

OUTREACH EFFORTS (elected officials, stakeholders, general public). Outreach efforts for the DeKalb Transportation Plan included engaging stakeholders, members of the public, and the Board of Commissioners and CEO. Additional outreach occurred with the County’s Federal Transportation Lobbying Team, the Economic Development Master Planning Team, and members of a Ways and Means subcommittee regarding new SPLOST opportunities.

Vision Statement. The DeKalb County 2014 Transportation Plan is intended to improve mobility for all people, enhance quality of life, facilitate economic vitality, and focus on implementation.

Timeline. The plan began in November 2012 and is anticipated to conclude no later than June 2014.

STAKEHOLDER ENGAGEMENT: Stakeholders in and around DeKalb County were involved from the beginning of the process through its completion. The planning process included the following stakeholder engagement:

- **Technical Advisory Committee (TAC) and Community Advisory Committee (CAC)** – The TAC/CAC consisted of approximately 75 members. Each committee participated in three meetings, developed the ideas for the Vision and Goals, shaped project evaluation criteria, and provided input on policies and projects.
- **Focus groups** – Seven groups were engaged, consisting of bicyclists, pedestrians, transit riders, and Hispanic, Asian, senior, and disabled citizens.
- **Adjacent communities** – Adjacent cities, counties, and CIDs were invited to a special Needs Assessment meeting where they were provided the Draft Recommendations for review and comment.

GENERAL PUBLIC: Members of the public had numerous opportunities to learn about the project and to provide feedback on the plan. A wide array of formats, media, and techniques were used to engage the public.

- **Public meetings** – Three rounds of public meetings were held including a Kick-off, Existing Conditions and Needs Assessment, and Draft Recommendations. The meetings were conducted in four, including North, Central, Southwest, and Southeast DeKalb County, to ensure broad geographic coverage. A **narrated video** of the Kick-off meeting was created for those who could not attend in person. One **online meeting** was completed for each the Existing Conditions/Needs Assessment and Draft Recommendations phases for those who could not attend in person.
- **Statistically valid public opinion survey** – A scientific survey was conducted for the entire County and the results were analyzed across the five Commission Districts.
- **Online** – Documents were stored on a **project website**: (www.dekalbtransportationplan2014.com). An **interactive map** on the project website enabled individuals to identify transportation needs. And, **social media** was used to disseminate information (facebook.com/DeKalbTransportationPlan and twitter.com/DeKalbCTP).
- **Kiosks and public events** – Stationary kiosks and staffed tables were used at malls, festivals, and other events throughout the County.
- **Other feedback** – Members of the public could provide the team feedback through an email address (transportationplan@dekalbcountyga.gov) or by phone.
- **Documentation** – Electronic versions of reports were emailed to all stakeholders and engaged members of the public, posted online, and advertised through social media. Hard copies of the Draft Recommendations document also were provided at four libraries and the Board of Commissioners Office during a final 30-day public comment period.

BOARD OF COMMISSIONERS/CEO: Presentations were made to the Board of Commissioners (BOC) in addition to individual meetings that were conducted with each of the Commissioners, including:

- **Board of Commissioners presentations** – Presentations were made to the BOC in April 2013 (overview of the process), August 2013 (funding and project prioritization methodology), October 2013 (draft recommendations), and May 2014 (two presentations regarding plan overview and final approval).
- **Individual meetings with BOC and CEO** – Individual meetings were conducted with groups of one or two Commissioners to engage in more detailed conversations in August 2013 (funding and project prioritization methodology), October 2013 (draft recommendations before public), and March 2014 (draft final project and policy recommendations).

POLICY RECOMMENDATIONS. Policy guidance and recommendations were made in multiple areas. These recommendations will be used to update the Code of Ordinances (particularly the Land Development Code), to provide design guidance on project development, and to continue the identification of priority investment types and locations. Policy recommendations include asset management (roadways, bridges, and signal systems), functional classification, freight and air travel (trucks, rail, and air), access management, Complete Streets (policy language included), human services transportation, bicycle and pedestrian Level of Service goals, a priority bicycle network, transportation demand management, transit and land use, short-term transit, and schools.

FUNDING AND PROJECT CONSTRAINING. The primary source of transportation funding in DeKalb County is the Homestead Option Sales Tax (HOST). A minimum of 80% of that sales tax is returned to the homeowners through property tax relief, and a substantial portion of the remaining revenue is provided directly to the cities. In 2013, DeKalb County received \$5 million from the HOST for transportation projects.

Three primary tiers of recommended projects were developed. These are based heavily on available funding and local sponsor champions through the conclusion of the plan horizon in the year 2040. Funding in Tiers 1, 2, and 3 is divided into asset management allocations and project capital allocations.

PROJECT RECOMMENDATIONS. More than 3,000 projects were considered as a part of the DeKalb County 2014 Transportation Plan. Major regional projects are those that fall within DeKalb County but will be funded and led by regional or state agencies (interstate and interchange projects, major transit infrastructure projects). These projects were included in a separate list from DeKalb County projects.

DeKalb County projects were evaluated across four possible categories: roadway (corridor), roadway (intersection), bicycle, and pedestrian. Projects that included more than one mode were evaluated under all applicable categories. Evaluation criteria included community values (including geographic location and project type), technical merit, public input, costs and funding opportunities, and local or state champions. Projects were identified as either community projects or regional projects and were ranked within those categories so as not to eliminate good community projects that had moderately lower scores than larger regional projects.

Approximately 230 projects were selected for final recommendation, and they were divided into the above categories based on quantitative scores and qualitative feedback. They included a mix of roadway, bicycle, and pedestrian projects (including many that enhance transit access and mobility).

IMPLEMENTATION. A five-year action plan has been created to guide next steps and move the projects and policies toward implementation.

FUNDING TIERS

- **Tier 1** – Currently available funding (\$50 Million)
 - **Road resurfacing** = \$35 million
 - **New capital projects** = \$15 million
- **Tier 1/GDOT Projects** – Projects in which GDOT will lead and predominantly or completely provide the local match
- **Tier 2** – New revenue source (\$400 Million)
 - **Tier 2A** – New revenue source, first priority/additional HOST revenues (\$50 Million)
 - **Road resurfacing** = \$35 million
 - **New capital projects** = \$15 million
 - **Tier 2B** – New revenue source, second priority (\$150 Million)
 - **Road resurfacing** = \$75 million
 - **New capital projects** = \$75 million
 - **Tier 2C** – New revenue source, third priority (\$200 Million)
 - **Road resurfacing** = \$50 million
 - **New capital projects** = \$150 million
 - **Tier 2-Transit** – New revenue source, transit priority (to be determined)
- **Tier 3** – All remaining high priority projects (unconstrained)
- **City Projects** (constrained by city funding realities)