

# Factory Shoals Pedestrian Bridge Study

## Community Survey Summary

### Overview

The Factory Shoals Pedestrian Bridge Study community survey was available between August 2 and September 30, 2024. The County conducted the survey to gain insight into travel patterns in the area and better understand how the community utilizes the bridge over I-20. The survey consisted of 21 questions and incorporated skip logic to tailor questions to a participant's experience traveling around the area. Questions were organized into three key sections to understand: 1) perspectives on travel within the study area, 2) travel directly across I-20, and 3) participant demographics.

The County promoted the community survey in conjunction with other project input opportunities and events. Advertising included a press release, social media channels, and the County's website. Printed promotions were posted in CobbLinc buses in the area, and project handouts were distributed to local businesses around the bridge including Dollar General, Destiny Christian Academy in Destiny World Church, and with the study stakeholder group. Study stakeholders also helped promote the survey through their community networks. Project handouts with a survey link were also distributed during the public meeting, employer interviews, and during street interviews.

The survey was available online, and printed versions were available at certain County facilities or upon request. There were 107 total participants. This document summarizes survey results.

### Key Takeaways

- Most respondents drive in the study area, including over the bridge, while a notable percentage indicated they walk or bike over I-20.
- The vast majority of respondents indicated that they do not feel safe crossing the bridge as a pedestrian due to the large amount of tractor trailer traffic in conjunction with high speeds and a narrow bridge with no sidewalk.
- Respondents feel that transit is not convenient or reliable in terms of access to bus stops in the area and wait times.
- Of the different corridors to cross over I-20 within the study area, most respondents indicated they cross at Factory Shoals bridge.
- Most participants cross over the bridge at least once a week, with many crossing over six times a week or almost every day.
- When crossing the bridge in either direction, people are going to similar destinations including home, work, or shopping or recreation.
- Participants would like to see pedestrian improvements along Factory Shoals Road and Riverside Parkway.

### Response Summary

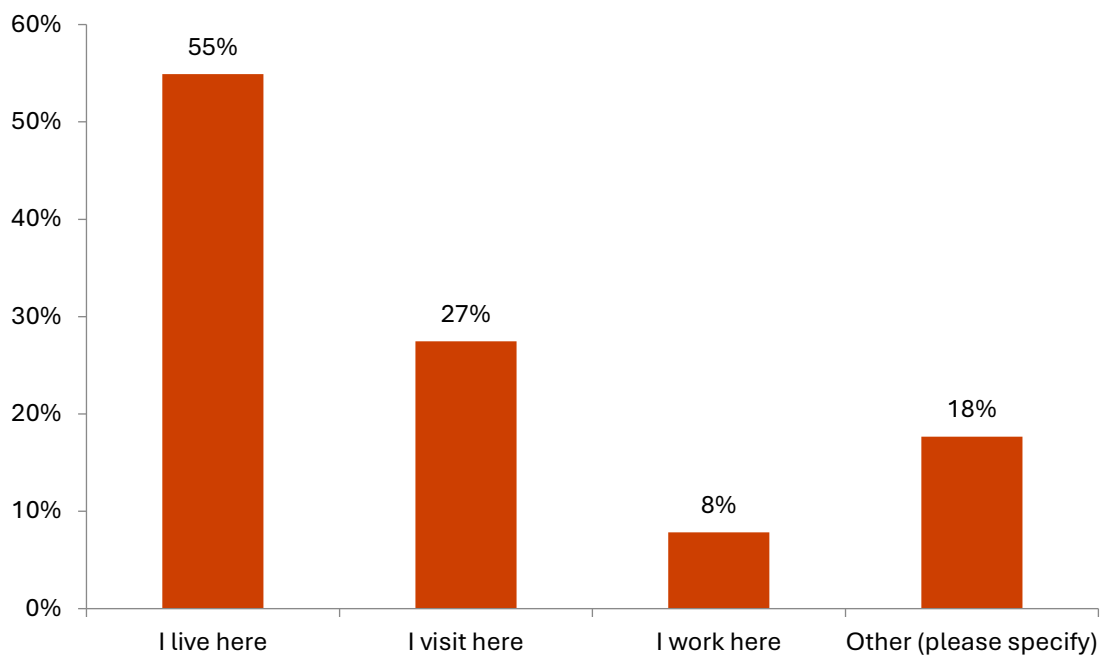
A summary of responses by question follows. Responses to open-ended questions or responses to questions with an option to specify "other" are available in Exhibit A at the end of the summary.

## Introduction

### Question 1: What is your relationship to the study area?

The majority of the participants (55 percent) stated that they live in the study area. The remaining participants stated they either visit, work, or travel through the study area.

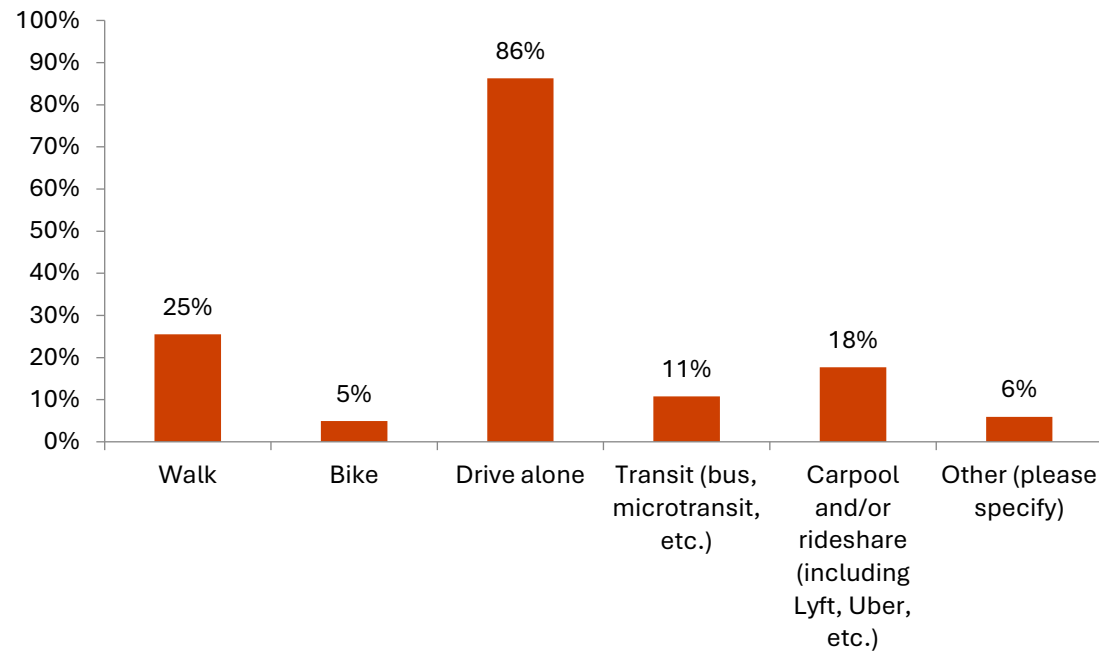
**Figure 1. Relationship to the Study Area**



**Question 2: What mode(s) of transportation do you typically use?**

Driving alone was the most common mode of transportation among participants (86 percent), followed by walking (25 percent) carpool and/or rideshare (18 percent) and transit (11 percent).

**Figure 2. Preferred Mode of Transportation**

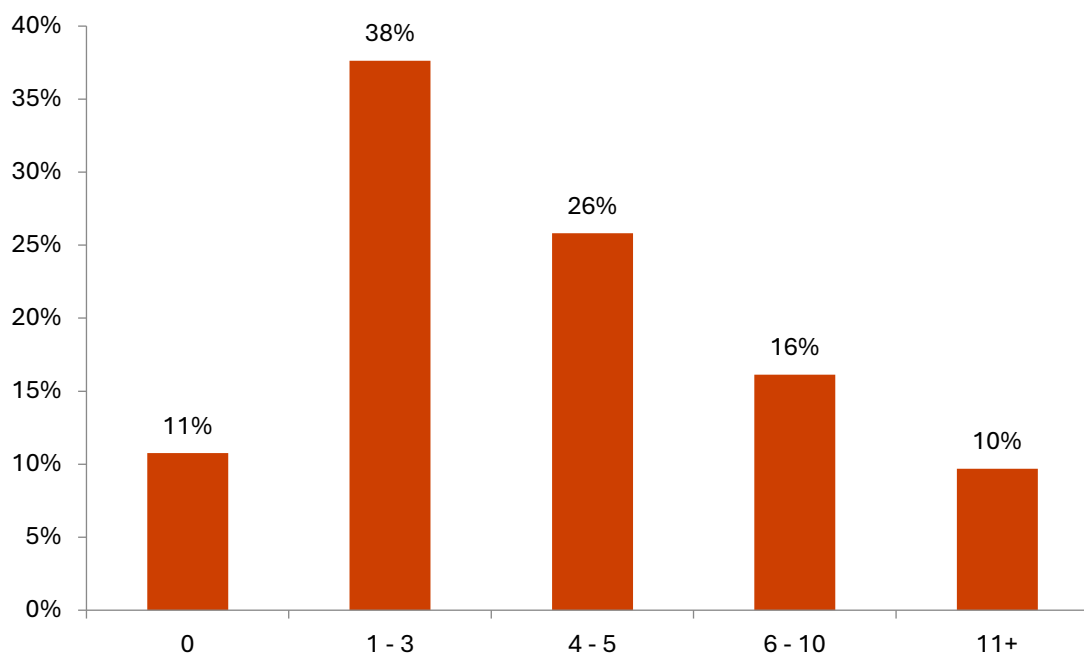


## Travel within Study Area

### Question 3: In a normal week, how many times do you typically cross over I-20?

The greatest percentage of respondents (38 percent) travel over I-20 between one and three times in a normal week; however, over half of the respondents (52 percent) stated that the crossover at least four times a week. A small percentage of participants (11 percent) indicated that they do not typically cross I-20 during the week. This question applied skip logic; those who do not typically cross over I-20 during a week were advanced to the *Travel within Study Area* section, past the crossing I-20 questions.

**Figure 3. Typical Frequency for Crossing Over I-20 During a Week**

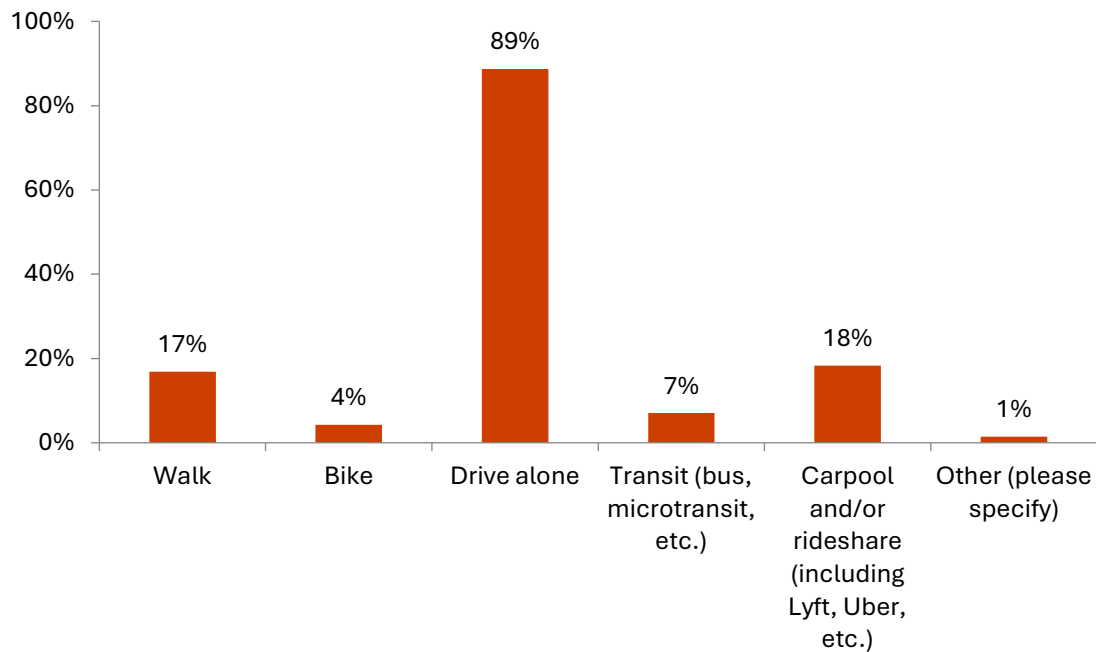


## Travel Across I-20

### Question 4: What mode(s) of transportation do you use to cross I-20?

The most common modes of transportation for crossing the bridge are driving alone (89 percent) and carpooling or rideshare (18 percent). Walking is the next most common mode at 17 percent. A small percentage of respondents take transit (7 percent) or bike (4 percent). See Exhibit A for more all “other” responses.

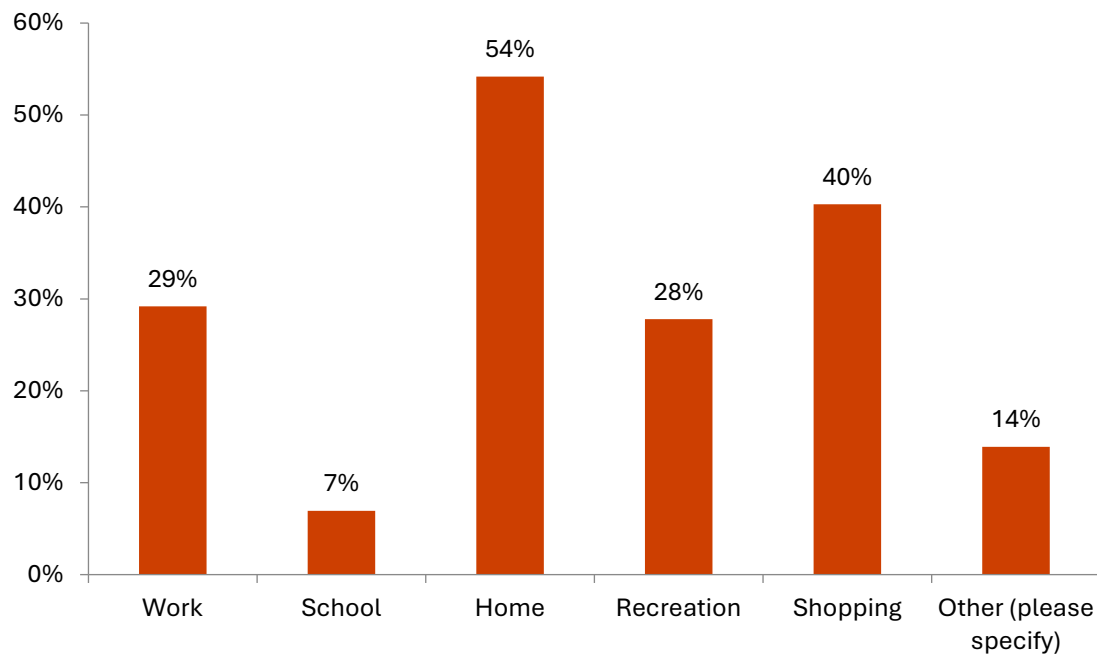
Figure 4. Typical Modes of Transportation for Crossing Over I-20



### Question 5: When you cross I-20 headed north, where are you going?

When heading north, the most common destinations are home (54 percent) and shopping at 40 percent. Traveling to work (29 percent) or recreation (28 percent) were also popular responses. Many of the options for “Other” (14 percent) included traveling to church. See Exhibit A for more all “other” responses.

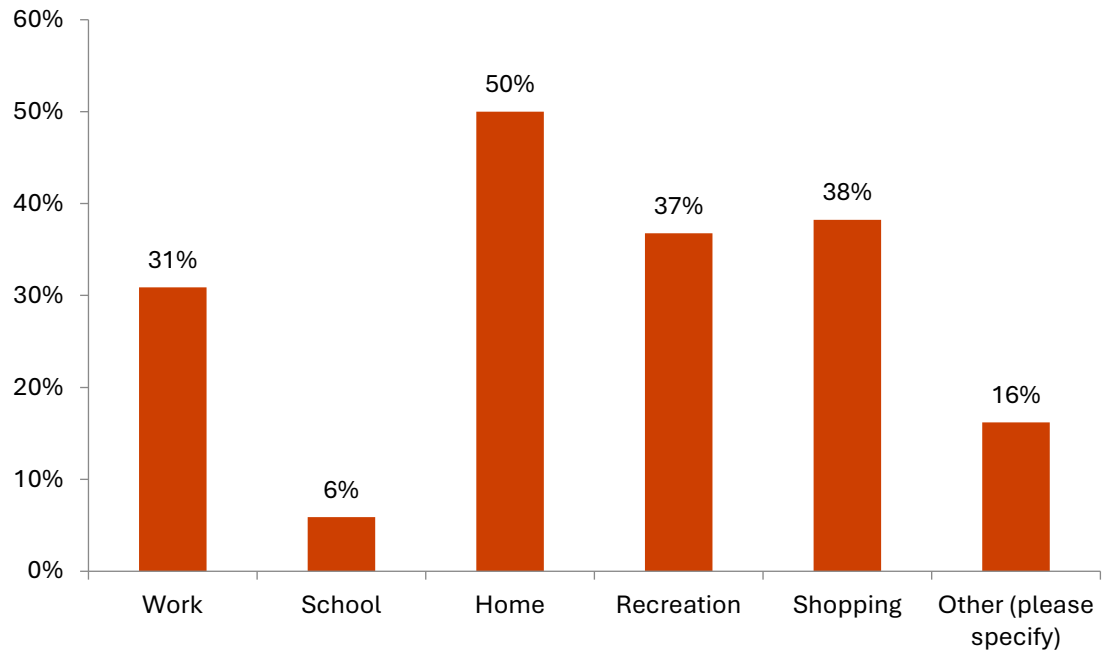
**Figure 5. Common Destinations North of I-20**



**Question 6: When you cross I-20 headed south, where are you going?**

Similar to responses for destinations when traveling north, the most common destination when traveling south is home (50 percent). The next most common destinations are shopping (39 percent), recreation (37 percent), and work (31 percent). Several respondents indicated “other,” where church was a common response for the destination. Overall, destinations, whether traveling north or south, are similar to one another.

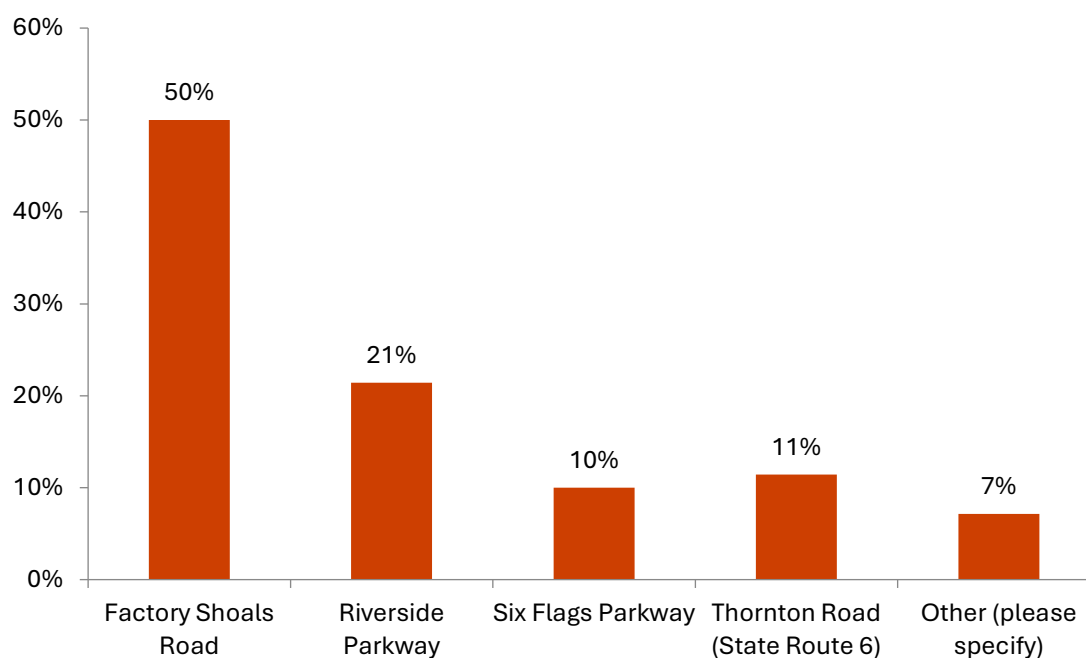
**Figure 6. Common Destinations South of I-20**



### Question 7: Where are you crossing over I-20?

The most common location used by respondents to cross over I-20 is the Factory Shoals Road bridge (50 percent), with the next highest location being Riverside Parkway (21 percent). The remaining 29 percent is divided between Six Flags Parkway (10 percent), Thornton Road (11 percent), and other (7 percent), where the common response was all of the above.

**Figure 7. Common Location for Crossing Over I-20 in the Study Area**

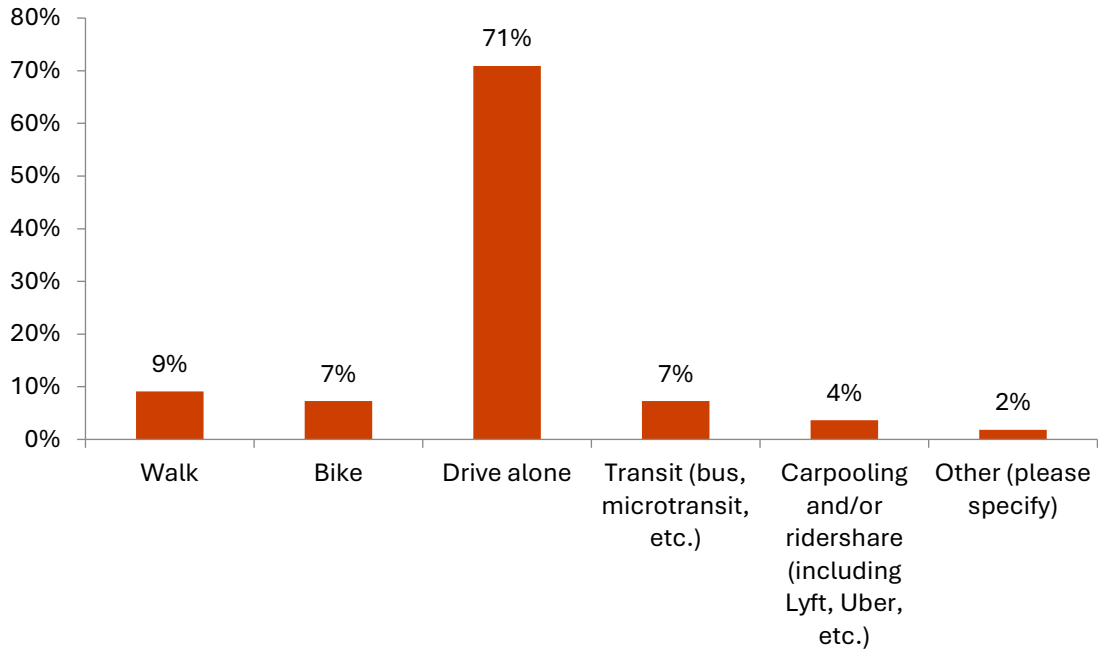




### Question 8: Under ideal roadway conditions, how would you prefer to travel across I-20?

The grand majority of respondents prefer to drive alone across I-20 (71 percent), followed by walking (9 percent), biking (7 percent), and transit (7 percent).

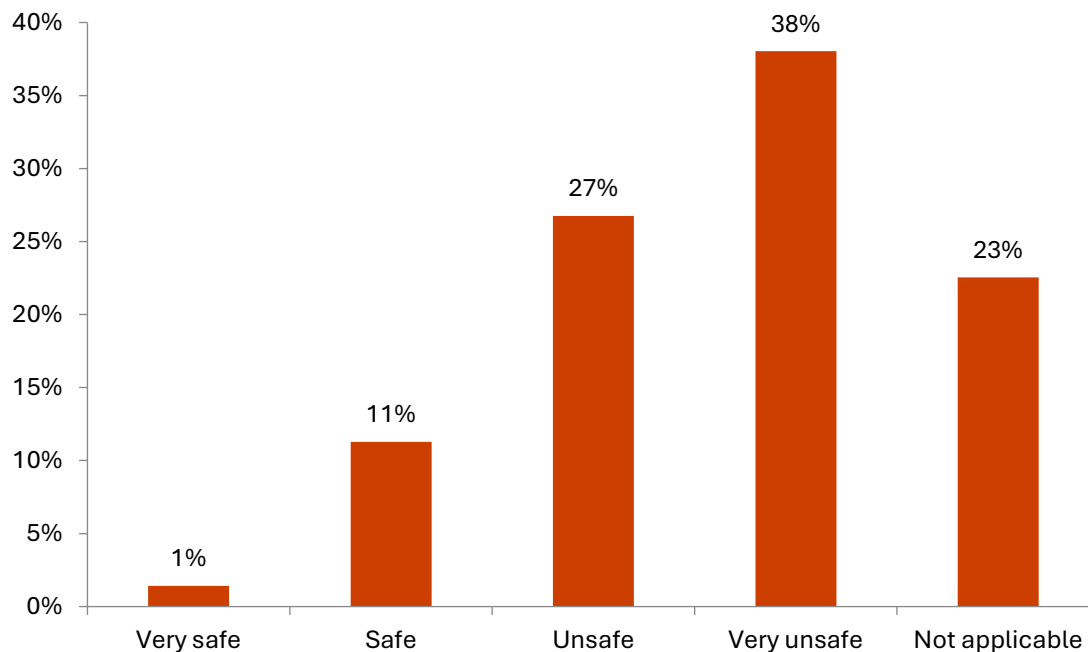
**Figure 8. Preferred Travel Mode When Crossing Over I-20**



### Question 9: As a pedestrian, do you feel safe crossing over I-20?

At 65 percent, most participants feel either unsafe (27 percent) or very unsafe (38 percent) crossing over I-20 as a pedestrian. A small percent indicated they feel safe (11 percent) or very safe (1 percent), Another 23 percent of participants stated that the question is not applicable.

**Figure 9. Perceived Safety Crossing Over I-20.**



### Question 10: Please share why you feel unsafe walking across I-20.

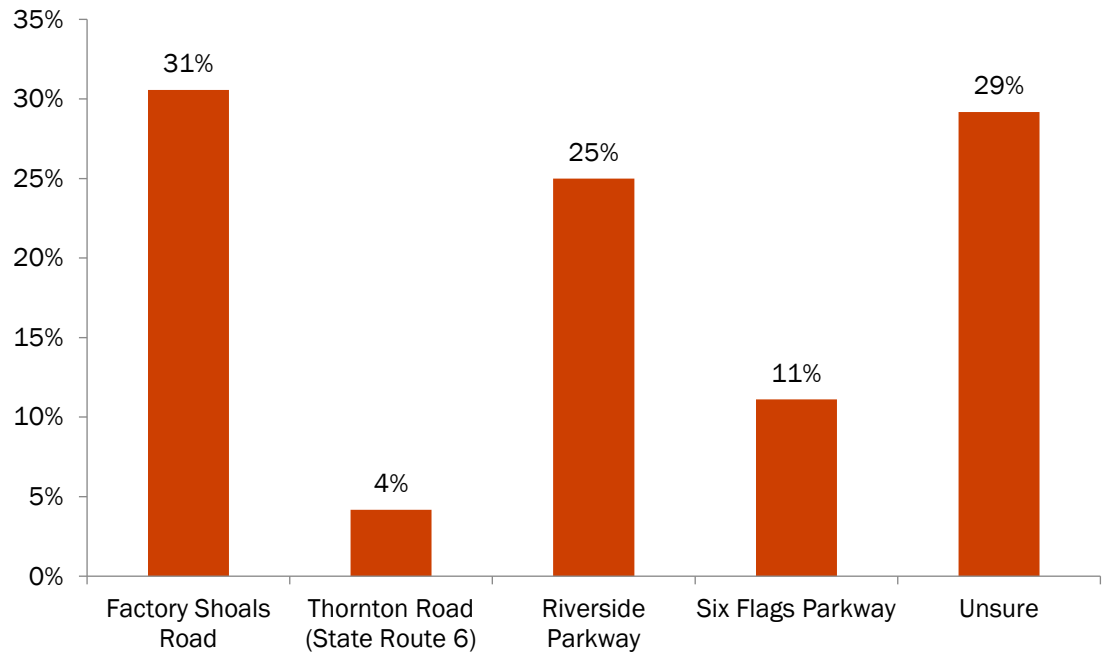
The majority of responses described unsafe conditions including high vehicular speeds, lack of pedestrian facilities, narrow shoulders, the high volume of large trucks, and lack of other safety features such as lighting or sidewalks. A full transcription of the comments is provided in **Table 8** in the Exhibit A at the end of this document.

# Travel within Study Area

**Question 11: What location do you believe would be ideal for a pedestrian / bicycle crossing across I-20?**

Factory Shoals Road (31 percent) and Riverside Parkway (25 percent) were identified as more ideal locations for a pedestrian/bicycle crossing; however, 29 percent of respondents were unsure of an ideal location for a pedestrian/bicycle crossing.

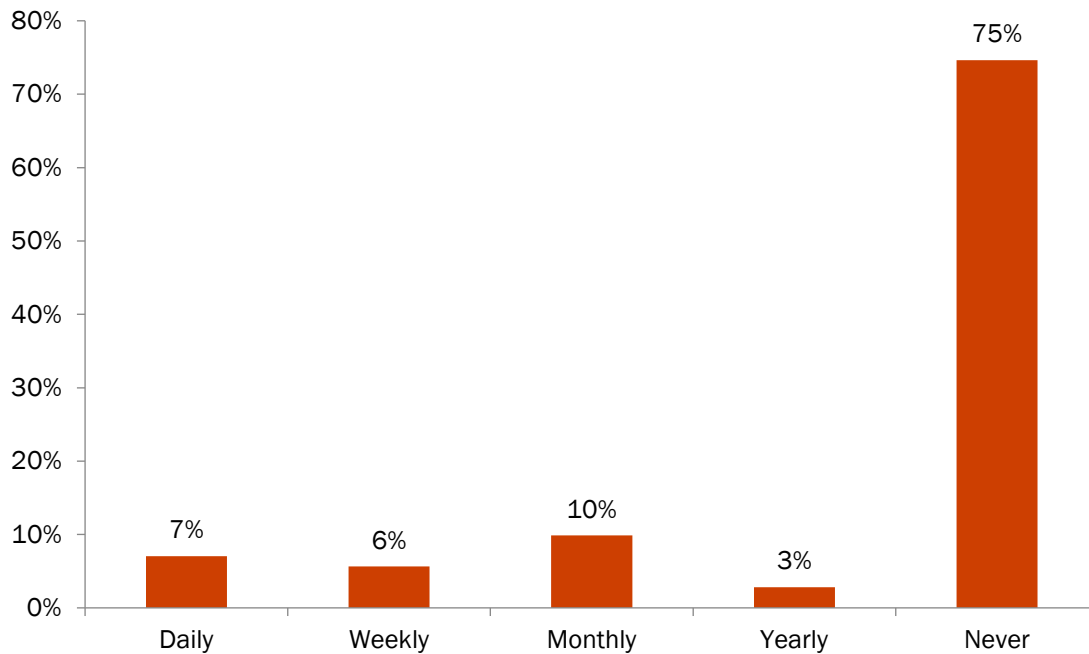
**Figure 10. Ideal Location for Pedestrian/Bicycle Crossing Over I-20**



### Question 12 How often do you utilize micromobility (bike, scooter, etc.) in the study area?

Most respondents (75 percent) do not utilize micromobility, and those that do, most commonly use it monthly (10 percent). It is notable that 13 percent of respondents indicated that they use micromobility on a weekly or daily basis in the study area, indicating the need to support multiple types of active transportation.

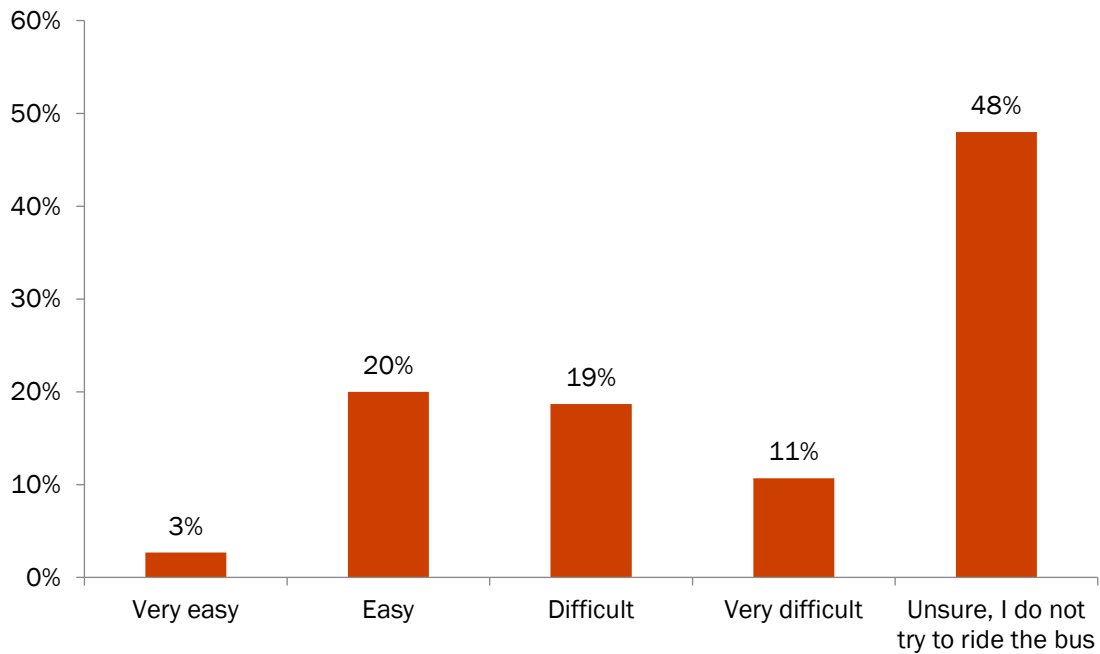
**Figure 11. Utilization of Micromobility in the Study Area**



### Question 13: How easy is it to access a bus in the study area?

The majority of respondents (48 percent) answered they were unsure whether it is easy to access a bus in the study area as they do not usually try to ride the bus. Almost a third of the respondents indicated they find it difficult (19 percent) or very difficult (11 percent) to access a bus in the study area, while some (20 percent) find it easy to access a bus.

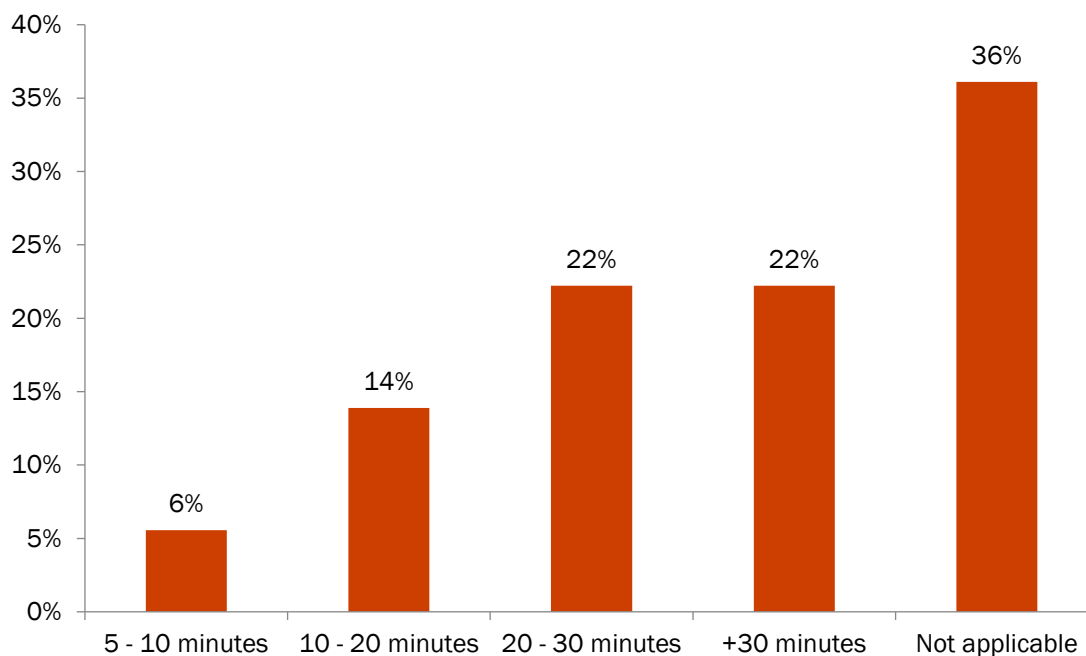
**Figure 12. Access to Transit in the Study Area**



### Question 14: What is your average wait time for the bus (if applicable)

While a large percentage of respondents noted this question was not applicable (36 percent), 44 percent of respondents indicated they typically wait between 20 to 30 minutes or more for the bus.

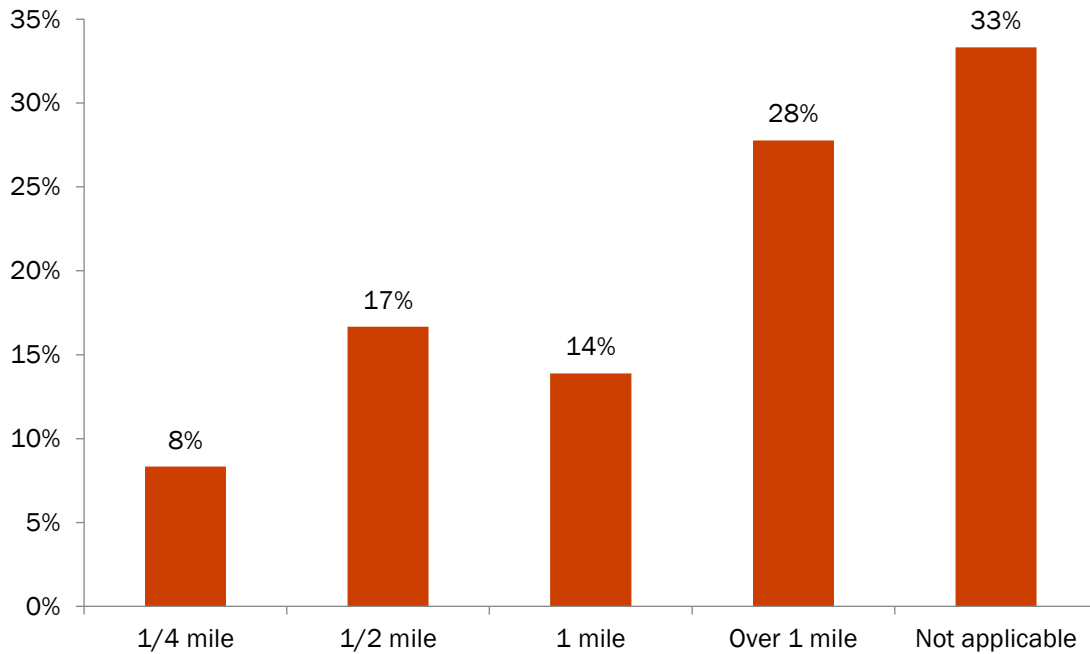
**Figure 13. Average Wait Times for the Bus**



**Question 15: How close does the bus get you to your destination?**

Forty-two percent of respondents indicated that the bus drops them off a mile (14 percent) or more (28 percent) away from their destination. Others indicated the bus drops them off within half a mile (17 percent) or quarter mile (8 percent) from their destination.

**Figure 14. Proximity of Transit to Destinations**

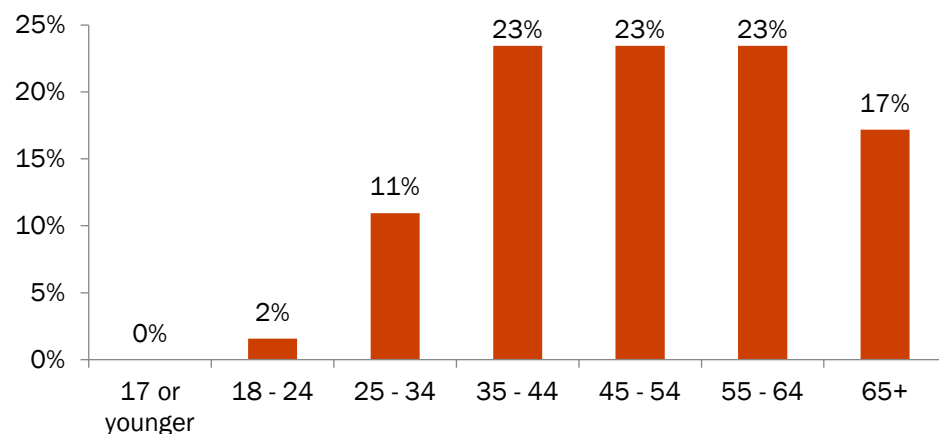


## Participant Demographics

### Question 16: What is your age?

The majority of participants are 35 to 54 years as shown in the figure below. Eighteen to thirty-four-year-olds comprised 13 percent of participants, while over 38 percent of participants are over the age of 55.

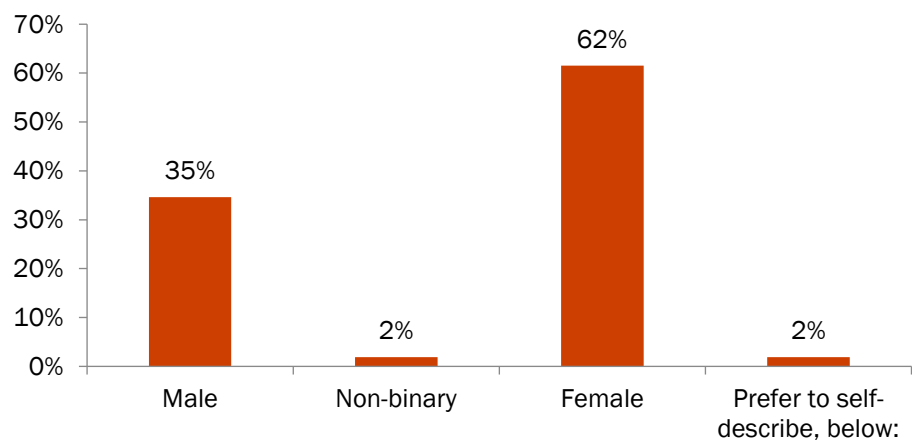
Figure 15. Age of Participants



### Question 17: How do you identify (gender)?

The majority of respondents (62 percent) identified as female, while 35 percent identified as male. The remaining four percent identified as non-binary or prefer to self-describe.

Figure 16. Gender of Participants

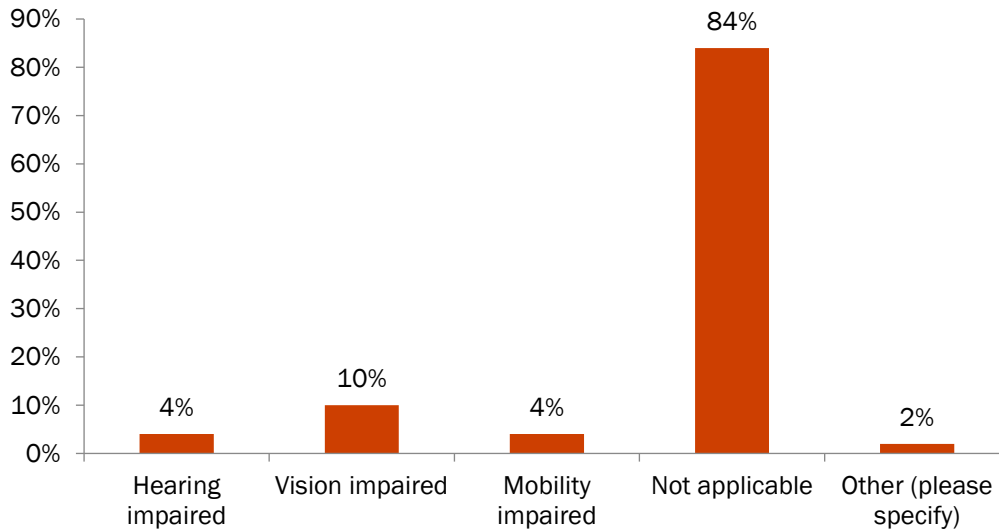




### Question 18: Do you identify with any of the following?

While the majority of participants (84 percent) indicated they did not have any impairments, some participants indicated they were vision impaired (10 percent), mobility impaired (4 percent), hearing impaired (4 percent), or other (2 percent).

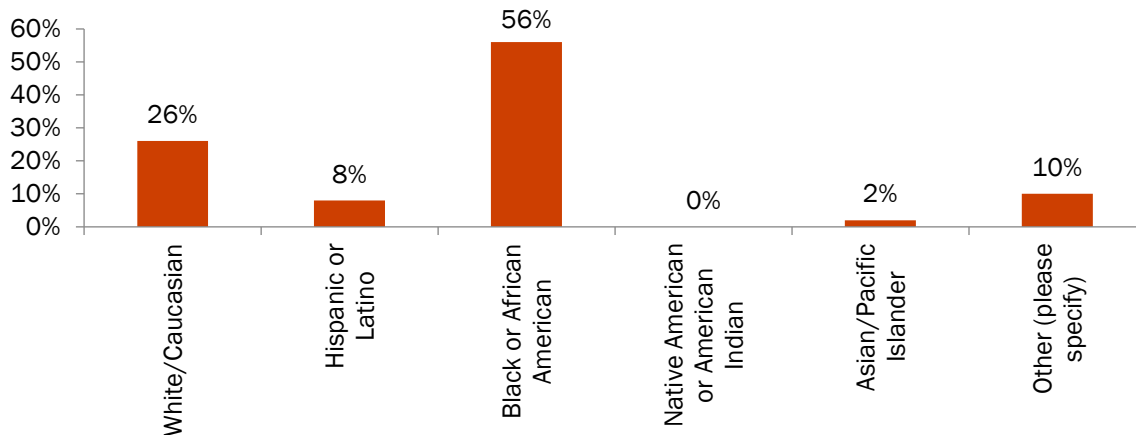
Figure 17. Impairments of Participants



### Question 19: Please specify your ethnicity.

The majority of the participants (56 percent) identified as Black or African American, with the next highest group identifying as White/Caucasian (26 percent). Hispanic/Latino participants comprised 8 percent of participants, while 10 percent identified as other, and 2 percent identified as Asian/Pacific.

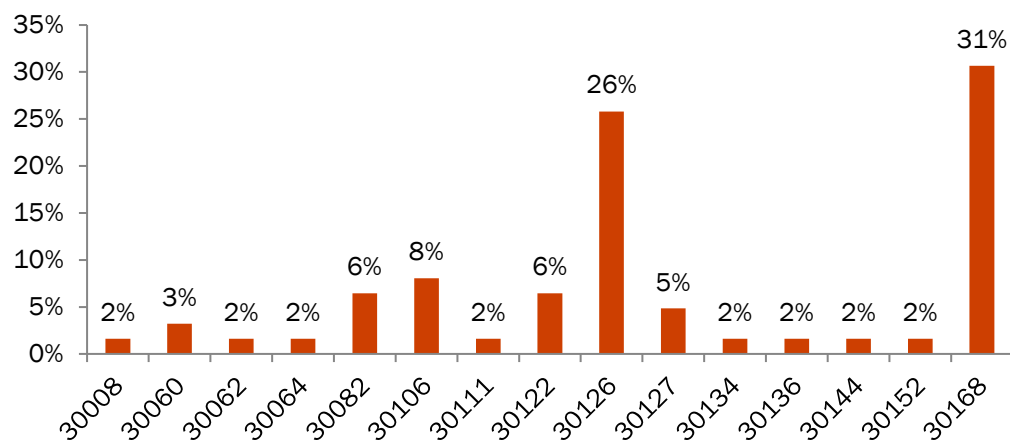
Figure 18. Ethnicity of Participants



### Question 20: What is your home zip code?

The majority of participants live in Mableton and Austell as depicted in the figure below. Other notable zip codes include parts of Smyrna and elsewhere in Austell.

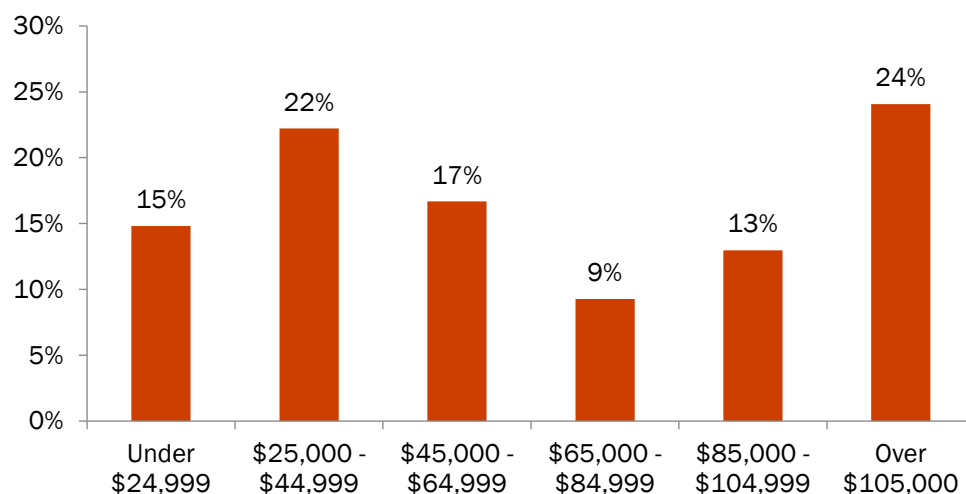
**Figure 19. Participant Zip Codes**



### Question 21: What is your annual household income range?

Over half of the survey respondents indicated that their annual household income is less than \$65,000, while roughly a quarter of participants indicated annual household income levels over \$105,000.

**Figure 20. Participant Income Range**



## Exhibit A

The following tables provide open ended responses, including responses where respondents were asked to specify “Other.” The comments in the following tables are listed as provided; the planning team has not made any adjustments to spelling or grammar.

**Table 1. Question 1 Responses for “Other”**

ID	Comment
1	I drive through here nightly
2	/..
3	None of the above
4	I attend church on Factory Shoals
5	General suggestions and opinions
6	I'm a concerned Cobb County resident .
7	It's part of my work zone
8	I go to church in this area
9	drive thru it every day
10	I go to church here
11	I drive through there
12	I travel over that way
13	Used to live over there
14	Smyrna
15	Drive through here
16	Cobb county resident
17	I serve in the area
18	I live nearby

**Table 2. Question 2 Responses for “Other”**

ID	Comment
1	Sometimes
2	Electric scooter
3	Car
4	The street is a bump drive
5	Car
6	Drive

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**Table 3. Question 4 Responses for “Other”**

ID	Comment
1	I drive, but I have crossed the bridge while walking a couple times.

**Table 4. Question 5 Responses for “Other”**

ID	Comment
1	Church
2	church
3	Church
4	To Church
5	Violation inspection
6	Church
7	Visit a resident
8	Appointments
9	Church
10	Doctor

**Table 5. Question 6 Responses for “Other”**

ID	Comment
1	Airport
2	Church
3	Church
4	church
5	Violation inspection
6	Church
7	I-285
8	Church
9	City Council meeting
10	Dining
11	work-related meetings

**Table 6. Question 7 Responses for “Other”**

ID	Comment
1	factory shoals rd and riverside pkwy
2	Atlanta Airport
3	I use all of the options above
4	I-285, sometimes Factory Shoals Rd.
5	All of the above.

Table 7. Question 8 Responses for “Other”

ID	Comment
1	All of the above

Table 8. Question 10 Responses for “Other”

ID	Comment
1	Because there is no crosswalk with traffic.
2	Cars
3	Proximity to traffic
4	Extremely Unsafe.
5	The bridge needs some repairs
6	There is no walkway. You kind of step up on the bridge blocks?? Or pass in the street in traffic.
7	Need more sidewalks. I don't feel like I'm protecting from the traffic while walking. Which there was some kind of guard rail between the street and sidewalk
8	It's huge and there is a lot of movements
9	The bridge on factory shoals is not safe for pedestrians and speed of autos and big trucks
10	Cars going fast and drivers not paying attention.
11	You can get hit by a car
12	It is a major roadway with fast moving cars and when it is dark not well lit
13	Lack walking area
14	Traffic movement
15	Cars moving quickly and long crosswalks
16	Not enough protection for pedest
17	To many large trucks speeding up and down the road
18	Area is busy
19	Conjested area
20	unsafe pedestrian crossing. Needs a crossing g mechanism like on Floyd Rd
21	A lot of warehouses have built in factory shoals . The traffic has really increased and I wouldn't feel safe.
22	The possibility of access to get hit by a car is great
23	Not many side walks and cars are speed all the time in that area
24	I see people walking on the border and we have to for them
25	There are no walk ways
26	Inconsistent sidewalks. Poor signage leading up to I 20 that leads drivers to veer into lanes the last minute.
27	Bridge is too narrow especially at night
28	I'm disabled and the crosswalk lights are not long enough. It changes as soon as I am about 1/2 way and I can not walk fast enough. Rails between the sidewalk and the road would make me feel safer as well as provide a place to hold if I need.
29	Lack of functional shoulder. Debris covering existing shoulder. High vehicle speeds. Poor driver culture towards pedestrians and bikers in the area
30	Lack of shoulder and the shoulder that exists is covered in debris. High vehicle speeds. Poor culture of drivers towards pedestrians walking and especially biking in the area.
31	The bridge is too small and narrow
32	That's a terrible neighborhood

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ID	Comment
33	People drive to fast in this area.
34	Bridge needs servicing, alot of traffic when driving with trucks, cars and people
35	Inattentive drivers, no safe space for walkers
36	n/a
37	No sidewalk walking over bridge towards Thornton rd. I have to walk on a ledge to cross.
38	Factory Shoals does not have sidewalk near the fire station
39	Fast cars
40	Proximity to traffic
41	The bridge has almost nothing in the way of a sidewalk and vehicles travel at least 45mph (usually much faster over it)
42	The traffic crazy drivers not enough street lights
43	Lack of adequate side walks, bike lanes and need more lanes

**Table 9. Question 17 Responses for “Other”**

ID	Comment
1	Wizarx

**Table 10. Question 18 Responses for “Other”**

ID	Comment
1	Wizard

**Table 11. Question 19 Responses for “Other”**

ID	Comment
1	Bi racial
2	All Amreican don't no anything about Africa
3	Human
4	Celt
5	Two or more races