

# Hall Area Transit

**GHMPO Briefing**

**9-8-2017**



Phillippa Lewis Moss, Community Services Director

# Public Transit

## Dial-A-Ride & Gainesville Connection

Provides an affordable and effective way  
for residents to access places of  
**employment, education**, training,  
recreation, **government**, retail,  
*nonprofit service*,  
FAMILY AND FRIENDS.

# Current Service Characteristics

## Gainesville Connection

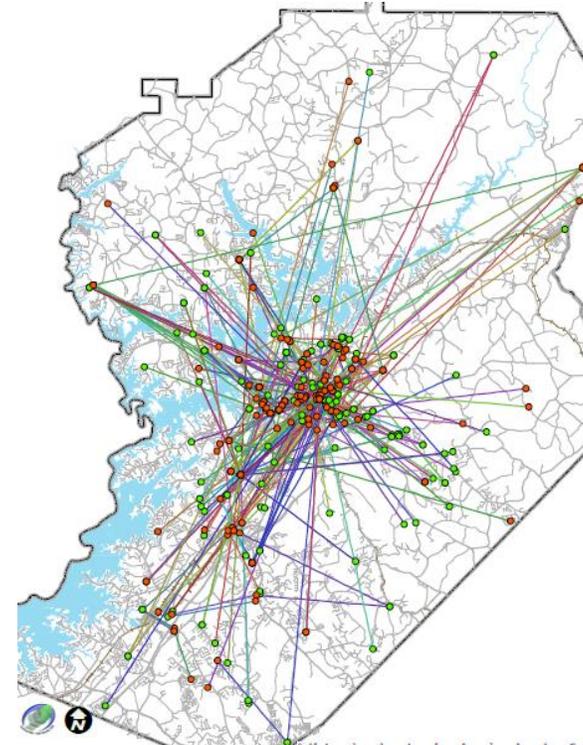


- Six fixed routes
- One-hour frequency
- Weekdays, 6:15 AM – 6:15 PM
- Avg. 11,800 monthly riders
- Services approximately 20% of urbanized area

# Current Service Characteristics

## Hall County Dial-A-Ride

- Weekdays, 7:00 AM – 5:00 PM
- Most trips subsidized
- Approximately 25,000 one-way trips annually
- Trip pattern very random



# Frequented Sites



35% Aging/Nutrition



4% Activities



17% Employment



8% Shopping



30% Medical



6% Education

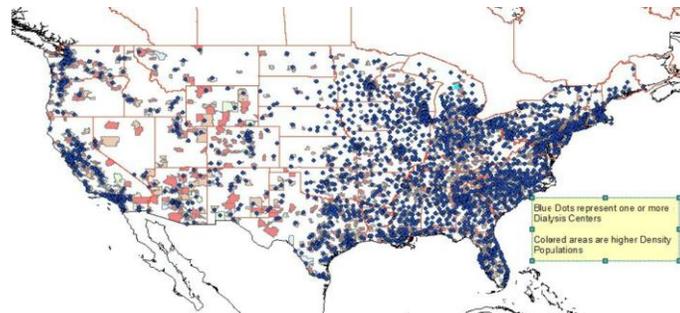
# Growing Demand for Transit

129 Corridor Into Jackson County

985 Corridor Into Oakwood, Braselton, Flowery Branch, VA

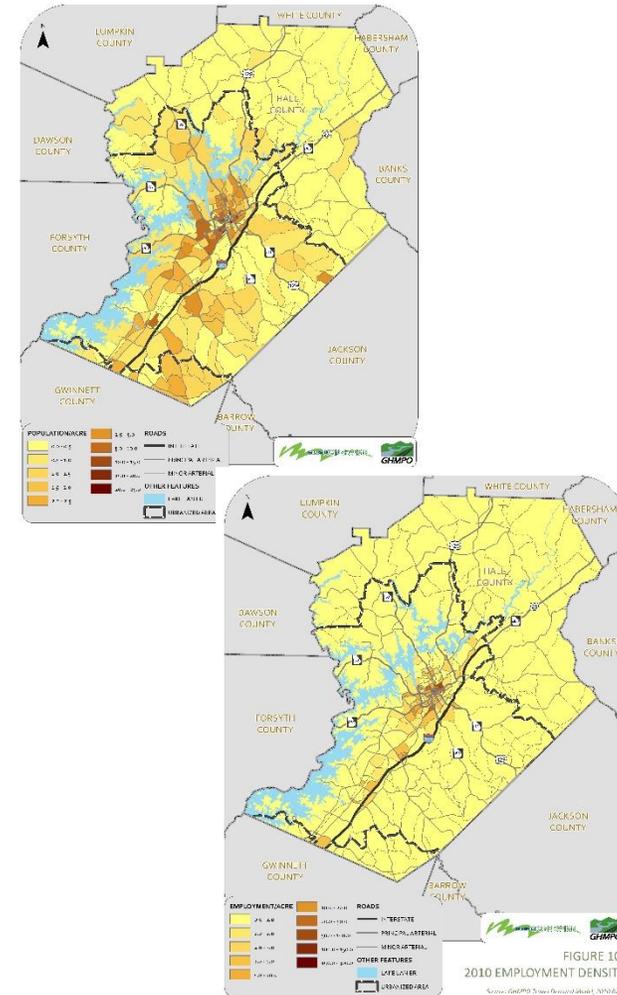
365 Corridor To Sites for Lanier Tech, YMCA, Other

South Hall – Increasing # of Underserved Senior Populations



# Area Characteristics – Development

- Low density development
  - Residential primarily single family and rural
  - Employment mostly industry and service related, with very little office or high density
- Higher densities in Gainesville
- Many major employers served by Gainesville Connection



# The Times

  
**SUNDAY**  
FEBRUARY 21, 2016

Your news. Your Times.  [gainesvilletimes.com](http://gainesvilletimes.com)

\$1.50  
GAINESVILLE, GEORGIA

## More drivers clog dense I-985

### Hall County traffic has doubled in past 20 years

BY JEFF GILL  
[jgill@gainesvilletimes.com](mailto:jgill@gainesvilletimes.com)

Some 30 years ago, Fred Moses couldn't wait to escape Atlanta traffic to travel to his Hall County farm.

"When I'd get off I-85 and hit I-985, I might not see a car until I'd get to Gainesville," he said.

That has certainly changed in the years since Moses set up his tire store, Fred's Treads, off Mundy Mill Road at Interstate 985 in Oakwood in 1989.



Moses

"This is a very, very thriving community now," he said.

The Hall County area's growth has turned I-985 into a bustling roadway over the years, particularly in South Hall, where traffic counts have nearly doubled in the past 20 years.

An average of 61,000 vehicles per day traveled on I-985 south of Wade Orr Road in 2014 — the latest available data — compared to 53,710 in 2004 and 33,600 in 1994, according to the Georgia Department of

I-985 traffic counts	
South of Wade Orr Road	
1994:	33,600
2004:	53,710
2014:	61,000
North of Exit 17	
1994:	34,100
2004:	51,850
2014:	54,400

Transportation.

Farther north, just past Oakwood's Exit 17, the traffic numbers

■ Please see **TRAFFIC, 4A**



SCOTT ROGERS 17

Interstate 985 traffic, like the area's population, has increased significantly over the years, particularly in South Hall, where counts have nearly doubled in the past 20 years.



# New Initiatives

# 1) Expand Operations

- Extend operations from 7am-6pm to 4am to 8pm
- Increase service frequency to every 30 minutes during weekday peak hours (7:00-9:00 AM; 4:00-6:00 PM)
- Extend Routes 10 and 50 and add new Route 60 (along SR 60) to serve additional employment
- Begin Saturday service
- Establish a Commuter Service

## 2) Make Use of Transit Assets for Advertisement & Marketing



## 3) Encompass Art

### 57 Chevy

by Travis Massey

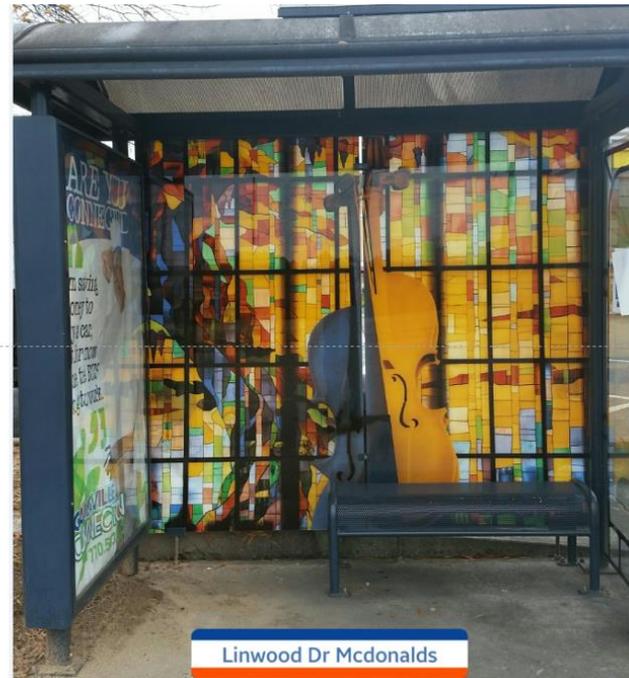
Location:  
Cleveland Hwy at Park Hill Drive  
Across the Street from Poor  
Richards



### Musical Vision

by Larry Griffeth

Location: McDonalds  
on Linwood Drive at  
Thompson Bridge



## 4) Employ Technology



## 5) Work With Local Governments & Businesses To Draw Down More Federal Funds

Year	FTA Section 5307 Apportionments for Hall Area Transit	Section 5307 Local Match Provided	Section 5307 Unused Funding
2004	\$ 704,205	\$ 237,250	\$ 466,955
2005	\$ 737,998	\$ 300,541	\$ 437,458
2006	\$ 770,821	\$ 269,514	\$ 501,308
2007	\$ 805,000	\$ 284,201	\$ 520,800
2008	\$ 873,913	\$ 320,896	\$ 553,018
2009	\$ 375,057	\$ 293,682	\$ 81,375
2010	\$ 383,486	\$ 316,767	\$ 66,720
2011	\$ 392,602	\$ 376,666	\$ 15,937
2012	\$ 926,832	\$ 371,002	\$ 555,830
2013	\$ 1,482,376	\$ 389,067	\$ 1,093,309
2014	\$ 1,534,619	\$ 368,476	\$ 1,166,143
2015	\$ 1,531,289	\$ 367,713	\$ 1,163,576
2016			
<b>TOTAL</b>	<b>\$10,518,198</b>	<b>\$ 3,895,772</b>	<b>\$ 6,622,426</b>

# What Are Others Saying About The Need for Public Transit?

Tom Hensley/John Wright

## FIELDALE FARMS

*on the impact of employee recruitment & retention...*

Fieldale Farms believes that the availability of public transportation to our facilities is an important factor in workforce stability and growth continuation. Our current need for employees are not being met due to a number of factors: one of which we feel is available public transportation.

Phil Sutton

Kubota

*on the impact of employee recruitment & retention...*

“Kubota’s most valuable resource is its employees. We need the Gainesville Connection to get workers to our facilities in Gainesville and Jefferson.”

Tim Evans – VP Economic Development  
Chamber of Commerce  
*on business development...*

“If existing and new businesses in Gainesville/Hall County have one shared vision about transit, it’s to have a robust system that will connect them with their workforce. Bringing employers and employees together just makes good business.”

Senator Butch Miller  
Milton, Martin Honda  
*on commuter service...*

“It’s been my personal experience that bus service to Atlanta is very popular from the North Gwinnett Area and in my mind there’s no reason to think that it would not be more or equally popular to have a bus from Hall County to Downtown Atlanta.”

Dr. Richard Oates

UNG - Vice President, Gainesville Campus

*on the impact to higher education...*

“University of North Georgia Gainesville campus has some 7,000 faculty, staff and students commuting to our schools each weekday. Connecting residents to institutions of higher education means an educated and informed citizenry. We would support tactical improvements to the public transit system in our community.”

Dr. Ed L. Schrader

President, Brenau University (Part 1)

*on the impact to higher education...*

"With Brenau students and faculty taking hundreds of rides each year, it is clear that the Gainesville Connection has become a vital asset for the Brenau family, particularly in their movement between the historic campus, Brenau East, Brenau Downtown Center and the Ernest Ledford Grindle Athletics Park.

Dr. Ed L. Schrader  
President, Brenau University  
(Part 2)

Its value will only increase with the tremendous growth we expect in the next few years of international students, many of whom have no other means of transportation but who will contribute significantly to the local economy. It is a great convenience, too, for members of the community who want to take advantage of the many programs, events and open-to-the-public cultural and education opportunities at Brenau. We heartily endorse the proposal for expanding service times and routes, including in the Gainesville area and Atlanta."

Ray Perren

Lanier Tech President

*on the impact to higher education...*

“For some of our students, this is their primary form of transportation to and from the college.”

Carrol Burrell – President and CEO  
Northeast Georgia Health System  
*on the impact of healthcare...*

“Transportation is an issue in our community, particularly for seniors as it relates to healthcare visits. This is key in terms of access to care. Health is more than just physical – we must also consider the conditions in which people are born, grow, work, live, and age, and the wider set of forces and systems shaping the conditions of daily life if we want to truly impact the overall health of the community.”

Kim Davis, Ed.S.

Mountain Ed. Charter High School

*on the impact of continuing education..*

“Our program is only effective if our students can get to us. Having Gainesville Connection run a late route would be a game changer for our students. It essentially could mean the difference in a student dropping out again or walking across that stage!”

Dr. Pamela Logan

DISTRICT II DEPARTMENT OF PUBLIC HEALTH

*on the impact to public health...*

“Many of our Hall County Health Department clients use the transit system to access our facilities, and they have to walk great distances from bus stops to our location. It would be helpful to have an expansion of transit services that would decrease the amount of walking between bus stops and the health department, especially for elderly patients and pregnant patients with small children.”

# Judge Kathlene L. Gosselin

## Hall County Treatment Courts

*on the impact to accountability courts...*

“In the Northeast Judicial Circuit, we have nine accountability court programs that exist to provide substance abuse and mental health treatment to individuals caught in the revolving door of the justice system...For the more than 350 individuals participating in the seven Hall County programs, transportation is a barrier to recovery for many of them. For those with counseling sessions, employment opportunities, program, or drug screens after 6:15 p.m., they are desperate for reliable and consistent transportation. By expanding the buses’ hours of operation and increasing the stops along routes, Hall Area Transit would give the participants the ability to focus on their recovery and increase their employment options so they can get a solid footing in bettering their lives.”

Joy Griffin

PRESIDENT, UNITED WAY HALL COUNTY

*as a means of moving people out of poverty...*

“United Way is working to create pathways out of poverty. Lack of transportation is a barrier that must be removed in order for us to succeed in cutting poverty in our community.”

# Are You Ready To Connect?

