



Moving Forward

A Community-Centric Approach to Transit-Oriented Development at Kensington MARTA Station

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Executive Summary

The primary objective of this report is to provide the Coalition for a Diverse DeKalb with information to assist in planning the development around the Kensington MARTA Station. We planned to achieve this by engaging a variety of residents and community stakeholders. Our original project objectives were as follows:

- Engage with the community surrounding Kensington Station via multiple means to cultivate data that reflects resident needs and desires.
- Create recommendations based on our findings for the Coalition for a Diverse DeKalb to use in their future advocacy work and for MARTA to build upon in their master planning process.

The data included in this report comes from both primary and secondary data collection. We conducted qualitative and quantitative research in our study area, aiming to produce a comprehensive analysis of residents' desires around Kensington Station and the potential for development in the future. We intend for our research findings to serve as a starting point for ongoing community conversation and planning. These findings are listed below:

1. Residents favor mixed-use development.
2. In general, residents value public transportation but have mixed perceptions of Kensington Station.
3. Residents value walkability and want more walkable amenities.
4. There is plentiful land for redevelopment around the station.
5. Residents value sustainability and environmental features.

Our team would like to thank Coalition for a Diverse DeKalb for their support with this project. Special thanks to Emily Halevy, Sara Patenaude, Kara Tsukerman, Kate Grace, and Michael Rich for their continued support of our work and the creation of this report.

Introduction

In the summer of 2018, a small community situated in unincorporated DeKalb County erupted in a debate over a proposed housing complex. Slated to be built across from the Kensington MARTA Station, LDG Development’s Phoenix Station planned to bring over 200 affordable housing units to an area experiencing little new development. Taking advantage of the empty lots surrounding the MARTA Station, Phoenix Station aimed not only to provide new housing units for families and persons with disabilities, but to help redevelop and invite more investment in the neighborhood.¹

Phoenix Station’s proposal sparked affordable housing discourse in the area, which extended out into neighboring Avondale Estates. Avondale Estates’ governing board, as well as a community group called Friends of Kensington, sent a petition opposing the project to the DeKalb planning commission.² Meanwhile, another group, Coalition for a Diverse DeKalb, organized their support around the development. Formed by residents and community leaders, the group formed to advocate for affordable housing and housing solutions for people of all income levels. Phoenix Station was eventually approved, signaling the start of new development interest in the area, especially development oriented around the Kensington MARTA Station. In this critical planning period, it is important to build from community preferences and needs to determine the best way forward.



Rendering of Phoenix Station. Source: LDG Development.

Area of Study

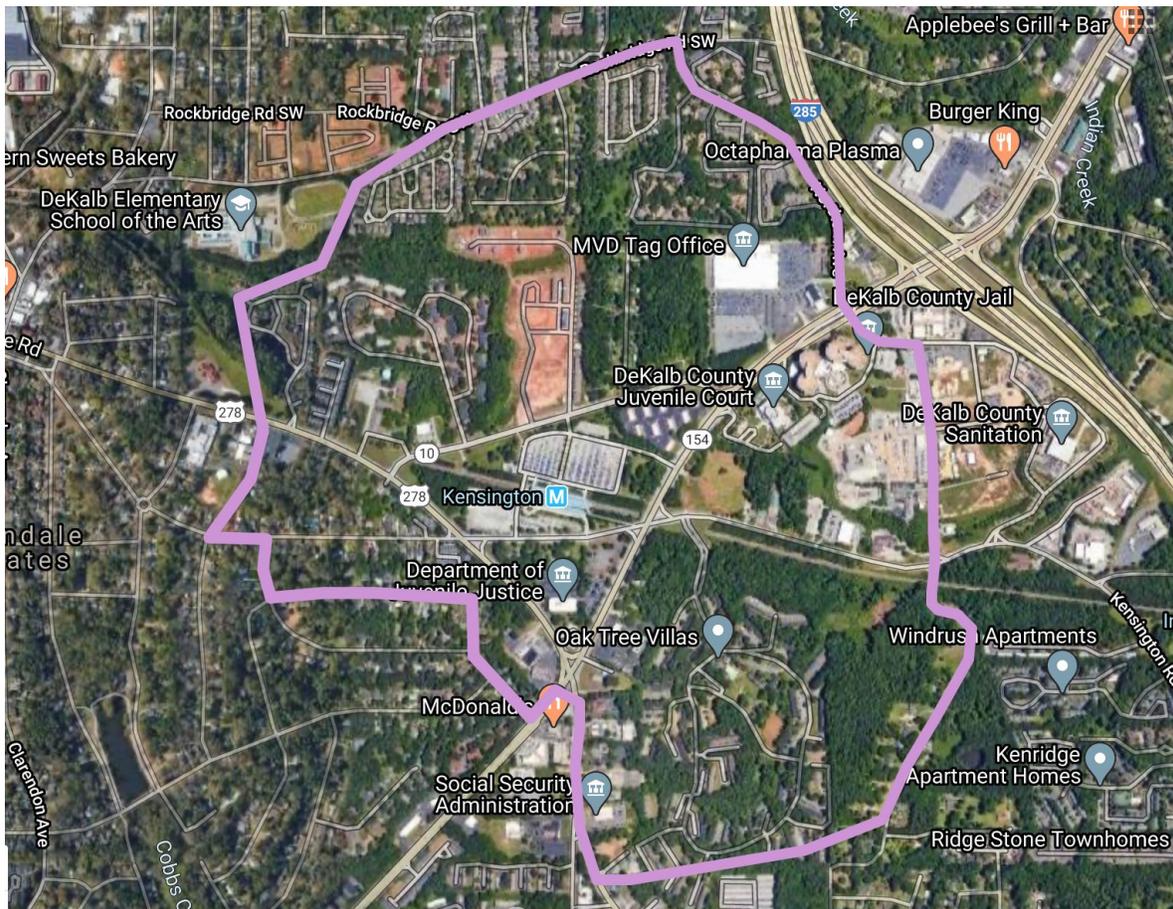
Situated in unincorporated DeKalb County, the Kensington MARTA Station lies close to the city limits of Avondale Estates. However, our community of interest is not associated with a formal city. Our data primarily encompasses the typical transit-oriented development (TOD) sprawl of a one-half mile radius around a transit system, using Kensington station as an anchor point.

¹ LDG Development, LLC, “Phoenix Station,” 2018.

² Sonam Vashi, “Kensington station development proceeds despite Avondale protests,” *Saporta Report*, October 8, 2018, <https://saportareport.com/kensington-station-development-proceeds-despite-avondale-protests/>.

The map below highlights our primary study area, designed to capture existing housing (both single-family homes and apartment complexes) as well as development under construction, undeveloped lots, and parcels of institutional and commercial land. Although we targeted this area as our primary study area, we extended our data collection efforts outside of the boundaries depicted below.³ However, any recommendations for future development mentioned later in this report refer to the study area shown in Figure 1.

Figure 1: Study area geography



In addition, we utilized Census tracts from the U.S. Census Bureau to obtain existing data relevant to our study area. Collecting data by Census tract allowed us to gather information on where research participants reside without collecting specific addresses. We deemed tracts 231.02, 231.12, 231.13, and 231.15 most relevant to our study area, as they directly surround Kensington Station.⁴

³ See page 17 for more information on our data collection methods, and see Appendix A for maps used during data collection.

⁴ See Appendix A for a map that includes census tracts relevant to our study area.

Community Profile

In 2017, the area included in a half-mile radius of Kensington station had a total population of approximately 4,590 residents.⁵ The area’s population has been declining since 2000, with a 6% decrease from 2012 to 2017. This trend does not align with other MARTA station areas, which, on average, have seen slight increases in population over time. Below, Table 1 reviews employment characteristics in the Kensington Station area compared to the average of all MARTA stations. The data shows us that, compared to other MARTA station areas, the Kensington Station area has a significantly lower employment rate and a markedly smaller employee base.

Table 1: Comparing Employment Characteristics between Kensington Station Area and Average of all MARTA Station Areas.

	Kensington Station Area	Avg. of all Station Areas
Median Household Income	\$34,153	\$44,720
Jobs to Housing Ratio	0.5	7.1
% Employed	47%	62%
Number of Employees	869	17,075

Source: TransFormation Alliance station data, 2017.⁶

Table 2 highlights differences in the housing compositions between the area surrounding Kensington Station and the average of all other MARTA station areas. As the data demonstrate, the Kensington Station area has a lower housing density and a higher percentage of renters, along with a lower median household income than the average of all station areas. However, it is worthwhile to note that since 2012, multiple housing developments have been built in the Kensington area, such as Avondale Hills and NOVO Avondale.

⁵ “Kensington: Station data,” TransFormation Alliance, accessed July 2020, <https://atltransformationalliance.org/station/kensington/>.

⁶ “Kensington: Station data,” TransFormation Alliance.

Table 2: Comparing Housing Characteristics between Kensington Station Area and Average of all MARTA Station Areas.

	Kensington Station Area	Avg. of all Station Areas
Housing Units	1,815	2,218
Housing Density/Acre	3.6	4.4
% Housing Built Since 2000	9%	19%
% Renters	68%	56%
Average Apartment Rents (within 1 mile)	\$592	\$956

Source: TransFormation Alliance station data, 2017.⁷

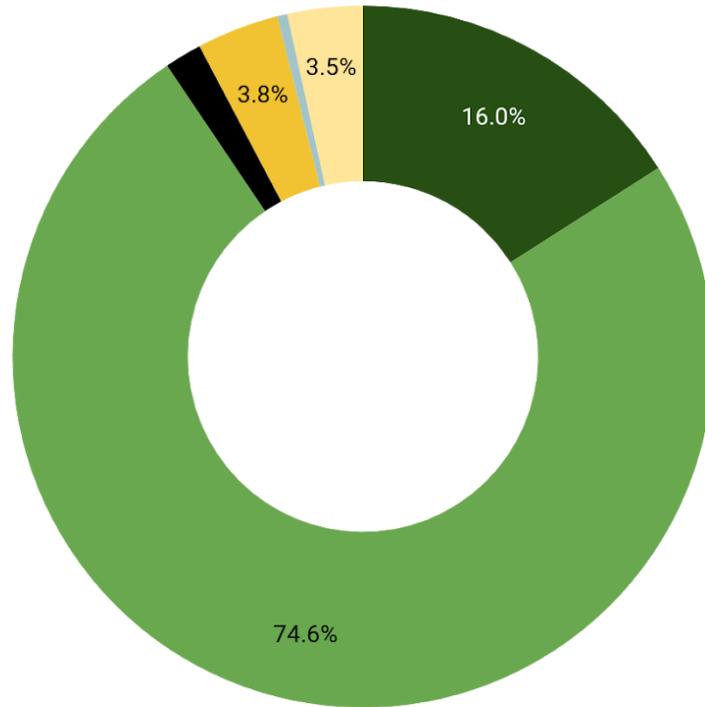
While we could not locate specific racial composition statistics for our intended study area, we examined the four U.S. Census tracts that we deemed most relevant to our study area (tracts 231.02, 231.12, 231.13, 231.15). In this area, Black or African American residents comprise the majority of the population, with White Alone serving as the second most prevalent race.⁸ The span of the four Census tracts compiled to collect this data reach approximately three times further than the one-half mile radius around Kensington Station, highlighting the need for more updated racial data for the area immediately surrounding the station. However, given that equitable transit-oriented development includes racial equity, it is crucial to possess some awareness of the area’s current racial composition.

⁷ *ibid.*

⁸ ACS 2014-2018 5-Year Estimate. Prepared by Social Explorer. Table A03001.

Figure 2. Racial Composition of Census Tracts 231.02, 231.12, 231.13, 231.15

Source: ACS 2014-2018 5-Year Estimate. Prepared by Social Explorer. Table A03001.



● White Alone ● Black or African American Alone ● Asian Alone ● Hispanic or Latino ● Other Race Alone ● Two or More Races

Project Partner and Background

Our project seeks to address the potential for transit-oriented development around the Kensington MARTA Station. In alignment with the Coalition for a Diverse DeKalb's goals, we are seeking ways to protect affordable housing and ensure that new developments include affordability requirements.

The Coalition for a Diverse DeKalb seeks to address a myriad of issues within DeKalb County, most importantly a lack of affordable housing, complications in accessing the Kensington MARTA station, food deserts, and factors that lead to resident displacement. The Coalition plans for inclusionary and affordable housing around the Kensington MARTA Station through transit-oriented development.⁹

Coalition for a Diverse DeKalb advocates for housing policies that ensure affordable housing is available to people of low, moderate, and fixed incomes. To maintain and expand diversity in the County of DeKalb, we support housing solutions which include affordability for a range of incomes, expanding options for people with intellectual/developmental and physical disabilities and sustainable, healthy lifestyles.

Source: diversedekalb.org.

Report Goals

The goal of this report is to serve as a multi-purpose document for the Coalition for a Diverse DeKalb, as well as MARTA and governing bodies in DeKalb County. Given that the Coalition is our primary partner, we hope this report will be a useful toolkit as they continue to advocate for community needs and fulfill their goals of protecting affordable housing. Through our extensive outreach to residents and key community stakeholders, this report can help the Coalition better understand the needs and opinions of residents in the Kensington Station study area and consider new ideas for the future of their advocacy.

This report is also designed for the residents of the community surrounding the Kensington MARTA Station. We are dedicated to including the community in our research and making this report accessible to them. We hope that the findings of this report will spark continued conversations and engagement with the Coalition for a Diverse DeKalb. By uploading this report to diversedekalb.org, it will serve as a living document to interact with and use as planning in the area begins, and we encourage residents to continue providing input on our research.

As outsiders to the community, we recognize that this report cannot capture the wide variety of resident voices. However, we see this report as a starting point for future community engagement efforts. Moving forward, we hope the Coalition, as well as MARTA and DeKalb County, will make a mindful effort to continue community conversations and recognize the value of all resident voices.

⁹ "Who We Are," Coalition for a Diverse DeKalb, <https://diversedekalb.org/>.

Additionally, we understand that the MARTA master planning process has several constraints. This report details our full intended recommendations, though some may be more difficult to implement than others. Nevertheless, they illustrate the desires of residents and a community vision worth working toward.

Overview of TOD

Defining Transit-Oriented Development

Transit-oriented development (TOD) is generally understood as moderate-to-high residential development, along with other employment or shopping opportunities, within walking distance of a public transit system. Experts define TOD as “a mix of uses, at various densities, within a half-mile radius around each transit stop.”¹⁰

Transit-oriented development has grown in popularity nationwide in cities that rely on public transportation. Many see TOD as a relatively easy effort to support, as it brings along a multitude of benefits that touch various aspects of a community. These benefits include job creation, reduced transportation costs, new investment in previously neglected communities, increased housing opportunities, and environmental benefits linked to reduced car usage and the promotion of walking and public transit use. Cities across the U.S. have already explored TOD as an important option for boosting public transportation use and revitalizing the communities surrounding bus or rail stations.¹¹



Transit-Oriented Development (TOD)

moderate-to-high residential development, along with other employment or shopping opportunities, within walking distance of a public transit system

Photo of Midtown MARTA Station courtesy of MARTA.

¹⁰ Hank Dittmar and Gloria Ohland, *The New Transit Town: Best Practices in Transit-Oriented Development* (Island Press, 2004), 20.

¹¹ See Appendix B for more information about best practices in TOD across major U.S. cities.

TOD in Atlanta and Kensington

Although there is little physical evidence of it now, the Kensington MARTA Station has been the subject of TOD plans for nearly 20 years. In 2003, DeKalb County was awarded a planning grant from the Atlanta Regional Commission's Livable Centers Initiative (LCI) to create recommendations for enhancing urban design, mobility, development, and economic growth around Kensington. Ultimately, the Kensington Station plan recommended three major project phases: Kensington Plaza mixed-use development, a 50,000 sq. ft Kensington Commercial Center, and a pedestrian-oriented Transit Plaza.¹² The overall goal was outlined as follows:

Create a high-density, mixed-use development that provides a central transit “village”, offering all the elements of a complete live/work/play environment. In addition, the development would strengthen connections between MARTA and outlying parcels. Pedestrian paths would be developed and a BRT, or Bus Rapid Transit, system would be implemented.¹³

The 2003 LCI study served as an outline for a long-term vision for the Kensington community, though few of the action items were implemented. In 2012 the report was updated, aligning its goals with MARTA TOD guidelines. In doing so, MARTA became a key stakeholder, sponsor, and advocate for the TOD project. The final LCI report made both policy and project recommendations to guide development. These recommendations included creating a zoning code to facilitate redevelopment, developing a government center, redeveloping the MARTA Station area into a mixed-use center, and developing a new recreation center.¹⁴ Additionally, the final plan included new visioning models (See Figure 3) that updated the 2003 vision and gave a more comprehensive overlay of land use, including specific amenities in proximity to the station.¹⁵

Although these recommendations were finalized in 2012, they have yet to come into fruition in the community. This lag in implementation is a major concern to the Coalition, as residents feel the area has been neglected by DeKalb County and MARTA. These LCI reports are helpful in understanding the history of planning around Kensington Station, but they require updates to reflect the current state of the community.

¹² Atlanta Regional Commission, “Kensington Station Livable Centers Initiative Final Report.” Jan. 31, 2003; See Appendix A for the report’s illustrative plan of the Kensington Station area

¹³ “Kensington Station Livable Centers Initiative Final Report,” 10.

¹⁴ DeKalb County, “Kensington Livable Centers Initiative: Transit Oriented Development Plan,” 2012, 34.

¹⁵ See Appendix A for the TOD Framework from the 2012 LCI Report.

- I. **Station-area development that is compact and dense relative to its surroundings.** MARTA recognizes the need for increased density around transit stations while noting that the density must be compatible within the existing community. MARTA also establishes that increasing density in proximity to a station can lead to increased public transit use, decreasing the car dependency of an area.
- II. **A rich mix of land uses.** MARTA understands that TOD projects can be used for “place-making” efforts, creating livable communities where activities and services are connected and accessible. MARTA recognizes that this can be achieved through mixed-use development and they lay out two key aspects of successful mixed-use development for TOD projects:
 - A. Housing near transit should reflect a mix of income and affordability levels.
 - B. Uses can be mixed vertically as well as horizontally.
- III. **A great public realm.** For MARTA, transit-oriented development is also pedestrian-oriented development. They envision TOD projects as easily navigable, accessible, active, and safe. Land uses are connected to one another and there are public investments in the necessary infrastructure to support connectivity and walkability.
- IV. **A new approach to parking.** MARTA recognizes that TOD will require less parking than non-transit development locations, though they acknowledge that many people will still use their cars. They recommended shared parking that does not obstruct the visual and pedestrian environment.

In this report, we will not examine the extensive background of the guidelines and MARTA’s implementation strategy. However, we outline them so that we may align our own findings with these guidelines.

MARTA TOD Example: Lindbergh Station

A prominent example of MARTA’s work with TOD is Lindbergh Center Station. Over the past few years, the station has seen success in increasing ridership and starting the process of building mixed-use development in the immediate surrounding areas.

According to the Lindbergh Center Station Profile, “The MARTA Transit Oriented Development Guidelines typology classif[ies] Lindbergh Center station as a Commuter Town Center station. Commuter Town Center stations are characteristic of having nodes of dense, active, mixed-use development, TOD-friendly street networks, and housing as a significant ingredient from the start.” However, they must also “be planned to accommodate high volumes of rush-hour commuters traveling in opposite directions.”¹⁸ Nearby Recent and Planned Development Activity within 1/2 Mile Radius include: 1) Lindbergh Place, Fuqua Development, completed in 2016 containing

¹⁸ Lindbergh Station Profile, MARTA. [https://www.itsmarta.com/pdfs/Lindbergh%20Station%20Profile\(1\).pdf](https://www.itsmarta.com/pdfs/Lindbergh%20Station%20Profile(1).pdf)

175,000 square feet of retail, 225 housing units, and a 3-acre urban park, 2) Morosgo Apartments, Newport Development Partners, completed with 251 housing units, and 3) AMLI Piedmont Heights, completed in 2016 with 375 housing units.¹⁹

Although there are mixed perceptions on the success of Lindbergh Station, comparable levels of investment at Kensington MARTA Station as had Lindbergh Station in recent years can aid in new developments. As MARTA continues the master planning process at Kensington Station, they may look to Lindbergh Station as an example of TOD. However, planners should continue to prioritize minimizing gentrification and displacement of residents as TOD plans at Kensington Station mature.

Challenges to TOD: Gentrification & Displacement

Although TOD brings increased economic interest and investment into an area, it can also bring about potentially harmful challenges such as gentrification and displacement. Gentrification is commonly understood as the transformation of a community from low value to high value.²⁰ In the context of TOD, increased investments around transit can lead to increased housing prices in surrounding neighborhoods.²¹ This phenomenon is also described as *transit-induced gentrification*. Transit-induced gentrification occurs when the proximity of transit is capitalized into housing prices, which results in higher-income households outbidding lower-income households for the locations closest to transit stations.²² This is especially problematic because low-income populations can benefit the most from easy transit access, but high housing costs can price them out of neighborhoods close to transit.

Displacement of long-time residents of an up-and-coming area often targets people of color, predominantly black and Hispanic residents. The influx of white residents then parallels increasing gentrification of the surrounding areas and erases culture along the way. This relationship makes it exceedingly difficult for a developing city to economically benefit all of its residents. However, expansion of well-managed affordable housing in the specific neighborhoods undergoing change can help combat displacement.

¹⁹ Lindbergh Station Profile, MARTA.

²⁰ Healthy Places: Health Effects of Gentrification, Centers for Disease Control and Prevention, October 15, 2009. <https://www.cdc.gov/healthyplaces/healthtopics/gentrification.htm>

²¹ Lisa Rayle, "Investigating the Connection Between Transit-Oriented Development and Displacement: Four Hypotheses," *Housing Policy Debate* 25, no. 3 (2015): 531, <https://doi.org/10.1080/10511482.2014.951674>

²² Casey Dawkins and Rolf Moeckel, "Transit-Induced Gentrification: Who Will Stay, and Who Will Go?" *Housing Policy Debate* 26 (2016): 802-803, <https://doi.org/10.1080/10511482.2016.1138986>

Case Study: Fruitvale Station

The Fruitvale Station in Oakland, California distinguishes itself as one of the most successful and widely-regarded cases of TOD by predominantly evading the gentrification and displacement that often accompany economic development. San Francisco's population boom and an increase in traffic over the last decade resulted in mass homelessness and a need for affordable housing. Most affordable housing is built outside of the city, meaning it is also outside of the proximity to transit lines and job opportunities.

In the early 1990s, the majority-Latino neighborhood surrounding the Bay Area Rapid Transit (BART) Fruitvale Station experienced high rates of crime, high rates of retail vacancy, and overall disinvestment. In light of these conditions, BART proposed a parking garage at the station.²³ The opposition to the parking garage eventually led to one of the most successful examples of transit-oriented development in the United States, and one that was able to preserve the rich cultural identity of the community.

One of the most vocal opponents to the parking garage was the Unity Council, a local non-profit organization that advocated for a more active use of Fruitvale Station.²⁴ Prior to their engagement with Fruitvale and BART, the Unity Council worked on community economic development such as real estate acquisition and management. For the Fruitvale project, they served as a conduit for community concerns and worked to incorporate residents in the redevelopment process. Additionally, the Unity Council conducted a series of economic, traffic, and engineering studies that supported the eventual creation of a transformative mixed-use development.²⁵

With the help of The Bay Area Transit-Oriented Affordable Housing (TOAH) Fund (which focuses on housing and mixed-use projects near bay area lines of transit), the Fruitvale Transit Village opened in 2003, featuring 47 housing units, of which ten were affordable, safe walkways, retail/storefronts, a high school, community center, public library, and a clinic.²⁶

Most significantly, Fruitvale Station experienced new development and economic investment without displacing the existing Latino population. From 2000 to 2015, the area surrounding Fruitvale Station saw significant increases in economic indicators, such as median household income and educational attainment. The area also saw an 8% increase in its proportion of homeowners, while the proportion of homeowners in similar Bay Area Census tracts decreased.

²³ Matt Barreto, Sonja Diaz, and Tyler Reny, "Should I Stay or Should I Go? How Effective Transit Oriented Development Can Lead to Positive Economic Growth Without Displacing Latinos," March 2018.

²⁴ Benjamin Schneider, "How an Oakland Transit Village Avoided the Worst Effects of Gentrification." Bloomberg CityLab, April 2, 2018.

<https://www.citylab.com/equity/2018/04/how-transit-oriented-development-can-prevent-displacement/556373/>.

²⁵ Barreto, Diaz, and Reny, "Should I Stay or Should I Go?"

²⁶ "Bay Area Transit-Oriented Affordable Housing Fund." Community Vision, July 15, 2015.

<https://communityvisionca.org/bay-area-transit-oriented-affordable-housing-fund/>; Schneider, "How an Oakland Transit Village Avoided the Worst Effects of Gentrification."

Despite this apparent economic boom, Fruitvale’s composition did not change significantly. In fact, the Latino population in the area decreased by just 1%, while Uptown Oakland, an area that experienced similar economic gains as Fruitvale during the same 15 year period, saw a 7% decrease in its Latino population and a 14% decrease in its black population.²⁷ Currently, BART is working on Phase II of Fruitvale Station, which most notably plans for 94 more units of affordable housing space.²⁸

Table 3: Comparing Changes in Racial Composition From 2000 to 2015 of Fruitvale Village TOD to Census Tract 4027

Location	% Change Latino	% Change Black	% Change White	% Change Asian
Fruitvale Village TOD	-.9%	-4.4%	-.4%	+5.7%
Census Tract 4027 (Uptown Oakland)	-6.7%	-14.2%	+23.6%	+.3%

Source: Unity Council TOD Evaluation March 2018 ²⁹

Table 4: Comparing Changes in Economic Composition From 2000 to 2015 of Fruitvale Village TOD to Census Tract 4027

Location	% Change Median Household Income	% Change Median Gross Rent	% Change Homeowners	% Change Unemployed
Fruitvale Village TOD	+47.2%	+82.8%	+8.2%	+.9%
Census Tract 4027 (Uptown Oakland)	+39.2%	+77.1%	-2.2%	-3.4%

Source: Unity Council TOD Evaluation March 2018 ³⁰

²⁷ Schneider, “How an Oakland Transit Village Avoided the Worst Effects of Gentrification.”

²⁸ See Appendix B for further information on best practices.

²⁹ Barreto, Diaz, and Reny, “Should I Stay or Should I Go?”

³⁰ Ibid.

Recent MARTA Updates

In late May 2020, MARTA announced that they would withdraw their application for rezoning around the Kensington MARTA Station. Instead of immediately rezoning, MARTA decided to embark on a master planning process to create a comprehensive vision for the future of the station.

Since this announcement, the TOD group at MARTA has been working to find a planning firm to assist with the creation of the Master Plan. They hope to utilize two different firms during the master planning stage; one Atlanta-based firm with more intimate knowledge of the area, and one firm outside of Atlanta to bring a fresh perspective on the community.

We recognize that at the current moment, MARTA is still in the very early stages of the master planning process. We hope that this report and our recommendations for the future will serve as a starting point as the Master Plan moves forward and can provide MARTA with a foundational community background that can continue to grow.

Research Strategy

Our project consisted of three major phases:

1. Key stakeholder interviews
2. Kensington Community Survey
3. Resident focus groups

Across these three research efforts, we collected a wide variety of resident and stakeholder input. In sum, we received 180 respondents to our Kensington Community Survey. Over 12 interviews, we spoke to 15 different community stakeholders including government officials, housing developers, and other community leaders. Additionally, we held four online focus groups totaling 15 resident and local community council participants.

Research Practices

1. Key stakeholder interviews

Our key stakeholder interviews consisted of continued talks with MARTA representatives and conversations with elected officials, representatives from housing developments, and Atlanta non-profit leaders. We discussed new and existing development, zoning policies, connectivity and accessibility, environment and sustainability, food accessibility, and affordable housing policies.

We met frequently with MARTA leaders of transit-oriented development to update them on our data collection and discuss possibilities for the master plan. They also informed us of current and past MARTA projects that relate to TOD and could apply to Kensington.

Our interviews with elected officials varied from person to person, as well as with what geographic area they represented. When meeting with elected officials from Avondale Estates, we spoke about community pushback and their relationship with the Kensington MARTA Station and its surrounding areas.

Current housing complex directors and planners gave a unique perspective to zoning and what goes into creating affordable housing within our study area. Our interviews with representatives from older housing developments gave us first-hand experience with what the community used to look like and how public opinion has changed over time.

Lastly, Atlanta non-profit leaders gave our team tips on making sure that we are recommending equitable development and engaging residents consistently and comprehensively. Two key Atlanta organizations, the TransFormation Alliance and Partnership for Southern Equity continue to

support efforts for equitable TOD and provided us with insight on how to best proceed with the community and MARTA

We used the coding software MAXQDA to analyze interview transcripts and create codes that reflected our interview topics.

2. Kensington Community Survey

Our survey gathered community input from a wide range of residents surrounding Kensington Station and asked about MARTA ridership and mixed-use development.³¹ Our questions around MARTA ridership explored both frequency of MARTA use and satisfaction with MARTA services. Our survey was hosted on Qualtrics, a platform that allowed us to conduct the survey and analyze the results.

We distributed the survey through a variety of methods in order to reach the maximum number of respondents possible. The survey was publicized online and shared over email, Facebook, and the neighborhood service NextDoor. Additionally, we created postcards to advertise the survey that included a link to the online version, as well as a phone number in order to allow residents to complete the survey over the phone. The postcards were placed around the Kensington MARTA Station and in several local apartment complexes. We specifically targeted complexes with affordable units, such as Villages at Kensington and Prince Apartments. By distributing the postcards displaying a phone number, we aimed to create opportunities for residents in the area who have valuable insight on MARTA ridership and mixed-use development, but may not have the same access opportunities as those who saw the survey advertised online.

3. Resident focus groups

Our first focus group was held on June 30th, consisting of 2 members of the District 4 Community Council. We invited all members of the District 4 Community Council to participate via email conversations. Although we kept the same procedure for all focus groups, we altered our questions to be more county-focused for the community council session.³² The focus group conversation helped us retrieve further information on zoning, funds, and public opinion.

Conducting outreach for resident focus groups was twofold: seeking residents who the Coalition for a Diverse DeKalb knew were interested and had valuable insight, and by asking survey respondents to input their email address if they wanted to stay involved in the project. We then created another survey to gather demographic information on the smaller pool of residents and invited them individually to a focus group. All four virtual focus groups were conducted under the same privacy policy, but we provided residents with a \$15 Walmart gift card incentive if they participated in one of the three sessions.

³¹ See Appendix C for a transcript of the Kensington Community Survey.

³² See Appendix C for a transcript of the Community Council Focus Group protocol.

Our first resident focus group was held on July 7th, consisting of 3 residents. Our second resident focus group was held on July 9th, consisting of 7 residents. Our third and final resident focus group was held on July 13th, consisting of 3 residents. In these three sessions, we focused more on what residents wanted to see in the Kensington Station community, and the areas they thought were most important to keep in mind during MARTA's master planning process.³³ The resident focus groups allowed us to expand upon the themes we observed from the survey responses that we received. We also gathered further insight on how residents currently interact with the Kensington MARTA Station, and what amenities or improvements would encourage them to use it more often. Additionally, we learned what residents value in their community and would not want to change amid an influx of development in the area.

As with our interviews, we analyzed focus group transcripts in MAXQDA, allowing us to examine trends across qualitative methods.

Survey Demographics

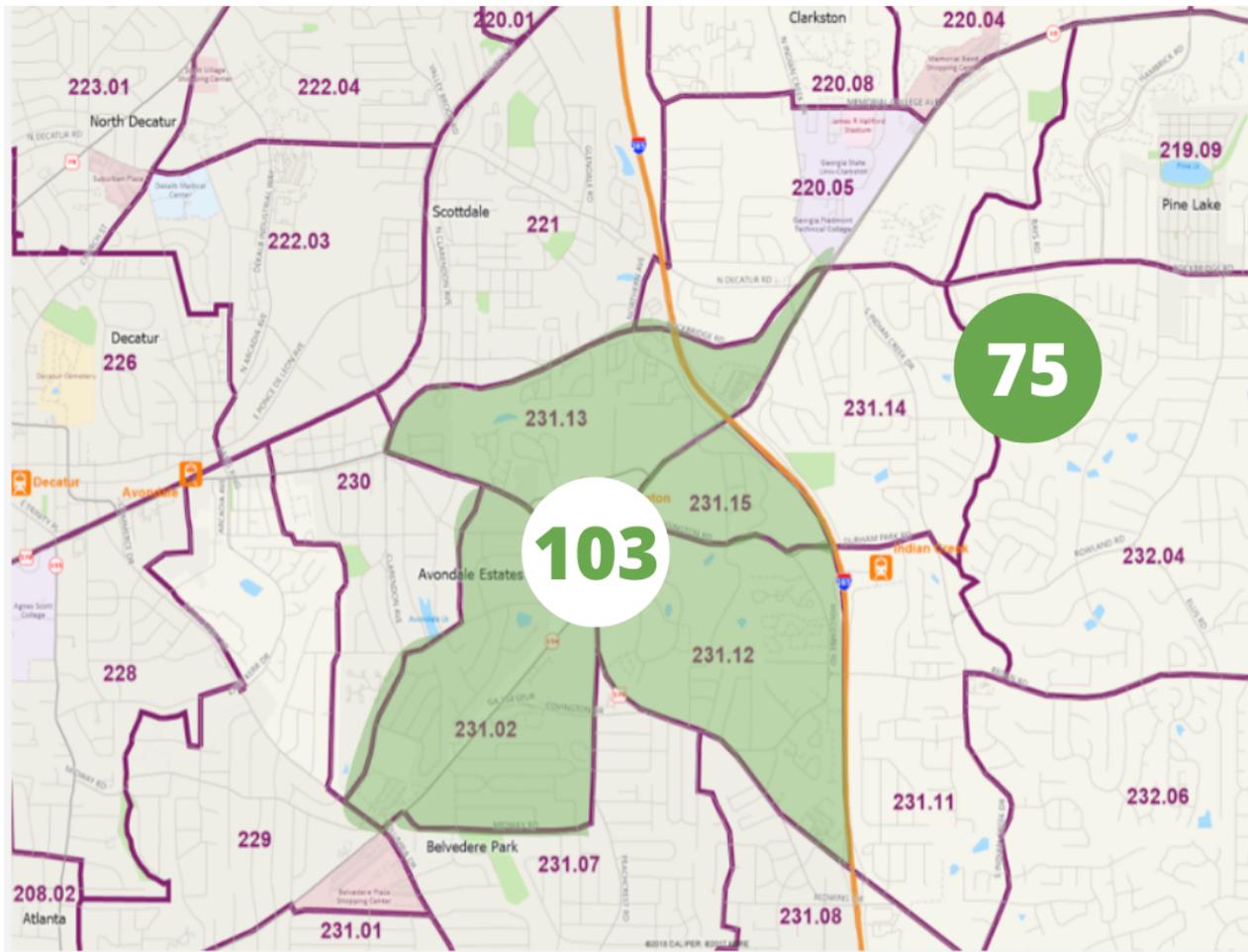
The Kensington Community Survey asked residents to share demographic information in order to gain a better understanding of respondent characteristics and how they compare to those of the overall study area. We collected data on respondents' location of residence by Census tract, age, employment status, homeownership status, and length of residence in their current neighborhood.³⁴

We asked survey respondents to report the Census tract in which they reside, and reported results from tracts 231.02, 231.13, 231.12, and 231.15. These four tracts directly surround Kensington station, indicating that individuals residing in these tracts are most likely to utilize Kensington station should they choose to ride MARTA. Residents from tracts 231.13 and 231.02 had the strongest representation in the survey population, with the two tracts combined making up nearly half of the responses. In total, our core geographic area, consisting of Census tracts 231.02, 231.12, 231.13, and 231.15, included 103 out of 178 Kensington Community Survey respondents.

³³ See Appendix C for a transcript of the Resident Focus Group protocol.

³⁴ Residents were asked to respond based on conditions prior to the COVID-19 outbreak. See Appendix C for the specific text used on the survey instrument.

Figure 4. Number of survey respondents by area.



The majority of survey respondents fell into the 25 to 34 age group, yet the remaining older age groups represented approximately one-fifth of the survey population each. Just over three-fourths of respondents are employed, with just under 10% of those employed working from home.

Homeowners make up just over two-thirds of respondents, while renters make up approximately one-third. Just over one-third of survey participants have lived in their current neighborhoods for more than ten years, while slightly more than one-fourth of respondents have lived in their current neighborhoods for less than one year.

Figure 5. Age of Survey Respondents

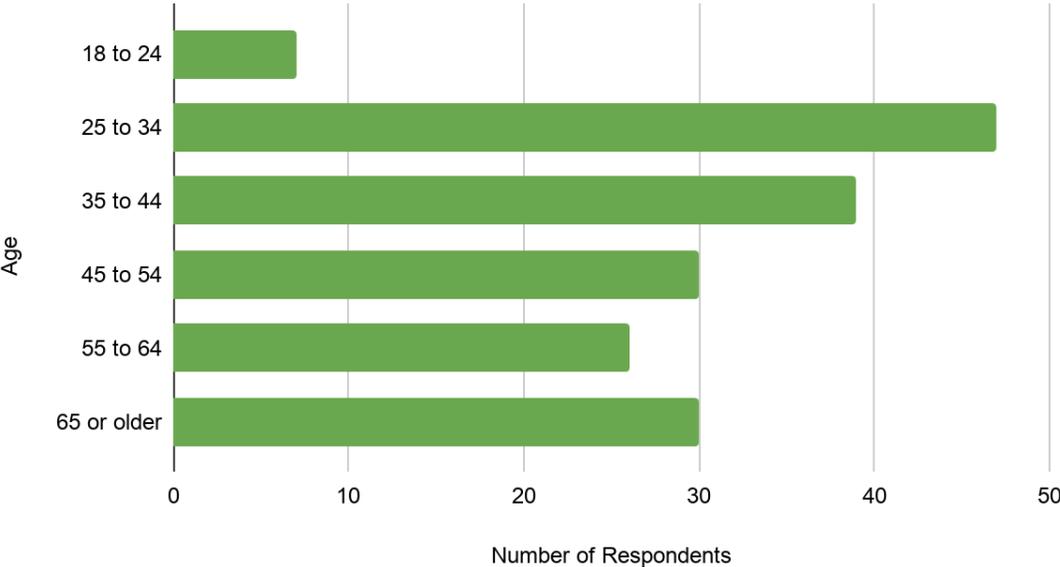
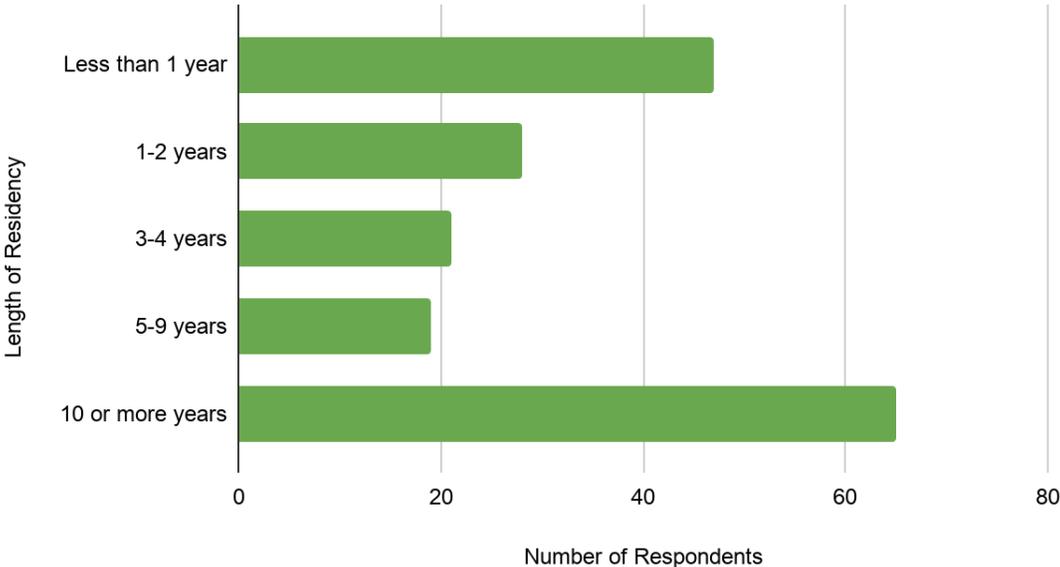


Figure 6. Length of Residency in Current Neighborhood



Discussion of Findings

Through analysis of our primary and secondary data, we have reached the following conclusions about the state of the current community surrounding the Kensington MARTA Station and the future trajectory that residents will likely support:

1. Residents favor mixed-use development.
2. In general, residents value public transportation but have mixed perceptions of Kensington Station.
3. Residents value walkability and want more walkable amenities.
4. There is plentiful land for redevelopment around the station.
5. Residents value sustainability and environmental features.

Finding 1. Residents favor mixed-use development.

Through survey results, as well as conversations in focus groups and interviews, we found that residents highly favor mixed-use development. In the Kensington Community Survey, we defined mixed-use development as follows: “Mixed-use developments blend two or more residential, commercial, cultural, institutional, and/or industrial uses in a pedestrian-friendly area. For example, a mixed-use development might be a multi-family dwelling unit with ground-level commercial space for retail, restaurant and business tenants.”³⁵

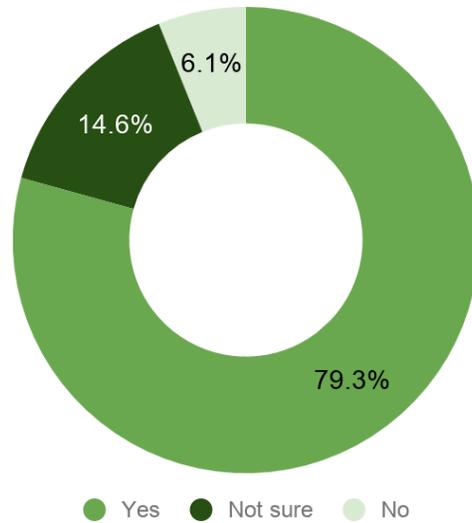
Following our definition of mixed-use, we asked survey respondents if they could envision Kensington Station as a “destination point” with mixed-use development in 10 years. Out of 164 respondents to the question, approximately four out of every five respondents answered yes. While the majority of respondents could imagine Kensington Station as a destination point, further research was necessary to determine the specific amenities included in potential mixed-use development.

Survey results revealed that residents support implementing housing into a potential mixed-use development in their community. Out of 164 respondents to the question “Would you support a mixed-use development that includes housing at the Kensington MARTA Station?”, nearly 80% answered “yes.” Only 6% answered “no,” while almost 15% answered “not sure” (see Figure 7).³⁶

³⁵ See Appendix C to review the Kensington Community Survey and our questions on mixed-use development.

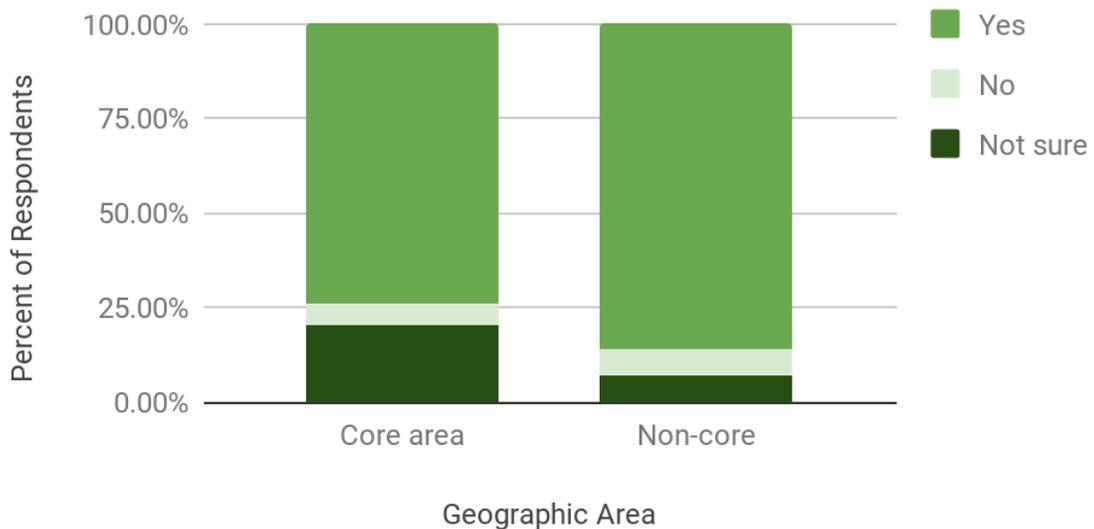
³⁶ Residents could learn more about mixed-use and types of development as MARTA enters their planning process. See “Recommendations” on page 33 for more on what MARTA could do to engage residents.

Figure 7. Support for mixed-use development that includes housing at the Kensington MARTA Station.



Support for mixed-use development held relatively consistently across the length of residence and geographic area, however, a larger share of respondents from inside the core area were “not sure” (See Figure 8). This may reflect a lack of education on the topic or a desire to learn more about the development.

Figure 8. Support for mixed-use development that includes housing at Kensington by geographic area.



Additionally, in the optional comments portion of the survey, many respondents demonstrated interest in mixed-use development. One respondent noted, “Kensington station is ideally suited for mixed use development, particularly if affordable housing is its focus.” Other respondents supported mixed use development more directly, writing, “I would like it if Kensington develops a mixed used development,” and “I would like to support the mixed-use development in any way possible.”

The topic of mixed-use development also came up often during our focus groups, where participants expanded on their idea of what mixed-use development around Kensington might look like. Food options, such as restaurants, pubs/bars, cafes, coffee shops, and small markets, were among the most commonly mentioned amenities that residents wanted to see in future mixed-use developments.

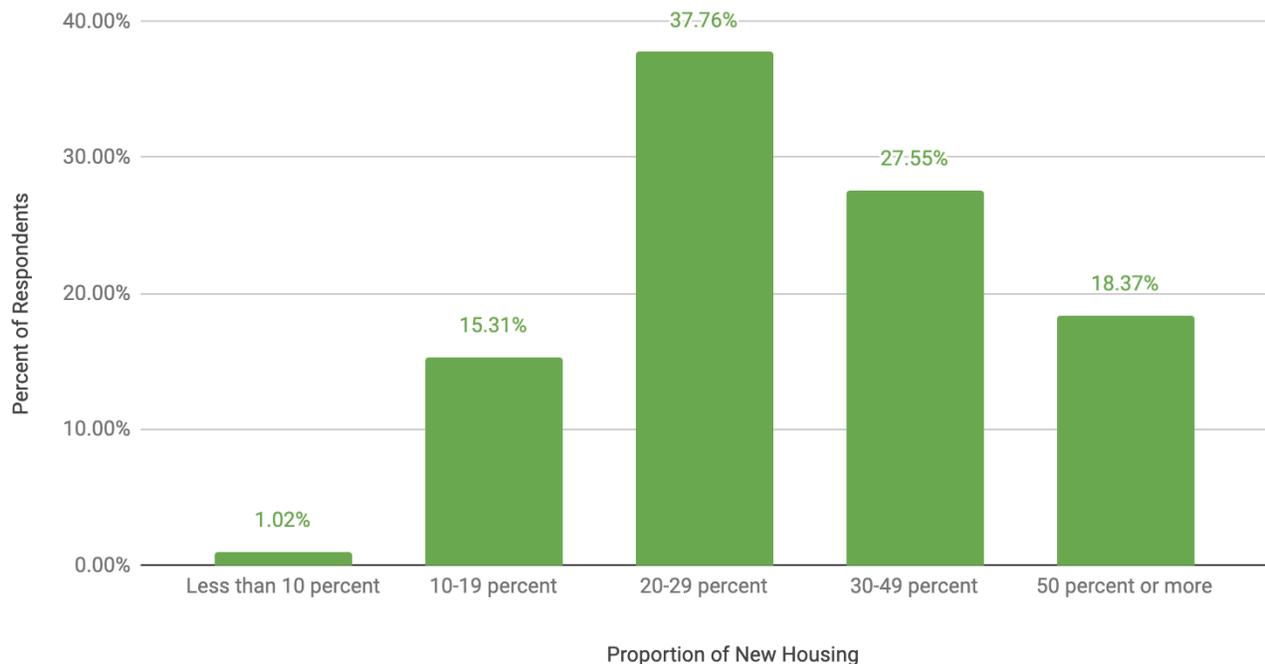
Overall, residents supported mixed-use offerings that would promote congregation and provide a community feel. Aside from food options, residents also expressed interest in small retail offerings. One participant specifically mentioned a bookstore, which could act as a congregational space and a unique offering for the existing community. The same participant also suggested larger amenities, such as a gym/fitness center or movie theater, which might draw outside residents into the area.

Residents support affordable requirements for housing in new mixed-use developments.

By allowing a variety of uses, potential mixed-use developments around Kensington Station have the ability to create affordable housing options. Many survey respondents who wrote additional comments urged for the creation of more careful, intentional affordable housing around Kensington Station. One respondent noted, “We have to have more affordable housing in DeKalb County, particularly in the Kensington area. Minimum wage workers cannot afford to live anywhere in DeKalb that is safe.” Another respondent wrote, “We need more affordable housing opportunities in the Decatur/Avondale area, not more overpriced, multiple story apartments with giant parking garages.”

When asked on the survey if they would support a requirement that any new housing included in a mixed-use development at Kensington Station include housing that is affordable to a variety of income levels, 80% of 130 total respondents answered yes. Out of 68 respondents from our core area, 80% of respondents also said they would support a requirement for affordability. Responses from this question show that the sentiments expressed in the survey comments are widespread—a majority of respondents support affordable housing in mixed-use developments, whether they reside in the core geographic area or not.

Figure 9. Proportion of New Housing at Kensington's Mixed-Use Development That Respondents Believe Should Be Affordable for Residents Earning Less than Half of DeKalb County Median Income.



Survey respondents varied in their beliefs on how much affordable housing should be set aside at housing in mixed-use developments. From 94 total respondents, a majority were comfortable with at least 20% of new housing being affordable to residents earning less than half of DeKalb County’s median income (approximately \$41,000 for a family of four).³⁷ These results show that affordability requirements of at least 20% have high levels of resident support. When asked what proportion of new housing should be affordable to residents earning less than 80% of the DeKalb County median income, the survey yielded similar results, with over 85% of respondents supporting a requirement of at least 20%.

While residents generally supported affordable housing as part of a mixed-use development, some expressed concern over the potential for gentrification. In the additional comments portion of our survey, one respondent described their concern: “While I can see Kensington growing into a hub for shopping, cultural venues/events, and living, I believe it has to be organic. I would hate to see the area becoming gentrified and current neighbors feeling like they need to move out because they can no longer afford the living expenses.” Gentrification is a pressing issue as the area begins to expand its housing stock, especially since Atlanta is one of the fastest gentrifying cities in the U.S.³⁸

³⁷ See Appendix D for tabulations of this result according to length of residency and Appendix E for geographic area.

³⁸ Keenan, Sean Richard. “Atlanta ranks high on list of nation’s fastest gentrifying cities.” Curbed Atlanta, July 23, 2019.

Protecting affordable housing in a number of different ways (inclusionary zoning, affordability requirements, etc.) can help prevent gentrification.³⁹

"While I can see Kensington growing into a hub for shopping, cultural venues/events, and living...it has to be organic. I would hate to see the area becoming gentrified and current neighbors feeling like they need to move out because they can no longer afford the living expenses."

-Survey respondent

Residents prefer medium density.

In interviews and focus group discussions of mixed-use developments, density came up as a concern among residents and community leaders. Overall, community leaders and government officials were more likely to demonstrate interest in maximizing density, while residents tended to be more weary of increasing density.

Due to the proximity to public transit, transit-oriented developments typically attempt to increase density. This aligns with MARTA's guideline for compact and dense station-area development, as well as DeKalb County's 2035 Plan. The plan designates the Kensington MARTA Station as a Regional Activity Center with a proposed density that allows up to 120 dwelling units per acre and a preferable minimum of 10 stories.⁴⁰ In the Community Council focus group, participants expressed support for increasing density directly around the station.

However, residents seemed more hesitant around the issue of high density. One survey respondent commented, "My concerns about a mixed use development are mostly concerning size of the development. Current info floating about indicates a number of buildings, some up to 9 stories tall." Density was also a consistent topic throughout focus group conversations. Residents expressed support for development but were weary of pushing development too far. Some residents cited Buckhead as an example of an area with too high density. Others described their ideal development around Kensington as a village-type development that does not take away from the quiet, residential feel of the current community. These sentiments align with findings from the 2012 Kensington LCI Report, which found that medium-density residential buildings with

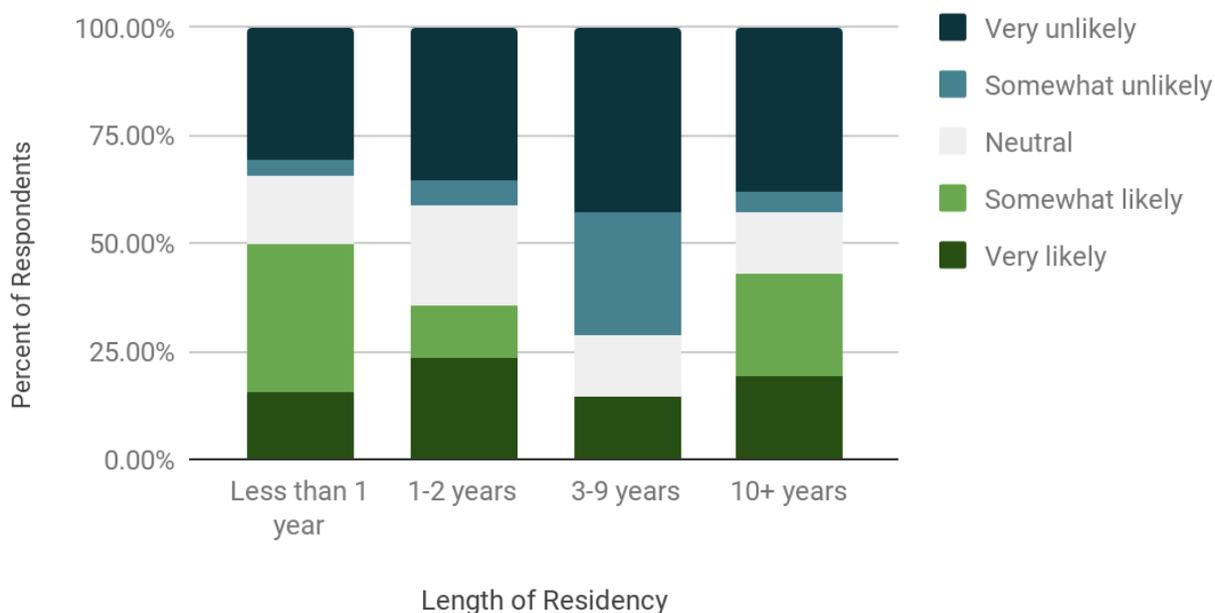
<https://atlanta.curbed.com/2019/7/23/20706344/atlanta-gentrification-bankhead-quarry-yards>

³⁹ See our Recommendations on page 33 for more on what can be done to protect and increase affordable housing opportunities in the Kensington Station area.

⁴⁰ DeKalb County Department of Planning and Sustainability, "DeKalb County Comprehensive Plan 2035," 61.

character were favored over high-density developments.⁴¹ However, more data collection is likely needed on this topic to determine widespread views of density in new mixed-use developments. Finally, the Kensington Community Survey asked respondents how likely they would be to move to housing at a mixed-use development at Kensington Station. Respondents from our core area were split on whether they were likely to move, with about 40% of respondents saying they were somewhat/very likely to move and 40% saying they were somewhat/very unlikely to move. Breaking down the data into length of residency for core area residents, residents who had lived in their current neighborhood in the core area for a shorter time were more likely to move than longer-term residents (See Figure 10).

Figure 10. Core Area Respondent Likelihood to Move to Housing at a Mixed-Use Development near Kensington Station.

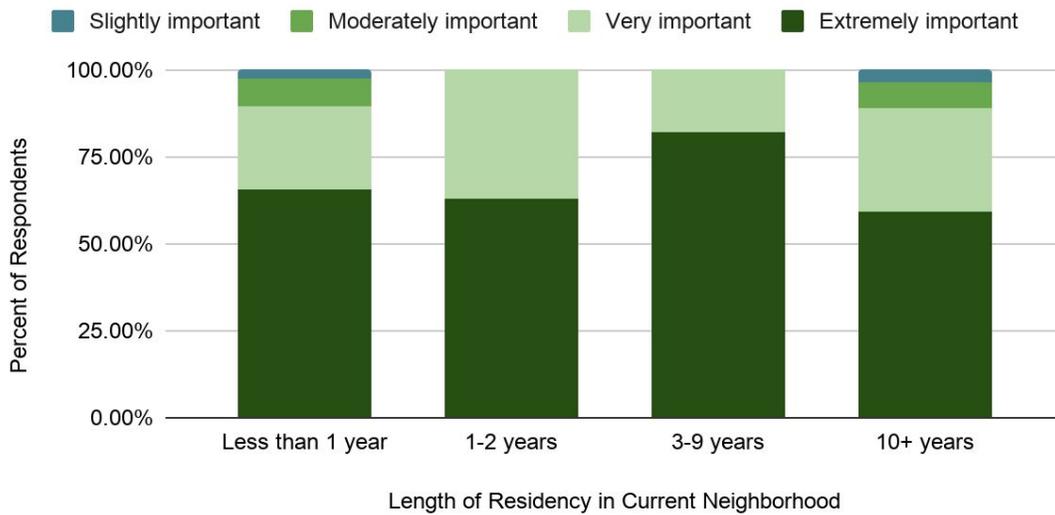


Finding 2. Residents value public transit but have mixed perceptions of Kensington Station.

Residents in the area surrounding Kensington Station overwhelmingly value public transit, with nine out of every ten Kensington Community Survey respondents indicating that public transit is very or extremely important to their community. This sentiment has remained relatively constant among residents over time. As seen in Figure 11, core area survey respondents exhibited similar beliefs across varying lengths of residency.

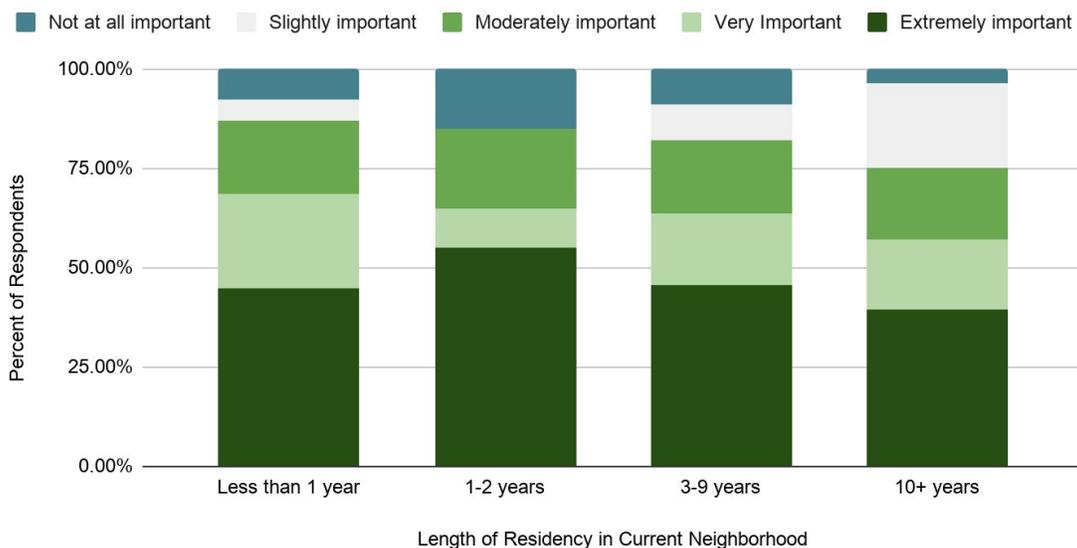
⁴¹ “Kensington Station Livable Centers Initiative Final Report,” 22-23.

Figure 11. Importance of Public Transit to Community by Length of Residency (core area only)



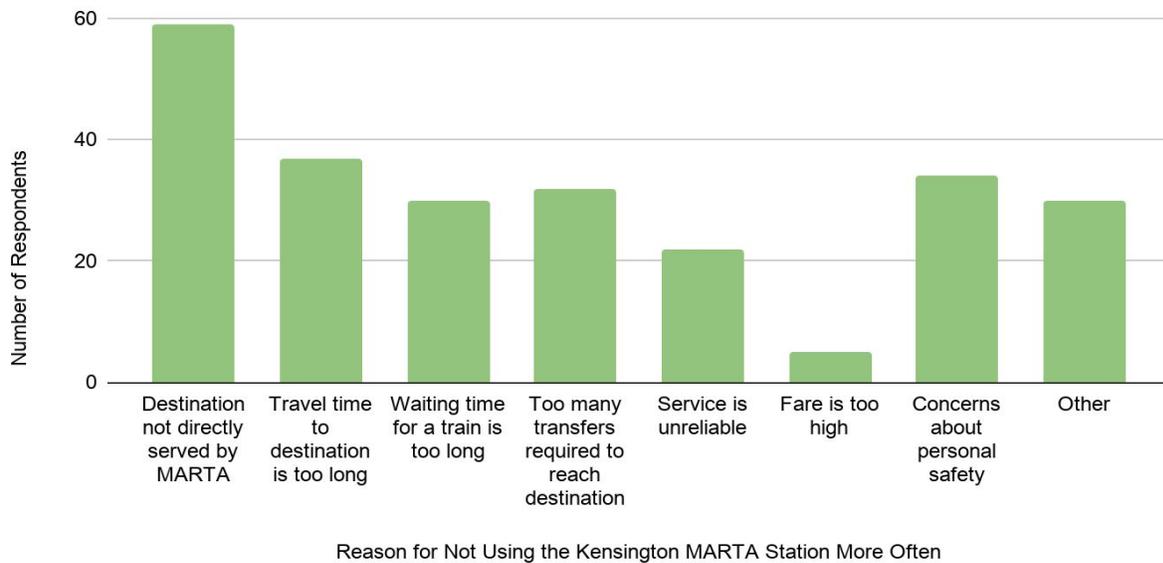
Moreover, one focus group participant noted that “the demographic around the station is becoming more like people like us, who want to live and be able to walk to the station.” Other focus group and survey participants echoed this claim, sharing that they moved to the Kensington area specifically to utilize MARTA. As highlighted in Figure 12, residents who have lived in the Kensington community for shorter periods of time are more likely to view public transportation access as an extremely or very important factor when deciding where to live. Residents generally understand the value that MARTA adds to their community on multiple levels. As one survey respondent wrote, “MARTA is something that is extremely essential for climate change reasons, the growth of our city as a whole, and general viability as we continue to have transplants come in to find work as rural areas continue to suffer.”

Figure 12. Importance of Public Transportation Access When Deciding Where to Live by Length of Residency (core area only)



Despite residents' demonstrated value placed upon public transportation, ridership out of Kensington Station does not reflect this sentiment. Within the core geographic area, 13% of survey respondents use Kensington Station every day, while another one-fifth use the station at least once a week. Respondents most commonly use Kensington Station a few times a year, with half of all survey participants primarily using it to get to or from entertainment/leisure.

Figure 13. Factors That Discourage Residents From Using the Kensington MARTA Station More Often



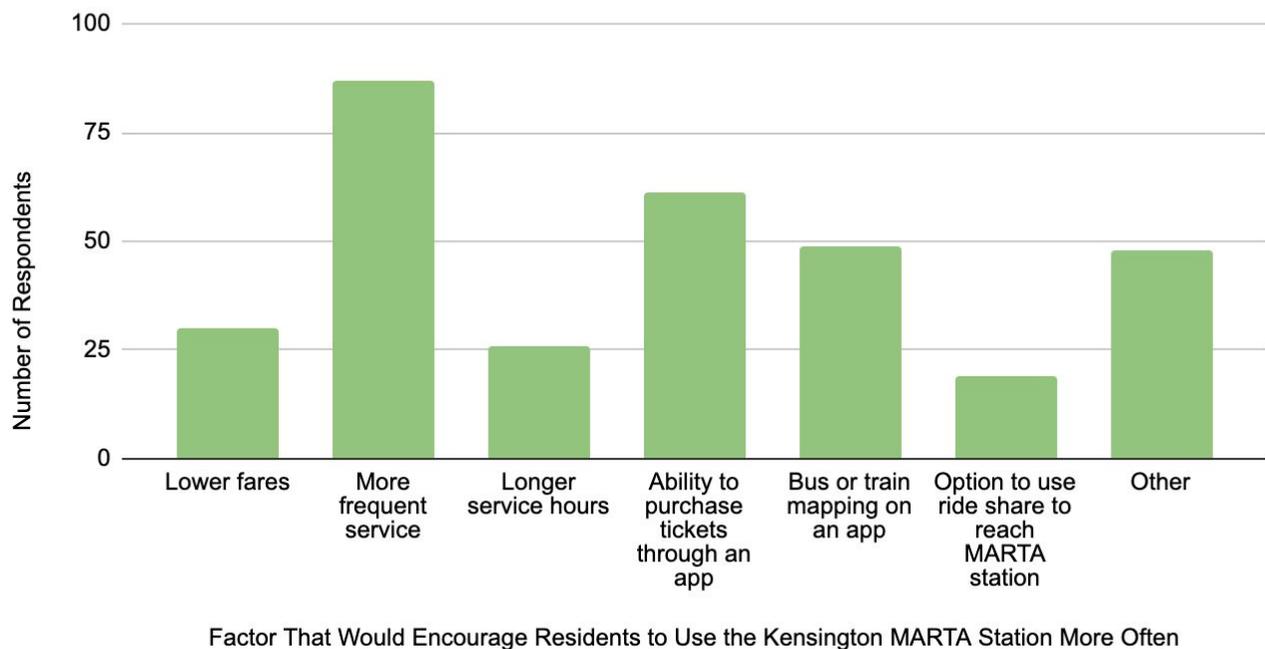
Transportation to or from work serves as the second most common usage of Kensington Station, with just over one-third of respondents citing it as the main reason why they use the station. Just over one-fourth of respondents within the core geographic area use MARTA trains and/or buses as their primary mode of transportation to work, while just under two-thirds use a personal vehicle (car, truck, or van).

There are several reasons why residents may opt for travel options other than MARTA on a regular basis. Kensington Community Survey results show that residents are most commonly discouraged from using MARTA more often because their desired destination is not directly served by MARTA. Focus group participants expressed similar qualms about traveling through Kensington Station, stating that “it takes too long for me to walk up there or drive up there to take the train, then I’ve got to get off the train, catch a transfer bus to transfer and then stop at every stop along the way.” Other focus group participants found their commute to work to be too short to make using MARTA an efficient use of their time. Survey results show that residents within the core geographic area most commonly commute six to ten miles to work. However, nearly one-fourth of survey respondents within the core area commute less than five miles to work, while 40% commute 11 miles or more.⁴²

⁴² See Appendix D and E for additional survey results regarding MARTA satisfaction and ridership.

In general, residents seem most likely to use MARTA more frequently if travel times on MARTA are more comparable to other modes of transportation, specifically personal vehicle use. Two focus group participants shared that their employment subsidizes MARTA passes, encouraging them to ride out of the Kensington MARTA Station more often. Consequently, additional partnerships between MARTA and local employers may encourage residents to use MARTA more frequently. One survey respondent suggested that MARTA “consider adding a day pass for the price of two rides to encourage folks to run occasional errands using the train.” Survey results show that a smartphone application that allows residents to purchase tickets and shows bus or train mapping would further encourage residents to travel through the Kensington MARTA Station more often. While MARTA has a mobile app that shows bus or train mapping through MARTA On the Go, the survey results highlight the need for further advertisement of MARTA On the Go to ensure that residents know that this feature is available.⁴³

Figure 14. Factors That Would Encourage Residents to Use the Kensington MARTA Station More Often



Ultimately, residents in the Kensington area view having a MARTA station nearby as an asset to their community. When convenient, residents increasingly choose to ride MARTA to reach their desired destinations. However, residents’ demonstrated ridership does not currently reflect their expressed high valuation of public transportation. The data collected through the Kensington Community Survey and resident focus groups emphasize that efforts to make MARTA use more convenient for residents will likely increase ridership out of Kensington Station.

⁴³ “MARTA Mobile Apps,” MARTA, <https://www.itsmarta.com/marta-on-the-go.aspx>.

Finding 3. Residents value walkability and want more walkable amenities.

As MARTA outlines in their own TOD guidelines, transit-oriented development is also pedestrian-oriented development. With the increased use of transit and new mixed-use developments comes a decrease in car use and more support for easy and safe connectivity. In our research, residents support and desire more walkability in their community. However, the current landscape of the area around Kensington Station is not pedestrian-friendly.

The current community is car-dependent and difficult to navigate on foot.

A 2012 MARTA Report on Kensington found that the area surrounding Kensington had a walk score of 40. The Walk Score measures how easy it is to have a car-lite lifestyle and a score of 40 indicates that the area is car-dependent with few amenities within walking distance.⁴⁴ Although the Kensington Community Survey did not ask about car use habits, survey results show that over 90% of residents either own or can use a car, truck, or van.

Additionally, residents across focus groups noted their safety concerns with pedestrian access to the station. Most notably, residents were concerned with the lack of sidewalks along Mountain Drive. Although there are two major housing complexes (NOVO Avondale and Avondale Hills) and a residential area with single-family homes, there are inconsistent sidewalks as well as no designated crosswalk to the entrance to the station. If residents want to travel from their neighborhood to the station, they must cross a four-lane road with no protection. One focus group participant described the danger they felt making this trip: “The scariest part is walking to [Kensington MARTA Station]. Once I’m at the station I feel relatively safe.”



View of Mountain Drive. Courtesy of Kate Grace.

Residents were not the only ones to express concerns with pedestrian safety and the current lack of safe and accessible walkways. A government official noted in an interview that “improving the pedestrian environment is absolutely essential,” and went on to describe criteria for new walkways: “You want some physical separation and you want street trees that will not only give you some sort of visual but also in the summertime provide you some shade and make that walk a lot more tolerable.” A local property developer also expressed their support for more safety measures along Mountain Drive stating, “We would love for those sidewalks to be wider, we would love for the pedestrian and bicycle safety to be improved.”

⁴⁴ MARTA, “Kensington Station: Transit Oriented Development,” 2012.

Residents envision a future with more walkable amenities.

Despite the current challenges to walkability, some of the residents in focus groups hoped for a more connected, pedestrian-friendly community in the future. This sentiment rang particularly true among focus group participants who reside in the new development of Avondale Hills. Some said they had moved to the area specifically for the easy walkability to the MARTA Station. This may indicate a new demographic of residents moving into the community who value public transit and walkability, although further research on this statement is needed.

In addition to access to MARTA, walkability was often brought up during discussions of mixed-use development. Focus group participants hoped that mixed-use developments would be accessible by foot and include amenities such as grocery stores, restaurants, shops, offices, etc. Some participants also expressed interest in a walking path or trail to connect points of interest in the community.

Through walkability and increased connectivity, residents spoke of the potential for Kensington to become more of a destination point rather than a station to travel through. One focus group resident said “There is no reason to want to go to Kensington Station other than to leave it,” a sentiment that other residents hoped would change in the future. In an interview, one government official described the positive effects that more investment in walkability and connectivity can bring: “If you change the sort of feel of an area if you make it a much more fun place to be, a safer place to be, a more comfortable place to be, then the market will respond to that.”

In discussions of walkability residents often cited other walkable Atlanta areas such as Downtown Decatur and the BeltLine. Although they appreciated the accessibility of amenities in Decatur and the multi-use pathway of the BeltLine, they did not want the Kensington Station area to completely resemble these areas. Overall, residents seemed to support a future that included more walkable, accessible amenities in order to support a live/work/play community.



Downtown Decatur, GA. Source: City of Decatur.



Atlanta BeltLine. Source: Explore Georgia.

Finding 4. There is plentiful land for redevelopment around Kensington Station.

According to MARTA's 2017 Kensington Station Profile, MARTA owns around 41 acres of land at Kensington Station and its surrounding areas. MARTA has estimated that nearly half of this land has the potential for joint development.⁴⁵

A large portion of this under-developed land comes from underutilized parking lots. Kensington Station has five parking lots, one vacant lot, and two undeveloped parcels. Parking utilization hovers around 25%, with visitors primarily parking at Lots 2 and 3. Combined, Lots 2 and 3 make up approximately eight acres of land, and typically do not have more than 50% utilization. Lot 1 is rarely used and takes up about 0.7 acres. Similarly, Lot 4 remains unused and presents 3.1 acres of land. Lot 5, a long-term parking lot, and a vacant lot across from the station grants a combined five acres of barely utilized land.⁴⁶ Given MARTA's fourth TOD guideline of a "new approach to parking," these unused lots will help reimagine land use near the station and work towards decreased car dependency.⁴⁷



Kensington MARTA Parking Lot. Photo by Kate Grace.

⁴⁵ MARTA, "Kensington Station: Transit Oriented Development," 2017.

⁴⁶ Ibid.

⁴⁷ MARTA, "Transit-Oriented Development Guidelines," 2010, 6.

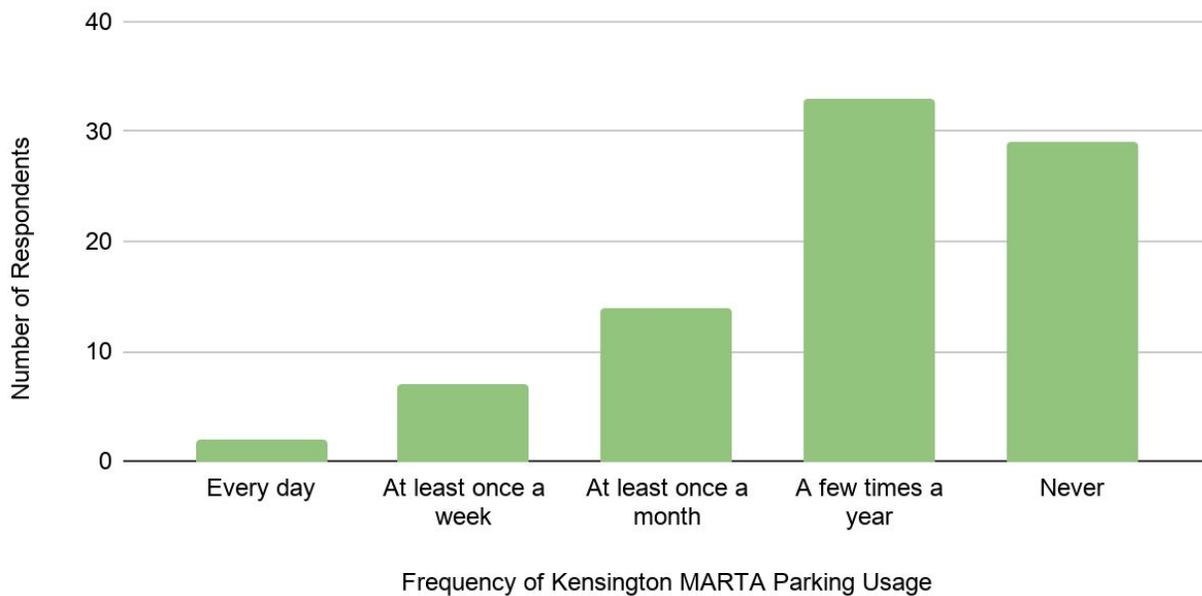
Figure 15. Development Potential at Kensington Station⁴⁸



Kensington Community Survey responses accentuate the notion that Kensington Station has an excessive amount of underutilized parking. When asked “What discourages you from using the Kensington Station more often? Select all that apply”, not a single respondent selected “Parking not available.” Moreover, residents within the core geographic area most commonly park at Kensington Station a few times a year, with “never” serving as the second most popular response.

⁴⁸ MARTA, “Kensington Station: Transit Oriented Development.”

Figure 16. Frequency of Kensington MARTA Parking Usage (core area only)



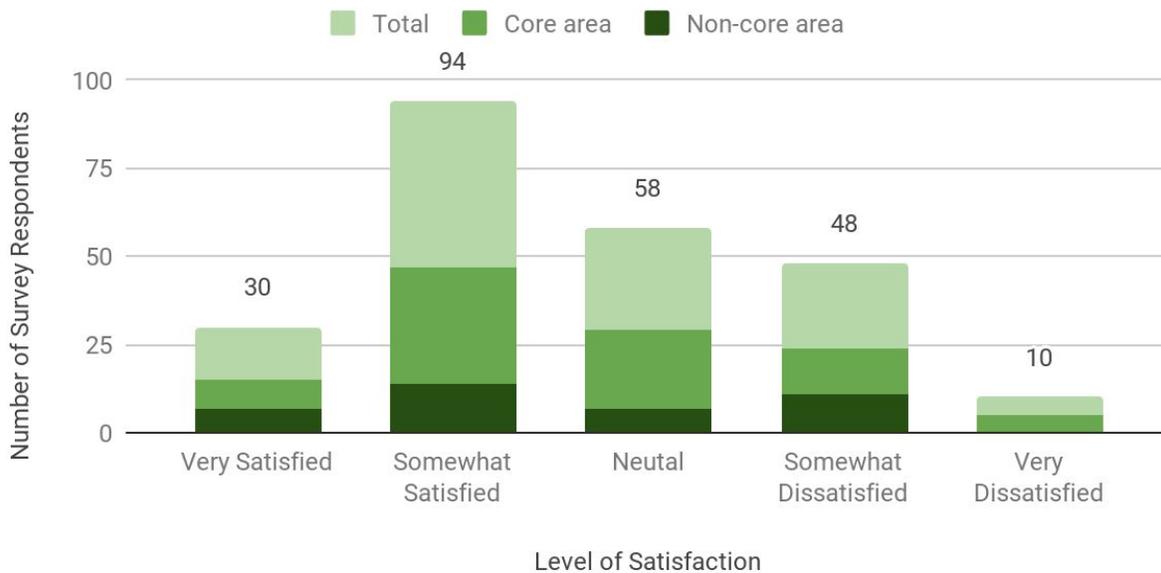
Survey comments, resident focus groups, and interviews with policymakers further revealed that many view the empty parking lots as an opportunity to beautify the area and add new amenities. As one survey respondent wrote, “it would be great if Kensington became a transit-oriented development with shops, services, and restaurants I could access on MARTA. The huge parking lots at the station make it uninviting to pedestrians.” Furthermore, a focus group participant remarked that the Kensington Station parking lots are “just a dead area wide open. The only times I’ve ever seen it pretty crowded was when there was a football game or soccer game, and people just parked there to get downtown.” One government official emphasized the benefits of repurposing unused land, stating that he saw development in the area surrounding Kensington Station as a “potential gold mine in terms of being a catalyst for development for the area.”

Finding 5. Residents value sustainability and environmental features.

Throughout our community outreach, particularly the focus groups, we continued to hear a desire for green space. A comment from the Kensington Community survey asks us to “make sure that there is ample usable green space and recreational area... or event space that could be rentable.” Green spaces can include but are not limited to parks, designated areas for exercise, children’s play areas, community gardens, public seating, town squares, outdoor markets, man-made bodies of water, and flowers or trees in general.

Nearly half of survey respondents are somewhat satisfied with the cleanliness of the Kensington MARTA station, but the desire for “beautifying the area” was stressed. Inadequate recycling, trash, and landscaping processes result in a less appealing station.

Figure 17. Satisfaction with the Cleanliness at Kensington MARTA Station



The need for greenspace functions not only for aesthetics but also as a place for activity and exercise, such as walking, jogging, cycling, and walking dogs. This issue consistently came up among residents, and county officials also noted the importance of preserving natural features and creating new spaces to beautify existing areas. One resident remarked that a green space “for all of us residents who are within walking distance will probably promote us going to businesses at Kensington station as well.”

Another aspect of enhancing environmental features includes ensuring the sustainability of the actual buildings, both existing and new. We found that green building codes are not consistently enforced nor is there an incentive for developers to reach for sustainable, green buildings. Many developers attempt to implement sustainable practices, but do not reach for LEED (or other green) certification, primarily because it can be viewed as an unnecessary cost. As MARTA and leaders plan new buildings and developments, sustainability should be prioritized as residents in the community value green practices.

"I believe there's a natural alliance between mass transit or public transit and environmental concerns and I'd like to see any kind of it."
 -Resident Focus Group participant

Numerous focus group participants voiced concern over rainwater runoff and the environmental damage it may be having on the land surrounding the Kensington MARTA Station. A community council member noted that they “do consider trees and we consider stormwater management that should be a more holistic approach. Because with climate change and increasing problems in our infrastructure like sewer capacity stormwater runoff, we need to really be more cognizant of those problems and design around them.” Rainwater runoff and watershed issues are certainly issues of sustainability and indicative of a need for better environmental protection in the area, but more research must be done before the county can make changes.

The COVID-19 pandemic also highlights the relevance of green space. In the current time of social distancing, large amounts of green spaces are important for limiting crowds. In an interview, one government official described the real possibility of green spaces in the community saying, “There’s enough room to build in the kinds of green spaces that communities use so it’d be usable green spaces, not just trails, but...the kinds of amenities that people can be a community in if we have to be six feet apart.” TOD around the Kensington Station may lessen parking and alleviate car-dependency in the community, which also has positive environmental benefits.

Recommendations

Recommendation 1. Create inclusionary zoning policies that mandate affordable housing in new developments.

Inclusionary zoning must come first before equitable transit-oriented development can occur around the Kensington MARTA station. Residents value that people of various incomes can live and engage with others in this community, and do not want new developments to drive them out. Mandated affordable housing will help breach socio-economic divides, and provide a good quality of life for all residents of the Kensington area, regardless of income. As described in Finding 1, residents overwhelmingly support new mixed-use development and at least some level of required affordable housing in such a development.

Inclusionary zoning policies often require that most new (and some renovated) residential developments also include affordable homes. For the Kensington area, inclusionary can mean all income levels, or low to moderate-income levels for certain housing developments. During our qualitative research, residents and county officials alike stressed how outdated much of the zoning codes are, and that zoning is key for creating beneficial, long-lasting development. TOD in particular requires immediate rezoning of the unused, MARTA-owned land from residential to mixed-use.

"MARTA is not an option for people who can't afford cars or other means of transportation to work, it's a requirement... If we price them away from MARTA stations their commute gets longer and longer and less and less viable. Transportation is also about housing justice, race justice, and class justice."

-Survey respondent

Recommendation 2. Foster continuous engagement with the surrounding community and intentionally include residents throughout the master planning process.

Exemplified by the resident focus groups and the Kensington Community Survey, residents want to have their voices heard. As a consequence of continuous resident engagement, new programs and developments can more accurately reflect residents' needs and desires, building a stronger community in the area surrounding Kensington Station.

In order to build trust among MARTA, outside developers, and residents, there must be transparency during the planning process. Publicizing steps and decisions during MARTA's master planning process by utilizing online resources will ensure that residents are aware of the changes occurring within their community and can have a voice throughout the entire process. Examples of online resources include a website dedicated to sharing development plans with residents, regular community webinars that allow participants to ask questions, or a social media page that informs citizens about the future of their community, providing them with a platform to engage with both MARTA and other community members.

MARTA and outside developers can also build trust with residents by leveraging existing community networks. Specifically, MARTA could achieve this goal by bringing StationSoccer to Kensington Station. StationSoccer, a program run by Atlanta not-for-profit, Soccer in the Streets. StationSoccer provides free soccer programs for underserved youth at transit stations in the Atlanta area, with the goal of connecting communities through transit, soccer, and leadership training.⁴⁹ StationSoccer has seen great success in building trust with the participating communities and families. Although MARTA can connect with the surrounding community in a variety of ways, StationSoccer can be effective in bringing neighbors together. Other organizations such as the Transformation Alliance, dedicated to TOD and helping residents, can also aid in fostering high levels of equitable resident involvement.

Recommendation 3. Improve safe and accessible connections to the station.

As described in Finding 3, the current area surrounding Kensington Station is car-dependent and unfriendly to pedestrians. In order to create a safe, accessible community for all residents and make MARTA access easier, a significant investment must occur in improving connections to the station.

Specific notice should be given to the current conditions of Mountain Drive. Sidewalks are needed along the road to provide residents in housing across from the station a safe place to walk. Creating a designated crosswalk to Kensington Station will also allow people to safely cross the street and can encourage and increase ridership. Crosswalks should be accessible to all, and we encourage adding in environmental features (grass, planters) along the pathway to the station. Bicycle lanes might also be added to incentivize biking instead of driving. We also encourage community conversations and exploration of a road diet/complete street or other measures to increase road safety for pedestrians on Mountain Drive.

It is also important to improve accessibility and connectivity to areas not along Mountain Drive. Specifically, the Villages at Kensington (formerly called Oak Tree Villas) has many residents who could use the station, but they must cross the intersection between Memorial Dr. and Kensington Rd. to reach it, creating a potentially dangerous trip to the station. Adding a pathway or shuttle service that goes directly to the station can help alleviate these safety concerns and increase

⁴⁹ "StationSoccer™ - Play," Soccer in the Streets, <https://www.soccerstreets.org/station-soccer>.

MARTA accessibility and ridership.

Recommendation 4. Enhance the aesthetics of Kensington Station.

Considering less than half of survey respondents indicated that they were satisfied with the cleanliness of the station, cleaning the inside and surrounding areas of Kensington Station will make residents more comfortable using the station and show them that MARTA is listening to their concerns. Adding outdoor art and entertainment such as music to the area can help give local artists a platform and make visiting the station a more enjoyable experience. While it is not easy to regularly clean the station and add art and entertainment to the area, these projects can typically take less time than adding new buildings and can help build trust among residents that not only is MARTA asking residents for their input, but also implementing the changes that they wish to see.

A beautified area surrounding Kensington Station will invite more residents and non-residents to use the station, as well as use the possible nearby green spaces, restaurants, housing complexes, and individual businesses in the area. Green spaces are crucial in bringing people from all corners of a community together, by providing a myriad of social and physical activities to engage in. Enhancing the aesthetics at Kensington Station and having more options in the area for living, eating, and breathing is a step towards becoming a destination point rather than a commuter town station.

Recommendation 5. Make food accessibility a priority.

Food accessibility remained a consistent concern among residents, and we encourage a comprehensive approach to increase food accessibility in the Kensington Station community. Adding a grocery store, implementing the Fresh MARTA Market, and creating a community garden are three major ways to address the need for more food access.

Adding a grocery store to the community was a constant desire among residents as well as community leaders. Residents hope to see a grocery store or market that is affordable, within walking distance, and that has healthy food options that the current community landscape lacks. If a big-box grocery store is unattainable, residents also expressed interest in a smaller market or bodega-style amenity near a residential area.

The Fresh MARTA Market is also a way to address a lack of healthy food options in the community. The Fresh MARTA Market is a pop-up stand selling locally grown fresh produce within MARTA stations, and we encourage implementation at Kensington Station. The Market helps alleviate the transportation barrier in accessing fresh produce and can incentivize visiting the station.

Finally, we encourage building a community garden around the MARTA Station. Though the garden would not be the main food source for residents, it can still serve a variety of purposes. The garden can help beautify the area, aligning with the wider community desire for greenspace. The garden can also serve as grounds for healthy food education. Finally, the garden can serve as a place-making tool for a community that is rapidly growing, where neighbors can get to know one

another and build trust and connection within the community.

Recommendation 6. Repurpose a vacant Kensington Station parking lot into a park or large green space.

As highlighted in Finding 4, Kensington Station has five parking lots, at least two of which are primarily vacant. Repurposing an underutilized lot at the station into a park or large green space can help meet the community's desire to beautify the area. Furthermore, multiple residents expressed concern over the lack of safe spaces near Kensington Station that help sustain an active lifestyle, which a park or green space may alleviate.

While this recommendation builds upon Recommendation 4 of enhancing the aesthetics of Kensington Station, we choose to write a separate recommendation to emphasize the need to make productive use out of severely underutilized space. The quantity of undeveloped land at and surrounding Kensington Station serves as a major asset to the area, functioning as a prime opportunity to meet residents' needs and wants for the future of their community.

SWOT Analysis

Our fellows team decided to complete a strategic planning technique called a SWOT Analysis at the final stage of our project, so as to identify what we did well and what we can work on in the future. The acronym SWOT stands for strengths, weaknesses, opportunities, and threats.

Strengths

Despite the challenges of an online summer term, we were able to do extensive community outreach using a variety of methods. Our survey reached a large number of residents and our focus groups garnered a high level of interest, bringing longtime and new residents into conversations about the state of their community. In addition to giving residents a platform for their needs and concerns, we were able to have productive conversations with community leaders and stakeholders, which will hopefully turn into greater working relationships with the Coalition for a Diverse DeKalb. Additionally, our conversations with Atlanta organizations such as the Partnership for Southern Equity and the TransFormation Alliance helped to position this work in the larger conversations of TOD and equity in Atlanta.

Weaknesses

Given that the scope of TOD is relatively small, our desired study area was often awkward to research and sometimes difficult to target residents for community research. We overcame this obstacle by collecting data via Census tracts, however, this area is still larger than the community of interest. This can reduce the accuracy of survey results when representing residents in our intended study area. Additionally, the demographic data we selected from Census tracts might not be the most applicable to the population of interest when seeking trends.

Furthermore, we recognize that the residents we engaged with generally had the technology adequate to participate in surveys and focus groups. Although we conducted a few surveys over the phone, we hoped to reach a larger population of individuals in the community that was not limited to those with internet access.

Opportunities

This project only serves as the beginning of many more opportunities for work in the Kensington Station community. As the Master Plan is still in the early planning stages, there are many opportunities to engage residents about their vision for the future. We encourage the Coalition and MARTA to be intentional as they work to engage residents, making sure to be proactive and comprehensive in their outreach.

Given that affordable housing is the primary focus of the Coalition for a Diverse DeKalb, a current housing inventory of the community would be incredibly useful in assessing local housing conditions and possibilities for future housing stock. A market study report would also benefit the area as it moves towards TOD and greater investment in potential mixed-use development.

We recognize the current limitations of the COVID-19 pandemic and the many challenges this time brings. However, we encourage community leaders and organizations like the Coalition to continue to be creative in their outreach to residents. In the face of the pandemic, community building and instilling trust and support among neighbors is crucial and will continue to be important while future decisions are made about new developments and the overall direction of the community.

Threats

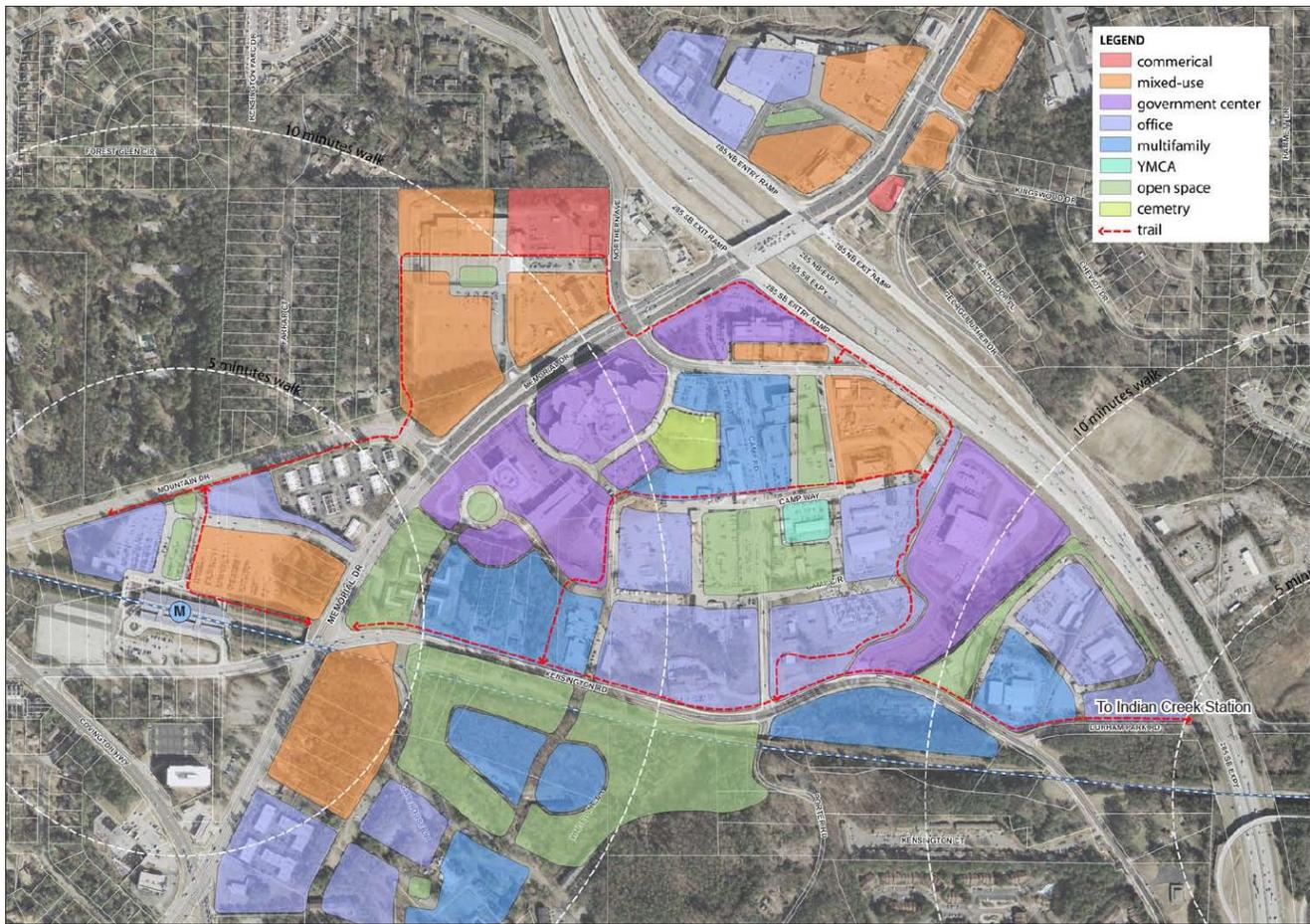
The COVID-19 pandemic also creates some of the biggest threats to the future of the Kensington community. The pandemic has created serious financial and planning limitations within DeKalb County and MARTA. The investment that the county and MARTA can give to the area is unclear, as is the area's development potential over the next few years. The pandemic has also taken a significant financial and social toll on residents, so any future plans must include support for residents in light of the pandemic.

Additionally, gentrification is a major force throughout Atlanta and in communities close to our area of interest. Community leaders and residents need to be prepared to educate and work against these forces and hold MARTA, developers, and government leaders accountable. Although this work is difficult and long-lasting, our research this summer has illustrated the interest of residents and the potential to build a supportive community for all.

A3. Kensington Station Illustrative Plan, 2003 Kensington Station Livable Centers Initiative Report.



A4. Kensington TOD Framework Plan, 2012 Kensington Livable Centers Initiative Report.



Appendix B: Best Practices

In order to identify potential best practices, we examined similar initiatives enacted in the past. The three cities we viewed as most relevant to our project were San Francisco, Washington, D.C., and other TOD projects in Atlanta. Our first best practice is found in “The New Transit Town: Best Practices in Transit-Oriented Development,” a project that cultivated data from San Francisco Bay Area Rapid Transport (BART). Since 2000, new funding in public transit stations like BART has allowed initiatives such as The Great Communities Collaborative (a cooperative relationship between multiple Bay Area and national organizations) to seek out areas ripe for transit-oriented development.⁵⁰

Conducting experiments that held household size and income as controlled variables, the walking distance of transit, the community surrounding transit stations, and the overall ability to choose proved to be areas of concern for residents. The Center for Neighborhood Technology also conducted multiple surveys, creating a livability index with criteria of seeing safety and access to a variety of services or affordability index with criteria of what houses are affordable in reference to transportation costs. Dittmar and Ohland established TOD in an area by interpreting differences in communities by combining “density with appropriate street patterns, access to transit, neighborhood amenities, and an adequate mix of nearby retail, and ... demographic composition.”⁵¹ Despite the vast differences between Atlanta and San Francisco, the goals of location, efficiency, rich mix of choices, value capture, placemaking, and resolution of the tension between node and place are extremely applicable to the Coalition’s mission and possible developments within our study area.

The Center for Neighborhood Technology study found that residents of San Francisco drive far less than residents in Bay Area suburbs. San Francisco is one of the most expensive and traffic-congested places to live. For the 10th straight year, Bay Area residents named “road congestion, transit and road conditions” the most important problem facing the region in 2007, followed closely by “housing costs and availability”.⁵² While Atlanta is heavily a driving city, we can still draw comparisons to TOD projects in San Francisco. Therefore, we must adapt our practices to transit-oriented development with the knowledge that the same people using MARTA every day are not the same people with access to a car every day.

⁵⁰ “Transit-Oriented for All - The Case for Mixed-Income Transit-Oriented Communities in the Bay Area.” Community Innovation -Berkeley. A Great Communities Collaborative Framing Paper, June 2007. https://communityinnovation.berkeley.edu/sites/default/files/gccframingpaper_final.pdf?width=1200&height=800&iframe=true.

⁵¹ Dittmar, H., Ohland, G., & Calthorpe, P. (2004). *The new transit town: best practices in transit-oriented development*. Washington, D.C.: Island Press.

⁵² “Transit-Oriented for All - The Case for Mixed-Income Transit-Oriented Communities in the Bay Area.” Community Innovation -Berkeley. A Great Communities Collaborative Framing Paper, June 2007. https://communityinnovation.berkeley.edu/sites/default/files/gccframingpaper_final.pdf?width=1200&height=800&iframe=true.

The next case for best practices is in Washington, D.C. The Marian Russell Cooperative exemplifies an initiative to preserve affordability and hold off gentrification on Capitol Hill, a very expensive and desirable area of the city. Various other affordable housing projects within Washington, D.C. are identified, with greater data available on the impact of the WMATA (Metro) on housing costs. “Approximately 55,000 renter households in D.C. live in apartments located within half-a-mile of a metro rail station and over two-thirds of these apartments are unsubsidized... [with] significantly lower housing and transportation costs than their counterparts in auto-dependent neighborhoods”.⁵³ According to the Center for Neighborhood Technology, combined housing and transportation costs in D.C. costs are 10% less of the area’s median income than in D.C.’s suburbs.⁵⁴ TOD is a perfect fit for D.C. because of the efficiency and widespread use of the metro.

The Purple Line is a 16-mile light rail line that is under construction to extend the metro to link further Maryland suburbs, including Prince George’s County, an area with issues of crime and housing insecurity. The Purple Line TOD Study was made to plan for TOD potential at five Purple Line stations, and connect the separate communities in Prince George’s County.⁵⁵ The goals are to improve light rail stations, locations, designs, walkability, and transit-oriented housing and businesses. Much like the stages in our summer fellowship, the MTA Purple Line Project aims to “emphasize TOD-based, equitable economic development; enhanced pedestrian/bicycle access and safety; and revitalized neighborhoods” through heavy community engagement and feedback, and ultimately making recommendations.⁵⁶

There have been multiple plans, enacted and not, to expand MARTA’s railways, creating opportunities for further urbanization and development along rail lines. Recent developments include plans for expansion, detailed as follows: “When Atlanta voters overwhelmingly approved a half-penny sales tax in 2016, projected to raise \$2.5 billion over 40 years, the money was intended to help fund the expansion and enhancement of the MARTA transit system, including the Clifton Corridor line — in total, the city’s biggest transit investment in decades”.⁵⁷ If this is the case in upcoming years, Atlanta could follow the lead of Prince George’s County and support affordable housing in areas outside of the Coalition’s study area.

As follows, we determined how these aforementioned models could be incorporated into our project and how we can measure success by potential application levels, based on social concerns, fiscal limitations, and a need for further transit development. Best practices, such as strategies used

⁵³ Bodaken, M., & Nedwick, T. (2012). Preserving Affordable Transit-Oriented Housing. *Race, Poverty & the Environment*, 19(1), 76. www.jstor.org/stable/41762551

⁵⁴ *ibid.*

⁵⁵ “Purple Line Transit-Oriented Development Study: MNCPPC, MD.” Purple Line Transit-Oriented Development Study | MNCPPC, MD. Accessed May 8, 2020. <https://www.mncppc.org/659/Purple-Line-Transit-Oriented-Development>.

⁵⁶ *ibid.*

⁵⁷ “Proposed MARTA Light Rail Line Would Ease Clifton Corridor Traffic.” Emory University | Atlanta, GA, September 11, 2018. https://news.emory.edu/stories/2018/09/er_marta_clifton_corridor/campus.html.

in TOD's in San Francisco, Washington D.C., Denver, and past MARTA TOD's can bolster our project and guide our recommendations for affordable housing initiatives near the Kensington MARTA station. In particular, the five main goals of TOD established in the Washington D.C. initiative: location, efficiency, a rich mix of choices, value capture, placemaking, and resolution of the tension between node and place, will be especially useful for us in guiding our research and making recommendations.

Appendix C: Data Collection Instruments

CI. Kensington Community Survey

The purpose of this survey is to better understand residents' perceptions of housing, transportation, and land use in the community surrounding the Kensington MARTA station. This survey is conducted by the Coalition for a Diverse DeKalb in collaboration with Emory University's Community Building and Social Change Fellows Program. The information collected from this survey will help us better understand the interests and concerns of residents in the community surrounding the Kensington MARTA station. We welcome all input and would greatly appreciate it if you would take a few minutes to complete our short survey. Your participation in the survey is strictly voluntary. Your responses will be anonymous and confidential and will only be used to tabulate total results. **We estimate the survey will take you approximately 10-12 minutes to complete.**

Privacy Statement: This survey is anonymous and confidential. Your responses will only be reported in the aggregate and any information you enter will not be sold or distributed to any unrelated third party.

Please note, you should complete the survey based on your experiences under normal conditions (prior to the COVID-19 outbreak).

1. Which of the following best describes your current living situation?

- Homeowner
- Renter
- Living with others but not owning/renting
- Other (please specify): _____

2. In what part of DeKalb County do you live (see map)?

- Enter code (for example, 231.12) _____
- Not a resident

3. How long have you lived in your current neighborhood?

- Less than 1 year
- 1 - 2 years
- 3 - 4 years
- 5 – 9 years
- 10 years or more
- Don't know or not sure

4. Age

- 17 or younger
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older
- Prefer not to answer

5. On average, how much money do you make each month?

- Less than \$1,000
- \$1,000 - \$2,499
- \$2,500 - \$4999
- \$5,000 - \$7,499
- \$7,500 or more
- Prefer not to share

6. What is your employment status?

- Employed full-time
- Employed part-time
- Self-employed/Freelance
- Internship
- Unemployed – Looking for work
- Unemployed – Not looking for work/unable to work
- Full-time student
- Military/Forces
- Retired
- Other (please specify): _____

7. What is your primary mode of transportation to work (school, internship)?

- Car, truck, or van (passenger or driver)
- Bicycle
- Motorcycle
- Public transit (MARTA train/bus)
- Ride share service (Uber, Lyft, etc.)
- Walking
- Work from home
- Other (please specify): _____
- Don't know or not sure

8. On average, how far in miles is your commute to work (school, internship)?

- 0 to 5
- 6 to 10
- 11 to 15
- 16 to 20
- 21 to 25
- More than 25
- Don't know or not sure

9. How many minutes does it usually take you to get from home to work (school, internship) on a typical day?

10. What time does your trip to work (school, internship) usually begin?

11. Hour (enter 1 - 12):

12. Minutes (enter 0 - 59):

13. AM or PM?
- AM
 - PM
14. Do you have access to a personal vehicle—car, truck, or van?
- Yes, own a car, truck, or van
 - Yes, can use a car, truck, or van owned by a family member, friend, or neighbor
 - No
 - Don't know or not sure
15. How important do you think public transportation is to your community?
- Extremely important
 - Very important
 - Moderately important
 - Slightly important
 - Not at all important
 - Don't know or not sure
16. How important is county funding of public transportation to you?
- Extremely important
 - Very important
 - Moderately important
 - Slightly important
 - Not at all important
 - Don't know or not sure
17. How important is access to public transportation when you are deciding where to live?
- Extremely important
 - Very important
 - Moderately important
 - Slightly important
 - Not at all important
 - Don't know or not sure
18. Generally speaking, how would you rate the overall quality of public transportation provided by MARTA?
- Excellent
 - Good
 - Fair
 - Poor
 - I don't use MARTA
 - Don't know or not sure
19. How satisfied are you with the cleanliness of MARTA's trains, stations, and buses?
- Very satisfied
 - Somewhat satisfied
 - Neither satisfied or dissatisfied
 - Somewhat unsatisfied
 - Very unsatisfied
 - Don't know or not sure

20. How safe do you feel while riding on a MARTA train or bus?
- Very safe
 - Somewhat safe
 - Neutral
 - Somewhat unsafe
 - Very unsafe
 - Don't know or not sure
21. How satisfied are you with the time it takes to reach your destination on a MARTA train and/or bus?
- Very satisfied
 - Somewhat satisfied
 - Neither satisfied or dissatisfied
 - Somewhat unsatisfied
 - Very unsatisfied
 - Don't know or not sure
22. How often do you use the Kensington MARTA Station?
- Every day
 - 1 -2 times a week
 - 3 or more times a week
 - Once a month
 - Multiple times a month
 - A few times a year
 - Never
 - Don't know or not sure
23. How often do you park at the Kensington MARTA Station?
- Every day
 - 1 -2 times a week
 - 3 or more times a week
 - Once a month
 - Multiple times a month
 - A few times a year
 - Never
 - Don't know or not sure
24. What is the main reason that you travel through the Kensington MARTA station?
- To/from work
 - To/from school
 - To/from internship
 - To/from shopping
 - To/from entertainment/leisure
 - Other (please specify): _____
 - I do not travel through the Kensington MARTA station
25. How satisfied are you with the availability of parking at the Kensington MARTA station?
- Very satisfied
 - Somewhat satisfied
 - Neutral

- Somewhat dissatisfied
- Very dissatisfied
- Don't know or not sure

26. How satisfied are you with the cleanliness of the Kensington MARTA station?

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied
- Don't know or not sure

27. How safe do you feel while waiting for a train at the Kensington MARTA station?

- Very safe
- Somewhat safe
- Neutral
- Somewhat unsafe
- Very unsafe
- Don't know or not sure

28. How satisfied are you with the waiting time for a train at the Kensington MARTA station?

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied
- Don't know or not sure

29. What discourages you from using the Kensington MARTA station more often? Select all that apply.

- Parking not available
- Destination not directly served by MARTA
- Travel time to destination is too long
- Waiting time for a train is too long
- Too many transfers required to reach destination
- Service is unreliable
- Fare is too high
- Concerns about personal safety
- Other (please specify): _____

30. What changes would encourage you to ride MARTA more often? Select all that apply.

- Lower fares
- More frequent service (less time between trains/buses)
- Longer service hours
- Ability to purchase tickets through an app
- Bus or train location mapping on an app
- Option to use Uber or Lyft to reach a MARTA station
- Other (please specify): _____

31. The following questions ask about mixed-use development at the Kensington MARTA station.

Mixed-use developments blend two or more residential, commercial, cultural, institutional, and/or industrial uses in

a pedestrian-friendly area. For example, a mixed-use development might be a multi-family dwelling unit with ground-level commercial space for retail, restaurant and business tenants.

32. In ten years, could you see the Kensington MARTA Station as a destination point with attractions and mixed-use development (retail, grocery, entertainment, workplaces, services, single and/or multi-family housing)?

- Yes
- No
- Don't know or not sure

33. Would you support a mixed-use development that includes housing at the Kensington MARTA Station?

- Yes
- No
- Don't know or not sure

34. Would you support a requirement that any new housing included in a mixed-use development at the Kensington MARTA station include housing that is affordable to a variety of income levels?

- Yes
- No
- Don't know or not sure

35. What proportion of new housing at the Kensington MARTA station mixed-use development should be affordable to residents earning less than half of the DeKalb County median income (which would be about \$41,000 for a family of four)?

- Less than 10 percent
- 10-19 percent
- 20-29 percent
- 30-49 percent
- 50 percent or more
- Other (please specify): _____
- Don't know or not sure

36. What proportion of new housing at the Kensington MARTA station mixed-use development should be affordable to residents earning less than 80 percent of the DeKalb County median income (which would be about \$66,000 for a family of four)?

- Less than 10 percent
- 10-19 percent
- 20-29 percent
- 30-49 percent
- 50 percent or more
- Other (please specify): _____
- Don't know or not sure

37. What proportion of new housing in the Kensington MARTA station mixed-use development should be affordable to residents earning between 80 and 120 percent of the DeKalb County median income (which would be between \$66,000 and \$99,000 for a family of four)?

- Less than 10 percent
- 10-19 percent
- 20-29 percent
- 30-49 percent
- 50 percent or more

- Other (please specify): _____
- Don't know or not sure

38. If housing was available at a mixed-use development at the Kensington MARTA station, how likely would you be to move there?

- Very likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Very unlikely
- Don't know or not sure

39. Any other comments?

C2. Community Council Focus Group Protocol

Welcome and Introduction

Welcome and thank you for agreeing to participate in this focus group. Our names are Rebecca Jackson, Liz Greene, and Gracie Morris. Today our roles are to guide the discussion. We would like to hear your honest opinions about the topics we discuss. There are no right or wrong answers to the questions we are going to ask. We want to hear, in your own words, your thoughts, experiences and opinions about the topics we'll be discussing. You may talk about yourself but you don't have to if you don't want to.

You all have been invited to participate to help us develop a richer understanding of the community surrounding the Kensington MARTA Station. During our conversation, we will be discussing issues concerning transit-oriented development, affordable housing, and related topics that affect DeKalb County.

Before we get started, there are just a few things we'd like to point out. We are audio taping this session so we can listen to what you have to say and not worry as much about taking notes. The tapes help us in writing our reports and are used for this purpose only. Everything you say will be kept secure and anything that is reported will be done without your names or identifiers. In other words, no one who reads the final report will know or be able to figure out that any of you participated in this study. Also, please remember that you can choose not to respond to a question at any time and that your participation in this study is completely voluntary. Does anyone have any questions?

Ground Rules

There are also a few ground rules that we would like us to adopt for our discussion:

- You have been asked here to offer your views and opinions.
- We know that each of you might have different views about this topic. You might hear opinions that you do not agree with, and if this happens, we ask that you respectfully listen and then share your opinion.
- Everyone's input is important; we may call on you if you are being quiet.
- Let one person speak at a time.
- We may need to cut a discussion short to get through the whole guide.
- There are no right or wrong answers.
- We're recording, one person speaking at a time
- If you have something to say but don't want to interrupt, please use the "raise hand" button.

This lets us know you have something to add and we will call on you.

- Our roles as moderator will be to guide the discussion, so please feel free to engage with the other group members directly.

Do you have any questions before we begin? If there are no more questions, we are going to start recording now.

Questions

1. If you had unlimited funds, how would you allocate them to best address the needs in the community surrounding Kensington Station?
2. If you are involved in changing everything in the Kensington Station area, what would you make sure stays the same?
3. What needs improvement at the Kensington MARTA Station?
4. Imagine you were a consultant on MARTA's Master Plan for the Kensington Station. What would you tell them about the community's needs for transit-oriented development?
5. What kind of environmental or physical features would you want to see around the Kensington MARTA Station? (green spaces, better roads, walkability, paths)
6. What is your definition of affordable housing?
7. Think back to when LDG first proposed Phoenix Station. What were your initial reactions to the development and what informed your final vote?
8. How do you see implementing more affordable housing in the community would work best (100% affordable, mix of mixed-income and affordable, all mixed income, etc.)?
9. Do you view the Kensington area as a food desert? How does the lack of access to grocery stores and pharmacies affect resident's day-to-day life?
10. What changes would you like to see in modernizing the DeKalb County zoning codes?
11. What do you think needs to be done to fulfill the 2035 Comprehensive Plan's vision to make Kensington a Regional Activity Center?
12. Imagine the community 10 years from now. Realistically, what level of development is possible? What will that look like?

Conclusion

Of all the things we discussed today, what to you is the most important?

To review, the purpose of the focus group today was to discuss issues concerning transit-oriented development, affordable housing, food access, and environmental features in the community. Have we missed anything?

Thank you again for your participation in this discussion. We appreciate your contributions.

C3. Resident Focus Group Protocol

Introduction

Welcome and thank you for agreeing to participate in this focus group. To start, we'll introduce ourselves. The three of us are undergraduate students at Emory University. I'm... Rebecca, Gracie, Liz (name, year). We are completing the Community Building and Social Change Fellowship. For the fellowship, we have partnered with the Coalition for a Diverse DeKalb to collect data on residents' opinions on future developments in the area.

Today our roles are to guide a healthy discussion about your community. We would like to hear your honest opinions about the topics we discuss. There are no right or wrong answers to the questions we are going to ask. We want to hear, in your own words, your thoughts, experiences and opinions about the topics we'll be discussing. You may talk about yourself but you don't have to if you don't want to.

You all have been invited to participate to help us develop a richer understanding of the community surrounding the Kensington MARTA Station. During our conversation, we will be discussing topics such as Kensington Station itself, mixed-use development, and related topics that affect DeKalb County and your community.

Before we get started, there are just a few things we'd like to point out. We are recording this session so we can listen to what you have to say and not worry as much about taking notes. Our recording helps us write our reports and are used for this purpose only. Everything you say will be kept secure and anything that is reported will be done without names or identifiers. In other words, no one who reads our final report will know or be able to figure out that any of you participated in this group. Also, please remember that you can choose not to respond to a question at any time and that your participation in this study is completely voluntary. We request that you keep your camera on, provided there are no technical difficulties. Does anyone have any questions?

Ground Rules

There are also a few ground rules that we would like us to adopt for our discussion:

- You have been asked here to offer your views and opinions.
- We know that each of you might have different views about this topic. You might hear opinions that you do not agree with, and if this happens, we ask that you respectfully listen and then share your opinion.
- Everyone's input is important; we may call on you if you are being quiet.
- Let one person speak at a time.
- We may need to cut a discussion short to get through the whole guide.
- If you have something to say but don't want to interrupt, please use the "raise hand" button. You can find the "raise hand" button by clicking on "participants" and then you will find the "raise hand" button at the bottom of the sidebar. This lets us know you have something to add and we will call on you.
- Our roles as moderator will be to guide the discussion, so please feel free to engage with the other group members directly.

Do you have any questions before we begin? [Pause] If there are no more questions, we are going to start recording now.

[Share first names and how long they've lived in the community]

Questions

1. How do you use the Kensington MARTA station, if at all?
 - a. If you don't ride often, what would encourage you to ride it more?
 - b. If you do ride often, what could change to make your experience better?
2. If DeKalb County had unlimited funds, how would you allocate them to best address the needs in the community surrounding Kensington Station?
3. MARTA recently announced that they are beginning a master planning process to outline the future of development around Kensington Station. This process will take several months to complete and will result in a comprehensive plan for the future of Kensington. Imagine you are a consultant on MARTA's Master Plan for the Kensington Station. What would you want them to know about the community?
 - a. What would you want MARTA to change?
 - b. What would you make sure stays the same in the community throughout the planning process?
 - c. Who do you want to see involved in MARTA's planning process?
4. What kind of environmental or physical features would you want to see around the Kensington MARTA Station? (green spaces, better roads, accessibility- walkability, paths)
5. What could be done to make this community more friendly to people without a personal vehicle?
6. In our survey we asked about mixed-use developments, which blend two or more residential, commercial, cultural, institutional, and/or industrial uses in a pedestrian-friendly area. Imagine there is a mixed-use development at Kensington Station. What types of options would you want to see? Think types of businesses, office spaces, retail, food options, cultural spaces, etc.
7. Another part of our survey asked about affordable housing, which is sometimes a part of mixed-use developments. What has your past experience with affordable housing in the area been like?
8. Do you have any safety concerns within the community?
 - a. What are the biggest ones?
 - b. How would you address them?
 - c. Have they changed over the past few years?
9. What is your experience with food access like in the area? How far do you have to travel to grocery stores and restaurants?
 - a. How often do you travel to these places?
 - b. Do you think the options are affordable? Healthy?
10. Imagine the community 10 years from now. What do you hope the community looks like?
 - a. Realistically, what do you expect?

Conclusion

Of all the things we discussed today, what to you is the most important?

To review, the purpose of the focus group today was to discuss topics such as the future of Kensington MARTA Station, affordable housing, food access, and environmental features, safety, and the future of the community. Have we missed anything?

Thank you again for your participation in this discussion. We appreciate your contributions.

Appendix D: Survey Analysis: Tabulation by length of residence

Q 7. What is your primary mode of transportation to work (school, internship)?

Primary mode of transportation to work	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Bicycle	0 0.00	1 4.00	1 3.33	0 0.00	2 1.37
Car, truck, or van ..	30 65.22	17 68.00	21 70.00	31 68.89	99 67.81
Public transit (MAR..	14 30.43	5 20.00	6 20.00	5 11.11	30 20.55
Ride share service ..	0 0.00	0 0.00	1 3.33	0 0.00	1 0.68
Walking	0 0.00	0 0.00	0 0.00	1 2.22	1 0.68
Work from home	2 4.35	2 8.00	1 3.33	8 17.78	13 8.90
Total	46 100.00	25 100.00	30 100.00	45 100.00	146 100.00

Q 8. On average, how far in miles is your commute to work (school, internship)?

Commute to work--miles	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Less than 5	9 21.95	3 13.04	8 27.59	10 27.78	30 23.26
6 - 10	16 39.02	8 34.78	9 31.03	11 30.56	44 34.11
11 - 15	9 21.95	6 26.09	5 17.24	7 19.44	27 20.93
More than 16	7 17.07	6 26.09	7 24.14	8 22.22	28 21.71
Total	41	23	29	36	129

| 100.00 100.00 100.00 100.00 | 100.00

Q 9. How many minutes does it usually take you to get from home to work (school, internship) on a typical day?

Commuter to work--minutes grouped	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Less than 15	9	3	4	9	25
	22.50	13.64	15.38	28.13	20.83
16-29	7	5	4	3	19
	17.50	22.73	15.38	9.38	15.83
30-44	15	7	6	12	40
	37.50	31.82	23.08	37.50	33.33
45 or more	9	7	12	8	36
	22.50	31.82	46.15	25.00	30.00
Total	40	22	26	32	120
	100.00	100.00	100.00	100.00	100.00

Q 14. Do you have access to a personal vehicle—car, truck, or van?

Access to a personal vehicle	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
No	2	4	4	4	14
	4.55	14.81	10.81	6.25	8.14
Yes, can use a car,...	1	1	4	1	7
	2.27	3.70	10.81	1.56	4.07
Yes, own a car, truck, or van	41	22	29	59	151
	93.18	81.48	78.38	92.19	87.79
Total	44	27	37	64	172
	100.00	100.00	100.00	100.00	100.00

Q 15. How important do you think public transportation is to your community?

Importance of public transit in your community	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Extremely important	29 65.91	16 61.54	30 81.08	39 62.90	114 67.46
Very important	10 22.73	8 30.77	5 13.51	17 27.42	40 23.67
Moderately important	4 9.09	2 7.69	2 5.41	4 6.45	12 7.10
Slightly important	1 2.27	0 0.00	0 0.00	1 1.61	2 1.18
Not at all important	0 0.00	0 0.00	0 0.00	1 1.61	1 0.59
Total	44 100.00	26 100.00	37 100.00	62 100.00	169 100.00

Q 16. How important is county funding of public transportation to you?

How important is county funding of public transportation	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Extremely important	29 69.05	16 59.26	25 69.44	32 50.00	102 60.36
Moderately important	4 9.52	3 11.11	3 8.33	6 9.38	16 9.47
Not at all important	1 2.38	1 3.70	0 0.00	1 1.56	3 1.78
Slightly important	0 0.00	0 0.00	0 0.00	4 6.25	4 2.37
Very important	8 19.05	7 25.93	8 22.22	21 32.81	44 26.04
Total	42 100.00	27 100.00	36 100.00	64 100.00	169 100.00

Q 17. How important is access to public transportation when you are deciding where to live?

Importance of public transit access in deciding where to live	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Extremely important	19 43.18	12 44.44	15 40.54	25 39.06	71 41.28
Very important	10 22.73	5 18.52	7 18.92	14 21.88	36 20.93
Moderately important	8 18.18	5 18.52	11 29.73	10 15.63	34 19.77
Slightly important	3 6.82	2 7.41	3 8.11	10 15.63	18 10.47
Not at all important	4 9.09	3 11.11	1 2.70	5 7.81	13 7.56
Total	44 100.00	27 100.00	37 100.00	64 100.00	172 100.00

Q 18. Generally speaking, how would you rate the overall quality of public transportation provided by MARTA?

Overall quality of MARTA service	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Excellent	0 0.00	1 4.17	4 10.81	2 3.28	7 4.40
Good	17 45.95	13 54.17	10 27.03	20 32.79	60 37.74
Fair	18 48.65	7 29.17	20 54.05	33 54.10	78 49.06
Poor	2 5.41	3 12.50	3 8.11	6 9.84	14 8.81
Total	37 100.00	24 100.00	37 100.00	61 100.00	159 100.00

Q 19. How satisfied are you with the cleanliness of MARTA's trains, stations, and buses?

Satisfaction with cleanliness of MARTA stations, trains, buses	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Very satisfied	3	2	3	6	14
	8.82	8.70	9.09	10.17	9.40
Somewhat satisfied	12	6	16	28	62
	35.29	26.09	48.48	47.46	41.61
Neutral	13	6	7	6	32
	38.24	26.09	21.21	10.17	21.48
Somewhat dissatisfied	5	5	5	15	30
	14.71	21.74	15.15	25.42	20.13
Very dissatisfied	1	4	2	4	11
	2.94	17.39	6.06	6.78	7.38
Total	34	23	33	59	149
	100.00	100.00	100.00	100.00	100.00

Q 20. How safe do you feel while riding on a MARTA train or bus?

Safety while riding a MARTA train or bus	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Very safe	7	2	6	15	30
	20.00	8.33	17.14	24.59	19.35
Somewhat safe	14	13	16	22	65
	40.00	54.17	45.71	36.07	41.94
Neutral	13	6	8	16	43
	37.14	25.00	22.86	26.23	27.74
Somewhat unsafe	1	3	4	8	16
	2.86	12.50	11.43	13.11	10.32
Very unsafe	0	0	1	0	1
	0.00	0.00	2.86	0.00	0.65
Total	35	24	35	61	155
	100.00	100.00	100.00	100.00	100.00

Q 21. How satisfied are you with the time it takes to reach your destination on a MARTA train and/or bus?

Satisfaction with time to reach destination	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Very satisfied	3 8.11	4 16.67	7 20.59	11 18.97	25 16.34
Somewhat satisfied	25 67.57	7 29.17	9 26.47	19 32.76	60 39.22
Neutral	4 10.81	6 25.00	5 14.71	8 13.79	23 15.03
Somewhat dissatisfied	5 13.51	6 25.00	8 23.53	10 17.24	29 18.95
Very dissatisfied	0 0.00	1 4.17	5 14.71	10 17.24	16 10.46
Total	37 100.00	24 100.00	34 100.00	58 100.00	153 100.00

Q 22. How often do you use the Kensington MARTA Station?

Use Kensington MARTA Station	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Every day	4 11.43	4 16.67	2 5.56	2 3.28	12 7.69
At least once a week	10 28.57	5 20.83	6 16.67	3 4.92	24 15.38
At least once a month	13 37.14	5 20.83	5 13.89	12 19.67	35 22.44
A few times a year	5 14.29	8 33.33	15 41.67	32 52.46	60 38.46
Never	3 8.57	2 8.33	8 22.22	12 19.67	25 16.03
Total	35 100.00	24 100.00	36 100.00	61 100.00	156 100.00

Q 23. How often do you park at the Kensington MARTA Station?

Use Kensington MARTA Parking	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Every day	0 0.00	2 9.09	1 3.70	0 0.00	3 2.29
At least once a week	4 11.76	1 4.55	2 7.41	2 4.17	9 6.87
At least once a month	6 17.65	2 9.09	3 11.11	8 16.67	19 14.50
A few times a year	10 29.41	9 40.91	16 59.26	18 37.50	53 40.46
Never	14 41.18	8 36.36	5 18.52	20 41.67	47 35.88
Total	34 100.00	22 100.00	27 100.00	48 100.00	131 100.00

Q 24. What is the main reason that you travel through the Kensington MARTA station?

What is the main reason that you travel through the Kensington MARTA station	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Other (please speci..	2 6.06	4 18.18	4 14.81	9 20.00	19 14.96
To/from entertainme..	14 42.42	7 31.82	12 44.44	30 66.67	63 49.61
To/from school	0 0.00	1 4.55	1 3.70	0 0.00	2 1.57
To/from shopping	0 0.00	1 4.55	4 14.81	0 0.00	5 3.94
To/from work	17 51.52	9 40.91	6 22.22	6 13.33	38 29.92
Total	33 100.00	22 100.00	27 100.00	45 100.00	127 100.00

Q 25. How satisfied are you with the availability of parking at the Kensington MARTA station?

Satisfaction with parking at Kensington MARTA station	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Very satisfied	21 67.74	12 63.16	18 72.00	30 75.00	81 70.43
Somewhat satisfied	3 9.68	3 15.79	3 12.00	3 7.50	12 10.43
Neutral	6 19.35	4 21.05	4 16.00	6 15.00	20 17.39
Somewhat dissatisfied	1 3.23	0 0.00	0 0.00	1 2.50	2 1.74
Total	31 100.00	19 100.00	25 100.00	40 100.00	115 100.00

Q 26. How satisfied are you with the cleanliness of the Kensington MARTA station?

Satisfaction with cleanliness of Kensington MARTA station	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Very satisfied	1 3.33	5 25.00	5 18.52	5 11.36	16 13.22
Somewhat satisfied	15 50.00	6 30.00	11 40.74	15 34.09	47 38.84
Neutral	9 30.00	3 15.00	7 25.93	10 22.73	29 23.97
Somewhat dissatisfied	5 16.67	3 15.00	3 11.11	13 29.55	24 19.83
Very dissatisfied	0 0.00	3 15.00	1 3.70	1 2.27	5 4.13
Total	30 100.00	20 100.00	27 100.00	44 100.00	121 100.00

Q 27. How safe do you feel while waiting for a train at the Kensington MARTA station?

Safety while waiting for a train at Kensington MARTA station	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Very safe	11 34.38	3 14.29	7 25.93	11 25.00	32 25.81
Somewhat safe	12 37.50	11 52.38	9 33.33	14 31.82	46 37.10
Neutral	7 21.88	5 23.81	6 22.22	10 22.73	28 22.58
Somewhat unsafe	2 6.25	2 9.52	4 14.81	9 20.45	17 13.71
Very unsafe	0 0.00	0 0.00	1 3.70	0 0.00	1 0.81
Total	32 100.00	21 100.00	27 100.00	44 100.00	124 100.00

Q 28. How satisfied are you with the waiting time for a train at the Kensington MARTA station?

Satisfaction with waiting time at Kensington MARTA station	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Very satisfied	4 12.50	3 13.64	5 18.52	3 6.82	15 12.00
Somewhat satisfied	9 28.13	6 27.27	7 25.93	17 38.64	39 31.20
Neutral	15 46.88	9 40.91	8 29.63	12 27.27	44 35.20
Somewhat dissatisfied	4 12.50	3 13.64	5 18.52	8 18.18	20 16.00
Very dissatisfied	0 0.00	1 4.55	2 7.41	4 9.09	7 5.60
Total	32 100.00	22 100.00	27 100.00	44 100.00	125 100.00

Q 29. What discourages you from using the Kensington MARTA station more often? Select all that apply.

Parking not available	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
No	47	28	40	65	180
	100.00	100.00	100.00	100.00	100.00
Total	47	28	40	65	180
	100.00	100.00	100.00	100.00	100.00

Destination not directly served by MARTA	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
No	28	19	31	43	121
	59.57	67.86	77.50	66.15	67.22
Yes	19	9	9	22	59
	40.43	32.14	22.50	33.85	32.78
Total	47	28	40	65	180
	100.00	100.00	100.00	100.00	100.00

Travel time to destination too long	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
No	41	19	32	51	143
	87.23	67.86	80.00	78.46	79.44
Yes	6	9	8	14	37
	12.77	32.14	20.00	21.54	20.56
Total	47	28	40	65	180
	100.00	100.00	100.00	100.00	100.00

Waiting time for train too long	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
No	40	20	37	53	150
	85.11	71.43	92.50	81.54	83.33
Yes	7	8	3	12	30
	14.89	28.57	7.50	18.46	16.67
Total	47	28	40	65	180
	100.00	100.00	100.00	100.00	100.00

Too many transfers to reach destinatio n	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
No	38	21	34	55	148
	80.85	75.00	85.00	84.62	82.22
Yes	9	7	6	10	32
	19.15	25.00	15.00	15.38	17.78
Total	47	28	40	65	180
	100.00	100.00	100.00	100.00	100.00

Service is unreliable	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
No	46	21	34	57	158
	97.87	75.00	85.00	87.69	87.78
Yes	1	7	6	8	22
	2.13	25.00	15.00	12.31	12.22
Total	47	28	40	65	180
	100.00	100.00	100.00	100.00	100.00

Fare is too high	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
No	47	27	39	62	175
	100.00	96.43	97.50	95.38	97.22
Yes	0	1	1	3	5
	0.00	3.57	2.50	4.62	2.78
Total	47	28	40	65	180
	100.00	100.00	100.00	100.00	100.00

Concerns about personal safety	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
No	44	23	30	49	146
	93.62	82.14	75.00	75.38	81.11
Yes	3	5	10	16	34
	6.38	17.86	25.00	24.62	18.89
Total	47	28	40	65	180
	100.00	100.00	100.00	100.00	100.00

Other	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
No	42	24	29	54	149
	89.36	85.71	72.50	83.08	82.78
Yes	5	4	11	11	31
	10.64	14.29	27.50	16.92	17.22
Total	47	28	40	65	180
	100.00	100.00	100.00	100.00	100.00

Q 30. What changes would encourage you to ride MARTA more often? Select all that apply.

Lower fares	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
No	40	20	35	53	148
	85.11	71.43	87.50	81.54	82.22
Yes	7	8	5	12	32
	14.89	28.57	12.50	18.46	17.78
Total	47	28	40	65	180

More frequent service	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
No	26	13	22	30	91
	55.32	46.43	55.00	46.15	50.56
Yes	21	15	18	35	89
	44.68	53.57	45.00	53.85	49.44
Total	47	28	40	65	180
	100.00	100.00	100.00	100.00	100.00

Longer service hours	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
No	39	26	32	56	153
	82.98	92.86	80.00	86.15	85.00
Yes	8	2	8	9	27
	17.02	7.14	20.00	13.85	15.00
Total	47	28	40	65	180
	100.00	100.00	100.00	100.00	100.00

Ability to purchase tickets through App	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
No	32	18	28	40	118
	68.09	64.29	70.00	61.54	65.56
Yes	15	10	12	25	62
	31.91	35.71	30.00	38.46	34.44
Total	47	28	40	65	180
	100.00	100.00	100.00	100.00	100.00

Bus or train mapping on an App	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
No	35	17	31	47	130
	74.47	60.71	77.50	72.31	72.22
Yes	12	11	9	18	50
	25.53	39.29	22.50	27.69	27.78
Total	47	28	40	65	180
	100.00	100.00	100.00	100.00	100.00

Option to use ride share to reach MARTA station	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
No	44	27	35	55	161
	93.62	96.43	87.50	84.62	89.44
Yes	3	1	5	10	19
	6.38	3.57	12.50	15.38	10.56
Total	47	28	40	65	180
	100.00	100.00	100.00	100.00	100.00

Other	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
No	35	24	28	44	131
	74.47	85.71	70.00	67.69	72.78
Yes	12	4	12	21	49
	25.53	14.29	30.00	32.31	27.22
Total	47	28	40	65	180
	100.00	100.00	100.00	100.00	100.00

Q 32. In ten years, could you see the Kensington MARTA Station as a destination point with attractions and mixed-use development (retail, grocery, entertainment, workplaces, services, single and/or multi-family housing)?

In ten years, could you see the Kensington MARTA Station as a destination point	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Don't know or not s..	5	4	3	3	15
	12.82	14.81	8.57	4.76	9.15
No	1	3	5	6	15
	2.56	11.11	14.29	9.52	9.15
Yes	33	20	27	54	134
	84.62	74.07	77.14	85.71	81.71
Total	39	27	35	63	164
	100.00	100.00	100.00	100.00	100.00

Q 33. Would you support a mixed-use development that includes housing at the Kensington MARTA Station?

Would you support a mixed-use development that includes housing at the Kensington MARTA Station	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Don't know or not s..	4	4	6	10	24
	10.26	14.81	17.14	15.87	14.63
No	1	1	3	5	10
	2.56	3.70	8.57	7.94	6.10
Yes	34	22	26	48	130
	87.18	81.48	74.29	76.19	79.27
Total	39	27	35	63	164
	100.00	100.00	100.00	100.00	100.00

Q 34. Would you support a requirement that any new housing included in a mixed-use development at the Kensington MARTA station include housing that is affordable to a variety of income levels?

Would you support a requirement that the Kensington MARTA station TOD include af	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Don't know or not s..	5 14.71	5 22.73	1 3.85	2 4.17	13 10.00
No	4 11.76	1 4.55	3 11.54	4 8.33	12 9.23
Yes	25 73.53	16 72.73	22 84.62	42 87.50	105 80.77
Total	34 100.00	22 100.00	26 100.00	48 100.00	130 100.00

Q 35. What proportion of new housing at the Kensington MARTA station mixed-use development should be affordable to residents earning less than half of the DeKalb County median income (which would be about \$41,000 for a family of four)?

Setaside for LT 50% AMI	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Less than 10 percent	0 0.00	0 0.00	1 4.76	0 0.00	1 1.02
10-19 percent	7 30.43	1 6.67	1 4.76	6 15.38	15 15.31
20-29 percent	8 34.78	5 33.33	9 42.86	15 38.46	37 37.76
30-49 percent	4 17.39	3 20.00	6 28.57	14 35.90	27 27.55
50 percent or more	4 17.39	6 40.00	4 19.05	4 10.26	18 18.37
Total	23 100.00	15 100.00	21 100.00	39 100.00	98 100.00

Q 36. What proportion of new housing at the Kensington MARTA station mixed-use development should be affordable to residents earning less than 80 percent of the DeKalb County median income (which would be about \$66,000 for a family of four)?

Setaside for LT 80% AMI	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Less than 10 percent	0 0.00	0 0.00	1 5.26	2 5.41	3 3.19
10-19 percent	5 21.74	2 13.33	2 10.53	3 8.11	12 12.77
20-29 percent	8 34.78	10 66.67	5 26.32	13 35.14	36 38.30
30-49 percent	3 13.04	0 0.00	5 26.32	12 32.43	20 21.28
50 percent or more	7 30.43	3 20.00	6 31.58	7 18.92	23 24.47
Total	23 100.00	15 100.00	19 100.00	37 100.00	94 100.00

Q 37. What proportion of new housing in the Kensington MARTA station mixed-use development should be affordable to residents earning between 80 and 120 percent of the DeKalb County median income (which would be between \$66,000 and \$99,000 for a family of four)?

Setaside for 80-120% AMI	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Less than 10 percent	3 12.50	4 26.67	3 15.79	4 10.53	14 14.58
10-19 percent	5 20.83	4 26.67	4 21.05	11 28.95	24 25.00
20-29 percent	3 12.50	3 20.00	6 31.58	9 23.68	21 21.88
30-49 percent	5 20.83	1 6.67	3 15.79	11 28.95	20 20.83
50 percent or more	8 33.33	3 20.00	3 15.79	3 7.89	17 17.71
Total	24 100.00	15 100.00	19 100.00	38 100.00	96 100.00

Q 38. If housing was available at a mixed-use development at the Kensington MARTA station, how likely would you be to move there?

How likely to move to Kensington TOD	Length of residence				Total
	LT 1 yr	1-2 yrs	3-9 yrs	10+ yrs	
Very likely	4 13.79	6 26.09	5 20.00	4 8.51	19 15.32
Somewhat likely	11 37.93	4 17.39	4 16.00	9 19.15	28 22.58
Neutral	4 13.79	5 21.74	4 16.00	7 14.89	20 16.13
Somewhat unlikely	2 6.90	2 8.70	2 8.00	5 10.64	11 8.87
Very unlikely	8 27.59	6 26.09	10 40.00	22 46.81	46 37.10
Total	29 100.00	23 100.00	25 100.00	47 100.00	124 100.00

Appendix E: Survey Analysis: Tabulation by area of residence being in or outside of the core area

Q 7. What is your primary mode of transportation to work (school, internship)?

Primary mode of transportation to work	Geographic area		Total
	Non-core	Core	
Bicycle	1 2.00	1 1.06	2 1.39
Car, truck, or van ..	37 74.00	60 63.83	97 67.36
Public transit (MAR..	5 10.00	25 26.60	30 20.83
Ride share service ..	1 2.00	0 0.00	1 0.69
Walking	1 2.00	0 0.00	1 0.69
Work from home	5 10.00	8 8.51	13 9.03
Total	50 100.00	94 100.00	144 100.00

Q 8. On average, how far in miles is your commute to work (school, internship)?

Commute to work--miles	Geographic area		Total
	Non-core	Core	
Less than 5	10 22.73	20 24.10	30 23.62
6 - 10	14 31.82	30 36.14	44 34.65
11 - 15	10 22.73	17 20.48	27 21.26
More than 16	10 22.73	16 19.28	26 20.47
Total	44 100.00	83 100.00	127 100.00

Q 9. How many minutes does it usually take you to get from home to work (school, internship) on a typical day?

Commute to work--minutes grouped	Geographic area		Total
	Non-core	Core	
Less than 15	9 21.95	16 20.78	25 21.19
16-29	6 14.63	13 16.88	19 16.10
30-44	17 41.46	23 29.87	40 33.90
45 or more	9 21.95	25 32.47	34 28.81
Total	41 100.00	77 100.00	118 100.00

Q 14. Do you have access to a personal vehicle—car, truck, or van?

Access to a personal vehicle	Geographic area		Total
	Non-core	Core	
No	5 6.94	9 9.18	14 8.24
Yes, can use a car,...	2 2.78	4 4.08	6 3.53
Yes, own a car, truck, or van	65 90.28	85 86.73	150 88.24
Total	72 100.00	98 100.00	170 100.00

Q 15. How important do you think public transportation is to your community?

Importance of public transit in your community	Geographic area		Total
	Non-core	Core	
Extremely important	49	63	112
	69.01	65.63	67.07
Very important	14	26	40
	19.72	27.08	23.95
Moderately important	7	5	12
	9.86	5.21	7.19
Slightly important	0	2	2
	0.00	2.08	1.20
Not at all important	1	0	1
	1.41	0.00	0.60
Total	71	96	167
	100.00	100.00	100.00

Q 16. How important is county funding of public transportation to you?

How important is county funding of public transportation	Geographic area		Total
	Non-core	Core	
Extremely important	42	58	100
	59.15	60.42	59.88
Moderately important	7	9	16
	9.86	9.38	9.58
Not at all important	2	1	3
	2.82	1.04	1.80
Slightly important	2	2	4
	2.82	2.08	2.40
Very important	18	26	44
	25.35	27.08	26.35
Total	71	96	167
	100.00	100.00	100.00

Q 17. How important is access to public transportation when you are deciding where to live?

Importance of public transit access in deciding where to live	Geographic area		Total
	Non-core	Core	
Extremely important	26 36.11	45 45.92	71 41.76
Very important	16 22.22	18 18.37	34 20.00
Moderately important	16 22.22	18 18.37	34 20.00
Slightly important	9 12.50	9 9.18	18 10.59
Not at all important	5 6.94	8 8.16	13 7.65
Total	72 100.00	98 100.00	170 100.00

Q 18. Generally speaking, how would you rate the overall quality of public transportation provided by MARTA?

Overall quality of MARTA service	Geographic area		Total
	Non-core	Core	
Excellent	3 4.41	4 4.44	7 4.43
Good	26 38.24	33 36.67	59 37.34
Fair	35 51.47	43 47.78	78 49.37
Poor	4 5.88	10 11.11	14 8.86
Total	68 100.00	90 100.00	158 100.00

Q 19. How satisfied are you with the cleanliness of MARTA's trains, stations, and buses?

Satisfaction with cleanliness of MARTA stations, trains, buses	Geographic area		Total
	Non-core	Core	
Very satisfied	6	8	14
	9.84	9.20	9.46
Somewhat satisfied	27	34	61
	44.26	39.08	41.22
Neutral	11	21	32
	18.03	24.14	21.62
Somewhat dissatisfied	15	15	30
	24.59	17.24	20.27
Very dissatisfied	2	9	11
	3.28	10.34	7.43
Total	61	87	148
	100.00	100.00	100.00

Q 20. How safe do you feel while riding on a MARTA train or bus?

Safety while riding a MARTA train or bus	Geographic area		Total
	Non-core	Core	
Very safe	13	16	29
	20.00	17.98	18.83
Somewhat safe	29	36	65
	44.62	40.45	42.21
Neutral	16	27	43
	24.62	30.34	27.92
Somewhat unsafe	7	9	16
	10.77	10.11	10.39
Very unsafe	0	1	1
	0.00	1.12	0.65
Total	65	89	154
	100.00	100.00	100.00

Q 21. How satisfied are you with the time it takes to reach your destination on a MARTA train and/or bus?

Satisfaction with time to reach destination	Geographic area		Total
	Non-core	Core	
Very satisfied	15 23.81	10 11.24	25 16.45
Somewhat satisfied	15 23.81	44 49.44	59 38.82
Neutral	12 19.05	11 12.36	23 15.13
Somewhat dissatisfied	12 19.05	17 19.10	29 19.08
Very dissatisfied	9 14.29	7 7.87	16 10.53
Total	63 100.00	89 100.00	152 100.00

Q 22. How often do you use the Kensington MARTA Station?

Use Kensington MARTA Station	Geographic area		Total
	Non-core	Core	
Every day	1 1.49	11 12.50	12 7.74
At least once a week	6 8.96	18 20.45	24 15.48
At least once a month	7 10.45	28 31.82	35 22.58
A few times a year	31 46.27	28 31.82	59 38.06
Never	22 32.84	3 3.41	25 16.13
Total	67 100.00	88 100.00	155 100.00

Q 23. How often do you park at the Kensington MARTA Station?

Use Kensington MARTA Parking	Geographic area		Total
	Non-core	Core	
Every day	1 2.22	2 2.35	3 2.31
At least once a week	2 4.44	7 8.24	9 6.92
At least once a month	5 11.11	14 16.47	19 14.62
A few times a year	19 42.22	33 38.82	52 40.00
Never	18 40.00	29 34.12	47 36.15
Total	45 100.00	85 100.00	130 100.00

Q 24. What is the main reason that you travel through the Kensington MARTA station?

What is the main reason that you travel through the Kensington MARTA station	Geographic area		Total
	Non-core	Core	
Other (please speci..	10 24.39	8 9.41	18 14.29
To/from entertainme..	21 51.22	42 49.41	63 50.00
To/from school	1 2.44	1 1.18	2 1.59
To/from shopping	3 7.32	2 2.35	5 3.97
To/from work	6 14.63	32 37.65	38 30.16
Total	41 100.00	85 100.00	126 100.00

Q 25. How satisfied are you with the availability of parking at the Kensington MARTA station?

Satisfaction with parking at Kensington MARTA station	Geographic area		Total
	Non-core	Core	
Very satisfied	23 62.16	57 74.03	80 70.18
Somewhat satisfied	7 18.92	5 6.49	12 10.53
Neutral	7 18.92	13 16.88	20 17.54
Somewhat dissatisfied	0 0.00	2 2.60	2 1.75
Total	37 100.00	77 100.00	114 100.00

Q 26. How satisfied are you with the cleanliness of the Kensington MARTA station?

Satisfaction with cleanliness of Kensington MARTA station	Geographic area		Total
	Non-core	Core	
Very satisfied	7 17.95	8 9.88	15 12.50
Somewhat satisfied	14 35.90	33 40.74	47 39.17
Neutral	7 17.95	22 27.16	29 24.17
Somewhat dissatisfied	11 28.21	13 16.05	24 20.00
Very dissatisfied	0 0.00	5 6.17	5 4.17
Total	39 100.00	81 100.00	120 100.00

Q 27. How safe do you feel while waiting for a train at the Kensington MARTA station?

Safety while waiting for a train at Kensington MARTA station	Geographic area		Total
	Non-core	Core	
Very safe	11 27.50	20 24.10	31 25.20
Somewhat safe	10 25.00	36 43.37	46 37.40
Neutral	12 30.00	16 19.28	28 22.76
Somewhat unsafe	7 17.50	10 12.05	17 13.82
Very unsafe	0 0.00	1 1.20	1 0.81
Total	40 100.00	83 100.00	123 100.00

Q 28. How satisfied are you with the waiting time for a train at the Kensington MARTA station?

Satisfaction with waiting time at Kensington MARTA station	Geographic area		Total
	Non-core	Core	
Very satisfied	5 12.20	9 10.84	14 11.29
Somewhat satisfied	10 24.39	29 34.94	39 31.45
Neutral	16 39.02	28 33.73	44 35.48
Somewhat dissatisfied	8 19.51	12 14.46	20 16.13
Very dissatisfied	2 4.88	5 6.02	7 5.65
Total	41 100.00	83 100.00	124 100.00

Q 29. What discourages you from using the Kensington MARTA station more often? Select all that apply.

Parking not available	Geographic area		Total
	Non-core	Core	
No	75	103	178
	100.00	100.00	100.00
Total	75	103	178
	100.00	100.00	100.00

Destination not directly served by MARTA	Geographic area		Total
	Non-core	Core	
No	56	63	119
	74.67	61.17	66.85
Yes	19	40	59
	25.33	38.83	33.15
Total	75	103	178
	100.00	100.00	100.00

Travel time to destination too long	Geographic area		Total
	Non-core	Core	
No	59	82	141
	78.67	79.61	79.21
Yes	16	21	37
	21.33	20.39	20.79
Total	75	103	178
	100.00	100.00	100.00

Waiting time for train too long	Geographic area		Total
	Non-core	Core	
No	67	81	148
	89.33	78.64	83.15
Yes	8	22	30
	10.67	21.36	16.85
Total	75	103	178
	100.00	100.00	100.00

Too many transfers to reach destinatio n	Geographic area		Total
	Non-core	Core	
No	64	82	146
	85.33	79.61	82.02
Yes	11	21	32
	14.67	20.39	17.98
Total	75	103	178
	100.00	100.00	100.00

Service is unreliable	Geographic area		Total
	Non-core	Core	
No	69	87	156
	92.00	84.47	87.64
Yes	6	16	22
	8.00	15.53	12.36
Total	75	103	178
	100.00	100.00	100.00

Fare is too high	Geographic area		Total
	Non-core	Core	
No	74	99	173
	98.67	96.12	97.19
Yes	1	4	5
	1.33	3.88	2.81
Total	75	103	178
	100.00	100.00	100.00

Concerns about personal safety	Geographic area		Total
	Non-core	Core	
No	56	88	144
	74.67	85.44	80.90
Yes	19	15	34
	25.33	14.56	19.10
Total	75	103	178
	100.00	100.00	100.00

Other	Geographic area		Total
	Non-core	Core	
No	57	91	148
	76.00	88.35	83.15
Yes	18	12	30
	24.00	11.65	16.85
Total	75	103	178
	100.00	100.00	100.00

Q 30. What changes would encourage you to ride MARTA more often? Select all that apply.

Lower fares	Geographic area		Total
	Non-core	Core	
No	64	84	148
	85.33	81.55	83.15
Yes	11	19	30
	14.67	18.45	16.85
Total	75	103	178
	100.00	100.00	100.00

More frequent service	Geographic area		Total
	Non-core	Core	
No	39	52	91
	52.00	50.49	51.12
Yes	36	51	87
	48.00	49.51	48.88
Total	75	103	178
	100.00	100.00	100.00

Longer service hours	Geographic area		Total
	Non-core	Core	
No	66	86	152
	88.00	83.50	85.39
Yes	9	17	26
	12.00	16.50	14.61
Total	75	103	178
	100.00	100.00	100.00

Ability to purchase tickets through App	Geographic area		Total
	Non-core	Core	
No	52	65	117
	69.33	63.11	65.73
Yes	23	38	61
	30.67	36.89	34.27
Total	75	103	178
	100.00	100.00	100.00

Bus or train mapping on an App	Geographic area		Total
	Non-core	Core	
No	56	73	129
	74.67	70.87	72.47
Yes	19	30	49
	25.33	29.13	27.53
Total	75	103	178
	100.00	100.00	100.00

Option to use ride share to reach MARTA station	Geographic area		Total
	Non-core	Core	
No	64	95	159
	85.33	92.23	89.33
Yes	11	8	19
	14.67	7.77	10.67
Total	75	103	178
	100.00	100.00	100.00

Other	Geographic area		Total
	Non-core	Core	
No	51	79	130
	68.00	76.70	73.03
Yes	24	24	48
	32.00	23.30	26.97
Total	75	103	178
	100.00	100.00	100.00

Q 32. In ten years, could you see the Kensington MARTA Station as a destination point with attractions and mixed-use development (retail, grocery, entertainment, workplaces, services, single and/or multi-family housing)?

In ten years, could you see the Kensington MARTA Station as a destination point	Geographic area		Total
	Non-core	Core	
Don't know or not s..	2	12	14
	2.86	13.04	8.64
No	9	6	15
	12.86	6.52	9.26
Yes	59	74	133
	84.29	80.43	82.10
Total	70	92	162
	100.00	100.00	100.00

Q 33. Would you support a mixed-use development that includes housing at the Kensington MARTA Station?

Would you support a mixed-use development that includes housing at the Kensington	Geographic area		Total
	Non-core	Core	
Don't know or not s..	5	19	24
	7.14	20.65	14.81
No	5	5	10
	7.14	5.43	6.17
Yes	60	68	128
	85.71	73.91	79.01
Total	70	92	162
	100.00	100.00	100.00

Q 34. Would you support a requirement that any new housing included in a mixed-use development at the Kensington MARTA station include housing that is affordable to a variety of income levels?

Would you support a requirement that the Kensington MARTA station TOD include	Geographic area		Total
	Non-core	Core	
Don't know or not sure	4 6.67	8 11.76	12 9.38
No	5 8.33	7 10.29	12 9.38
Yes	51 85.00	53 77.94	104 81.25
Total	60 100.00	68 100.00	128 100.00

Q 35. What proportion of new housing at the Kensington MARTA station mixed-use development should be affordable to residents earning less than half of the DeKalb County median income (which would be about \$41,000 for a family of four)?

Setaside for LT 50% AMI	Geographic area		Total
	Non-core	Core	
Less than 10 percent	0 0.00	1 1.92	1 1.03
10-19 percent	5 11.11	10 19.23	15 15.46
20-29 percent	21 46.67	16 30.77	37 38.14
30-49 percent	13 28.89	13 25.00	26 26.80
50 percent or more	6 13.33	12 23.08	18 18.56
Total	45 100.00	52 100.00	97 100.00

Q 36. What proportion of new housing at the Kensington MARTA station mixed-use development should be affordable to residents earning less than 80 percent of the DeKalb County median income (which would be about \$66,000 for a family of four)?

Setaside for LT 80% AMI	Geographic area		Total
	Non-core	Core	
Less than 10 percent	1 2.27	2 4.08	3 3.23
10-19 percent	3 6.82	8 16.33	11 11.83
20-29 percent	20 45.45	16 32.65	36 38.71
30-49 percent	10 22.73	10 20.41	20 21.51
50 percent or more	10 22.73	13 26.53	23 24.73
Total	44 100.00	49 100.00	93 100.00

Q 37. What proportion of new housing in the Kensington MARTA station mixed-use development should be affordable to residents earning between 80 and 120 percent of the DeKalb County median income (which would be between \$66,000 and \$99,000 for a family of four)?

Setaside for 80-120% AMI	Geographic area		Total
	Non-core	Core	
Less than 10 percent	4 9.09	9 17.65	13 13.68
10-19 percent	11 25.00	13 25.49	24 25.26
20-29 percent	13 29.55	8 15.69	21 22.11
30-49 percent	10 22.73	10 19.61	20 21.05
50 percent or more	6 13.64	11 21.57	17 17.89
Total	44 100.00	51 100.00	95 100.00

Q 38. If housing was available at a mixed-use development at the Kensington MARTA station, how likely would you be to move there?

How likely to move to Kensington TOD	Geographic area		Total
	Non-core	Core	
Very likely	5 9.80	14 19.44	19 15.45
Somewhat likely	12 23.53	16 22.22	28 22.76
Neutral	7 13.73	12 16.67	19 15.45
Somewhat unlikely	6 11.76	5 6.94	11 8.94
Very unlikely	21 41.18	25 34.72	46 37.40
Total	51 100.00	72 100.00	123 100.00