

Southern Georgia Regional Transit Development Plan

Public Survey #2 Summary

June 2025



1.0 Overview

Between April 17 and May 18, 2025, a second and final public survey was conducted to gather additional insight into the transit needs of community members in the Southern Georgia Region, as well as to receive feedback on the preliminary vision and goals statements and potential transit recommendations for the Regional Transit Development Plan. A total of 215 people participated in the survey.

Residents in 16 of the 18 counties in the Southern Georgia Region participated in the survey as well as 2 participants from outside the region. No residents participated from Brantley and Turner counties. The highest participation came from Lowndes County, with 54 percent of the total responses, followed by Coffee County, with 12 percent of the total.

Given these participation rates, it should be noted that the perspective of Lowndes County residents is heavily reflected in survey responses and sentiment collected via the survey. Responses to the survey provide anecdotal information to support transit needs and preferences in the region and should not be considered a representative sample of the region. Further assessment of who participated is available in Section 7.0

WHAT'S INSIDE?

2.0 General Questions..... 4

3.0 Transit Experience Questions 5

4.0 Vision and Goals Questions..... 6

5.0 Potential New Transit Service Options..... 11

6.0 Proposed Transit Improvements.....15

7.0 Demographic Questions 26

Table 1. Participants by County

Residential County	Number of Participants	Percent of Total
Atkinson	1	0.47%
Bacon	2	0.93%
Ben Hill	1	0.47%
Berrien	3	1.4%
Brantley	0	0%
Brooks	8	3.72%
Charlton	1	0.47%
Clinch	8	3.72%
Coffee	19	8.84%
Cook	3	1.4%
Echols	6	2.79%
Irwin	2	0.93%
Lanier	9	4.19%
Lowndes	117	54.42%
Pierce	6	2.79%
Tift	13	6.05%
Turner	0	0
Ware	14	6.51%
Other	2	0.93%

1.1 Format and Distribution Methods

The survey was launched online during the public meeting on April 17, 2025. The following promotional methods were used to raise awareness about the survey:

- Social media – Both Southern Georgia Regional Commission (SGRC) and Valdosta-Lowndes Metropolitan Planning Organization social media accounts shared social posts to promote the survey period.
- Email campaigns – The planning team sent multiple email campaigns about the final community survey during the survey period to the Regional TDP outreach list, which consists of anyone who signs up for information via the project website as well as stakeholders engaged in the planning process.

The planning team provided a packet of hard copy surveys and promotional flyers for distribution in each county in the Southern Georgia Region. SGRC planning staff distributed printed surveys and promotional across the region.

Figure 1. Social Media Campaign Promoting the Survey



**Southern Georgia Regional
Transit Development Plan**

Take the Survey Today

*Don't miss this chance to share your feedback on preliminary
vision, goals, and transit strategies!*

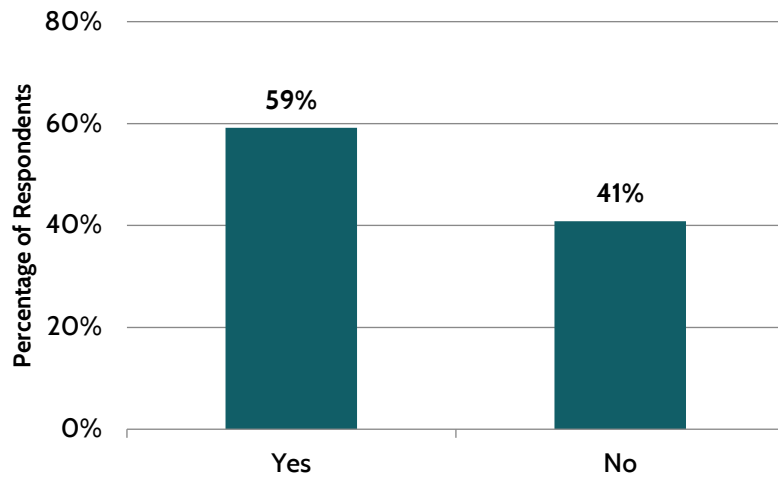
www.surveymonkey.com/r/SouthernGA-RTDP-2

sgirc SOUTHERN GEORGIA
REGIONAL COMMISSION

2.0 General Questions

An introductory question gathered information about the awareness of transit services in participants. The majority of those that responded to this question (59 percent) indicated that they are aware of public transit services within their residential area.

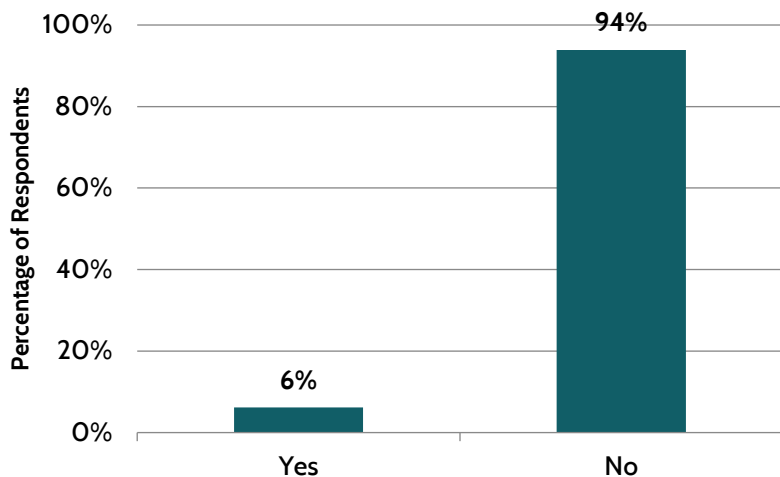
Figure 2. Are you aware that there is a public transit service available in your residential area?



3.0 Transit Experience Questions

The transit experience questions centered on the participants' familiarity and frequency of use with public transit options in their residential area.

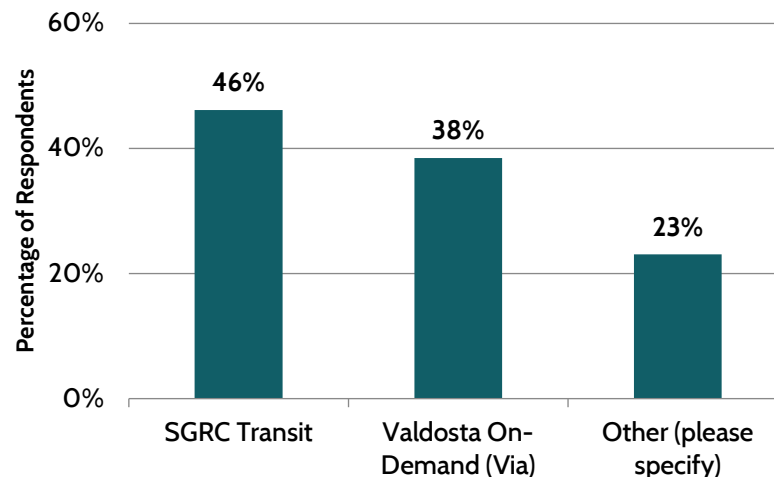
Figure 3. Do you regularly (more than once per month) use public transit?



A large portion (94 percent) of the respondents do not frequently use public transit. The majority of those who indicated that they do use public transit live in Lowndes County (eight of the total “Yes” respondents).

When looking at age of those who utilize public transit, those between 35 – 44 (3 responses) and 45 – 55 (4 responses) had the highest number of respondents. All other age categories did not have a notable number of responses indicating that they do take public transit.

Figure 4. Which public transit service do you typically use?



Other Responses:

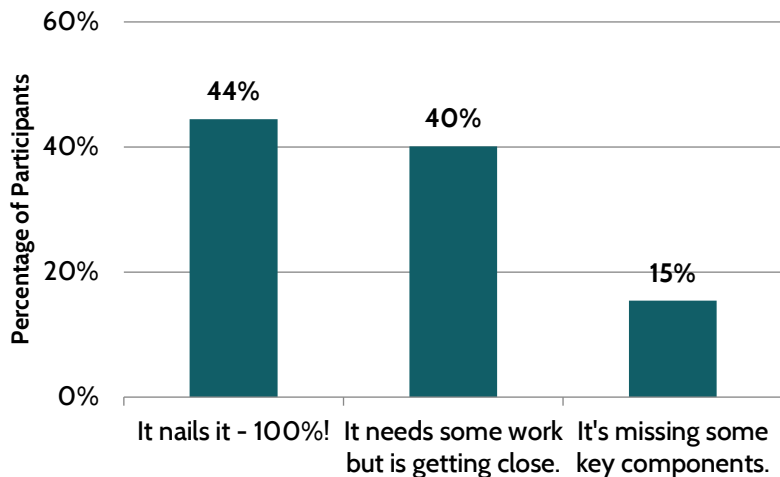
1. Uber
2. I would if it was more accessible
3. Uber/Lyft

SGRC Transit is the most typically used public transit service amongst respondents who indicated that they do utilize public transit, garnering 46 percent of the responses. Another 38 percent of the respondents indicated that they use Valdosta On-Demand (Via), while a 23 percent indicated they use “other”.

4.0 Vision and Goals Questions

Participants were asked rate how well they felt vision and goals statements reflected what they want the future of transit in the region to look like. These questions allowed participants to provide feedback on how well the vision and goals statements capture the needs for the region while allowing participants to add other ideas they deemed important.

Figure 5. Rate how well the vision statement reflects what you want the region's long-term transit future to be like.



Forty-four percent of respondents felt that the vision statement “Nails it – 100%,” while another forty percent felt that the statement was getting close but still needed some work. An additional 15 percent of respondents felt that the statement was missing some key components.

Participants were then asked to share any words they felt were missing from the vision statement. These responses included some suggestions on wording as well as new ideas or initiatives to further detail how the vision would be accomplished. Many participants indicated the vision should be more specific focusing on the “how” and “why”. The comments also included a desire for a more robust transit service to be established in Valdosta and the greater Southern Georgia Region. A complete listing of the free responses to this question are available in Table 2 on the following pages.

Draft Vision Statement

In 2050, transit services in Southern Georgia Region will seamlessly transition between urban and rural areas, facilitate greater accessibility to destinations across the region, and further the region's adaptability to the future.

Table 2. Responses to “Please share any words you feel are missing”*

Response	
Not sure	You need a “I don’t know button”
Too long, keep it SIMPLE, clear and concise. Draft Vision Statement: “In 2050, transit services in Southern Georgia Region will facilitate greater accessibility to destinations across the region between urban and rural areas.”	Just needs more of an explanation of how and ensuring it is truly accessible for all who will need this essential service.
Availability to all. Daily schedule. Safety Concerns.	In my humble opinion, it need the “how”
We need a bus system. Valdosta is the only metro area in Georgia without a public bus system. Valdosta on demand is insufficient and inconvenient.	The Valdosta area is already dying without these services. The current system is woefully inadequate and a waste of the millions of dollars that the area has received. We should have had a proper bus system decades ago.
Maybe “BY 2050” instead of “IN 2050”	Increase availability of the serve
App accessibility for scheduling. Maximum lead time of 24hours. Service oriented personnel. Handicap accessibility with routine routes for Healthcare locations and Household needs.	It is a farce. I do not support public transportation anywhere in our Region.
Bicycle paths need to be included for alternative modes of travel between rural and urban areas.	2050 is way too far away. We need this sooner, especially as the economy falters.
“transit” needs to be defined. Because I have no idea what public transport options there are, I do not know what you mean by “transit.” Are these busses, shuttles, trains, etc.?	Maybe add language about sustainability? I’d love to see cleaner air and an overall less compromised environment around here.
By 2050, transit services in the Southern Georgia Region will allow residents to more easily transition between urban and rural areas, facilitate greater accessibility to destinations across the region, and aid regional population and industry growth.	The fact it is forced on us. We voted NO. Meanwhile we can’t afford to fix our bridges. But that doesn’t matter. Let’s send another million to Adel, send another couple hundred thousand to Fitzgerald. Don’t worry about our bridges of the main arterial roads. Also don’t worry about the tax increases. Don’t worry that people are on a fixed income. Don’t worry that the local school systems are completely shafting us. Don’t worry that we were told money had been allocated to Pine Grove high school... But then suddenly those plans are postponed and a multimillion dollar IDPF was bought instead. Or that the citizens of Lowndes county voted against it yet we are supposed to believe the LCS superintendents husband, a washed up baseball player, and former pharmaceutical sells rep whose wife got him EVERY SINGLE job since he left medical sales is somehow a qualified Loan officer whose office just so happens to be located with the Lowndes county schools office. Or it may be simple case that this job posting was never promoted to find the best candidate, but rather the family needed another salary.
We have to walk about 2 miles before they can pick us up. I use a walker. That isn’t workable. We have to walk about 2 miles before they can pick us up. I use a walker. That isn’t workable.	Valdosta on Demand does not work at all. Need proper taxicab system and not a bootleg Uber/Lyft.
We have to walk about 2 miles before they can pick us up. I use a walker. That isn’t workable.	Affordable

Response	
Need to have stops available with shelter from the weather and a bench	I have a Russian driver Pikuff Dropov
Public transit needs to be have consistent time tables and reach most places within the city, acting as an economic accelerator and benefiting people's lives by having real options rather than being stuck with being forced to use a car as the only viable modal system.	The Valdosta metro area needs a real public transit system and not a quasi taxi service called Valdosta On Demand
What is the proposed mode of conveyance? What are the forecasted stops and at what frequency? How will the project be funded and what is the plan for logistics and financial sustainment?	The services offered need to be timely and dependable. Its not as much a benefit to the community if it cant be used for appointments and work transportation that needs to be at a set time
MASS TRANSIT, BUS ROUTES & STOPS	n/a
We need city busses that run a routes like they have in Atlanta living in Lowndes county with no real public transportation bus routes makes it very hard for me since I have no car I used public transportation in ocala fl and rode the buses every where I needed too go Valdosta doesn't o ly for the Vau college kids and that seems unfair what about the rest of us we are left out	Reliable transportation. I lost my job for either being late or missing work due to rides not available, late or not showing up at all. When I lost my ride on weekends I had to walk at least 8 miles to and from work.
Accessibility, cost friendly, extended hours, weekend hours, reliability	I feel 2050 is too far away. This should be more of a 10 year goal.
South Georgia needs better roads and infrastructure. Without updating our highways and adding news ones to connect our rural areas, the current goal will not work. What about high speed trains?	we need public transportation at least till midnight on any given day. Also open on the weekends.
This is designed to waste tax payer dollars and will not service those carrying the burden	I think the statement is missing how the mission is accomplished. Feels incomplete.
Timely,convenient, reliable,affordable	People need some skin in the game.
Needs more drivers	Affordability
Too wordy	N/A
N/A	Will employ drivers that treat patrons with dignity and respect
In a timely manner	Will fail and close

**Responses are shown exactly as entered by survey respondents. No spelling or grammar corrections were made by the planning team.*

Participants reviewed the long-term goals for the transit in the region and provided additional words that they felt should be included in the goals, shown in Table 3 below. Participants generally felt that the goals should be more specific and refer to certain groups such as the elderly and disabled population. Multiple participants discussed the need for a bus system, especially in the rural area, and the need for drivers to be courteous and speak multiple languages.

Draft Long-Term Goals

- Deliver fiscally responsible and efficient transit services.
- Provide for the unique needs of transit dependent populations.
- Advance a multifaceted and connected system through regional collaboration and coordinated services.
- Implement context-sensitive transit and last mile connectivity solutions in population centers.
- Pursue creative and collaborative solutions to further economic opportunities.
- Promote innovation and adaptability to meet future needs.

Table 3. Feedback on Draft Long-term Goals

Responses	
Sounds like an AI-generated load of bureaucratic butt-speak. Can you put it in layman's terms?	Making sure the technology and/or software used is accessible to all users. Example: Captions for videos, screen readers for blind/low vision consumers, etc.
Just want to know how.	More advertising, regular stops and pick up times / early starts
This may be already in the works, but hiring more drivers for the on demand service would allow more people to use them and not have to wait up to an hour to hopefully book a ride.	Please consider handicap, accessibility fo those using wheelchairs, scooters, walkers or other assistive devices. Assistance getting to and from appointments would be a godsend.
Climate controlled access points with seating and handicap access. Eco-friendly vehicles	Improvement in services for "rural" areas within the existing service area needs to be improved. The excuse of "unpaved" roads preventing services for senior citizens needs to be addressed. Services should not be limited because drivers choose to not navigate dirt roads.
No	Sounds great!
Regular transit service connecting cities in Coffee County	There may be more pine trees than people around here. Not enough scale to support rural transport. If there was, we'd already have private bus lines.
No	Would love to see more details with specifics.
We need a bus system	No. Seems fine
Why is this necessary? What is wrong with the current system? Why does it need to be improved? Why should we invest in this?	The cringiest, most generically broad, goals ever. Those should be daily goals for employees and the long term goals should be specific to the organization that other government departments do not look after.
Make it more available	No
No. It sounds like positives for this area.	That the transit service should not be solely on-demand. We need services like bus service that runs on a schedule.
Make sure drivers can speak multiple languages.	Should be biking and hiking trails included. There needs to be safe options for people who choose to walk or bke

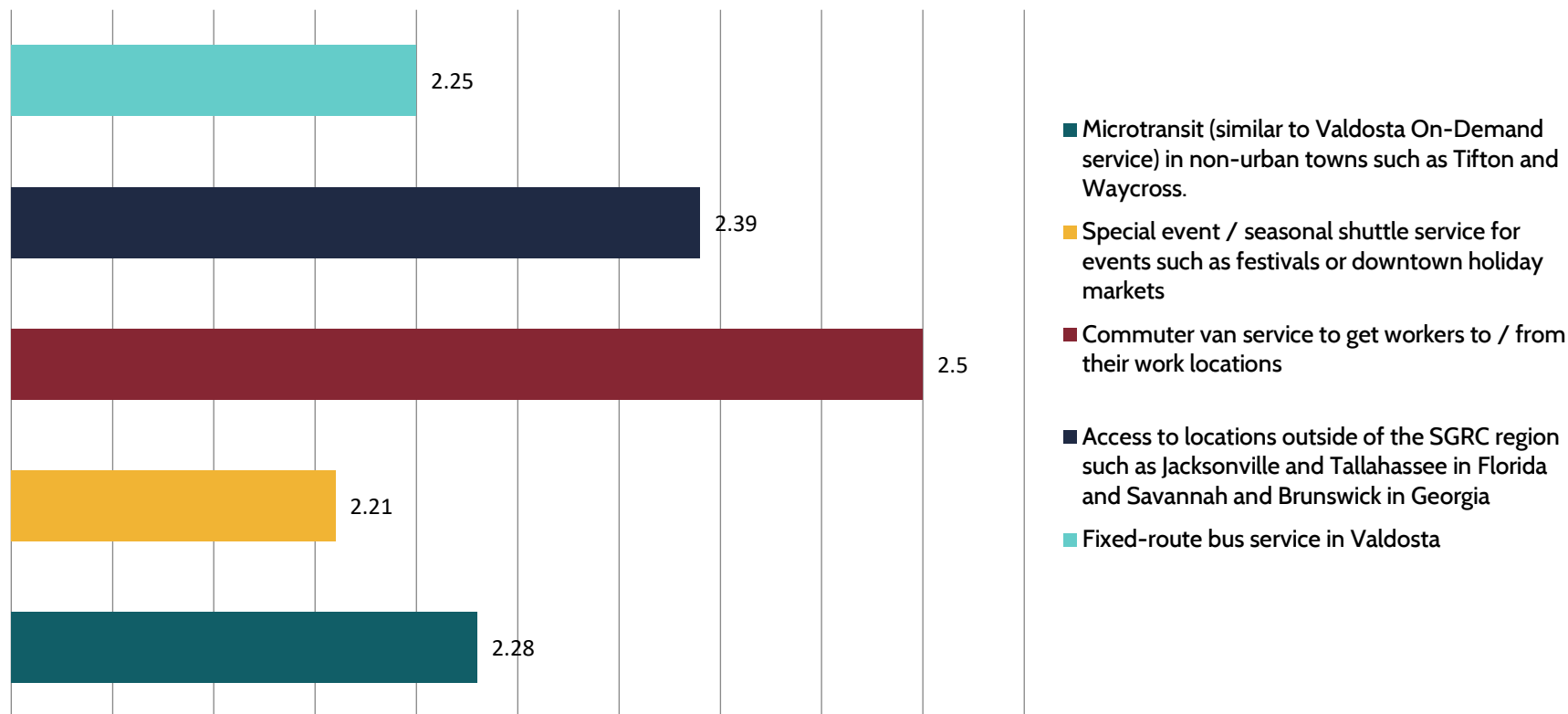
Responses	
This is well and good. More transit options need to be brought back, like the tram that Valdosta once had, and expanded on.	Cheap train travel would be worth bringing back since a good majority of those counties have major rail lines still passing through.
Goals are good. I would like to see safe bike and walking paths as well. When we lived in Anchorage, AK we were able to walk/bike on over 500 miles of connecting trails. It was a huge disappointment to move here and nearly get hit by passing traffic on Skipper Bridge Rd. Walking/biking access increases the health of the population as well.	Not specified, but I'd expect this effort is a rail transport system and not a road vehicle. Rural Georgia, south of Macon, could benefit from a mass transit rail system. I'd imagine a concept similar to the Bright Line in Florida. From your proposed service area, I don't think it would work unless you extend service to more desirable destinations. The east-west boundaries are rural counties with no draw for passenger service to be sustainable. I'd recommend extending to service coastal stops. The system "Hub and spoke" with Macon, Albany, Valdosta, Cairo and Brunswick as hubs.
None	I don't use public transit. I have a car and a car payment which I pay with my income from my job.. please don't raise my taxes because of something I will never use.
It would be nice to start considering regional rail service with busses serving the surrounding communities.	Yes utilize buses similar to the one Valdosta State has
Lots of words here, but no "REAL" vision. We need access to and connection between popular areas that offer job opportunities - the mall, Walmart, hospital, industrial, downtown (Valdosta and Hahira), VSU, Moody AFB, Wiregrass, GMC, churches, grocery stores, medical plazas, large communities where younger adults are trying to progress. Transit should run on regularly scheduled routes and begin at 6am and end no earlier than 10pm for routes near the hospital. The SGRC transit is not reliable for time sensitive needs and never showed up on more than one occasion, and they do not utilize the app efficiently.	Make sure that it will cover all the 18 counties to make sure all has access. Needs to be made known that this service is available with some cost. Some clients read the website and think it's free service. So update the SGRC website would be great.
Stretcher services, dialysis assistances	Promises that never materialize
Why should taxpayers pay for people to get where they want to go. Why wouldn't the taxpayers money be better spent on employment services?	Better roads around Atlanta! Instead of all the scrambled mess into their congested roads!
Cancel this plan immediately. I do not support it.	Those goals are far too abstract and immeasurable. I don't understand what you're trying to accomplish. Perhaps take a look at the SMART goals acronym.
Not at this time	It would have been a great help if the Valdosta-based MSA agreed to by voters many years ago had not sent back the Federal funds it received for which it had promised area transportation.
No	No
It needs to be available for all.	These are starting to sound overly wordy, and too broad based.
N/A	Weekend service is a need
All efforts to improve are very much needed and appreciated.	Eventually purse on demand services on a timely manner
Looks good	n/a

*Responses are shown exactly as entered by survey respondents. No spelling or grammar corrections were made by the planning team.

5.0 Potential New Transit Service Options

The next set of questions focused on the potential new transit service options in the region. The first question asked participants to rank on a scale of 1 (not important) to 3 (very important) select transit expansion alternatives. Commuter van service to get workers to/from their work locations was rated the most important overall, with 61 percent selected very important, followed by microtransit in non-urban towns, such as Tifton and Valdosta.

Figure 6. On a scale of 1 (not important) to 3 (very important), how would you rate each of the following transit alternatives?



When looking at potential alternative recommendations, the project team sought feedback from participants on the potential locations for an employer commuter van shuttle. Participants were asked to provide their response in the form of a free response, which can be seen in Figure 7 below.

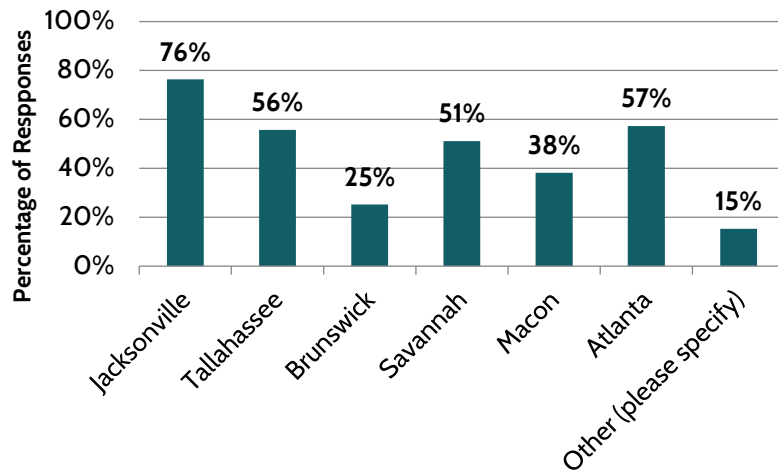
The most popular answers included Wild Adventures Valdosta as well as the Walmart Distribution Center. General locations, such as industrial parks and the Five Points Shopping Plaza were also included as responses to this question.

Figure 7. Are you aware of any specific employers or work locations that could benefit from having a commuter van service?

Employers	Community Destinations	Employment Centers
<ul style="list-style-type: none"> • Wild Adventures Valdosta • Home Depot Distribution Center • Walmart Milk Distribution Center • Elixir • South Georgia State College • Coastal Pines Technical College • Wiregrass Technical College • Bimbo • Martins • SAFT • GAFT • Ace Electric • Publix • SGMC • VSU • Smith Northview • Arglass • Pilgrims Pride • Affinity Lakeland • PCC • Pecan Plant • CJB • Union Tank • Alpha ProTech 	<ul style="list-style-type: none"> • Lakeland • Douglas • Coffee County • County & City Schools • JAX Airport • Courthouse Area • Counseling Centers 	<ul style="list-style-type: none"> • Major Manufacturers/Distributors • Industrial Park Locations • Healthcare • Medical • Hotels • Valdosta Industrial Plant • Valdosta Mall • Five Points Shopping Plaza

To better understand participants' travel habits and to inform potential transit recommendations, participants were asked to identify which major hubs outside of the Southern Georgia Region they would like to travel to. Jacksonville and Atlanta were the two most popular responses, receiving 76 percent and 57 percent of responses respectively. Tallahassee, at 56 percent, and Savannah, at 51 percent, received similar response rate as Atlanta.

Figure 8. What major hubs outside of the Southern Georgia Region would you most likely travel to via demand-response transit if available?



Other Responses:

- Valdosta and Waycross and Tifton
- Hartfield Jackson Airport
- Valdosta
- None
- Augusta, Thomasville, Columbus, Albany
- Thomasville
- None
- St Augustine
- None
- Albany, Gainesville, Lake Park
- Tampa
- Gainesville, FL
- Definitely to the airports
- Thomasville
- Orlando
- None
- None
- None
- None
- JAX Airport

Focusing on fixed-route transit in the Valdosta area, the next question asked participants to identify destinations that they wish would be serviced by public transit.

Figure 9. If fixed-route bus service is implemented in Valdosta, what areas of town (or specific locations) should be considered?

Community Facilities	Community Services	Employment Centers
<ul style="list-style-type: none"> • VSU • Hahira downtown • Southside • Westside • Grocery stores • Colonial Mall • Walmarts/ Sams Club • SGMC • Target • Downtown Valdosta • Clyattville • Dasher • Lake Park • Quitman • Five Points • Publix • Lowndes County • Clayetville • Boston • Ray City • Nashville • Tifton • Waycross • Patterson • Blackshear 	<ul style="list-style-type: none"> • Hospitals • Schools • MD Offices • County probation office • Airport • Post Office • Senior facilities • Government Buildings • Low-Income Housing • Election sites • Lowndes County Admin Building 	<ul style="list-style-type: none"> • Moody Airforce Base • Valdosta Industrial Plant • Medical Office Park • Warehouse centers • Gil Harbin Industrial Park • Wild Adventures

6.0 Proposed Transit Improvements

6.1 SGRC Transit

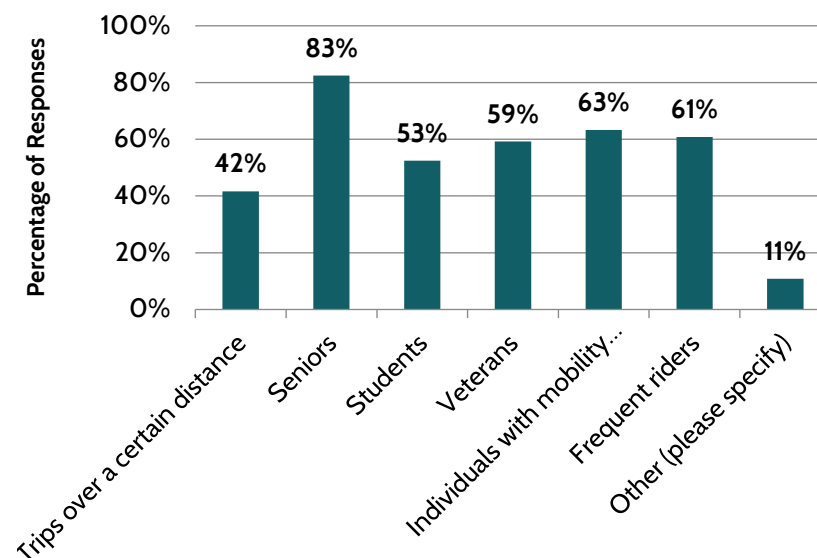
The survey asked participants to respond to potential improvements to the transit system itself through a myriad of questions on peak usage times, fare costs, ease of use, and general improvements.

The first question in this section asked participants to identify groups for which they think fare discounts would improve transit ridership. Eighty-three percent of responses for this question indicated that seniors should receive a discount.

Other Responses:

- Pre-pay voucher/coupon system
- Far should be fare
- None
- No. No public transit.
- Trips for medical services – supplemented by hospital authorities
- Kids/families who live within a certain area
- It's not free... if someone gets it free, that means the taxpayer is paying for them.
- Disabled people who don't need mobility aids, for example people who are blind
- Just a flat rate for all
- Discounts are needed for all the groups listed above
- No
- None
- Check your wording

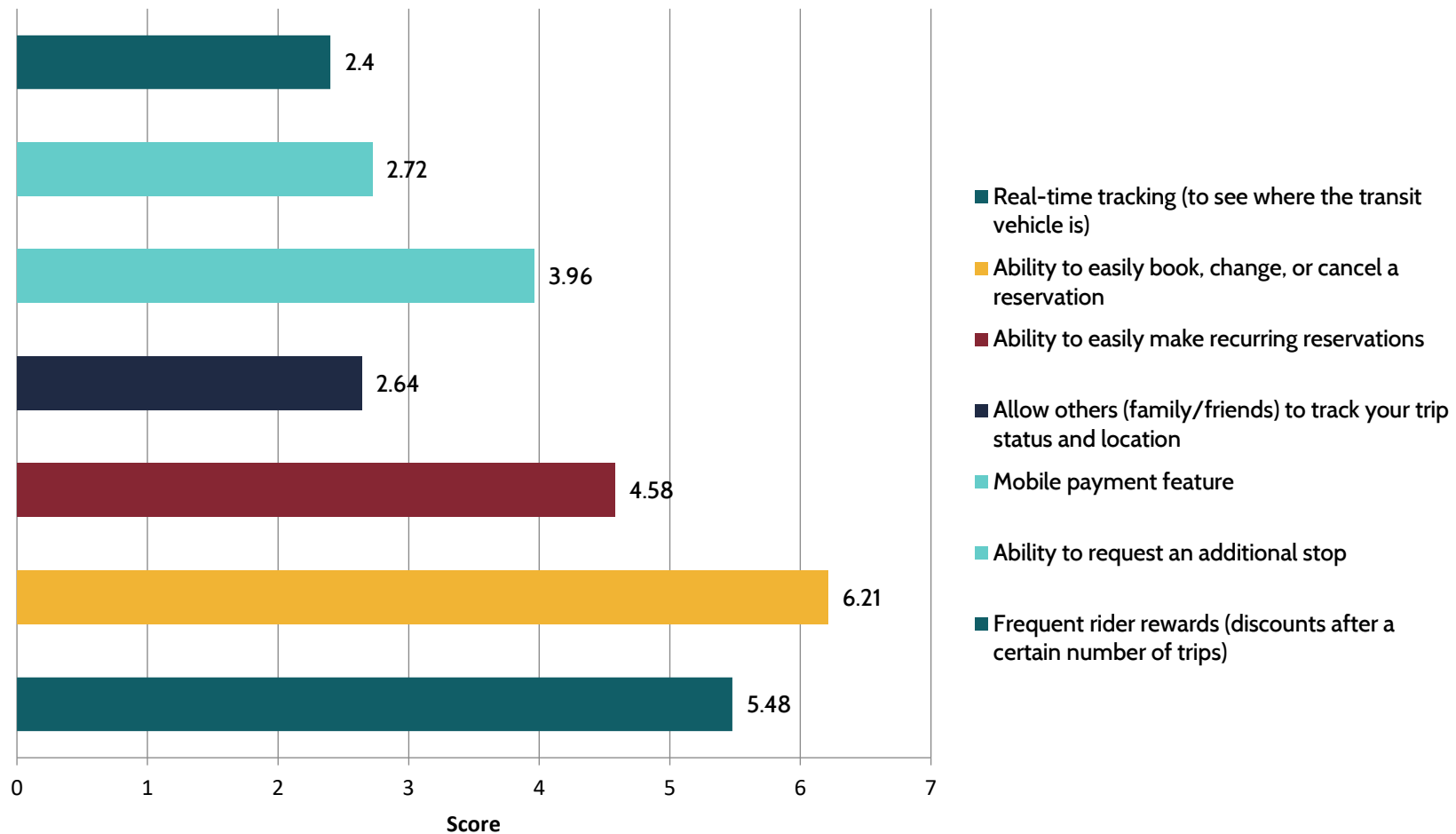
Figure 10. Current transit fares are \$3 for up to 10 miles and \$0.50 per additional mile over 10 miles for SGRC Transit. Do you think fare discounts for the following would improve transit ridership? Select all that apply.



Participants were then asked to reflect on the challenges and successes associated with booking a ride on SGRC transit. This question asked participants to rank, in order of importance, features when it comes to booking, changing/cancelling, and getting updates about rides booked through SGRC Transit.

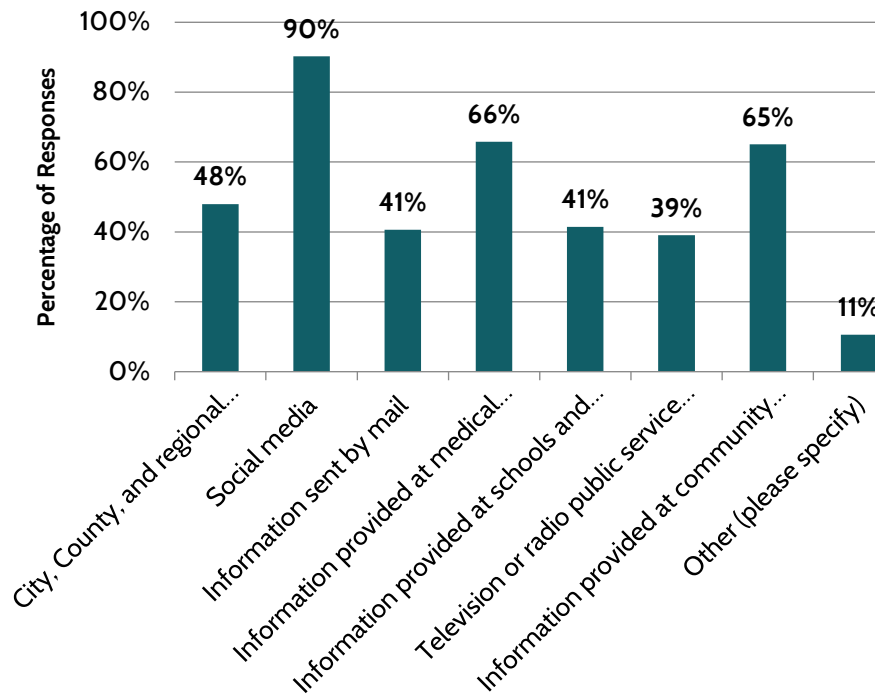
The most important feature, according to respondents, is the ability to easily book, change, or cancel a reservation followed by Real-time tracking (to see where the transit vehicle is). The least important improvement was frequent rider rewards.

Figure 11. Rank the below features in order of importance (1 is most important, 7 is least important) when it comes to booking, changing/cancelling, and getting updates about rides booked through SGRC Transit.



When asked what the best way to spread the word about SGRC Transit, participants selected “social media” as the most popular choice. Other methods, such as “information provided at community locations, such as grocery stores, senior centers, churches/faith-based facilities, restaurants, bars, etc.” and “information provided at medical facilities or doctors offices” also received a large amount of selections.

Figure 12. What is the best way to spread the word about SGRC Transit's service?

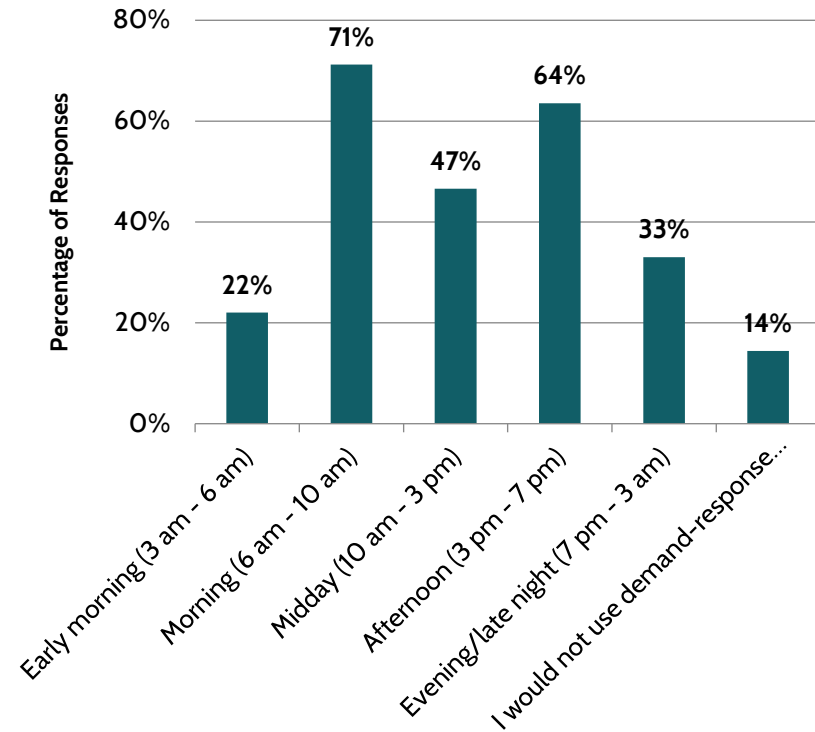


Other:

- Community events
- Facebook group for info and scheduling
- Let the college students know!! And community groups such as churches
- Billboards / ads at restaurants, malls
- None.
- App
- Information tables at VSU and Wiregrass TC
- Whatever doesn't cost money
- Not needed
- Don't
- Utility bill enclosures
- Flyers sent to local businesses to display
-

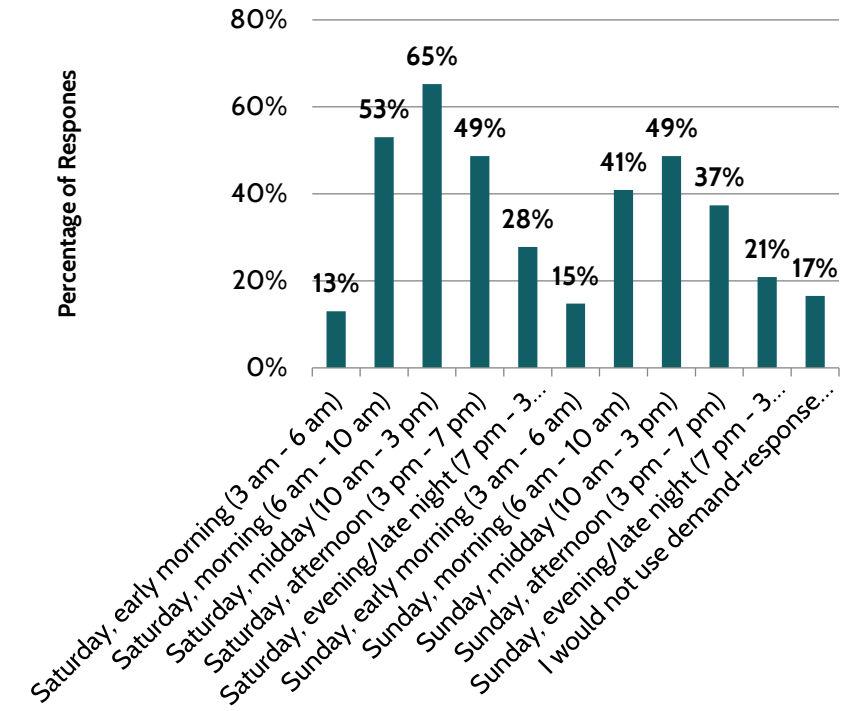
Participants were asked to indicate what times of days they would take SGRC Transit, both during the weekdays and on the weekends. The most popular time for weekday transit was morning, between 6 am and 10 am. This was closely followed by afternoon, from 3 pm to 7pm, aligning closing with typical commuting times.

Figure 13. On a typical weekday, during what times of day would it be most useful for you to have SGRC Transit's service available?



On the weekend, the most popular time participants stated that they would use SGRC Transit was Saturday, morning (6 am - 10 am) and Saturday, midday (10 am - 3pm). Midday was a popular time on Sunday as well, selected by 49 percent of participants.

Figure 14. On a typical weekend, during what times of day would it be most useful for you to have SGRC Transit's service available?



To build a complete picture of participants' views on the improvements for SGRC Transit, a final question asked for any additional comments. The free responses to this question can be seen in Table 4 below.

*Table 4: Is there anything else we should keep in mind as we plan for expansion and improvements to SGRC Transit?**

ID	Comment
1	Valdosta to Hahira is much needed
2	Cost per mile for operation. These are tax dollars, correct?
3	Needs to connect to Lakeland
4	Keeping pricing low to help accommodate low income earners get to work, personal appointments to help break out of poverty.
5	No
6	I'm sure there is a need for this kind of public transportation. I applaud your efforts to survey this area. I'm sad however there are safe routes to travel using bicycles and wheelchairs in both urban and rural areas.
7	If they can afford a thousand dollar phone they can afford an old car. What is needed is better education- put your money in charters
8	Not sure
9	Waycross!! And it would go a long way if there were scheduled, consistent shuttles back and forth between Waycross and Douglas (preferably timed to SGSC class schedules to allow for students to easily take classes on both campuses), AND it would be great if you could do everything in real time on demand over the phone (mobile app!!). It is a real hassle and a huge deterrent to have to book so far in advance
10	Safety features, customer service training
11	No public transportation. No transportation subsidized by any government.
12	Establish partnerships with stakeholders. Hospitals, industries and other authorities would be willing to partner to make affordable transportation available in our communities. Valdosta on-demand is a great model, but it needs to be scalable across the region.
13	I think establishing the infrastructure is important. State and Federal funds can be reallocated on a whim. I do not think stressing a fledgling regional transit system with long distance trips and daily commuter vans is a good idea. Who decides which communities get these services? Is there money to cover all communities receiving them? Excessive wear and tear add up to shorter vehicle lifespan and increased fleet maintenance costs. If I remember correctly, GA wants fleet vehicles rotated at 100k miles. Long distance, or high frequency, travel will balloon beyond what people have anticipated.
14	Bus passes. Also, vouchers that can be given to individuals living in shelters or homeless.
15	Free ride vouchers for homeless/need to help get them to work or school
16	No
17	No Nissan altimas
18	Actually having enough vehicles to provide rides would be nice so you can get a ride to work
19	Public transit needs to be available, consistent, accessible, affordable, and connect people's homes to work, school, and leisure. Its existence needs to be more convenient than the car and needs to be maintained to remain clean. If it's not more convenient than the car, then people will opt for the car. If it's not maintained and cleaned, then people won't want to use it.
20	Walking paths and trails.

ID	Comment
21	Consistent/timely transportation is a must so people can trust it and continue to use it. I'm happy to learn the region is working on this. And I would love to see bike lanes and walking paths added to the transit plan.
22	Do not compete with uber and Lyft
23	Please be more selective with who you hire. The ones you have driving the vans are horrible drivers.. when they aren't in the drive thru lines they are on their phones..
24	making sure to communicate with people of various disabilities to get an understanding of what they need from local and regional transit. and making sure people know it exists. i only know because i've noticed the vans around town.
25	More drivers who pay attention to the correct address and have a sense of time management. Reliable drivers who will pick up as required and not ghost riders. Stretcher and wheelchair vans
26	Providing transportation to people is not how people want their taxes spent!!!
27	Do not expand.
28	Make sure all employees wear appropriate dress attire and wear company shirt
29	More public info
30	N/A
31	Screen your drivers. Some hate wheelchair riders so much they deliberately cause them to miss appointments.
32	No

**Responses are shown exactly as entered by survey respondents. No spelling or grammar corrections were made by the planning team.*

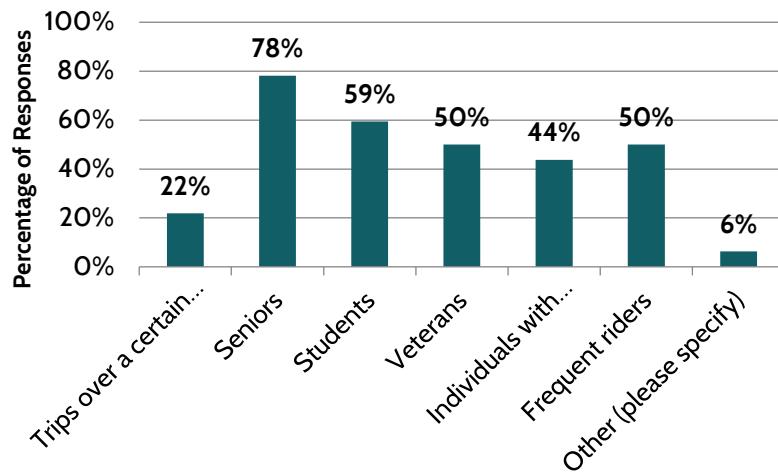
6.2 Valdosta On-Demand

The second set of questions, in this section, pertained to potential enhancements to Valdosta On-Demand. The first of these questions asked participants to identify groups for which they think fare discounts would improve transit ridership. 78 percent of responses for this question indicated that seniors should receive a discount.

Other Responses:

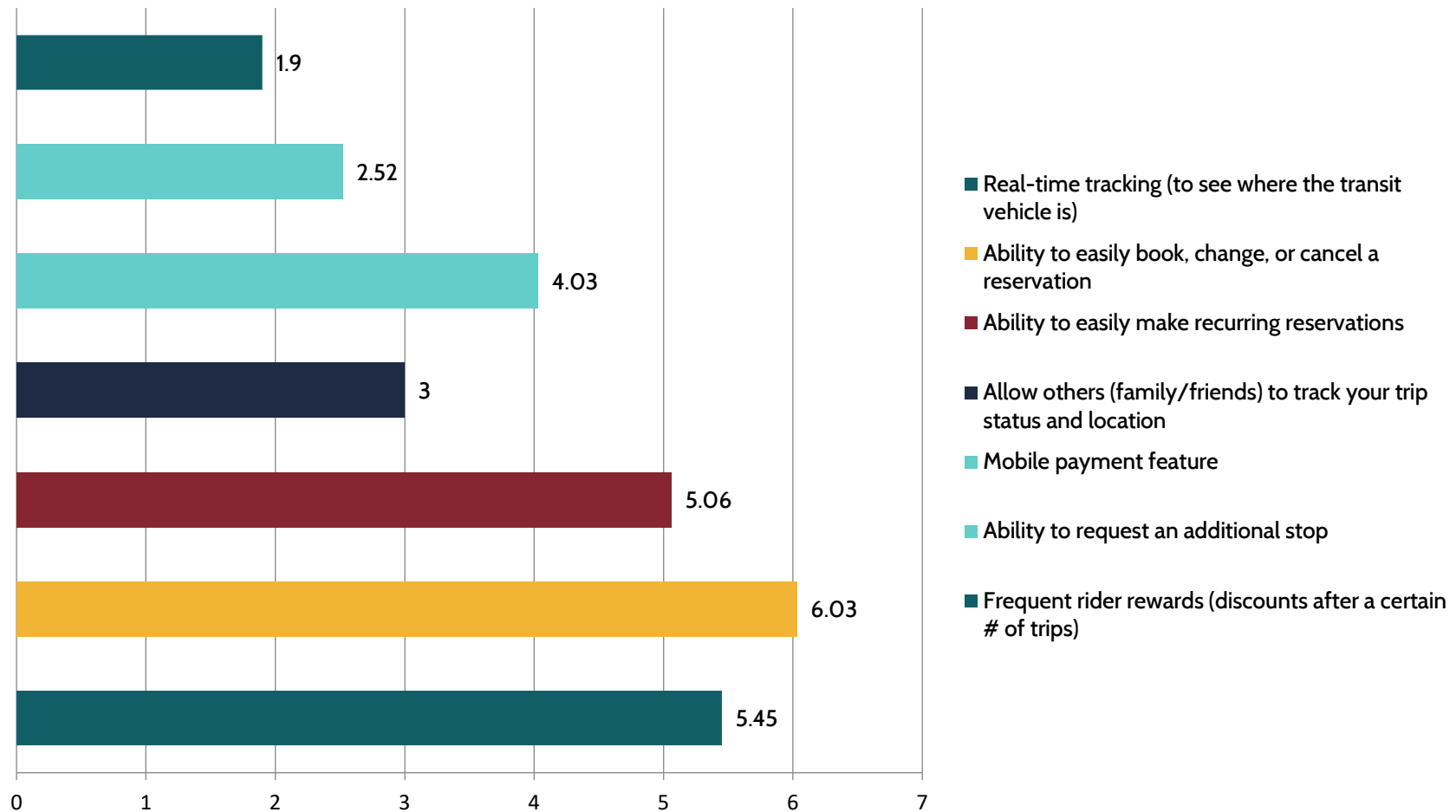
- *Healthcare visits – supplement with partnership with hospital authorities*
- *It's already cheap ... Who's paying for the service?*

Figure 15. Current transit fares are \$2 per trip and \$1 per trip for each additional passenger for Valdosta On-Demand service. Do you think far discounts for the following would improve transit ridership?



Participants then ranked, in the order of importance to them, different features regarding the booking, changing/cancelling, and getting ride updates for Valdosta On-Demand. The most important feature, according to respondents, is the ability to easily book, change, or cancel a reservation followed closely by real-time tracking (to see where the transit vehicle is) and ability to easily make recurring reservations. The least important improvement was frequent rider rewards.

Figure 16. Rank the below features in order of importance (1 is most important, 7 is least important) when it comes to booking, changing/cancelling, and getting updates about rides booked through Valdosta On-Demand (Via).



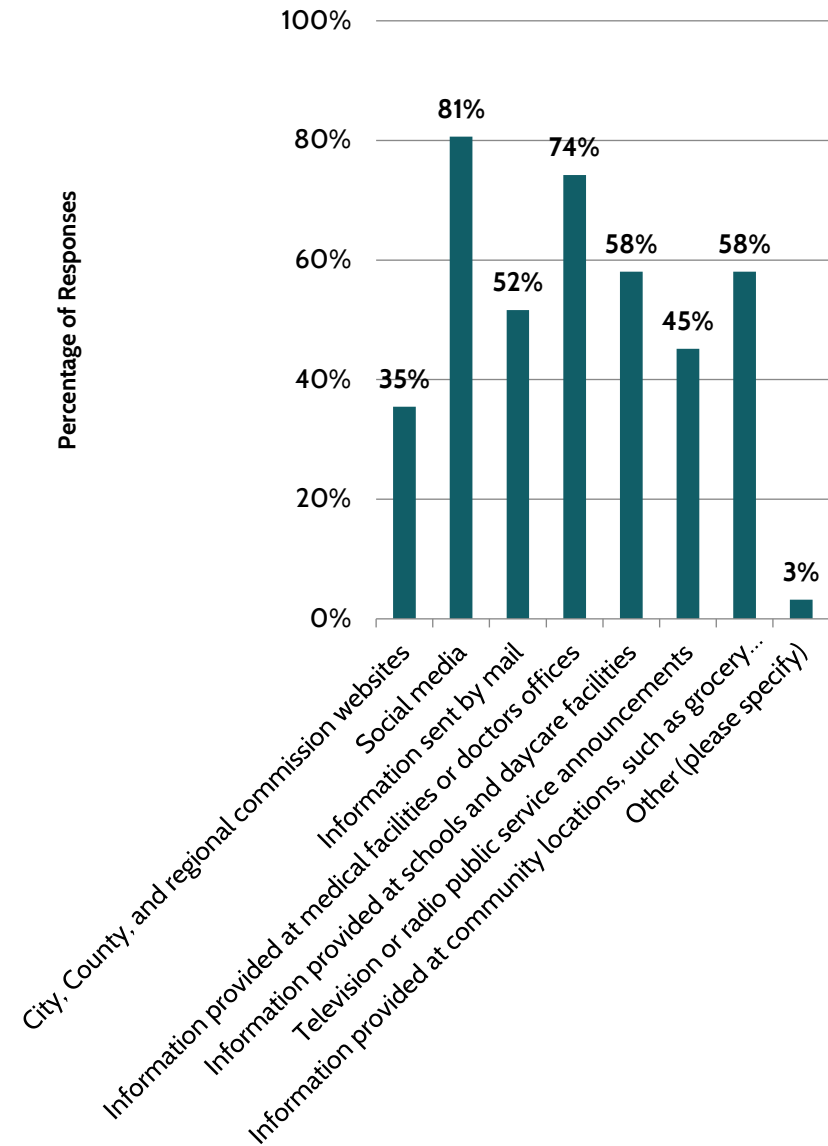
When asked about the best way to increase awareness of Valdosta On-Demand:

- 81 percent of participants selected “social media.”
- 74 percent selected “information provided at medical facilities or doctors offices”
- 58 percent selected “information provided at schools and daycare facilities” and “information provided at community locations, such as grocery stores, senior centers, churches/faith-based facilities, restaurants, bars, etc.,”

Other Responses:

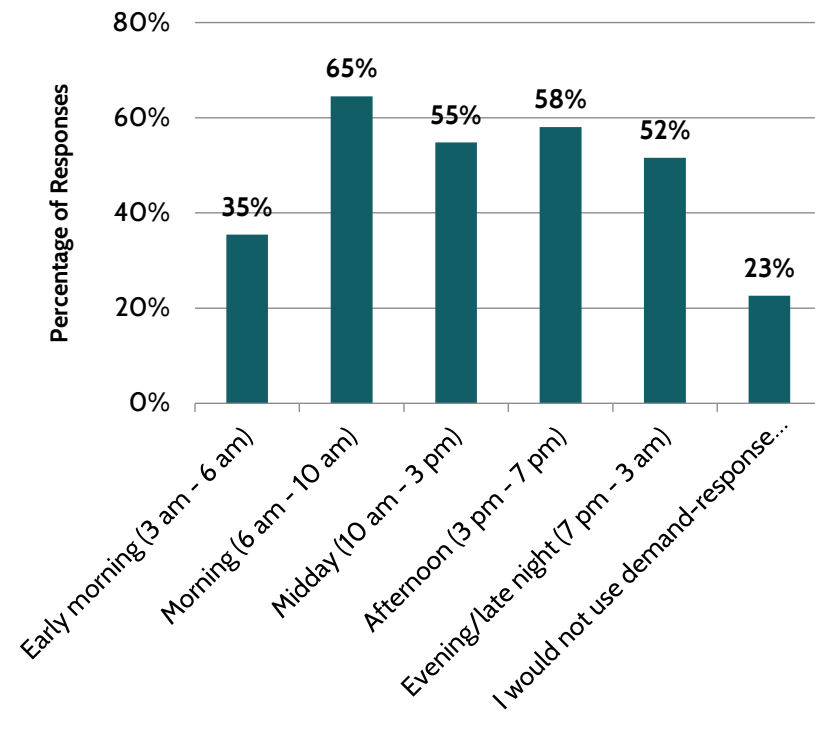
- *Information table at VSU and Wiregrass*

Figure 17. What is the best way to spread the word about Valdosta On-Demand service?



Participants responded to what times of days they would take Valdosta On-Demand transit, both during the weekdays and on the weekends. The most popular time for weekday transit was Morning, between 6 am and 10 am and Afternoon, from 3 pm to 7pm, aligning closing with typical commuting times. Midday (10am – 3pm) and Evening (7 pm – 3 am) also received a large number of selections.

Figure 18. On a typical weekday, during what times of day would it be most useful for you to have Valdosta On-Demand service available?



On the weekend, the most popular time participants stated that they would use Valdosta On-Demand Transit was Saturday, midday (10 am – 3pm), garnering 65 percent of participant's selections. Saturday, afternoon (3 pm – 7 pm) and Sunday, midday (10 am – 3 pm) were also very popular choices, each being selected as a response by 58 percent of participants.

Figure 19. On a typical weekend, during what times of day would it be most useful for you to have SGRC Transit's service available?

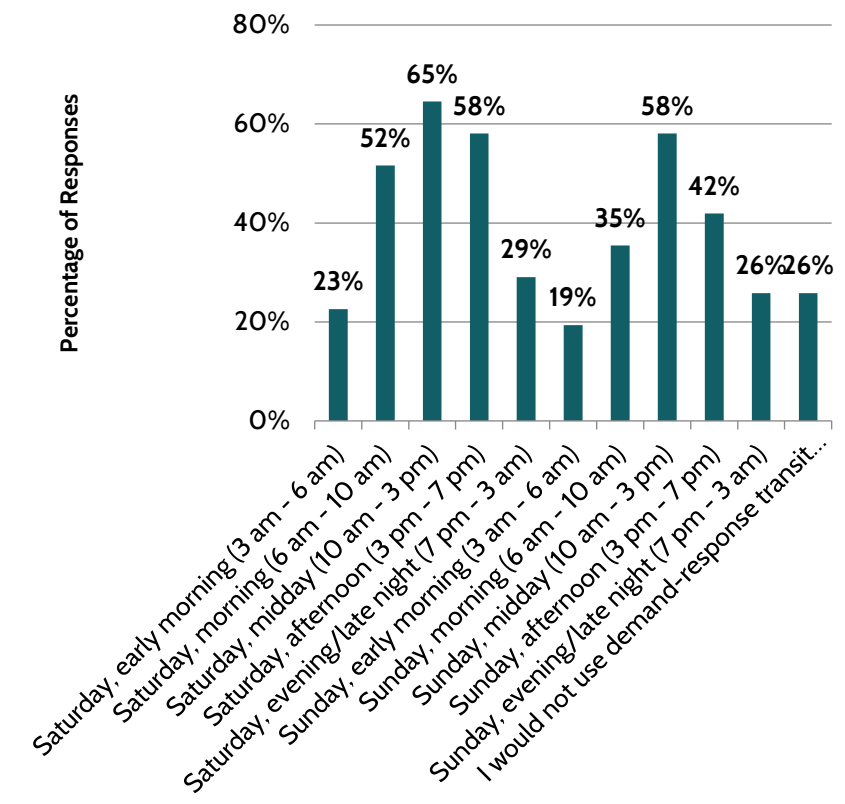


Table 5 shows additional comments provided by participants on Valdosta On-Demand Service.

Table 5: Is there anything else we should keep in mind as we plan improvements to Valdosta On-Demand Service?

ID	Comment
1	Elderly people transportation ! They need to wait longer than 5 minutes , some times they don't show up ,
2	Local partnerships with stakeholders like the hospital, industries and other authorities will help ensure the programs success
3	Door to door service.
4	Most people work weekends and shifts outside of 8-5
5	Free ride vouchers for homeless/disabled/low income/elderly to get to medical treatment, work, etc
6	Micro-transit is fine as a stepping stone but ultimately it's just another car on the street and as such becomes yet another piece of traffic. A city-funded taxi service is okay but we need real public transit that does not get stuck in traffic. We need light rail and maybe busses with dedicated lanes.
7	Better hiring practices.. stop hiring all the same people... they look scary and wild and I wouldn't want to be in the car with them.. maybe a uniform and proper appearance would help?
8	Valdosta on demand is a poor service
9	More vans are needed. And fixed routes
10	Add info at Health Department, DFCS, WalMart, Dollar General and churches.

7.0 Demographic Questions

The following set of questions were optional and gathered insight into the demographic and socioeconomic participant information. This insight allows the project team to review the reach of the survey and also understand how well overall participants reflect the demographic makeup of the Southern Georgia Region.

Compared to the demographics of the region as a whole, the survey had an overrepresentation of white participants (83 percent in the survey pool compared to 60 percent of the region's population). Participants that identified as Black or African American –as well as Hispanic/Latino ethnic group, which makes up about 8 percent of the region's population were underrepresented in survey responses. Only 11 percent of respondents identified as Black or African American while only 3 percent of survey participants identified as Hispanic or Latino.

The age group with the largest proportion of participants were those between the ages of 55 – 64, consisting of 26 percent of participants. The senior population participated at a higher level (24 percent) compared to the senior share of the region's population (21 percent).

As shown in Figure 22, participants reflected the range of annual household incomes in the region, representing a spectrum of lower-income to higher-income brackets.

As shown in Figure 23, a total of 8 percent of participants do not own a personal car, while another 10 percent share a car with a member of their household.

Figure 20. Please specify your race/ethnicity (Select all that apply).

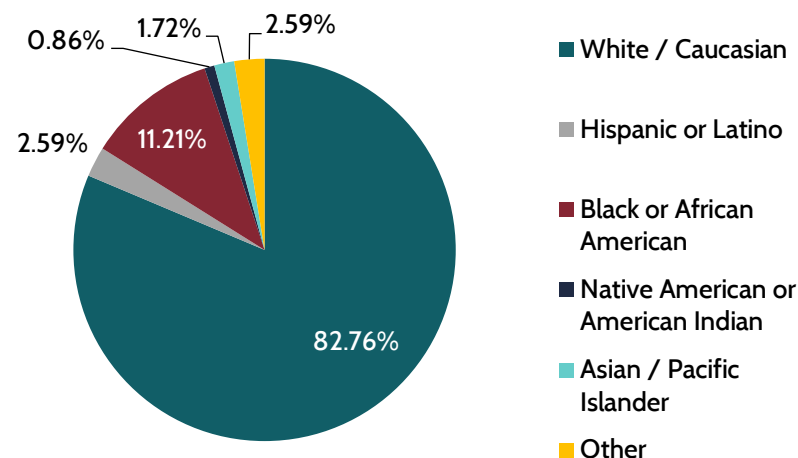


Figure 21. What is your age?

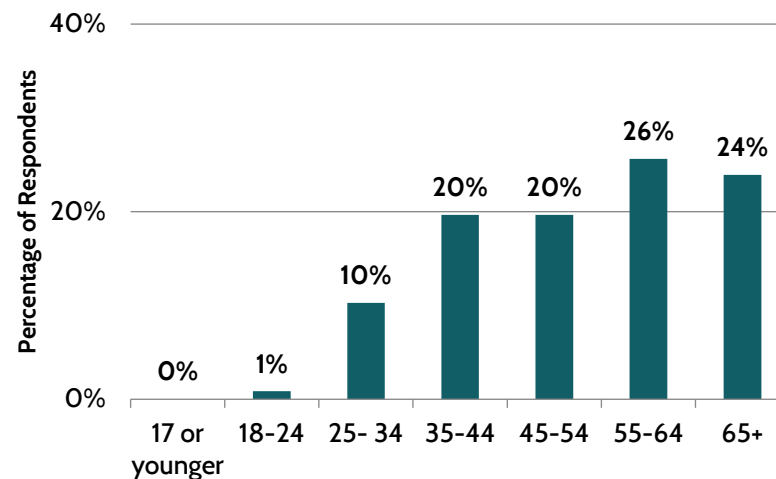


Figure 22. What is your approximate annual household income?

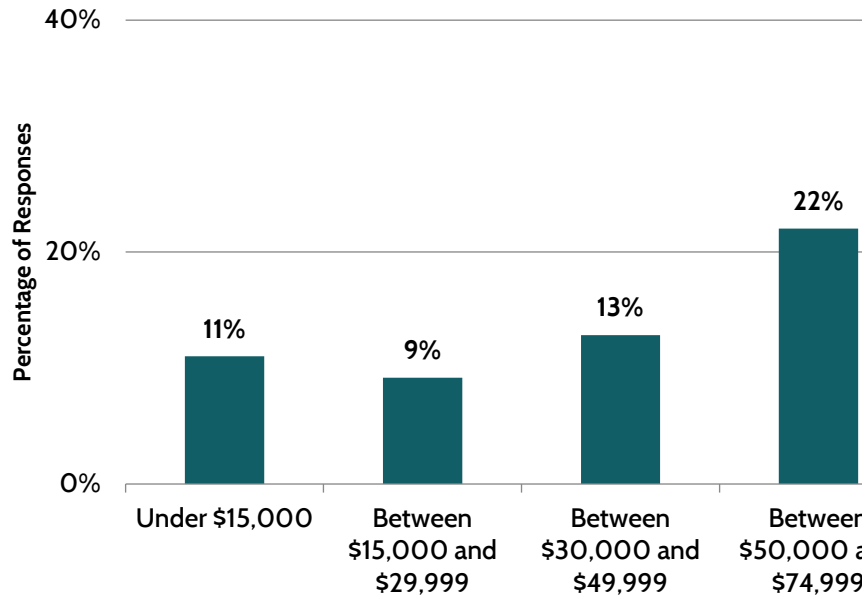


Figure 23. Do you have your own, personal vehicle?

