



North Fulton County CTP Telephone Survey Results

October 2009

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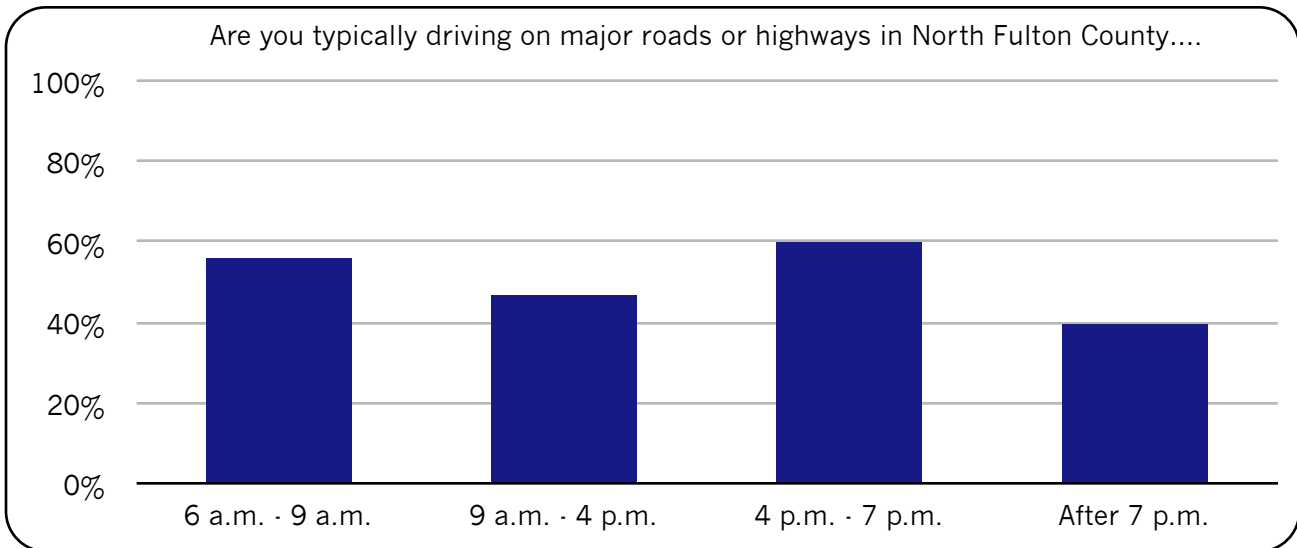
Introduction and Methodology

The Schapiro Group (TSG), in consultation with the Atlanta Regional Commission and Kimley-Horn and Associates, interviewed 1,000 North Fulton County residents to explore usage of, attitudes toward, and perceptions of transportation options in their area. TSG sampled residential phone numbers within the six cities comprising North Fulton County (Alpharetta, Johns Creek, Milton, Mountain Park, Roswell, and Sandy Springs) to obtain telephone survey data during September and October 2009. The results were weighted and are demographically and geographically representative of the North Fulton County area. The margin of sampling error for the regionwide results is $\pm 3.1\%$.

Professional interviewers administered the survey instrument to respondents who reported living within one of these cities. TSG completed a proportionate number of surveys in each of the six cities – Alpharetta 18%, Johns Creek 19%, Milton 8%, Mountain Park 1%, Roswell 28%, and Sandy Springs 26%. The margin of sampling error for results within individual cities is greater than that of the region, depending on the size of the city. This report is based on analysis of regionwide data, rather than individual city data, though the results for cities with more than 100 respondents are reported when necessary.

Driving Patterns

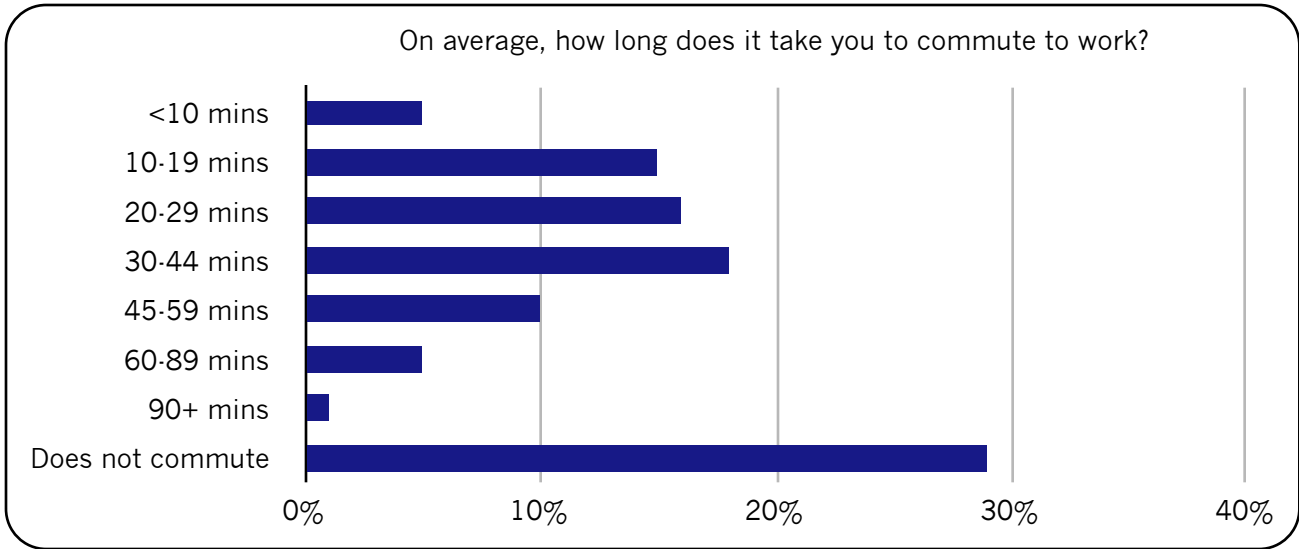
A majority of North Fulton County residents are on major roads or highways in the area during morning and afternoon rush periods, while slightly less than half are on major roads during non-rush times.



The top reasons for being on the road during each of those times are:

- The morning rush, 6 a.m. to 9 a.m. — commute to work (78%), take children to school or activities (13%), errands (5%)
- 9 a.m. to 4 p.m. — errands (37%), commute to work (29%), part of job duties (12%), take children to school or activities (12%)
- The evening rush, 4 p.m. to 7 p.m. — commute to work (58%), take children to school or activities (15%), errands (14%)
- After 7 p.m. — entertainment or leisure (54%), errands (23%), take children to school or activities (10%), commute to work (9%)

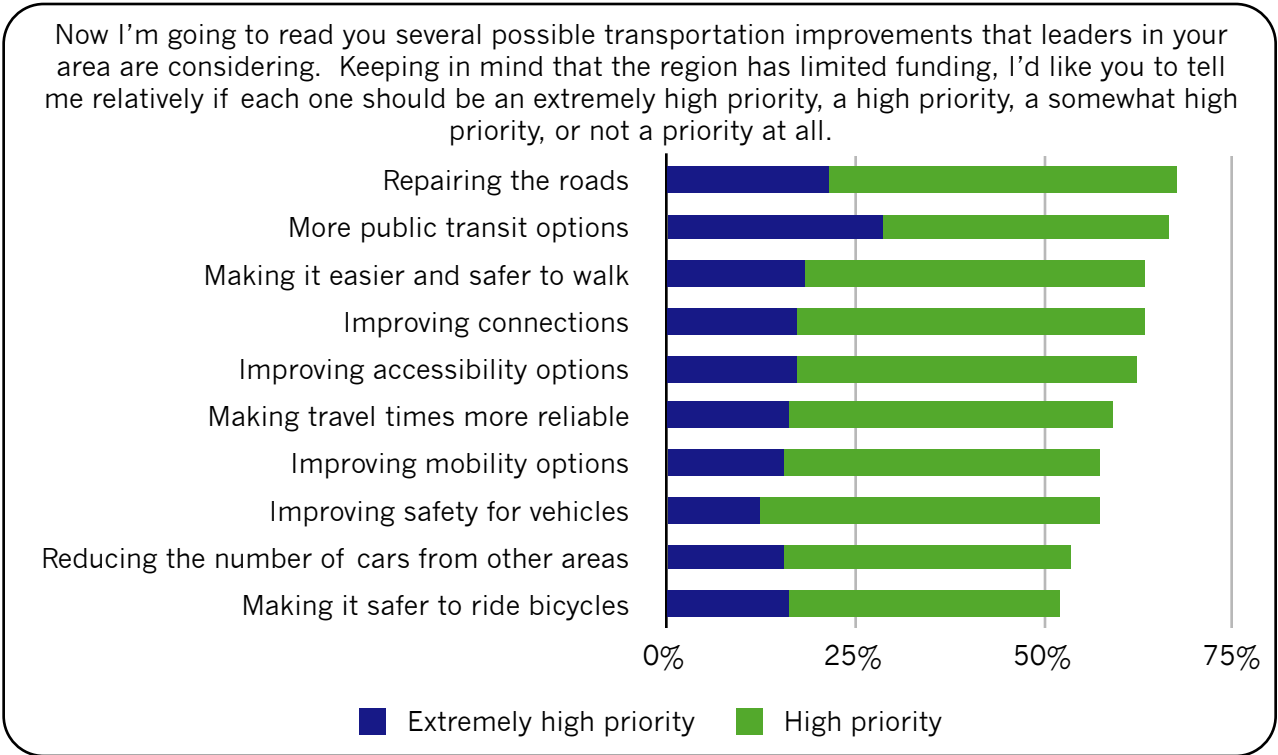
Half of North Fulton County residents spend 20 minutes or more on the way to work each morning. Nearly one-third of residents do not commute to work.



Alpharetta drivers spend the most time commuting; Sandy Springs drivers spend the least.

Possible Transportation Improvements

All possible transportation improvements were viewed as “extremely high” or ‘high” priorities by at least half of the area’s residents.¹

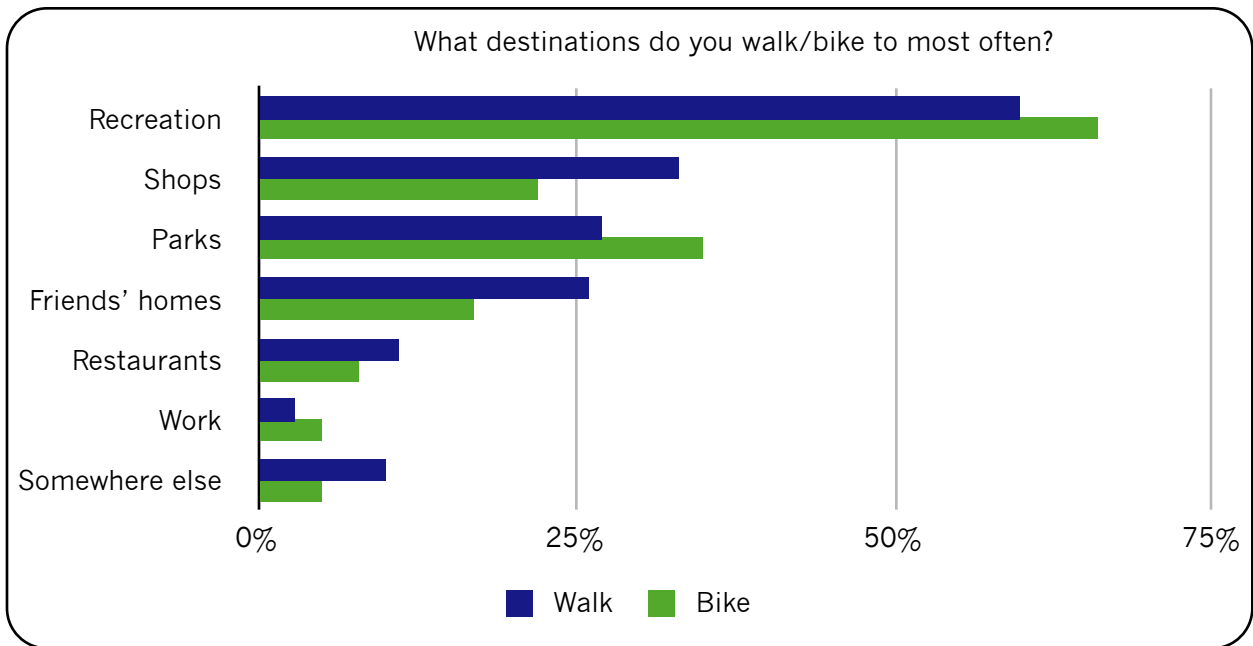


- Repairing the roads (67% “extremely high” or “high”) and developing more public transit options (66%) are the highest priorities in the area, followed by making it easier and safer to walk in the area (63%) and improving connections and making it easier to get to destinations in the North Fulton County area (63%).
- Improving safety for bicycles and reducing the number of cars from other areas ranked as the lowest priorities, though both were still considered “extremely high” or “high” priorities by most residents.
- Roswell is consistently the city most likely to indicate that an improvement is an “extremely high” priority.

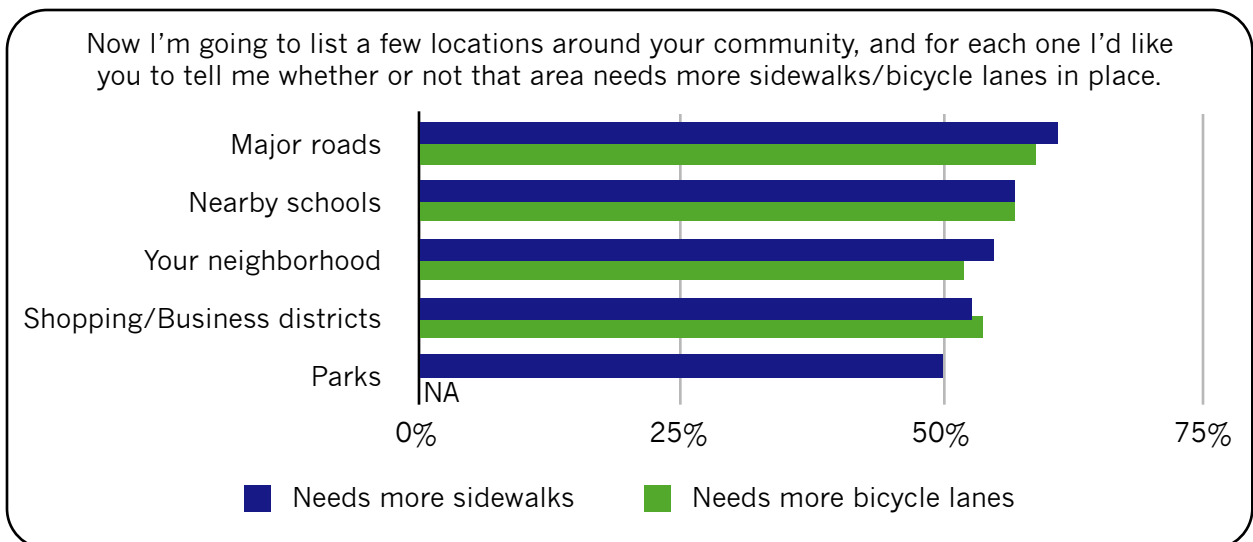
¹ Exact wording of the tested transportation improvements: “Repairing the roads,” “Developing more public transit options,” “Making it easier and safer for people to walk to destinations around town,” “Improving connections and making it easier to get to destinations in the North Fulton County area,” “Improving accessibility options for individuals with disabilities,” “Making travel times in your area more reliable, so that you usually know how long it will take to get to your destination,” “Improving mobility options for residents who do not drive,” “Improving safety for vehicles in the area,” “Making it safer to ride bicycles in your area,” and “Reducing the number of cars from other areas passing through town on the way to work.”

Walking and Biking

More than one-third (37%) of residents walk to destinations around their community, most often for recreation. More than half of them (60%) walk to destinations at least once a week. Only 14% of residents bike to destinations in their area. Two-thirds of those residents bike for recreation and about one-third bike to parks. About half of cyclists (51%) bike to destinations once a week or more.



A majority of residents believe each of the tested locations needs more sidewalks and bicycle lanes in place.

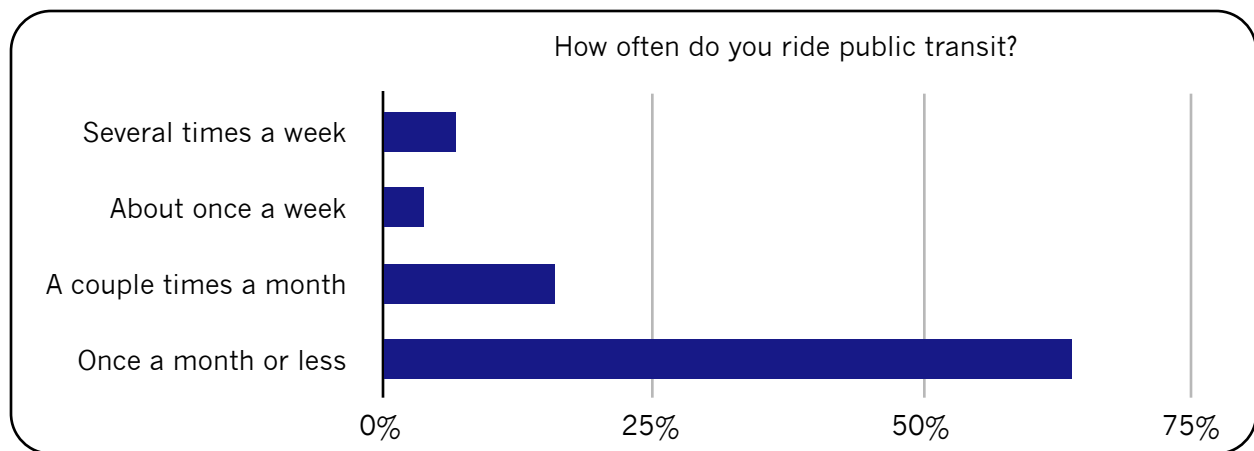


Nearly three-quarters (73%) of residents indicate that they would walk or ride a bike more often if their destinations were closer to their homes. Almost as many (68%) say they would walk or bike more if the roads were more pedestrian- and bike-friendly.

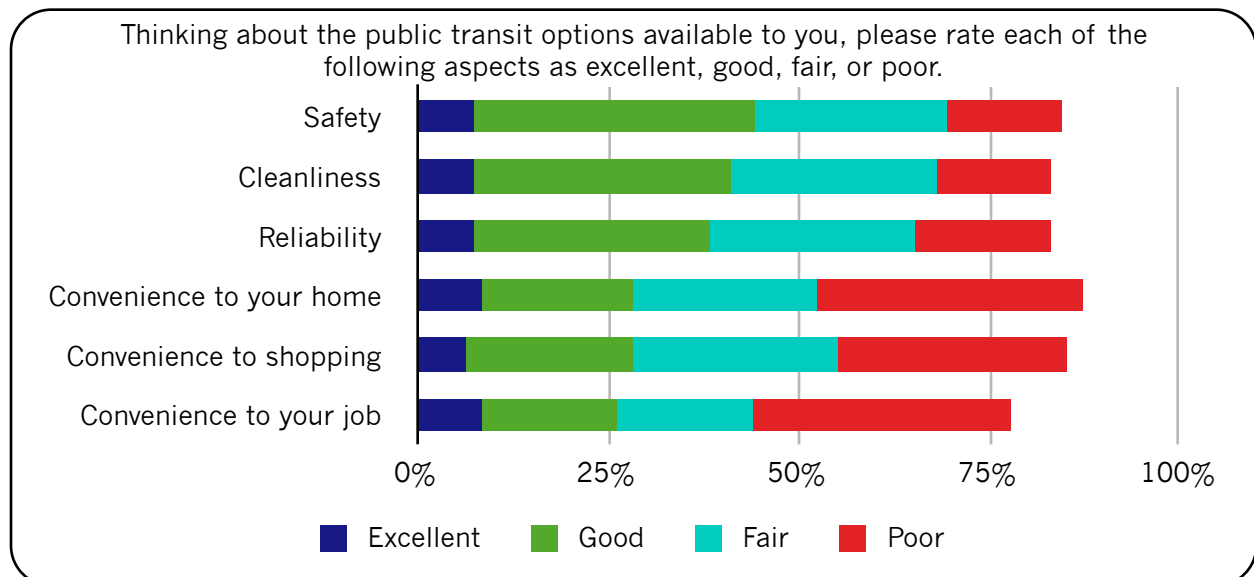
Public Transit

A strong majority (67%) of North Fulton County residents believe public transit to be useful for most people in their area. Residents in Sandy Springs and younger residents are more likely to say public transit is “very useful,” while Johns Creek residents are least likely to find it “very useful.”

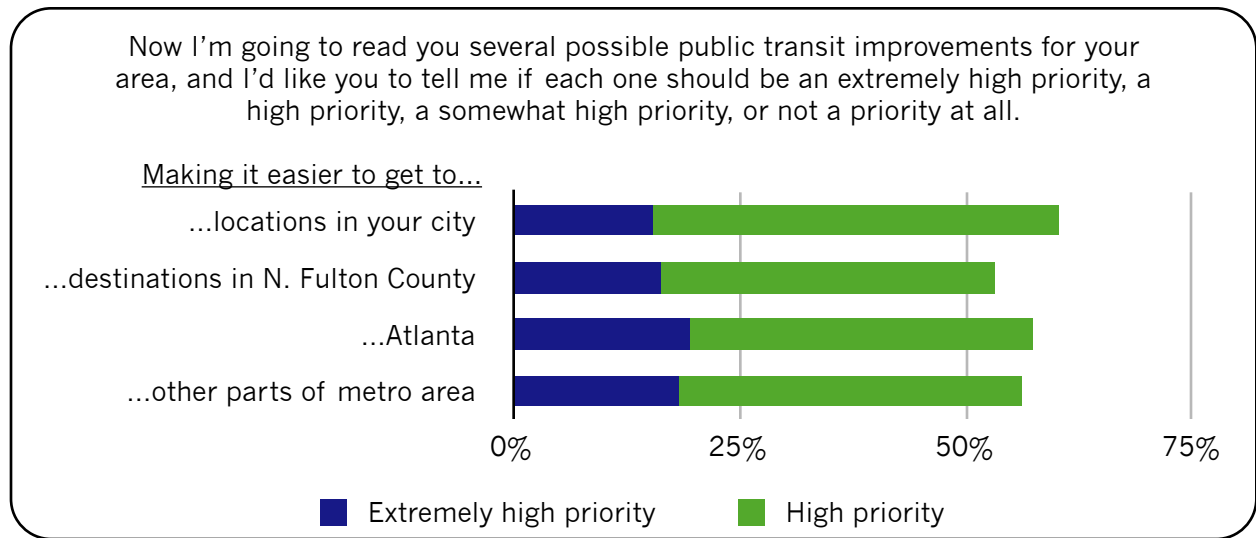
A majority (64%) of residents ride public transit only once a month or less.



Residents generally rate public transit unfavorably, particularly when it comes to matters of convenience. About 15% of residents did not have an opinion on the characteristics of public transit. Once again, Sandy Springs residents and younger residents almost always give the highest ratings for public transit. Johns Creek residents rate it the lowest.

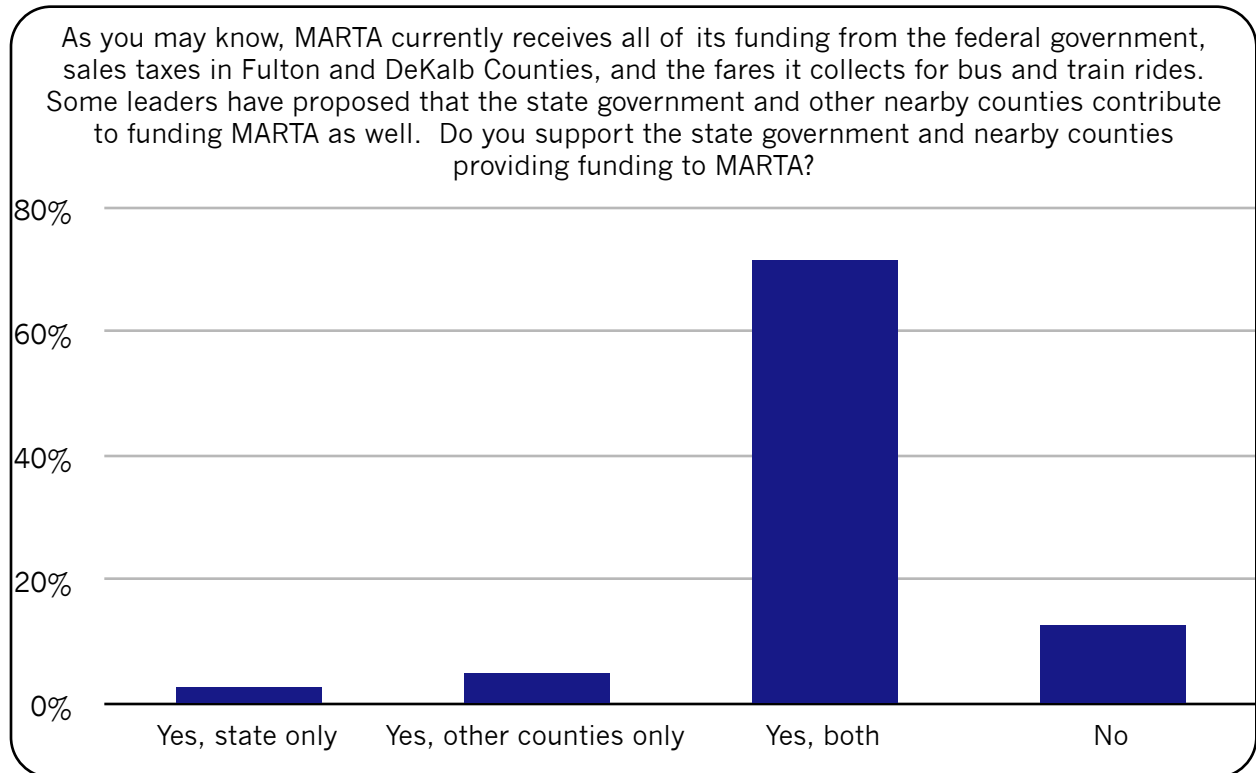


Each public transit improvement option was considered an “extremely high” or “high” priority by most North Fulton County residents.



Younger residents are consistently more likely to say that any of the options are an “extremely high priority.”

North Fulton County residents are overwhelmingly in favor of the state and/or nearby counties contributing to MARTA funding – only 13% oppose the idea.



Future Measures

Adding a new crossing over the Chattahoochee River also receives strong support, as 77% of residents favor the idea. Support is particularly strong among Johns Creek residents and commuters.

