percent of survey respondents said they would use an online parking guide and 76 percent would use a hard copy. Respondents were most interested in the guide including location of public and private parking facilities, type of parking available and nearby destinations. In addition, people added they would like a guide to include: leave and return policies, MARTA routes and proximity, if lots are attended or have security, hours you have to pay, payment options, special event prices and when discounted pricing is available, accessibility (disabled spots, elevators, etc), and clear indication of one-way streets.

Encouraging Alternative Modes

The percent of use for each alternative mode increased from its current share in response to the question, "Instead of driving, what forms of transportation would you use, at least occasionally, if more frequent and more convenient?". A little over half of the respondents expressed interest in cash instead of a parking spot. More people said they would use alternative methods of transportation if those methods were more convenient and frequent than if they were given cash instead of a parking spot. (See Table 5.) However, if given cash

instead of a parking spot a higher percentage of people said they would use alternative modes or transit 2-3 times a week or everyday. (See Table 6 for train trips, as an example.)

Figure A-8: Alternative Mode Usage

	Currently		*If more Convenient*		*Cash- out Parking*	
Mode	**Count**	**Percentage**	**Count**	**Percentage**	**Count**	**Percentage**
Drive alone	773	84.39%				
Train	338	36.90%	691	75.44%	380	41.48%
Bus	106	11.57%	389	42.47%	231	25.22%
Carpool	296	32.31%	137	14.96%	106	11.57%
Walk	130	14.19%	165	18.01%	100	10.92%
Bike	36	3.93%	101	11.03%	63	6.88%
Vanpool	9	0.98%	64	6.99%	47	5.13%
Other			49	5.35%	12	1.31%
Taxi	32	3.49%				

Figure A-9: Transit Usage

How often do or would you take the Train?

	Currently		*If more Convenient*		*Cash-out Parking*	
Frequency	**Count**	**Percentage**	**Count**	**Percentage**	**Count**	**Percentage**
A few times a year	106	31.36%				
1 time per month	32	9.47%	93	13.46%	20	5.26%
2 times per month	54	15.98%	119	17.22%	32	8.42%
One to two times a week	27	7.99%	105	15.20%	39	10.26%
Two to three times a week	40	11.83%	122	17.66%	71	18.68%
Every weekday	66	19.53%	178	25.76%	167	43.95%
Everyday	13	3.85%	74	10.71%	51	13.42%

A.2 Intercept Survey Summary

Overview

Between April 29 and May 11, 2006, staff members of the Downtown Transportation Management Association (TMA) and Downtown Ambassadors collected 397 intercept surveys in seven downtown Atlanta locations. The survey asked the following questions:

- What is the purpose of your trip to Downtown today?
- How did you get here?
- Where did you park?
- What made you choose that parking location?
- What made you choose driving instead of taking MARTA?

A summary of the results:

- Sixty-one percent of all trips were not single occupant vehicle (SOV) trips.
- Work trips accounted for 48 percent of all trips. Fifty-three percent were not SOV trips.
- Of drivers, 54 percent chose their parking spot based on location,
- Train mode share correlated with distance of the survey location to a train station.
- Reasons for not taking MARTA focused on inconvenience and unavailability at trip origin.

The following sections provide detailed analysis of each question.

Survey Locations

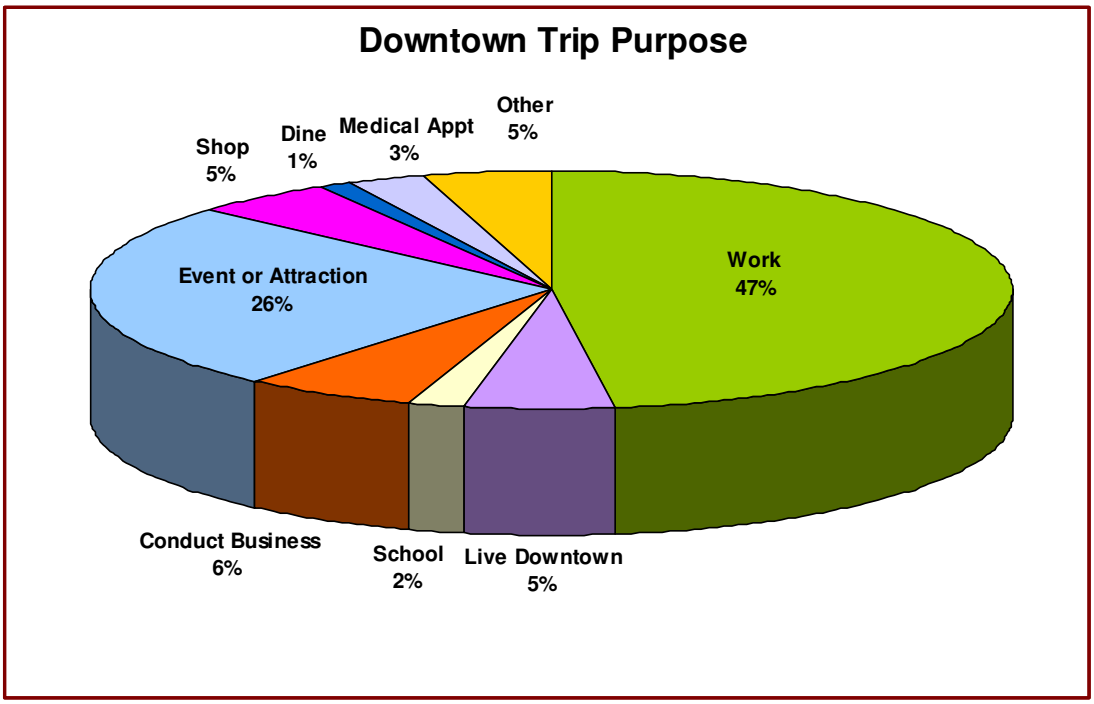
See Figure A-10 for the number of surveys collected at each locations.

Figure A-10: Number of Surveys at Each Location

Trip Purpose

The intercept survey captured 48 percent work trips, 26 percent event or attraction trips and 6 percent trips to conduct business. All other trip purposes were under 5 percent. (See Figure A-11.)

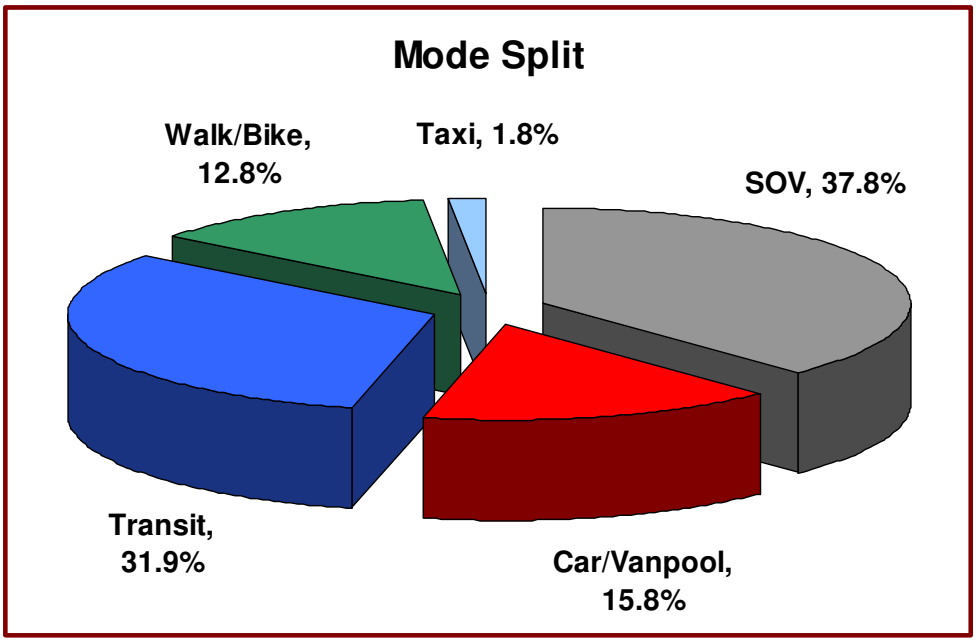
Figure A-11: Downtown Trip Purposes

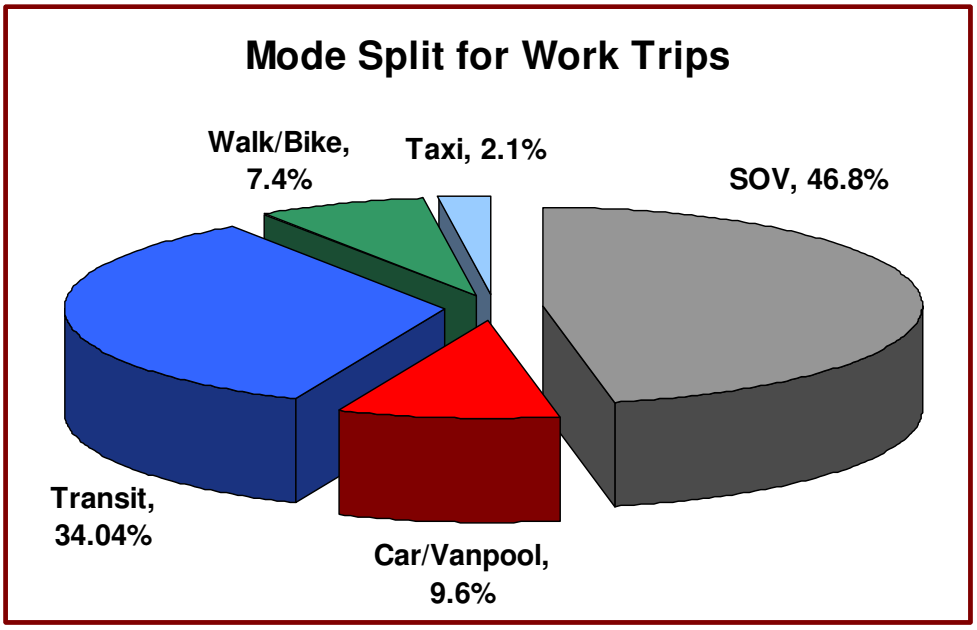


Mode Split

For all trip purposes, 38 percent of respondents drove alone to Downtown, 15 percent used a car or vanpool, 32 percent used transit and 13 percent biked or walked. (See Figure 2.) For work trips only, the SOV trips increased to 47 percent, however transit trips also increased to 34 percent. Walking and bike trips decreased to 7 percent and van and carpooling decreased to 10 percent. (See Figure A-12.)

Figure A-12: Mode Split for All Trip and Work Trips

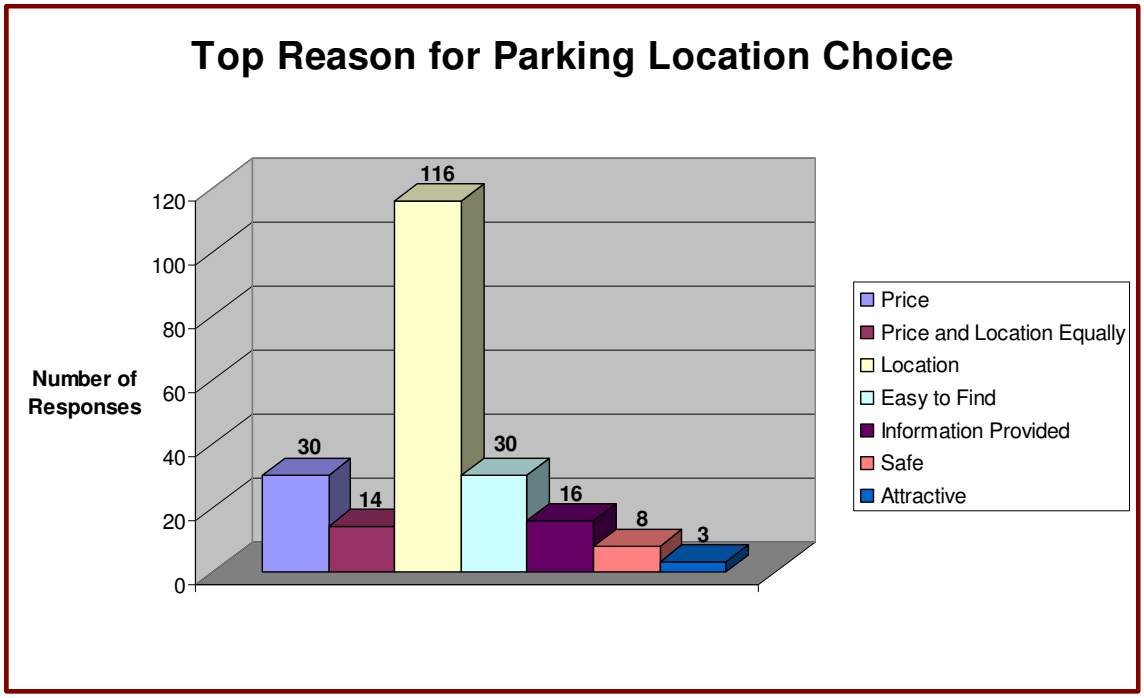




Parking Choice

Of people who parked, the majority, 54 percent, chose their parking spot based on its location. Fourteen percent made their decision based on price while another 6 percent said price and location factored equally. Another 14 percent reported their parking decision was based on the ease of finding the location. (See Figure A-13.)

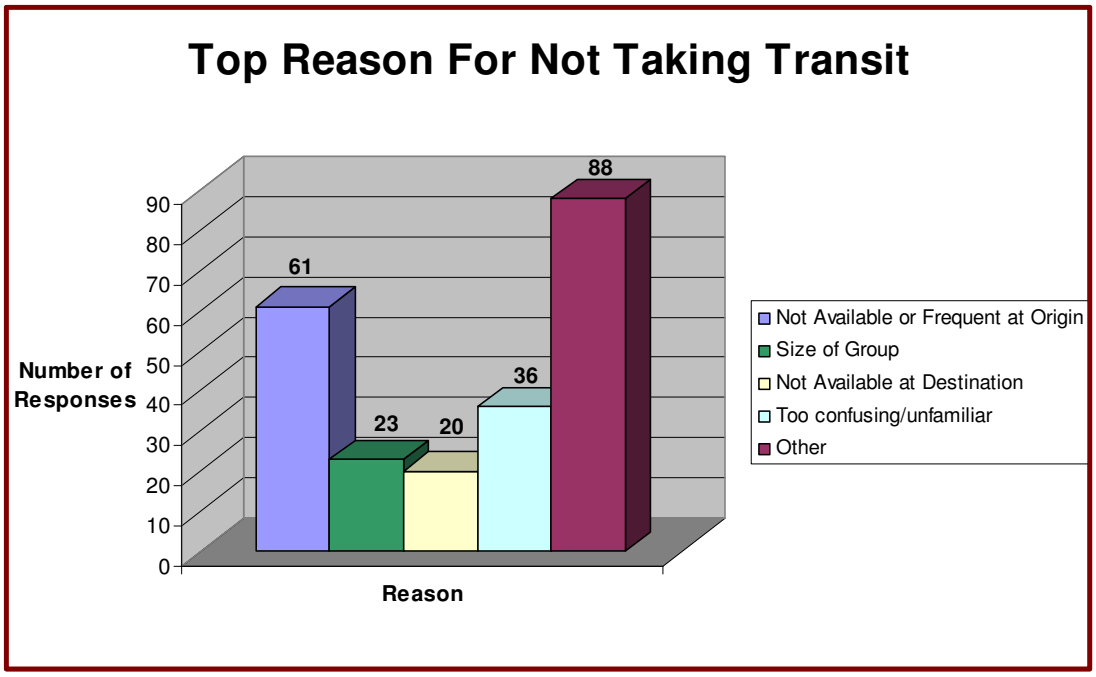
Figure A-13: Parking Location Choice



Mode Choice

Survey respondents who drove were asked why they did not take transit. Twenty-seven percent reported that transit is not available or frequent at their trip origin and 16 percent said they are unfamiliar with MARTA or it is too confusing. Thirty-nine percent had other reasons including: they were from out of town, MARTA is too slow or inconvenient, they prefer to drive or dislike MARTA, they were trip chaining and their parking is provided for free. (See Figure A-14.)

Figure A-14: Reasons for Not Taking Transit



Results by Location

Both the trip purpose and mode split varied by survey location. Work trips were highest at Peachtree Center, with 81 percent, and Harris Street at Courtland Street with 80 percent. Event or attraction trip purpose was highest at the Aquarium, with 65 percent, followed by Centennial Olympic Park Drive at Marietta Street, with 49 percent. (See Figure A-15.)

Driving alone mirrored the work trips with the highest percentages at Harris Street at Courtland Street, with 51 percent, and Peachtree Center, with 44 percent. Carpooling was highest at the Aquarium, with 31 percent. Underground Atlanta had the highest bus usage, with 19 percent. Walking was highest at Centennial Olympic Park Drive at Marietta Street, with 21 percent. Train usage closely correlated with distance from a MARTA rail station with the highest percentage of train users at Peachtree Center, with 39 percent, and Underground Atlanta, with 32 percent. (See A-16.)

Figure A-15: Trip Purpose by Location

Location	Work	Live	School	Business	Attraction	Shop	Dine	Medical Appt.	Other
First Thursday (Peachtree Center Ave at Baker)	50.00%	16.67%	0.00%	0.00%	16.67%	16.67%	0.00%	0.00%	0.00%
COP Dr. at Marietta St.	32.31%	4.62%	0.00%	4.62%	0.49%	1.54%	3.08%	0.00%	4.62%
Georgia Aquarium	10.84%	6.02%	1.20%	2.41%	65.06%	8.43%	0.00%	1.20%	4.82%
Harris St. at Courtland St.	79.49%	8.97%	3.85%	2.56%	0.00%	1.28%	1.28%	0.00%	2.56%
Jesse Hill Dr. at Coca-Cola Place	59.18%	6.12%	6.12%	10.20%	0.00%	2.04%	0.00%	12.24%	4.08%
Underground Atlanta	44.74%	1.32%	1.32%	10.53%	17.11%	10.53%	2.63%	2.63%	9.21%
Peachtree Center	81.08%	2.70%	0.00%	10.81%	2.70%	0.00%	0.00%	2.70%	0.00%

Figure A-16: Mode Split by Location

Location	SOV	Carpool	Vanpool	Bus	Train	Taxi	Walk	Bike
First Thursday (Peachtree Center Ave at Baker)	40.00%	20.00%	0.00%	0.00%	20.00%	0.00%	20.00%	0.00%
COP Dr. at Marietta St.	46.97%	3.03%	0.00%	12.12%	16.67%	0.00%	21.21%	0.00%
Georgia Aquarium	21.69%	31.33%	8.43%	9.64%	13.25%	2.41%	9.64%	3.61%
Harris St. at Courtland St.	51.28%	3.85%	0.00%	12.82%	14.10%	5.13%	11.54%	1.28%
Jesse Hill Dr. at Coca-Cola Place	36.73%	22.45%	0.00%	14.29%	8.16%	0.00%	14.29%	4.08%
Underground Atlanta	30.67%	13.33%	1.33%	18.67%	32.00%	1.33%	2.67%	0.00%
Peachtree Center	44.44%	0.00%	2.78%	5.56%	38.89%	0.00%	8.33%	0.00%