

Chapter 1

Introduction

The Macon Area Transportation Study (MATS) is responsible for conducting the metropolitan transportation planning process for the study area. MATS is comprised of local elected officials and representatives from significant transportation providers and stakeholders, such as the Georgia Department of Transportation, Macon-Bibb County Transit Authority, the Macon-Bibb County Water Authority and interested citizens. Staff from the Macon-Bibb County Planning and Zoning Commission provides the ongoing support needed to execute and coordinate transportation planning in the Macon area. The study area covered by MATS is shown in Figure 1.1. It includes the City of Macon, Payne City, Bibb County and the southern portion of Jones County.

Under previous authorizing legislation, the *Intermodal Surface Transportation Efficiency Act* of 1991 (ISTEA) and the *Transportation Equity Act for the 21st Century* of 1998 (TEA-21), Congress showed support for metropolitan and statewide transportation planning by emphasizing seven distinct areas which metropolitan planning organizations (MPO's) and states should consider when developing their plans. These two transportation acts provided new focus areas or planning factors that were to be incorporated into the transportation planning process. Most recently in 2005, the *Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users* (SAFETEA-LU), added emphasis in two areas: security and the environment. Transportation security is now a stand alone factor, signaling an increase in importance from prior legislation. The factor relating to the environment is expanded, to promote consistency of the long-range transportation plan with planned growth and development. SAFETEA-LU has made these changes to assist in making the transportation planning process more comprehensive and to help ensure that the process better addresses future needs. New authorizing legislation is now being developed. There most likely will be considerable debate and many revisions before this legislation is passed.

The MATS Planning Process

MATS was established on February 21, 1964, in response to the Federal Aid Highway Act of 1962. As a result of this act, all urban areas with populations exceeding 50,000 people were required to maintain a “continuing, cooperative, and comprehensive” transportation planning process. The City of Macon,

Payne City, Bibb County and the Georgia State Highway Department (now the Georgia Department of Transportation), and the Macon-Bibb County Planning and Zoning Department entered into an agreement to establish the Macon Area Transportation Study in response to the legislation. Over the years, the study area has expanded to include the southern portion of Jones County as a result of the region's growth and the Middle Georgia Regional Development Center (RDC) as an active participant in the planning process.

While the Transportation Improvement Program (TIP) and Long Range Transportation Plan (LRTP) are the best known documents derived from the transportation planning process, the process includes many other activities. Intermittently, transportation studies are done by local governments or transportation providers like Bibb County, the City of Macon, Macon-Bibb County Transit Authority and the Georgia Department of Transportation. Results from these studies become part of the process. Another major planning initiative, the regional land use plan prepared by the Middle Georgia RDC, is coordinated with the metropolitan MATS planning process

Participation from the general public, major stakeholders and elected officials in the transportation planning process is a very important element. This is reflected in the committee structure. From the inception, MATS has always had a Citizens Advisory Committee (CAC), Technical Coordinating Committee (TCC) and a Policy Committee (PC). The CAC is used to gauge community values and public attitudes in the planning process. The TCC brings its technical knowledge to bear in the planning process while the PC is the decision making body that adopts long range transportation plans and transportation improvement programs, as well as policies that help guide their development.

MATS and Federal Transportation Objectives

Goals, Objective, Performance Measures & Strategies

SAFETEA-LU requires that each Metropolitan Planning Organization (Macon Area Transportation Study) along with the State Department of Transportation shall work to carry out a statewide transportation planning process that provides for consideration and implementation of projects and strategies and services that will:

- Support the economic vitality of the United States, the States, non-metropolitan areas and metropolitan areas, especially by enabling global competitiveness , productivity, and efficiency;

- Increase the safety of the transportation system for motorized and non-motorized users; Increase the security of the transportation system for motorized and non-motorized users;
- Increase the accessibility and mobility of people and for freight;
- Protect and enhance the environment, promote energy conservation, improve the quality of life, and promote consistency between transportation improvements and State and local planned growth and economic development patterns;
- Enhance the integration and connectivity of the transportation system, across and between modes throughout the State, for people and freight;
- Promote efficient system management and operation; and Emphasize these same planning factors with public transportation.

SAFETEA-LU revised the previous Planning Factors in four specific ways; namely:

- by promoting consistency between transportation improvements with planned growth and development;
- by providing more emphasis upon environmental issues;
- by placing new emphasis upon transportation security; now making it a stand alone factor.; and
- By more strongly emphasizing safety and making it a stand alone planning factor.

Summary

The following chapters of this document will provide a discussion of:

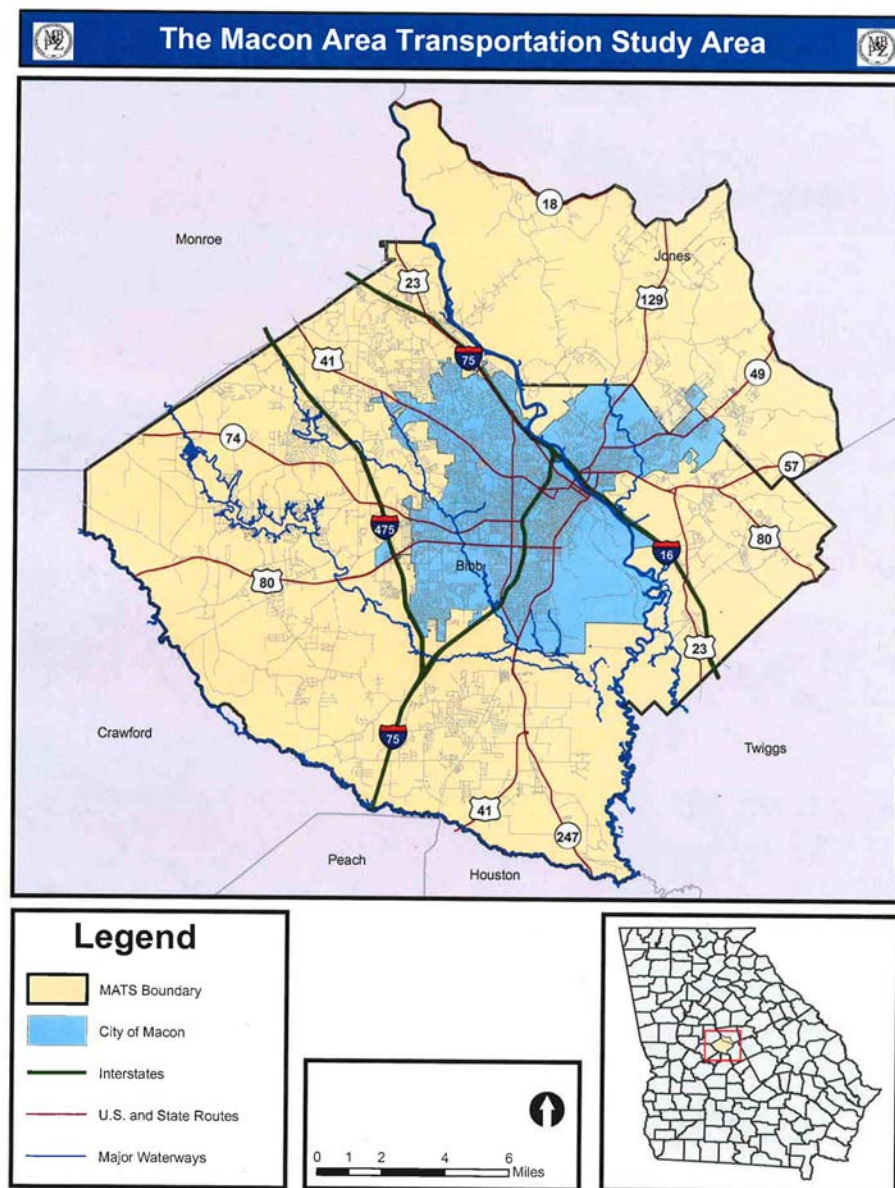
- ◆ Goals and objectives of the Comprehensive and Transportation planning process;
- ◆ Socio – economic information used in the development of the plan;
- ◆ Land use information and plan;
- ◆ Future growth and development;
- ◆ Operations and management strategies;
- ◆ Highway safety;
- ◆ Transportation modes such as streets and highways, transit, bikeways, and the like;
- ◆ Plan recommendations for transportation services and facilities; and
- ◆ Plan considerations in reference to Title VI, environmental justice, ADA, planning factors, and safety;
- ◆ Environmental mitigation an consultation;
- ◆ Public involvement activities, model development methodology, socio – economic development meth-

odology, and financial summaries and supporting documentation.

- ◆ Security, safety (including a Transit Safety Program Plan)

In addition to the items above, a conformity analysis is provided in a separate document. This report will demonstrate that the LRTP 2035 for the Macon Area Transportation Study conforms to the requirements of the 8-hour ozone standard and the Clean Air Act.

Figure 1.1



Chapter 2

Goals and Objectives

This section documents the goals and objectives established to guide the land use and transportation planning process for the Macon Area Transportation Study (MATS) planning area. Using past goals and objectives, matched with the wealth of data gleaned from our recently completed *Visual Preference Survey*, we have been able to meld the collective ideas of over 1,250 citizens. The Visual Preference Survey has led to the development of comprehensive planning initiatives that are outlined in the Plan Recommendation section of this document.

The visioning process involved massive partnerships throughout the City and County which set into motion an extraordinary public involvement campaign. To assist in guiding this effort, a Blue Ribbon Steering Committee was appointed. The group was requested to oversee the development of the *Visual Preference Survey*, assist in establishing a network of people to help distribute and promote it, interpret the tabulated results and formulate recommendations. Due to the nature of this project, it was crucial to appoint individuals who possess a genuine commitment to our community, a thorough knowledge of middle Georgia, and the time and talent needed to make the project a success.

In mid-2003, the results of this massive public involvement activity were unveiled in a highly publicized public hearing held at the Douglass Theatre in downtown Macon. The well attended event served to brief over one hundred citizens on the survey and sought additional input on the formulation of related planning strategies. In June, 2004 over seventy citizens attended another public forum where our 2030 Vision and Action Plan was presented. The document was prepared to provide guidance for MATS and our Comprehensive Planning Process. The event spurred a healthy public involvement dialogue which served to further expand citizen input in establishing highly focused actions plan that were based on the following reaffirmed goals and objectives.

Countywide

Growth & Facility Goal

Encourage growth in areas that have access to existing and planned facilities

Objectives

1. Support the use of existing roads, sewers and buildings, and focus future development where public infrastructure is planned.
2. Promote efficiency in land development by planning future land uses and higher densities where extension of water and sewer would be appropriate.
3. Encourage residential densities that would make transit service financially feasible in accessible locations.
4. Encourage, through incentives, redevelopment and infill opportunities in existing communities.
5. Provide opportunities for appropriately planned shopping and employment growth near and in scale with existing communities

Growth & Environment Goal

Minimize intrusions into wetlands, natural habitats, flood plains, prime farmland, cultural and historic areas

Objectives

1. Direct urban development away from environmentally sensitive areas.
2. Encourage development to locate outside of the 100-year floodplain.
3. Promote land uses along the Ocmulgee River Greenway Corridor that enhance and protect it.
4. Identify approaches for maintaining viable rural land uses.
5. Encourage development that enhances and protects the cultural heritage of the community.

Commercial/Industrial Goal

Foster a strong, diverse and well designed commercial & industrial environment which provides for a full range of employment and economic choices

Objectives

1. Establish appropriate regional growth targets developed with community participation in the planning process.
2. Balance Macon and Bibb County's role as a regional employment and service center with environmental and historic resources, neighborhood stability and economic vitality.
3. Focus future locations of major commercial and industrial growth on interstate interchanges and major thoroughfares appropriately buffered from existing residential.
4. Promote revitalization of existing commercial and industrial sites by utilizing existing vacant industrial land instead of developing agricultural lands for such use.
5. Encourage new and revitalized commercial development to include new residential land uses.
6. Strengthen compatibility between commercial/industrial activities and neighborhoods through appropriate scale of design and transition of land use intensities.

Transportation Connectivity Goal

Provide a transportation network that enhances interconnections between activity centers and neighborhoods

Objectives

1. Provide better utilization of the arterial system and its relationship to the freeway system.
2. Provide transportation improvements that address internal circulation, as well as cross-community circulation.
3. Improve Jones County's transportation access to major inter-county roadways.
4. Encourage interconnection of the neighborhood street network with design characteristics that discourage use as throughways.
5. Continuously update Major Thoroughfare Plans to reflect transportation interconnection, safety and efficiency needs precipitated by land use changes.

Mobility Goal

Enhance the ability to travel within the metropolitan area regardless of mode of transportation

Objectives

1. Develop a financially feasible, coordinated transportation system that integrates thoroughfares, transit, air, rail, bike and pedestrian facilities (intermodal connectivity).
2. Expand transit service to key residential, employment, retail and educational centers throughout the community.
3. Identify transportation and land use measures to make transit a viable alternative to driving.
4. Establish a network of walkways and bikeways within the urban and non-urban areas.
5. Provide increased mobility opportunities for older and transit-dependent citizens.
6. Identify opportunities to use abandoned rail line rights-of-way for bike paths and walkways.
7. Enhance roadway safety.

Roadway Character Goal

Provide a roadway network that enhances the scenic beauty of the community

Objectives

1. Design street improvements that reflect community character and utilize a functional classification system based on actual use of the road.
2. Look at future land use and proposed roads to recognize impact on the existing street system classification.
3. Adopt consistent, neighborhood-friendly, land-use efficient thoroughfare design standards and objectives.
4. Consider aesthetic and noise impact of transportation improvement projects.
5. Develop an approach for enhancing historic character and scenic beauty of roadway corridors.

Safety Goal

Provide transportation corridors that are safe for all modes

Safety has always been an important part of the transportation planning process. Often safety problems and volume/capacity problems are both part of the same issue. Transportation facilities that are over capacity tend to be much less safe than those facilities below capacity. These are the problems that transportation planning has tended to focus on as our urban areas continue to grow. Over the last few decades, signals, signs, and markings as well as facility design have all greatly improved to provide more efficient and safer facilities for users of the transportation system. Efforts in these areas need to continue as our population increases along with resulting traffic congestion. It is imperative that the MATS transportation system be made as safe and as efficient as possible.

Objectives

- Improve the maintenance of the transportation system. This will increase reliability and safety of the system.
- Improve safety of the transportation system through signs, signals, markings, ITS, and other means.
- Improve safety of the transportation system through safer design such as incorporating roundabouts at appropriate intersections and/or eliminating flush medians as continuous left turn lanes in both directions in existing and future designs.
- Improve mobility and accessibility of the transportation system for goods and people.
- Improve reliability of the transportation system to reduce the number of incidents that increase delay and reduce the safety of the system.
- Increase and improve alternative modes of transportation.
- Provide a better assessment of pedestrian and bicyclist access & safety.

Air Quality Goal

Reduce vehicular emissions that pollute our air

Objectives

1. Encourage higher density residential development near centers of employment, shopping and services.
2. Encourage mixed-use developments of residential and employment uses where appropriate.
3. Promote ride sharing, vanpooling and other commute options to reduce vehicular trips.
4. Improve traffic flow to reduce congestion.
5. Incorporate the use of non-motorized transportation in roadway improvements.
6. Expand transit service and ridership.
7. Promote vehicle maintenance in order to reduce emissions.

Communication and Participation Goal

Establish, promote and sustain strong public involvement

Objectives

1. Provide regular opportunities and information for the community to be informed of and participate in land use, transportation and air emission planning issues.
2. Allow flexibility in the planning process that will accept new valid information that may be used to revise plans.
3. Provide educational opportunities for public officials and the general public to learn about land use and transportation issues and innovations.
4. Increase community participation in governmental Capital Improvements Planning and fully coordinate it with transportation and land use planning.

Downtown

Goal

Enhance the image, economic vitality, and sense of community identity of Downtown

Downtown Macon will become the heart of Bibb County and the region. Growth in a traditional downtown pattern will be encouraged, using major development and mixed-use buildings - including housing.

Objectives

1. Promote opportunities for the Downtown to function as a major player in the region's economic and cultural activities.
2. Improve the appeal of Downtown for shopping, living and cultural activities.
3. Encourage residential development within the Downtown.
4. Encourage local, state, and federal facilities to locate within the Downtown.
5. Fully incorporate the Coliseum and East Macon commercial area into the Downtown.
6. Enhance the Ocmulgee River's connection to the Downtown.
7. Create enhanced gateways into the Downtown.
8. Create pedestrian flow and comfortable people oriented public places with appropriately located safe parking.
9. Enhance the community's natural features and create additional landmarks.

Neighborhoods

Goal

Promote development of community-oriented neighborhoods

Neighborhoods will have a defined size, have a center and have access to a range of uses. The maximum size of a neighborhood will be defined as a five minute walk from the center or a maximum radius of 1,500 feet.

Objectives

1. Provide for a variety of housing types and development densities to maximize housing choice while maintaining compatibility between new development and existing neighborhoods.
2. Promote walkable/bikable/transit-friendly neighborhoods
3. Incorporate “public gathering spaces”, such as parks, into neighborhood development.

Rural & Suburban Areas

Goal

Promote development at a higher design and planning standard

A pro-active planning approach will be used to guide future development. New street networking plans and urban design concepts will be developed specifically for the rural and suburban areas. Additional sewer extensions or street improvements will be favored only in rural land and un-built suburban areas where traditional neighborhoods with high walkability are encouraged.

Objectives

1. Discourage strip-commercial development by establishing new “Main Street” commercial areas in the center of new traditional neighborhoods. The centralized commercial hub would be designed to cater to the specific needs of the neighborhood, consequently, these carefully planned environments would serve as gathering places for personalized commercial and social interaction.
2. Promote and locate new office blocks adjacent to “Main Street” centers.
3. Promote the redevelopment of older commercial areas into mixed-use centers.
4. Allow limited out-parcels.
5. Create new neighborhoods with a range of residential building types, with personalized commerce and higher densities located in the center of the neighborhood, decreasing towards the periphery with large lots located on the periphery.
6. Surround new neighborhoods with lower density land uses.
7. Infill empty lots as a first priority.
8. Establish a higher standard for pedestrian realms, parks/open space, parking options, signage, mobility choices.

CHAPTER 3

Socioeconomic Projections

Introduction

The linkage between land use and transportation planning activities is provided through estimates of the existing socioeconomic data and projections of future socioeconomic data.

Population, households and employment are the key variables. Estimates and projections of population, households and several categories of employment are used in estimating current travel demand and projecting future levels of travel demand. Levels of current and future travel demand are computed by the MATS's travel model which combines socioeconomic data forecasts, mathematical travel behavior data and transportation system networks. The MATS's travel demand model is the primary tool used to identify potential projects that will address future transportation system deficiencies that show up in the transportation modeling process. Descriptions of model data and travel relationships that comprise the travel forecasting model will be in the full set of Long Range Transportation Plan in the technical analysis documentation.

General Population Overview

Bibb County has experienced flat residential growth between 1990 and 2000. There was an increase of 3,920 persons in Bibb County, a 2.6% increase, from the 1990 Census to the 2000 Census. See Figure 3-1. Between 2000 and 2006 the MATS social-economic estimates show an increase 9,980 persons, a 6.5% increase for Bibb County. However, the city of Macon is estimated to have lost 3,365 person in this same period, a decrease of 3.5%. In the unincorporated area of Bibb County, it is estimated that there was an increase of 13,326 persons, a 24% increase between 2000 and 2006. See Figure 3-3.

In the MATS portion of Jones County, there was an increase of 1,550 persons, a 16% increase from the 1990 Census to the 2000 Census. See Figure 3-1. Between 2000 and 2006, the MATS social-economic estimates for this part of Jones County show an increase of 1,270 person, a 11.4% increase. The relative rapid growth in Jones County is a trend that will continue. See Figure 3-3

**Table 3-1
Population and Race Data**

1990 Census										
	Georgia		Jones County		Jones CT 301.01		Jones CT 301.02		Bibb County	
White	4,600,148	71.0%	15,344	74.0%	1,869	89.5%	5,663	75.8%	86372	57.6%
Black	1,746,565	27.0%	5,310	25.6%	213	10.2%	1,796	24.0%	62512	41.7%
Other	131,503	2.0%	85	0.4%	6	0.3%	16	0.2%	1,083	0.7%
Total	6,478,216		20,739		2,088		7,475		149,967	

2000 Census										
	Georgia		Jones County		Jones CT 301.01		Jones CT 301.02		Bibb County	
White	5,327,281	65.1%	17,735	75.0%	2,212	87.0%	6,217	72.5%	77,147	50.1%
Black	2,349,542	28.7%	5,506	23.3%	259	10.2%	2,229	26.0%	72,818	47.3%
Other	509,630	6.2%	398	1.7%	72	2.8%	124	1.4%	3,922	2.5%
Total	8,186,453		23,639		2,543		8,570		153,887	

Change between 1990 & 2000 Census					
	Georgia	Jones County	Jones CT 301.01	Jones CT 301.02	Bibb County
White	727,133	2,391	343	554	-9,225
Black	602,977	196	46	433	10,306
Other	378,127	313	66	108	2,839
Total	1,708,237	2,900	455	1,095	3,920

Percentage Change between 1990 & 2000 Census					
	Georgia	Jones County	Jones CT 301.01	Jones CT 301.02	Bibb County
White	15.8%	15.6%	18.4%	9.8%	-10.7%
Black	34.5%	3.7%	21.6%	24.1%	16.5%
Other	287.5%	368.2%	1100.0%	675.0%	262.1%
Total	26.4%	14.0%	21.8%	14.6%	2.6%

**Table 3-2
Bibb County**

Year	% Black	Actual / Estimated	% Change	Total % Change 1960 to 2000	Average % Change per Decade
1960	33.4%	Actual			
1970	34.6%	Actual	1.2%		
1980	38.6%	Actual	4.0%		
1990	41.7%	Actual	3.1%		
2000	47.3%	Actual	5.6%	13.9%	3.5%
2010	50.8%	Estimated	3.5%		
2020	54.3%	Estimated	3.5%		
2030	57.8%	Estimated	3.5%		
2035	58.5%	Estimated	1.7%		

**Table 3-3
MATS & Census Estimates**

	Population						MATS 2006 minus Census 2000	% Change	MATS 2035 Projected Population	MATS % Increase 2006 to 2035
	Census 1990	Census 2000	MATS 2006 Estimate	Census 2006 Estimate	Census 2007 Estimate					
Bibb County	149,967	153,887	156,462	154,822	154,709	2,575	1.7%	163,282	4.36%	
Unincorporated Bibb County	43,163	56,454	65,352	60,835	61,467	8,898	15.8%	70,615	8.05%	
City of Macon	106,612	97,255	91,110	93,821	93,076	(6,145)	-6.3%	92,667	1.71%	
Payne City	192	178	197	166	166	19	10.7%	197	0.00%	
MATS Portion of Jones County										
Census Tract 301.01	2,088	2,543	2,907	N/A	N/A	N/A	N/A	N/A	N/A	
Census Tract 301.02	7,475	8,570	9,476	N/A	N/A	N/A	N/A	N/A	N/A	
Sub-Total	9,563	11,113	12,383	N/A	N/A	1,270	11.4%	17,510	41.40%	
Total Macon Area Transportation Study	159,530	165,000	168,845	N/A	N/A	3,845	2.3%	180,792	7.08%	
Jones County	20,739	23,639	27,200	26,941	27,229	3,561	15.1%	N/A	N/A	
Dwelling Units										
	Census 1990	Census 2000	MATS 2006 Estimate	Census 2006 Estimate	Census 2007 Estimate					
Bibb County	61,462	67,278	71,879	71,077	N/A					
Unincorporated Bibb County	15,862	23,371	27,532	N/A	N/A					
City of Macon	45,499	43,802	44,347	N/A	N/A					
Payne City	101	105	105	N/A	N/A					

MATS 2006 Estimates are based on the 2000 Census plus building/demolition permit data from Bibb & Jones Counties. Occupancy and vacancy rate trends are based on trends between the 1990 and the 2000 Census.

According to the 2000 Census, Bibb County’s population is 50.1% white, 47.3% black, and 2.5% other races. The percentage of the population that is black has been steadily increasing since the 1960’s when 33.4% of the community’s population was black. In 1990 and 2000, it was 41.7% and increased to 47.3% respectively. As this trend continues, the percentage of the population that is

Table 3-4
Age Data

1990 Census

	Georgia	Jones County	Jones CT 301.01	Jones CT 301.02	Bibb County
<5	495,535	1,578	194	609	11,341
5-9	483,952	1,653	163	651	10,943
10-14	466,614	1,609	168	542	10,899
15-17	281,202	948	76	330	6,680
18-19	215,950	671	57	229	5,027
20	109,209	271	32	82	2,329
21	103,347	273	17	108	2,212
22-24	310,078	806	68	312	6,685
25-29	589,952	1,733	147	698	12,398
30-34	584,944	1,863	205	732	12,648
35-39	531,619	1,754	216	647	11,543
40-44	484,079	1,624	215	546	10,407
45-49	374,918	1,302	163	431	7,901
50-54	294,033	1,123	114	409	6,640
55-59	259,735	856	91	321	6,502
60-61	96,499	291	13	113	2,494
62-64	142,280	449	40	146	3,998
65-69	218,078	695	51	241	6,325
70-74	169,973	525	23	160	5,079
75-79	128,526	355	16	103	3,802
80-84	80,449	191	8	48	2,418
>85	57,244	169	4	24	1,696
Total	6,478,216	20,739	2,081	7,482	149,967

Table 3-5
2000 Census

	Georgia	Jones County	Jones CT 301.01	Jones CT 301.02	Bibb County
<5	595,150	1,548	151	571	11,434
5-9	615,584	1,812	195	696	11,666
10-14	607,759	1,901	241	696	11,394
15-17	350,741	1,150	115	447	6,386
18-19	245,536	695	67	247	4,872
20	125,148	260	25	87	2,433
21	117,767	246	19	110	2,100
22-24	349,281	670	58	216	6,093
25-29	641,750	1,414	109	516	10,943
30-34	657,506	1,704	197	631	10,358
35-39	698,735	2,042	219	765	11,553
40-44	654,773	2,066	245	776	11,704
45-49	573,017	1,800	241	609	10,833
50-54	506,975	1,613	214	557	9,586
55-59	375,651	1,232	143	438	7,197
60-61	122,259	458	38	154	2,337
62-64	163,546	587	55	212	3,378
65-69	236,634	791	74	302	5,264
70-74	199,061	627	61	193	4,960
75-79	157,569	435	43	149	4,243
80-84	104,154	336	26	117	2,837
>85	87,857	252	7	81	2,316
Total	8,186,453	23,639	2,543	8,570	153,887

Table 3-6

Change between 1990 & 2000 Census

	Georgia	Jones County	Jones CT 301.01	Jones CT 301.02	Bibb County
<5	99,615	(30)	(43)	(38)	93
5-9	131,632	159	32	45	723
10-14	141,145	292	73	154	495
15-17	69,539	202	39	117	(294)
18-19	29,586	24	10	18	(155)
20	15,939	(11)	(7)	5	104
21	14,420	(27)	2	2	(112)
22-24	39,203	(136)	(10)	(96)	(592)
25-29	51,798	(319)	(38)	(182)	(1,455)
30-34	72,562	(159)	(8)	(101)	(2,290)
35-39	167,116	288	3	118	10
40-44	170,694	442	30	230	1,297
45-49	198,099	498	78	178	2,932
50-54	212,942	490	100	148	2,946
55-59	115,916	376	52	117	695
60-61	25,760	167	25	41	(157)
62-64	21,266	138	15	66	(620)
65-69	18,556	96	23	61	(1,061)
70-74	29,088	102	38	33	(119)
75-79	29,043	80	27	46	441
80-84	23,705	145	18	69	419
>85	30,613	83	3	57	620
Total	1,708,237	2,900	462	1,088	3,920

**Table 3-7
Educational Data
1990 Census**

	Georgia		Jones County		Jones CT 301.01		Jones CT 301.02		Bibb County	
<9th	483,755	12.0%	1,579	12.1%	81	6.2%	416	8.9%	12,678	13.4%
9-12	686,060	17.1%	2,310	17.7%	96	7.4%	735	15.7%	17,300	18.3%
HS Grad	1,192,935	29.6%	4,878	37.4%	369	28.5%	2,114	45.2%	29,645	31.4%
College	684,109	17.0%	2,193	16.8%	286	22.1%	773	16.5%	14,914	15.8%
Associate	199,403	5.0%	520	4.0%	93	7.2%	226	4.8%	3,785	4.0%
Bachelor	519,613	12.9%	1,086	8.3%	247	19.0%	341	7.3%	10,175	10.8%
Graduate	257,545	6.4%	474	3.6%	125	9.6%	71	1.5%	5,894	6.2%

2000 Census

	Georgia		Jones County		Jones CT 301.01		Jones CT 301.02		Bibb County	
<9th	393,197	8.0%	1,241	8.1%	49	2.9%	427	7.8%	6,792	7.0%
9-12	718,152	14.0%	2,164	14.1%	163	9.7%	851	15.6%	15,420	15.8%
HS Grad	1,486,006	27.8%	6,314	41.0%	521	31.0%	2,368	43.3%	30,893	31.7%
College	1,058,692	19.8%	2,693	17.5%	318	19.0%	862	15.8%	19,208	19.7%
Associate	269,740	4.7%	661	4.3%	101	6.0%	242	4.4%	4,351	4.5%
Bachelor	829,873	16.7%	1,453	9.4%	292	17.4%	464	8.5%	13,393	13.7%
Graduate	430,305	9.0%	857	5.6%	234	13.9%	257	4.7%	7,406	7.6%

Change between 1990 to 2000 Census

	Georgia	Jones County	Jones CT 301.01	Jones CT 301.02	Bibb County
<9th	(90,558)	(338)	(32)	11	(5,886)
9-12	32,092	(146)	67	116	(1,880)
HS Grad	293,071	1,436	152	254	1,248
College	374,583	500	32	89	4,294
Associate	70,337	141	8	16	566
Bachelor	310,260	367	45	123	3,218
Graduate	172,760	383	109	186	1,512

black will approach 60% by the year 2035. At the same time the percentage of the white population is going down. It went from 57.6% in 1990 to 50.1% in 2000. See Figure 3-2.

Within Bibb County, there appears to be a net out migration of whites and a net in migration of blacks. The white population decreased by 9,225 persons, a 10.7% decrease, from the 1990 Census to the 2000 Census. The black population increased by 10,306, a 16.5% increase, from the 1990 Census to the 2000 Census. See Figure 3-1

Bibb County is not typical when compared to the rest of the State when considering the percentages by race. Jones County is much more similar to the State than Bibb County is. Even though Jones County is growing, with both black and white populations increasing, the over all percentage black to white is remaining relatively stable. See Figure 3-1.

The largest percentage increases in population were in the categories that consists mainly of Asians and Hispanics. While the increase in numbers is not that high, the percentage increase certainly is. In Jones County, this was an increase of 313 or an increase of 368.2%. In Bibb County, this was an increase of 3,920 or an increase of 262.1%. This is a trend that demographers have predicted will continue for quite some time. See Figure 3-1.

The entire MATS Area lost 4,756 persons (a 13.2% decrease) from the ages of 21 to 34 between 1990 and 2000. This is not only a percentage loss, but is a loss in actual numbers as well. In 1990, there were 12,285 persons between the ages of 15 to 19. In 2000, this group was between the ages of 25 to 29 but only numbered 11,534 persons which is a 6.1 % decrease. There is a serious out migration of the young adults to other metropolitan areas. See Figure 3-3.

Educational level appears to be increasing in the entire MATS Area. Many more people are graduating from High School and many of these are attending college. See Figure 3-4.

Transportation Data

Estimates of existing and future socio-economic data, such as population, households and employment, provide linkage between the land use and transportation planning activities. Estimates

of population, households and several categories of employment are key variables used in estimating current travel demand and projecting future levels of travel demand. Levels of current and future travel demand are computed by the Macon Area Transportation Study MATS's travel model which combines socioeconomic data forecasts, mathematical travel behavior data and transportation system networks. The MATS's travel demand model is the primary tool used to identify potential projects that will address future transportation system deficiencies. It is also valuable in identifying those areas projected to have deficient levels-of-service, but where no improvement projects or strategies have been developed sufficiently for inclusion into the plan. Descriptions of model data and travel relationships that comprise the travel forecasting model will be in the full set of Long Range Transportation Plan documentation.

Land Use Projections

Future year projections of socioeconomic data were based on a 2006 inventory of existing land uses including vacant land, as well as region wide forecasts of population, households and employment. Along with an allocation model that was developed for the MATS as part of the land use plan, future year 2035 estimates of socio-economic data were projected for small areas called traffic analysis zones. There were 409 traffic analysis zones in the MATS region for this plan update. A more thorough explanation of the procedure and information used to forecast socioeconomic data to a horizon year of 2035 is contained in two companion documents. These are titled, *Development Trends and Land Demand Analysis* and *Growth Allocations By Traffic Analysis Zone*. The 2035 MATS Land Use Plan map is displayed in Chapter 4 on Map 4-6. A total of thirteen different land use categories are depicted on the maps with the entire Macon area shown on the land use map

Bibb County is now a non-attainment area for ground level ozone. This means that the 2035 Long Range Transportation Plan for the Macon Area Transportation Study must meet the transportation conformity requirement of the Clean Air Act. As part of the conformity requirements, an inter-agency consultation committee was created with members from US EPA, FHWA, FTA, GA DOT, GA EPD, GRTA, MATS, and WRATS. The methodologies and procedures used to arrive at the 2035 estimates are to be reviewed by this interagency committee.

The same basic methodology is being used for the 2035 projections that was used in the previous update for 2030. In September 2008, the interagency consultation committee reviewed this methodology, the base data, and the projected data that was used for 2030 Long Range Transportation Plan. The basic methodology was approved to be used as the basic methodology for 2035 projections.

Population and household data for both the base year 2006 and the projected year 2035 are higher than the 2002 base data and the 2030 projected data in the last update. The trend that the City of Macon is losing population and households is being somewhat overstated because of the vacancy rate errors in the 1990 and 2000 Census. The 2006 estimates and the 2035 projections for population and households are very conservative.

Employment data has increased over the last update. Employment grew at a rate between 2002 and 2006 that was expected. It appears that Bibb County is still a viable growing employment center, especially along the I-75/Riverside/Arkwright/Bass area. While the suburbanization of residential development continues to move from Bibb County to the surrounding counties, Bibb County remains a major employment center for the region.

Existing 2006 and future year 2035 socio-economic data estimates are summarized in terms of population, households and total employment in this report. The purpose of this section is to show the relative amount of residential and commercial growth that is anticipated for the Macon metropolitan area during the next 25 years. Moreover, it points out generally where that growth is anticipated to occur.

The travel demand model, however, uses more demographic variables than just those three. As a practical matter, different types of households generate varying numbers of trips per day (i.e. high income, four person households make many more trips per day than low income, single person households – on average). Similarly, different employment categories attract varying numbers of trips per day (i.e. retail establishments generate many more trips per day than do manufacturing facilities – on average). Due to these properties that characterize different land uses, the MATS travel model is sensitive to the following demographic variables:

Variables used to project travel in the model are:

- Number of Households by Size and Autos Available;
- Population;
- School Enrollment;
- Retail Employment;
- Service Employment;
- Industrial/Manufacturing Employment;
- Wholesale Employment;

Areawide Projections

The 2035 update has steady residential growth forecasted for the area. The residential growth rate for Jones County remains high with a 41% increase between 2006 and 2035. Bibb County will continue to have a steady residential growth of 11% in the unincorporated areas and an overall growth of 7.6% for all of Bibb County between 2006 to 2035. The City of Macon has a projected growth of 4.7% between 2006 to 2035.

The 2035 update shows a slight decrease in employment over the 2030 update both in the base year 2006 and in the projected year 2035. The 2035 update shows a growth of 31% for employment between 2006 and 2035 which is the same as for the 2030 update. Employment increased at the expected rate between 2002 and 2006. Bibb County will continue to be an employment center. New employment growth is expected to continue to in the I-75/Riverside/Arkwright/Bass Rd area. This is Bibb County's fastest growing area for new employment.

For the 2035 update, the entire MATS planning region was forecasted to have steady growth for residential variables like population and households while employment growth was expected to be robust in comparison. Forecasts of population, households and total employment for the entire MATS region are illustrated on a bar chart in Figure 2-6 for the base year 2006 and at 5-year increments between the years 2010 and 2035. The level of growth forecasted for population and households is similar. The number of households was forecasted to grow 7.2% between 2006 and 2035, changing from 70,792 in 2006 to 75,888 in 2035. Population was projected to increase by 9.9% during that same period, changing from 176,250 in 2006 to 193,804 in 2035. In contrast, the projected 2006 to 2035 increase in total employment was 31%. Baseline 2006 employment was 107,049 and the estimated year 2035 figure was 140,538. Over 33,489 new jobs are predicted in the

Macon area during this period.

The relatively large increase in total employment during the 2006 to 2035 timeframe underscores Macon's continuing role as a regional hub in middle Georgia. The land use and transportation plans are predicated on this principle which is based on current trends and is consistent with countywide projections made by independent demographic consultants. It is anticipated that the existing transportation system, the location of institutions of higher learning, the presence of cultural attractions and shopping opportunities will make the MATS area a desirable place for new jobs. The disproportionate number of new jobs in comparison with new households suggests that many of the persons who will be working inside of the MATS study area will choose to locate their residences in surrounding counties. This is not a new phenomenon. Collar counties surrounding Macon have experienced residential growth during recent years and that trend is expected to continue in the future.

Figure 3-1 Areawide Growth Forecasts

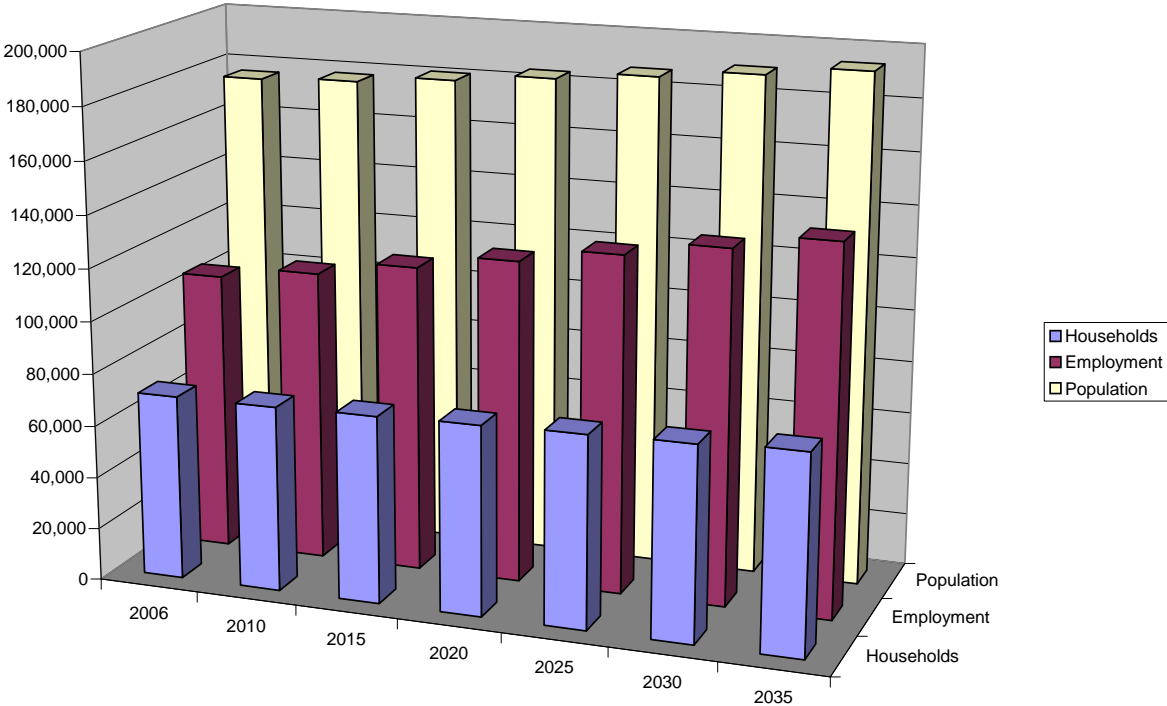


Figure 1.1

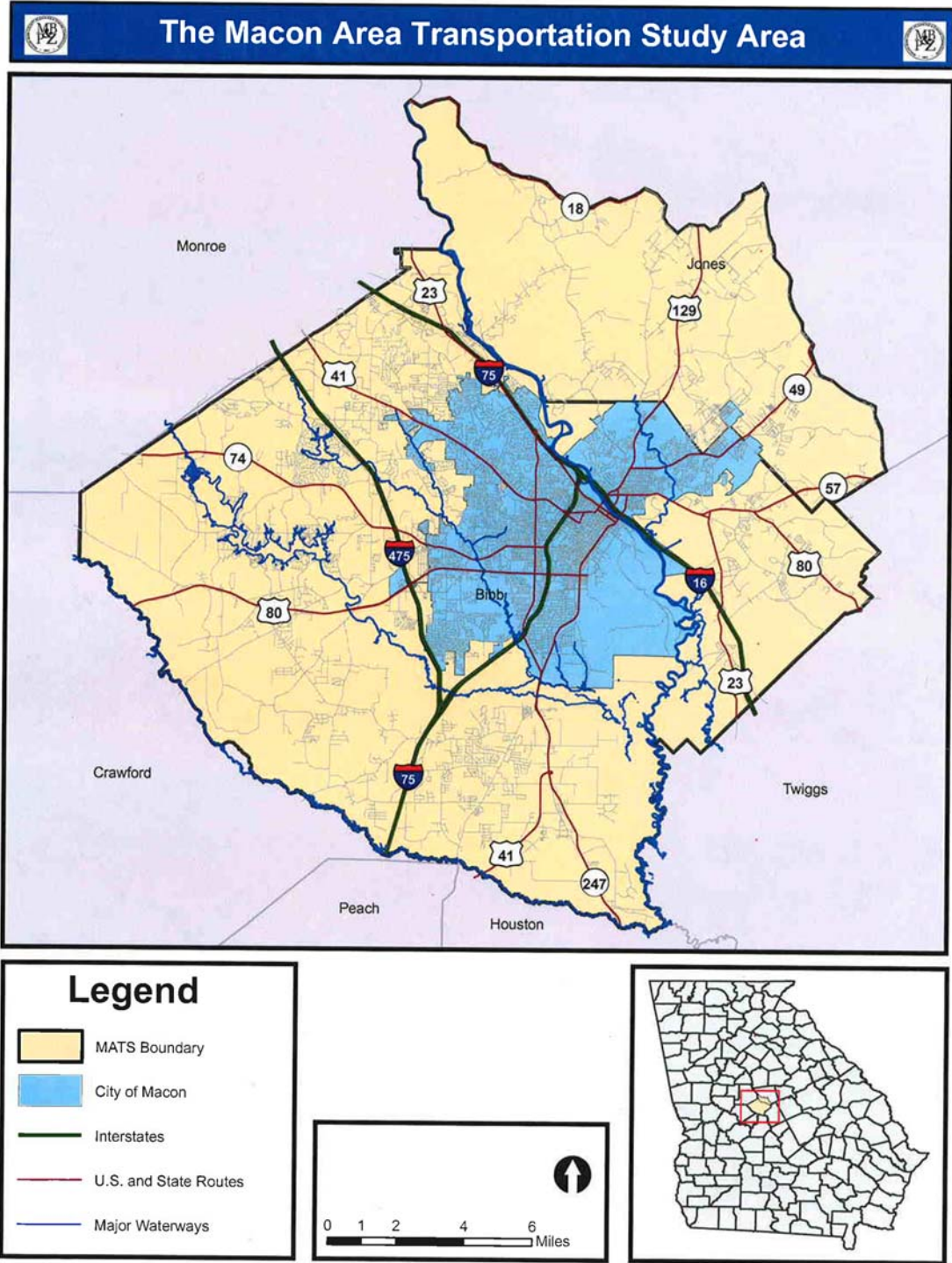


Figure 1.1

