



Atlanta BeltLine Survey Insights Report

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For Atlanta BeltLine, Inc.
July 30, 2018



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Background, Objectives, & Methodology



Background & Objectives

- In November 2017, Atlanta BeltLine, Inc. commissioned Infosurv Research to conduct their Atlanta BeltLine satisfaction survey. The primary objective of this project was to understand perceptions of the BeltLine among residents of Atlanta and businesses in five geographic regions (see slide 6).
- The specific objectives for this project include:
 - Understand the community’s awareness, current usage, and perceptions of the BeltLine project.
 - Measure the current level of overall satisfaction with the BeltLine and its impact on neighborhoods.
 - Identify current strengths and weaknesses of the BeltLine and identify priorities for attention.
 - Assess the quality of ABI’s communications with the community and how the BeltLine is impacting the community aesthetically, developmentally, and economically.
- **A note about this report:** When reporting on 5-point scale satisfaction questions, commentary will focus on the percentage of respondents who indicate they are satisfied (example: *About 80% of respondents are satisfied with the Beltline overall*). In this context, the word “satisfied” refers to the total percentage of respondents who answer “satisfied” or “very satisfied.”



Data Sources

- In an effort to ensure that a diverse and representative sample of stakeholder opinions were heard, responses data were collected through the following methods:

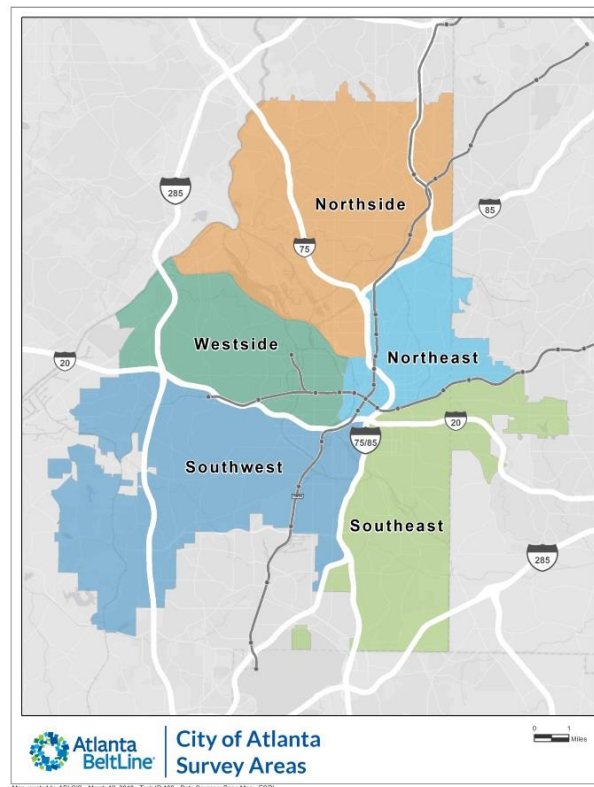
Source	Responses Received
Random Online	400
Random Phone	301
Newsletter	4,668
Social Media	604
Paper	62
Total	6,035

- For the purposes of this study, Infosurv views the online and phone random samples as the *primary* sources. Random distribution results much more closely align with city census demographics in these sources.
- This report views paper, newsletter, and social media responses as *secondary* sources. Since these respondents must have already opted in to receiving information from official BeltLine resources, their results carry knowledge of the Atlanta BeltLine greater than the general population.
- Responses were collected through these five methods during a 2 month period from March 23, 2018 through May 28, 2018.



Geographic Data

- Throughout this report, we refer to five geographic regions recognized by the City of Atlanta.
 - Northeast
 - Northside
 - Southeast
 - Southwest
 - Westside
- The survey asked respondents to select the region where they live on the map to the right. Phone respondents were prompted with longer descriptions of these regions based on major roads and landmarks.
- These five regions were identified by the city as meaningful geographic regions and chosen by ABI and Infosurv to ensure the *primary* data sources would contain enough responses from each region to be statistically representative.





Data Weighting

Detailed Explanation

- The newsletter distribution received over six times as many responses as the *primary* sources. This imbalance would result in the newsletter being dramatically over-represented in the raw results. To compensate for this, *secondary* sources' contribution to the results in this report were **programmatically weighted** to match the random sample.
- Additionally, *Secondary source* responses disproportionately represented the North and East sides of Atlanta. To bring that representation closer to known population distributions, the *secondary* data source results were further adjusted to ensure geographic region sizes were consistent across both the *primary* and *secondary* data sources.
- To weight the data, the actual distribution of responses was determined for the primary and secondary sources (see left table below). Additionally, a desired distribution for the secondary sources was calculated for the purpose of determining weighting factors (see right table below). Note that for the purposes of weighting, the random phone and online samples are combined into one sample. Additionally, desired social media and newsletter numbers shown below are rounded to the nearest integer.

Actual Distribution of Responses			
Region	Primary	Social Media	Newsletter
Northeast	206	224	1,934
Northside	119	62	692
Southeast	133	231	1,304
Southwest	138	63	417
Westside	105	24	321
Total	701	604	4,668

Desired Distribution of Responses			
Region	Primary	Social Media	Newsletter
Northeast	206	88	118
Northside	119	51	68
Southeast	133	57	76
Southwest	138	59	79
Westside	105	45	60
Total	701	300	400



Data Weighting

Detailed Explanation (Continued)

- Weighting factors were then calculated by dividing the desired number of responses for a group by the actual number of responses. For example, for respondents from the social media sample in Northeast Atlanta, 88 was divided by 224 to provide a weighting factor of about .394. This means that each individual respondent's response in this group was treated as counting about 39.4% as much as it did in the raw, unweighted sample. The table below shows all weighting factors.

Actual Distribution of Responses			
Region	Primary	Social Media	Newsletter
Northeast	1.00	.394	.060
Northside	1.00	.821	.098
Southeast	1.00	.246	.059
Southwest	1.00	.937	.189
Westside	1.00	1.87	.187

- Primary responses were weighted to count the same as they did in the raw unweighted sample. The newsletter sample was weighted down most significantly—responses in north and east Atlanta are weighted to only have 6%-10% of the impact that they have in the unweighted sample. Weighting was completed before all paper surveys had been collected, so they did not factor into the weighting. However, these responses were treated the same as primary sample responses.
- More information about weighting and the adjusted survey demographics can be found in Appendix A at the end of this report.



Key Findings



Summary of Key Findings

- Overall satisfaction with the BeltLine is strong, and most feel it has helped both economically and socially.
- Most feelings about the BeltLine are positive, with almost all believing it is not a tax burden. However, there is concern about displacing low-income community members.
- Perceived strengths include the quality of trails, the quality of parks and green spaces, public art on the BeltLine, and the BeltLine's contribution to economic development.
- Weaknesses of the BeltLine include the speed of trail completion, quality of jobs, speed of transit development, and ensuring affordable housing.
 - Three clear priorities for action in the near future have been identified:
 - Completing the 22-mile trail loop (including parks and green spaces along the trail).
 - Developing the BeltLine Transit system.
 - Ensuring the BeltLine is prioritizing affordable housing and not displacing low-income community members.
- Social media is the preferred method of receiving news about the BeltLine. Facebook is most popular, but Instagram is important for 18-34 year-olds.
- The BeltLine is most frequently perceived as being a place for outdoor activities, while many do not perceive it as a place for businesses or affordable housing.
- Business development on the BeltLine should focus first on restaurants and retail. Small businesses are a secondary priority.



Key Findings



70% of respondents follow BeltLine news. However, that number is closer to 50% in the general population.

- 36% of respondents follow information and news about BeltLine closely. Another 34% report that they follow the news “somewhat.” However, this number is emphasized by those who have engaged with the BeltLine.
 - Almost 90% of the social media and newsletter survey respondents follow the BeltLine at least somewhat.
 - In contrast, only 59% of phone respondents and 44% of online respondents follow this news and information.
- Nearly 60% of respondents are satisfied with the BeltLine’s efforts at community engagement, and this does not vary by survey source. While those who opt in to social media and the newsletter are getting information about the BeltLine, there appear to be opportunities to improve proactive outreach.



Social media and email newsletters are the preferred methods of receiving BeltLine information.

- Almost 40% of respondents indicate they would prefer to receive news by social media, while about 30% prefer to receive BeltLine information by email newsletter.
- Among that 40% of respondents, Facebook is the most preferred social media platform (61%), while Instagram is a distant second (22%).
 - However, Instagram is especially important among Millennials. The gap between Facebook and Instagram is much smaller for 25-34 year old respondents, while Instagram is actually the top choice for 18-24 year-olds.
 - Facebook is preferred by more than 75% of those who are 45 or older.



The BeltLine is primarily perceived as a place for outdoor activities.

- When asked what they most closely associated with the BeltLine, three activities came out on top:
 - Walking trails (71%)
 - Parks and green spaces (64%)
 - Recreation (57%)
- Business (17%) and affordable housing (14%) are least frequently associated with the BeltLine.



Key Findings



When asked how they feel about the BeltLine, most responses are positive, though displacement is a concern.

- Approximately 66% of respondents indicate that the BeltLine builds community, is good for health, fitness, and economic activity, and is a good place to visit.
- Only 5% feel like the BeltLine is a bad use of taxpayer dollars, and only 13% view the BeltLine as being for people more affluent than they are.
- 33% of respondents are concerned that low-income community residents are at risk of being displaced.



Overall perceptions of the BeltLine are positive.

- 80% of respondents are satisfied* with the BeltLine project overall; half of these report they are “very satisfied.”
 - This is higher among northeast residents (87%), but is lower in the southwest (73%) and among the phone and paper samples.
- Around 70% of respondents feel that the BeltLine has improved their neighborhood both economically and socially.
 - Less than 10% indicate that the BeltLine has hurt their neighborhood, with around 25% answering neutral.
 - Economic improvement is perceived less favorably on the northside, while northeast respondents are more satisfied than others regarding social development.



Commercial development on the BeltLine should focus on restaurants and retail.

- In all, almost 50% of respondents indicate that the most beneficial commercial development along the BeltLine would be restaurants and retail space. This is consistent across all survey sources and geographical areas.
- Small businesses are also identified by about 25% of respondents, no preference is shown for other types of commercial development.
- It should be noted that when asked to rank the top areas to address in the near future, attracting new businesses was the second lowest ranked priority. Commercial development in general is low on residents’ priority list.

* “Satisfied” refers to the total percentage of respondents who answered either “satisfied” or “very satisfied.”



Key Findings



Top Strengths of the BeltLine

- Respondents were asked to rate their level of satisfaction with 11 BeltLine attributes. Four areas are rated at least 80% favorably by respondents:
 - Quality of trails (88% satisfied overall; 54% “very satisfied”)
 - Quality of parks and green spaces (87% satisfied overall; 51% “very satisfied”)
 - Public art displays (80% satisfied overall; 45% “very satisfied”)
 - BeltLine’s contribution to economic development (80% overall; 44% “very satisfied”)



Biggest Weaknesses of the BeltLine

- When rating their level of satisfaction with BeltLine attributes, respondents rate four very poorly:
 - Speed of trail completion (41% satisfied | 23% neutral | 36% dissatisfied)
 - Quality of jobs (41% satisfied | 43% neutral | 16% dissatisfied)
 - Transit development (26% satisfied | 28% neutral | 46% dissatisfied)
 - Ensuring affordable housing (26% satisfied | 24% neutral | 50% dissatisfied)
- It should be noted that when they were asked to rank which areas most need attention in the near future, respondents identified three of these issues: completing the 22-mile trail loop, starting the construction of the BeltLine Transit system, and ensuring that there is affordable housing.



Key Findings

Priorities for Improvement in the Near Future



Complete the 22-mile loop.

- As noted on the previous slide, the speed of trail completion is rated poorly by respondents. These ratings are even lower among the newsletter and social media samples, indicating that those who are more engaged with the BeltLine see this as a larger problem.
- When asked to prioritize improvements, 30% rank completion of the trail loop as the top priority, and 73% rank it as one of the top five priorities. This is the highest ranked priority by both measures.



Begin construction on the BeltLine Transit system.

- Only about 75% of respondents are dissatisfied with the speed of construction on the BeltLine Transit system.
- Constructing transit is the third most likely to be ranked as the top priority for the near future (17%).
- Just under 50% of respondents indicate they are at least “somewhat familiar” with the proposed BeltLine Transit system. More than 80% of respondents indicate they would use the transit once completed.



Ensure there is affordable housing available.

- About 25% of respondents are satisfied that the BeltLine is doing enough to ensure the availability of affordable housing.
- This was ranked as the #1 priority by 23% of respondents, and a top five priority by 64%. Both numbers are second only to finishing the 22-mile trail loop.
- The one relatively prominent negative feeling respondents have is that low-income residents are at risk of displacement. 37% of respondents consider this displacement as characteristic of the BeltLine. By prioritizing continued access to affordable housing, Atlanta BeltLine can work to mitigate these concerns.

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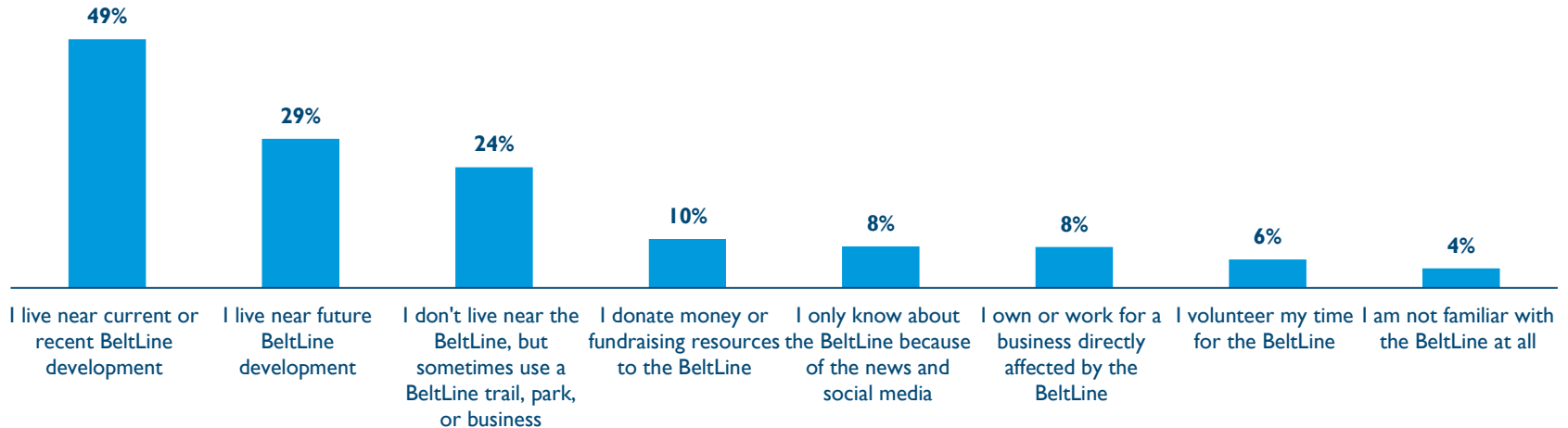
Awareness, Perceptions, and Usage of the Atlanta BeltLine



Atlanta BeltLine Interactions

What is your interaction with the Atlanta BeltLine Project?

- Just over 75% of respondents either live near a current or future BeltLine development.
 - Additionally, 25% of respondents do not live near the BeltLine, but use associated trails, parks, or businesses on occasion.
- Few respondents are associated with the BeltLine in any other way.

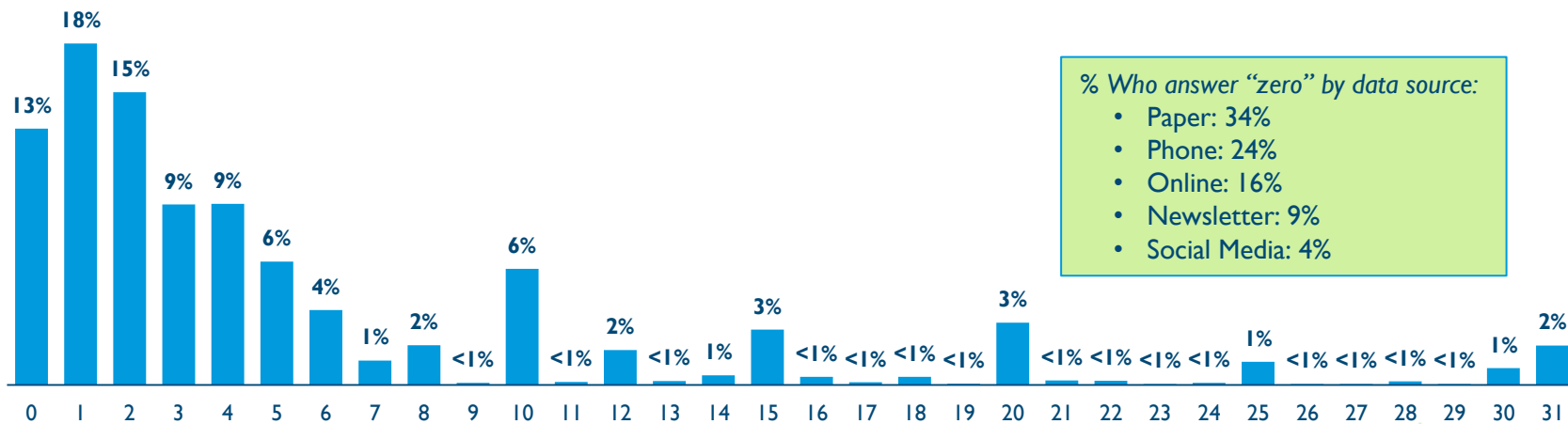




BeltLine Usage

In a typical month, how many times, if at all, do you use the BeltLine?

- About 88% of respondents use the BeltLine in a typical month. However, this percentage varies greatly by data source:
 - Respondents in the general population samples are less likely to visit the BeltLine in a typical month, especially those who took the paper and phone surveys.
 - However, almost all of those who have engaged with Atlanta BeltLine through their newsletter or social media visit the BeltLine regularly.
- About 50% of respondents visit the BeltLine 1-4 times per month.

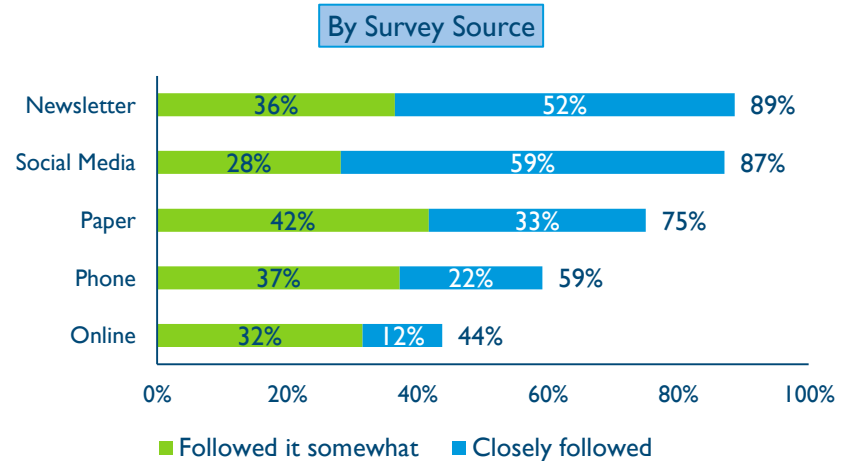
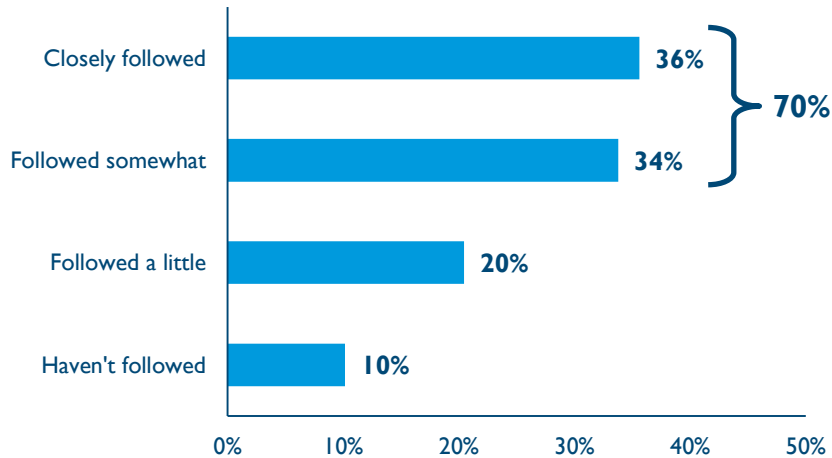




Atlanta BeltLine Awareness

How much, if at all, have you personally followed the Atlanta BeltLine progress/news?

- About 70% of residents have followed Atlanta BeltLine news at least some of the time.
- As would be expected, responses vary significantly by survey source:
 - Those who have opted into the Atlanta BeltLine newsletter or social media have predictably followed the news more closely.
 - Respondents who completed the online survey are least likely to have followed news about the BeltLine.

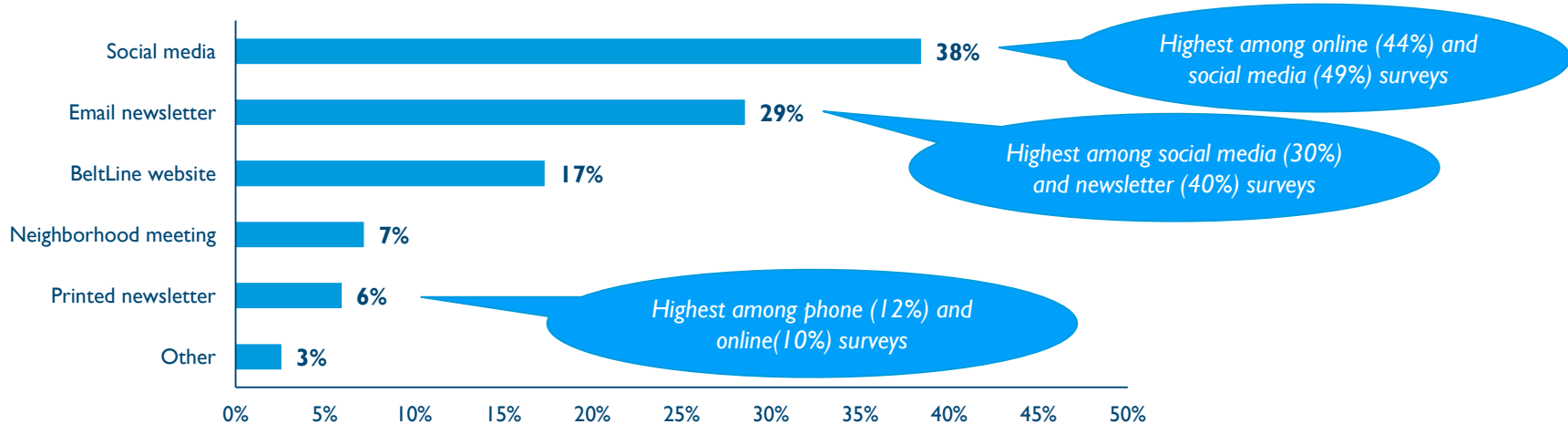




BeltLine Feedback

In the future, how would you most prefer to receive BeltLine news and provide feedback?

- Residents generally prefer to receive news about the BeltLine through online methods, with social media being the most popular.
 - Email newsletter and the BeltLine website are also relatively popular options.
- Few respondents are interested in getting information through in-person meetings or printed newsletters.

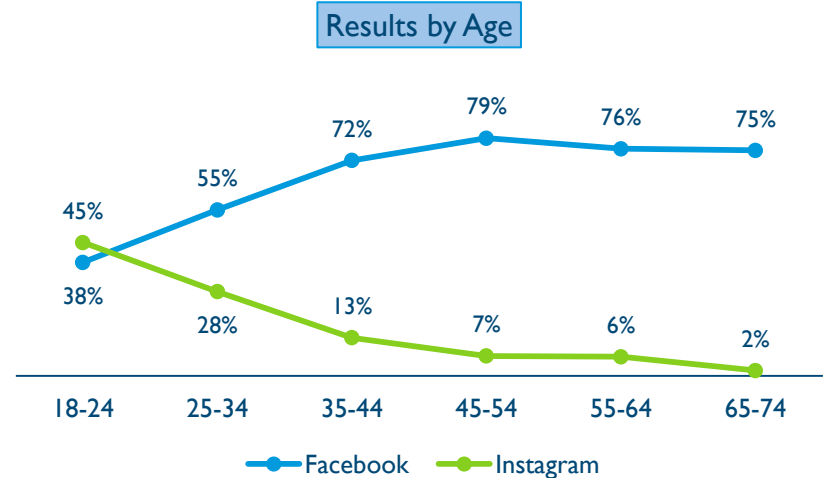
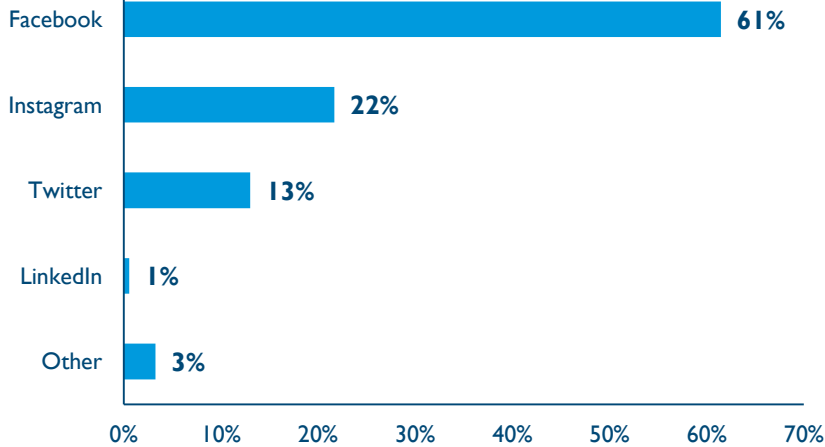




Social Media Preference

On what social media platform would you prefer to see Atlanta BeltLine updates?

- Among those who prefer to receive information through social media, Facebook is the top choice.
 - However, a fairly large minority of respondents also prefer Instagram, making it second ranked overall.
- Preferences vary significantly by age. Youngest respondents (18-24) actually prefer Instagram to Facebook. However, Instagram's appeal drops greatly after age 34.



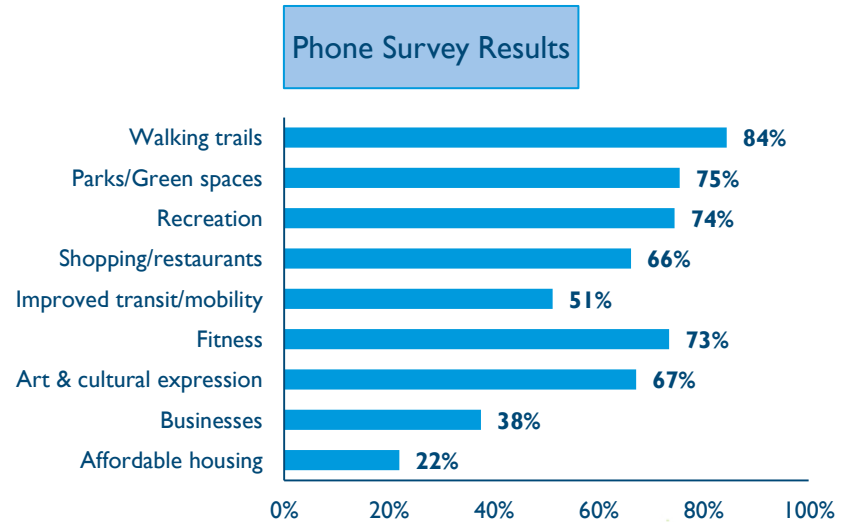
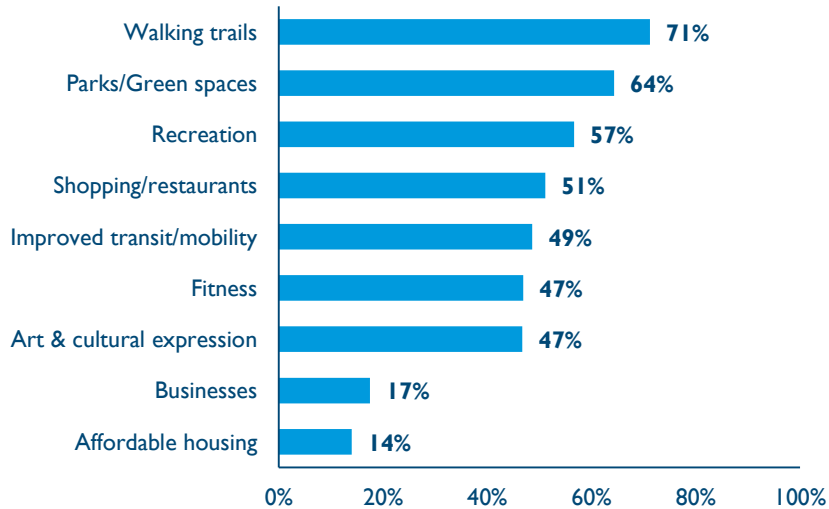
Base: 540 respondents who identified social media as their preferred method of receiving information on the BeltLine.



Perceptions of the BeltLine

What do you most closely associate with the BeltLine project?

- People associate the BeltLine most closely with outdoor activities—walking trails, parks and green spaces, and recreation.
 - Shopping, transit, and art are secondary associations, while few think of businesses or affordable housing.
 - Responses from the phone survey are significantly different from others in that respondents from the phone survey feel much stronger on all measured aspects than people from the other sources. However, outdoor activities remain the top associations.
 - Perceptions in this area vary by age and income level, with some younger and lower income respondents being less likely to select walking trails. However, even among these groups, outdoor activities remain the most frequently selected responses.

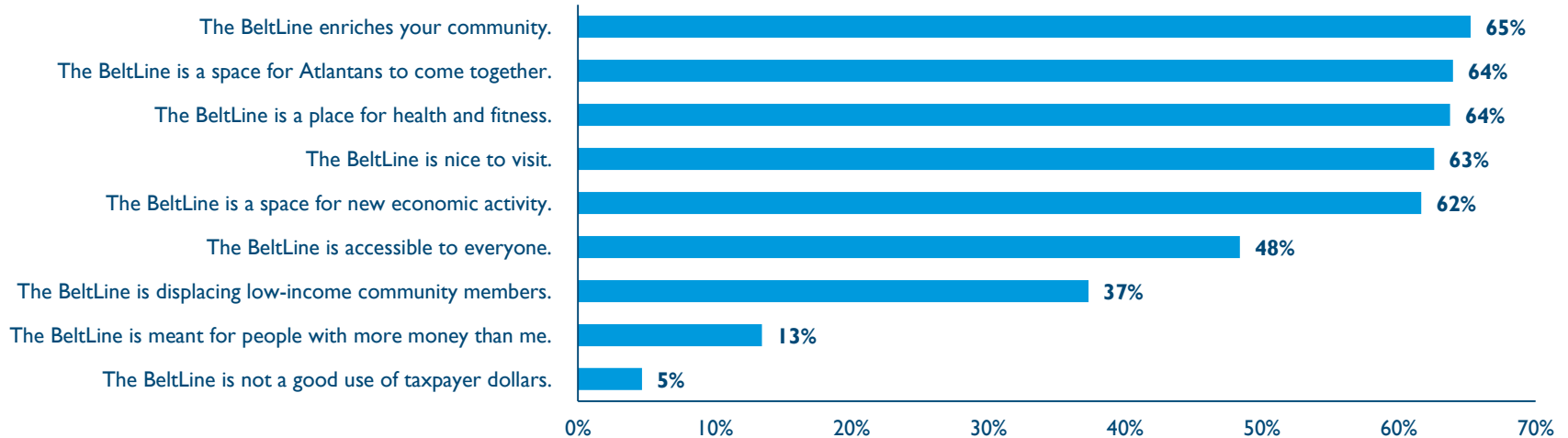




Feelings about the BeltLine

Please select the statements that best describe your feelings about the Atlanta BeltLine?

- Generally, residents' strongest feelings about the BeltLine are all positive. The five most frequently identified statements, all those answered by over 60% of respondents, relate to a positive attribute or outcome of the BeltLine project.
- Few respondents indicate that the BeltLine is meant for more affluent people or a bad use of taxpayer dollars. However, there is a sizable minority who feel the BeltLine is inaccessible or is displacing low-income community members.



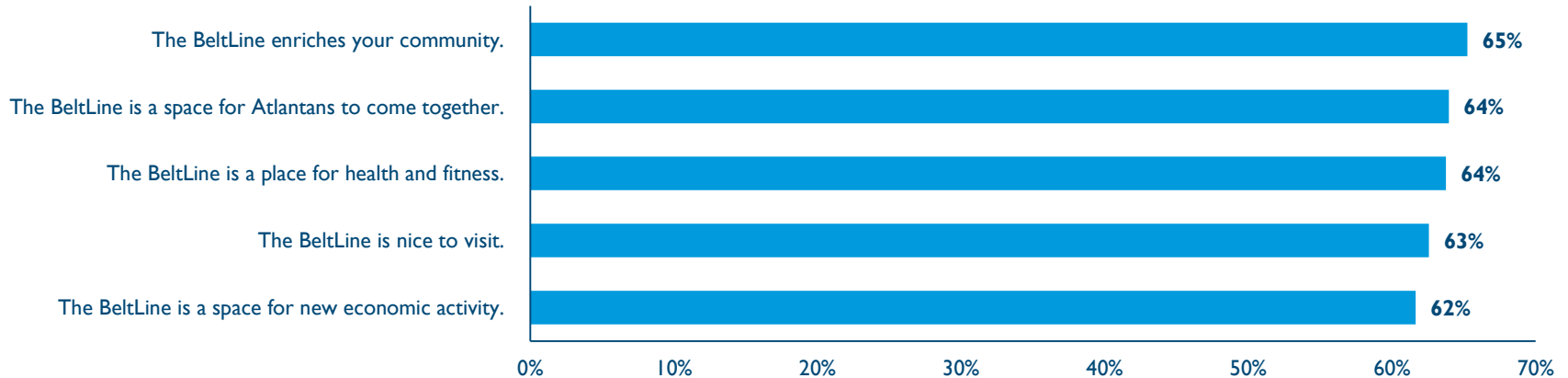


Feelings about the BeltLine

Please select the statements that best describe your feelings about the Atlanta BeltLine?

- Generally, residents' strongest feelings about the BeltLine are all positive. The five most frequently identified statements are identified by 62% - 65% of respondents and are shown in the chart below; these are all positive feelings about the BeltLine:
 - Respondents feel that their community is enriched by the BeltLine—it brings Atlantans together and promotes new economic activity.
 - Respondents feel that the BeltLine helps with resident health and fitness.
 - Respondents generally believe that the BeltLine is a nice place to visit.

Most common responses

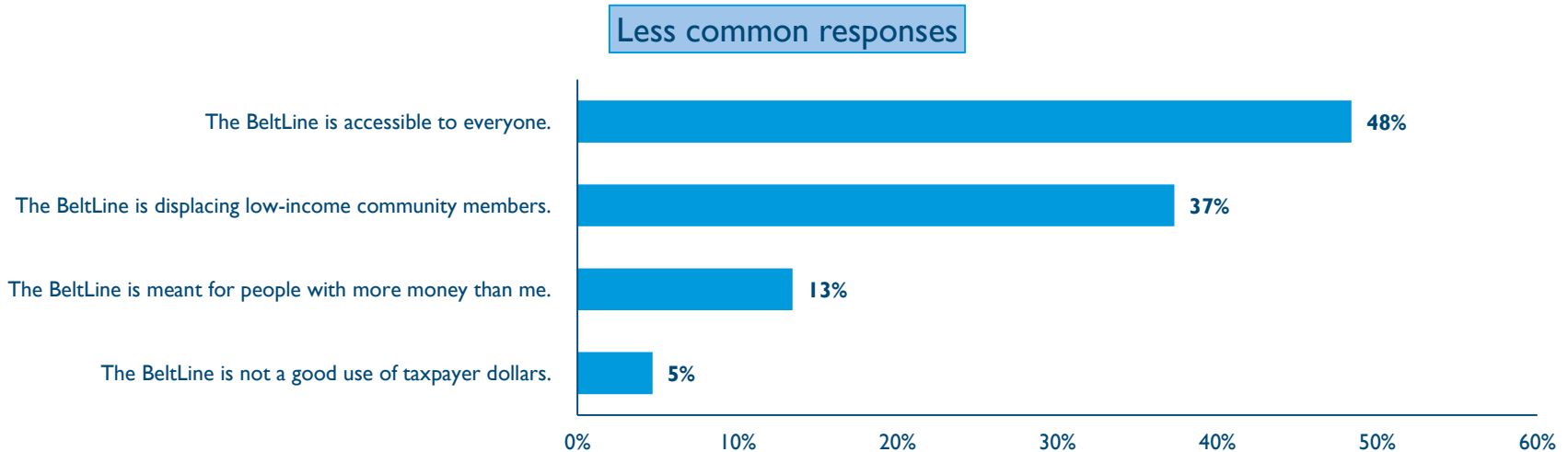




Feelings about the BeltLine

Please select the statements that best describe your feelings about the Atlanta BeltLine?

- Negative feelings are less common among respondents:
 - Only 13% feel that the BeltLine is meant for people more affluent than they are.
 - Only 5% feel that the BeltLine is a poor use of taxpayer dollars.
- However, there are two issues that are concerns for a significant number of Atlantans: 48% feel the BeltLine is accessible to everyone, while 37% believe the BeltLine is displacing low income members. These are two issues to address in the future.

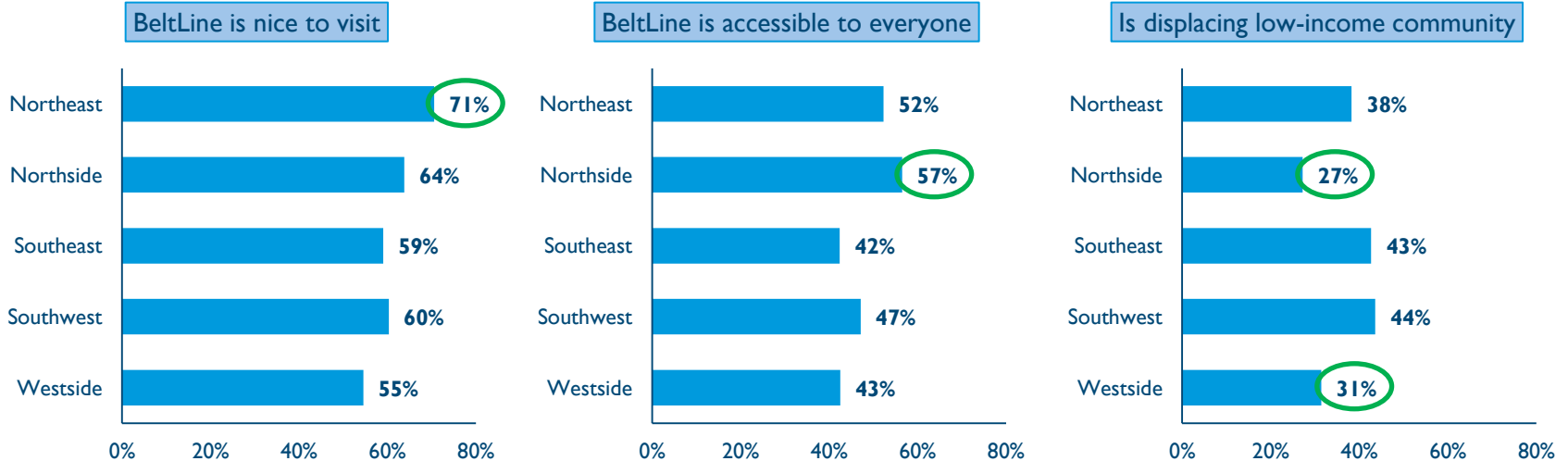




Feelings about the BeltLine

Please select the statements that best describe your feelings about the Atlanta BeltLine?

- Responses to some statements vary significantly by location:
 - Northeast respondents are significantly more likely than those in the south and west to indicate the BeltLine is nice to visit.
 - Northside respondents are significantly more likely than those in the south and west to feel the BeltLine is accessible to everyone.
 - Those on the Northside and Westside are less likely than others to feel that the BeltLine is displacing low-income community members.



Question: Please select the statements that best describe your feelings about the Atlanta BeltLine.

A large, light blue, stylized graphic of a leaf or fan shape, composed of several curved segments, is centered in the background. The top of the slide features a dark blue curved banner.

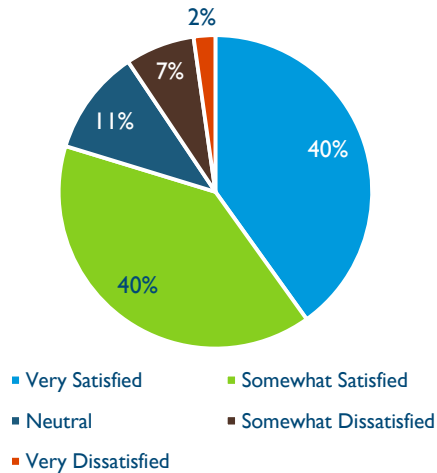
Evaluation of the BeltLine Project



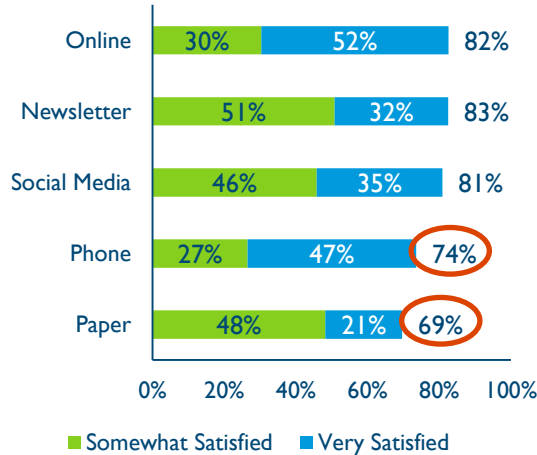
Overall Satisfaction

How would you rate your overall satisfaction with the BeltLine project so far?

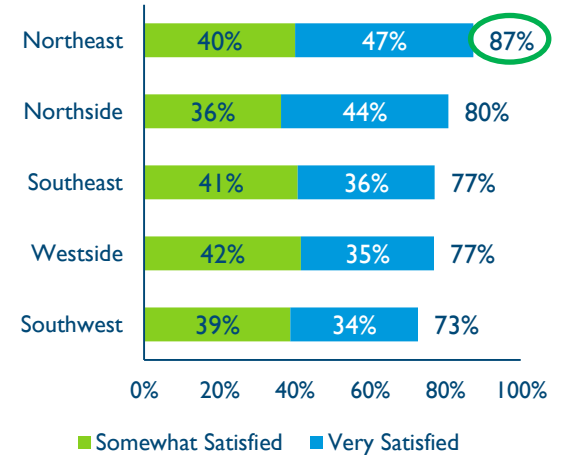
- Overall, 80% of residents are at least somewhat satisfied with the Atlanta BeltLine project so far.
 - Just under 10% are dissatisfied.
- Ratings vary based on respondent characteristics:
 - Those who took the survey via phone or paper are significantly less satisfied with the BeltLine overall.
 - Residents in the northeast region of Atlanta are significantly more satisfied than those in the southeast, southwest, and westside.



By Survey Source



By Geography



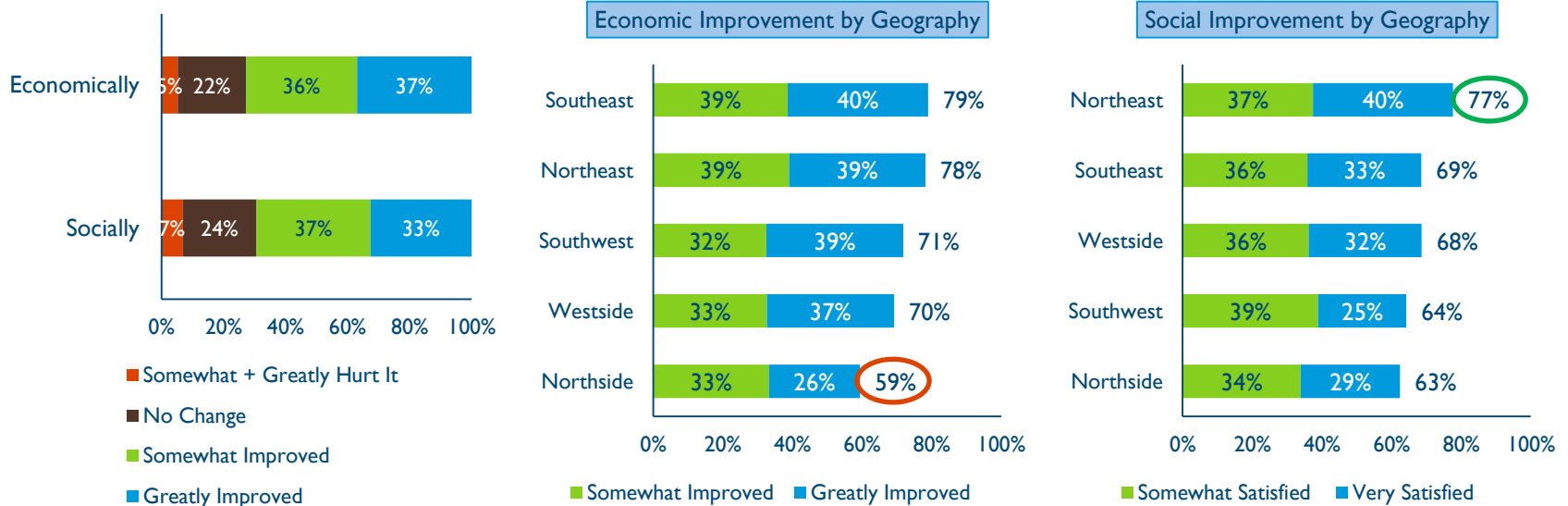
Note: Top-2 box scores depicted here represent a summation of rounded values, but are accurate to within 1% of true aggregate frequency.



Atlanta BeltLine's Impact

How much do you feel the BeltLine project has impacted your neighborhood...

- About 70% of respondents feel that the BeltLine has improved their neighborhood both economically and socially.
 - The majority of the other responses are neutral—very few feel that that BeltLine has hurt their neighborhood.
- Ratings vary by geography—those on the northside are significantly less likely to perceive economic improvement, while those in the northeast are significantly more likely to perceive social improvement.



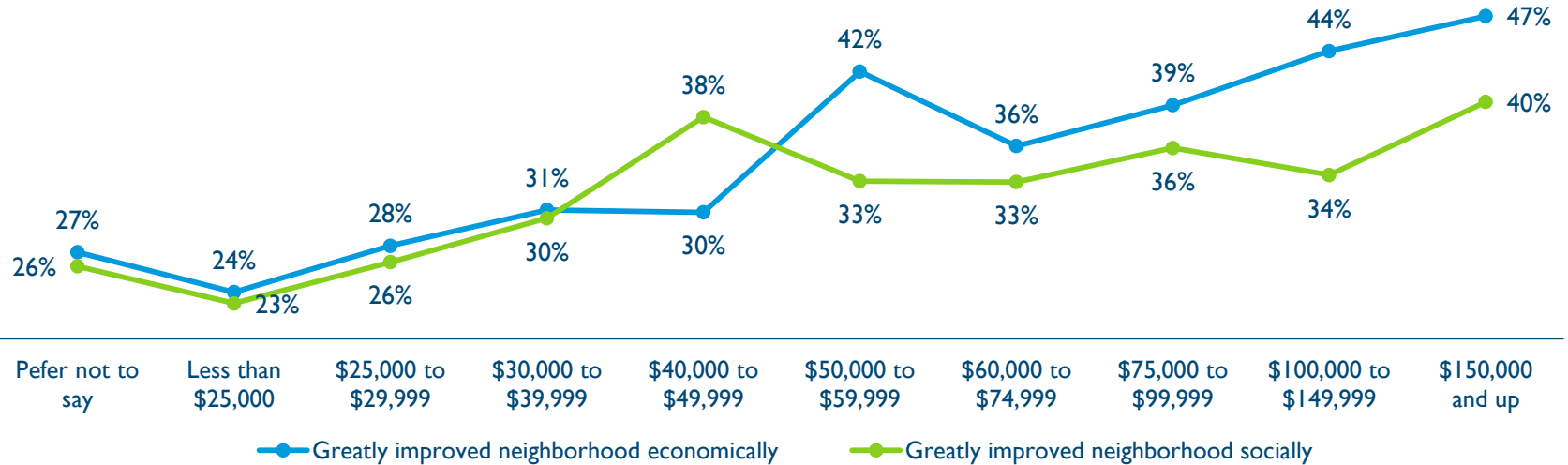
Note: Top-2 box scores depicted here represent a summation of rounded values, but are accurate to within 1% of true aggregate frequency.



Atlanta BeltLine's Impact By Income

How much do you feel the BeltLine project has impacted your neighborhood...

- Generally speaking, perceptions of improvement become stronger as respondent income increases.
 - Only about 25% of respondents making less than \$25,000 perceive their neighborhood as “greatly improved” either economically or socially.
 - In contrast, almost 50% of those at the highest income level feel that their neighborhood is “greatly improved” economically, while 40% feel it is “greatly improved” socially.

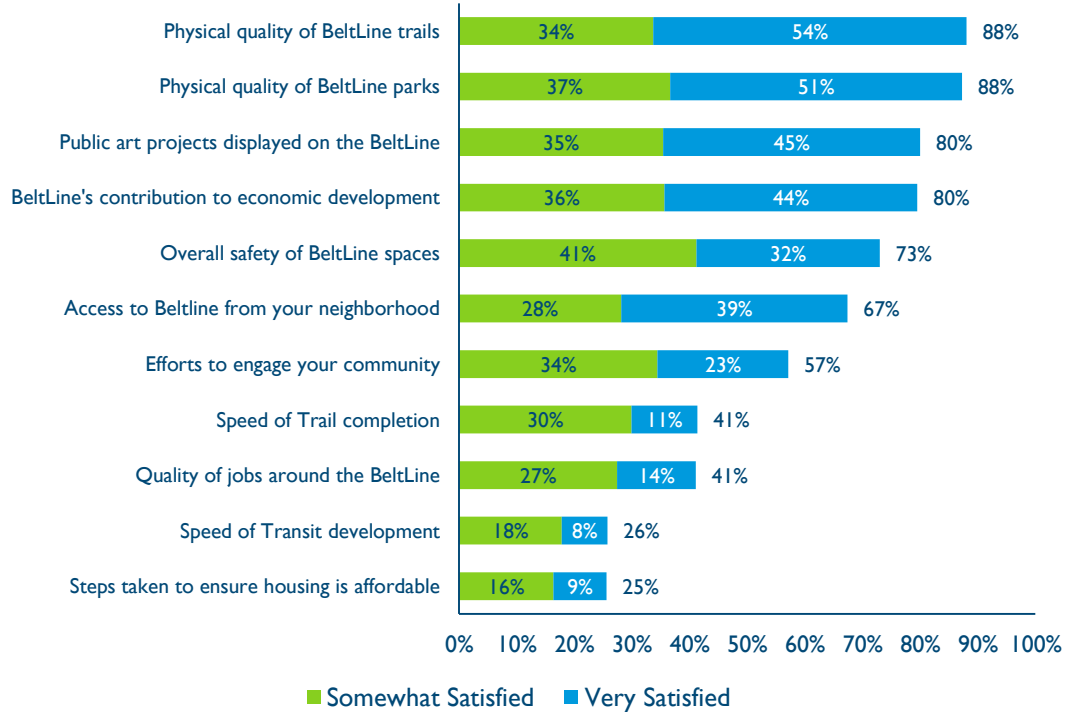




Evaluation of the BeltLine Project

Please rate your satisfaction with these aspects of the BeltLine project.

- The BeltLine is perceived most favorably regarding the quality of the associated trails and parks.
 - Public art displays and the BeltLine’s contribution to the economic development of their neighborhood are also rated highly.
 - Safety and access have more room for improvement but are not rated poorly.
- Attributes that are rated least favorably are consistent with areas that are identified as priorities for focus in the near future:
 - Speed of trail completion
 - Speed of transit development
 - Ensuring affordable housing

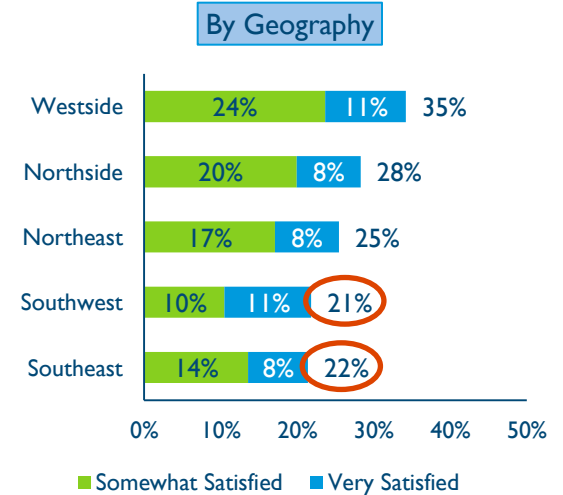
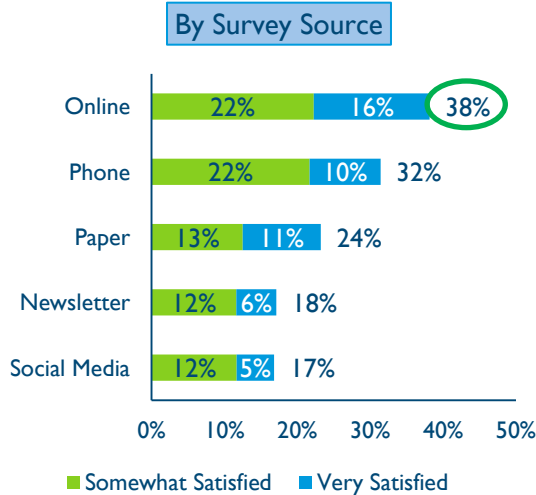
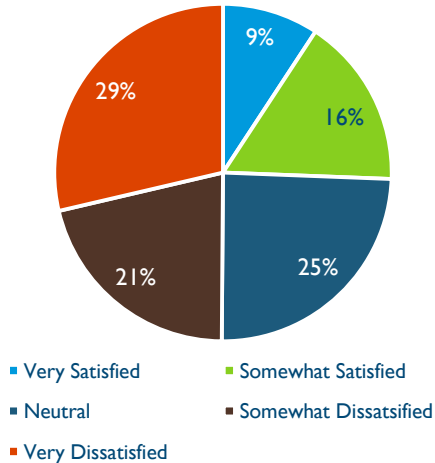


Note: Top-2 box scores depicted here represent a summation of rounded values, but are accurate to within 1% of true aggregate frequency.



Satisfaction with Steps Being Taken to Ensure Housing is Affordable

- Overall, only 25% of respondents are satisfied that there are steps being taken to keep housing affordable.
 - 50% of respondents are dissatisfied in this area.
- Though responses vary significantly based on survey source and geography, ratings are generally very low across all groups.



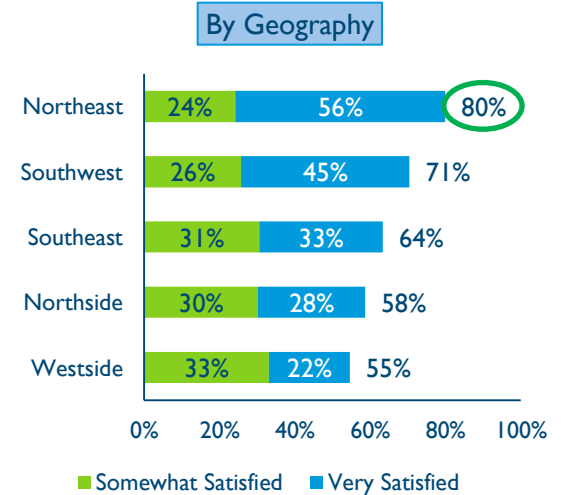
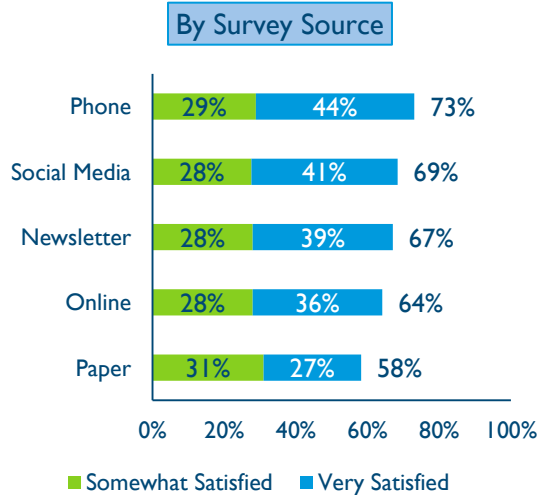
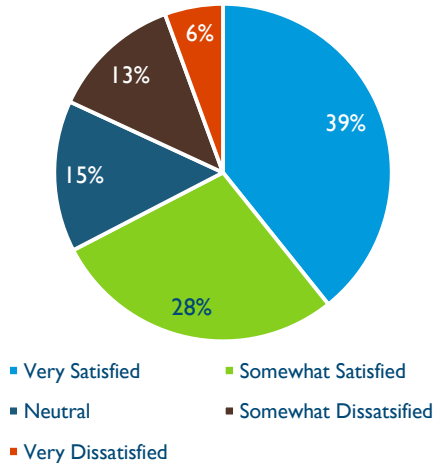
Question: Please rate your satisfaction with the following aspects of the BeltLine project: The steps being taken to ensure that housing around the BeltLine is affordable

Note: Top-2 box scores depicted here represent a summation of rounded values, but are accurate to within 1% of true aggregate frequency.



Satisfaction with Ability to Access the BeltLine

- Overall, about 66% of respondents report they are able to find and access the BeltLine from their neighborhood.
 - This includes about 40% who are “very satisfied,” while about 20% are dissatisfied.
- Ratings vary based on geography—respondents in the northeast are significantly more satisfied than those in the southeast, northside, and westside.



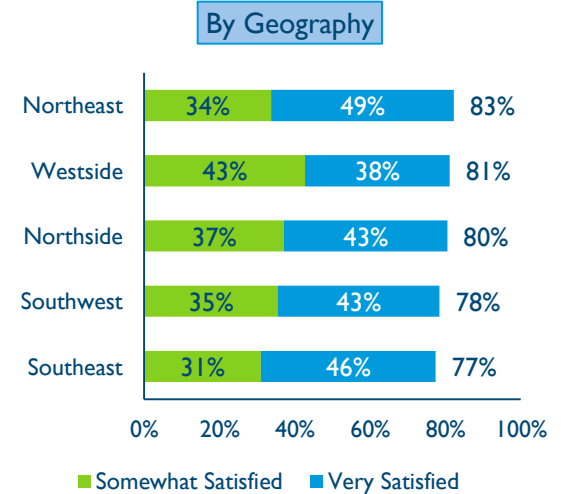
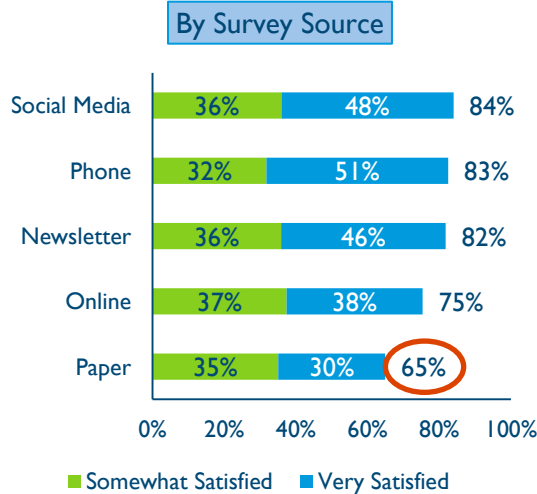
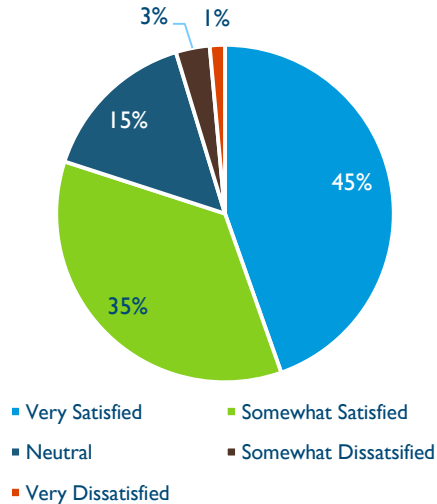
Question: Please rate your satisfaction with the following aspects of the BeltLine project: Your ability to find and access the BeltLine from your neighborhood

Note: Top-2 box scores depicted here represent a summation of rounded values, but are accurate to within 1% of true aggregate frequency.



Satisfaction with Public Art Projects

- About 80% of respondents are satisfied with the public art projects displayed on the BeltLine.
 - Only about 4% of respondents report they are dissatisfied with the art displays.
- Generally, responses are similar from all groups—only those who respond via the paper survey answer less favorably.



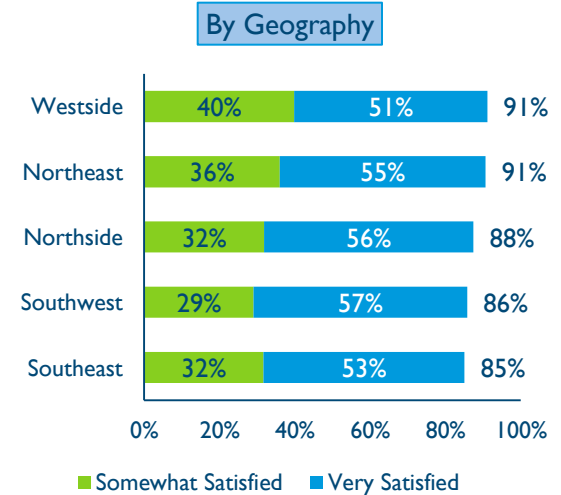
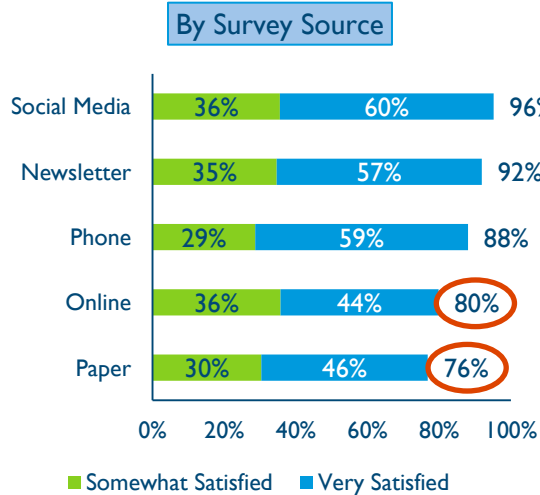
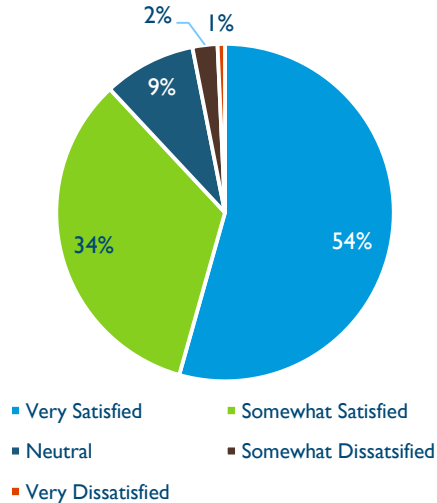
Question: Please rate your satisfaction with the following aspects of the BeltLine project: Public art projects displayed on the BeltLine

Note: Top-2 box scores depicted here represent a summation of rounded values, but are accurate to within 1% of true aggregate frequency.



Satisfaction with Physical Quality of BeltLine Trails

- Almost 90% of respondents report they are satisfied with the quality of BeltLine trails.
 - This includes over 50% who are “very satisfied,” while only 3% are dissatisfied.
- Ratings are significantly lower among those who took the online or paper survey. However, ratings from both of these groups remain far more positive than negative.

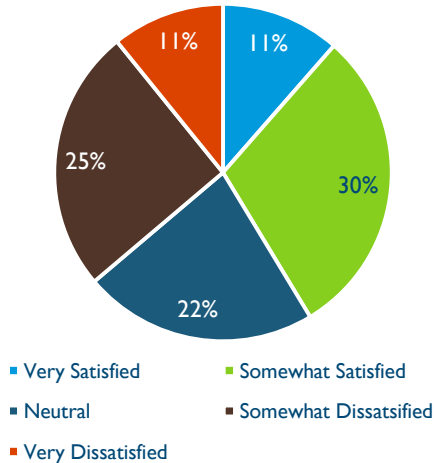


Question: Please rate your satisfaction with the following aspects of the BeltLine project: The physical quality of BeltLine Trails

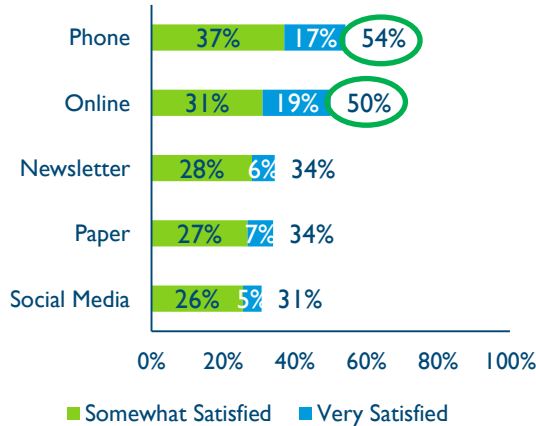


Satisfaction with Speed of Trail Completion

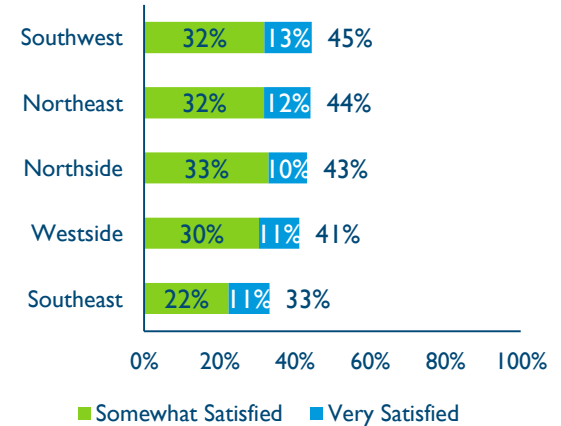
- Overall, only about 41% of respondents indicate they are satisfied with the speed of trail completion.
 - In contrast, more than 36% report they are dissatisfied. A relatively high percentage (22%) also provide a neutral response.
- Those who are more actively engaged with the BeltLine (newsletter and social media surveys) are even less satisfied with train completion. This may show an even stronger need for improvement in this area than the overall numbers indicate.



By Survey Source



By Geography



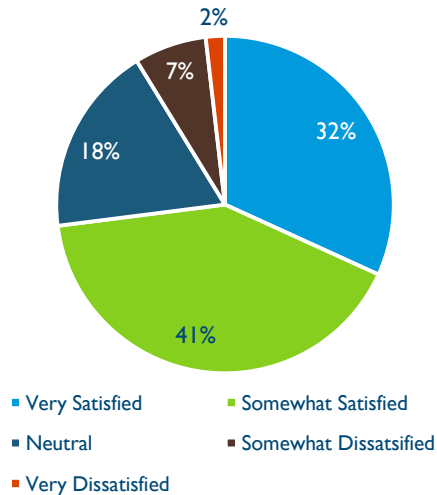
Question: Please rate your satisfaction with the following aspects of the BeltLine project: The speed of trail completion

Note: Top-2 box scores depicted here represent a summation of rounded values, but are accurate to within 1% of true aggregate frequency.

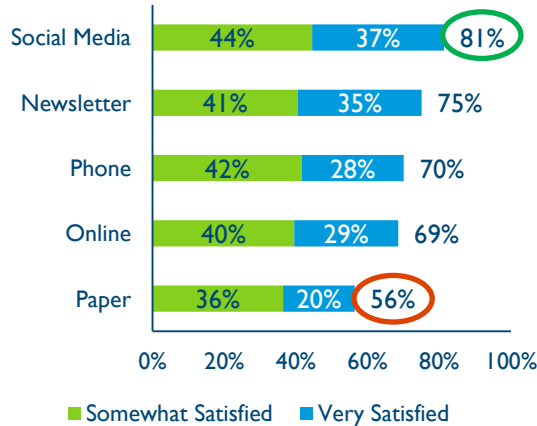


Satisfaction with Overall Safety of BeltLine Spaces

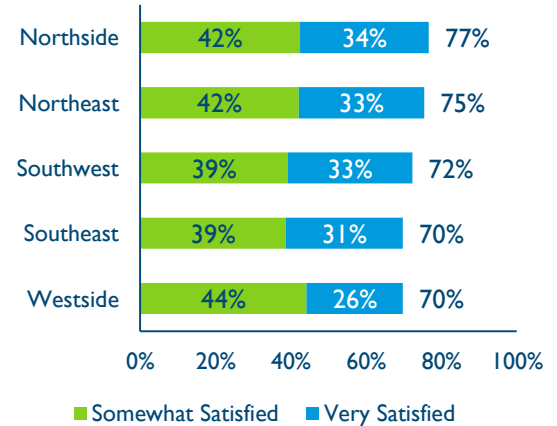
- Almost 74% indicate they are satisfied with the overall safety of the BeltLine.
 - Only about 10% feel that the BeltLine is unsafe, including only 2% who are “very dissatisfied” in this area.
- Ratings do not vary by location. However, social media respondents are especially satisfied with safety, while paper respondents are significantly less satisfied than others.



By Survey Source



By Geography



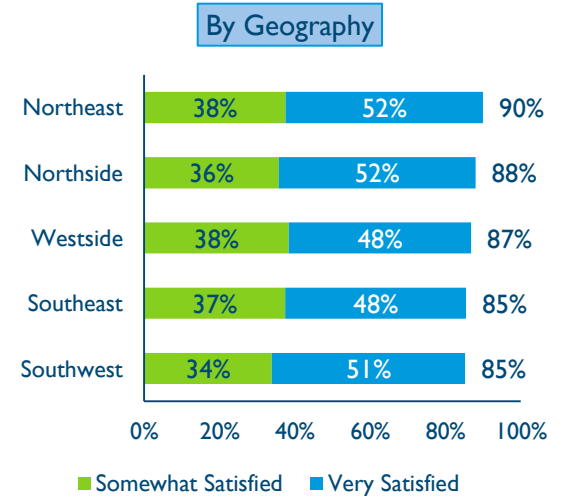
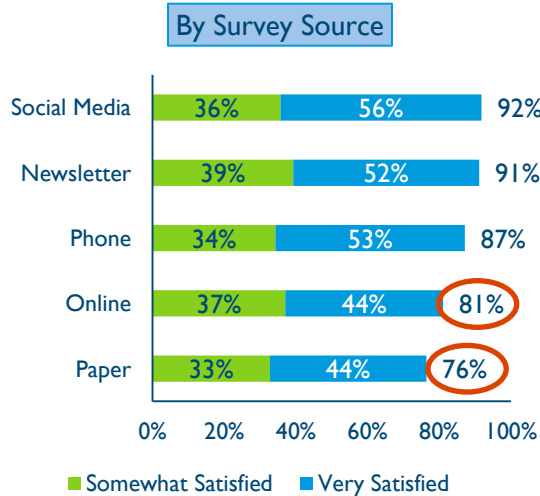
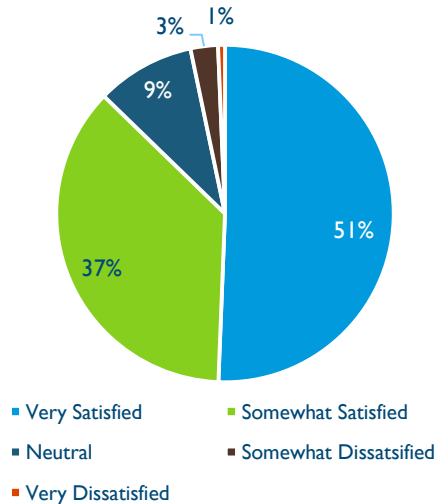
Question: Please rate your satisfaction with the following aspects of the BeltLine project: The overall safety of BeltLine spaces

Note: Top-2 box scores depicted here represent a summation of rounded values, but are accurate to within 1% of true aggregate frequency.



Satisfaction with Physical Quality of BeltLine Parks

- Respondents are very satisfied with the quality of BeltLine parks—almost 90% are satisfied in this area.
 - About 50% of all respondents are “very satisfied,” while less than 5% report they are dissatisfied.
- While ratings are significantly lower from the online and paper surveys, ratings remain strong even with these groups.



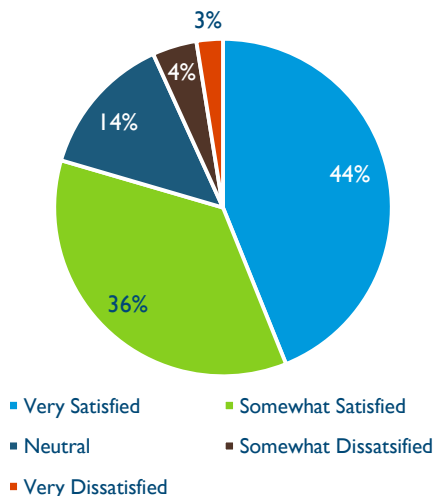
Question: Please rate your satisfaction with the following aspects of the BeltLine project: The physical quality of BeltLine parks and green spaces

Note: Top-2 box scores depicted here represent a summation of rounded values, but are accurate to within 1% of true aggregate frequency.

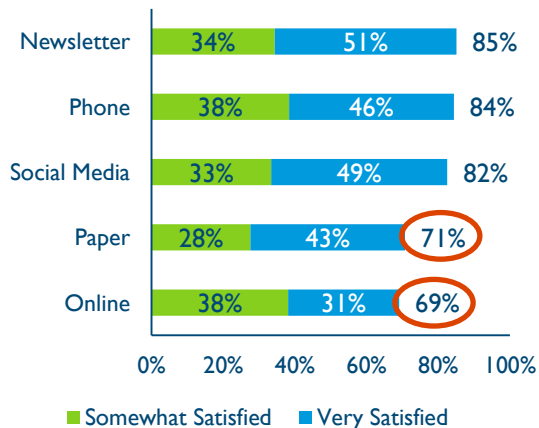


Satisfaction with Contribution to Economic Development

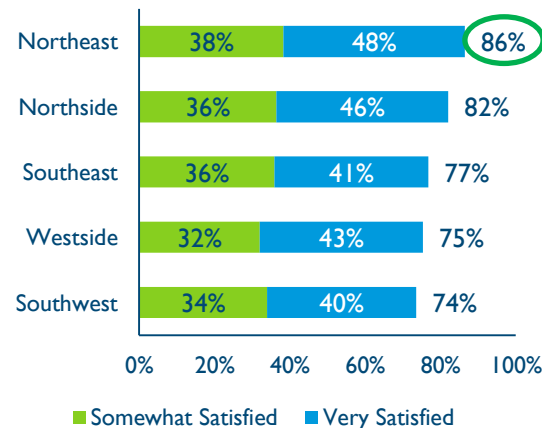
- 80% of respondents report they are satisfied with the BeltLine's contribution to Atlanta's economic development.
 - Only 7% report they are dissatisfied in this area.
- Ratings vary based on respondent characteristics:
 - Those who took the paper and online survey are significantly less satisfied with the economic development than others.
 - However, those in northeast Atlanta are significantly more likely than those on the westside and southwest to be satisfied in this area.



By Survey Source



By Geography

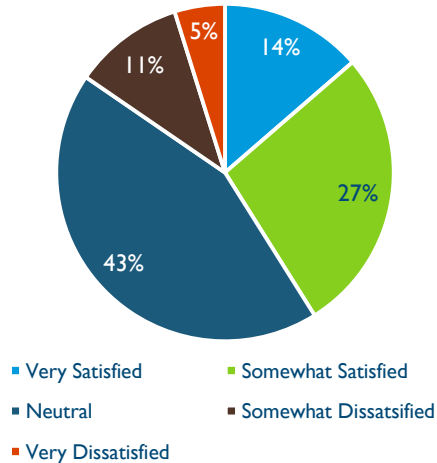


Question: Please rate your satisfaction with the following aspects of the BeltLine project: The BeltLine's contribution to Atlanta's economic development

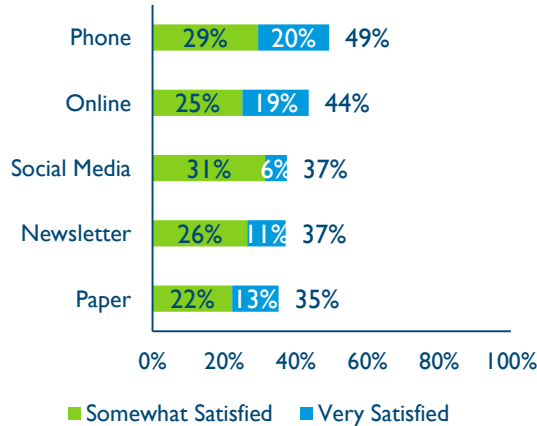


Satisfaction with Quality & Availability of Jobs

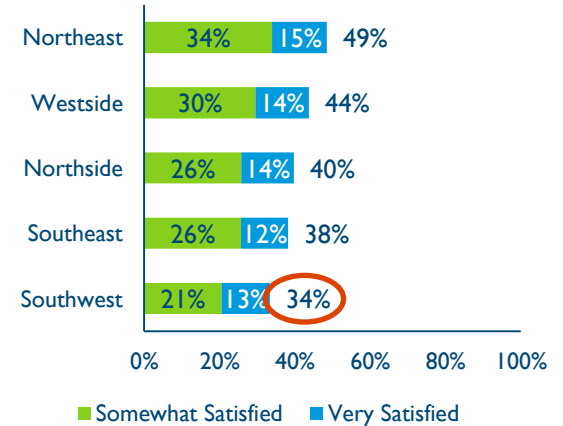
- Overall, only 41% of respondents report they are satisfied with the quality and availability of jobs.
 - There is a very large segment of neutral responses (43%). This indicates there may be a lack of understanding what jobs are available or uncertainty regarding how this job market is developing.
 - Negative ratings are only slightly higher than average (16%).
- Satisfaction ratings are generally low across all survey and geography groups.



By Survey Source



By Geography

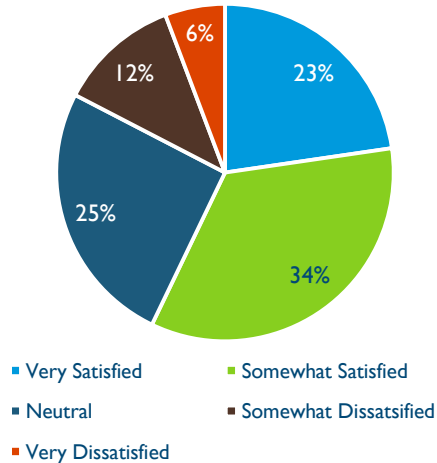


Question: Please rate your satisfaction with the following aspects of the BeltLine project: The quality and availability of jobs around the BeltLine

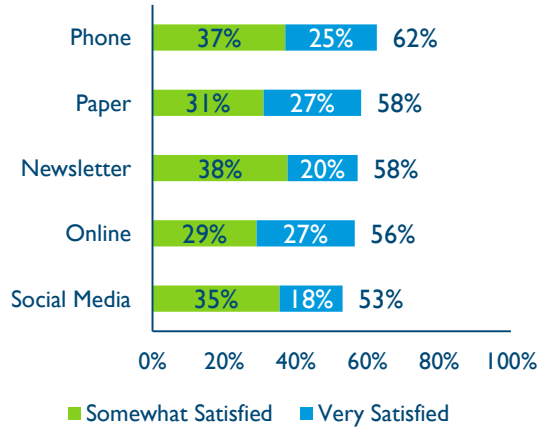


Satisfaction with Community Engagement

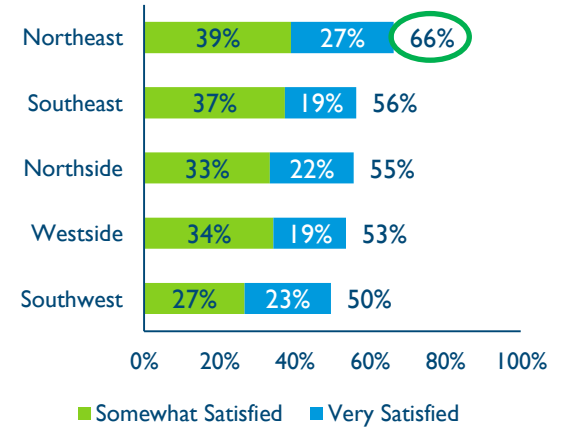
- Just over 55% of respondents are satisfied with the BeltLine’s efforts to engage their community.
 - About 18% report they are dissatisfied, while 25% provide a neutral response.
- Perhaps surprisingly, there are no significant differences based on the survey source.
 - Though newsletter and social media respondents have followed information about the BeltLine closely, they are not any more likely to feel that the BeltLine is really making efforts to engage them.



By Survey Source



By Geography



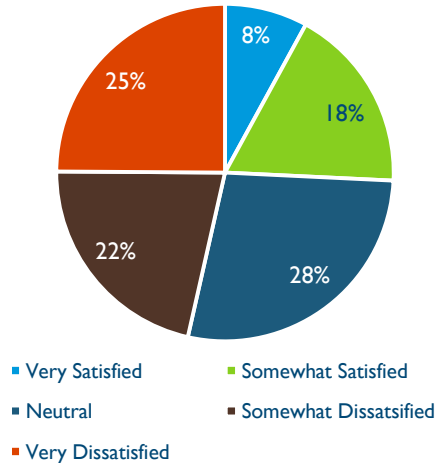
Question: Please rate your satisfaction with the following aspects of the BeltLine project: The efforts to engage your community

Note: Top-2 box scores depicted here represent a summation of rounded values, but are accurate to within 1% of true aggregate frequency.

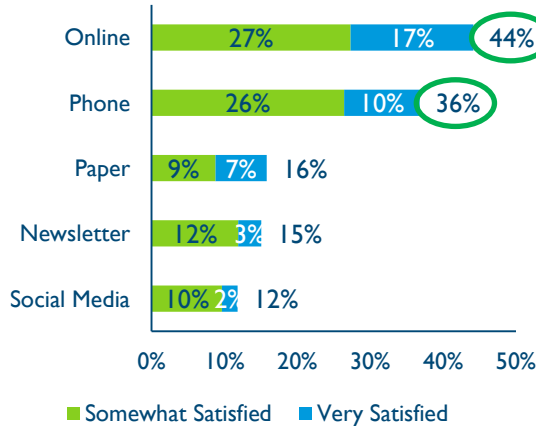


Satisfaction with Speed of Transit Development

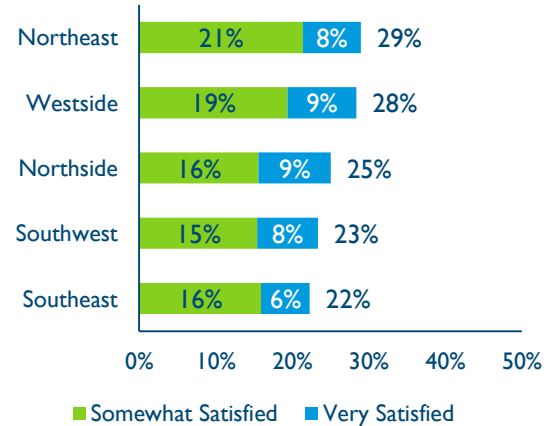
- Only about 25% of respondents are satisfied with the speed of BeltLine Transit development.
 - Almost 50% report they are dissatisfied in this area.
- This rating is even lower among the respondents who are more engaged with the BeltLine (newsletter and social media samples)—less than 15% of these respondents are satisfied. This is a top priority for attention going forward.



By Survey Source



By Geography



Question: Please rate your satisfaction with the following aspects of the BeltLine project: The speed of BeltLine Transit development

Note: Top-2 box scores depicted here represent a summation of rounded values, but are accurate to within 1% of true aggregate frequency.



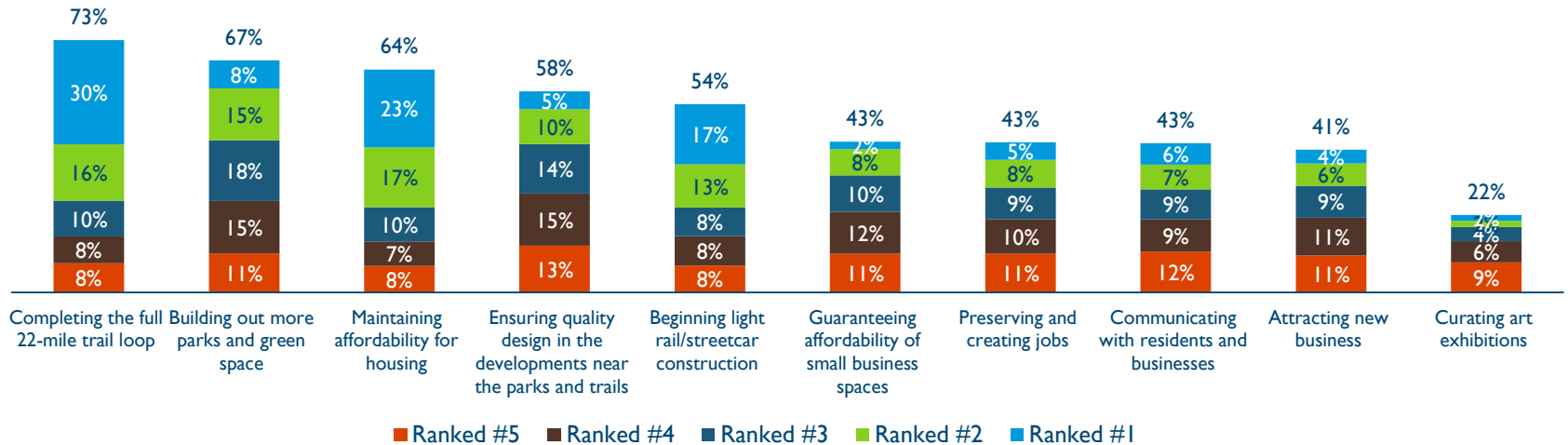
Planning for the BeltLine's Future



Top Priorities for the BeltLine

What areas do you think the Atlanta BeltLine should focus on in the near future?

- Completing the full 22-mile trail loop is perceived as the top priority for the BeltLine in the near future. This area is ranked as the top priority and as a top five priority most often.
 - Maintaining affordable housing and beginning transit construction are especially likely to be rated as the #1 priority.
 - Building out parks and green spaces is also highly likely to be ranked as a top five priority.



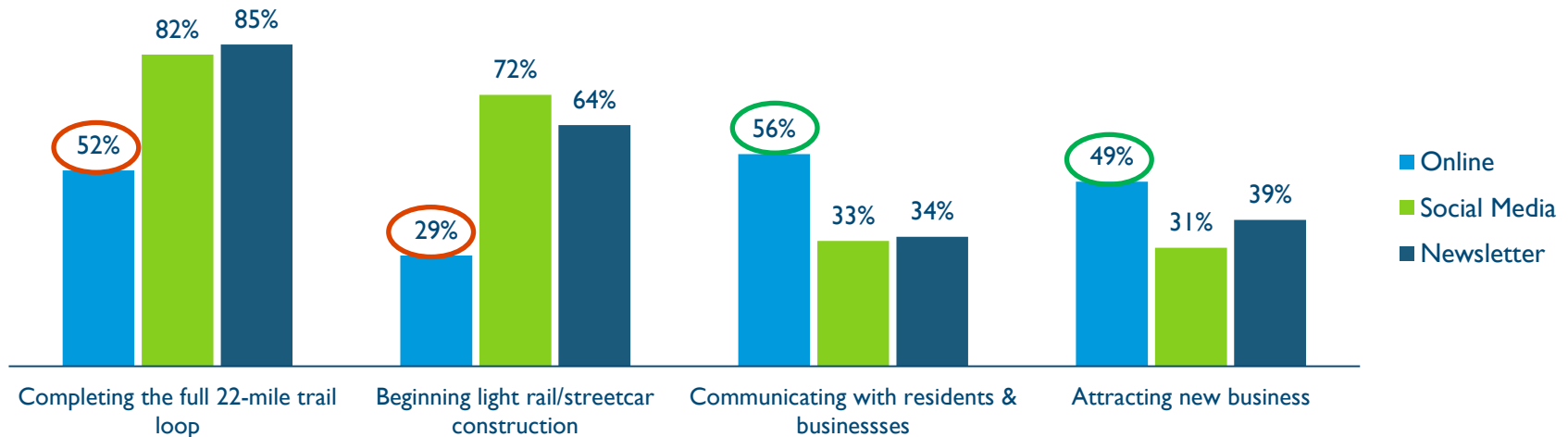
Note: Respondents to the phone survey did not answer this exact question. See following slides for their responses.



Top Priorities – by Survey

What areas do you think the Atlanta BeltLine should focus on in the near future?

- The strength of rankings vary somewhat based on survey source:
 - Respondents in the general population sample are significantly less likely to be concerned with completing the full trail loop or beginning transit construction. This is expected, as these respondents are less likely to be highly engaged with the BeltLine project.
 - However, the same respondents are significantly more likely to be interested in prioritizing communication and attracting new businesses.



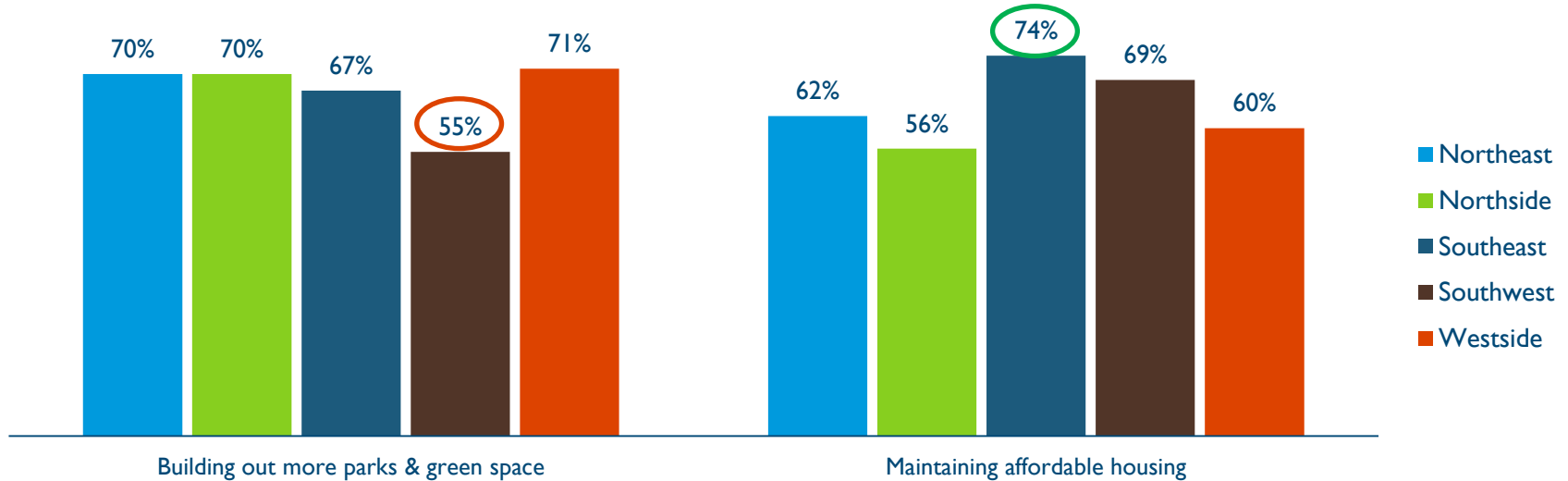
Note: Percentages represent the total percentage who ranked each priority in their top five choices. Phone results are broken out separately on slide 44.



Top Priorities – by Geography

What areas do you think the Atlanta BeltLine should focus on in the near future?

- Only two priority differences exist based on geography:
 - Those in the southwest region are less likely to be interested in prioritizing building of parks and green spaces.
 - Those in the southeast are more likely than those in the northeast, northside, and westside to want to prioritize maintaining affordable housing.



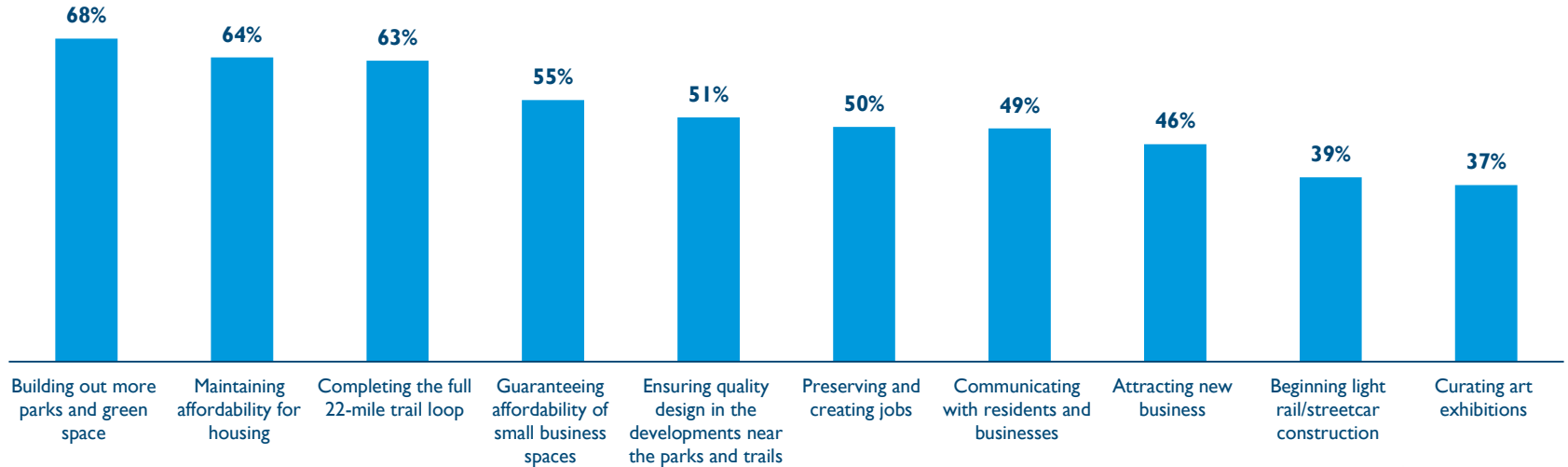
Note: Percentages represent the total percentage who ranked each priority in their top five choices.



Top Priorities: Phone Survey

What areas do you think the Atlanta BeltLine should focus on in the near future?

- Priorities identified on the phone survey are similar to those on the other surveys (though not necessarily in the same order).
 - Building out parks, maintaining affordable housing, and completing the trail loop are the top three priorities identified.
- However, beginning construction on transit is significantly less important to those who took the phone survey. This is consistent with the online general population survey.

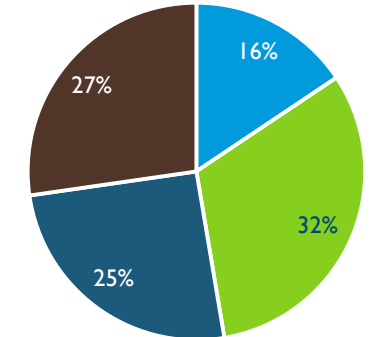




Familiarity with Transit

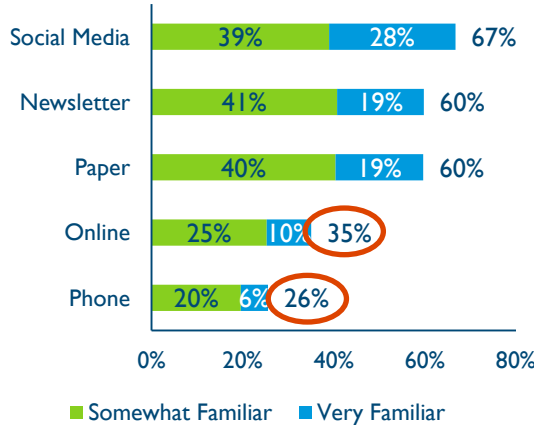
How familiar are you with the approved Atlanta BeltLine transit program?

- Familiarity with the BeltLine transit program is low—more than 25% are not at all familiar with the system, while just over 50% indicate they are no more than “slightly familiar.”
 - Familiarity is relatively low for all groups, but is significantly lower among the general population samples.
 - Familiarity does not vary significantly based on geography.

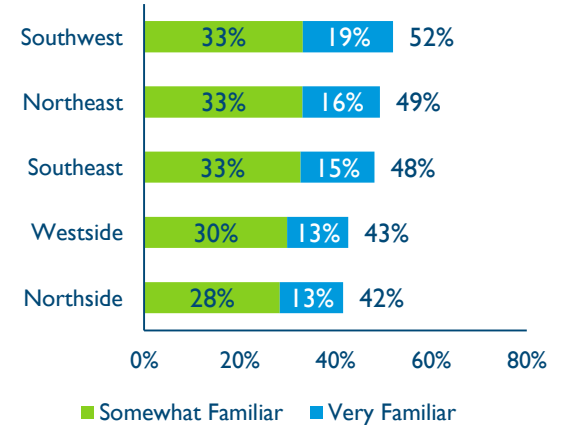


■ Very Familiar ■ Somewhat Familiar
■ Slightly familiar ■ Not at all familiar

By Survey Source



By Geography

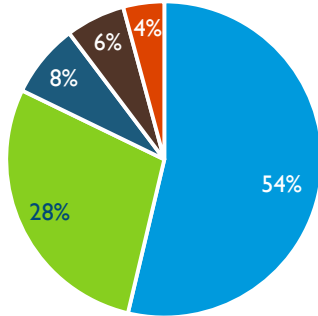




Likelihood to Use Transit

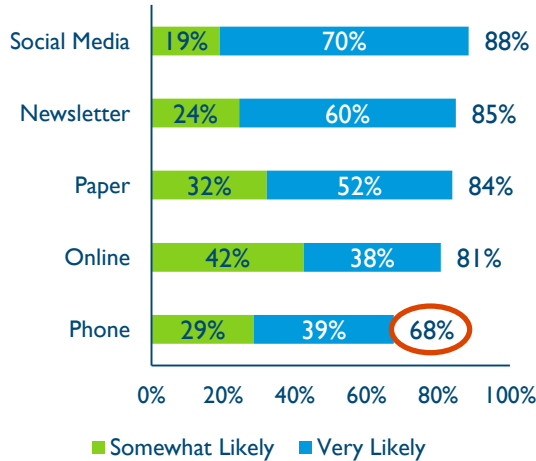
How likely are you to use the Atlanta BeltLine transit as it is integrated into the rest of the Atlanta transit system?

- Despite lack of familiarity with BeltLine transit, more than 80% report they are likely to use it once it is integrated into the rest of the Atlanta transit system. Over 50% say they are “very likely” to use it.
 - The phone survey respondents are less likely to use transit overall; “very likely” responses are especially high among social media and newsletter respondents.
 - There are no significant differences based on geography.

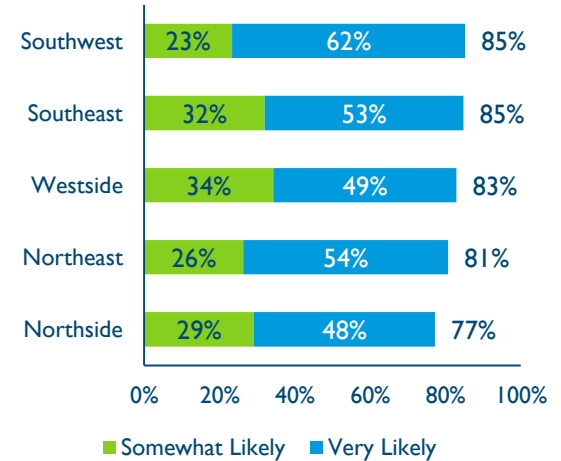


■ Very Likely ■ Likely ■ Neutral
■ Unlikely ■ Very Unlikely

By Survey Source



By Geography

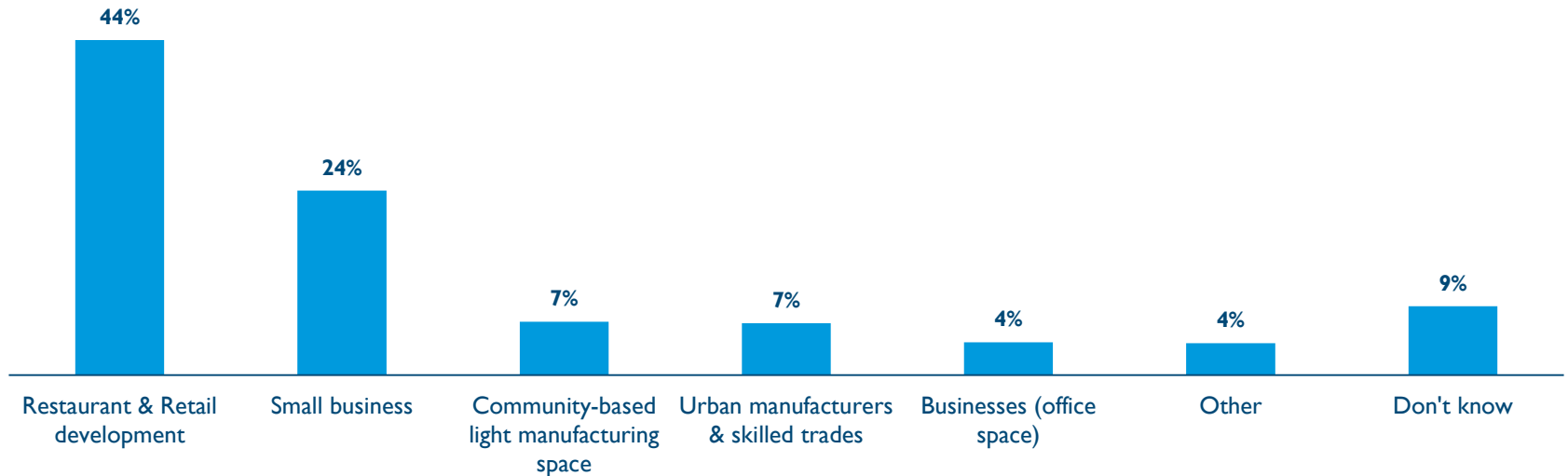


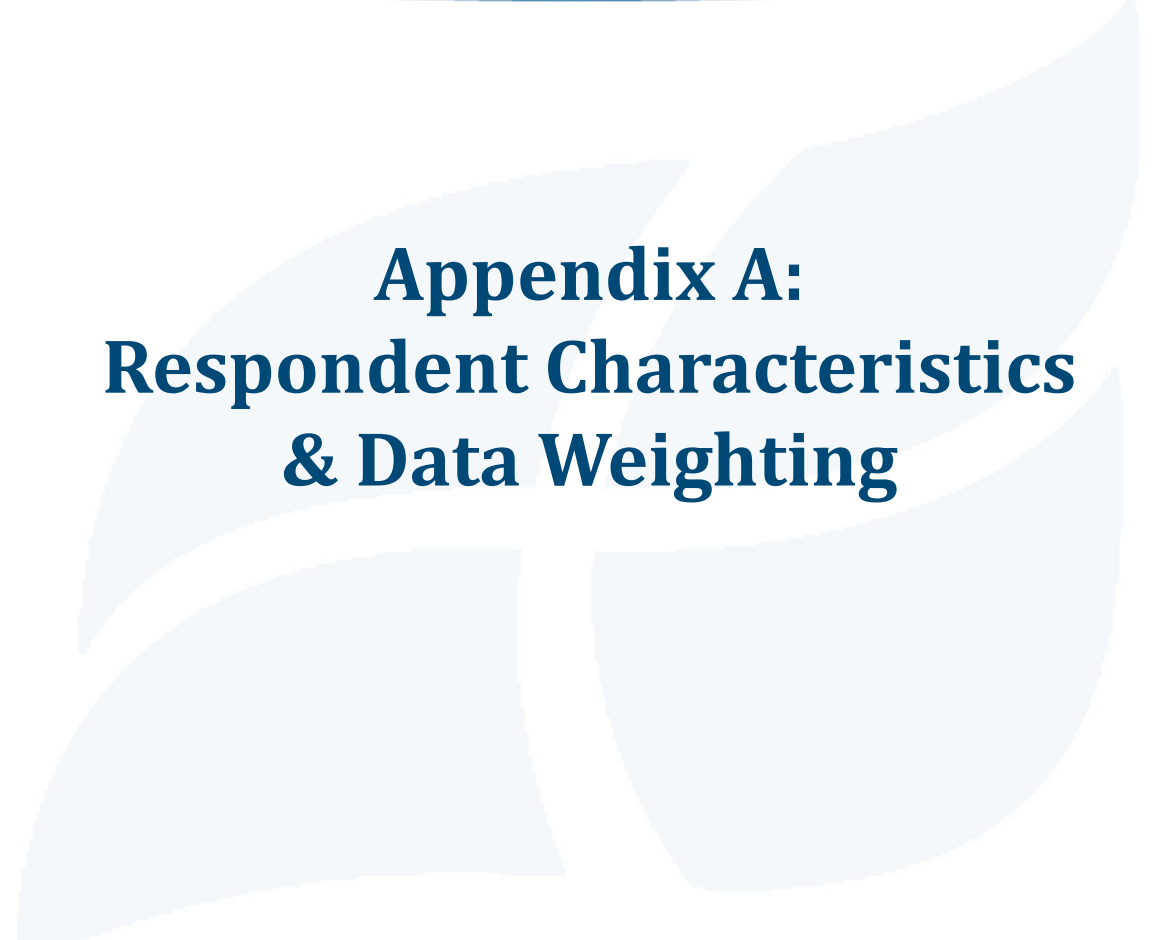



Commercial Development

What kind of commercial development do you think will most benefit the BeltLine areas?

- Respondents indicate that restaurant and retail development would be the most beneficial type of commercial development along the BeltLine.
 - Small business development is also seen as most beneficial by about one quarter of respondents.
 - Few people feel that any other type of commercial development would be especially beneficial to the BeltLine.





Appendix A: Respondent Characteristics & Data Weighting



Respondent Characteristics

Data Source	Weighted*	Unweighted	Unw. Count
Online	27%	7%	400
Phone	21%	5%	301
Social Media	21%	10%	604
Newsletter	27%	77%	4,668
Paper	4%	1%	62

Gender	Weighted	Unweighted	Unw. Count
Female	54%	44%	2,663
Male	43%	52%	3,147
Non-binary/third gender	1%	<1%	27
Prefer to self-describe	<1%	<1%	7
Prefer not to say	2%	3%	189

Region	Weighted	Unweighted	Unw. Count
Northeast	28%	39%	2,366
Southwest	20%	10%	633
Southeast	20%	28%	1,691
Northside	16%	15%	876
Westside	15%	8%	466

Age	Weighted	Unweighted	Unw. Count
Under 18	<1%	<1%	14
18-24	9%	6%	346
25-34	32%	35%	2,136
35-44	22%	24%	1,460
45-54	17%	17%	1,011
55-64	10%	10%	590
65-74	6%	5%	283
75 or older	2%	1%	54
Prefer not to say	2%	2%	139

Education	Weighted	Unweighted	Unw. Count
Some high school	1%	<1%	23
High school diploma	5%	2%	104
Some college	17%	10%	603
Undergraduate degree	36%	41%	2,465
Some post-graduate work	7%	7%	436
Post-graduate degree	31%	37%	2,253
Prefer not to say	2%	2%	148

* An explanation for the method and purpose of data weighting follows these characteristics.



Respondent Characteristics

Income	Weighted	Unweighted	Unw. Count
Less than \$25,000	9%	3%	209
\$25,000 - \$29,999	3%	2%	114
\$30,000 - \$39,999	6%	3%	191
\$40,000 - \$49,999	5%	4%	266
\$50,000 - \$59,999	7%	6%	367
\$60,000 - \$74,999	9%	9%	536
\$75,000 - \$99,999	13%	13%	809
\$100,000 - \$149,999	16%	20%	1,198
\$150,000 and up	18%	26%	1,552
Prefer not to say*	14%	13%	789

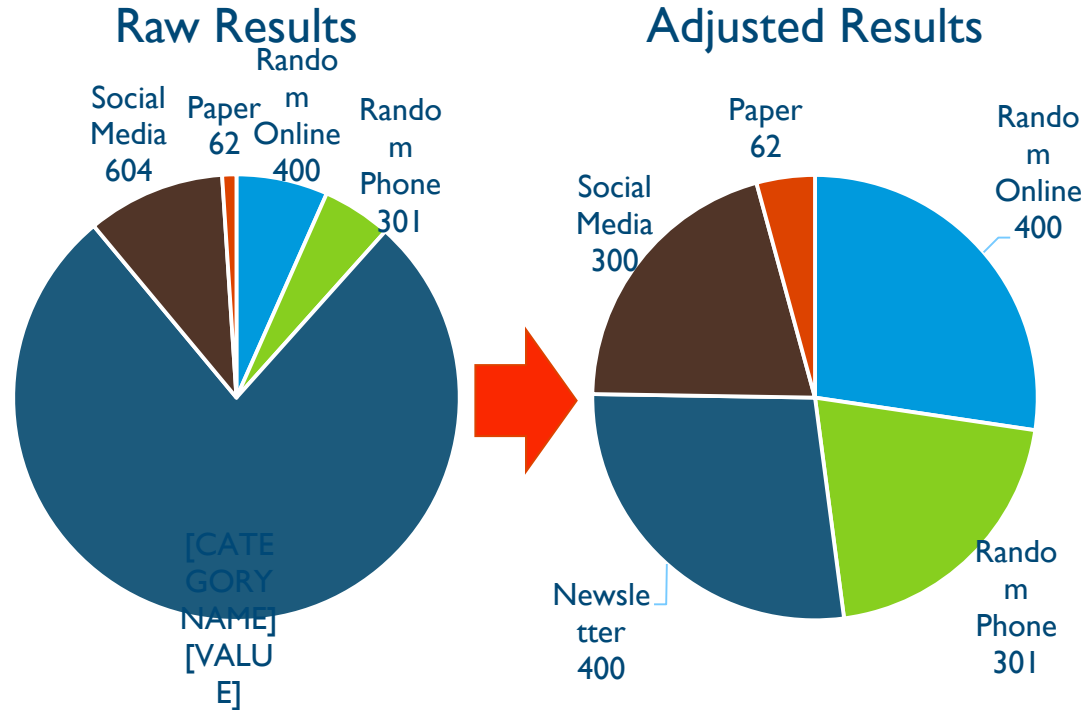
Ethnic Background	Weighted	Unweighted	Unw. Count
White	58%	69%	1,853
Black, Afro-Caribbean, or African American	28%	14%	851
Hispanic or Latinx	4%	4%	242
American Indian or Alaska Native	2%	1%	62
East Asian or Asian American	2%	3%	152
South Asian or Indian American	1%	1%	72
Middle Eastern or Arab American	<1%	1%	45
Hawaiian or Pacific Islander	<1%	<1%	15
Other	2%	1%	90
Prefer not to say	8%	10%	602

* The results' distribution by income varies significantly from Atlanta census data. However, the ability to opt-out of responding accounts for, but does not perfectly replace, that discrepancy.



Source Weighting

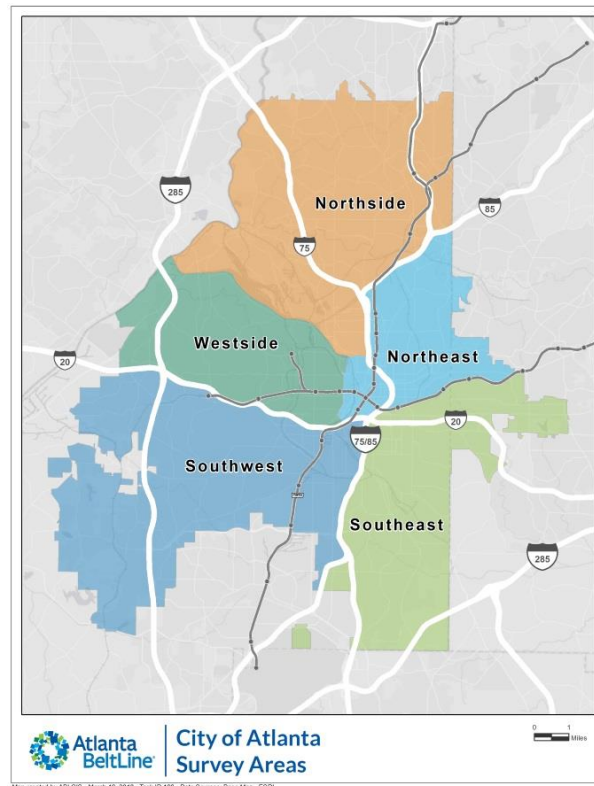
- Because the newsletter received over six times as many responses as the *primary* sources, its contribution to the **overall** results were programmatically weighted down to closer match the random sample. This prevents newsletter results from overshadowing the more demographically representative *primary* sources.
- In adjusting the *secondary* data sources to better match the *primary* sources, results were weighed **down**, meaning each individuals' contribution was scaled down in our measurements, to avoid overrepresenting individuals.





Geographic Weighting

- Broad geographic representation was a top priority at all stages of the survey process.
- In order to gauge response geography in a way that was meaningful to the BeltLine, but would not violate participant confidentiality, we established five major city regions. Respondents self-selected the region in which they live or work.
- Newsletter responses disproportionately represented the North and East sides of Atlanta. To bring that representation closer to known population distributions, the *secondary* data source results were further adjusted to ensure geographic region sizes were consistent across both the *primary* and *secondary* data sources.





Thank You!

We sincerely hope that this report provides valuable insights of the Atlanta BeltLine Project as you work to monitor resident satisfaction and engagement with the BeltLine. If you would like more information about any of the topics discussed in this report, please feel free to contact us at any time. Thank you for using Infosurv, and we look forward to working with you again soon.

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