

RIVER TO SEA TRANSPORTATION PLANNING ORGANIZATION

# 2016 TELL THE TPO SURVEY

CAMPAIGN SUMMARY

August 2016





# Introduction

The River to Sea Transportation Planning Organization (TPO) conducted its second “Tell the TPO” Transportation Trends Survey to better understand the transportation preferences and priorities for the TPO’s planning area. The survey is conducted every two years, and helps to provide insights to the TPO as they make decisions on transportation priorities. This year’s survey served as a follow-up to the initial survey conducted in 2014.

This survey seeks to provide a broad understanding of the public’s awareness, attitudes, and perceptions about transportation within the TPO region, and to identify changes and trends of these results over the years. Additionally, the survey is intended to increase public awareness of the TPO and its transportation planning functions.

Specifically, the survey objectives are to:

- **Understand** the transportation wants, needs, problems, and preferences from residents, business community, elected officials, visitors, and other stakeholders.
- **Increase public awareness** of the TPO’s presence in the local area and expand branding of the organization.
- **Engage** interested and affected residents, businesses, and visitors in the TPO’s planning activities.
- **Foster** partnerships among the TPO partner agencies and community organizations.
- **Build** the contact databases of the TPO partner agencies including FDOT ReThink, Votran, and SunRail.





# Methodology

The original goals and survey development were undertaken during the 2014 survey creation when a survey working group was formed. The group included partner transportation agencies and key community stakeholders including the East Central Florida Regional Planning Council (ECFRPC), FDOT - District 5, FDOT ReThink Your Commute, Votran, Flagler and Volusia Counties, and Volusia/Flagler County Association for Responsible Development (VCARD/FCARD).

A majority of the 2016 survey questions were consistent with the previous survey in order to observe patterns from year to year, however, the 2016 survey included a few major changes to the 2014 survey, along with minor text clarifications. The February 2016 TPO Board Retreat was themed around intelligent transportation systems (ITS) and how advances in technology will impact the TPO region. The survey reflected this theme and was modified to include ITS answer choices to existing questions and added a new question asking which ITS improvements are most important to survey respondents. Since SunRail has now been in service for two years, this new survey also included the addition of a question regarding improvements to SunRail service.

For the 2016 survey, the TPO reached out to other community stakeholder organizations by attending events to distribute the survey and spread awareness about the TPO. The survey was also distributed through various media outlets, posted and announced through partner agencies' websites, newsletters, and email blasts.

The survey was predominantly facilitated through the online/web version but printed copies were also distributed in both English and Spanish languages. The survey campaign formally ran from March 31, 2016 to May 31, 2016. Each of the board and committee members were challenged to be an "ambassador" for the survey campaign and to help share and promote the survey through their own organizations' communication channels. This "Ambassador Program" helped in successfully increasing the awareness of the campaign throughout the process.



# Outreach

Survey outreach featured partnerships with cities, government agencies, businesses, and community organizations which helped to make the [www.TelltheTPO.com](http://www.TelltheTPO.com) link widely available through various websites, newspaper, and media outlets. Some examples include:

- Conducted strategic in-person outreach at One Voice for Volusia (Coalition Meeting event), VCARD (Happy Hour at Lilian Place event), and the Volusia County Farm Bureau Weekly Farmer's Market event.
- Earned media included stories in 20 publications ranging from the Daytona Beach News-Journal to the City of DeBary's newsletter.
- Social media (Facebook and Twitter) and email blasts across more than 30 community outlets.
- Board and committee members served as ambassadors to get the word out to their constituents.
- Public response to the survey included the following number of respondents "opting-in" for partner agency email listervs:



**264**



**84**



**273**



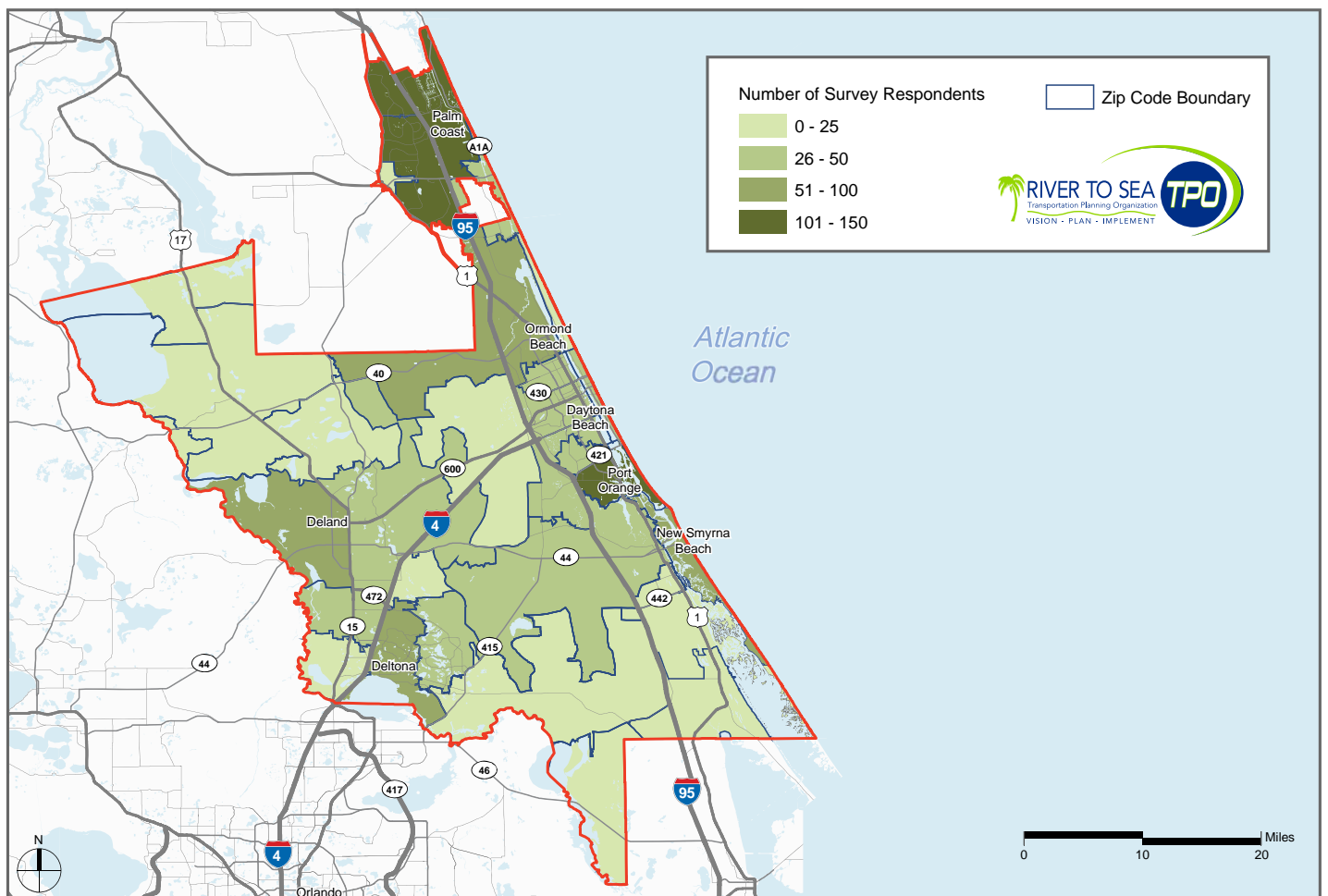
**135**

# Response

A total of 1,276 responses were collected and summarized as part of this effort. The results have been successful in providing a second set of data to identify trends and patterns in public opinion on the region's transportation system.

Out of the more than 1,200 respondents, over 40% provided additional answers in essay form to supplement the multiple choice questions. More than 55% of respondents were between age 41 and 65 and 25% of respondents were 65 or older.

Figure 1 illustrates the geographic distribution of the survey respondents by where they live. Compared to the 2014 survey effort, respondents came from a wider variety of geographic areas, reporting a total of 84 unique zip codes, compared to 75 zip codes in 2014.



Note: 84 respondents listed their home zip code outside the MPO boundary.



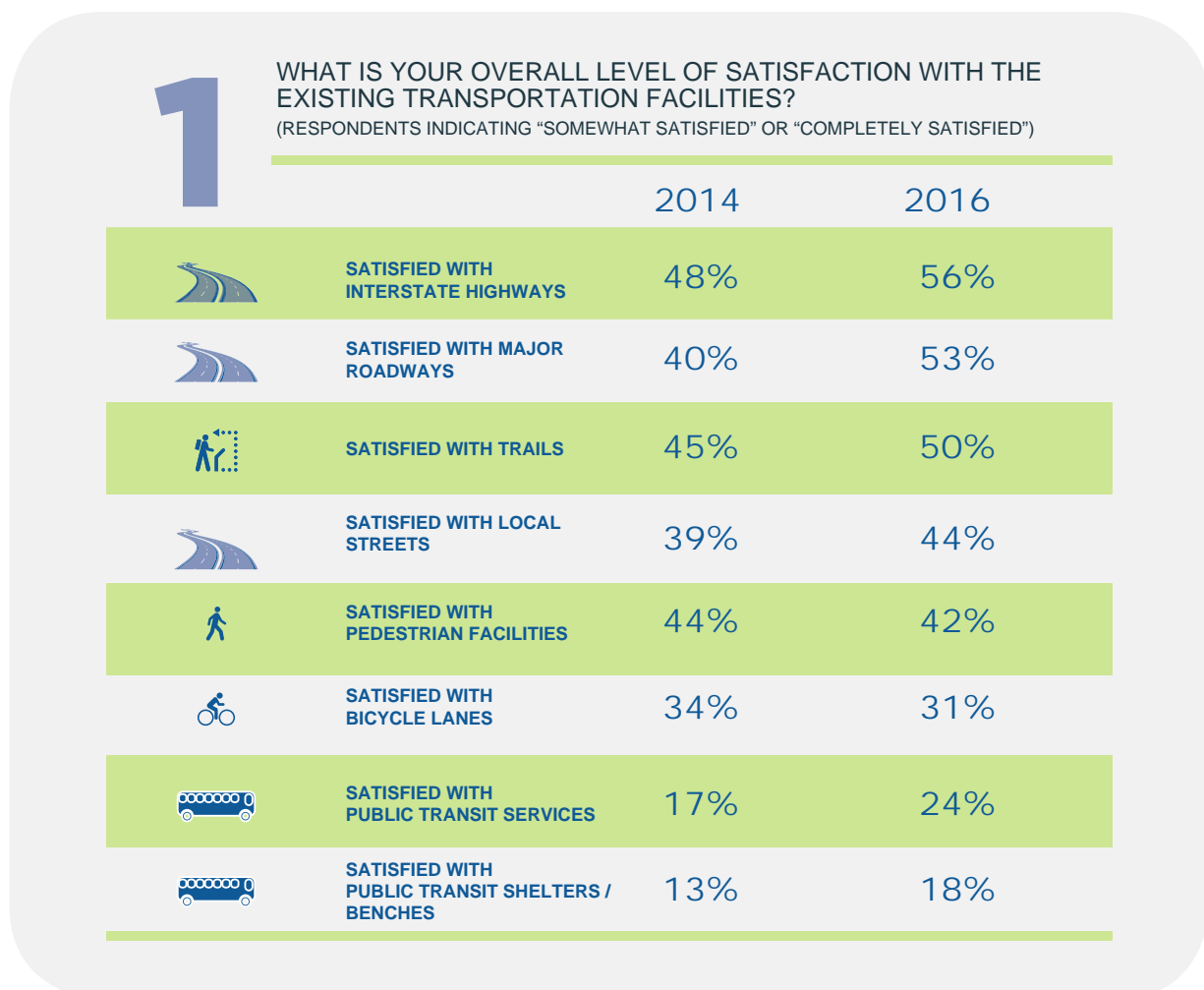
# Summary of Key Findings

The survey included nine transportation questions relating to how respondents move around the TPO region and their preferences for additional investment. Generally, the results of the survey were consistent with the 2014 survey and are reviewed in this section.

Similar to the 2014 survey, the new survey revealed that many respondents walk, bike, or take transit daily; and many more would do so if additional higher quality bicycling and pedestrian facilities are constructed. Most of the respondents also feel a need to invest more in modes like walking, bicycling, and public transit. Most respondents indicated they were satisfied with the roadway/highway system but would like to see more investment in improving operational efficiencies like signal timing, turn lane additions/extensions, etc.. In addition, respondents would like to invest resources in intelligent transportation systems infrastructure such as variable message signs, coordinated signals, and real-time travel information to improve traffic flow, decrease roadway crashes, and better inform the traveling public.

Respondents were interested in investing more in existing roadways and prioritizing operational efficiency improvements on what exists today, rather than building new infrastructure. In regard to SunRail, respondents would like to see the service expanded beyond the DeLand SunRail station and into the evening and weekends in the future. Eight out of every 10 respondents support a dedicated funding source for public transit and indicated a variety of options they would support to do this.

**The following is a summary of the survey findings. New and modified questions are marked as such and the results of the last survey are provided for reference:**








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TO IMPROVE DRIVING IN OUR AREA, SHOULD WE INVEST MORE, THE SAME, OR LESS IN THE FOLLOWING?

	2014	2016
INCREASE INVESTMENT IN MODES OTHER THAN DRIVING (BICYCLING, TRANSIT, WALKING)	72%	<div>65% WALKING</div> <div>64% BICYCLING</div> <div>59% TRANSIT</div>
INCREASE INVESTMENT IN IMPROVING ROADWAY OPERATIONS (BETTER SIGNAL TIMING, EXTENDING TURN LANES, ETC.)	63%	62%
INCREASE INVESTMENT IN TECHNOLOGY LIKE VARIABLE MESSAGE SIGNS, COORDINATED SIGNALS, REAL-TIME INFO	NEW ANSWER CHOICE	57%
INCREASE INVESTMENT IN BUILDING NEW ROADWAYS	25%	25%
INCREASE INVESTMENT IN ENCOURAGING CARPOOLING	42%	43%
INCREASE INVESTMENT IN ADDING MORE LANES	38%	42%

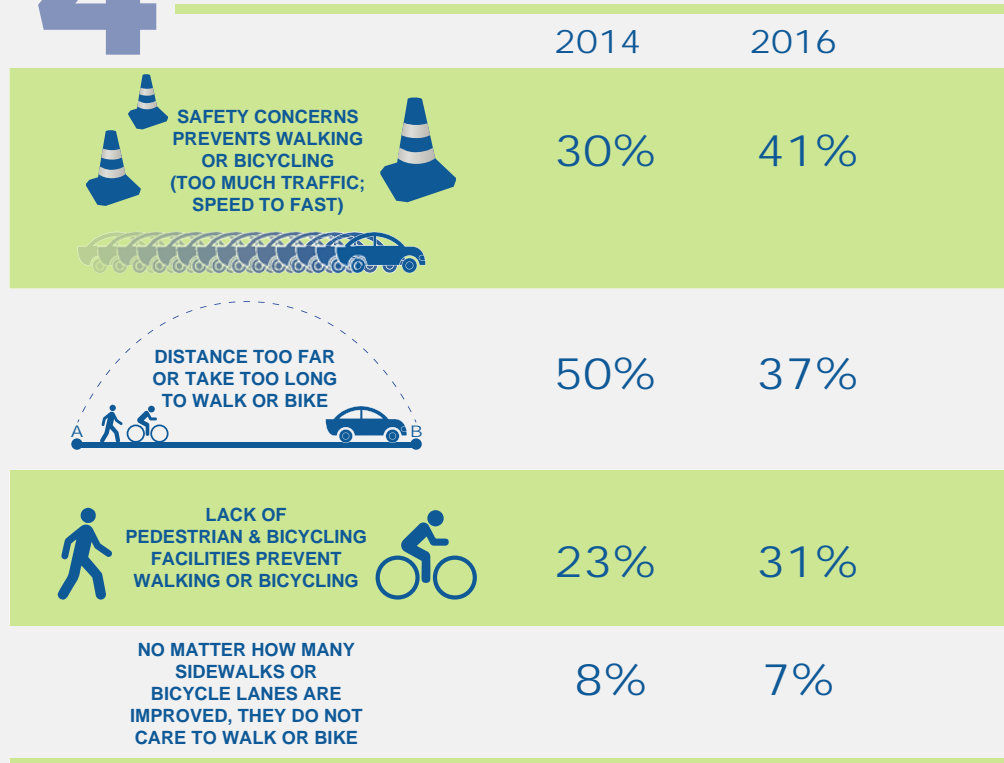
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WHAT FORMS OF TRANSPORTATION DO YOU USE REGULARLY (4 OR MORE TIMES PER WEEK)?

		2014	2016
	DRIVE ALONE	90%	89%
	WALK DAILY	23%	50%
	BIKE DAILY	12%	28%
	CARPOOL	6%	11%
	PUBLIC TRANSPORTATION	6%	<div>4% BUS</div> <div>3% SUNRAIL</div>

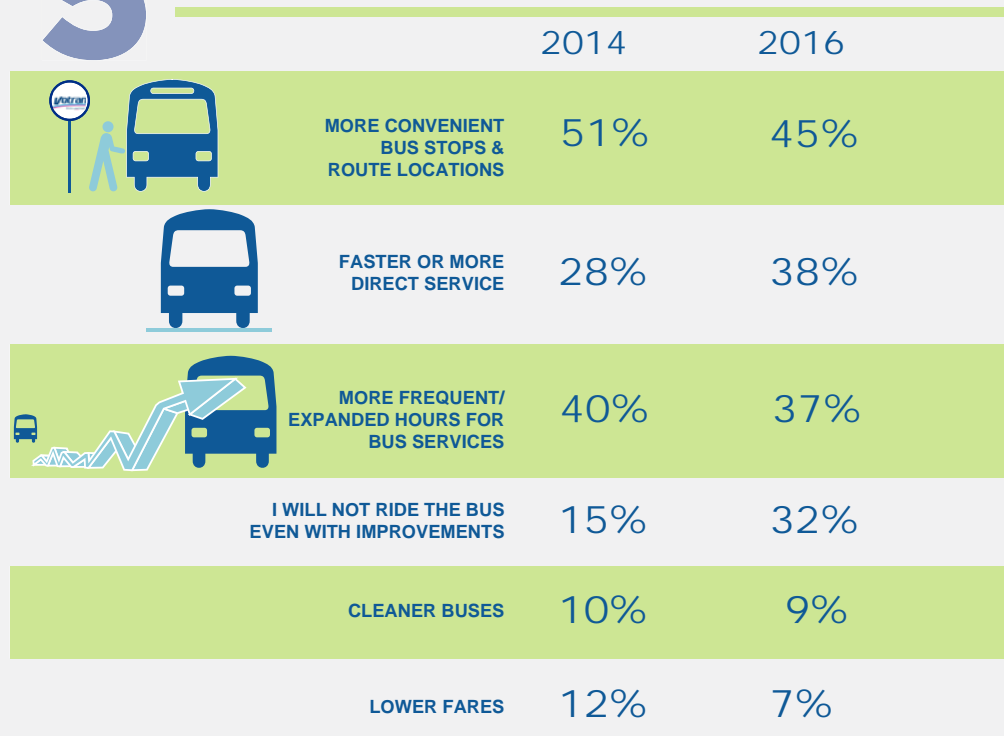
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IF YOU DON'T WALK OR BICYCLE NOW, WHAT PREVENTS YOU FROM DOING SO?



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IF YOU DON'T REGULARLY USE TRANSIT BUSES, WHICH IMPROVEMENTS WOULD MAKE THEM A MORE ATTRACTIVE OPTION?





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IF YOU DO NOT REGULARLY USE SUNRAIL, WHAT IMPROVEMENTS CAN MAKE IT MORE ATTRACTIVE?



NEW QUESTION	2016
EXPAND SERVICE BEYOND DELAND STATION	50%
MORE FREQUENT AND/OR EXPANDED HOURS OF SERVICE	36%
EXPAND SERVICE TO DELAND STATION	30%
MORE EFFECTIVE FEEDER BUS SERVICE	23%
I WILL NOT RIDE SUNRAIL EVEN WITH PUBLIC TRANSPORTATION IMPROVEMENTS	19%
MORE PARKING AT STATIONS	10%
LOWER FARES	9%







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WHAT SOURCES SHOULD BE USED TO PAY TO EXPAND TRANSIT?

	2014	2016
SUPPORT A DEDICATED FUNDING SOURCE FOR TRANSPORTATION	83%	78%
NEED MORE INFORMATION TO SUGGEST SPECIFIC SOURCE	46%	40%
GENERAL SALES TAX	18%	8% ONE CENT SALES TAX 12% HALF CENT SALES TAX
TRANSIT IMPACT FEE FOR NEW DEVELOPMENT	12%	13%
OVERLAY TAX DISTRICT FOR URBAN AREAS	3%	3%
INCREASED PROPERTY TAXES	3%	2%
DO NOT SUPPORT A DEDICATED FUNDING SOURCE FOR TRANSPORTATION	10%	14%






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## HOW SHOULD WE PRIORITIZE OUR TRANSPORTATION FUNDING (MORE, THE SAME, OR LESS)?

		2014	2016
	INVEST MORE IN SIDEWALKS AND CROSSWALK FACILITIES	59%	62%
	INVEST MORE IN EXISTING ROADWAYS	47%	56%
	INVEST MORE IN BICYCLE FACILITIES	58%	52%
	INVEST MORE IN PUBLIC TRANSIT	73%	<div> <div>[</div> <div>48% BUS SERVICE</div> <div>51% SUNRAIL</div> <div>]</div> </div>
	INVEST MORE IN TRAILS	46%	43%
	INVEST MORE IN NEW ROADWAYS	34%	24%

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## IN WHAT AREA IS TRANSPORTATION TECHNOLOGY MOST IMPORTANT?

	NEW QUESTION	2016
	IMPROVING THE FLOW OF VEHICLE TRAFFIC	75%
	DECREASING ROADWAY CRASHES	75%
	PROVIDING REAL-TIME INFORMATION TO DRIVERS / TRANSIT RIDERS / PEDESTRIANS	53%
	HELPING TRANSIT VEHICLES ARRIVE ON TIME OR HAVE SHORTER TRAVEL TIMES	45%
	REDUCING FREIGHT SHIPPING TRAVEL TIMES	24%



FOR YOUR PROTECTION  
SLIPPERY RAMP  
USE  
NO  
WHEELCHAIRS  
WHEELBOARDS  
BIKES  
ROLLERBLADES

BEACH LUNCH SPOT

Grove Nest

Bahama Mama's

SILVER BELLES

BEACHHOUSE BEANERY

Gallery Of Local Art





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