



Downtown Atlanta Travel Survey

January 2015

UrbanTrans North America

The Schapiro Group

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1.0 Introduction

The Atlanta Downtown Improvement District (ADID) conducted a survey in November 2014 of downtown Atlanta workers and students. The survey was designed to obtain information regarding how individuals travel to and from downtown; what barriers they encounter when using or trying to use alternative travel modes such as transit, carpools, walking, and biking; what transportation programs would encourage travelers to use more alternative travel modes; and basic demographic information.

The survey was conducted in coordination with UrbanTrans North America and the Schapiro Group. ADID, UrbanTrans, and the Schapiro Group coordinated in the development of the survey questions, which were similar to those used in a 2004 survey of downtown Atlanta travelers. The intent was to allow survey results from 2014 to be compared to those collected in 2004¹. A copy of the 2014 survey questions can be found in Appendix B.

The survey was conducted using an online survey tool. A third party recruited survey participants based on demographic criteria established by ADID. Survey participants needed to work, live, or attend school downtown and live in Clayton, Cobb, DeKalb, Fulton, or Gwinnett counties. Individuals who did not meet those criteria were excluded from participating in the survey. A total of 318 individuals responded to the survey who met the participation criteria.

All survey data were collected online and reviewed by the Schapiro Group for errors. UrbanTrans was responsible for data analysis and the creation of the summary report. The survey results have been summarized and organized into the following categories:

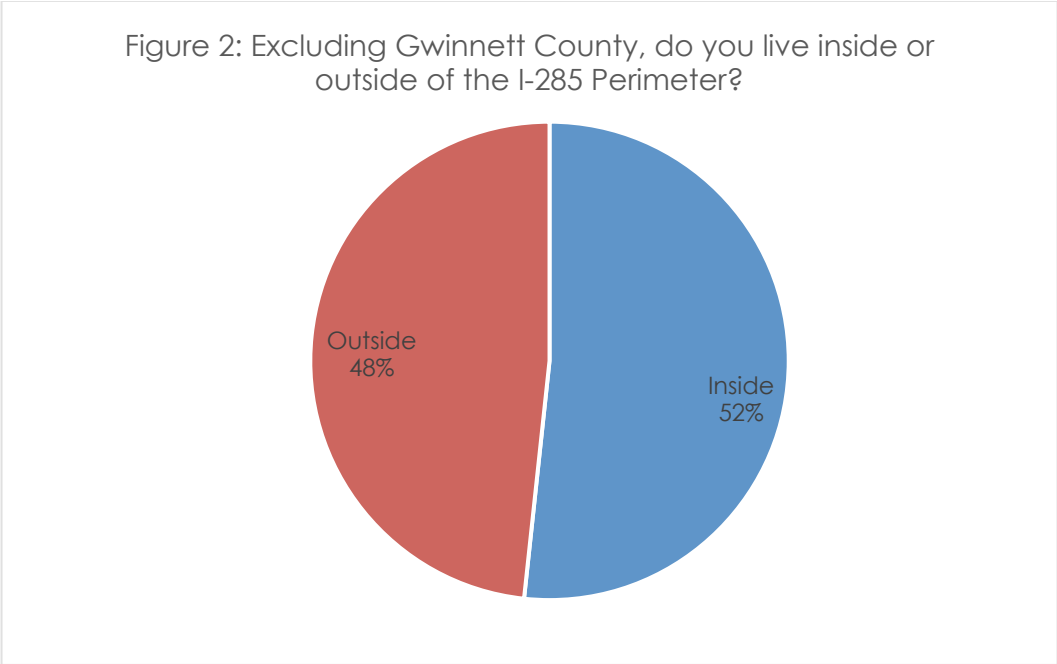
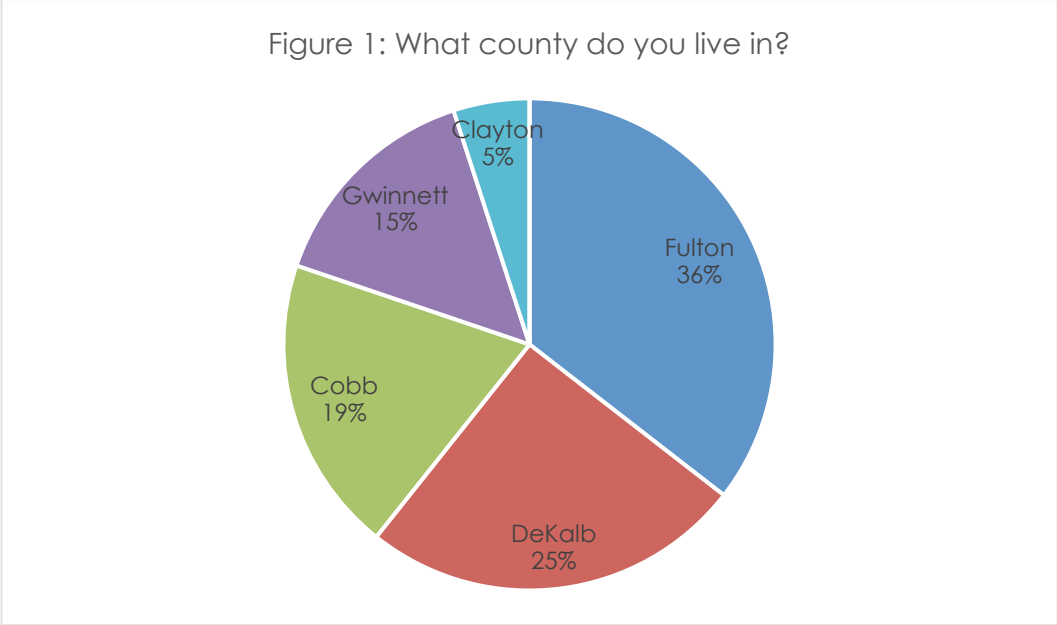
- Demographics
- Commute Behavior
- Midday Trips
- Congestion Perceptions
- Parking
- Changing Travel Behavior

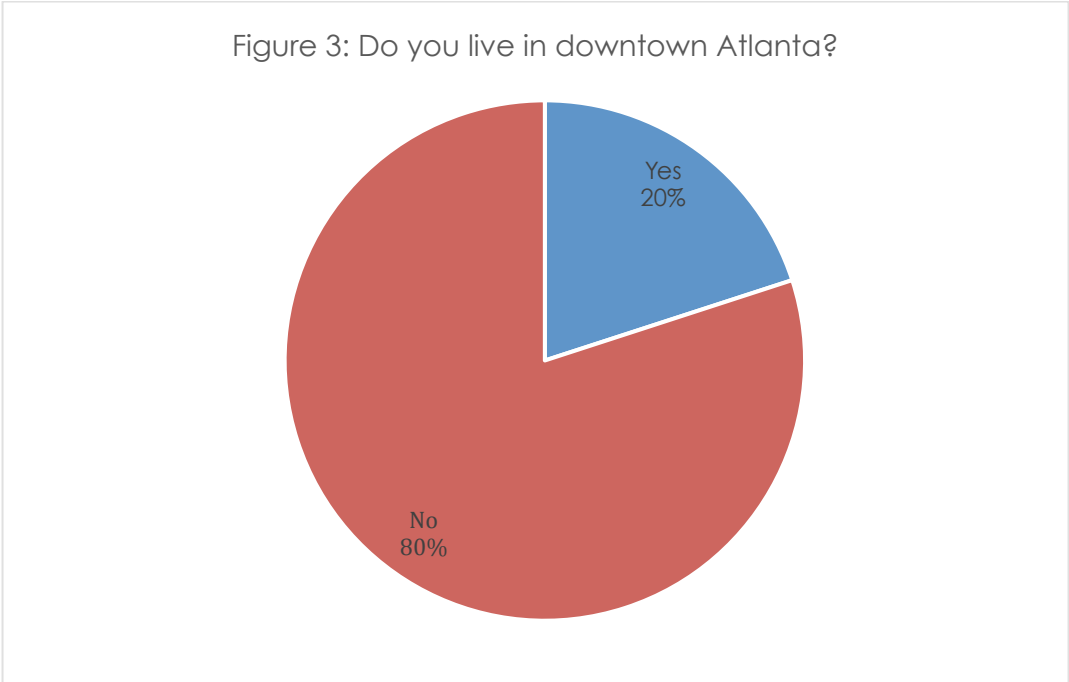
¹ A summary of the 2004 survey results can be obtained by referring to the original report.



2.0 Demographic Data

Demographic data was collected from survey respondents for two purposes: (1) to assure that survey respondents lived, worked, or went to school in downtown and lived within Clayton, Cobb, DeKalb, Fulton, or Gwinnett counties and (2) to allow for a better understanding of the context of the received responses. Figures 1, 2 and 3 provide information on the home locations of survey respondents.





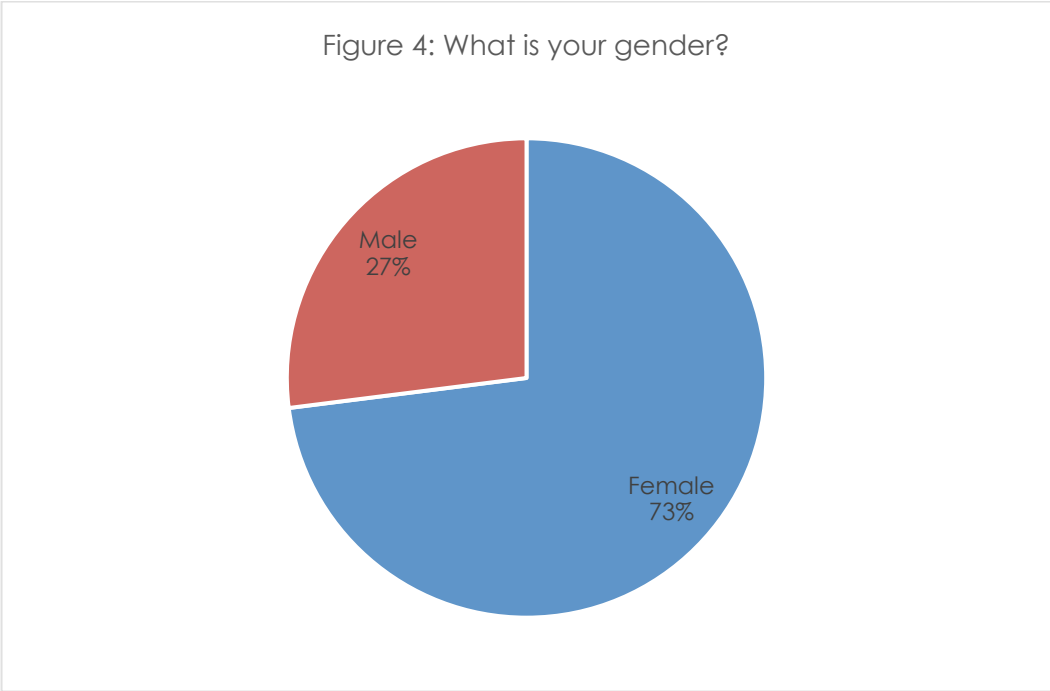
Survey respondents were also asked to report whether they live, go to school, or work in downtown Atlanta. Those responses are summarized in Table 1. Percentages add up to more than 100 because a respondents could both live, work and go to school in downtown Atlanta.

Table 1: Work, Live, or Go to School in Downtown Atlanta

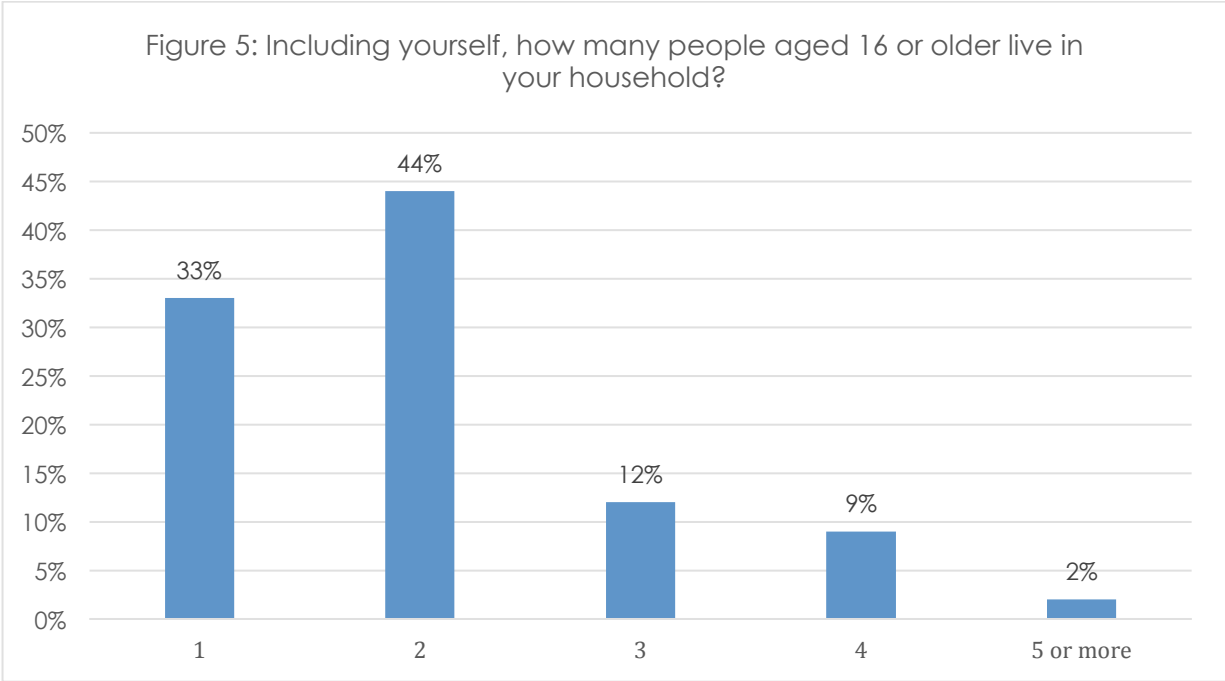
	Yes	No
Do you work in downtown Atlanta	82%	18%
Do you live in downtown Atlanta	20%	80%
Do you go to school in downtown Atlanta	14%	86%

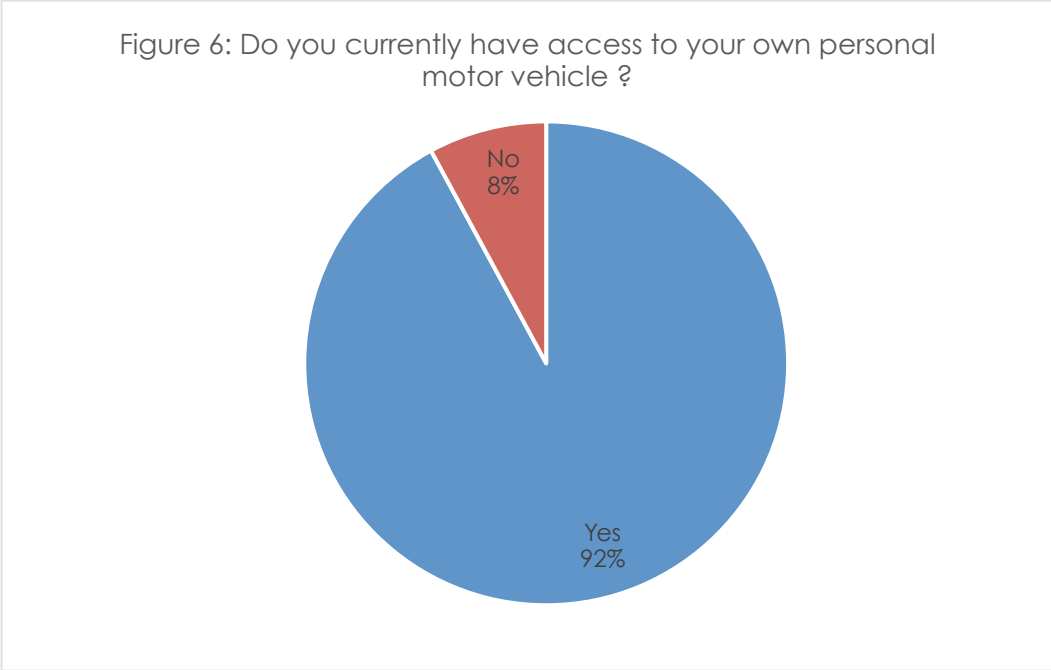
Figure 4 provides information on the gender of survey respondents. While effort was made to assure that survey respondents were representative of the general population, the number of responses received from females is greater than that received from males. While variation existed between the commute behavior of males and females in the past, that variation has narrowed significantly. A cross-tabs analysis was conducted of key survey data to compare the answers received from male and female respondents. That analysis is summarized in Appendix A and shows that variation in commute mode, transportation preferences, and perceptions of key transportation issues is minor.





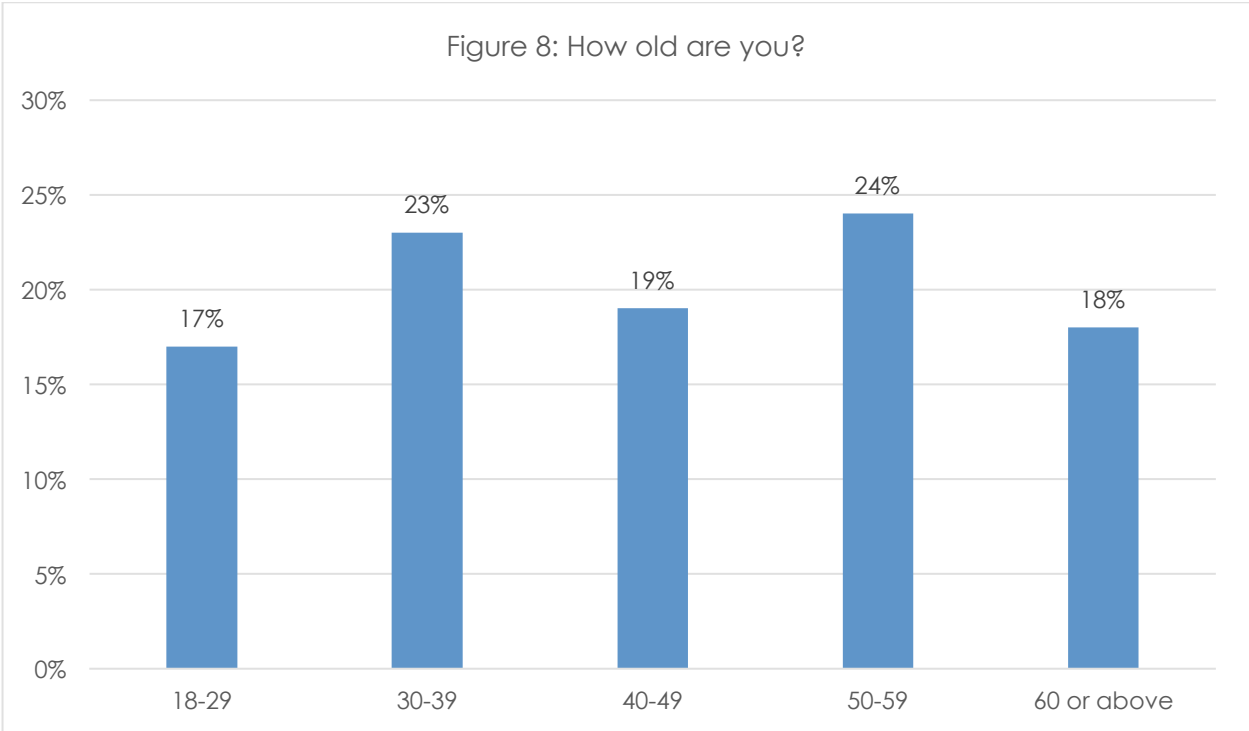
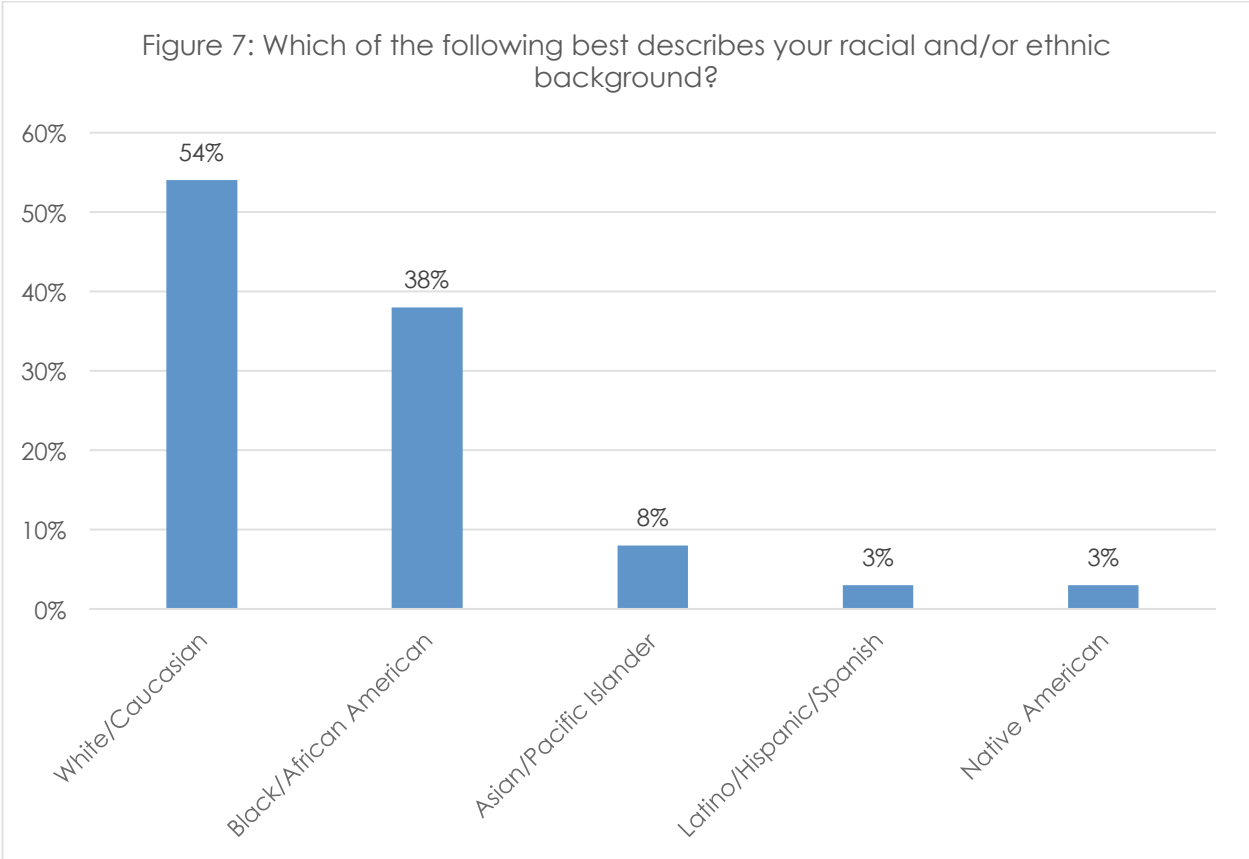
Figures 5 and 6 provide information on the number of individuals in households who are of driving age and whether the survey respondents have access to their own motor vehicle. Access to a personal motor vehicle is strongly correlated with driving alone for trips. A large majority of survey respondents reported having a personal motor vehicle.

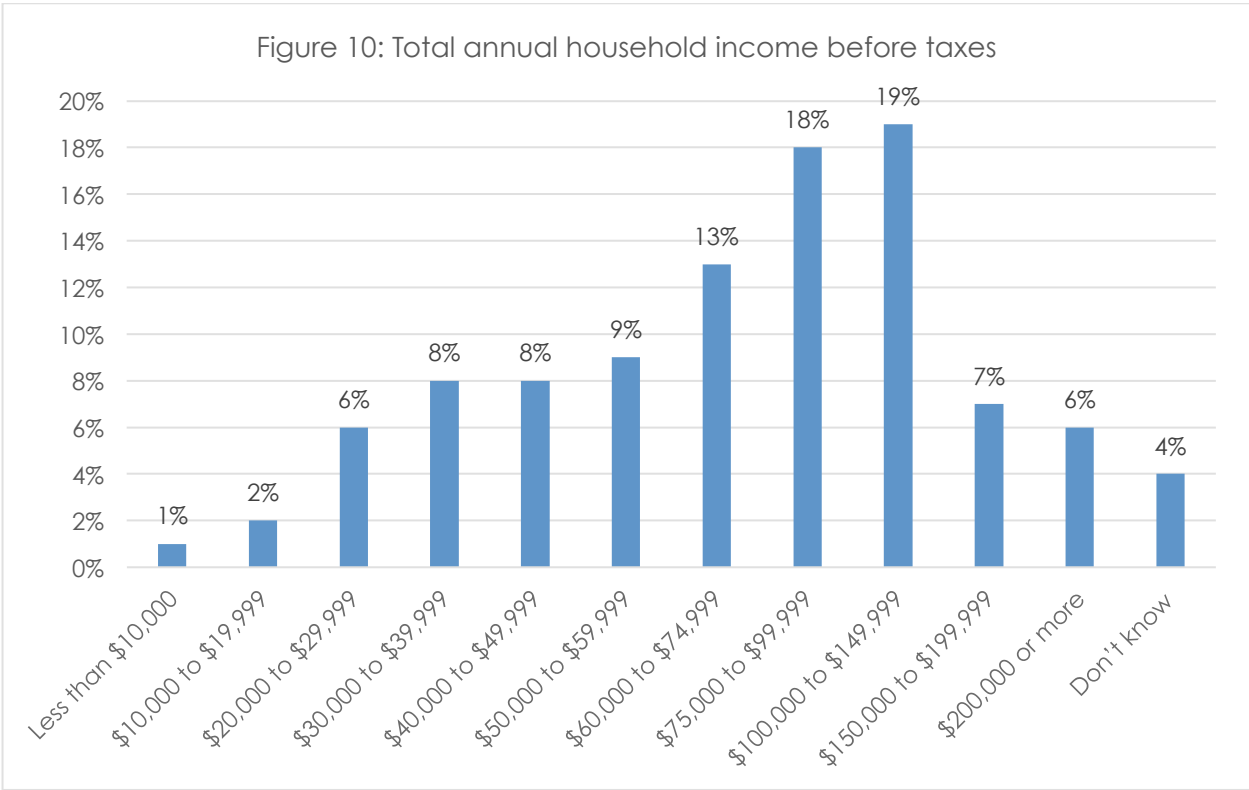
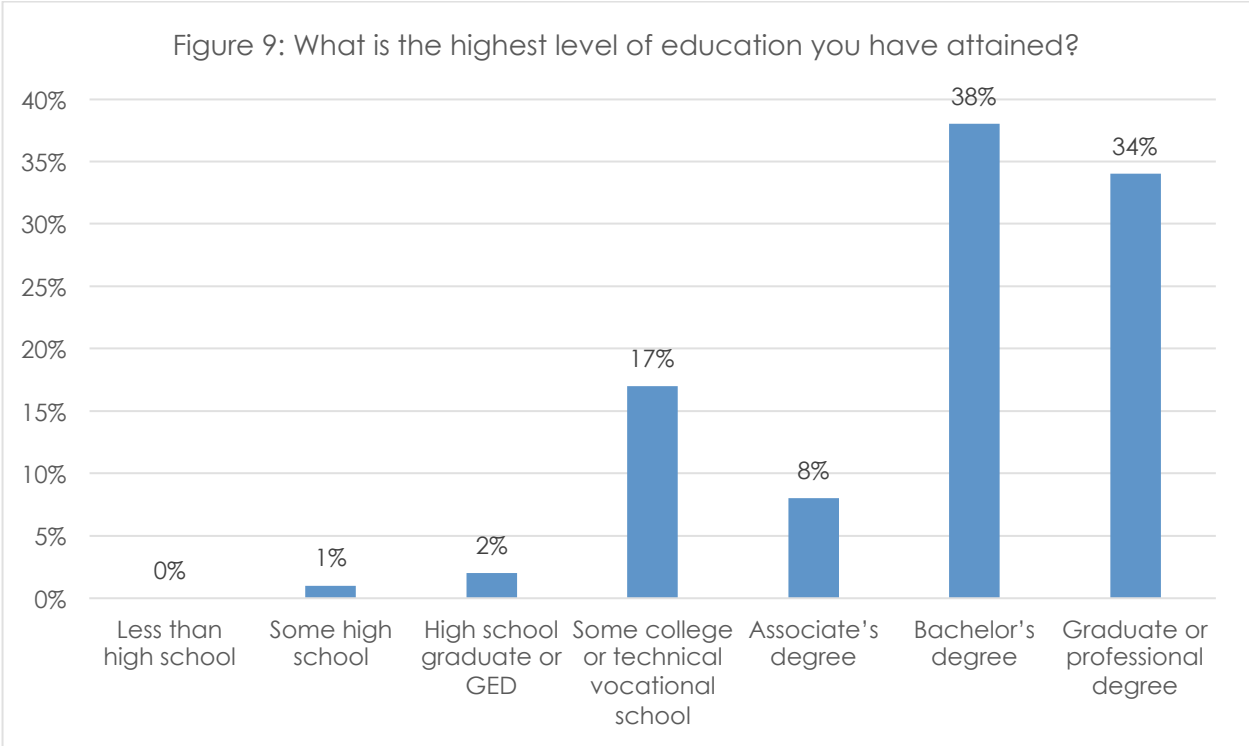




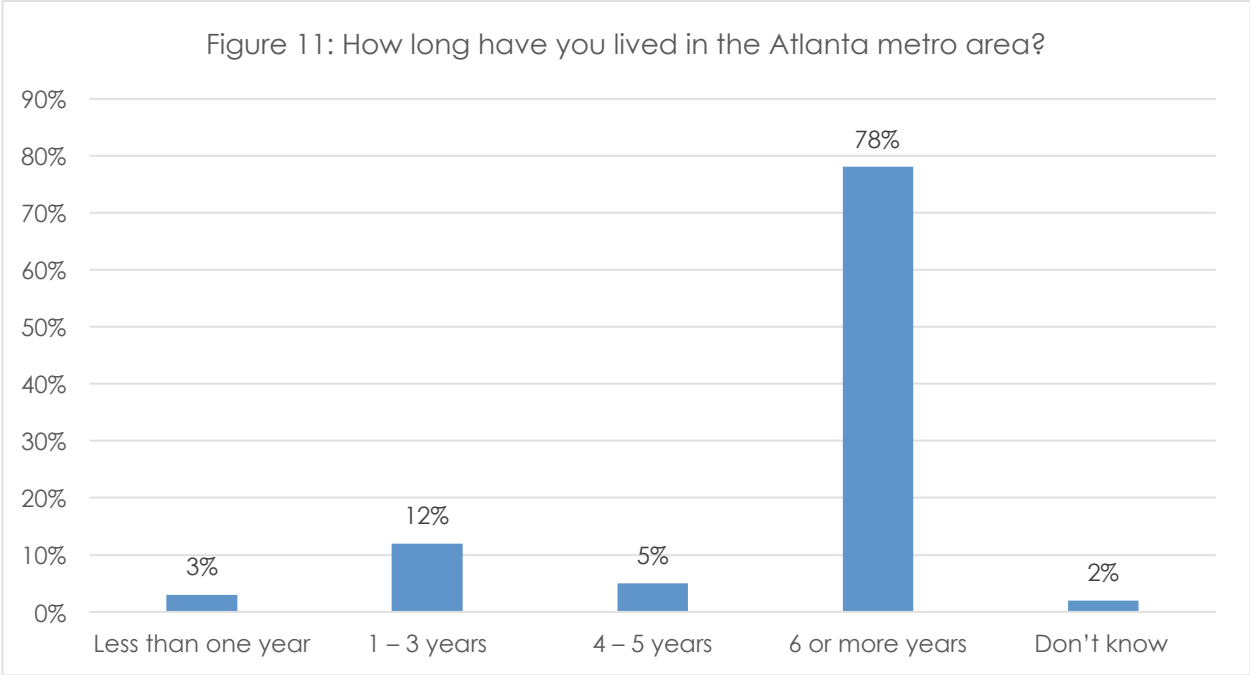
Figures 7, 8, 9, and 10 provide statistics on respondents' race/ethnicity, age, education level, and income. When responding to the question about race and ethnicity respondents could select multiple options. Respondents' education levels and household incomes are relatively high, which could be a result of the high number of white-collar jobs in the downtown area.







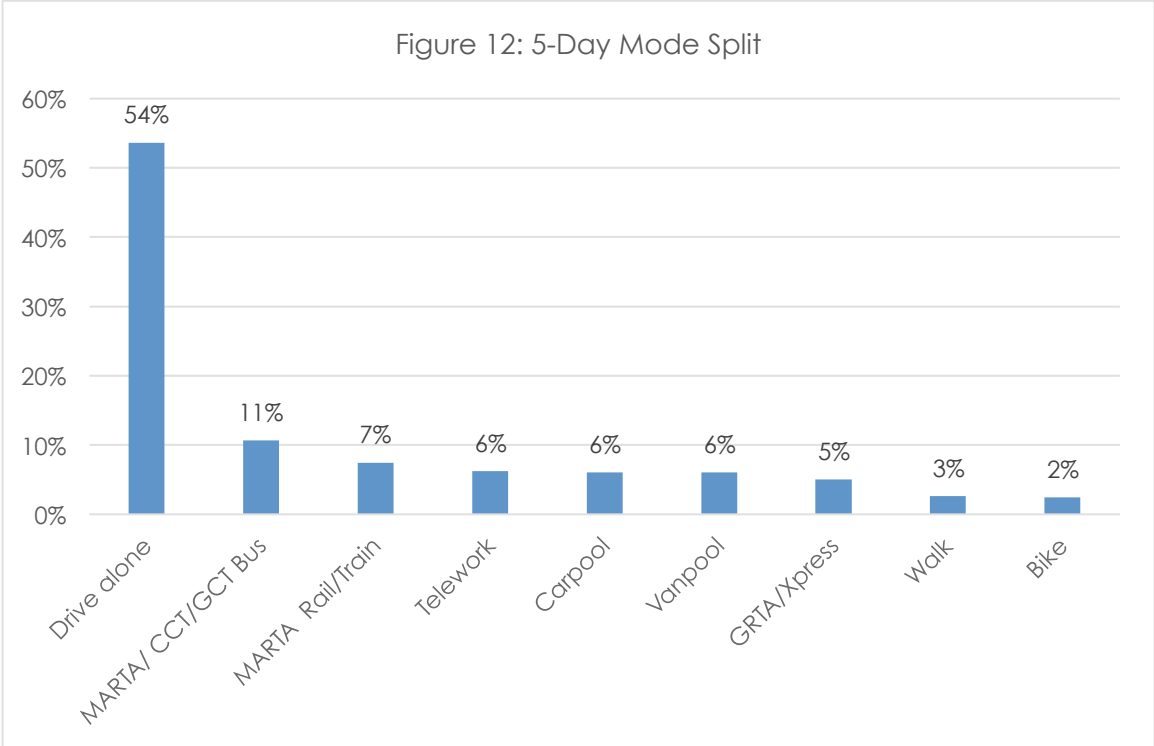
The final demographic question, shown in Figure 11, asked respondents how long they have lived in the Atlanta metro area.



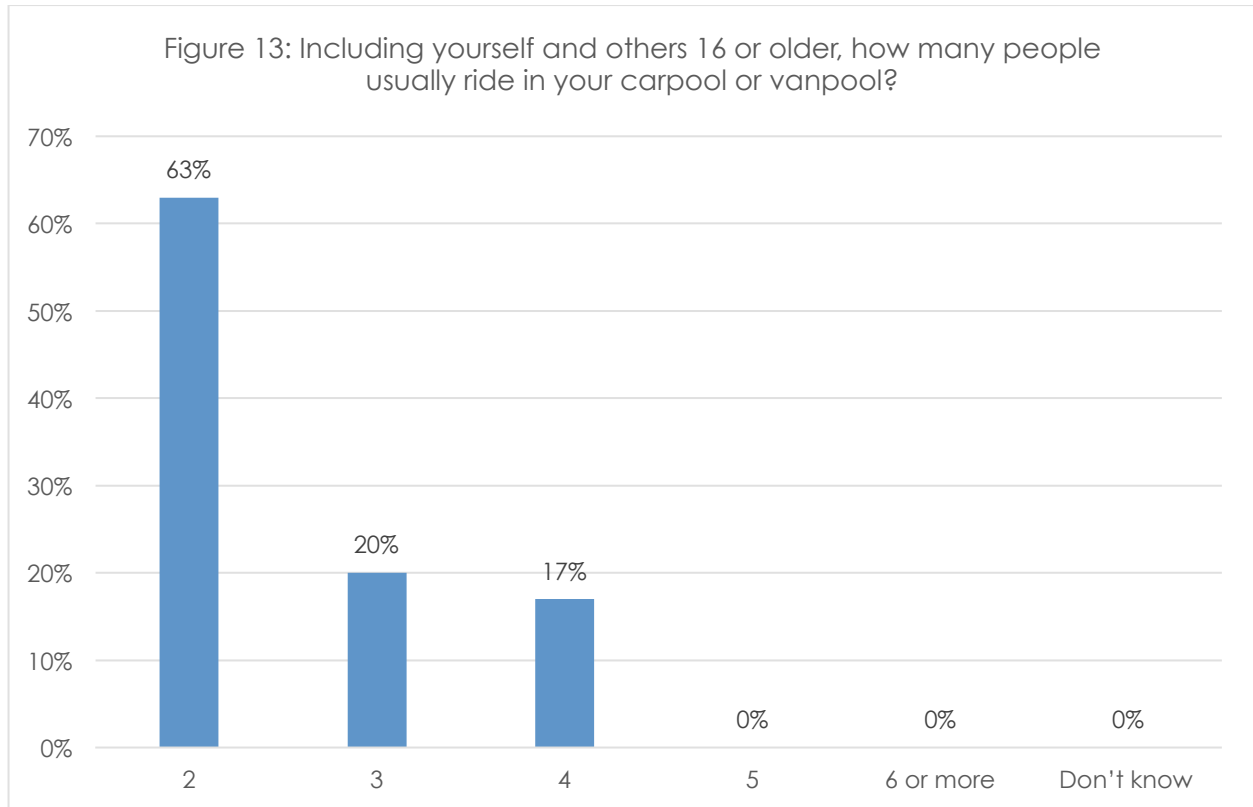
3.0 Commute Behavior

A core focus of the survey was the collection of travel behavior data, both for commutes and midday trips. Data regarding survey respondents' commute trips is summarized in this section. Midday trip data is summarized in Section 4.

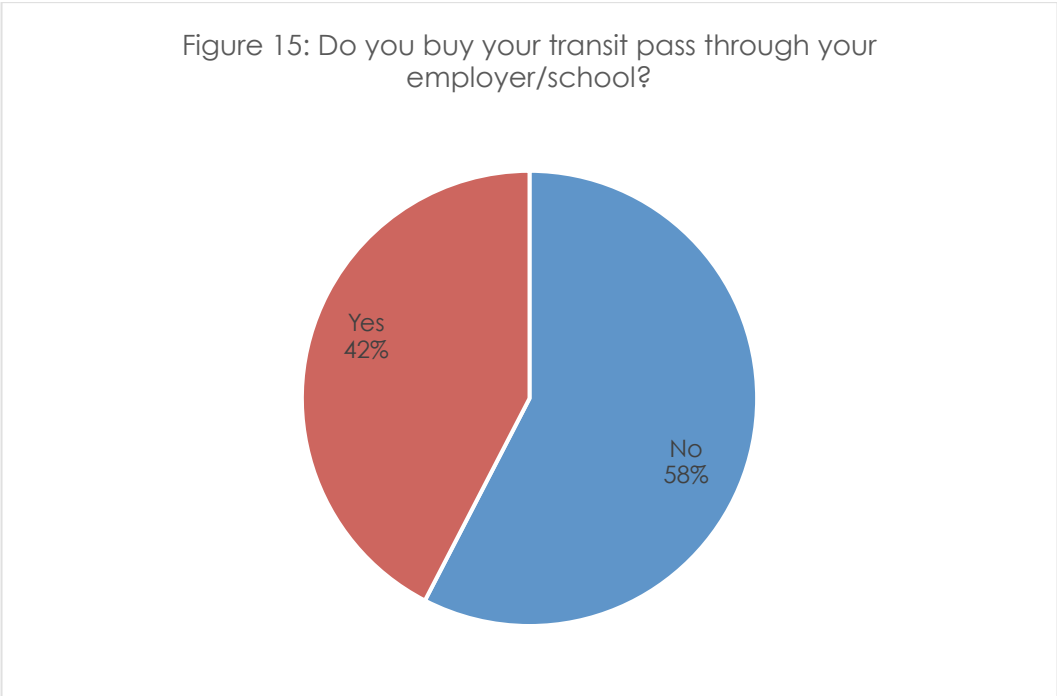
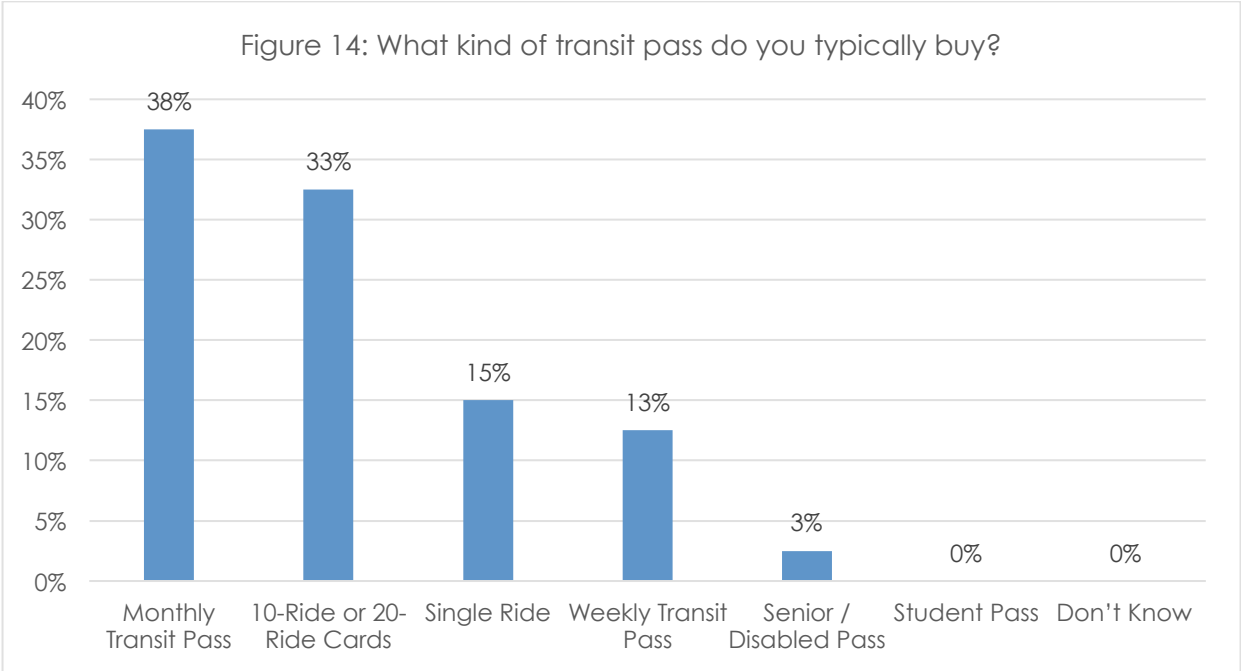
Respondents were asked to report the travel modes they used to get to work or school during the five workdays preceding the survey. If respondents used more than one travel mode for their commute on a single day they were asked to report the travel mode they used for the longest distance of their trip. While driving alone is the most used travel mode it represent only slightly more than 50 percent of trips.



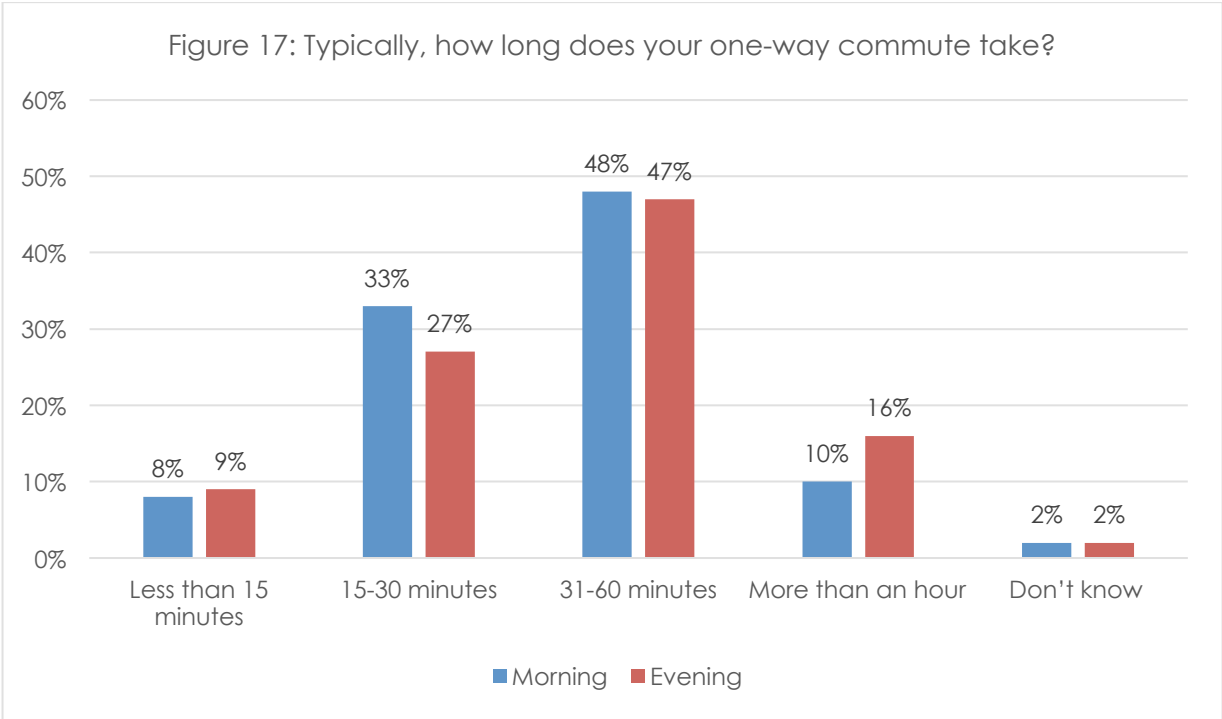
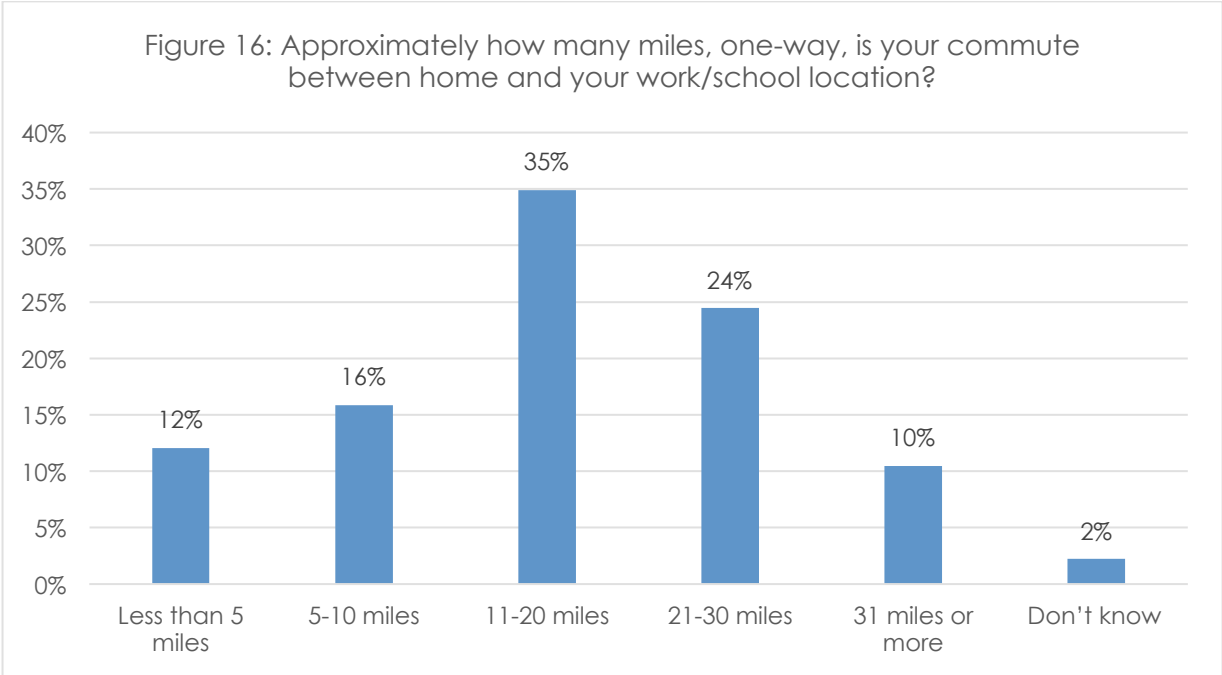
Individuals who said they carpool or vanpool to work or school were asked to report how many people age 16 or older, including themselves, typically ride in their carpool or vanpool (Figure 13). Average carpool occupancy was 2.5 people age 16 or older.



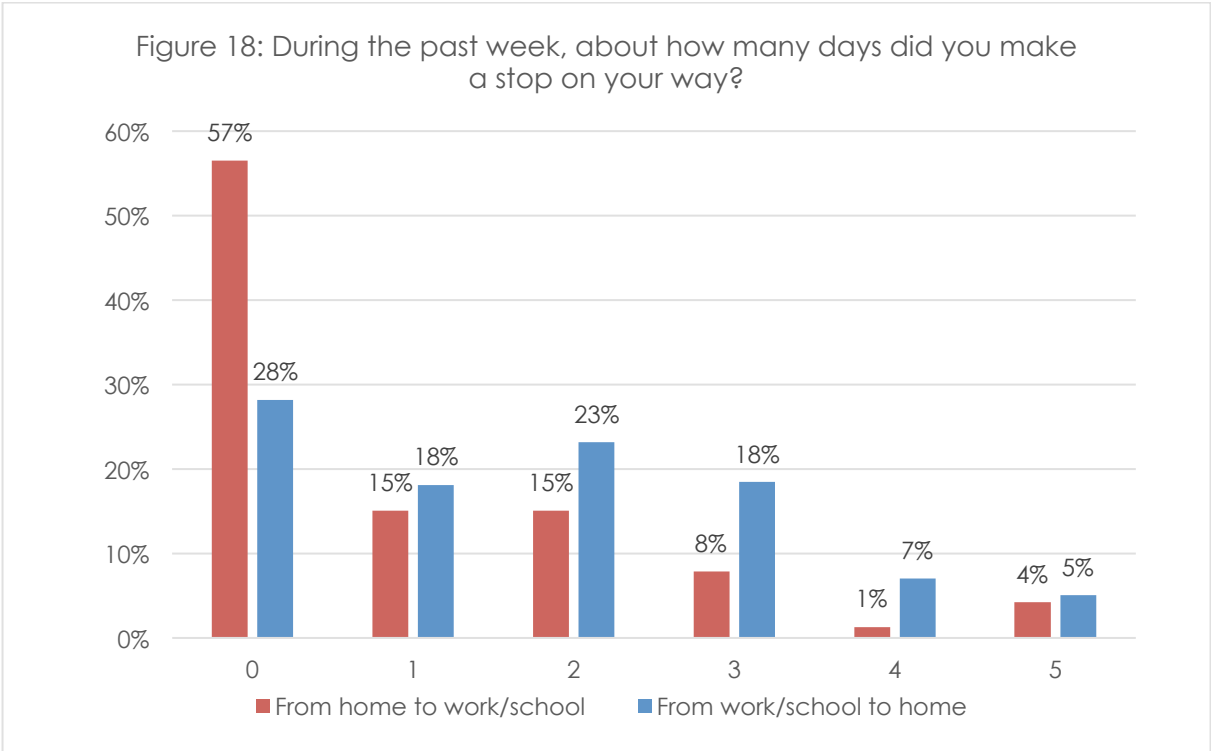
Survey respondents who reported commuting via transit were asked what type of transit pass they buy to pay for their transit ride (Figure 14) and if they buy their transit pass through their employer (Figure 15). Only respondents who said they buy a monthly, weekly, student, 10-ride, or 20-ride pass were asked if they purchase their pass through their employer.



Respondents were also asked to report how many miles they travel, one way, from their home to work or school and how long their morning and evening commutes typically take (Figures 16 and 17). Morning and evening travel times are relatively similar, but in the evening the number of commuters traveling for more than one hour increases by 60 percent.

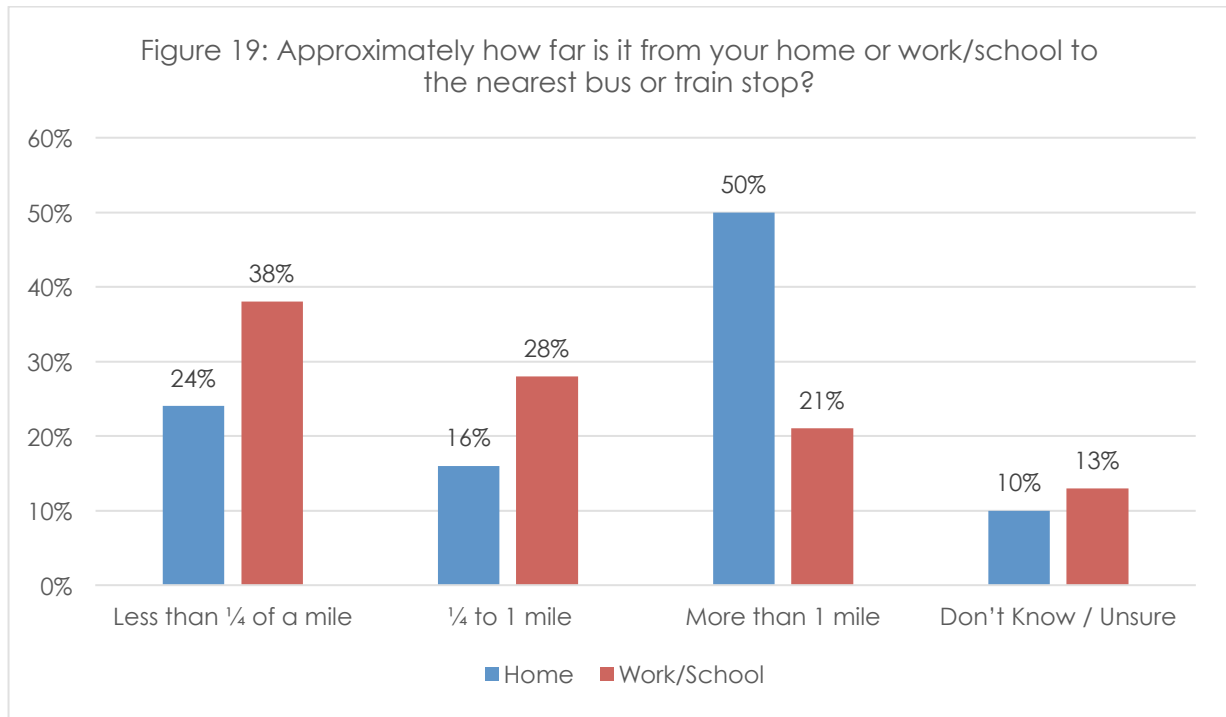


A potential obstacle that can prevent commuters from using non-drive alone travel modes to commute is the need or want to make stops during their commute. Stops are often more difficult when traveling by transit or in a carpool with others. Figure 18 shows the frequency at which survey respondents make stops during their commutes. About 13 percent of respondents make stops three or more days per week during their morning commute. That number increases to 30 percent for the evening commute.



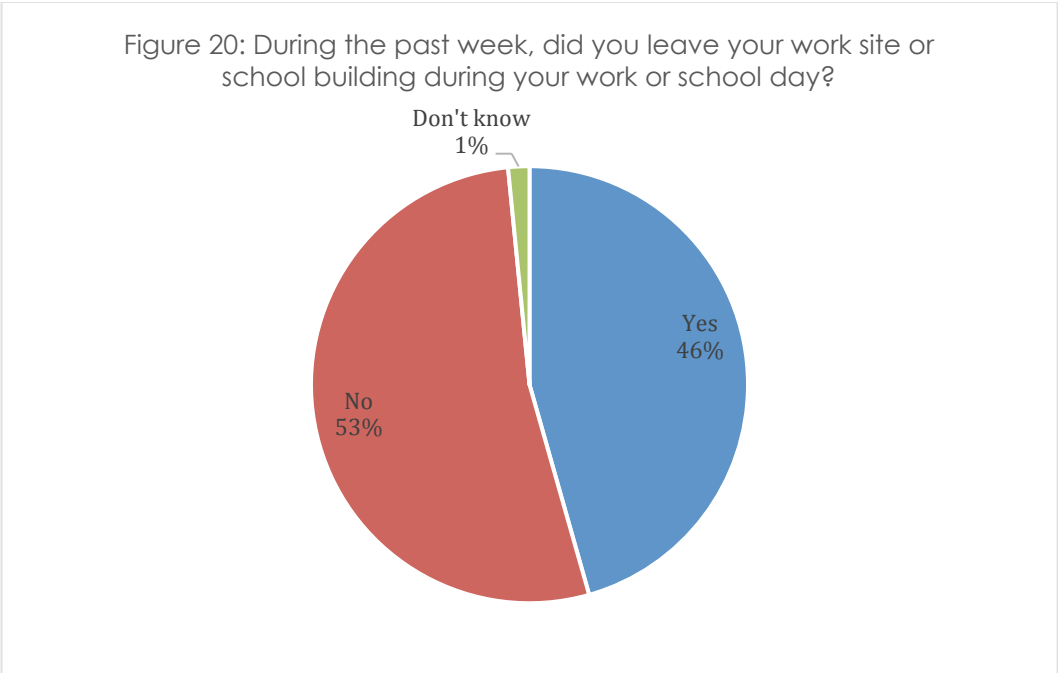
A commuters' proximity to a transit stop near both their home and work/school locations can be a major factor in whether transit is a viable travel mode for their commute trip. Park-and-ride facilities can help overcome long travel distances between a commuter's home location and a transit stop; however, transit stops and stations generally need to be near a commuter's final destination. As would be expected with individuals working or going to school in downtown Atlanta, almost 70 percent of respondents said they work within 1 mile of a transit stop or station. On the home side of commutes, 40 percent of respondents live within 1 mile of a transit stop or station (Figure 19).



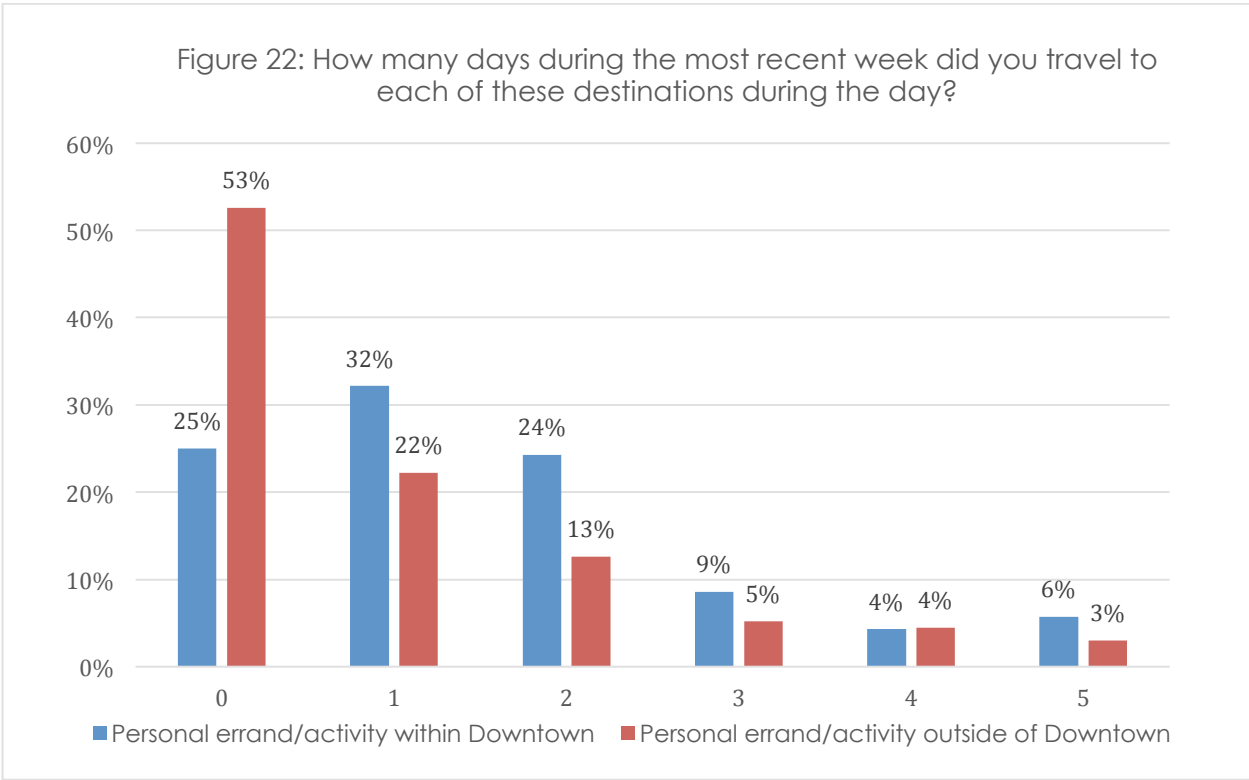
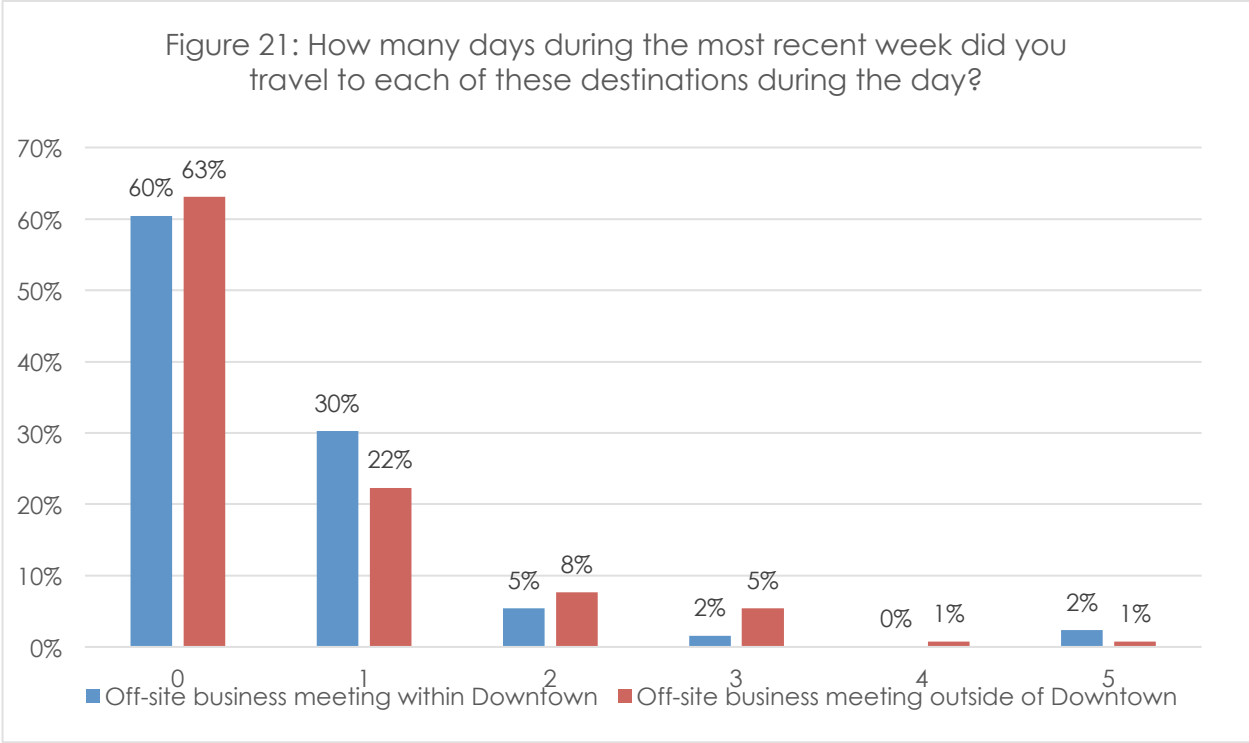


4.0 Midday Trips

Midday trips can affect congestion levels outside of prime commute times and, depending on the types of trips being made, can require a car, thus limiting a commuter’s ability to use non-drive alone travel modes for their commutes. Figure 20 shows the percentage of respondents who made one or more midday trip in the week preceding the survey.



Figures 21 through 24 show information on the places to which midday trips were made and the frequency at which those trips were made.



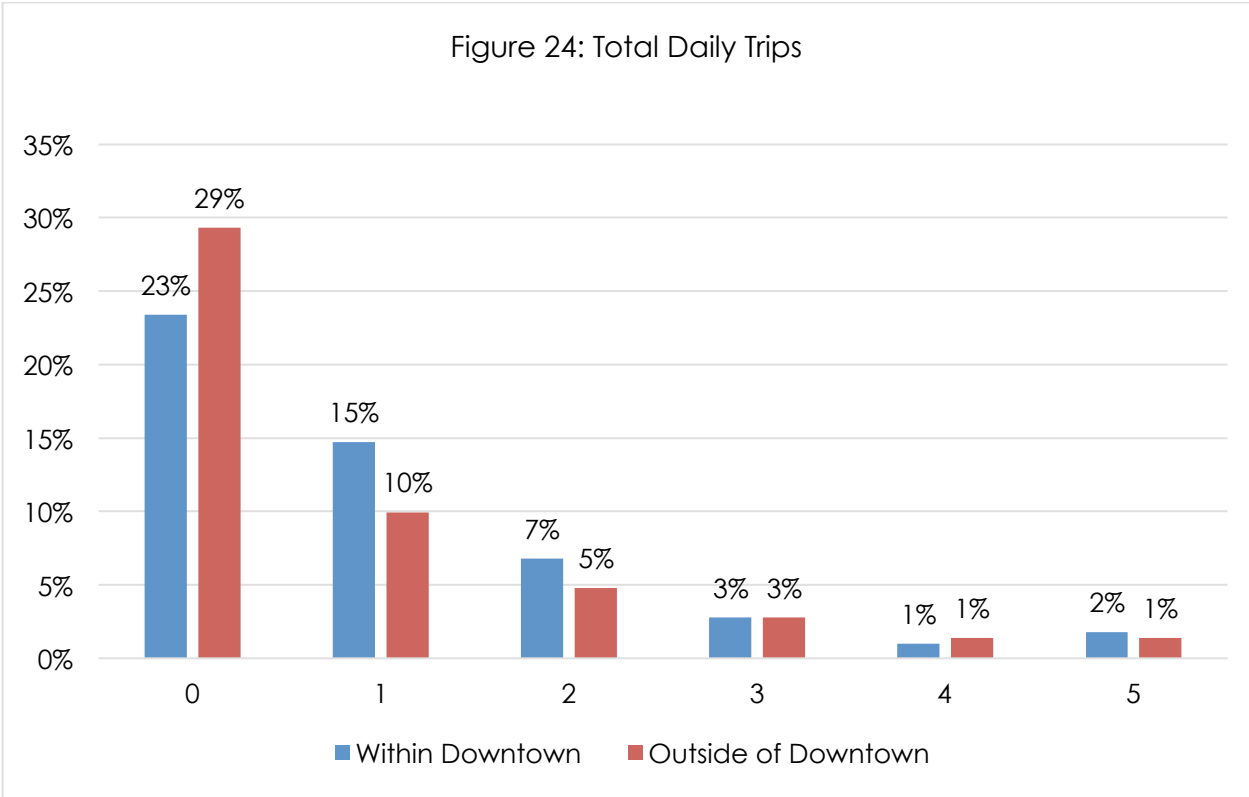
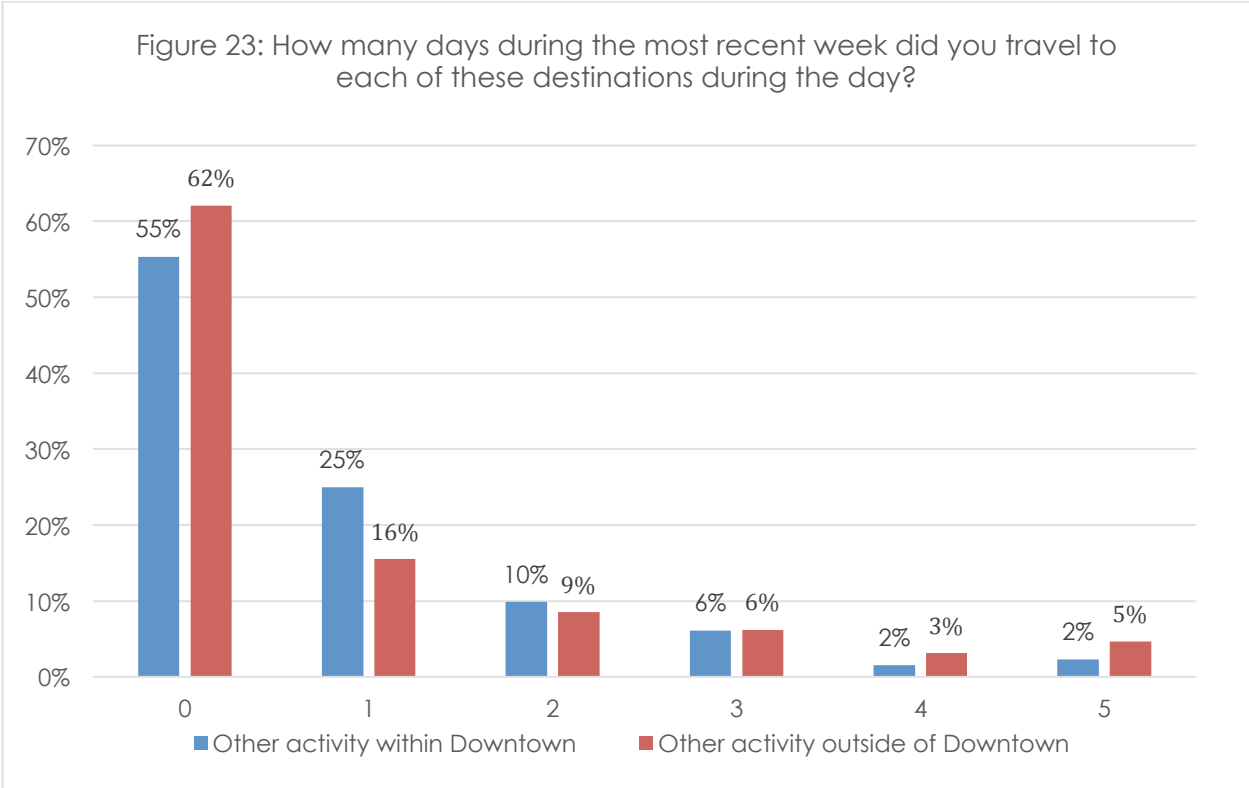
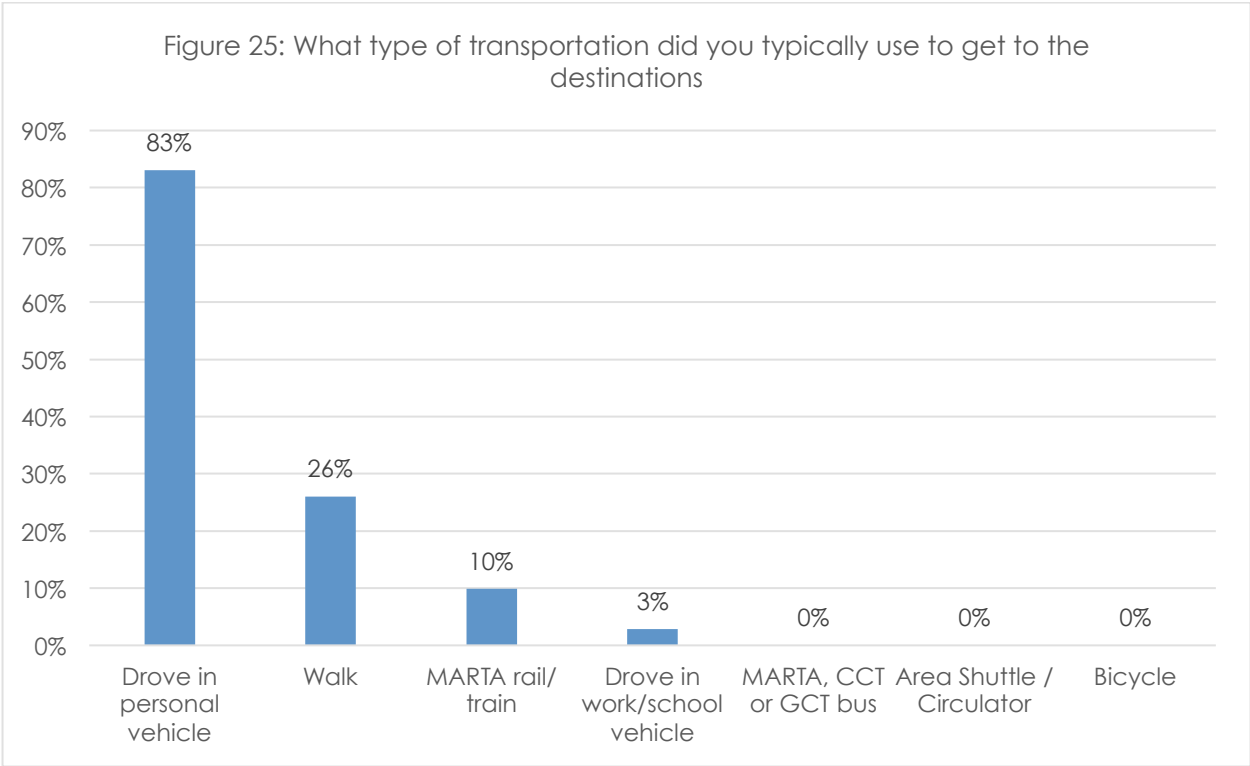
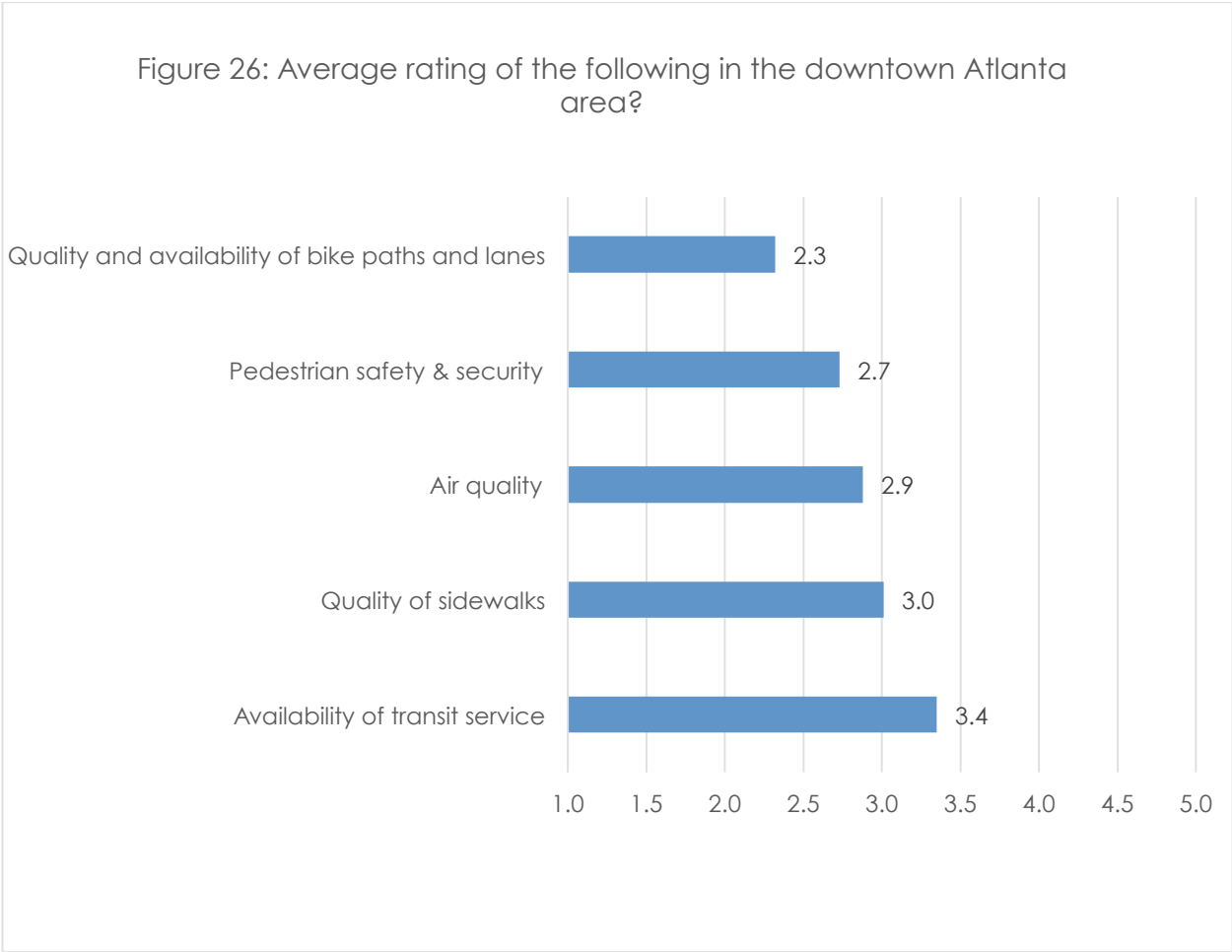


Figure 25 shows the travel modes that respondents typically use to make midday trips. Respondents could select more than one travel mode as a “typical” mode, this resulted in percentage totals that add up to more than 100. Driving alone is the most common travel mode for midday trips, but there is frequent use of walking and MARTA. The high use of driving alone indicates that many trips within downtown are likely occurring in a single occupancy vehicle.



5.0 Congestion Perceptions

The following graphs deal specifically with the views and opinions of the survey respondents as they relate to transportation issues in downtown Atlanta. Figures 26 and 27 show data regarding commuter perceptions of infrastructure, transit service, safety, air quality and congestion. Respondents were asked to rate these various items using a scale that ranged from 1 to 5, where 1 indicated poor and a 5 indicated excellent.



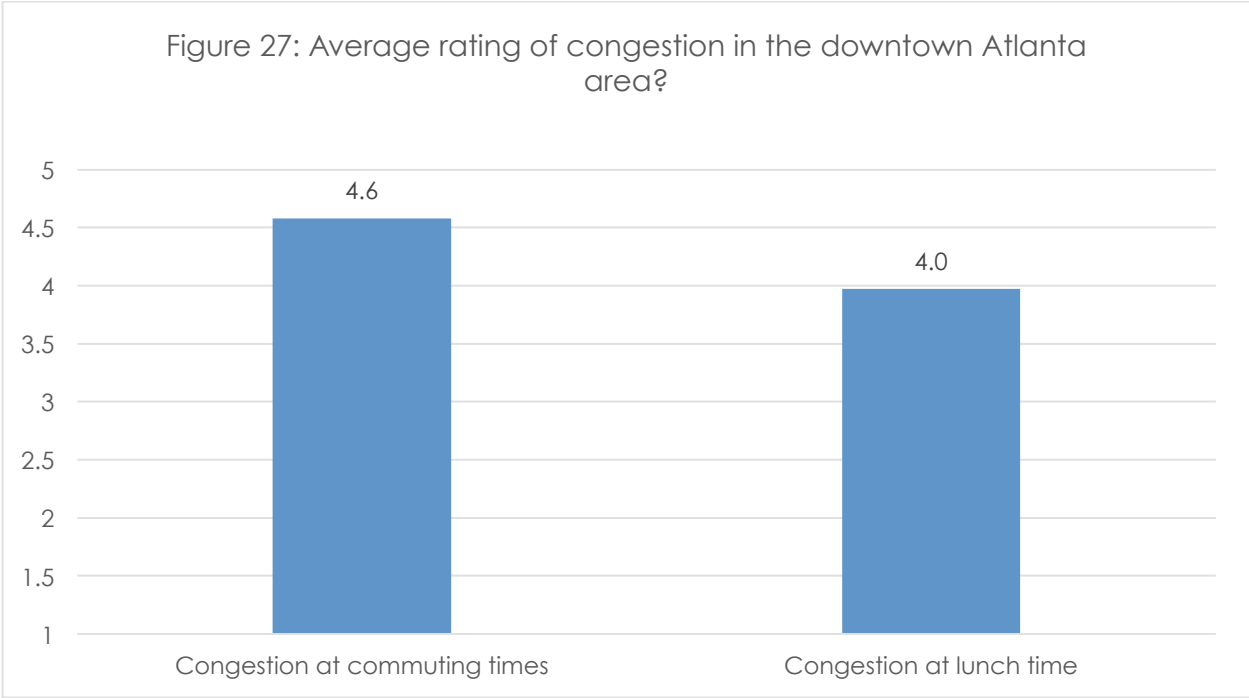


Figure 28 shows the frequency at which commuters alter their travel time to avoid congestion.

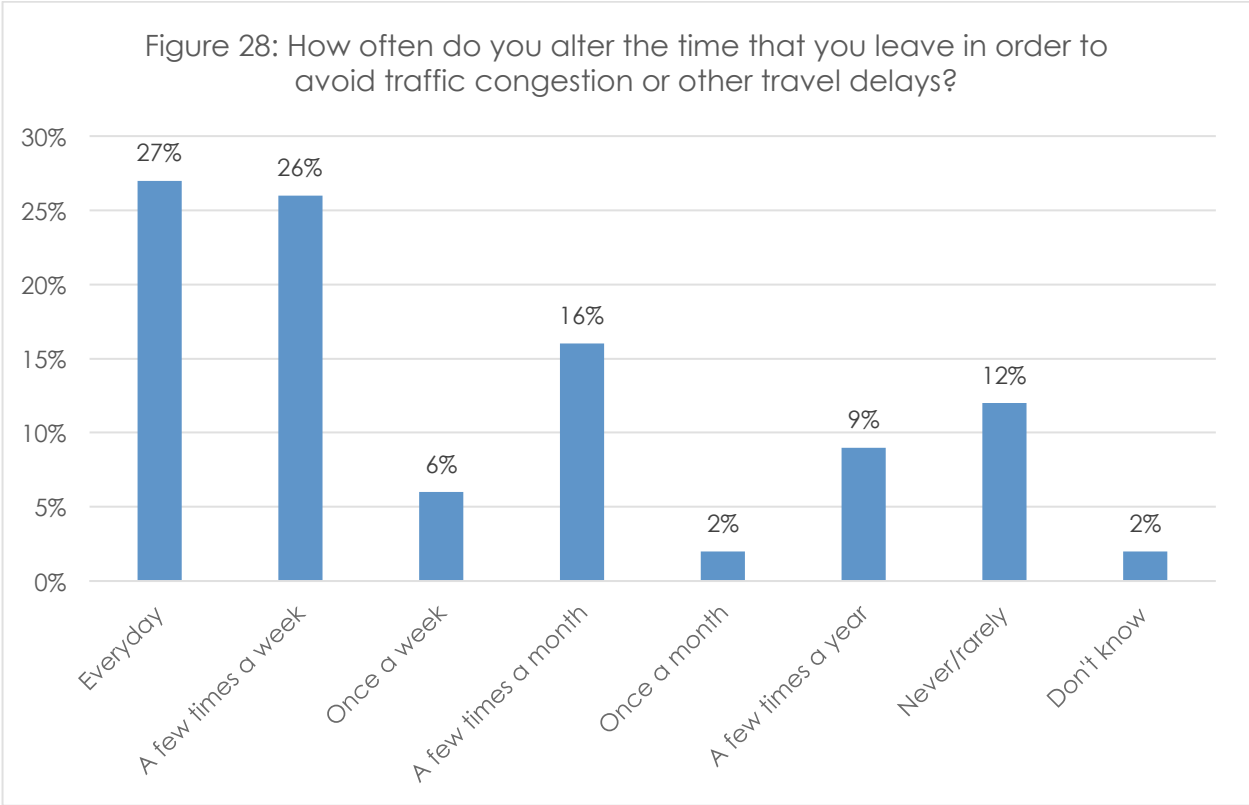


Figure 29 shows the frequency at which respondents alter their commute travel routes to avoid congestion.

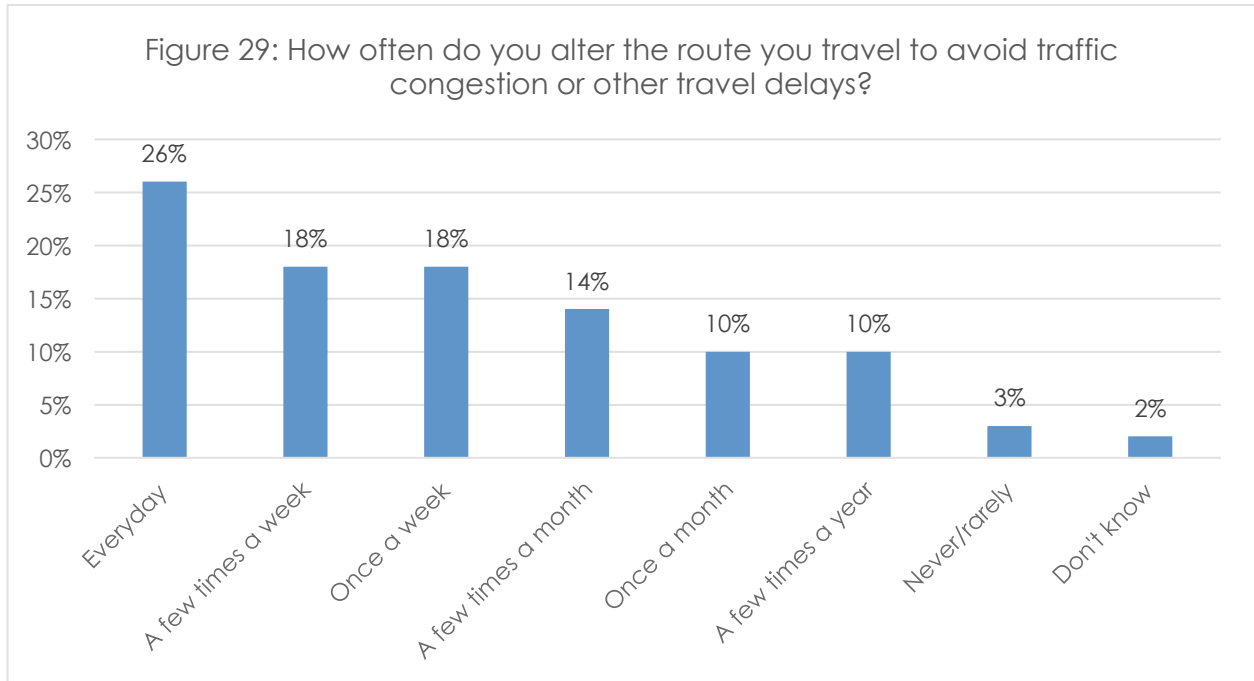
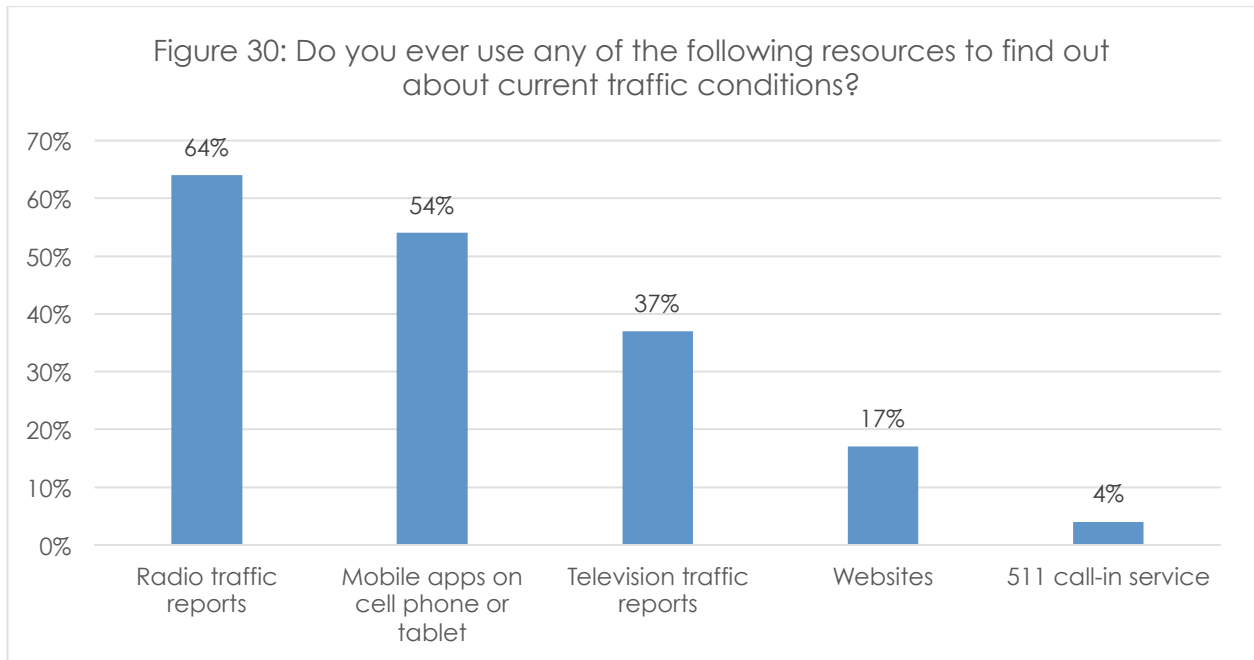


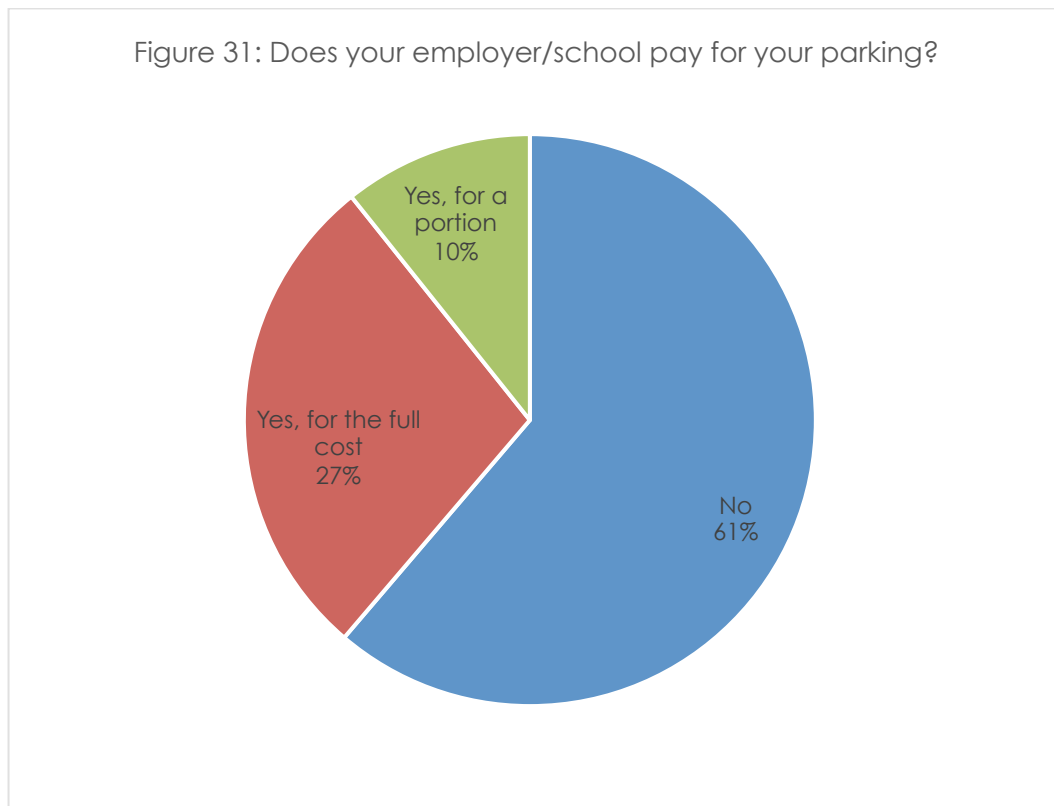
Figure 30 shows the resources commuters use to obtain information on traffic conditions, which may be used to make decisions about altering travel times and routes.



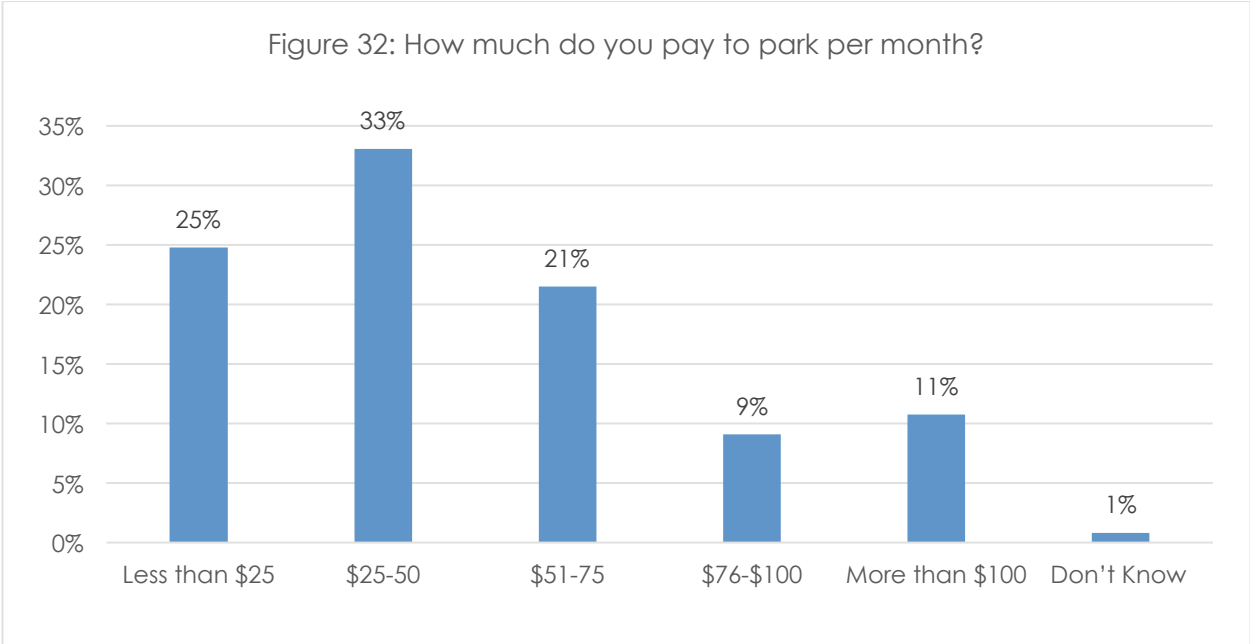
6.0 Parking

Survey respondents were asked a series of questions regarding parking costs and availability. Parking is of particular interest when discussing commute behavior as the cost of parking is correlated with commute mode choice. Individuals who pay to park at work or school are less likely to drive alone than those who do not pay to park.

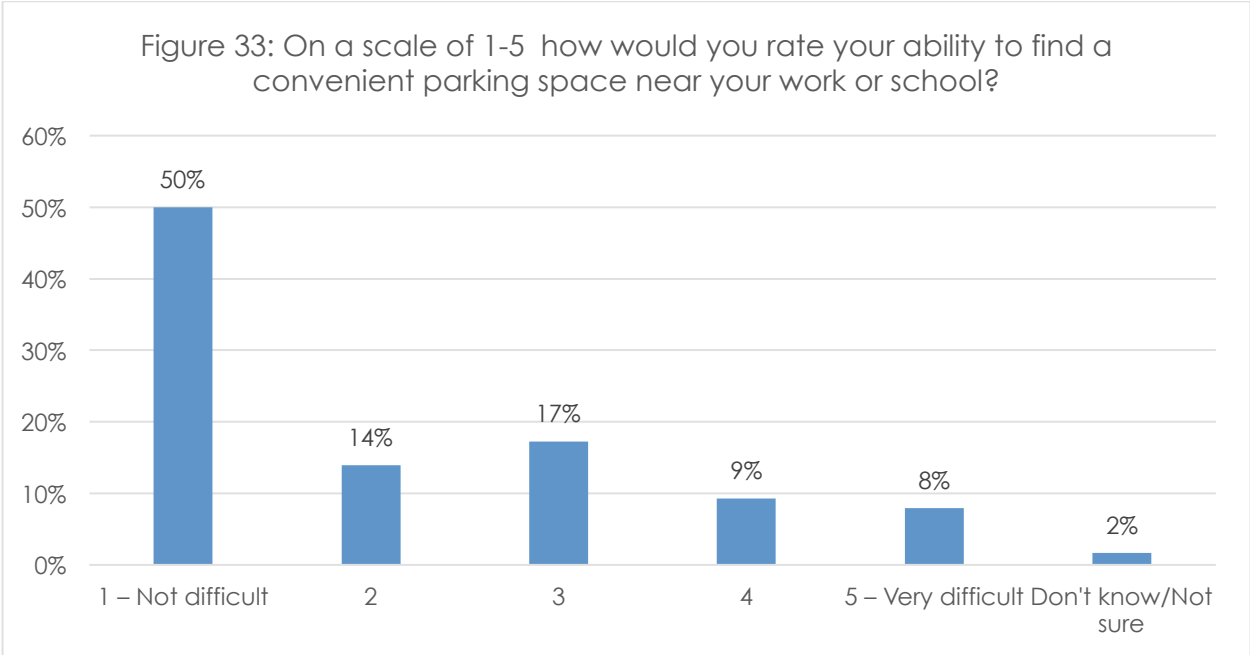
Figure 31 shows data on whether employees receive free parking from their employer or school.



Individuals who said they pay to park at school or work were asked to report how much they pay per month. More than half of the respondents said they pay \$50 or less per month for parking.



In addition to being asked to report how much they pay to park, survey respondents were asked to report how difficult it is to find a parking space (Figure 33). A majority said it is not difficult to find parking.



7.0 Changing Travel Behavior

Survey respondents were asked a series of questions to determine what factors motivate their travel mode decisions and what programs and services could encourage them to begin using or increase their use of sustainable travel modes.

Survey respondents were presented with various factors that have been found to influence a traveler’s willingness to use transit and asked to select which factors prevent them from using the train or bus system to commute. Figure 34 show the percentage of respondents who selected each factor.

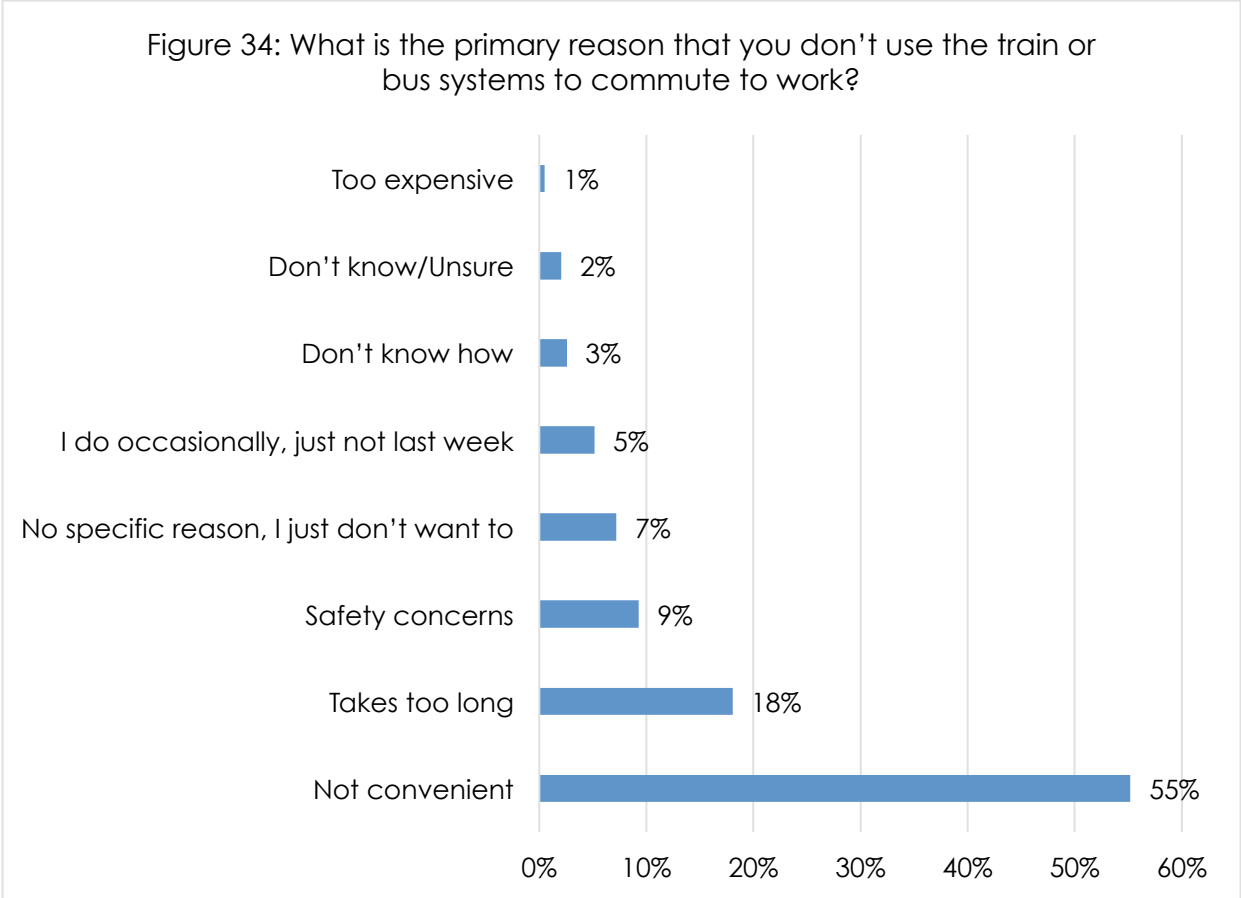
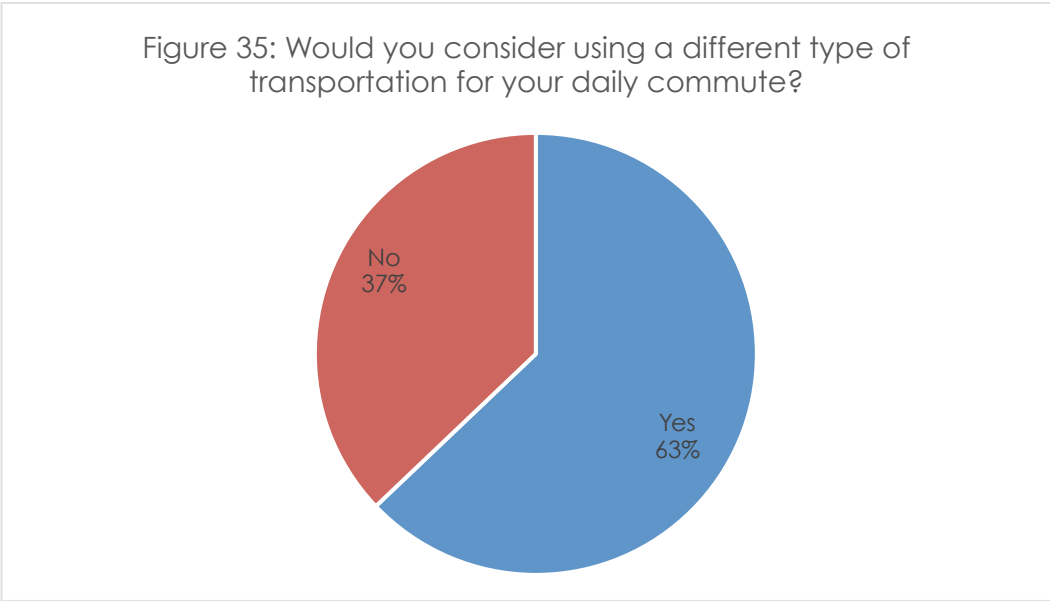


Figure 35 shows the willingness of survey respondents who typically drive alone for their commutes to use another travel mode.



Individuals who said they were willing to consider another travel mode were asked to rank their willingness to do so on a scale of 1 to 5. A score of 1 indicates that a respondent was not at all likely to use a mode and 5 indicates that a respondent was very likely to use a mode. Figure 36 shows the average score for all respondents.

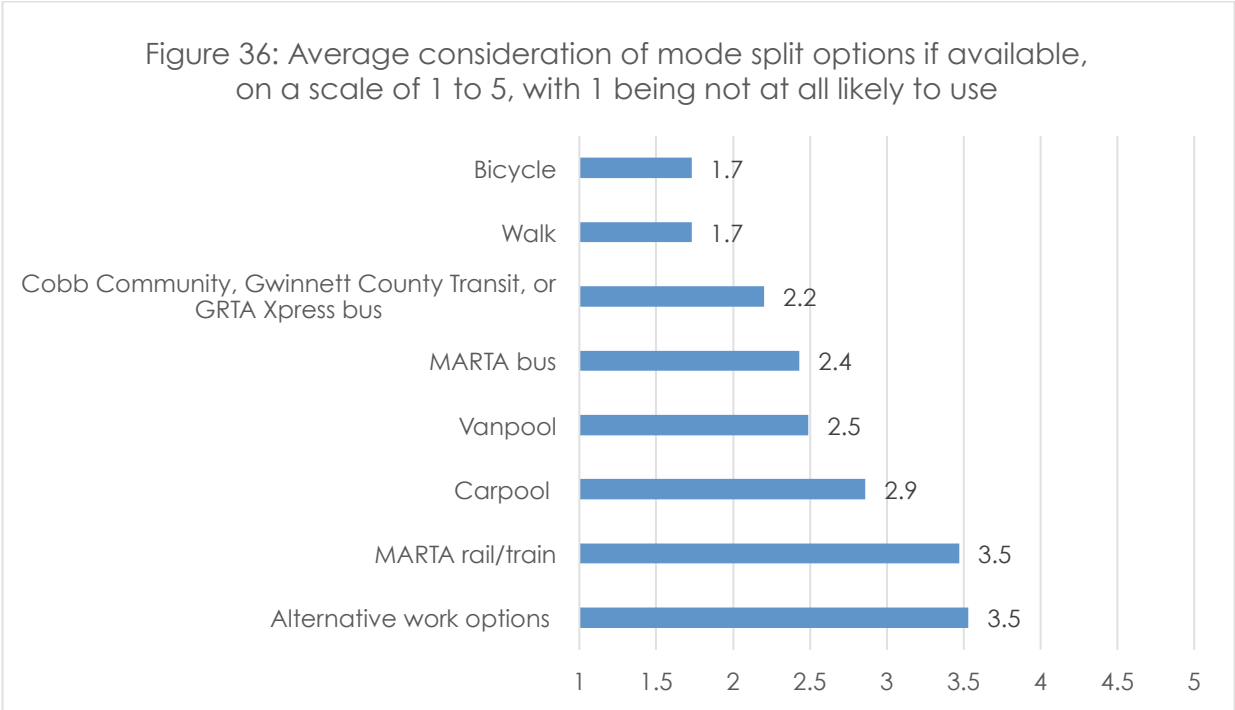
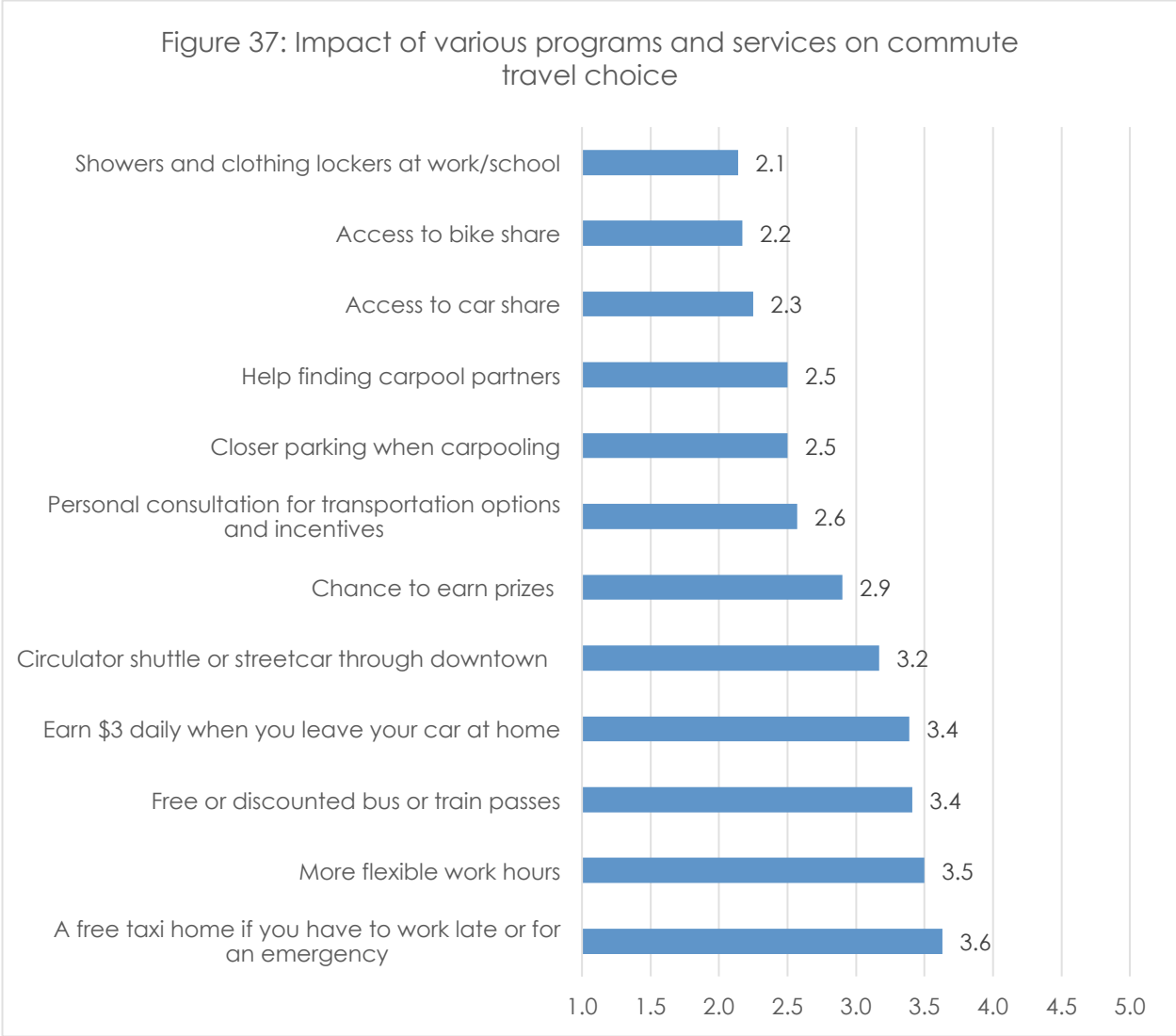
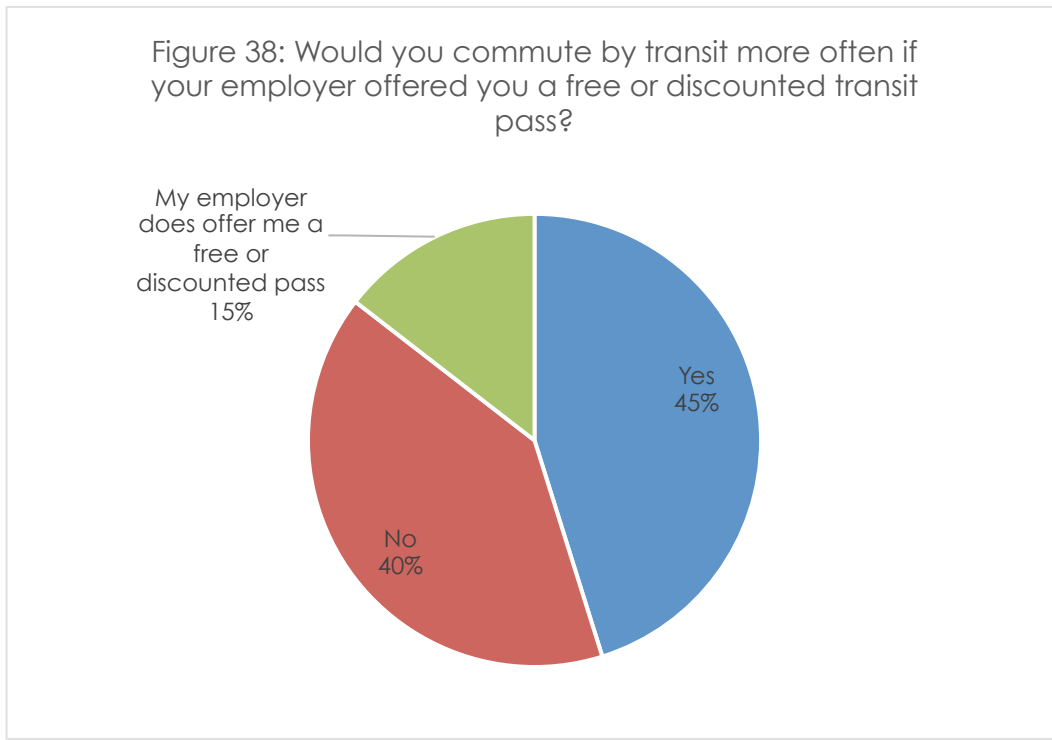


Figure 37 lists various programs and services that could be offered to commuters to encourage them to decrease how often they drive to work or school. Respondents were presented with the list and asked to report the degree to which each program or service would influence them to walk, bike, carpool, or take transit more often than they currently do. Response options ranged from 1 to 5, the higher the number the more likely it is the program or service will encourage travel behavior change.



Respondents were also asked to report whether they would commute more often using transit if their employer offered them a free transit pass (Figure 38).



Appendix A: Data Analysis by Gender

The following table summarizes data regarding mode split, perceptions regarding the quality of various transportation infrastructure and services, willingness of respondents to try new travel modes, and preferences for TDM programs.

	Female	Male
Mode Split		
Drive Alone	75%	76%
MARTA Rail Train	8%	8%
MARTA Bus	3%	3%
CCT	1%	0%
GRTA/Xpress	1%	1%
Carpool	5%	3%
Vanpool	1%	0%
Walk	2%	3%
Bike	0%	1%
Telework	4%	5%
Quality perceptions		
Air quality	2.8	3.0
Availability of parking	3.4	3.1
Quality of sidewalks	3.0	3.0
Pedestrian safety and security	2.7	2.7
Quality and availability of bike paths and lanes	2.3	2.3
Congestion at commuting times	3.6	3.3
Congestion at lunch time	3.5	3.2
Willingness to use new travel modes		
Carpool	2.9	2.7
Vanpool	2.4	2.6
MARTA rail/train	3.4	3.6
MARTA bus	2.3	2.7
CCT, GCT, or GRTA Xpress bus	2.1	2.4
Bicycle	1.7	1.8
Walk	1.8	1.7
Telework/compressed work weeks	3.7	3.2
Preference for TDM programs		
Earn \$3 daily when you leave your car at home	3.4	3.2
Free or discounted bus or train passes	3.3	3.2
More flexible work hours	3.5	3.2
Guaranteed Ride Home program	3.6	3.4
Showers and clothing lockers at work/school	2.0	2.1
Chance to earn prizes	2.9	2.4
Circulator or streetcar through the downtown	3.2	2.8
Personal consultation for transportation options/incentives	2.5	2.3
Preferred parking when carpooling	2.3	2.3
Help finding carpool partners	2.5	2.3
Access to carshare	2.2	1.9
Access to bikeshare	2.0	2.0



Appendix B: Survey Questions

SCREENING QUESTIONS

A1. What county do you live in?

1. Clayton
2. Cobb
3. DeKalb
4. Fulton
5. Gwinnett
6. Other [disqualify]

A2. [if Clayton, Cobb, DeKalb, or Fulton in q1] Do you live inside or outside of the I-285 Perimeter?

1. Inside
2. Outside

A3. [Definition of Downtown (include map)]

This survey asks about a few issues related to Downtown Atlanta. For this survey, Downtown is defined as the general area extending from North Avenue (on the north) to I-20 (on the south), and from Northside Drive (on the west) to Boulevard (on the east).

This area can be seen in the map below. If you are unable to view the map on this page, please click on this link:

[link] [Map of Downtown Atlanta](#)

A4. Do you live, work, or go to school in Downtown Atlanta? (select all that apply)

1. Yes, I live Downtown
2. Yes, I work Downtown
3. Yes, I go to school Downtown
4. No [disqualify]

CURRENT TRAVEL PATTERN QUESTIONS

The following questions focus on your current commute, in other words, your travel between home and work or school.

B1: During your five most recent work days, how many days did you use each of the following types of transportation to get to work or school? If you used more than one travel mode on a single day, tell us the one you used for the longest distance of your trip.

Mode	# of days	Instruction
A. Drove alone (including motorized cycles)		If=5, ANSWER B1-A
B. Carpool (with someone 16 years or older)		If > 0 ALSO ASK QUESTION B1-B
C. Vanpool		If > 0 ALSO ASK QUESTION B1-B
D. MARTA Rail/Train		IF "0," PLEASE ASK B1-A IF > "0," ASK QUESTIONS B1-E
E. MARTA Bus		IF "0," PLEASE ASK B1-A IF > "0," ASK QUESTIONS B1-E
F. Cobb Community Transit (CCT) or Gwinnett County Transit (GCT) bus		IF "0," PLEASE ASK B1-A IF > "0," ASK QUESTIONS B1-E



G. GRTA/Xpress		IF "0," PLEASE ASK B1-A IF > "0," ASK QUESTIONS B1-E
G. Bicycle		
H. Walk		
I. Telework (worked all day at home or remote location near home)		
J. Other – Specify		

**B1-A. What is the primary reason that you don't use the train or bus systems to commute to work?
ONLY ASK IF TRANSIT QUESTIONS ABOVE = "0."**

1. Too expensive
2. Not convenient
3. Safety concerns
4. Takes too long
5. Don't know how
6. No specific reason, I just don't want to
7. Don't know/Unsure
8. I do occasionally, just not last week
9. Other _____ (Please specify)

B1-B. Including yourself and others aged 16 or older, how many people usually ride in your carpool or vanpool?

1. 2
2. 3
3. 4
4. 5
5. 6 or more
6. Don't know

B1-E. What kind of transit pass do you typically buy? Select only one.

1. Single Ride (cash)
2. Weekly Transit Pass
3. Monthly Transit Pass
4. 10-Ride or 20-Ride Cards
5. Senior / Disabled Pass
6. Student Pass
7. Don't Know
8. Other _____ (Specify)

B1-F. Do you buy your transit pass through your employer?

ONLY ASK IF WEEKLY TRANSIT PASS, MONTHLY TRANSIT PASS, 10 or 20 RIDE CARDS or STUDENT PASS ...

1. Yes
2. No

B2. Would you commute by transit (bus or train) more often if your employer offered you a free or discounted transit pass?

1. Yes
2. No
3. Don't Know / Unsure



B3. Approximately how many miles, one way, is your commute between home and your usual work/school location?

1. Less than 5
2. 5-10
3. 11-20
4. 21-30
5. 31 or more
6. Don't know

B4. On a typical day, how much time does a one-way, door-to-door trip take from:

home to work/school

1. **Less than 15 minutes**
2. **15-30 minutes**
3. **31-60 minutes**
4. **More than an hour**
5. **Don't know**

work/school to home

1. **Less than 15 minutes**
2. **15-30 minutes**
3. **31-60 minutes**
4. **More than an hour**
5. **Don't know**

B5. Approximately how far is it from your home to the nearest bus or train stop?

1. Less than ¼ of a mile
2. 1/4 to 1 mile
3. More than 1 mile
4. Don't Know / Unsure

B6. Approximately how far is it from your work/school to the nearest bus or train stop?

1. Less than 1/4 of a mile
2. 1/4 to 1 mile
3. More than 1 mile
4. Don't know/Unsure

B7. On a scale of 1-5 with 1 being "Not difficult" and 5 being "Very difficult," how would you rate your ability to find a convenient parking space near your work or school?

1	2	3	4	5	DK/Unsure
<i>Not Difficult</i>				<i>Very difficult</i>	(6)

B7-A. On days that you drive to work or school, do you personally pay to park?

1. No, parking is free **SKIP TO B7-C**
2. Yes **IF YES, ASK QUESTION B7-B AND B7-C. OTHERWISE SKIP TO B-8**
3. I never drive to work/school **SKIP TO B-8**
4. Don't Know **SKIP TO B-8**

B7-B. How much do you, personally, pay to park per month?

1. Less than \$25
2. \$25-50
3. \$51-75
4. \$76-\$100
5. More than \$100
6. Don't Know



B7-C. Does your employer/school pay for all or part of your parking?

1. Yes, for the full cost of my parking
2. Yes, for a portion of the cost of my parking
3. No
4. Don't Know

B8. During the past week, about how many days did you make a stop on your way

- a. from home to work/school ? _____ days
- b. from work/school to home? _____ days

B9. During the past week, did you leave your work site/building or school during your work or school day?

1. No **IF "NO," SKIP TO QUESTION K-2 (next section)**
2. Yes **IF "YES", ASK QUESTION B9-A and B9-B**
3. Don't Know

B9-A. How many days during the most recent work/school week did you travel to each of these destinations during the day?

- _____ a. Off-site business meeting within downtown
- _____ b. Off-site business meeting outside of downtown
- _____ c. Personal errand/activity within downtown
- _____ d. Personal errand/activity outside of downtown
- _____ e. Other activity within downtown
- _____ f. Other activity outside of downtown

B9-B. What type of transportation did you typically use to get to the destinations you noted above? Select all that apply.

1. Drove in personal vehicle (including motorized cycles)
2. Drove in work/school vehicle
3. MARTA rail/train
4. MARTA, Cobb Community (CCT) or Gwinnett County Transit (GCT) bus
5. Area Shuttle / Circulator
6. Bicycle
7. Walk
8. Other _____ (Specify)

OPINIONS & PREFERENCES

C1. Using a scale of 1 to 5, where 1 means poor and 5 means excellent, how would you rate each of the following in the Downtown Atlanta area?

		<i>Poor</i>			<i>Excellent</i>		<i>DK</i>
a.	Air quality	1	2	3	4	5	6
b.	Congestion at commuting times	1	2	3	4	5	6
c.	Congestion at lunch time	1	2	3	4	5	6
d.	Availability of transit service	1	2	3	4	5	6
e.	Quality of sidewalks						
f.	Pedestrian safety & security	1	2	3	4	5	6
g.	Quality and availability of bike paths and lanes	1	2	3	4	5	6



C2. Using a scale of 1 to 5, where 1 means the item is not a problem and 5 means it is a significant program, how would you rate each of the following in the Downtown Atlanta area?

	Not a Problem			Significant Problem			DK
b. Congestion at commuting times	1	2	3	4	5	6	
c. Congestion at lunch time	1	2	3	4	5	6	

C3. On average, how often do you alter the TIME that you leave home, or leave work/school, in order to avoid traffic congestion or other travel delays?

1. Never/Rarely
2. A few times a year
3. Once a month
4. A few times a month
5. Once a week
6. A few times a week
7. Everyday
8. Don't Know

C4. On average, how often do you alter the ROUTE you travel between home and work/school to avoid traffic congestion or other travel delays?

1. Never/Rarely
2. A few times a year
3. Once a month
4. A few times a month
5. Once a week
6. A few times a week
7. Everyday
8. Don't Know

C5. Do you ever use any of the following resources to find out about current traffic conditions, such as traffic accidents or other traffic problems? [Select all that apply]

1. Radio traffic reports
2. Television traffic reports
3. Mobile apps on cell phone or tablet
4. Websites
5. 511 call-in service

C6. Thinking again about your current commuting habits, would you consider using a different type of transportation for your daily commute, even one day per week?

Yes _____ **ASK QUESTION C6-A**
 No _____ **GO TO QUESTION C-7**

C6-A: Assuming the following options were available, please rank each option from 1 to 5, where 1 would mean you are "not at all likely" to consider using this option for your commute and 5 would mean you would be "very likely" to consider this option. 6 = Already use this, 7 = DK],

- _____ a. Carpool (with someone 16 years or older)
- _____ b. Vanpool
- _____ c. MARTA rail/train
- _____ d. MARTA bus
- _____ e. Cobb Community (CCT), Gwinnett County Transit (GCT), or GRTA Xpress bus
- _____ f. Bicycle
- _____ g. Walk
- _____ h. Alternative work options such as working from home or working four 10-hour days and not working on the fifth day
- _____ j. Other. Specify: _____



C7. To what degree would each of the following influence you to walk, bike, carpool, vanpool, or take transit to work/school more than you currently do? Use a 1 to 5 scale, where 1 means no influence and 5 means a great deal of influence.

[ROTATE]

	<i>none</i>				<i>great</i>	<i>DK</i>
Options	1	2	3	4	5	6
<i>B. A payment of \$3 every day you leave your car at home</i>						
<i>C. Free or discounted bus or train passes</i>						
<i>D. More flexible work hours</i>						
<i>E. A free taxi ride home if you have to work late or if an emergency comes up</i>						
<i>F. Showers and clothing lockers at work/school</i>						
<i>G. Chance to earn prizes when you leave your car at home</i>						
<i>I. Circulator shuttle or streetcar through the downtown area for lunch, errands, or meetings around town</i>						
<i>K. Personal consultation on how different transportation options work and what incentives are available</i>						
<i>L. Parking closer to your building or building entrance when you carpool</i>						
<i>M. Help finding carpool partners</i>						
<i>N. Access to a nearby vehicle you can rent hourly for mid-day trips and other errands (this is often called car share)</i>						
<i>O. Access to a nearby location where you can rent bicycles for short periods for mid-day trips and other errands (this is often called bike share)</i>						
<i>P. Other (specify):</i>						

C8. Does your employer/school provide information on your commute options, such as bus schedules, carpool opportunities, parking options, etc.?

1. Yes
2. No
3. Don't know / Unsure



DEMOGRAPHIC QUESTIONS

Finally, we have a few general demographic questions for statistical purposes only.

D1. What is your gender?

1. Male
2. Female
- 3.

D2. Including yourself, how many people aged 16 or older live in your household?

1. 1
2. 2
3. 3
4. 4
5. 5 or more
6. Don't know_

D3. Do you currently have access to your own personal motor vehicle (including motorized cycle)?

1. Yes
2. No

D4. Which of the following best describes your racial and/or ethnic background? (Select all that apply)

1. Black/African American
2. Latino, Hispanic, Spanish
3. Asian/Pacific Islander
4. Native American
5. White/Caucasian
6. Other: _____(Specify)

D5. What is the highest level of education you have attained?

1. Less than high school
2. Some high school
3. High school graduate or GED
4. Some college or technical vocational school
5. Associate's degree
6. Bachelor's degree
7. Graduate or professional degree

D6. How old are you?

1. 18-29
2. 30-39
3. 40-49
4. 50-59
5. 60 or above

D7. How long have you lived in the Atlanta metro area?

1. Less than one year
2. 1 – 3 years
3. 4 – 5 years
4. 6 or more years
5. Don't Know

D8. What is your home zip code? _____



D9. Which category best describes the total annual income from all members of your household before taxes for the last calendar year?

1. Less than \$10,000
2. \$10,000 to \$19,999
3. \$20,000 to \$29,999
4. \$30,000 to \$39,999
5. \$40,000 to \$49,999
6. \$50,000 to \$59,999
7. \$60,000 to \$74,999
8. \$75,000 to \$99,999
9. \$100,000 to \$149,999
10. \$150,000 to \$199,999
11. \$200,000 or more
12. Don't know

That concludes the survey. Thank you for taking the time to improve the downtown area. If you have any questions about the survey or downtown, please contact Angie Laurie, Vice President, Transportation with Central Atlanta Progress at 404-522-5010.

