



# Transit Development Plan

Executive Summary



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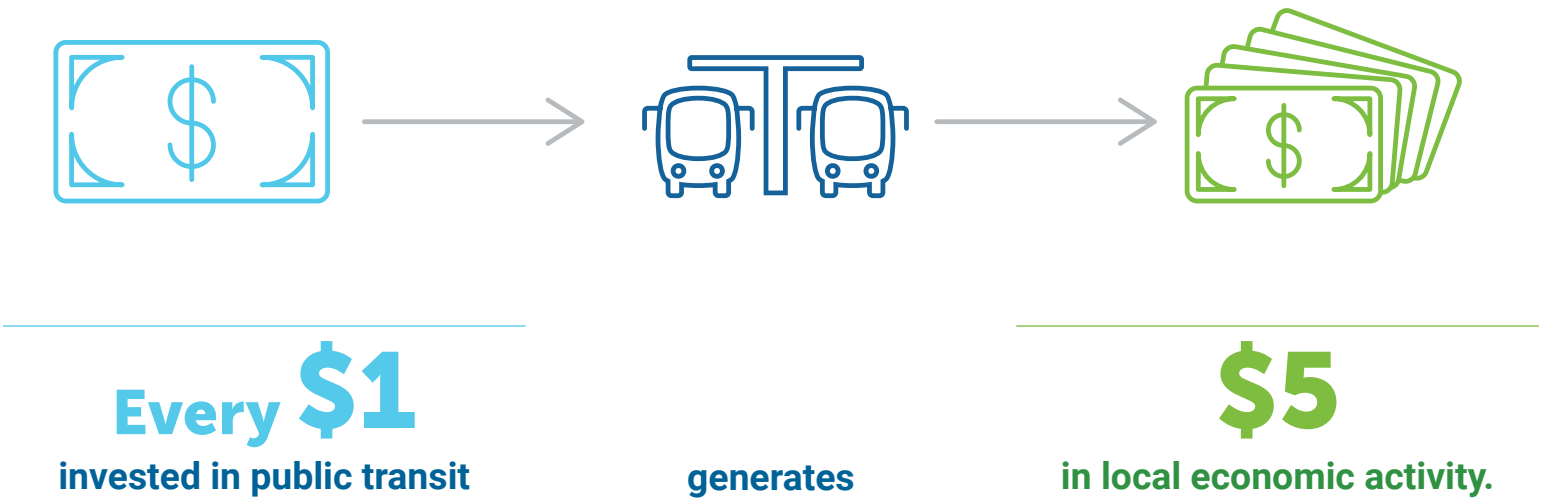
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Did you know?





Gwinnett County TDP Vision:

Enhance **mobility for all**  
by providing the **right**  
**services in the right places.**

TDP Goals:

**Increase mobility options**  
for all Gwinnett residents.

**Improve access to mobility options**  
to connect people to more places, more jobs,  
and support economic development.

**Enhance the user's experience**  
by making transit easy to use, safe, and comfortable.

**Create vibrant multimodal places**  
that generate a variety of activities.

**Minimize environmental impact**  
by reducing cars on the road and  
using cleaner technology.

**Provide robust information**  
about mobility alternatives and their  
benefits to all residents.

## Transit Development Plan Overview

The purpose of the 2023 Transit Development Plan is to identify short- and long-range recommendations for Gwinnett County's transit system. The plan addresses the system as a whole and includes capital priorities, operational improvements, supporting infrastructure, vehicles, and technology.

The TDP comes at a critical time for the county given growth, demographic shifts, increasing congestion, ongoing construction, and large redevelopment opportunities. This TDP provides Gwinnett County with a fresh perspective and a new opportunity to demonstrate the impact of transit improvements on people's lives from the amount of time Gwinnettians spend commuting, to enhancing access to job opportunities and education, health and wellness, fostering economic development, and helping Gwinnett County thrive and be vibrantly connected.

# TDP PHASES

The TDP was a community led planning effort, grounded in continuous engagement.

The TDP was developed over the course of 18 months, between Summer 2022 and Fall 2023. The Gwinnett TDP was a community led planning effort, grounded in continuous engagement throughout the plan’s development and backed by data-informed technical analyses. The Gwinnett Standard was our starting point to develop an Engagement Framework to guide public and stakeholder involvement and integrated communications efforts with Gwinnett’s highly diverse community.

Foundational to the TDP’s engagement philosophy was to **Educate, Inform, and Engage**. While engagement was continuous throughout the entire TDP development process, it was centered around three primary phases:

- Phase I was focused on involving the community in developing the plan’s **Vision, Goals, and Priorities**.
- Phase II engaging the community in identifying **transit needs**, confirming where there are **gaps**, and vetting **preliminary strategies** to address those needs and gaps.
- Phase III was the culmination of the engagement efforts and focused on obtaining the communities feedback on **draft recommendations** and their relative priority.

Various techniques, venues, and approaches were used during each phase of engagement – both in-person and online

Over the course of the past 18 months, we heard from thousands of Gwinnettians and stakeholders about what was important to them when it comes to transit and the future of mobility in Gwinnett.

Input and comments received were largely positive, though there are some in Gwinnett who still may not favor major investment in transit or who are still on the fence. But in the end, the following are the key takeaways from our engagement efforts:



## Safety & Comfort

Residents desire a transit system that provides and prioritizes a comfortable, convenient, and safe experience.



## Balance

TDP should balance broadly serving more places sooner with providing premium service in key corridors.



## Microtransit

Across the board community support for community-focused mobility for all.



## Connectivity

Gwinnettians want to move throughout the county as well as reach important job centers and destinations.



## High-Capacity Corridors

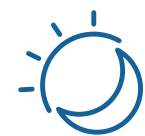
People are eager for innovative transit solutions that support economic development and provide an alternative to congestion.



## Land Use

Coordinated transit supportive land use will be critical to ensuring transit’s success.

# WHAT GOES INTO GOOD TRANSIT SERVICE?



## Span

Running consistent service early enough in the morning and late enough at night to get you where and when you need to go.



## Amenities

Features that make riding transit convenient, such as shelters to avoid the rain, racks to lock up bikes, and mobile apps to determine when the next bus is coming.



## Comfort

A clean and comfortable ride with easy and secure access.



## Connectivity

Being able to get to the places you need to and want to go.



## Speed

Knowing that you can get where you need to go in nearly the same time as you could by car.



## Reliability

A service that always arrives on time and equipment that performs consistently.



## Frequency

Knowing that the service runs often enough so that you don't have to worry about long waits.



## Proximity

Having stops close to where you need to get on and off.

# WHAT ARE THE BENEFITS OF MULTIMODAL INVESTMENTS?

## Community

Connects the communities of the county with new travel options, encourages smart redevelopment that results in walkable mixed-use neighborhoods, and protects existing neighborhoods.

## Economic Prosperity

Promotes economic development, creates jobs, increases access to major employment centers and activity centers, and enhances economic diversity.

## Travel Options

Greatly expands travel choices for all residents and visitors and supports an efficient countywide transportation system that enhances regional connectivity.



**65%**

of Americans agree having public transit nearby is either very important or somewhat important when deciding where to live.<sup>1</sup>

**56%**

of Americans prefer mixed-use, walkable communities to conventional suburbs and having to drive. This is especially true for the oldest and youngest generations.<sup>2</sup>





**78%**  
of Gwinnett  
seniors currently  
lack any public  
transit access

## Challenges & Opportunities

Gwinnett County is made up of diverse and vibrant communities spread over 437 square miles. Each of these communities is a great place to live, work, and play. However, the county's future potential is stuck in gridlock. Today's lack of mobility options has had significant negative impacts on Gwinnett's residents and businesses. The county's population has few viable alternatives to using congested roads, leading to increased commute times and costs. With nearly 1.5 million residents expected by 2050, congestion will continue to worsen and Gwinnettians' commute times and costs will continue to increase.<sup>3</sup> To ensure that we can attract a vital mix of employment opportunities, dynamic and healthy communities, and cultural and entertainment attractions, the County and its cities, residents, and businesses must work together to improve mobility options for everyone.

Investing in multimodal transportation supports economic growth, a diverse employment base, and better access to jobs. This supports existing businesses and attracts new employers and the next generation of the County's workforce. As young people enter the workforce, they are looking for more choices for transportation than just single-occupancy vehicles.

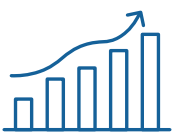
Given the existing conditions in Gwinnett County, there are numerous opportunities to expand transit.

- Only 11 percent of Gwinnett's residents are within one-quarter mile of a Ride Gwinnett bus stop.
- Less than one-quarter of all jobs in Gwinnett County are within one-quarter mile of a Ride Gwinnett stop.
- Large swaths of Gwinnett County are unserved by transit, but have the land use and density to support transit service.

Gwinnett County is transitioning to a younger population compared to the national average and is growing rapidly. The disconnected suburban context must offer residents and visitors a seamless, well-connected multimodal transportation system to overcome gridlock and unlock the promise of a vibrant community for the next generations.

The majority of new Gwinnett County residents were born in the 1990s and 2000s. Surveys reveal that these age groups prioritize expanding transportation alternatives and building more walkable communities.<sup>4</sup>

**Significant  
Growth:**



**1,029,880**  
2025 Projected Population.<sup>5</sup>

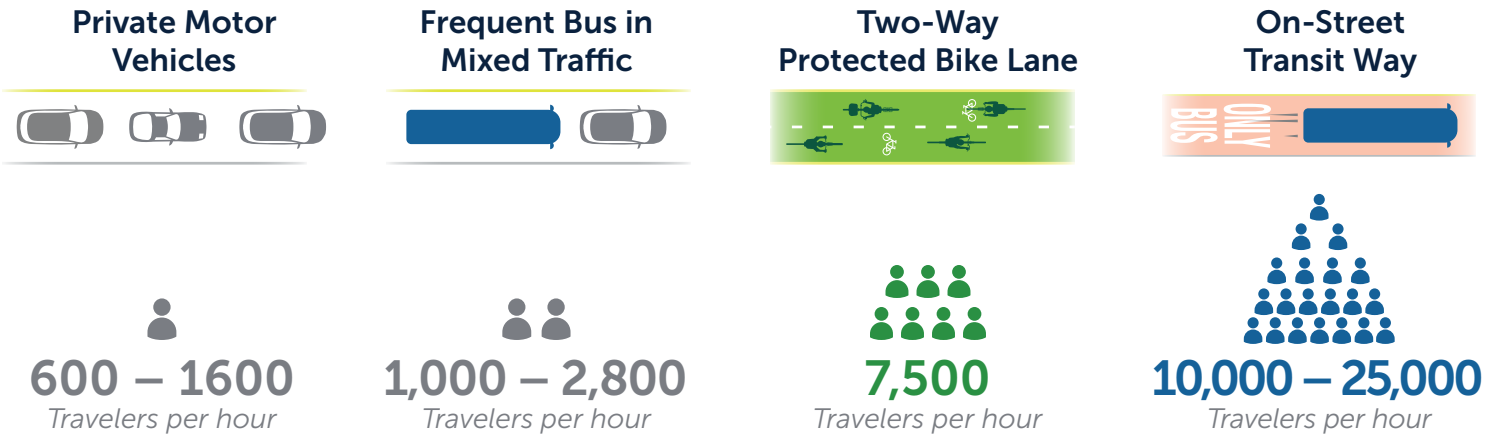
**>5x**  
growth since 1980.<sup>6</sup>



# An Alternative to Congestion

Dependable local bus and high-capacity transit options can provide reliable alternatives to roadway congestion. A balanced transportation system provides many kinds of travel options that are integrated with and complementary to our road networks. This could include bus rapid transit, high-frequency local buses, on-demand microtransit, more transfer centers, and increased and improved bicycle and pedestrian facilities.

### TRAVEL CAPACITY PER LANE BY MODE<sup>7</sup>



**\$9,797** per year  
estimated amount  
saved by individuals  
who shift from  
driving to transit.<sup>8</sup>

**24%**  
higher home  
values near public  
transportation than  
in other areas.<sup>9</sup>

**\$3.64**  
in cost savings  
from congestion  
reduction for every  
\$1 invested in  
transit in the Atlanta  
region, according to  
a 2020 study.<sup>10</sup>

## A MIX OF TRAVEL OPTIONS SUPPORTS GROWTH & QUALITY OF LIFE

The county needs a balanced transportation system that provides a sustainable foundation for economic growth and prosperity. One of the most effective ways to support economic growth is by increasing access to the county's activity centers, job centers, and education centers. The activity centers include employment, residential, educational, recreational and cultural uses, and retail activities. These centers must be served and connected by various travel options to support robust and diverse economic growth. These options will save people time and money, and they will improve connections to jobs and the activities we all take part of every day, such as shopping, dining out, running errands, going to school, and having fun.

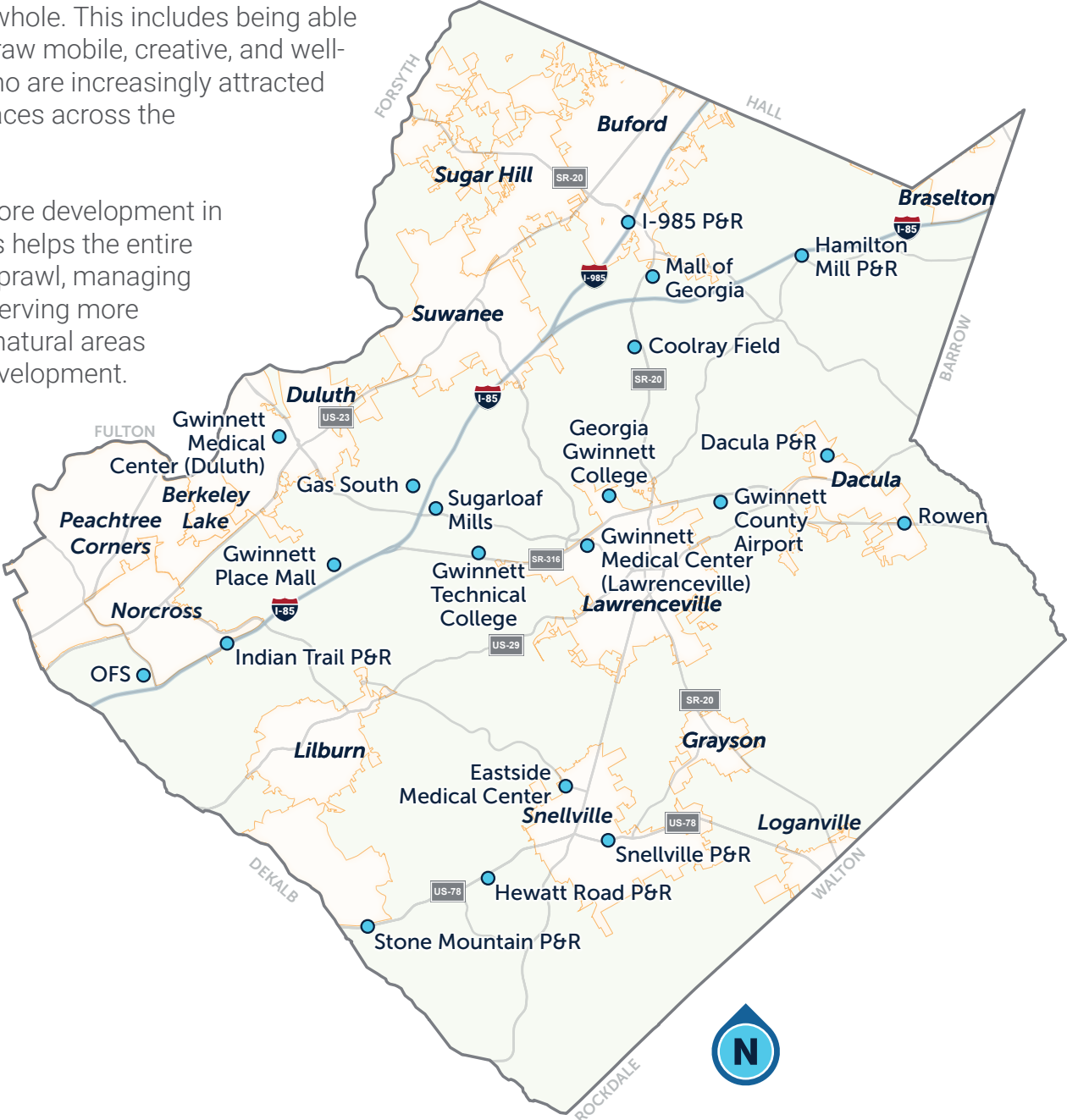
Residents of transit-oriented developments are **two to five times more likely to use transit** for commuting and non-work trips than others living in the same region.<sup>11</sup>



# SUPPORTING STRONG LOCAL DESTINATIONS

The county’s downtowns, town centers, and main streets increasingly depend on transit. Land use, development, and transportation are inextricably linked. Transit uniquely helps to focus mixed-use development in core areas to create and sustain vibrant, attractive places. These compact centers of commerce create new spaces and opportunities to live, work, and play. This includes having access to transit, making fewer vehicle trips while also promoting vibrant street life. The TDP will link and promote the county’s core business centers with enhanced and high-capacity transit options. Supporting these areas is essential for the economic competitiveness of cities and the county as a whole. This includes being able to more effectively draw mobile, creative, and well-educated workers who are increasingly attracted to walkable urban places across the United States.

Finally, supporting more development in the more urban areas helps the entire county by reducing sprawl, managing congestion, and preserving more suburban, rural, and natural areas from encroaching development.



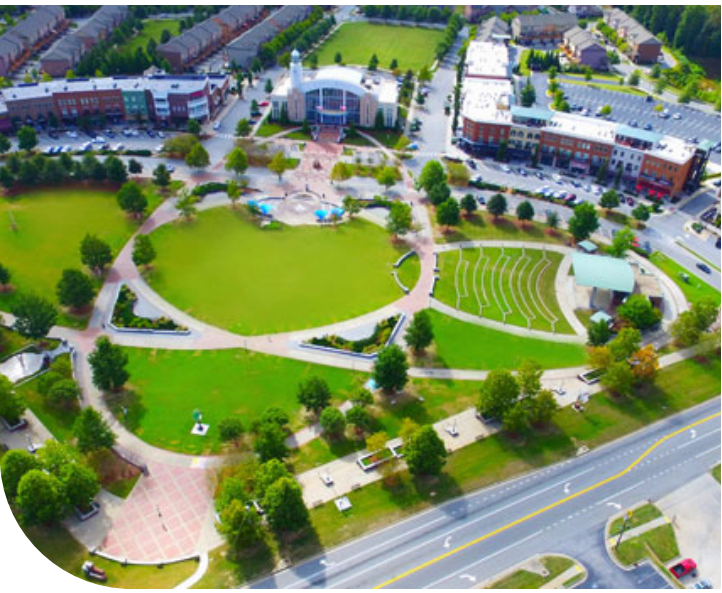
# CHOOSING THE RIGHT TRANSIT OPTIONS FOR THE COMMUNITY

There is no single mode of transportation that would solve the County’s mobility challenges by itself. Regardless of where they live, people want to be connected with travel options that make sense to them. Suburban and rural areas that want to maintain that lifestyle should be protected and provided with transportation options that fit within the fabric of those communities. Areas that are suburban now, but are moving toward higher densities and redevelopment, should be given mobility options that match their growth.

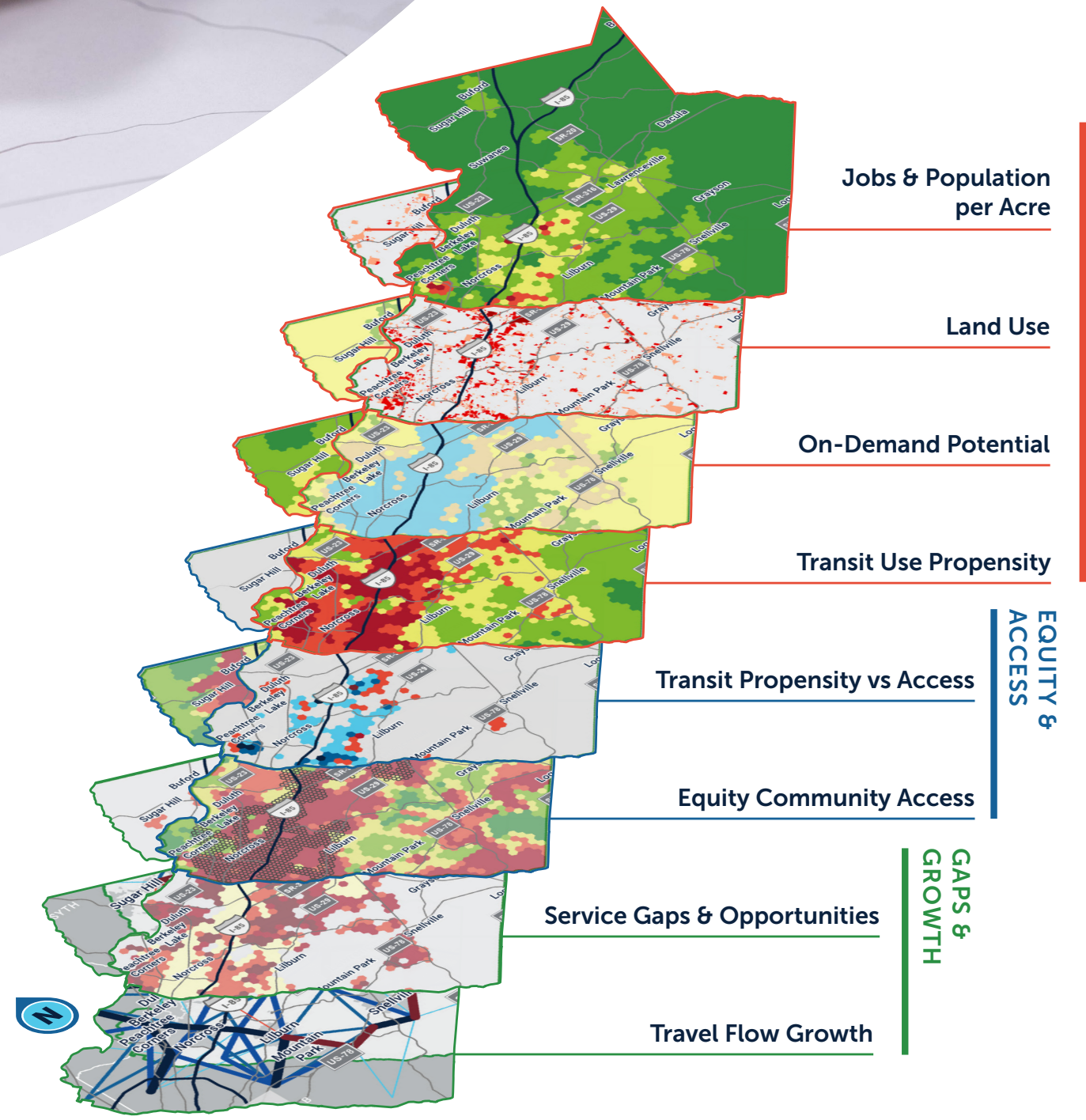
If the TDP is implemented, transit will connect more suburban and rural communities of the county to jobs, shopping, education, and entertainment. These longer distance elements of the plan reduce the need for long car trips on congested roads. New transfer centers will allow people to connect to locations with high frequency bus options. New airport express bus service will take cars off the road and provide stress-free riding options to get to work or travel. New regional connections will provide a new alternative to using congested roads and intersections by connecting to nearby activity centers and regional transit options.



Rural, suburban, and redeveloping areas should be given mobility options that match their community needs and growth.







## A Data-Driven Process

The Gwinnett TDP was driven by robust public engagement and recent, relevant, reliable, and comprehensive data sources. Taking a rigorous data-driven approach, the TDP establishes a firm foundation for targeted, multimodal, countywide investments. The specific recommendations are built on key factors, including population, employment, income, age, car ownership, travel patterns, and the existing transportation network. Within the analysis, different factors are used to determine multimodal transportation needs across the region. The recommendations of the plan are based on data and maps developed for the TDP that illustrate:

- Where people live
- Where people work
- Where people with the greatest need for transit live
- Where there is ongoing construction and planned development
- Where our activity centers are located (town centers, hospitals, colleges, employment centers)
- Travel patterns across the region

Taking the results of the multiple surveys and these data sources in comparison with services currently available in the region, the TDP identifies what transit improvements are needed and what can be enhanced and expanded to provide the service our communities and businesses have asked for and will most benefit from. The TDP is also closely coordinated with the Comprehensive Transportation Plan and Unified Plan to ensure that their recommendations support any future transit investments.

# UNDERSTANDING EXISTING CONDITIONS

Gwinnett County is rapidly growing, diversifying, and becoming more youthful.

**Economic activity and population density varies across the county** with the greatest concentration in the western corner extending to Lawrenceville. Areas with a lower concentration of residents and jobs appear in the surrounding eastern crescent of the county.

As people and jobs continue to locate in Gwinnett County, **addressing transportation challenges will play an important role** in supporting economic development and an exceptional quality of life.

The current transit system provides transit service predominantly in the southwestern to central part of Gwinnett County. As a result, the rest of the county is not connected to the transit system.

Apart from commuter bus service that runs in interstate express lanes, most transit service mix with other traffic. Without dedicated lanes for transit and technology to move buses quickly through intersections, **customers will view transit as unreliable and slow.**

Additionally, where transit is provided, **service typically stops before 10:00 pm or is only offered Monday to Saturday making transit less convenient and less appealing** compared to other modes.

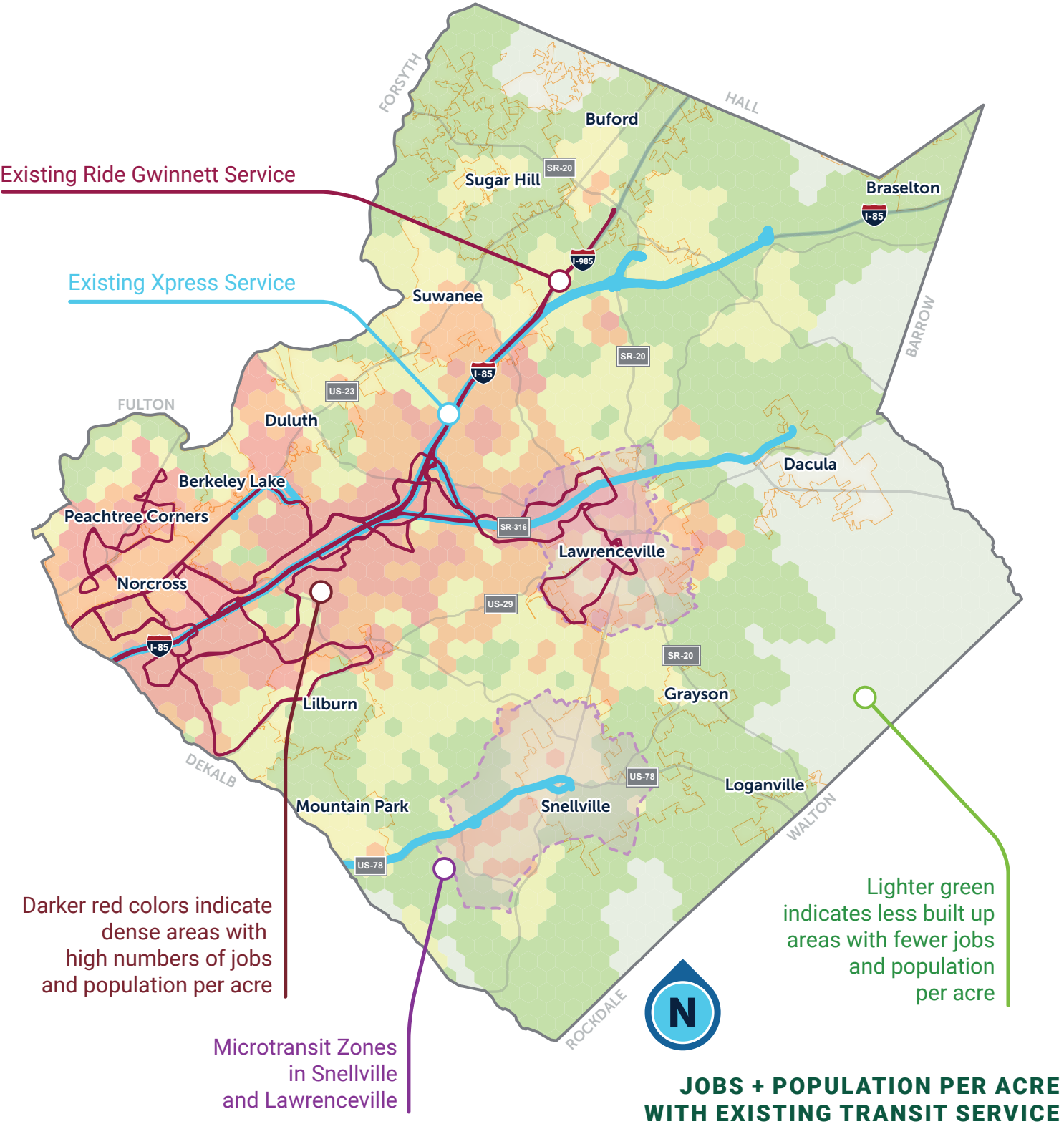
The demographics of Ride Gwinnett customers and of residents as a whole tell two different stories. Ride Gwinnett customers are significantly more likely to be under 35, low-income, Black, and non-car owners than the county's population overall.<sup>12</sup>

Some other key findings:

- More than one-quarter of riders are younger than 25.
- Most riders' income is between \$40,000 and \$50,000, and 59% of riders' income is below \$60,000. The median household income for the County is \$73,460.
- Twenty-nine percent of riders do not own a vehicle.
- Close to three-quarters of riders are employed full-time. Full-time college students account for 17 percent of riders.
- Fifteen percent of riders self-identify as Hispanic or Latino.

**11%**  
of Gwinnett residents live within walking distance of current transit stops.

**28%**  
of Gwinnett jobs are accessible by current transit.





There are critical gaps across the county where people who are likely to use transit live or where common destinations are that do not have access to the transit system.

## UNDERSTANDING GAPS AND NEEDS

Public transportation is most efficient and most effective when it connects population and activity centers. Places with a high density of residents and jobs that are unserved or underserved by fixed-route transit are considered to have a gap.

Only a minor subset of the county has both an underlying likelihood to use transit and access to existing transit service. There are critical gaps across the county where people who are likely to use transit live or where common destinations are that do not have access to the transit system. These gaps often neighbor areas with transit access, such as Peachtree Corners and Lilburn, suggesting that **transit is just out of reach for many, even those in the densest parts of the county.**

The limited geographic reach of Ride Gwinnett's existing network results in some areas with viable existing density to support fixed-route transit currently lacking that service.

Places include:

- Buford
- Duluth
- Eastern Lawrenceville
- Mountain Park
- Suwanee

Other unserved and underserved areas include the area located south of State Route 316 corridor and west of Lawrenceville and the area located south of US-78 and west of Snellville.

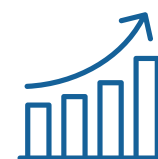
The vast majority of the county has a limited transit propensity and does not have access to transit, indicating fixed-route transit is not the most effective and efficient mode. **Without the right transit service, such as microtransit, forging connections to fixed-route service, these less dense areas are excluded from the economic, social, recreational, educational, and well-being opportunities transit offers.**



## WHAT WE HEARD

The following sections provide an overview of key takeaways gleaned from feedback received during the educate, inform, engage public outreach process of the TDP. The key takeaways are organized by theme to help organize the depth and breadth of feedback.

**Gwinnett residents are eager for enhanced transit service like microtransit and high-capacity corridors, improved local and regional connectivity, and accompanying infrastructure like sidewalks and passenger amenities that support a high-quality multimodal system.**



**+19.8%**  
population growth since 2010

**1,484,742**  
population forecast in 2050

**Gwinnett County has experienced phenomenal growth since 1980, and is expected to grow by just over 500,000 residents by 2050.<sup>13</sup>**





Microtransit is a flexible on-demand transit service.

## Microtransit

Gwinnett County residents, community members, stakeholders, and elected officials continue to express excitement and support for microtransit. Microtransit was repeatedly mentioned as a top desire by residents throughout the county. In response, the TDP recommends implementing microtransit service for the entire county within the first 10 years.

We heard a number of ideas and sentiments related to microtransit in Gwinnett County, including:

- Microtransit is a quick win that could be used to make the case for future investment.
- Microtransit will improve quality of life for persons with disabilities and allow for seniors to age in place.
- Microtransit zones should connect everyone to the destinations within their immediate community.
- Microtransit zones can connect residents to the broader network of transit options.

## Fixed Route Transit

There is a widespread understanding of the value of fixed-route transit by Gwinnett County residents and stakeholders when service is strategically located in higher density and propensity areas.

In particular, the following points were emphasized throughout the public engagement period:

- Avoid transfers and take a one-seat ride to major activity centers.
- Frequent, all-day fixed route service to attract more riders.
- Greater connectivity between nearby town centers and to future, planned developments.
- Consistent service pattern throughout the day to increase expectancy and avoid rider confusion.

These comments informed the fixed-route transit network recommendations. This is especially true for right-sizing recommendations where microtransit and high-capacity transit anchor the transit system and fixed-route transit supplements the two.

Fixed route transit is a regular bus with set routes and schedules.



transit

Transit Zones  
Microtransit is an on-demand curb-to-curb service that provides a flexible option for less dense areas. Residents can request an application to request their fare.

Microtransit will be available in all zip codes within Gwinnett County boundaries over a period through the TDP.

Term Microtransit  
Microtransit zones coming to Gwinnett County will lay the groundwork for future transit options.

EXECUTIVE SUMMARY

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High-Capacity Transit

One significant finding from the engagement efforts was the considerable support for high-capacity corridors in Gwinnett County. High-capacity corridors refer to transit routes that can accommodate a larger number of passengers moving greater distances quickly, such as bus rapid transit. Residents expressed a desire for these types of transit options to improve connectivity and reduce congestion on major roadways. Additionally, high-capacity corridors were seen as a way to provide more equitable access to transportation for all residents, regardless of income or location.

At a detailed level, there were three prominent themes:

- Strong support for BRT and other forms of rapid bus service with priority at intersections.
- Focus on enhanced customer experience at stations with premium amenities.
- Connect activity centers with each other and connect to rail.

The engagement results indicate that Gwinnett County residents are eager for innovative and sustainable transit solutions that can meet the needs of a growing and diverse community.

High-Capacity transit is a high-frequency service that operates in dedicated lanes.

What is Bus Rapid Transit?

Comfortable & modern facilities

Convenient boarding & payment

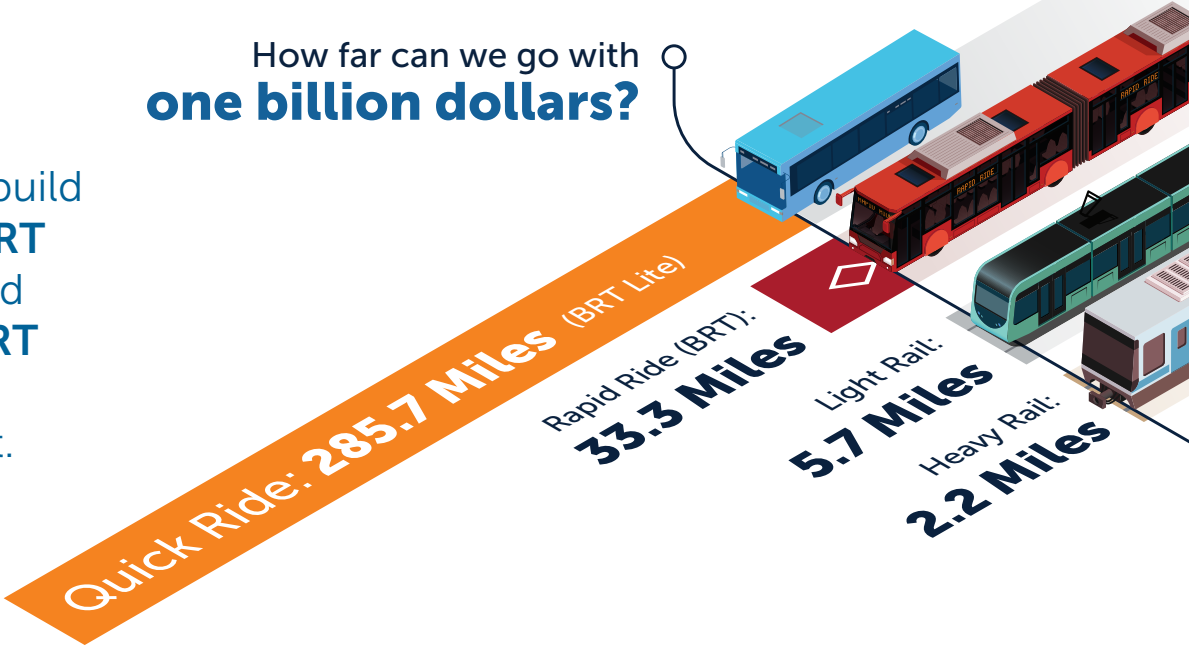
Dedicated lanes for faster trips

More space on board



How far can we go with one billion dollars?

The County can build six times more BRT than light-rail and 15 times more BRT than heavy-rail for the same cost.



Airport Access

Airports are vital elements of a thriving and well-connected transportation system, unlocking tourism, the movement of goods, and economic potential. In the Atlanta region, more than 10,000 Gwinnett residents travel to Hartsfield-Jackson Atlanta International Airport every day for work or travel. As employees, residents are sensitive to travel time, travel costs, the availability of parking, and the cost of parking. As airline passengers, residents value convenient and reliable transportation over multi-stop services that might require a transfer or long walking distance with luggage. Gwinnett residents, whether employees at the airport or business or non-business travelers, want direct and comfortable access to the airport via transit that is cost- and time-competitive compared to driving a private vehicle.

10,000 trips to and from Hartsfield-Jackson Atlanta International Airport daily from Gwinnett County for travel or work.



Americans aged 20 to 40 make up the largest share of home buyers at **37 percent** and are more likely than other buyers to purchase in urban areas, placing importance on commuting costs and convenience.<sup>14</sup>

Households near public transit drive on average **4,400 fewer miles annually** than households with no access to public transit.<sup>15</sup>

## Supporting Elements

Gwinnett County residents, community members, stakeholders, and elected officials all acknowledged transit service alone is not a silver bullet for solving the county's mobility challenges. Instead, they emphasized a robust toolkit of supporting elements, leveraging the full extent of technology and the built environment within and outside the roadway. Residents shared significant and recurring feedback, including:

- Implement transit-supportive land use policies and zoning to make transit successful.
- Encourage mixed-use development, higher densities, and a range of quality and affordable housing to support transit.
- Invest in more greenway trails and multimodal network to create healthier communities and improve first and last mile connectivity for all users.
- Upgrade and modernize passenger amenities to enhance customer experience and convenience.
- Ensure ADA compliance and accessible design for new transit infrastructure.
- Support development and exploration of connected vehicles, electric vehicle, autonomous vehicle technologies, and infrastructures.

Required parking spaces can be **reduced by 30 and 50 percent**, respectively, for office and retail development in transit-intensive areas.<sup>16</sup>

According to WalkScore.com **Gwinnett County cities struggle with pedestrian and bicycle accessibility.**



# Benefits for Everyone

The Gwinnett County TDP benefits everyone by improving and increasing multimodal transportation services countywide. These benefits will transform travel options across the county. The TDP will help fix parts of our transportation system that are not working today, while also putting the county on a path to a more prosperous future. It makes transit a convenient alternative for a wider range of trips, allowing more people to avoid congested roads whether they use the expanded network or not.



An alternative to congested roads



Reduced parking demands and congestion



Provide safer options than driving



Reduce transportation costs for all users



An alternative to building new roads



Improve mobility for non-drivers



Reduce dependency on oil and gas



Reduce transportation emissions

## PLAN MODES



### Shared Ride

A flexible on-demand transit service (microtransit)



### County Ride

Regular bus with set routes and schedules



### Quick Ride

High-frequency service with bus priority improvements and enhanced stops



### Rapid Ride

High-capacity service with dedicated right-of-way and stations



### Airport Ride

Limited stop service to Hartsfield-Jackson Atlanta International Airport

# Recommendations

Gwinnett County, along with the Greater Atlanta Region, is growing and changing quickly. Given estimated growth rates since the last census, the county population may have already reached 1 million people in 2023. This includes a growing number of those under 40 and seniors. Thus, **planning for mobility is essentially charting a lifeline that not only connects Gwinnett to the region's core but improves local circulation and economic opportunity.**

Large developments are planned throughout the county that will impact jobs and travel behavior. As demographics continue to change, the transit system must be developed and adapt to meet these needs and create opportunity for a more sustainable transportation future.

In addition, connecting transit to existing job centers in Gwinnett, the transit recommendations illustrated in this TDP also connect future areas where growth is anticipated, including Rowen, Gwinnett Place Mall, OFS, and Gas South District among others. **Recommendations reflect growth of the transit system that is transformational and timed with development instead of reactionary.**

The complete TDP illustrated in the subsequent map represents an extraordinary expansion of a wide array of transit choices that will have a generational impact across the county.

Shared Ride (microtransit) will reach every corner of the county and provide access to a robust network of over 500 miles of convenient and frequent fixed route transit seven days per week (County, Quick, and Rapid Rides). **For the first time ever, Gwinnettians will be able to say that everyone in the county has access to transit, and every job and destination is reachable by transit.** All of the modes are connected by Transit Transfer Facilities that provide right-sized infrastructure and amenities to facilitate easy transfers among the various transit modes in inviting, safe, secure, and convenient locations.

The subsequent pages describe each mode in more detail and how they will individually meet the needs of existing and future residents, businesses, and visitors for every type of trip.

**500+**  
miles of  
convenient and  
frequent fixed  
route transit

**7** days per  
week

## PROPOSED SERVICE OVERVIEW DIAGRAM



- LEGEND**
- County Ride: [Dark Blue Line]
  - Quick Ride: [Orange Line]
  - Rapid Ride: [Red Line]
  - Airport Ride: [Light Blue Line]
  - Shared Ride Coverage: [Light Blue Shaded Area]
  - Transit Transfer Facilities: [Green Circle with 'T']
  - MARTA Rail: [Orange and Blue Lines]



# 27 Zones

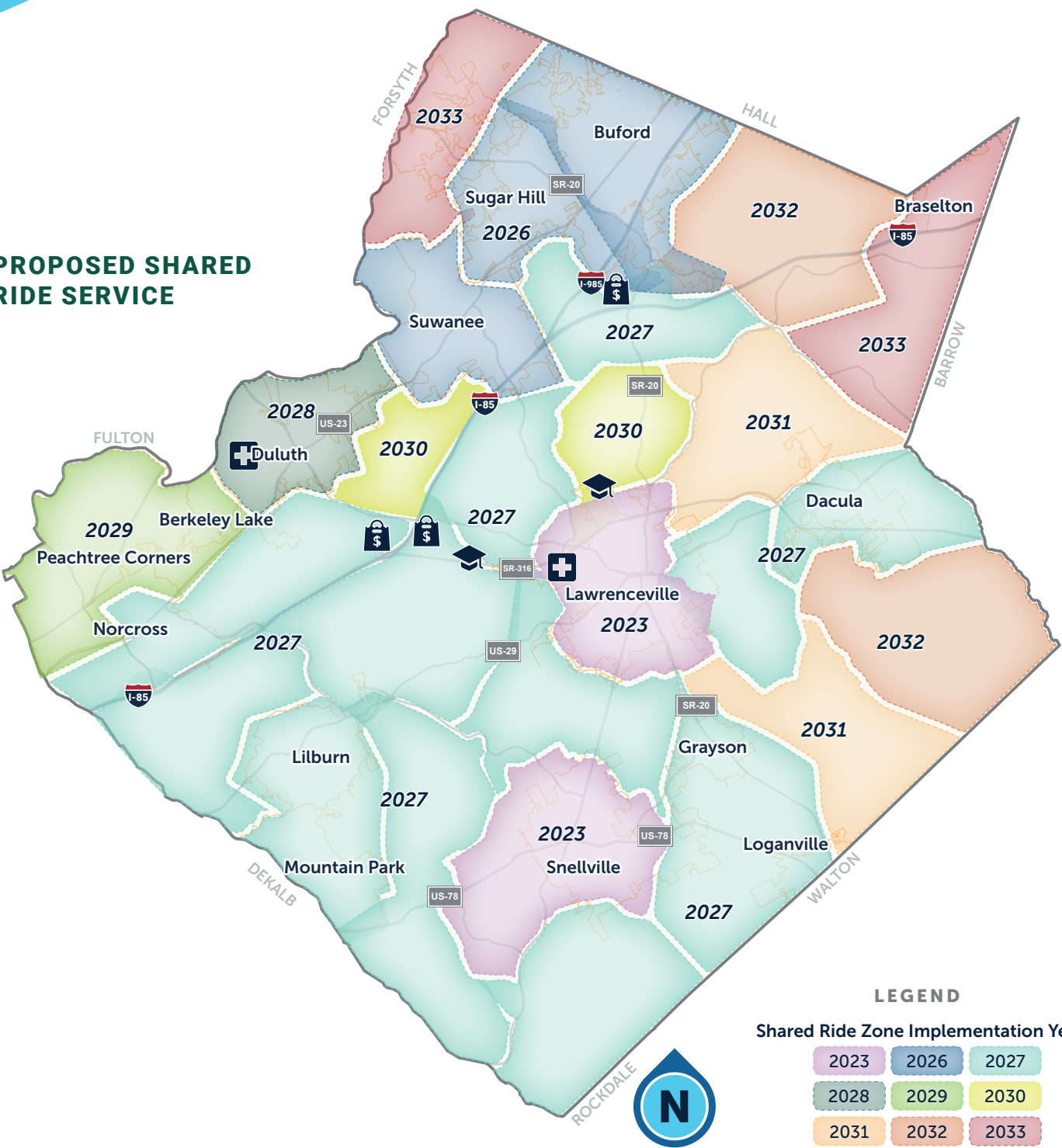
in the first 10 years that cover 100 percent of the county

## SHARED RIDE

Shared Ride, or microtransit, is a flexible on-demand service where riders can use an app to request and pay for their ride, allowing for flexible operations in less dense areas. This service will **operate 18 hours a day, seven days a week with a maximum average wait time of 20 minutes**. This service improves access and circulation for neighborhoods across the county and improves first-mile/last-mile access to fixed-route transit service.

Shared Ride zones will serve 100 percent of Gwinnett County by 2033, and over half of the county's land area will be served by a Shared Ride zone by 2027. Ride Gwinnett has already implemented two microtransit zones in Snellville and Lawrenceville. In 2026, three additional zones will begin service in Suwanee, Sugar Hill, and Buford. In 2027, 12 zones will begin service in key destinations like the Mall of Georgia, Sugarloaf Mills, Gwinnett Place Mall, Rowen, Stone Mountain, Centerville, and OFS. Between 2028 and 2033, 10 additional shared ride zones will begin service, with one launching in 2028, one in 2029, two in 2030, two in 2032, and two in 2033.

## PROPOSED SHARED RIDE SERVICE






**of County Ride fixed route service in the first 10 years, operating every 30 minutes or less, seven days per week.**


County Ride transports passengers along routes with consistently spaced bus stops and a predictable schedule. County Ride service will **operate 12 to 18 hours a day, seven days a week with 15- to 30-minute headways**. The proposed routes are designed to transport riders to and from important local destinations within Gwinnett County. Riders will be able to transfer to other County Ride routes or to Quick Ride, Rapid Ride, Airport Ride, and Shared Ride services.


**i** **Headways** are the average time between scheduled trips on a route.


[illegible]


## LEGEND


County Ride: 


Quick Ride: 

Rapid Ride: 

Airport Ride: 

Shared Ride Coverage: 

Transit Transfer Facilities: 

MARTA Rail: 

**of Quick Ride  
bus rapid transit lite  
service in the  
first 10 years.**

## QUICK RIDE

Quick Ride provides high-frequency service with bus priority improvements, such as transit signal priority, queue jumps, and enhanced stops. Quick Ride moves large numbers of people to their destinations quickly and efficiently.

**This service will operate 12- to 18- hours a day seven days a week with 15- to 20-minute headways.**

Eight Quick Ride routes are proposed for implementation, with all Quick Ride service implemented by 2036. In 2033, five Quick Ride routes will begin operations, providing high-frequency connections between Peachtree Corners and OFS, Gwinnett Place Mall and Snellville, Snellville and the Indian Creek MARTA station, Sugar Hill and Gwinnett Place Mall, and Sugarloaf Mills and the Doraville MARTA station. In 2035, an additional Quick Ride route will begin operations, providing service between Lawrenceville and Tucker. The remaining two Quick Ride Routes will begin operations in 2036, providing high-frequency connections between the Mall of Georgia and Lawrenceville and between Lawrenceville and Centerville.

## PROPOSED QUICK RIDE SERVICE



Diagram not to scale.





# 26 miles

of Rapid Ride rubber-tire rail service in the first 10 years.

## RAPID RIDE

Rapid Ride moves large numbers of people to their destinations quickly and with high frequency. This premium service will include features such as off-board fare payment, bus-only lanes, limited stops, queue jumps, and transit signal priority to increase travel speeds, decrease trip times, maintain reliability, and enhance the customer experience. **Rapid Ride service will operate 18 hours a day seven days a week with 10- to 15-minute headways.**

One Rapid Ride service is proposed in the plan, to begin in 2036. The Rapid Ride route will operate from Doraville MARTA station to the proposed Lawrenceville Transit Station. Along the route it will serve the following major activity centers: OSF, Gwinnett Place Mall, Gas South District, Sugarloaf Mills, Northside Hospital, Gwinnett Technical College, and Georgia Gwinnett College. The route will utilize Buford Highway, Jimmy Carter Boulevard, Satellite Boulevard, Sugarloaf Parkway, Duluth Highway, and Hurricane Shoals Road.

## PROPOSED RAPID RIDE SERVICE



**Airport Connectors  
directly connecting  
Gwinnettians to  
jobs and global  
destinations in the  
first five years.**

Airport Ride provides longer haul service between destinations in Gwinnett County to the Hartsfield-Jackson Atlanta International Airport. These routes provide limited stops and all day service to the airport, a key destination in the region. **Airport ride service will operate 14 hours a day seven days per week with 60-minute headways.**

Two Airport Ride services will begin operation in 2027. One will operate between I-85 and I-985 between the I-985 Park and Ride Lot in Northern Gwinnett County and the Hartsfield-Jackson Atlanta International Airport. Another Airport Ride route will provide service between Snellville and the airport and operate along Stone Mountain Highway, Memorial Drive, and I-285.

**PROPOSED AIRPORT RIDE SERVICE**

Diagram not to scale.

**LEGEND**

- County Ride:
- Quick Ride:
- Rapid Ride:
- Airport Ride:
- Shared Ride Coverage:
- Transit Transfer Facilities:
- MARTA Rail:

Diagram not to scale.





## TRANSIT TRANSFER FACILITIES

Transit transfer facilities are the primary points of confluence between routes and modes. Gwinnett residents recognized that customer experience and convenience are important in ensuring seamless travel and building a positive transit system identity. More specifically, residents offered the following feedback about the location and style of transit and transfer facilities:

- Leverage existing County assets to invest in transfer facilities.
- Strong support for transfer facilities that reflect the local community and integrate local art installations and themes.

### Small Transit Transfer Facility

Small TTFs are located at minor transfer points, facilitating connections between transit services.

#### Typical Amenities

- Bus shelters
- Real-time information
- Security cameras
- Lighting
- Benches



### Medium Transit Transfer Facility

Medium TTFs are larger facilities, typically located off-street, that can accommodate connections to multiple routes and, in some instances, multimodal transfers.

#### Typical Amenities

- Bus loop and dedicated layover
- Bus shelters
- Real-time information
- Security cameras
- Lighting
- Benches
- Dedicated restroom facilities
- Part-time staffing to provide enhanced security and surveillance.



### Large Transit Transfer Facility

Large TTFs represent the most important transfer nodes within the entire regional transit system. Many of these facilities will provide connections between local bus and high-capacity transit services like light rail and bus rapid transit.

#### Typical Amenities

- Off-road bus loop, bus bays, and layover areas
- Kiss and Ride and/or Park and Ride
- Bus shelters
- Real-time information
- Security cameras
- Lighting
- Benches
- Dedicated restroom facilities
- Indoor waiting areas
- Full-time staff presence to serve customers and provide an enhanced security presence.



Two large TTFs, one at **Gwinnett Place Mall** and one in **Lawrenceville**, are already under way. Gwinnett County was awarded a federal RAISE grant to build a new transit center at Gwinnett Place Mall.



FIXED-ROUTE (COUNTY RIDE)

- Gwinnett Transit Center to Rowen (via Sugarloaf Pkwy)
- Gwinnett Transit Center to Hamilton Mill Park & Ride (via I-85/985)

BRT/BRT LITE (QUICK OR RAPID RIDE)

- Sugar Hill to Sugarloaf (via Sugarloaf Pkwy and Peachtree Industrial Blvd)
- Norcross to Sugarloaf Mills (via Peachtree Industrial Blvd and Sugarloaf Pkwy)

REGIONAL CONNECTORS\*

- Lawrenceville to Athens
- Peachtree Corners to Avalon and Wellstar Hospital
- Peachtree Corners to Perimeter Mall
- Peachtree Corners to Northside Hospital
- Indian Trail Park and Ride to Greater Tucker and Northlake Mall
- Snellville Park and Ride to Greater Tucker and Northlake Mall
- I-985 Park and Ride to Northside Hospital Forsyth
- I-985 Park and Ride to Hall County
- I-985 Park and Ride to Perimeter
- I-985 Park and Ride to Buckhead
- I-985 Park and Ride to Midtown
- I-985 Park and Ride to Downtown
- Snellville Park and Ride to Stonecrest Mall

*\*Regional Connectors would potentially operate 7 days per week every 30 minutes to connect Gwinnett to regional activity centers.*

ASPIRATIONAL PLAN ADDITIONS

Available and anticipated funding will not cover the cost of all proposed recommendations in the TDP. Aside from the aspirational additional service, the remainder of the recommendations are financially constrained meaning the available and anticipated funding covers the expected capital and operating cost. Proposed recommendations that do not have funding identified at this time are considered aspirational until additional funding is identified.

The TDP takes a logical and strategic phased approach to implementing the entire transit network. The phases serve as a guide for proactively moving specific projects towards design, engineering, and construction. It does not preclude implementing aspirational projects on an opportunistic basis, where cost-efficiencies or new project partnerships become available, or enhancing other projects such as from a Quick Ride to a Rapid Ride.

ASPIRATIONAL ADDITIONAL SERVICE

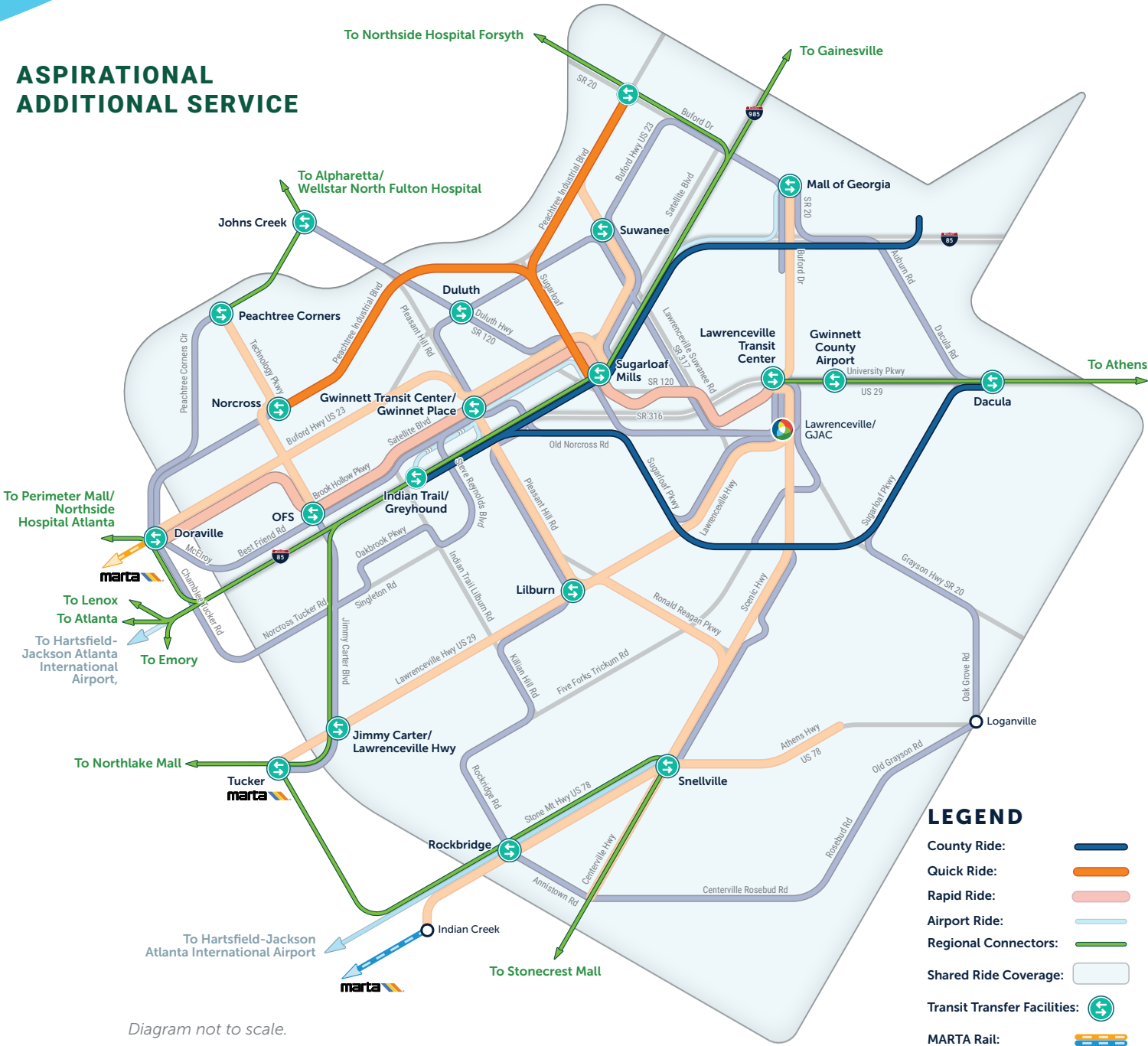


Diagram not to scale.



PLAN PERFORMANCE

This TDP reimagines transit from a transportation option available to select markets and select community members to a far-reaching mobility service for all. Shared Ride, County Ride, Quick Ride, Rapid Ride, and Airport Ride expressly focus on connecting people to the places they want to go and ensuring it is a trip they can make with confidence.

The previous focus of the County’s transit service has largely centered on fixed-route services. However, with people and jobs spread out across great distances, the TDP proposes countywide microtransit and supporting elements in addition to fixed-route services to infill transit system connections and maximize the potential of less dense areas.



187%

increase in the number of people living within 1/4 mile of County Ride, or within 1/2 mile of Quick or Rapid Ride.



118%

increase in the number of jobs would be within 1/4 mile of County Ride, or within 1/2 mile of Quick or Rapid Ride.

Combined County, Quick, and Rapid Ride will provide access to:



6 hospitals



3 malls



Nearly all developments of regional impact (DRIs)



The majority of planned developments



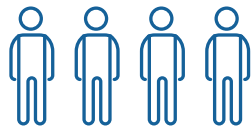
2 colleges



6 Amazon facilities



14/16 ARC activity centers in Gwinnett plus twelve more outside the county



113% increase in the number of people within a 1/2 mile of 15 minute bus service.

Increase in populations served by County, Quick, and Rapid Ride combined:



+130% of minorities



+65% of zero-car households



+196% of disabled people



+100% of low income households



+159% of youth

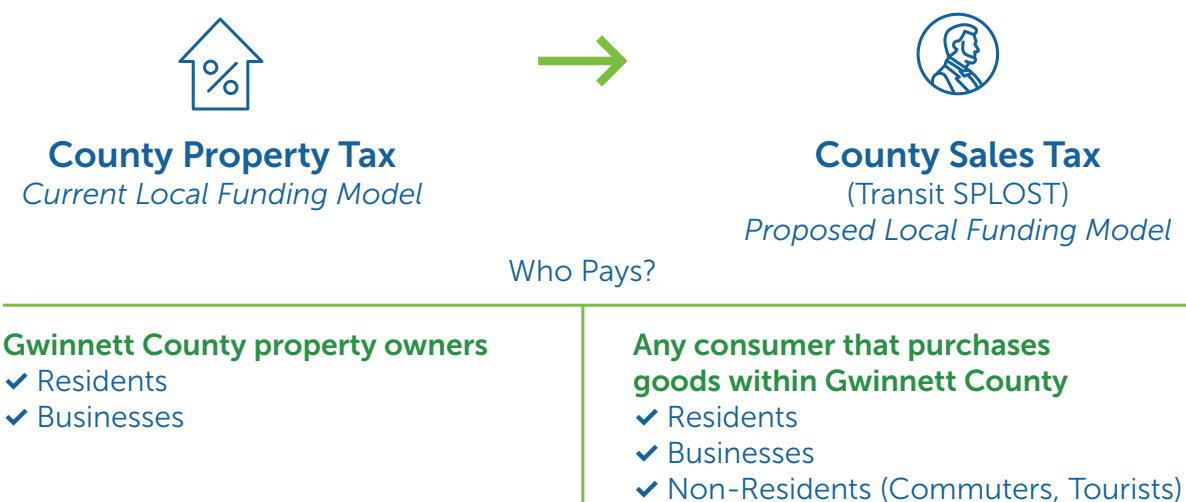


+220% of seniors



# Options for Funding

A transformational shift in Gwinnett County’s mobility funding model will be needed to implement the TDP recommendations over the next decade.



## What happens if we don’t transform the County’s mobility funding model?

Ride Gwinnett’s existing transit system is predominantly funded by Gwinnett County property owners through the County General Fund, the federal government through federal formula funds and discretionary grants, and Ride Gwinnett customers through fares. This current funding model is commonly used by smaller transit providers in rural and exurban areas with little to no high capacity transit service. Using local general funds can present several drawbacks that can restrict a provider’s ability to expand, including lower revenue potential, annual budget cycle uncertainty, lower annual growth rates, competition with other annual county needs, a high burden on property owners, and low political support to increase rates above existing levels.

If Ride Gwinnett continues to use the existing local funding model, Gwinnett County property owners will continue to shoulder the burden of operating Gwinnett County’s existing transit services. The level of transit investment in future years will be significantly limited by the County’s ability to increase General Fund subsidies above current levels.

## What happens if we do transform the County’s mobility funding model?

The TDP proposes a transition away from annual property taxes towards a 1 percent dedicated sales tax – **the most common funding source used nationally for transportation**. This is also the most common funding source used for national transit providers in urban and dense suburban areas, especially those that are operating and/or implementing high capacity transit systems.

Compared to annual property taxes, a countywide sales tax would be paid by all consumers that purchase goods within Gwinnett County, shifting the burden away from Gwinnett County’s property owners to all residents, businesses, and non-residents (commuters/tourists) that use the County’s transportation network each day. This would capture an estimated **\$2.5 billion in new revenues from non-resident commuters and tourists** that is not collected for mobility today.

Compared to other types of taxes, sales taxes generally have higher revenue potential, annual stability/predictability, higher growth rates, can be dedicated to transit needs, and have higher political support to increase rates above existing levels. This more robust, dedicated revenue stream would be used to **leverage an estimated \$3.3 billion in new federal dollars** that would be used by Gwinnett County to invest in mobility, improve access, and generate economic development for Gwinnettians.

A potential Transit SPLOST would deliver countywide Shared Ride service, 115 miles of Quick Ride service, 26 miles of Rapid Ride service, 20 Transfer Centers, 2 Airport Ride connectors, and nearly 346 miles of County Ride service **within the first 10 years**.

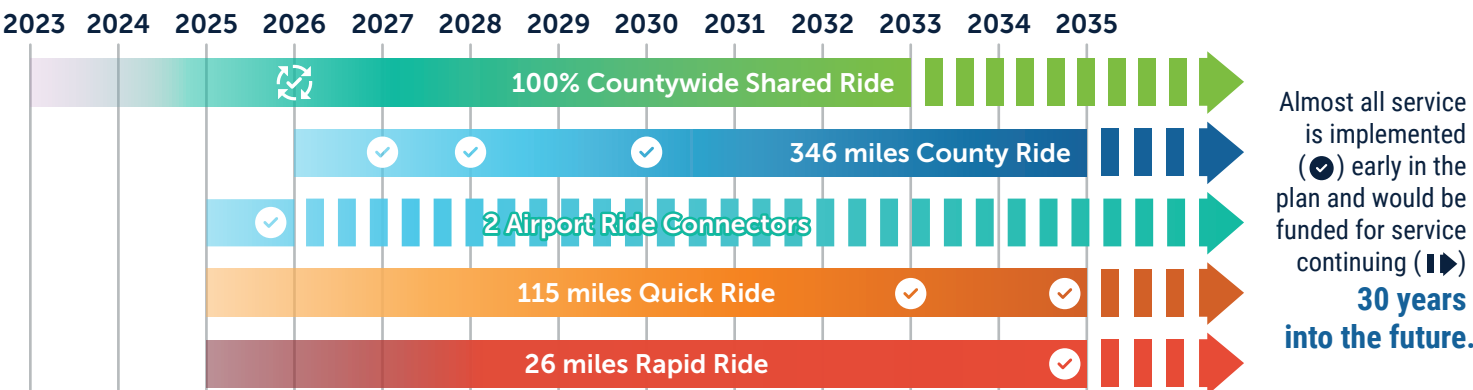
**\$2.5 billion** in new revenues from non-resident commuters and tourists that is not collected for mobility today.

The median Gwinnettian household would pay **\$180** per year.

Transitioning away from the property tax would free up an estimated **\$1.2 billion** in local property tax funds for other needs.

An estimated **302,600 jobs** would be supported or created by this countywide mobility investment.

## IMPLEMENTATION TIMELINE





# Where Are We Headed?

Today, Gwinnett County is at a crossroads. Our residents have voiced a desire for a more sustainable, multimodal, and effective transportation system. Investments in transit today will have a significant impact on our county tomorrow. From providing travel options for our aging population, to supporting our county's urban renaissance, a stronger multimodal transportation system is essential for meeting the future needs of Gwinnett County. It is up to us to respond to these needs by taking action that sets Gwinnett County on the right path for a brighter future.



**49%**  
of participants in a 2023 national survey report expanding public transportation to be a high or extremely high priority.<sup>17</sup>

Every **\$1 billion** spent on public transportation yields **\$2.9 billion** of added business sales volume.<sup>18</sup>

Gwinnett County's anticipated growth by 2050 is projected to:



Increase vehicle trips by  
**+31%**



Decrease average speed by  
**-7%**



Increase delay by  
**+59%**

How will we prepare?<sup>19</sup>

With no changes...



...more time waiting in worsening congestion.

With transit investment...



...more time for and access to business and recreation.



Endnotes

1 [https://cdn.nar.realtor/sites/default/files/documents/2023-community-and-transportation-preferences-survey-slides-06-20-2023.pdf?\\_gl=1\\*jfrz6i\\*\\_gcl\\_au\\*MTEwODM2NzA2Ni4xNjkyMjA0MDQ2](https://cdn.nar.realtor/sites/default/files/documents/2023-community-and-transportation-preferences-survey-slides-06-20-2023.pdf?_gl=1*jfrz6i*_gcl_au*MTEwODM2NzA2Ni4xNjkyMjA0MDQ2)

2 [https://cdn.nar.realtor/sites/default/files/documents/2023-community-and-transportation-preferences-survey-slides-06-20-2023.pdf?\\_gl=1\\*jfrz6i\\*\\_gcl\\_au\\*MTEwODM2NzA2Ni4xNjkyMjA0MDQ2](https://cdn.nar.realtor/sites/default/files/documents/2023-community-and-transportation-preferences-survey-slides-06-20-2023.pdf?_gl=1*jfrz6i*_gcl_au*MTEwODM2NzA2Ni4xNjkyMjA0MDQ2)

3 <https://atlantaregional.org/atlanta-region/county-profiles/gwinnett-county/>

4 [https://www.gwinnettcounty.com/static/departments/planning/unified\\_plan/2040\\_Plan/Chapter\\_2-Trends.pdf](https://www.gwinnettcounty.com/static/departments/planning/unified_plan/2040_Plan/Chapter_2-Trends.pdf)  
[https://cdn.nar.realtor/sites/default/files/documents/2023-community-and-transportation-preferences-survey-slides-06-20-2023.pdf?\\_gl=1\\*18otvj3\\*\\_gcl\\_au\\*MzAwNDkyOTc2LjE2ODk2OTYyNjU](https://cdn.nar.realtor/sites/default/files/documents/2023-community-and-transportation-preferences-survey-slides-06-20-2023.pdf?_gl=1*18otvj3*_gcl_au*MzAwNDkyOTc2LjE2ODk2OTYyNjU)

5 Population Division, U.S. Census Bureau

6 Governor’s Office of Planning and Budget

7 <https://nacto.org/publication/transit-street-design-guide/introduction/why/designing-move-people/>

8 <https://www.apta.com/wp-content/uploads/APTA-Economic-Impact-Public-Transit-2020.pdf>

9 <https://www.apta.com/wp-content/uploads/The-Real-Estate-Mantra-Locate-Near-Public-Transportation.pdf>

10 <https://www.apta.com/wp-content/uploads/APTA-Economic-Impact-Public-Transit-2020.pdf>

11 Arrington and Cervero 2008, “TCRP 128: Effects of TOD on Housing, Parking and Travel,” 2008

12 Atlanta Regional Commission 2019 On-Board Survey. Of the 42,046 respondents, 617 were from Ride Gwinnett. Results are weighted and for linked trips.

13 <https://atlantaregional.org/atlanta-region/county-profiles/gwinnett-county/>

14 <https://www.nar.realtor/sites/default/files/documents/2021-home-buyers-and-sellers-generational-trends-03-16-2021.pdf>

15 [http://www.apta.com/mediacenter/pressreleases/2008/Pages/080310\\_land\\_use.aspx](http://www.apta.com/mediacenter/pressreleases/2008/Pages/080310_land_use.aspx)

16 <http://www.apta.com/resources/reportsandpublications/Documents/congestion.pdf>

17 [https://cdn.nar.realtor/sites/default/files/documents/2023-community-and-transportation-preferences-survey-slides-06-20-2023.pdf?\\_gl=1\\*jfrz6i\\*\\_gcl\\_au\\*MTEwODM2NzA2Ni4xNjkyMjA0MDQ2](https://cdn.nar.realtor/sites/default/files/documents/2023-community-and-transportation-preferences-survey-slides-06-20-2023.pdf?_gl=1*jfrz6i*_gcl_au*MTEwODM2NzA2Ni4xNjkyMjA0MDQ2)

18 <https://www.apta.com/wp-content/uploads/APTA-Economic-Impact-Public-Transit-2020.pdf>

19 Atlanta Regional Commission, Activity Based Model. <https://atlantaregional.org/transportation-mobility/modeling/modeling/>

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