

## Connect Cobb - College & University Survey

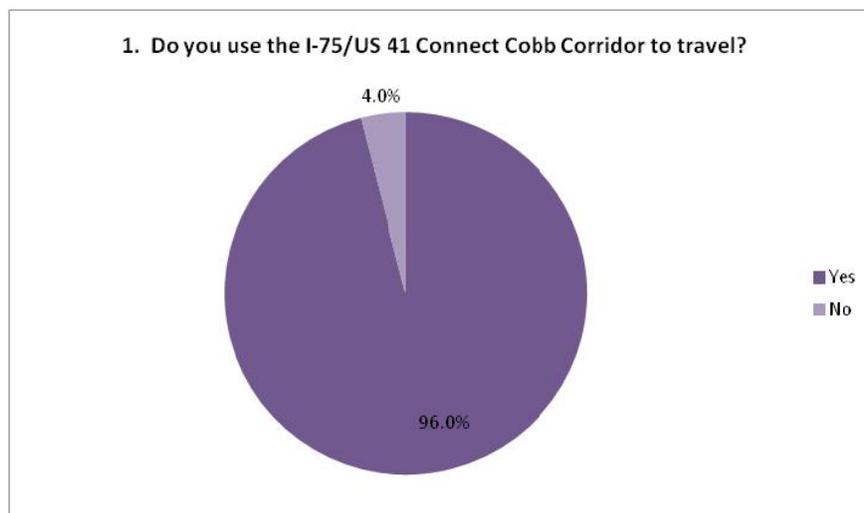
An online survey was distributed to colleges and universities in the Connect Cobb study area to collect feedback regarding how students in the corridor use I-75 and US 41 and their thoughts on transportation needs. The following institutions distributed the survey link to their students:

- Chattahoochee Tech
- Savannah College of Art and Design (Atlanta campus)
- Georgia Institute of Technology
- Georgia State University
- Kennesaw State University
- Southern Polytechnic State University
- Life University

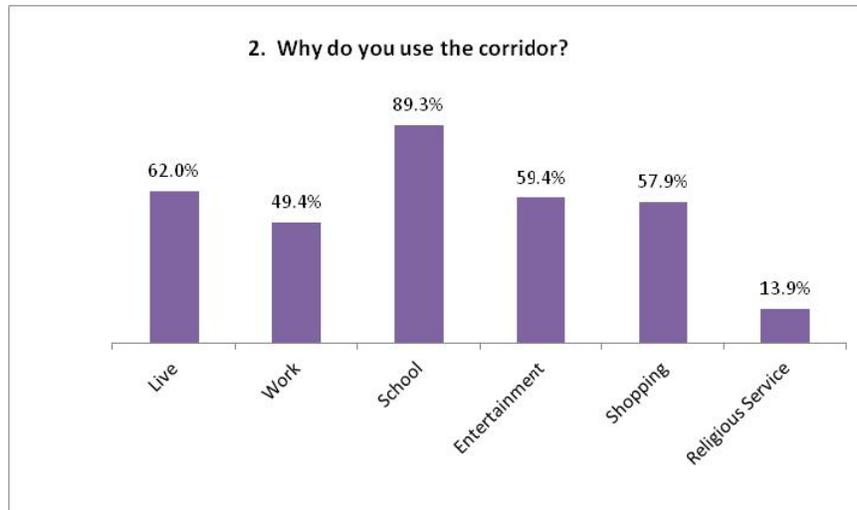
The survey was available online from February 6, 2012 through March 9, 2012. A total of 480 responses were collected.

In summary, most responses were from students who travel the corridor on a daily basis. While most use I-75/US 41 to get to and from school, many use the Connect Cobb corridor for a variety of reasons. Most drive alone throughout the study area, but desire a transit system that is convenient and that gives commuters better options. Congestion relief was noted as the greatest roadway need, while the greatest bicycle or pedestrian need was safer facilities. Overall, students responded that convenience and reliability is the most important consideration in the development and analysis of transit alternatives for the study. Lastly, when asked where they wanted to connect to within the study area, students stated that Kennesaw and Kennesaw State University were the most important destinations. When asked this same question regarding destinations outside of the study area, the most common responses were Atlanta and MARTA. A full summary of the survey questions and their responses is included below.

According to survey responses, the majority of students (96%) use the I-75/US 41 Connect Cobb corridor.

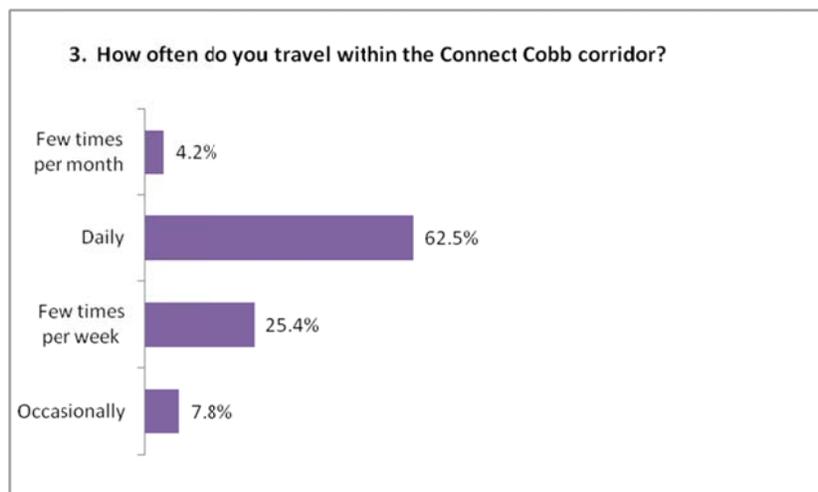


In question 2, students were asked to select all of the reasons they use the corridor. Overall, most students live, work, and play in the corridor. The most popular response among respondents for using the corridor was travel to school (89.3%).

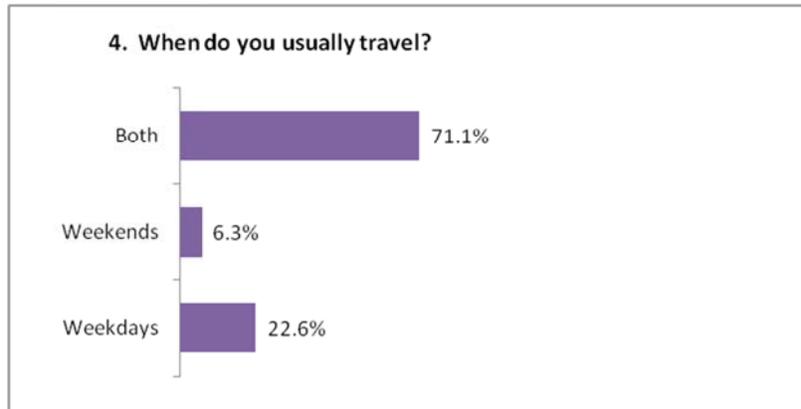


Responses also show that many of the students live in the corridor (62%), shop in the corridor (59.4%), and use the corridor to access entertainment (57.9%). Nearly half (49.4%) work in the study corridor. A small, but still significant percentage (13.9%) travels the corridor to attend religious services.

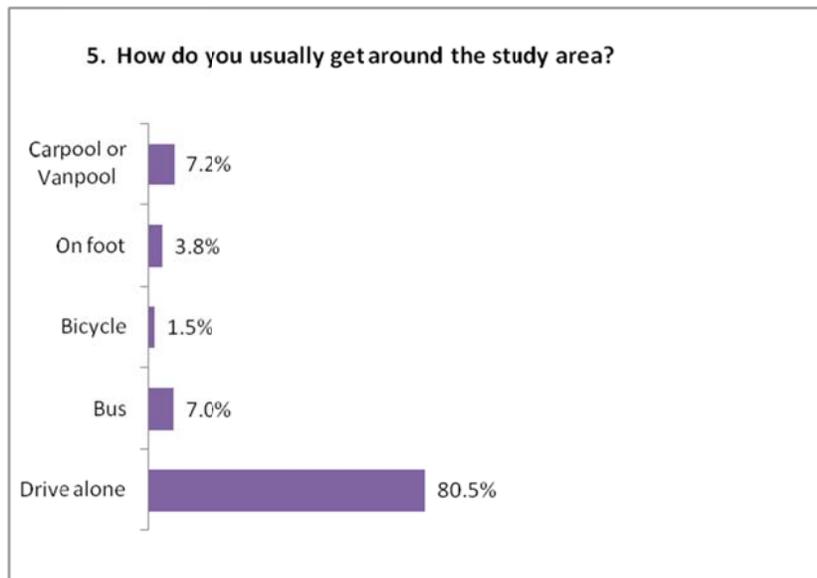
In questions 3 and 4, students were asked how frequently they use the Connect Cobb corridor and when they usually travel. Most students (62.5%) stated that they use the corridor on a daily basis, followed by those who use it a few times per week.



The majority (71.1%) of students usually travel on both weekdays and weekends.



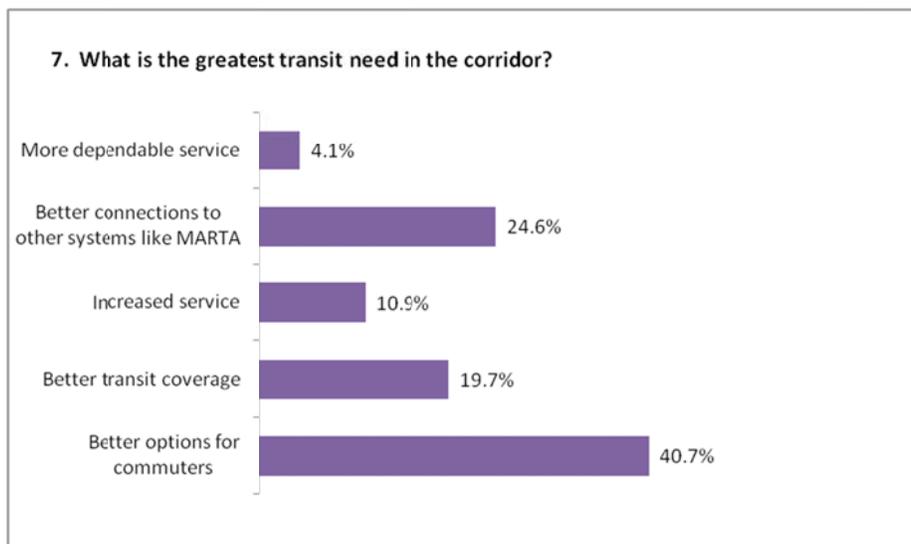
In question 5, students were asked how they usually get around the corridor. A large majority (80.5%) drive alone. An almost equal proportion either travel by carpool/vanpool or by bus (7.2% and 7.0%, respectively). A combined 5.3% of students get around the study area by walking and cycling.



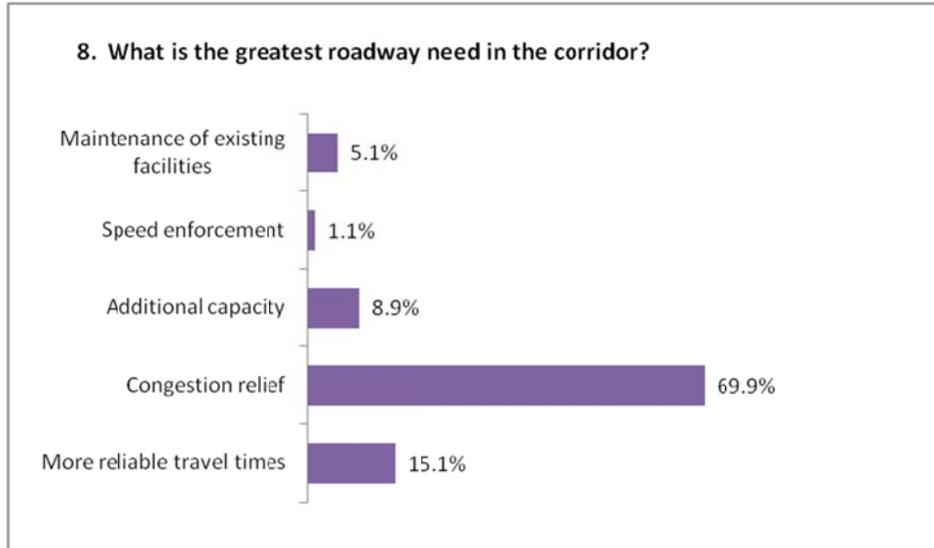
Questions 6 and 7 asked for opinions regarding transit. When asked about the most important factor for students to ride transit approximately half (46.2%) responded that convenience is an important factor. The next most important factor considered for riding transit is time savings (22.0%). Safety (12.1%) and cost savings (11.2%) were less but almost equally as important.



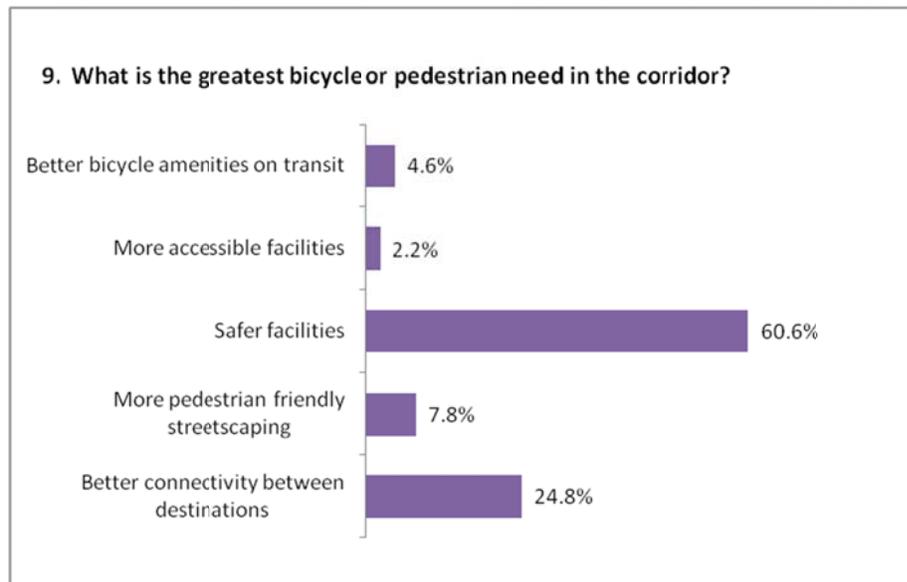
When asked about the greatest transit need in the corridor, 40.7% of students replied that commuters need better options for transit. Better connections to other systems such as MARTA (24.6%) and better transit coverage (19.7%) are also cited as important transit needs. More dependable service was the least important transit need (4.1%).



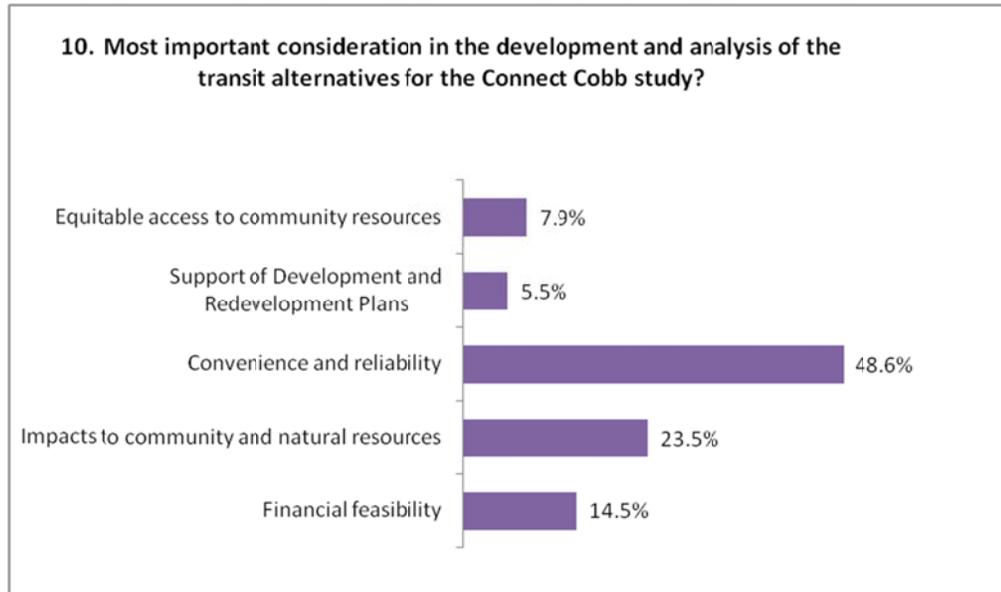
In question 8, student corridor users were asked their opinion regarding the greatest roadway need in the corridor. Approximately 70% stated that congestion relief was the greatest need.



Question 9 addressed bicycle and pedestrian needs within the Connect Cobb corridor. Safer facilities such as wider sidewalks, dedicated bike lanes, buffer zones between cars and walkers/riders, mid-block crosswalks was noted as the greatest need (60.6%) followed by better connectivity between destinations (24.8%). Of less importance was pedestrian friendly streetscaping (7.8%), better bicycle amenities on transit (4.6%) and more accessible facilities such as ADA compliant curb ramps and talking crossing signals (2.2%).



In question 10, students were asked what they felt was the most important consideration in the development and analysis of the transit alternatives for the Connect Cobb study. Convenience and reliability (48.6%) was the most important consideration. Next, students were concerned with potential impacts to community and natural resources (23.5%) followed by financial feasibility (14.5%).



The final two questions on the survey allowed students to give open-ended responses. Question 11 asked students to reply with the most important destinations to connect to within the Connect Cobb study area. The most common responses are as follows:

- Kennesaw
- Kennesaw State University
- Marietta
- Acworth
- Town Center
- To Transit
- Cumberland Mall/Shopping
- Life University

Question 12 asked for feedback regarding the most important destinations to connect to outside of the study area. The most common responses are as follows:

- Atlanta
- MARTA
- Airport
- Roswell
- Midtown
- Acworth
- Cartersville
- Canton