

# HEARD COUNTY TRANSIT DEVELOPMENT PROGRAM

2012 – 2016



*Prepared by:*



Three Rivers Regional Commission under a contract with

Georgia Department of Transportation

with rural transit planning funding from the Federal Transit Administration.

## HEARD COUNTY TRANSIT DEVELOPMENT PLAN

### EXECUTIVE SUMMARY

Heard County has operated *Heard County Transit* for 10 years. The service has been well received by the community and supported by the County Board. Many of the trips on Heard Transit serve destinations outside of the County. Further exacerbating the situation is the services sought by Heard County residents are not found in just one central city – but in four (Franklin, Newnan, LaGrange and Carrollton). To further complicate the situation, most of the destinations are located in three different counties: Troup, Carroll and Coweta. The later, Coweta, is the destination for the most trips. The County coordinates with Troup County Transit for trips in the county south of Heard. Troup personnel are very helpful in arranging trips. However, because of fare differences and other issues, coordination with Coweta has proven more difficulty. Many more Heard county residents could be served these issues were better addressed. Carroll County does not have public or 5311 program. The service is less able to meet trip requests in Carrollton. Coordination within Coweta and a public transportation service in Carroll County would allow for more trip purposes and greater mobility for Heard County residents. Heard County may have to increase its fleet to accommodate trips that may have been facilitated by providers in neighboring counties.

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## AN OVERVIEW AND DEMOGRAPHIC ANALYSIS OF THE REGION

Heard County has a population of 11,834 (2010 Census). The population grew 7.5% since the 2000 census: this does not keep up with the state (18.3%) or Three Rivers Region (18%). The mean travel time to work is between the period of 2005-2009 was 35.4 minutes compared to 27 minutes statewide.

Per capita income for Heard County in 2009 was \$16,706 according to the American Community Survey, compared to \$25,098 for Georgia, \$27,041 for the nation and for \$25,900 for the Three Rivers Region.

However, there have been many promising signs in Heard County. The county's largest employer, Franklin Aluminum now has the highest number of employees it has ever had (405) and is part of the supply chain for Kia Motors. The company is expanding and is planning to add 100+ employees. The West Georgia Technical College's Franklin campus has expanded its offerings and campus on the East side of Franklin and Jaxon Filtration and Plasti-Paint are providing jobs for over 150. Twenty percent of Heard Transit trips are employment trips.

## HEARD TRANSIT OPERATIONS

### OVERVIEW

Heard County Transit has served the population of Heard County for ten years. The single most distinguishing characteristic of the Heard County Transit System is the large area it is forced to serve and the resulting trip lengths. At first glance, one would assess the County and reach the conclusion that at only 301.1 Sq. miles, a total population of 11,834 and three incorporated cities with a total population of under 2000 it would be relatively easy to meet the transportation needs of the population. However, when one looks more closely at Heard County a more complex scenario appears.

Most of the non-home trip destinations are located *outside* of Heard County. Many fall within Coweta County, which is a large 446 square mile county. The next highest number of trips is destinations within Troup County also 446 square miles. The third general destination is trips are destined to Carroll County (503.9 square miles). Because of this, Heard County Transit ends up covering a very large geographic expanse. Fortunately, most of the trips into these counties are to the incorporated areas of LaGrange, Newnan and Carrollton that are less than



20 miles, less than 25 miles and just over 25 miles from Franklin respectively. However, the continued build out of these cities will cause Heard Transit trip lengths to increase.

Most of the origins are within the incorporated communities that make up Heard County: Centralhatchee, Ephesus and Franklin and in the denser yet still rural area east of Franklin and west of Coweta County.

Public transportation offers more than mobility to the citizens of Heard County. The service reduces road congestion, provides society for senior citizens and allows many Heard residents to become or remain independent. Transit service is also an advantage to the community in terms of economic development: providing access to employment and jobs training and access to consumer spending opportunities in Heard and surrounding communities.

Heard Transit is funded by the Federal Transit Administration's Non-Urbanized Formula Grant Program: commonly known as the Section 5311 Program or as the Rural Public Transit Program. The Section 5311 grant program provides funding to support the administrative, operating and capital costs of operating public transportation services in small urban and rural areas traditionally defined as fewer than 50,000 in population. Federal funds for the 5311 Program are apportioned to the States on a formula basis. States have the primary responsibility for the administration of the program. In Georgia, the Georgia Department of Transportation (GDOT), Multimodal Planning Division administers the funds distributed in the state. Funds may only be used to support public transportation service in Non-Urbanized Areas. Rural transit providers are expected to coordinate with human service transportation and other providers in their service areas.

Heard Transit uses a demand responsive service model. Demand Responsive service models are defined Dial a Ride (Also Referred to as Demand Responsive). Demand Responsive services are characterized as door-to-door service scheduled by a dispatcher demand responsive transportation is the most flexible for the service provider. A 24-hour advance reservation for service is usually required though some immediate request may be filled as time permits. There are some services that dispatch vehicles in a real time environment much like taxi service. To maximize productivity, vehicles are generally dispatched to make several pickups in a residential area before traveling to the destinations being served. There is also a tendency for these services to "book up" with regular passengers, which discourages some first time users. Where unified transportation services are offered, these trips traditionally usurp seventy-five percent of capacity. In Heard County DHS trips account for 72% of the trips. A recent survey showed that 26 percent of Heard trips served minority and low income populations.

Heard Transit usually travels to Newnan/Coweta four times per day on Monday, Wednesday and Friday. The morning hours (6:30 to 9:00) are particularly busy. Employers, doctor offices

and other social service agencies are very accommodating of Heard Transit's need to re-route and change pick-up and delivery times. Other transit providers have been enlisted to reduce trip lengths and to serve intermediate trips (i.e. extra stops in Newnan for a customer).

Trips to Carroll County, usually to Tanner Hospital and Clinics have become harder to accommodate. This situation would be eased somewhat if Carroll County would establish a 5311 program. Carroll Co. is usually trips to Tanner (Medical Appt.)

The trips to LaGrange are often to Emory and to Wal-Mart; the service generally serves these destinations three days per week. However, it has become harder to meet the medical trips destinations in LaGrange.

Chemotherapy trips are difficult if not impossible to meet. The same would be true for dialysis and PT other (including post cardiac). When the provider reached out to the Cancer charities for assistance, she was directed to call Heard Transit. Dialysis is offered in the three counties (Coweta, Carroll and Troup) though chemotherapy is often located in Atlanta.

Heard Transit operates in this manner with times that are generally carved out to serve the trips in Coweta and Troup County. Trips to Carroll County have become harder to meet because of competing demands. An example was raised during the public meeting where there was not sufficient time to accommodate a medical appointment because the vehicle could only be allotted a total of one hour in Carrollton and most MD appointments last longer than one hour. Heard Transit has met most of the GDOT Service Goals and Standards. The service does fall short in trips per vehicle because of the long per trip lengths. Similarly the service exceeds the mileage per vehicle per month and on occasion does not meet the 500 trips per vehicle per month goal. The service has been on an even keel for the last three reporting years regarding trip and mileage criteria.

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#### OTHER RULES:

Riders must be 16 years of age or older unless accompanied by an adult.

Trained service animals are permitted to ride: Pets are not permitted to ride.

Wheelchair accessible services are available and require a secure tie down.

Persons using respirators or portable oxygen are permitted.

Personal care attendants accompanying persons with disabilities (defined by ADA) are permitted free of charge

Heard transit is a curb-to-curb service. Drivers are not allowed to enter homes or to perform any personal business for riders.

Cancellation policies and no-show fees exist.

Other Rules:

Customers must have exact fare. The fares are:

- \$1.00 within the City of Franklin
- \$1.50 outside the city of Franklin, within Heard County
- \$5.00 all out-of-county (Coweta County, Carroll County or Troup County)
- \$1.00 surcharge for extra stops.
- Transfer to Coweta Transit: additional \$3.00 fare

Reservations are between 7:30 am and 3:30 pm Monday through Friday. The service operates 7am to 4pm Monday through Friday. The last trip must begin by 3:30 pm.

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## SUBSCRIPTION TRIPS

Heard County participates in unified transportation programs that include Purchase of Service/Subscription trips. Though Purchase of Service (POS) trips **do** reduce capacity in Heard County Transit, subscription trips create an **additional** revenue stream for the transit system and results in reduced costs to Heard County in operation of its system. More importantly, these subscription services meet the basic needs of some of Heard County's most mobility challenged individuals including seniors, children and the disabled. Most of the subscription services are provided to human service agencies such as the Department of Labor and the regional/state services offered to disability groups. The funding is generated through a coordinated/unified transportation program administered by the Department of Human Resources (DHR). The DHR's Aging Division administers programs that include trips from older adults' homes to senior centers, to field trip locations, for retail shopping, to access social service agencies and to access community health services.

The Division of Family and Children Services offers subscription transportation service and contracts for such services with Heard Transit and destinations include day care providers, educational/training resources, work sites and job search activities.

The Department of Labor contracts for services to destinations such as colleges, vocational services, health services for persons in its vocational rehabilitation services (VRS).

The DHR DMHDDAD (Mental Health, Developmental Disabilities and Addictive Diseases) Division provides transportation to community resources and facilities less restrictive than in-patient facilities greatly enhancing the lifestyles of these individuals.

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#### OTHER TRANSIT SERVICES

The closest services to Heard County offered by other transit services are the aforementioned Section 5311 services operating in Coweta and Troup Counties. Heard and Coweta have a need to better coordinate trips. Since eighty percent of the trips to Coweta County are DHS employment-related trips (13% medical and 7% Sopping/Personal) it is mutually advantageous to the economy of both counties that the trips be served.

There is no MARTA (Metropolitan Atlanta Rapid Transit Authority) service, bus or rail in Heard County. The nearest service is the MARTA bus service to Palmetto in Fulton County (NOTE: Coweta Transit recently amended their operating rules to allow transfer to MARTA vehicles in Palmetto, Georgia. Georgia Regional Transportation Authority (GRTA) Xpress commuter service is available from the Newnan Transit Station/Park and Ride located at the Summit East of I-85. The commuter service operates from 5:30 AM to 7:30AM at headways of at least one half hour. The return service begins at 3:03 with a maximum headway of 44 minutes.

#### DEMOGRAPHIC CHARACTERISTICS AND TRANSIT DEMAND ESTIMATION

The viability of transit services is affected by many factors. Chief among these are origins and destinations and population/demographic characteristics. However, traditionally the primary predictors of transit productivity: density of development at the origin and destination of trips does not favor Heard Transit. The low population and employment densities of Heard county increase the complexity and challenge of matching transit service to a person's transportation needs. In these areas a dial-a-ride service such as Heard Transit are the most effective service model. In larger urban markets a transit market index can be achieved by the following:

(Total Population) + (Total Employment/3) + (Population Over 16 – Available Automobiles)

Acreage of populated land uses

(Including industrial, institutional, commercial, and residential uses)

11,834 + 2227/3 or 742.3 + 488 less 6583

6400

Or 1.7

A transit market index between 1.0 and 5.0 is suitable for commuter bus and dial-a-ride. If the travel patterns weren't trifurcated (say for example, the commuters all went to Newnan), the 1.7 would mean that even though Heard has lower concentrations of population and employment it would offer a market that could support peak-period express bus services if a sufficient concentration of commuters were located on a road-defined corridor. The area does not have sufficient aggregate commuter demand to justify extension of express service even if the county were in the GRTA region. General public dial-a-ride services are then the only transit service appropriate in this market area. Local Rideshare Matching Services (carpool and vanpool) show 16 registrants from Heard County. Heard County residents participate in three or fewer vanpools from Coweta and Douglas Counties.

Heard County also has significant populations that tend toward transit dependency. Transit dependents tend to be the elderly, youth, households without cars and members of other environmental justice populations. See Appendix A.

## OTHER RURAL SERVICE OPERATING MODELS

### FIXED ROUTE/FIXED SCHEDULE

Fixed Route service is the type of service most often applied in urban areas. Buses operate on a fixed route and on a fixed schedule. Frequencies vary from every couple of minutes to every couple of hours with higher frequencies usually during the peak morning and afternoon period. Bus riders dislike waiting – frequency is crucial. Also, constant frequency (every 10, 15, 20, 30 minutes or every hour) is the easiest for consumers to understand.

Another important consideration is the directness of the route. Where mode choice is available, people will compare travel time with automobile. People will also give unfair advantage to the automobile, not giving adequate weight to the true costs of auto use and the time it takes to park and walk when using their own vehicles. Fixed route has the optimal ease of use: People do not like to plan ahead. A bus that is always there, at its regularly scheduled intervals, provides comfort, predictability, security and sameness. Even though fixed routes are becoming more accessible there will always be those who cannot use the fixed route and thus the ADA complementary paratransit requirement will be triggered. If the Dial-A-Ride and fixed route are operated together the requirement is met. Fixed route with vehicles smaller than 40' (what is what is traditionally used in urban settings) would probably be the preferred alternative in Heard County. These buses would be more expensive than those envisioned in the Dial-a-Ride Scenario in that they would need to accommodate standees and sustain a more grueling service life. Again, because of the trifurcated trip destinations it is improbable that this service alternative would work in Heard County.

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## FIXED ROUTE DIAL A RIDE HYBRIDS

Services that fall between the traditional fixed route and paratransit or Dial-A-Ride are considered hybrid or flex service options. Among these options are 1) Route deviation, 2) Checkpoint Deviation and 3) Request Stops.

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## ROUTE DEVIATION (NOTE: WOULD POSSIBLY ADD DISPATCH COSTS)

A form of public transit service that is being used more frequently is referred to as route-deviation service. In route deviation the buses deviate from an established fixed route in order to accommodate demand-response trips. Riders request these deviations and either would schedule them via telephone at some point in advance or in real time. Usually the route deviation is more costly than the fixed route fare. The bus returns to the route but the driver must take care not to be early and not to be ten minutes late even though a more flexible definition of “on time” must be used. . The great advantage of a route deviation-operating plan is that it is not necessary to have a complementary ADA service (see below).

Checkpoint Service (Note: would possibly add dispatch costs)

Buses make periodic, scheduled stops at specific activity center. Like all hybrid services, checkpoint also requires a skilled dispatcher. To provide reasonable flexibility the service could require that the bus be at the checkpoints/stops within a ten-minute window. This window would necessarily limit the demand-response requests. However, with the advantage of there being no designated route, the number of these demand requests could be created. Additionally a premium, i.e. .50-cent fare for each deviation from the checkpoint could be charged.

Checkpoint service offers the advantage that there is no specified route for the vehicle to use. The service also has the advantage of not requiring a complementary service. Service between checkpoints would not require an advance reservation.

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## REQUEST STOP (NOTE: WOULD ADD DISPATCH COSTS, PROBABLY REQUIRE ADA COMPLEMENTARY SERVICE)

Buses operate in conventional fixed route but also serve a limited number of defined stops off-route (but close to the route) on demand or schedule. They have the disadvantage of fixed route in that they usually do not negate the need for complementary ADA service.

## HEARD COUNTY SERVICE MODEL

Customers must call in advance (3 days in advance out of county) and less for in-county transportation. Heard County is a shared ride system that operates on a “first come - - first served” basis. Heard County Transit does not prioritize trips. Heard County Transit provides transportation to doctor’s offices, grocery stores, pharmacies, recreation, senior centers – both in and outside of Heard County. Dial a Ride (Also Referred to as Demand Responsive)

Characterized as door-to-door service scheduled by a dispatcher demand responsive transportation is the most flexible for the service provider. A 24-hour advance reservation for service is usually required though some immediate request may be filled as time permits. There are some services that dispatch vehicles in a real time environment much like taxi service. The Three Rivers Regional Commission operates a dial a ride service in four rural counties adjacent to Heard to the east as well as monitoring the program in Coweta to Heard’s east. Van routes and capacity are checked relative to the time of day of the trip and new passengers are added if there is capacity to accommodate the trip. Ridership on demand-responsive services is substantially lower than traditional fixed-route services since, as discussed earlier; it is less convenient for riders to use. To maximize productivity, vehicles are generally dispatched to make several pickups in a residential area before traveling to the destinations being served. There is also a tendency for these services to “book up” with regular passengers, which discourages some first time users. Where unified transportation services are offered, these trips traditionally usurp seventy-five percent of capacity.

The three built up areas of Heard County: Centralhatchee, Ephesus and Franklin have total population densities as shown below and do not offer significant institutional, commercial and industrial acreage to increase the viability of traditional transit service. The cities also are not exhibiting the growth of other TRRC communities.

City or Town	Population	Population Growth 2000-2010	Population Density/Square Mile
Centralhatchee	408	6.5	124.6
Ephesus	427	10.1	141.4
Franklin	993	10.1	296.9
Compare Grantville	3,041	132.3	544.5
Compare LaGrange	29,588	13.8	749.0
Compare Carrollton	24,388	22.9	1,094.2
Compare Griffin	23,643	0.8	1,699.1
Compare Newnan	33,039	103.4	1,803.9
<i>Source: 2010 Census</i>			

(Grantville is the fastest Growing Community in the TRRC region, Griffin is the largest city in the most densely populated county in the TRRC region. Newnan (the largest City in TRRC region), LaGrange and Carrollton are favored trip destinations for Heard Transit riders.) The 2,227 workers are spread throughout the county with some concentrations in the three cities and at Plant Wansley (230 employees).

Census Category	1990	2000
Daytime Population Inside County	7,152	8,859
Number of People Leaving the County During the Day to Work	2,159	2,967
Number of People Coming Into the County During the Day to Work	683	814
Total Number of Workers During the Day	2,053	2,227

Heard County Population by Age

Category	1980	1990	2000	2010
0-4	467	622	875	NA
5-13	1033	1377	1822	NA
14-17	527	450	467	NA
18-20	345	397	383	NA
21-24	386	490	459	NA
25-34	889	1365	1657	NA
35-44	739	1229	1719	NA
45-54	616	967	1415	NA
55-64	692	698	1003	NA

Source:Census

Households	1980	1990	2000
Total Number	2,204	3,093	4,043

Source:  
Census

## EMPLOYMENT

Because such a large percentage of the population leaves the county to work, serving their needs with transit would be difficult. Construction and manufacturing jobs are historically resistant to transit as a mode option though some manufacturing settings fare better than others. The growing professional/administrative sector is much more amenable to transit as a mode choice.



Heard County	1980	1990	2000
Agriculture	5.3	4.2	2.3
Construction	7.5	13.8	18.3
Manufacturing	43	35.9	20.7
Wholesale Trade	1.7	2.7	3.2
Retail Trade	9.8	12.7	10.1
Transportation, Warehousing and Utilities	7.7	6.7	7.9
Information	NA	NA	1.9
Finance, Insurance, & Real Estate	2.5	3.1	2.1
Professional, Scientific, Management, Administrative, and Waste Management Services	1.8	1.9	4.3
Other Services	2.1	5.2	4.1
Public Administration	4.4	4.3	4.3
Educational, Health and Social Services	1.9	.1	4.5

The number Heard people employed as part of the total in the TRRC is shown below:

Year	Heard	Region
2004	2797	144,584
2005	2444	147,328
2006	2311	151,998
2007	2232	153,415
2008	2962	150,250
2009	2626	142,439
2010	4756	147,740

Of the areas *highlighted* in red, only the last two: Professional, Scientific, Management, Administrative and Waste Management Services and Educational, Health and Social Service are areas where the trend is for more employment and are employment sectors where transit use is a favored mode choice.

Centralhatchee	1980	1990	2000	2010 est	2015 est
Total Employed Population	115	148	174	204	218
Agriculture, forestry, fishing hunting and mining	0	8	3	5	5
Construction	10	21	23	30	33
Manufacturing	66	68	42	30	24
Wholesale Trade	0	10	2	3	4
Retail Trade	9	12	19	24	27
Transportation, Warehousing and Utilities	13	11	6	3	1
Information	NA	N	2	N	N
Finance, Insurance & Real Estate	0	0	6	9	11
Professional, Scientific, Management, Administrative, and Waste Management Services	2	11	10	14	16
Educational, Health and Social Services	10	4	32	43	49
Arts, Entertainment, Recreation, Accommodation and Food Services	3	0	7	9	10
Other Services	0	1	13	20	23
Public Administration	2	2	9	13	14

NOTE: The projections are based on the average rate of change from 1980 to 2000. The base multiplier of 1 means that it will follow the same trend. The multiplier can be adjusted. For example, if the multiplier is changed to 1.5, the rate of change will be increased by 50% every 10 years. A multiplier of zero means no change. A negative value will mean a reverse in the trend.

Ephesus	1980	1990	2000	2010 est.	2015 est.
Total Employed Population	75	119	177	228	254
Agriculture, forestry, fishing hunting and mining	2	6	20	29	34
Construction	8	13	16	20	22
Manufacturing	37	37	34	33	32
Wholesale Trade	2	10	7	10	11
Retail Trade	15	24	18	20	20
Transportation, Warehousing and Utilities	1	3	14	21	24
Information	N	n	0	N	n
Finance, Insurance & Real Estate	0	3	2	3	4
Professional, Scientific, Management, Administrative, and Waste Management Services	0	7	9	14	16
Educational, Health and Social Services	10	13	24	31	35
Arts, Entertainment, Recreation, Accommodation and Food Services	0	0	14	21	25
Other Services	0	0	8	12	14
Public Administration	0	3	11	17	19

NOTE: The projections are based on the average rate of change from 1980 to 2000. The base multiplier of 1 means that it will follow the same trend. The multiplier can be adjusted. For example, if the multiplier is changed to 1.5, the rate of change will be increased by 50% every 10 years. A multiplier of zero means no change. A negative value will mean a reverse in the trend.

Franklin	198	199	200	201	201
	0	0	0	0	5
				est.	est.

Total Employed Population	239	289	286	310	321
Agriculture, forestry, fishing hunting and mining	4	3	2	1	1
Construction	12	17	31	41	45
Manufacturing	117	110	48	14	0
Wholesale Trade	0	5	12	18	21
Retail Trade	37	38	42	45	46
Transportation, Warehousing and Utilities	8	22	17	22	24
Information	N	N	7	N	n
Finance, Insurance & Real Estate	7	7	5	4	4
Professional, Scientific, Management, Administrative, and Waste Management Services	0	0	12	18	21
Educational, Health and Social Services	24	38	68	90	101
Arts, Entertainment, Recreation, Accommodation and Food Services	12	0	16	18	19
Other Services	4	34	9	12	13
Public Administration	14	15	17	19	19

NOTE: The projections are based on the average rate of change from 1980 to 2000. The base multiplier of 1 means that it will follow the same trend. The multiplier can be adjusted. For example, if the multiplier is changed to 1.5, the rate of change will be increased by 50% every 10 years. A multiplier of zero means no change. A negative value will mean a reverse in the trend.

Heard County has an estimated 16.7 percent (2009 estimate) people living below the poverty level compared with 15.7 for the Three Rivers region and 14.7 for Georgia. Children living below the poverty level are 24.5% (c.f. TRRC 22.25 and Georgia 20.1). Heard's unemployment rate has been tracking slightly higher than the Region's and the State's. Heard County is also not a large generator of sales tax and other indicators that show it to be a regional center as opposed to a local generator of activity and trips.

Community	Population	Sales Tax Revenue in dollars
Heard County	11,528	1,081,167
Franklin	942	21,893
Carroll County	114,778	4,037,895
Carrollton	23,421	464,287
Bowdon	2,064	49,145
Coweta County	127,111	4,028,158
Newnan	31,587	604,602
Troup County	64,653	2,434,928
LaGrange	28,437	614,797

## OTHER FACTORS

Many of the Medical Trips go outside of the County to Tanner Medical Center based in Carrollton or to Piedmont Newnan and its supporting networks of physicians. Tanner Georgia recently opened a clinic in Franklin in Heard County. The County Health Department and clinic is also located in Franklin. But the health of a community goes a lot deeper than access to physicians. A recent Health Assessment for Heard County showed many areas where residents need access to transportation for their physical and emotional needs. See following page. Transportation provides the vital link between a person's home and their community. This is true for a community designed for all age groups. Transportation connects individuals to the places where they can fulfill their basic needs: the grocery store for food, the worksite for employment, friends' and families' homes, recreational sites for exercise and social interactions, and houses of worship for the spiritual sustenance they provide. Fifty-two percent of trip purposes are social.

Health Outcome	Heard County	Error Margin	National Benchmark	State of Georgia	Rank within State of Georgia
Mortality					97
Premature Death	10,574	8582-12890	5564	8146	
Morbidity					
Poor or Fair Health			10	17	97
Poor Physical Health Days			2.6	3.5	
Poor Mental Health Days			2.3	3.4	
Low Birth Weight	10.9	8.8-12.9	6.0	9.3	
Health Factors					
Health Behaviors					72
Adult Smoking			15	20	35
Adult obesity	28	22-35	25	28	
Excessive Drinking			8	14	
Motor vehicle crash death rate	32	19-44	12	18	
Sexually transmitted infections	200		83	447	
Teen birth rate	57	48-67	22	55	
Clinical Care					99
Uninsured adults	22	18-26	13	22	
Primary care providers	5781:1		631:1	1024:1	
Preventable hospital stays	80	69-92	52	74	
Diabetic screening	78	54-100	89	82	
Mammography screening	67	43-91	74	62	
Social and Economic					81
High School Graduation	65		92	64	
Unemployment	12.4	11.4-13.3	5.3	9.6	
Children in poverty	25	18-31	11	20	
Inadequate social support			14	21	
Single parent households	27		20	35	
Homicide rate			1	8	
Physical environment					145
Air pollution-particulate matter by # days	11		0	2	
Air pollution Ozone # days	2		0	12	
Access to healthy foods	100		92	65	
Access to recreational facilities	0		17	9	

**JOBS:**

**PERFORMANCE EVALUATION OF EXISTING TRANSIT SERVICE HEARD COUNTY TRANSIT**

		<b>FY 2011</b>	<b>FY 2010</b>	<b>FY2009</b>	<b>FY 2008</b>	<b>FY2007</b>
<b>July</b>	DHS	512	642	540	594	521
	PUBLIC	647	622	522	656	304
<b>August</b>	DHS	581	640	413	723	727
	PUBLIC	185	214	139	198	164
<b>September</b>	DHS	571	672	599	638	578
	PUBLIC	131	165	153	122	113
<b>October</b>	DHS	519	601	509	701	665
	PUBLIC	160	269	196	126	111
<b>November</b>	DHS	561	572	411	545	638
	PUBLIC	152	192	143	131	85
<b>December</b>	DHS	434	563	455	514	523
	PUBLIC	127	236	194	121	111
<b>January</b>	DHS	398	639	426	707	672
	PUBLIC	111	205	216	148	172
<b>February</b>	DHS	505	614	598	703	701
	PUBLIC	123	173	221	246	124
<b>March</b>	DHS		661	335	685	786
	PUBLIC		260	191	134	132
<b>April</b>	DHS		571	501	848	676
	PUBLIC		178	228	200	146
<b>May</b>	DHS		583	505	701	688
	PUBLIC		127	249	145	199
<b>June</b>	DHS		688	558	684	628
	PUBLIC		224	236	281	276
<b>Total</b>	DHS	3683YTD	7446	5850	8043	7803
	PUBLIC	1402YTD	2865	2688	2508	1937
		5085YTD@.75	10311	8538	10551	9740
<b>Revenue</b>	DHS	\$40,923.60	\$71,553.00	\$34,627.00	\$61,742.15	\$61,837.00
	5311	\$27,673.00	\$49,201.00	\$48,620.00	0	0
	Farebox	\$2,550.00	\$5,059.00	\$4,100.50	\$3,827.50	\$2,786.50

In general, showed that trips followed the following breakdown when traversing the three counties:

County	DHS Employment Related %	Medical %	Shopping/Personal %
Coweta	80	13	7
Troup	94	4	2
Carroll	<	90	10

NOTE: Costs are roughly equivalent to FY 2010 and there are four months remaining at the time of this writing (3/21/11). Trips are lagging behind. 193 out of 965 are employment. 509 of 965 social/recreation.

## VEHICLES

GDOT: DHS # 2853: E350 SD Cutaway/Elkhart Coach Model Year 2009 Capacity 13 mileage @ 91287 (2/2/11). VIN #1FDEE35539DA39413

GDOT Wheelchair accessible: DHS # 2852: E350 SD Cutaway/Elkhart Coach Model Year 2009 Capacity 10 (WC) mileage @ 69963 (2/2/11). VIN# 1FDEE35S89DA39410

DHS: DHS#0428: Ford Econoline E350 XL Superduty Model Year 2001 Capacity 10 95,244. VIN # 1FBNE31L61HB74549.

Vehicles are current in their safety inspections.

## VISION, GOALS AND OBJECTIVES: RURAL TRANSIT SYSTEM

The overall vision for a regional transportation system in the Three Rivers Regional Commission Region would be one that:

- Best services the needs of the entire region
- Offers connections locally and regionally
- Offers connections to adjoining activity centers
- Offers transportation for all trip needs
- Provides the best use of federal, state, regional and local transportation resources
- Is supported by optimal land use practices for current and future transit demand
- Emphasizes accessibility to jobs, particularly from distressed neighborhoods

In developing service alternatives this program specifically seeks to:

- Recognize potential for expanded coordination with social service programs operating in the region
- Serves as a strategic guide for public transportation and is a useful tool for local decision-makers
- Looks at the five year planning horizon with a hint at “Five Plus” horizon
- Emphasizes the relationship between economic development and transit
- Emphasizes the relationship between jobs, jobs training, childcare and transit (i.e. focuses on entry-level employment locations)
- Gives special consideration to people with disabilities
- Gives special consideration to the needs of the elderly population
- Values the preservation of existing transit operators and systems through service coordination and connectivity

## PUBLIC PARTICIPATION

A public meeting was held on May 23, 2011. Notice of the meeting was by Display Ad in three newspapers. Additionally, stakeholders (see listing previous) were interviewed to determine their satisfaction with Heard Transit.

## TRANSIT ALTERNATIVES AND RECOMMENDATIONS INCLUDING A FIVE-YEAR CAPITAL AND OPERATING PLAN

Operating a general public transit service requires local support from the sponsor (Heard County) but also with other stakeholders in the community. Stakeholders have expressed strong support for Heard Transit and its employees. (Stakeholder interviews held: December 2010 through June 2011).

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### YEAR ONE CAPITAL (THROUGH FFY 2012)

Receive Computer and Program Software from previous ARRA. Replace vehicles \$90,000 – 100,000. Local Cost 10 to 20 percent or \$15,000. Funding Source: Assumes 5311 Capital availability for vehicle purchase. Local Match: TSplost.



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YEAR TWO CAPITAL (THROUGH FFY 2013)

Expand services by one vehicle (could be mitigated by Carroll and Coweta 5311 service availability)

Heard Transit Marketing - \$1200

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YEAR THREE CAPITAL (THROUGH FFY 2014)

Service Operations at Increased Level

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YEAR FOUR CAPITAL (THROUGH FFY 2015)

Service Operations at Increased Level

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YEAR FIVE CAPITAL THROUGH FFY 2016

Begin vehicle procurement cycle.

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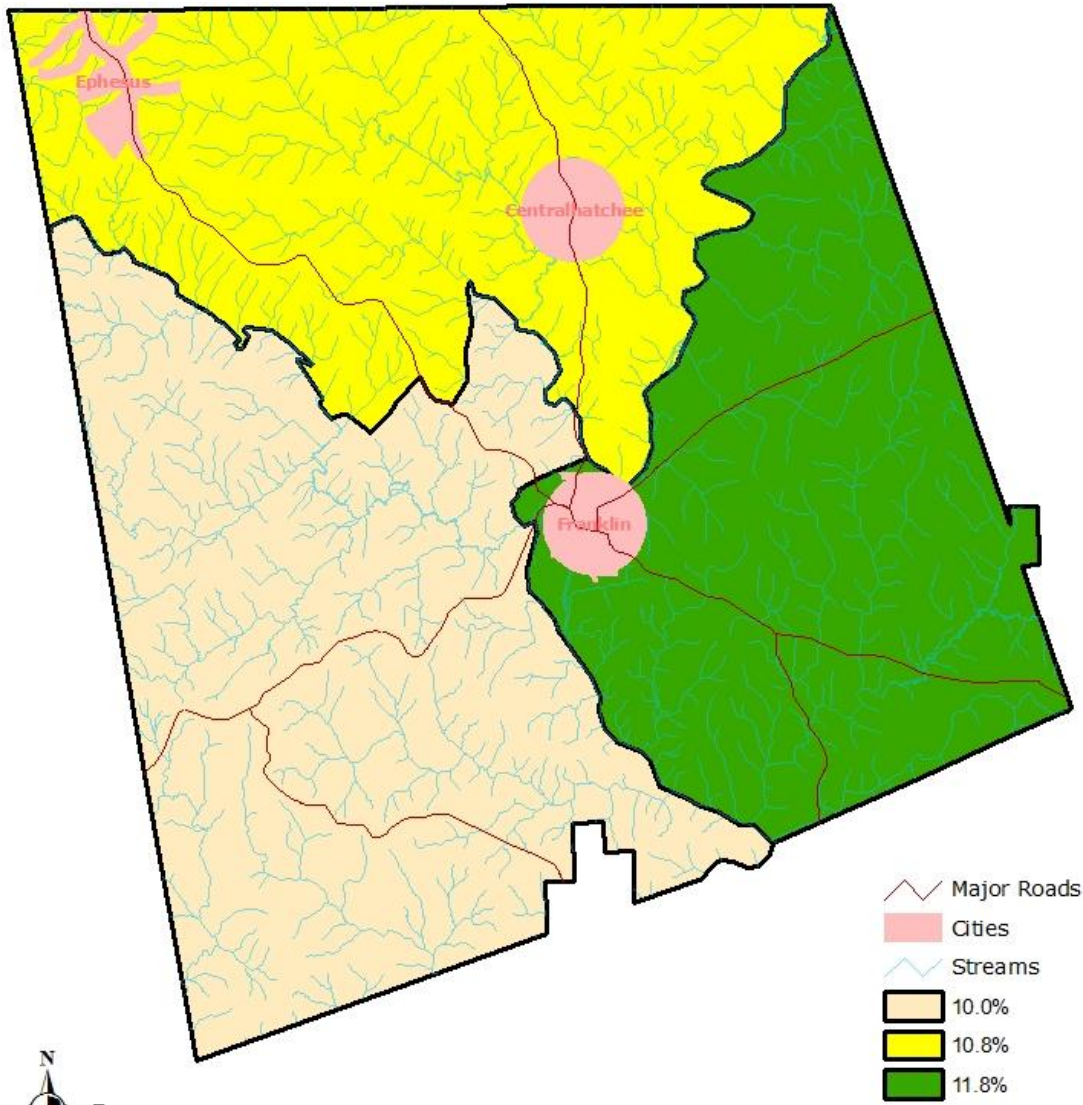
YEAR ONE THROUGH FIVE OPERATING

Revenue \$	FFY 12	FFY13	Alt FFY13*	FFY14	FFY15	FFY16
DHS Revenue	71550	72000	72000	75000	76000	77000
Sec 5311	50000	50000	75000	51000	52000	53000
Fare box	5000	5000	7500	5100	5200	5300

\*If additional vehicle is necessary there would be Sec 5311 and Fare box implications for FFY 14 – 16 not shown here.

# APPENDICES

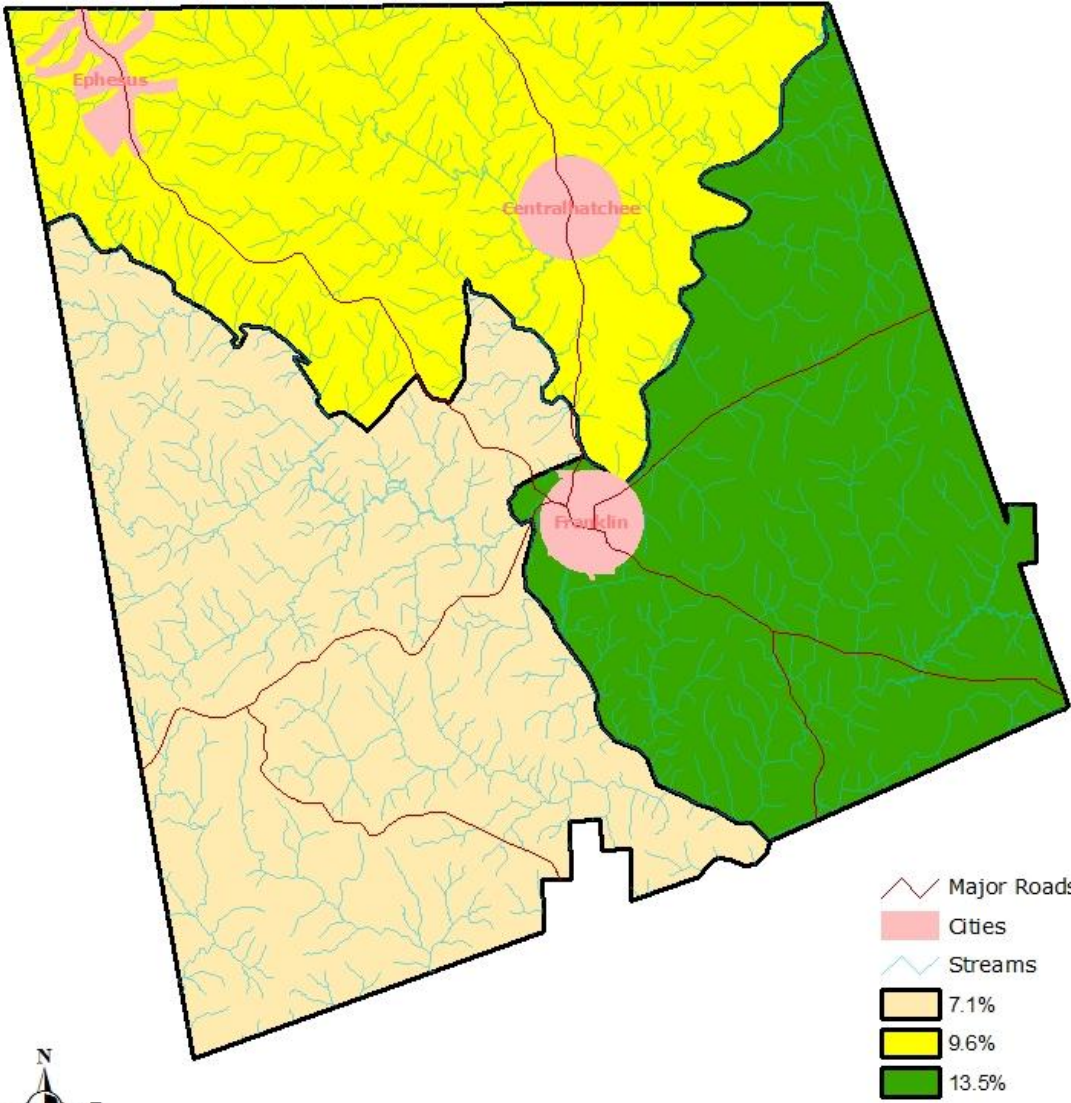
# Heard County Percent of Persons 65 Years and Over: Census Tract



0 1.5 3 6 9 Miles

Produced by: Three Rivers Regional Commission GIS Department  
Source: U.S. Census Bureau 2000

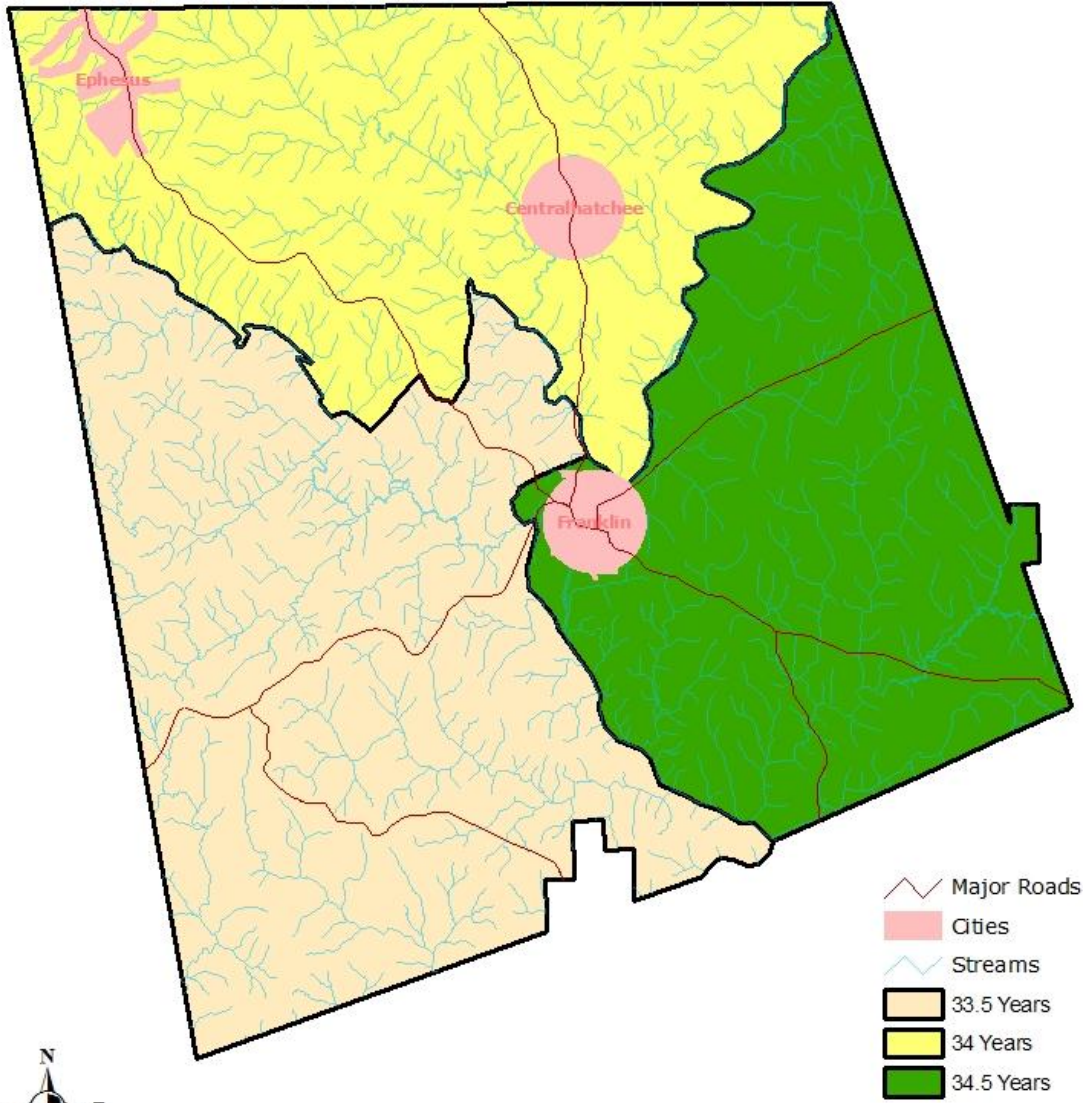
# Heard County Percent of Persons Below the Poverty Level in 1999: Census Tract



0 1.5 3 6 9 Miles

Produced by: Three Rivers Regional Commission GIS Department  
Source: U.S. Census Bureau 2000

# Heard County Median Age: Census Tract



0 1.5 3 6 9 Miles

Produced by: Three Rivers Regional Commission GIS Department  
Source: U.S. Census Bureau 2000