

DAWSONVILLE HIGHWAY - MCEVER ROAD CONNECTIVITY STUDY



CLIENT
City of Gainesville

LOCATION
Gainesville, GA

BUDGET
\$20,000

COMPLETED
December 2018

CONTACT
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ROLE
Subconsultant to
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Outreach

TEAM MEMBERS
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DURATION
10 months

The City of Gainesville and the Gainesville-Hall Metropolitan Planning Organization (GHMPO) conducted the Dawsonville Highway – McEver Road Connectivity Study. The study focused on the Dawsonville Highway corridor and more specifically the Dawsonville Highway – McEver Road intersection. This intersection is located in one of Gainesville’s busiest commercial districts and acts as a regional connection to locations including downtown Gainesville, Dawsonville, Cumming and Forsyth Counties. This area had seen an increase in traffic congestion due to rapid growth and development and was made worse by localized traffic competing for limited roadway capacity with regional traffic traveling through the area. The study examined the existing and future needs associated with the area’s vehicular travel, traffic and congestion, as well as assessed the current and proposed transportation projects in order to develop recommendations for alternative options to improve mobility and connectivity within the study area.

Blue Cypress was responsible for public outreach throughout the life of the project which consisted of both online engagement and public meetings. The constituents, drivers who traveled on Dawsonville Highway or McEver Road near or through the intersection, were targeted in this study because of their firsthand knowledge of the study area’s history, challenges, and possible solutions. The online engagement portion of the project utilized GIS and social media technology to gain feedback from commuters utilizing Dawsonville Hwy, residents within the study

area, and shoppers in the commercial development surrounding the intersection. Blue

Cypress created and maintained a project website and several social media accounts (Facebook, Twitter, and Instagram) which shared project information and updates. Blue Cypress created a two-part public survey that utilized both SurveyMonkey®, an electronically-based public survey tool, and WikiMapping®, an online mapping tool, to gather both qualitative and geographic feedback. Several social media campaigns were also created and ran on Facebook® and Instagram®, using Facebook’s location targeting method, to anyone who traveled to or through the study area. Blue Cypress was also responsible for the planning and hosting of the two public meetings: a kick-off open house and a final review meeting. The feedback and data collected as part of the outreach strategies and public meetings was used to develop recommendations for both short and long range transportation projects.

