

2018

RIVER TO SEA TRANSPORTATION
PLANNING ORGANIZATION

TELL THE TPO SURVEY

CAMPAIGN SUMMARY



AUGUST 2018





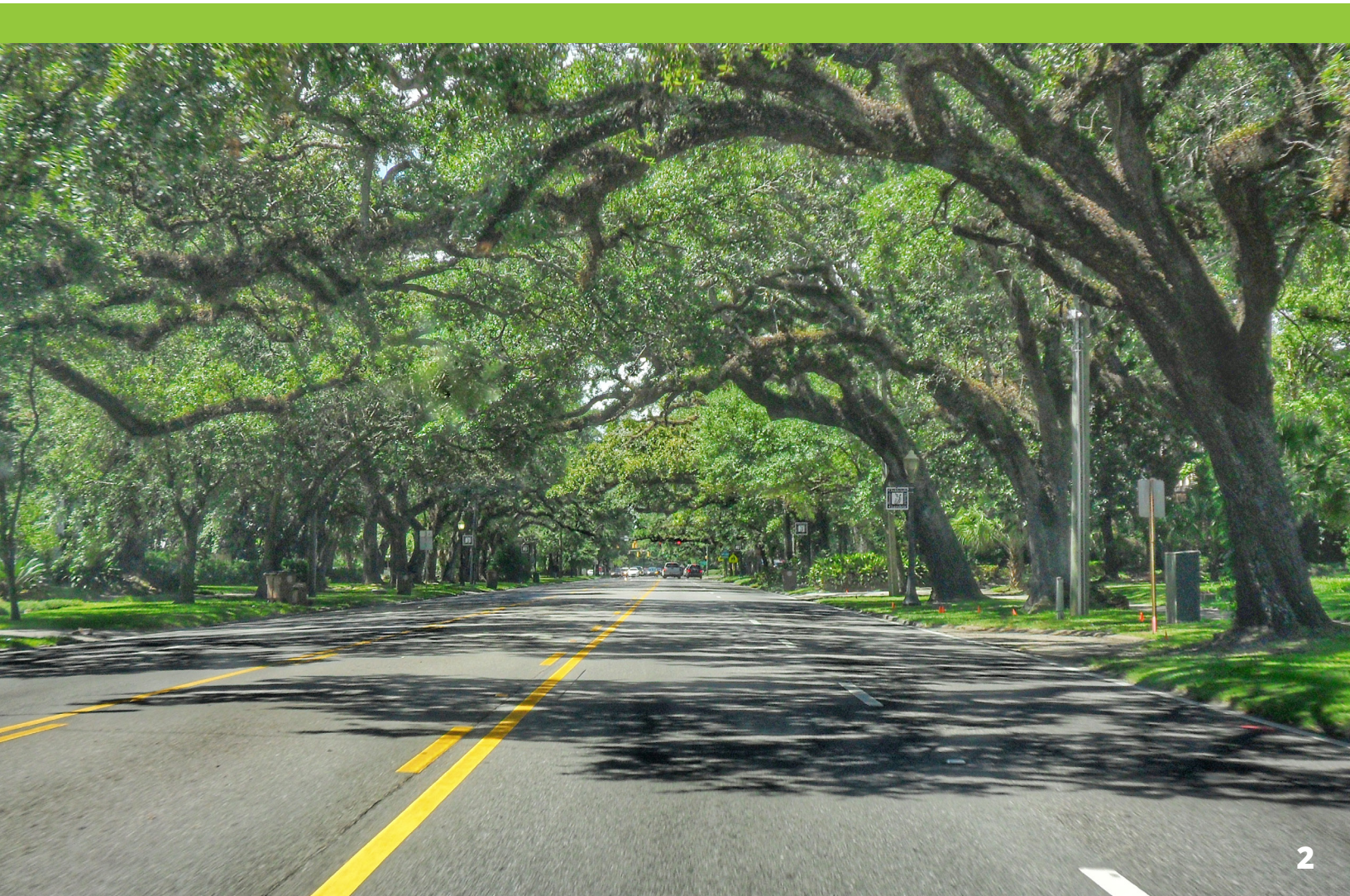
INTRODUCTION

The River to Sea Transportation Planning Organization (TPO) conducts the “Tell the TPO” Transportation Trends Survey to better understand the transportation preferences and priorities for the TPO’s planning area. The survey is completed every two years, and helps to provide insights to the TPO as they consider transportation policies and priorities. The initial survey was conducted in 2014, followed by one in 2016. This summary presents an overview of the results for the 2018 Survey.

The Tell the TPO Survey seeks to provide a broad understanding of the public’s awareness, perceptions, and priorities regarding transportation within the TPO region, and to identify trends of these results over the years. Additionally, it is intended to increase public awareness of the TPO and its transportation planning functions.

Specifically, the objectives are to:

- Understand the transportation wants needs, problems, and preferences of residents, the 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 and its partner agencies, including: FDOT’s ReThink Your Commute, Votran, Flagler County Public Transportation, and SunRail.



METHODOLOGY

At the outset of the Survey development, a stakeholder group was identified to help with reviewing questions from previous efforts and recommending updates and/or new questions to be included in the 2018 Survey effort. The group included partner transportation agencies and key community stakeholders, including:

- East Central Florida Regional Planning Council (ECFRPC)
- Florida Department of Transportation – District 5
- FDOT ReThink Your Commute
- Flagler County
- Flagler County Public Transportation
- SunRail
- Volusia County Association for Responsible Development
- Volusia County
- Volusia County Roundtable of Elected Officials
- Votran

Lochner was commissioned to support TPO staff on this effort. The Project Team gathered input and direction from the TPO Board and its advisory committees – the Bicycle/Pedestrian Advisory Committee (BPAC), Citizens' Advisory Committee (CAC), Technical Coordinating Committee (TCC), and Transportation Disadvantaged Local Coordinating Board (TDLCB) – prior to finalizing the Survey questions.

A majority of the 2018 questions were consistent with the previous two surveys in order to observe trends from year-to-year. There were, however, several adjustments made based upon coordination with the stakeholder group and the TPO Board and advisory committees, including minor revisions to several questions, and two previous questions were replaced with new questions to cover topical transportation issues that the TPO Board identified as critical during the survey development process. The adjustments also included the addition of a question to track how many respondents had previously taken the Tell the TPO Survey.

Based on the input received, the Project Team developed draft and final versions of the survey. The Survey was disseminated via a dedicated website at www.TelltheTPO.com in English and Spanish; publicized through various media outlets; posted and announced through partner agencies' websites, newsletters, email blasts; and promoted at community events. It was predominantly accessed via the online/web version but printed copies were also distributed in English and Spanish through a number of agencies including the Volusia and Flagler County Libraries.

During the Survey, each of the board members, as well as members of the TPO's four standing committees were challenged to be "ambassadors" for the campaign, and to help promote it via their organizations' communication channels and their personal networks. These "Ambassador Challenges" helped to increase awareness of the campaign throughout the process. The Tell the TPO Survey campaign formally ran from April 30, 2018 through June 30, 2018.



OUTREACH

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

- The TPO Board and advisory committee members served as Ambassadors to get the word out to their constituents and personal networks.
- Strategic in-person outreach was conducted at the following:
 - One Voice for Volusia (Coalition Meeting event)
 - Volusia County Farm Bureau weekly Farmer's Market
 - City of Palm Coast Lunch & Learn Series Event
 - Daytona Beach Juneteenth Celebration
 - Bethune-Cookman University Equitable Development Conference
 - Oak Hill Community Festival
 - Volusia County League of Women Voters Judicial Forum
 - Volusia County's Trails Day Celebration
 - Tourism Week Breakfast Event
- Cities, agencies, organizations and private citizens made the www.TelltheTPO.com link widely available via the web, newsletters and e-blasts.
- Social media and email blasts including more than 100 unique shares on Facebook and more than 40 unique shares on Twitter.
- Earned media included stories in more than 10 print and TV publications ranging from an article in News Daytona Beach to a TV spot airing on News-13.

The following numbers of respondents "opted-in" for partner agency email distribution lists:



595



464



285



204



170

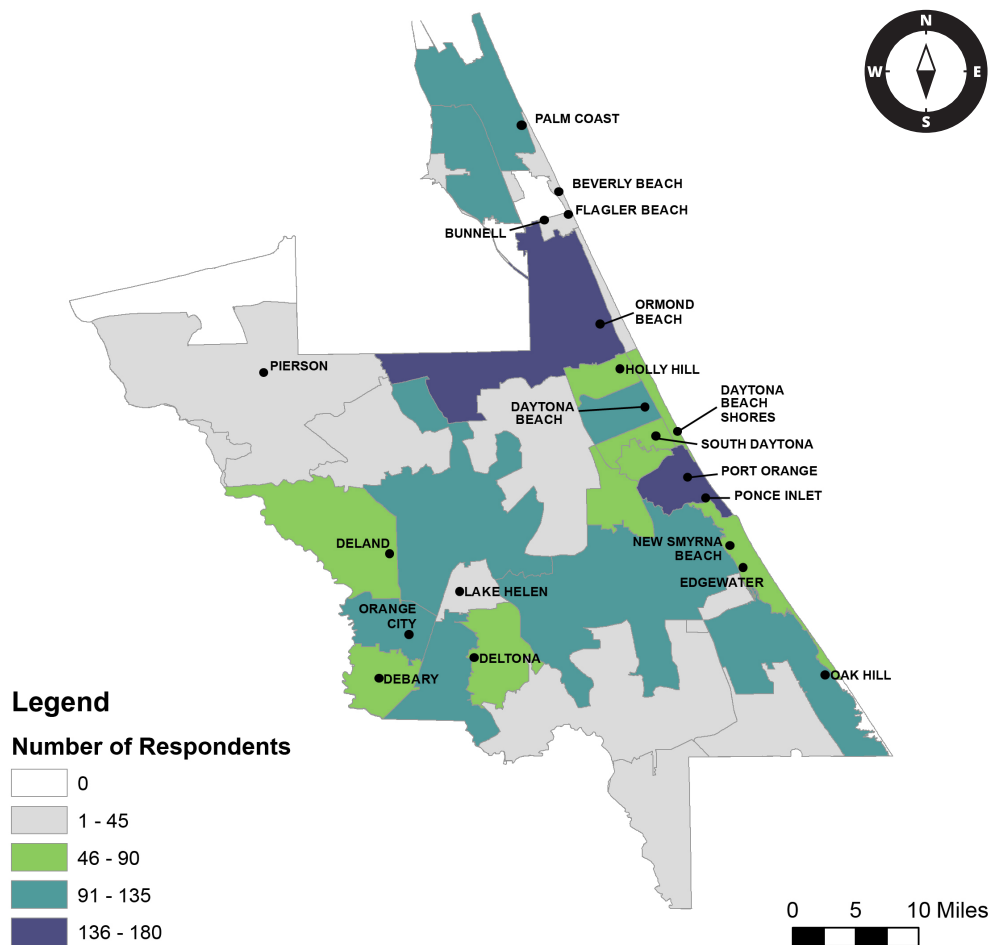
RESPONSE

A total of 2,176 responses were collected and summarized as part of this effort – an increase of 900 responses (73%) over the 2016 survey. The results have been successful in providing an updated set of data to identify trends and patterns in public opinion on the region's transportation system.

Out of the more than 2,100 respondents, over 35% provided additional answers in essay form to supplement the multiple choice questions. More than 57% of respondents were between age 41 and 65 and 21% of respondents were 65 or older. A summary of the respondent demographics are included on page 5 of this summary.

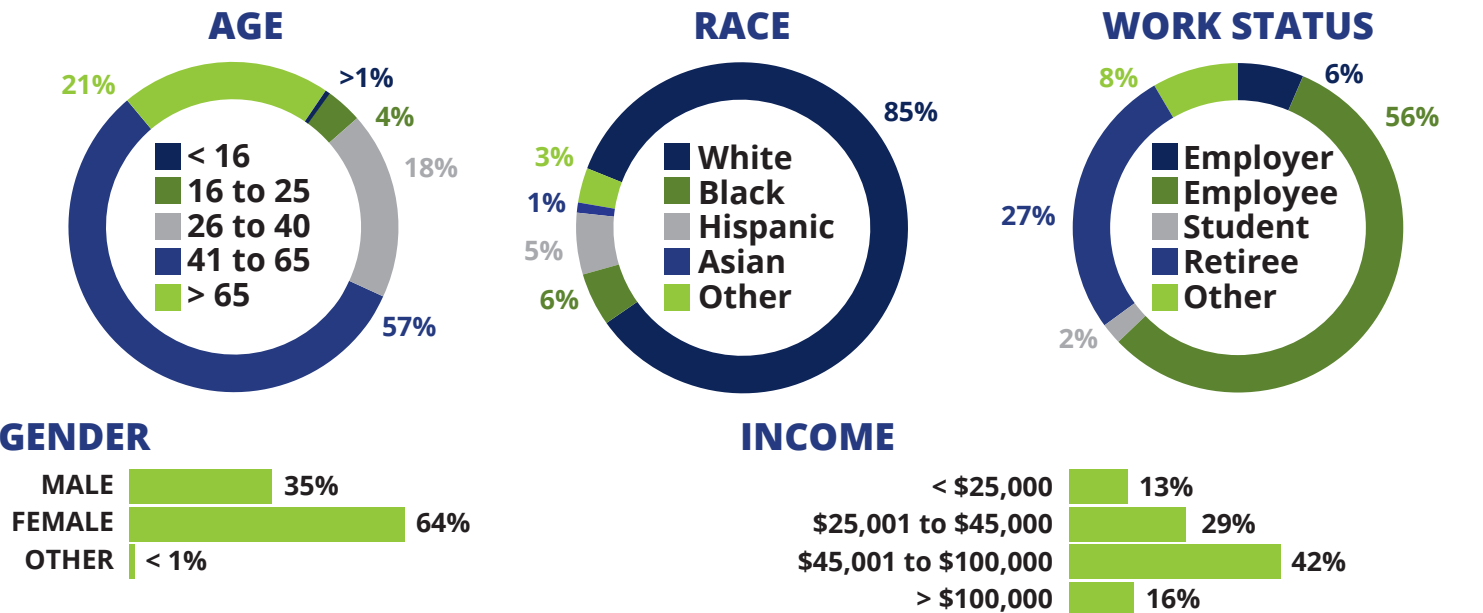
The map on page 5 illustrates the geographic distribution of the survey respondents by where they live. Compared to previous survey efforts, respondents came from a wider variety of geographic areas, reporting a total of 120 unique zip codes, compared to 84 zip codes in 2016 and 75 zip codes in 2014.

RESPONDENTS BY ZIP CODE



DEMOGRAPHICS

DEMOGRAPHICS OF 2018 RESPONDENTS



SUMMARY OF KEY FINDINGS

The 2018 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 previous surveys conducted in 2014 and 2016.

Providing Travel Choices is a Priority

As in previous years, respondents indicated that providing transportation choices is important. Similar to the prior surveys, many respondents walk or bike regularly. The percentage of respondents who use transit held steady from 2016.

Uber is Here

The number of respondents who carpool and use SunRail regularly has decreased since 2016. These fluctuations may be attributable to the increased usage of alternative modes like Uber/Taxi, of which more than four (4) percent of respondents use regularly.

Investing in Safety and Convenience Will Make Travel Choices More Attractive

Respondents indicated that they would bike or walk more if additional high quality bicycling and pedestrian facilities are constructed, and that they would use buses and SunRail more if those services were made more convenient by expanding service hours or coverage. Most respondents felt more should be invested in improving walking conditions and transit service; and adding bike lanes and trails were among the highest funding priorities.

Improving Roadway Safety and Efficiency is Valued

Generally participants were satisfied with the existing roadway system. Respondents identified use of technology to improve operating conditions, and replacing aging infrastructure as the highest funding priorities.

Maintaining Good Operations along International Speedway Boulevard is a Priority

This year, a new question asked respondents to indicate which of the 10 highest crash locations within the TPO planning area were of greatest concern. Three of the top four locations are in Daytona Beach along International Speedway Boulevard. A map showing how respondents feel about the remaining seven locations is included on page 13.

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

92%

**OF
RESPONDENTS
TOOK THE
TELL THE TPO
SURVEY FOR
THE FIRST
TIME IN 2018.**



1

WHAT FORMS OF TRANSPORTATION DO YOU USE REGULARLY (3 OR MORE TIMES PER WEEK)?

*PERCENTAGE CHANGE FROM 2016 SURVEY

DRIVE
ALONE



91%
+2%*

BUS



5%
+1%

WALK



31%
-19%

UBER/TAXI



4%
NEW ANSWER
CHOICE

BIKE



17%
-11%

SUNRAIL



2%
-1%

CARPOOL



9%
-2%

2

IF YOU DO NOT WALK OR BICYCLE NOW, WHAT PREVENTS YOU FROM DOING SO?

*PERCENTAGE CHANGE FROM 2016 SURVEY

DISTANCE TOO FAR/TAKES
TOO LONG
TO WALK OR BICYCLE

53%
+16%*

SAFETY CONCERNS

52%
+11%

LACK OF PEDESTRIAN OR
BIKE FACILITIES

34%
+3%

I AM NOT COMFORTABLE
WITH MY BICYCLE RIDING/
WALKING ABILITY

8%
NEW ANSWER
CHOICE

I CAN'T WALK OR BICYCLE,
NO MATTER HOW
SIDEWALKS OR BICYCLE
LANES ARE IMPROVED

5%
NEW ANSWER
CHOICE

I WON'T WALK OR RIDE A
BICYCLE, EVEN IF BIKE/PED
FACILITIES ARE IMPROVED

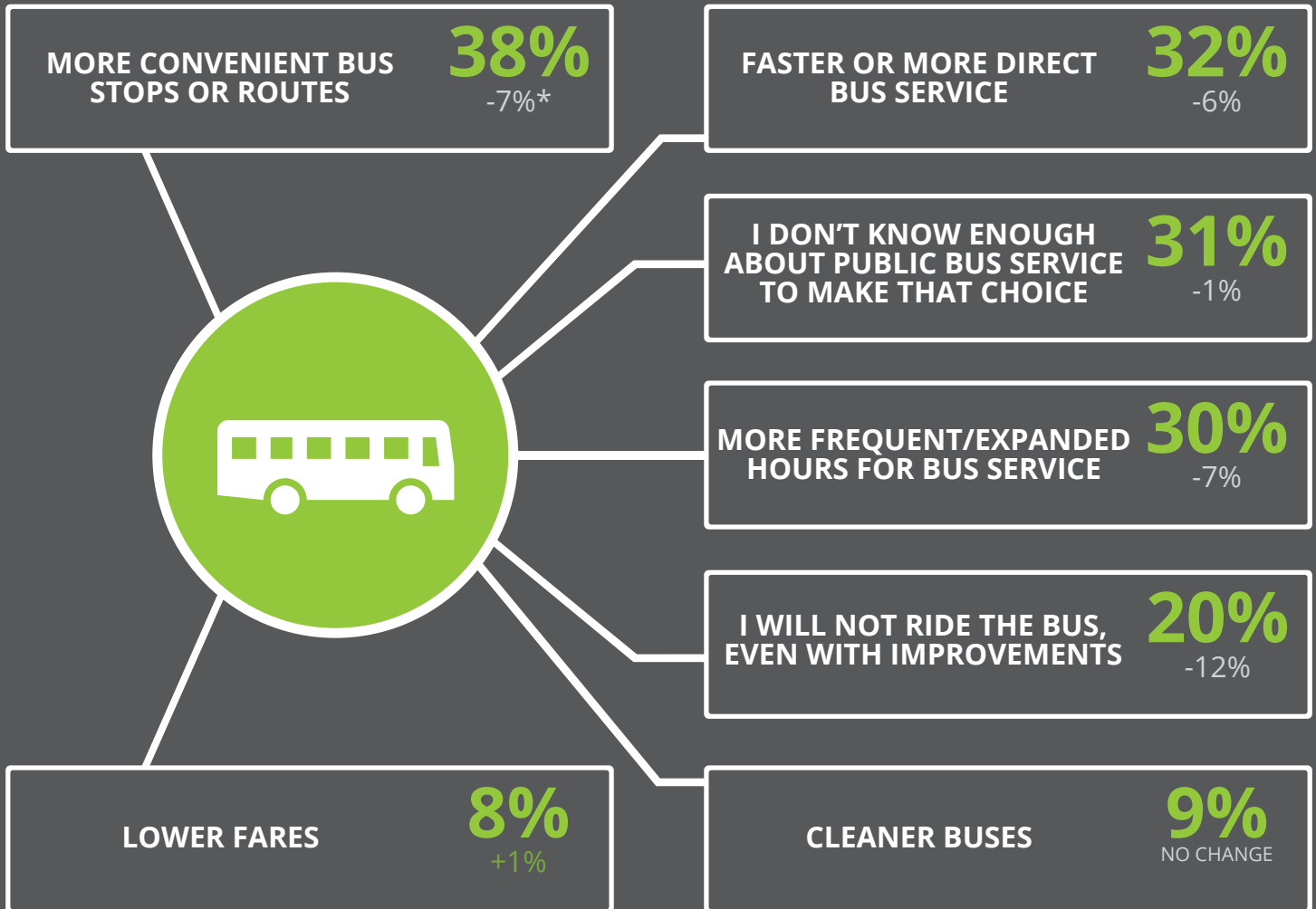
6%
-1%



3

IF YOU DO NOT REGULARLY USE PUBLIC TRANSIT BUSES, WHAT IMPROVEMENTS MIGHT MAKE THEM A MORE ATTRACTIVE OPTION FOR YOU?

*PERCENTAGE CHANGE FROM 2016 SURVEY

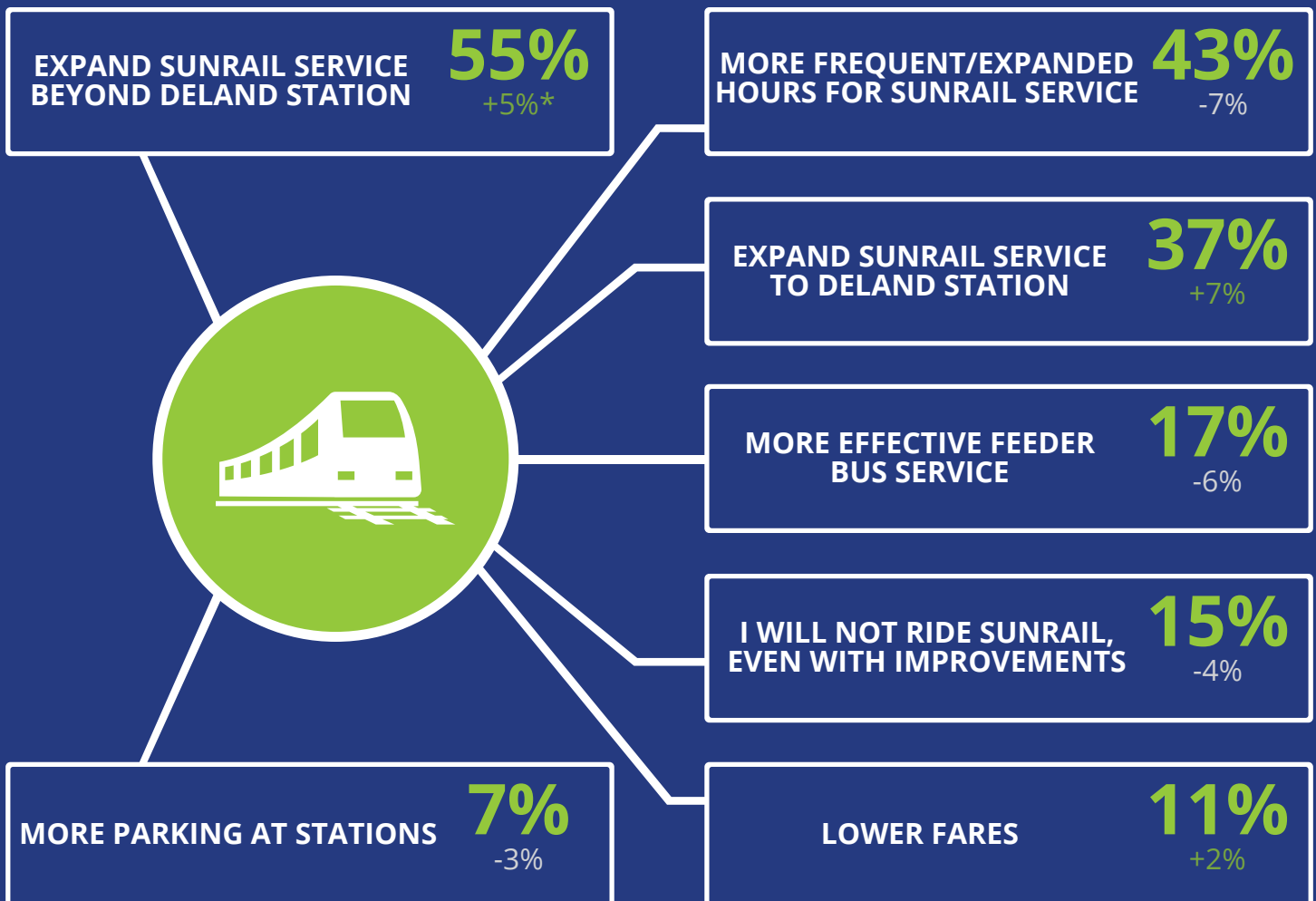




4

IF YOU DO NOT REGULARLY USE SUNRAIL, WHAT IMPROVEMENTS MIGHT MAKE IT A MORE ATTRACTIVE OPTION FOR YOU?

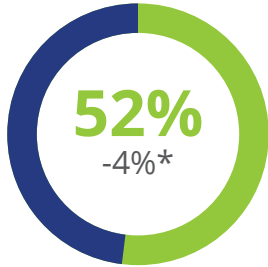
*PERCENTAGE CHANGE FROM 2016 SURVEY



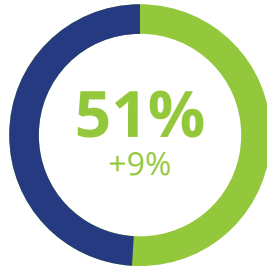
5

WHAT IS YOUR OVERALL LEVEL OF SATISFACTION WITH THE CURRENT TRANSPORTATION FACILITIES IN VOLUSIA/FLAGLER COUNTIES?

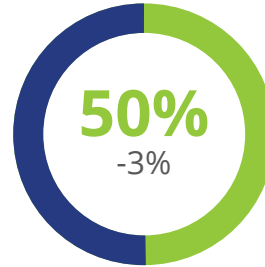
*PERCENTAGE CHANGE FROM 2016 SURVEY



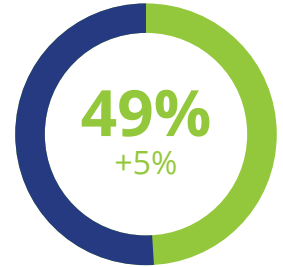
INTERSTATE HIGHWAYS



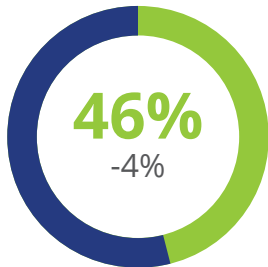
SIDEWALKS AND
CROSSWALKS



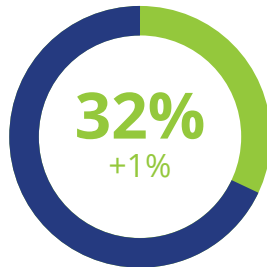
MAJOR STREETS



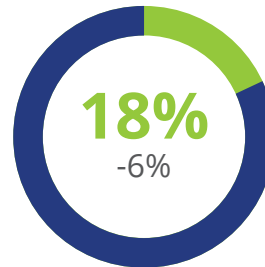
LOCAL NEIGHBORHOOD
STREETS



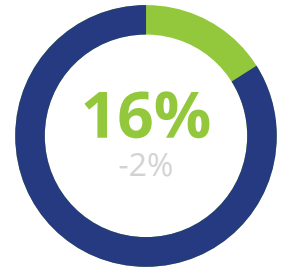
TRAIL SYSTEM



BICYCLE LANES



PUBLIC TRANSIT SERVICE



PUBLIC TRANSIT
SHELTERS/BENCHES

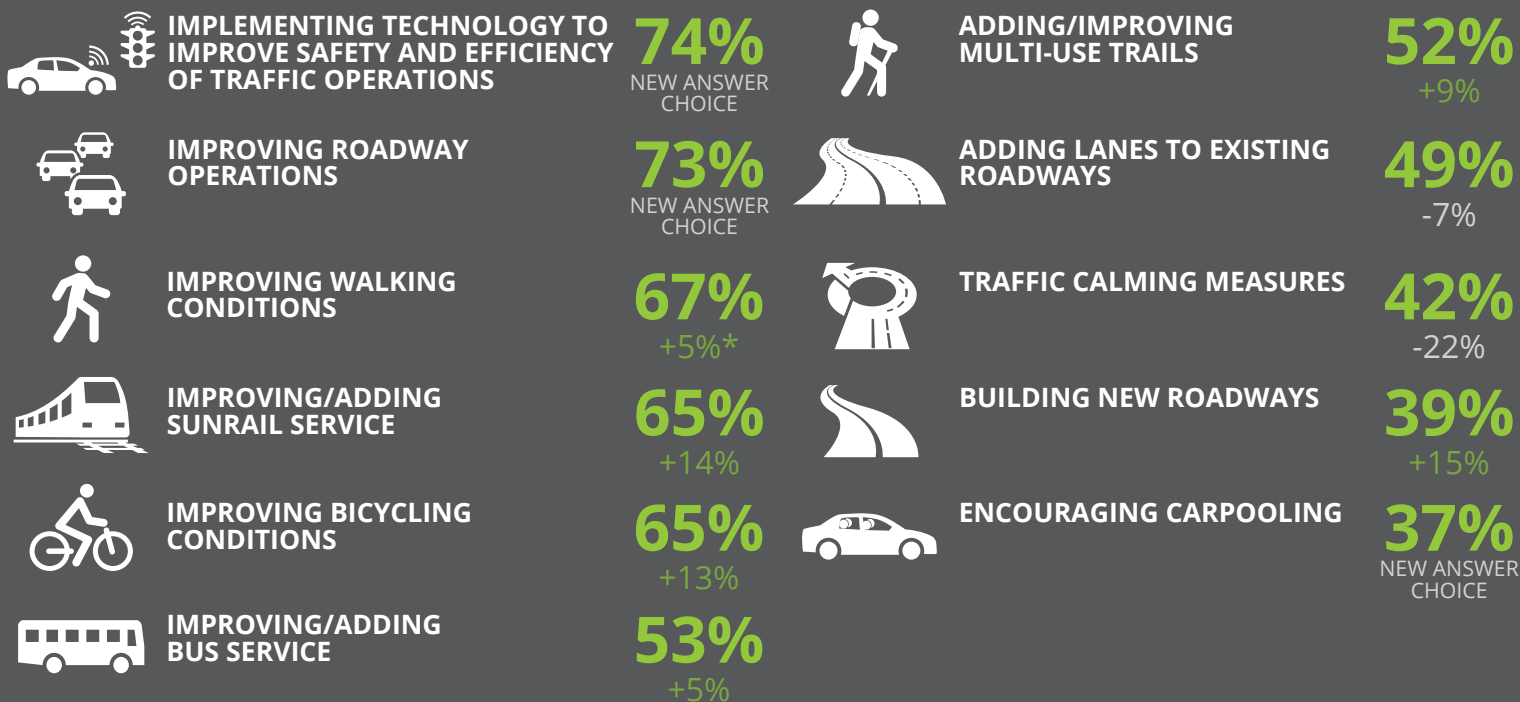
PERCENT OF RESPONDENTS THAT INDICATED "SOMEWHAT SATISFIED" OR "COMPLETELY SATISFIED"





6 AS WE PRIORITIZE SPENDING ON TRANSPORTATION PROJECTS, SHOULD WE INVEST MORE, THE SAME, OR LESS ON THE FOLLOWING?

*PERCENTAGE CHANGE FROM 2016 SURVEY

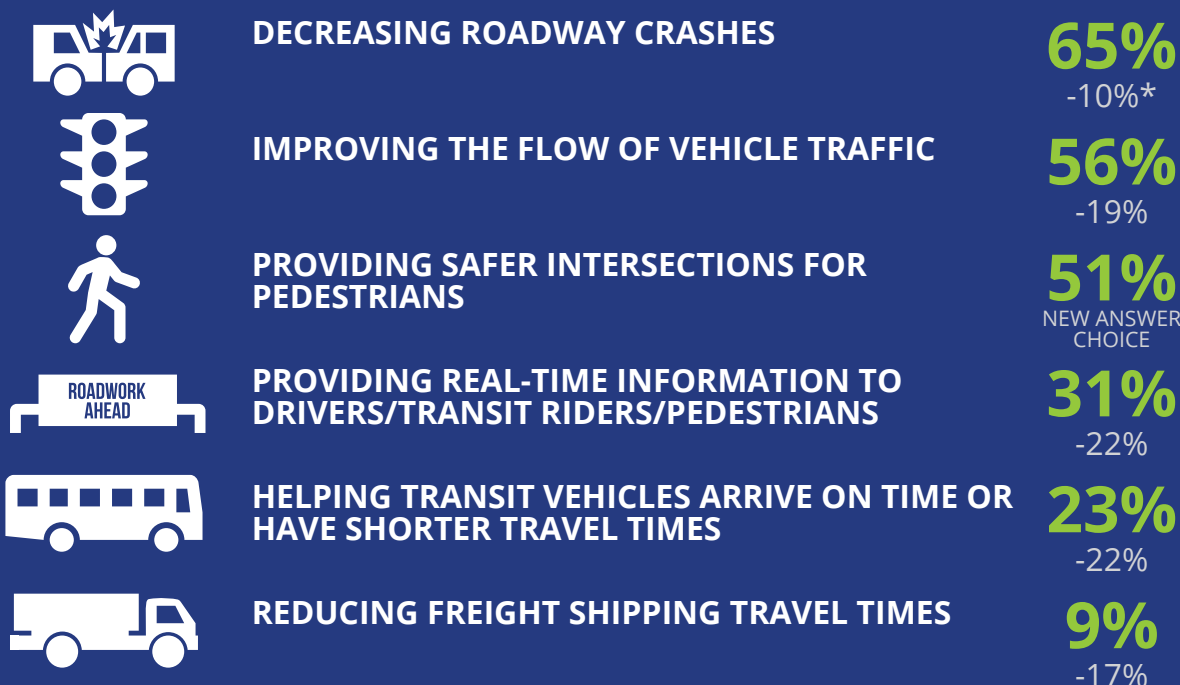


PERCENTAGE OF RESPONDENTS THAT INDICATED TO SPEND "MORE" OR "MUCH MORE"

7

NEW TRANSPORTATION TECHNOLOGY IS IMPORTANT FOR WHICH OF THE FOLLOWING?

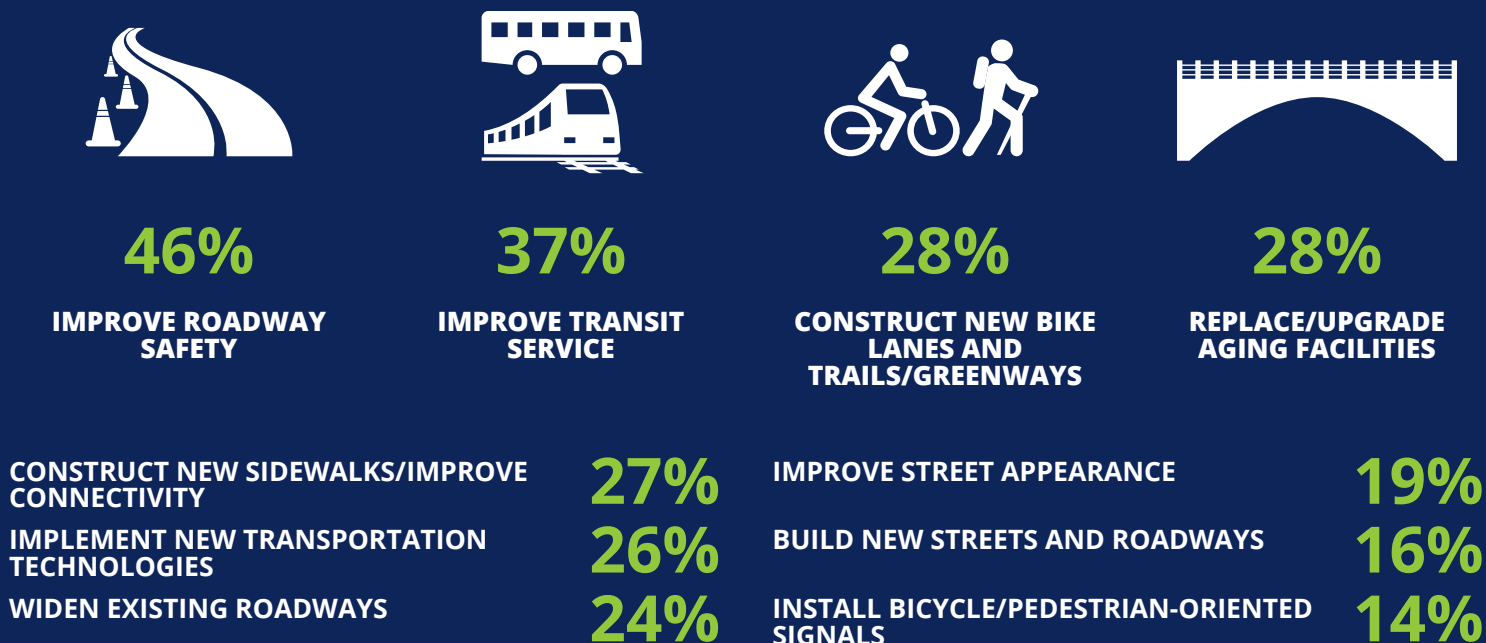
*PERCENTAGE CHANGE FROM 2016 SURVEY



8

NEW QUESTION

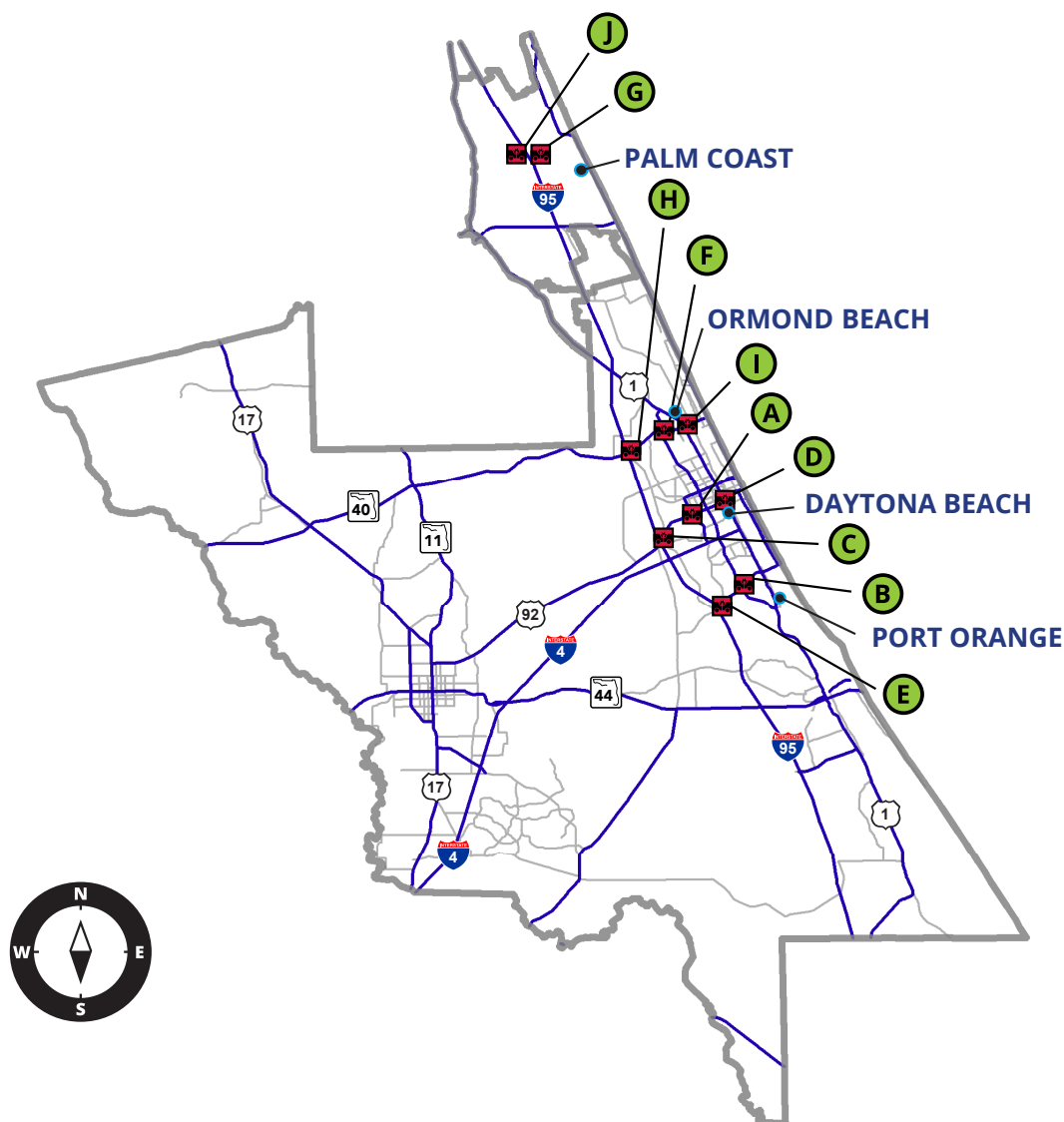
TRANSPORTATION NEEDS EXCEED THE AMOUNT OF FUNDING AVAILABLE. WHICH TYPES OF TRANSPORTATION PROJECTS ARE YOUR HIGHEST PRIORITIES TO FUND WITH OUR LIMITED RESOURCES?



9

NEW
QUESTION

CRASH DATA SHOWS THE FOLLOWING INTERSECTIONS AS THE 10 HIGHEST CRASH LOCATIONS IN THE PLANNING AREA. WHICH OF THESE INTERSECTIONS CAUSE THE GREATEST CONCERN FOR YOU AS A DRIVER, BICYCLIST OR PEDESTRIAN?



A	International Speedway Boulevard @ Clyde Morris Boulevard	40%
B	Dunlawton Avenue @ South Nova Road	39%
C	International Speedway Boulevard @ Williamson Road	39%
D	International Speedway Boulevard @ Ridgewood Avenue	38%
E	South Clyde Morris Boulevard @ Dunlawton Avenue	24%
F	Granada Boulevard @ Nova Road	19%
G	Palm Coast Parkway @ Old Kings Road	14%
H	Granada Boulevard @ Williamson Boulevard	14%
I	Granada Boulevard @ North Yonge Street (US 1)	13%
J	Cypress Point Parkway @ Palm Coast Parkway/Boulder Rock Drive	12%





2570 WEST INTERNATIONAL SPEEDWAY BOULEVARD, SUITE 100
DAYTONA BEACH, FL 32114-8145
PHONE: 386.226.0422
WWW.R2CTPO.ORG



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LOCHNER