

# ATHENS TRANSIT SERVICE TRANSPORTATION OPTIONS FEASIBILITY STUDY



**CLIENT**  
Athens-Clarke County

**LOCATION**  
Athens, GA

**DURATION**  
12 months

**ROLE**  
Stakeholder Outreach  
Public Outreach

**COMPLETED**  
April 2016



Athens Transit Service has long been recognized as a leader amongst transit systems of comparable size. The Athens Transit Service serves the general population of Athens-Clarke County, as well as coordinating with the University of Georgia transit system to serve the needs of its approximately 35,000 students, faculty, and staff. The Athens Transit Service received approval of a fare increase, which came with the condition of completing a transportation options feasibility study. The study focused on: Assessment and recommendations to improve multimodal programs and local efficiencies; Identification of efficiencies that can be accelerated utilizing SPLOST funding for capital expenditures/improvements; Identification of projects for transit accessibility, including bicycle and pedestrian projects and traffic calming; Improving overall efficiencies through the elimination of redundant infrastructure and services; and Identification of opportunities and feasibility of service consolidation.

Blue Cypress Consulting, LLC (Blue Cypress) provided stakeholder involvement and public outreach services throughout the life of the project. A Stakeholder Advisory Committee was established to provide input and guidance throughout the course of the project. The committee included representatives of local governments, service providers, the University of Georgia, the Metropolitan Planning Organization, the Regional Commission, Georgia Department of Transportation, and the Federal Transit Administration. Blue Cypress utilized the stakeholder committee to ensure ongoing, focused coordination over

the life of the project.

Blue Cypress also provided Title VI/Environmental Justice (EJ) and Outreach services for the project. A Title VI Assessment used GIS to identify minority populations and the locations of households that fall below the national poverty line, and to evaluate concentrated locations of these populations in comparison to existing and proposed transit services. These mapped locations of Title VI/EJ populations provided the basis for the provision of multilingual outreach materials to meet Federal guidelines. Blue Cypress facilitated public outreach meetings to provide citizens and the general public with information regarding the analysis and the project. The meetings were designed to provide opportunity for meaningful feedback. The locations, dates, and times were coordinated to ensure accessibility to the public and to maximize participation.

