# Table of Contents

**Section 1: Introduction**
- Objectives of the Plan .......................................................... 1
- State Requirements ................................................................. 1
- Local Objectives .................................................................. 2
- Organization of TDP .............................................................. 2

**Section 2: Baseline Conditions**
- Service Area Description ..................................................... 5
- Population Profile ................................................................. 6
  - Growth ............................................................................... 6
- Community Profiles ............................................................ 13
  - City of Daytona Beach ...................................................... 13
  - Daytona Beach Shores ....................................................... 14
  - DeBary ............................................................................ 14
  - DeLand ........................................................................... 14
  - Deltona ............................................................................ 14
  - Edgewater ......................................................................... 14
  - Holly Hill .......................................................................... 14
  - Lake Helen ......................................................................... 15
  - New Smyrna Beach ............................................................ 15
  - Oak Hill ............................................................................ 15
  - Orange City ......................................................................... 15
  - Ormond Beach .................................................................... 15
  - Pierson ............................................................................... 15
  - Ponce Inlet ........................................................................ 16
  - Port Orange ......................................................................... 16
  - South Daytona ................................................................. 16
- Demographic and Journey-to-Work Characteristics ............... 16
  - Labor Force and Employment ........................................... 18
  - Travel Patterns .................................................................. 19
- Volusia County Economic Trends ........................................... 20
- Major Employers ................................................................. 20
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation Disadvantaged Population</td>
<td>21</td>
</tr>
<tr>
<td>Land Use and Development</td>
<td>22</td>
</tr>
<tr>
<td>Land Use Trends</td>
<td>22</td>
</tr>
<tr>
<td>Evaluating Impacts of Development on Transit</td>
<td>23</td>
</tr>
<tr>
<td>Regional Transit Service</td>
<td>26</td>
</tr>
<tr>
<td>Traffic Volumes and Congestion</td>
<td>26</td>
</tr>
<tr>
<td>Section 3: Existing Transit Services</td>
<td>28</td>
</tr>
<tr>
<td>Transit Service Overview</td>
<td>28</td>
</tr>
<tr>
<td>Ridership Trends</td>
<td>32</td>
</tr>
<tr>
<td>Vehicle Inventory</td>
<td>33</td>
</tr>
<tr>
<td>Other Transportation Service Providers</td>
<td>34</td>
</tr>
<tr>
<td>SunRail</td>
<td>34</td>
</tr>
<tr>
<td>Private Transportation Providers</td>
<td>34</td>
</tr>
<tr>
<td>Ridesourcing</td>
<td>37</td>
</tr>
<tr>
<td>Trend and Peer Reviews</td>
<td>38</td>
</tr>
<tr>
<td>Peer System Selection Methodology</td>
<td>39</td>
</tr>
<tr>
<td>Selected Performance Measures</td>
<td>41</td>
</tr>
<tr>
<td>Summary Results of Fixed-Route Peer and Trend Analysis</td>
<td>55</td>
</tr>
<tr>
<td>Section 4: Public Involvement</td>
<td>58</td>
</tr>
<tr>
<td>Public Involvement Plan</td>
<td>58</td>
</tr>
<tr>
<td>Direct Involvement and Information Distribution Techniques</td>
<td>58</td>
</tr>
<tr>
<td>Direct Involvement Techniques</td>
<td>58</td>
</tr>
<tr>
<td>Information Distribution Techniques</td>
<td>59</td>
</tr>
<tr>
<td>Summary of Public Involvement Activities</td>
<td>59</td>
</tr>
<tr>
<td>Project Kickoff Meeting</td>
<td>59</td>
</tr>
<tr>
<td>Review Committee Meetings</td>
<td>60</td>
</tr>
<tr>
<td>Passenger (On-Board) Survey</td>
<td>60</td>
</tr>
<tr>
<td>Stakeholder Interviews</td>
<td>83</td>
</tr>
<tr>
<td>Discussion Group Workshops</td>
<td>100</td>
</tr>
<tr>
<td>Public Workshops</td>
<td>105</td>
</tr>
<tr>
<td>R2CTPO Presentations</td>
<td>107</td>
</tr>
<tr>
<td>Section 5: Plans Review</td>
<td>108</td>
</tr>
</tbody>
</table>
Section 6: Situation Appraisal

Situation Appraisal Summary

Political
Regional Transit Development
Premium Transit Service
Economic
Environmental
Technology
Policy
System
Employment
Municipality Overview
Summary

Section 7: Potential Service Gaps and Latent Demand

Market Assessment
Discretionary Market
Traditional Market
TBEST Modeling Ridership Forecasting
Model Inputs/Assumptions and Limitations
Ridership Forecast

Section 8: Goals and Objectives

Votran Vision
Votran Mission
Votran Goals, Objectives, and Initiatives
Annual Goals and Objectives Reporting

Section 9: Transit Alternatives

Service Improvements
Continue Operating Fixed-Route Existing Service
Continue Operating the Complementary ADA Paratransit Service
Improvements to Existing Routes
New Service Recommendations
Capital/Infrastructure Improvements
Planning/Other ..................................................................................................................................... 143
Ridership Projections ............................................................................................................................ 155

Section 10: Financial Plan ............................................................................................................... 158
10-Year TDP Financial Plan .................................................................................................................... 158
Cost Assumptions ............................................................................................................................... 158
Revenue Assumptions ....................................................................................................................... 159
Potential Revenue Sources ............................................................................................................... 163
Conclusion ......................................................................................................................................... 164

Appendix A: Transportation Provider Survey .................................................................................. A-1
Appendix B: Public Involvement Materials ...................................................................................... B-1
Appendix C: Annual Farebox Recovery Report ................................................................................ C-1

List of Tables
Table 1-1: TDP Checklist ......................................................................................................................... 4
Table 2-1: Volusia County Population Characteristics (2000-2014) ......................................................... 8
Table 2-2: Population Growth for Volusia County and Municipalities (2000-2015) ..................................... 13
Table 2-3: Demographics Characteristics, Volusia County (2014) ........................................................... 17
Table 2-4: Journey-to-Work Characteristics, Volusia County (2014) ......................................................... 18
Table 2-5: Labor Force Statistics (June 2016), Not Seasonally Adjusted ................................................... 19
Table 2-6: County of Work for Workers Residing in Volusia County (2008-2014) ................................... 19
Table 2-7: Commuting from Other Counties to Volusia County (2008-2014) ......................................... 20
Table 2-8: Top 15 Public and Private Employers in Volusia County ........................................................ 21
Table 2-9: Volusia County TD Population and Passenger Trends .......................................................... 21
Table 2-10: Transportation Disadvantaged Trips by Purpose and Passenger Type, (FY 2015) ................... 22
Table 3-1: Existing Transit Operating Characteristics ............................................................................. 29
Table 3-2: Average Daily Fixed-route Ridership by Route (FY 2015) ...................................................... 32
Table 3-3: Votran Fixed-Route Vehicle Inventory .................................................................................... 33
Table 3-4: Votran Paratransit Vehicle Inventory ....................................................................................... 34
Table 3-5: Private Transportation Providers (Completed Survey Questionnaire) .................................... 35
Table 3-6: Private Transportation Providers Survey—Declined Response/No Longer in Operation .......... 35
Table 3-7: Private Transportation Providers Survey—No Response to Survey Questionnaire ............... 36
Table 3-8: Private Transportation Providers Survey—Incomplete Information to Deliver Survey............. 37
Table 3-9: Selected Peer Systems, 2011 Votran Peer Review Analysis .......................................................... 39
Table 3-10: Example of Peers Based on TCRP Methodology ..................................................................... 41
Table 3-11: Selected Peer Systems Likeness Score Based on TCRP Methodology ......................................... 41
Table 3-12: Performance Measures by Category ......................................................................................... 42
Table 3-13: Summary of Votran Trend and Peer Analysis ........................................................................... 55
Table 4-1: Summary of Public Involvement Contacts .................................................................................. 59
Table 4-2: Average Votran Bus Rider (2006, 2011, and 2016) .................................................................... 76
Table 4-3: Most Important Considerations When Riding the Bus ............................................................... 78
Table 4-4: Aspect Liked Most ...................................................................................................................... 78
Table 4-5: Aspect Liked Least ...................................................................................................................... 79
Table 4-6: Stakeholder Interview Summary ............................................................................................... 83
Table 5-1: Summary of Reviewed Plans, Studies, and Policies .................................................................... 109
Table 6-1: Situation Appraisal Review by Municipality ............................................................................. 122
Table 7-1: Transit Service Density Thresholds ............................................................................................. 125
Table 7-2: Votran Annual Ridership and Growth Rates with No Improvements, 2017–2026* .................. 133
Table 9-1: Proposed TDP Service Enhancements ...................................................................................... 145
Table 9-2: Proposed TDP Capital Enhancements ....................................................................................... 149
Table 9-3: TBEST Ridership Projections – Proposed TDP Alternatives* .................................................... 156
Table 10-1: Votran TDP 10-Year Financial Plan ......................................................................................... 161

List of Figures

Figure 2-1: North Volusia County Future Land Use Map ............................................................................ 24
Figure 2-2: South Volusia County Future Land Use Map .......................................................................... 25
Figure 2-3: Critical/Near Critical State and County Roadways ................................................................. 27
Figure 3-1: Uber Hotspot Demand Analysis .............................................................................................. 38
Figure 3-2: Votran Trend and Peer Comparison for Service Area Population .......................................... 42
Figure 3-3: Votran Trend and Peer Comparison for Service Area Population Density ............................. 43
Figure 3-4: Votran Trend and Peer Comparison for Vehicle Miles ............................................................ 43
Figure 3-5: Votran Trend and Peer Comparison for Passenger Trips .......................................................... 44
Figure 3-6: Votran Trend and Peer Comparison for Passenger Miles .......................................................... 44
Figure 3-7: Votran Trend and Peer Comparison for Revenue Miles .............................................................. 45
Figure 3-8: Votran Trend and Peer Comparison for Revenue Hours ............................................................. 45
Figure 3-9: Votran Trend and Peer Comparison for Operating Expenses ..................................................46
Figure 3-10: Votran Trend and Peer Comparison for Vehicles Operated in Max Service ..........................46
Figure 3-11: Votran Trend and Peer Comparison for Passenger Fare Revenues........................................47
Figure 3-12: Votran Trend and Peer Comparison for Vehicle Miles per Capita .........................................47
Figure 3-13: Votran Trend and Peer Comparison for Passenger Trips per Capita ......................................48
Figure 3-14: Votran Trend and Peer Comparison for Passenger Trips per Revenue Mile ..........................48
Figure 3-15: Votran Trend and Peer Comparison for Passenger Trips per Revenue Hour ..........................49
Figure 3-16: Votran Trend and Peer Comparison for Average Age of Fleet ...............................................49
Figure 3-17: Votran Trend and Peer Comparison for Average Headway ...................................................50
Figure 3-18: Votran Trend and Peer Comparison for Revenue Miles between System Failures ...............50
Figure 3-19: Votran Trend and Peer Comparison for Operating Expense per Capita .................................51
Figure 3-20: Votran Trend and Peer Comparison for Operating Expense per Passenger Trip ...................51
Figure 3-21: Votran Trend and Peer Comparison for Operating Expense per Passenger Mile ..................52
Figure 3-22: Votran Trend and Peer Comparison for Operating Expense per Revenue Mile .................52
Figure 3-23: Votran Trend and Peer Comparison of Operating Expense per Revenue Hour ..................53
Figure 3-24: Votran Trend and Peer Comparison for Average Fare ............................................................53
Figure 3-25: Votran Trend and Peer Comparison for Farebox Recovery Ratio ..........................................54
Figure 3-26: Votran Trend and Peer Comparison for Revenue Miles per Vehicle Mile ............................54
Figure 3-27: Votran Trend and Peer Comparison for Vehicle Miles per Gallon .......................................55
Figure 4-1: Trip Origin .................................................................................................................................61
Figure 4-2: Trip Destination ........................................................................................................................62
Figure 4-3: Transit Station Access ...............................................................................................................63
Figure 4-4: Transit Station Egress ...............................................................................................................64
Figure 4-5: Number of Blocks Walked Access/Egress Transit .................................................................64
Figure 4-6: Number of Blocks Bicycled to Access/Egress Transit ............................................................65
Figure 4-7: Number of Miles Driven to Access Transit .............................................................................65
Figure 4-8: Number of Miles Driven to Access Transit .............................................................................66
Figure 4-9: Frequency of Use ......................................................................................................................67
Figure 4-10: Transit Alternative Mode Choice ............................................................................................68
Figure 4-11: Fare Payment Method ...........................................................................................................69
Figure 4-12: Fare Type Paid by Respondent Age ......................................................................................70
Figure 4-13: Fare Paid by Respondent Household Income .......................................................................71
Figure 4-14: Valid Driver’s License.............................................................................................................. 72
Figure 4-15: Reasons for Using Votran ....................................................................................................... 73
Figure 4-16: History of Use ......................................................................................................................... 74
Figure 4-17: Access to a Vehicle.................................................................................................................. 75
Figure 4-18: Number of Working Vehicles ................................................................................................. 75
Figure 4-19: Votran Rider Demographics .................................................................................................... 77
Figure 4-20: Information Dissemination ..................................................................................................... 79
Figure 4-21: Service Rating ......................................................................................................................... 80
Figure 4-22: Rider Satisfaction and Age ...................................................................................................... 81
Figure 4-23: Rider Satisfaction and Gender ................................................................................................ 81
Figure 4-24: Rider Satisfaction and Ethnic Heritage .................................................................................... 82
Figure 4-25: Rider Satisfaction and Household Income .............................................................................. 82
Figure 6-1: Average Retail Fuel Price (2014-2016).................................................................................... 117

List of Maps

Map 2-1: Study Area and Existing Bus Routes .............................................................................................. 7
Map 2-2: Existing Population (2017) ............................................................................................................. 9
Map 2-3: Existing Employment (2017) ......................................................................................................... 10
Map 2-4: Future Population (2026) ............................................................................................................ 11
Map 2-5: Future Employment (2026) ......................................................................................................... 12
Map 7-1: 2017 Density Threshold Assessment ......................................................................................... 126
Map 7-2: 2026 Density Threshold Assessment .......................................................................................... 127
Map 7-3: Transit Orientation Index ........................................................................................................... 129
Map 9-1: Transit Service Alternatives (Countywide) ................................................................................ 151
Map 9-2: Transit Service Alternatives (East Volusia County) ................................................................. 152
Map 9-3: Transit Service Alternatives (Southeast Volusia County) .......................................................... 153
Map 9-4: Transit Service Alternatives (West Volusia County) ................................................................. 154
SECTION 1: INTRODUCTION

The Volusia County Council created Volusia County’s public transportation system, dba Votran, in 1975 as a service of Volusia County Government. Votran provides transportation to urban areas of the county with 25 fixed routes and 2 flex routes. In addition to providing fixed-route service, Votran provides complementary paratransit services as required under the Americans with Disabilities Act (ADA), peak hour connecting bus service to the DeBary SunRail station, and a commuter van pool program. Votran also functions as the Community Transportation Coordinator (CTC), providing services under the Transportation Disadvantaged (TD) program, rural trips, and agency-sponsored trips.

As a recipient of State Public Transit Block Grant funds, the Florida Department of Transportation (FDOT) requires a major update of the system’s Transit Development Plan (TDP) every five years to ensure that the provision of public transportation is consistent with the mobility needs of the local communities. This major TDP update was initiated by Volusia County in cooperation with the River to Sea Transportation Planning Organization (R2CTPO) to update Votran’s 10-year TDP and represents the community’s vision for public transportation in its service area during this time period. The TDP is the source for determining the types of projects in the public transportation component of the R2CTPO’s Transportation Improvement Plan (TIP). The plan also must be consistent with the approved Local Government Comprehensive Plans and the TPO’s Long Range Transportation Plan (LRTP). The most recent 10-year TDP for Votran was adopted in 2011 and includes fiscal years (FY) 2012-2022. This major update of Votran’s TDP is due by November 1, 2016, and will extend the 10-year planning horizon to include FYs 2017–2026.

Objectives of the Plan

State Requirements

The main purpose of this study is to prepare a major update of Votran’s TDP, as currently required by State law. According to Rule 14-73.001, Public Transportation, of the Florida Administrative Code (F.A.C), “The TDP shall be the applicant’s planning, development, and operational guidance document to be used in developing the Transportation Improvement Program and the Department’s Five Year Work Program.”

The current TDP requirements were adopted by FDOT on February 20, 2007, and include the following:

- Major updates must be completed at least once every 5 years, covering a 10-year planning horizon.
- A public involvement plan must be developed and approved by FDOT or be consistent with the approved Metropolitan/Transportation Planning Organization’s public involvement plan. The R2CTPO is the TPO that serves Volusia County and portions of Flagler County.
- FDOT, the Regional Workforce Development Board, and the TPO must be advised of all public meetings where the TDP is presented and discussed, and these entities must be given the opportunity to review and comment on the TDP during the development of the mission, goals, objectives, alternatives, and 10-year implementation program.
• Estimation of the community’s demand for transit service (10-year annual projections) using the planning tools provided by FDOT or a demand estimation technique approved by FDOT must be included.

An additional requirement for the TDP was added by the Florida Legislature in 2007 when it adopted House Bill 985. This legislation amended s. 341.071, Florida Statutes (F.S.), requiring transit agencies to “… specifically address potential enhancements to productivity and performance which would have the effect of increasing farebox recovery ratio.” The FDOT, subsequently issued guidance requiring the TDP major update and each annual progress report to include a 1–2-page summary report on the farebox recovery ratio and strategies implemented and planned to improve it as an appendix item to the final TDP report.

Local Objectives
In addition to State requirements, Votran’s primary goals of developing and implementing this major TDP update are as follows:

• Determine strategies to increase ridership and service efficiency within the existing service area.
• Recommend potential future enhancements to local transit service.
• Provide opportunities for public education on the transit system and involvement in developing the community’s vision for public transit.

Upon completion, this TDP will provide a 10-year plan for transit and mobility needs that incorporate costs and revenue projections, community transit goals, objectives, and policies. This 10-year TDP does not commit the existing or any future Volusia County Council representative to fund the recommended improvements.

Organization of TDP
This TDP is organized into ten major sections (including this introduction).

Section 2 summarizes the Baseline Conditions with respect to the study area and demographics for Volusia County. This includes a physical description of the study area, a population profile, and key demographics for the traditional transit rider, including employment and journey-to-work characteristics. It also includes a review of major employers, land use influences, and existing roadway conditions.

Section 3 reviews the Existing Transit Services within the county and ridership trends and includes information on other private transportation providers that provide service in the county. Included in this section are two analyses undertaken to assess the performance of Votran over time (trend analysis) and compare Votran’s fixed-route services with other systems that have similar agency features (peer review) using a range of performance measures.

Section 4 presents the Public Involvement efforts conducted to-date or planned as part of the Public Involvement Plan (PIP) prepared for Votran’s major TDP update. PIP activities summarized in this section include stakeholder interviews, discussion group workshops, public workshops, and an on-board survey.
Section 5, Review of Plans, Programs, and Studies, includes a review of local, state, and federal programs conducted prior to the situation appraisal.

Section 6 presents the Situation Appraisal, which reviews the current overall planning and policy environment within the county to better understand transit needs. Included in this section are reviews of political, economic, environmental, technological, policy, and system considerations for Votran’s major TDP update.

Section 7 includes an analysis of Potential Service Gaps and Latent Demand using the Transit Orientation Index (TOI) and Density Threshold Assessment (DTA) Geographic Information System (GIS)-based analyses. The findings from this assessment are combined with the baseline conditions assessment and performance reviews to yield a building block for evaluating the transit needs over the next 10 years.

Section 8 includes Goals and Objectives to serve as a policy guide for implementation of the Votran 2017-2026 TDP. The existing goals and objectives were reviewed and updated based on input from the TDP Review Committee, incorporation of local transit planning efforts, and the input from public outreach activities.

Section 9 summarizes the potential Transit Alternatives developed as part of this TDP Major Update using technical analyses and input from the public, Review Committee, and staff.

Section 10 includes the 10-year Financial Plan for Votran. This section also identifies potential future improvements, their financial impact, and potential revenue sources that may be employed to implement the recommended improvements. A summary of the operating and capital assumptions is also presented as part of the financial plan.

Table 1-1 is a list of TDP requirements from Rule 14-73.001. The table also indicates whether or not the item was accomplished in this TDP.
<table>
<thead>
<tr>
<th>Table 1-1: TDP Checklist</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Public Participation Process</strong></td>
</tr>
<tr>
<td>Public Involvement Plan (PIP) submitted and approved by FDOT at TDP initiation.</td>
</tr>
<tr>
<td>Comments solicited from Regional Workforce Board.</td>
</tr>
<tr>
<td>Notification provided to FDOT and Regional Workforce Board of TDP-related public meetings.</td>
</tr>
<tr>
<td>FDOT and Regional Workforce Board provided opportunity to review and comment during development of mission, goals, objectives, alternatives, and 10-year implementation program.</td>
</tr>
<tr>
<td>Time limit established for receipt of comments.</td>
</tr>
<tr>
<td>PIP and description of public involvement process documented in TDP.</td>
</tr>
<tr>
<td><strong>Situation Appraisal</strong></td>
</tr>
<tr>
<td>Consideration of land use/development forecasts.</td>
</tr>
<tr>
<td>Consideration of state, regional, and local transportation plans.</td>
</tr>
<tr>
<td>Consideration of actions in areas such as parking, development, transit supportive design, etc.</td>
</tr>
<tr>
<td>Other governmental actions and policies.</td>
</tr>
<tr>
<td>Socioeconomic trends.</td>
</tr>
<tr>
<td>Organizational issues.</td>
</tr>
<tr>
<td>Technology.</td>
</tr>
<tr>
<td>10-year annual projections of transit ridership using approved model.</td>
</tr>
<tr>
<td>Assessment of whether land uses and urban design patterns support/hinder transit service provision.</td>
</tr>
<tr>
<td>Documentation of performance analysis (NTD data and peer review).</td>
</tr>
<tr>
<td>Documentation of feedback from community (on-board surveys and other communication).</td>
</tr>
<tr>
<td>Calculation of farebox recovery.</td>
</tr>
<tr>
<td><strong>Mission and Goals</strong></td>
</tr>
<tr>
<td>Provider's mission.</td>
</tr>
<tr>
<td>Provider's goals.</td>
</tr>
<tr>
<td>Provider's objectives.</td>
</tr>
<tr>
<td><strong>Alternative Courses of Action</strong></td>
</tr>
<tr>
<td>Development and evaluation of alternative strategies and actions.</td>
</tr>
<tr>
<td>Benefits and costs of each alternative.</td>
</tr>
<tr>
<td>Examination of financial alternatives.</td>
</tr>
<tr>
<td><strong>Implementation Program</strong></td>
</tr>
<tr>
<td>10-Year implementation program</td>
</tr>
<tr>
<td>Maps indicating areas to be served</td>
</tr>
<tr>
<td>Maps indicating types and levels of service</td>
</tr>
<tr>
<td>Monitoring program to track performance measures</td>
</tr>
<tr>
<td>10-year financial plan listing operating and capital expenses</td>
</tr>
<tr>
<td>Capital acquisition or construction schedule</td>
</tr>
<tr>
<td>Anticipated revenues by source</td>
</tr>
<tr>
<td><strong>Relationship to Other Plans</strong></td>
</tr>
<tr>
<td>TDP consistent with Florida Transportation Plan</td>
</tr>
<tr>
<td>TDP consistent with local government plan</td>
</tr>
<tr>
<td>TDP Consistent with regional transportation goals and objectives</td>
</tr>
<tr>
<td>Adopted by the Volusia County Council</td>
</tr>
<tr>
<td>Submission to FDOT by November 1, 2016 (FDOT granted an extension)</td>
</tr>
</tbody>
</table>
SECTION 2: BASELINE CONDITIONS

This section summarizes the existing conditions and demographic characteristics within Votran’s service area. A service area description, demographic characteristics, land use information, commuting patterns data, and roadway conditions are described. Information and data presented in this section reflect the most recent data available. Sources used to complete the baseline conditions review include: the U.S. Census Bureau’s American Community Survey (ACS), University of Florida Bureau of Economic and Business Research (BEBR), local government comprehensive plans, the R2CTPO’s 2040 LRTP, Florida Commission for the Transportation Disadvantaged (FCTD), Team Volusia County Economic Development Corporation, and Central Florida Geographic Information Systems (CFGIS).

Service Area Description

Volusia County is located on central Florida’s east coast and is bordered on the north by Flagler and Putnam counties, on the south by Seminole, Orange, and Brevard counties, on the east by the Atlantic Ocean, and on the west by Marion and Lake Counties. The county has a total area of 1,432 square miles of which approximately 1,101 square miles (77%) is land. Map 2-1 presents a physical representation of the county as well as Votran’s existing fixed-route network.

There are 17 municipalities in Volusia County, which include:

- Daytona Beach
- Daytona Beach Shores
- DeBary
- DeLand
- Deltona
- Edgewater
- Flagler Beach
- Holly Hill
- Lake Helen
- New Smyrna Beach
- Oak Hill
- Orange City
- Ormond Beach
- Pierson
- Ponce Inlet
- Port Orange
- South Daytona

Volusia County is part of the Deltona-Daytona Beach-Ormond Beach, FL Metropolitan Statistical Area, and is also part of the larger Orlando-Deltona-Daytona Beach, FL Combined Statistical Area.

Volusia County’s location provides a vast number of recreational opportunities to its residents and visitors. The county is home to several annual events that bring crowds of visitors, including the Daytona 500, Bike Week, and Spring Break. These events present an opportunity to link transit with economic
development and recreational opportunities. Volusia County is also home to several higher education facilities, including Daytona State College, Palmer College, Embry-Riddle Aeronautical University, Stetson University, Bethune-Cookman University, University of Central Florida Daytona Beach Regional Campus, and several technical colleges. These institutions not only include concentrations of students who may need or desire transit, but are also major employment generators for faculty and staff who can use transit to travel to and from work.

Population Profile

Growth

According to 2015 ACS population estimates, Volusia County’s population in 2015 was 507,531, increasing from 494,593 (2.6%) since the 2010 U. S. Census. Table 2-1 presents the Volusia County population characteristics for 2000, 2010, and 2014, the most recent year data for all these variables are available. From 2000 to 2014 Volusia County experienced a 14.5% increase in population. Medium projections prepared by BEBR estimate Volusia County’s population will grow to 535,800 people by 2020 (5.6% from 2015), and 574,100 people by 2030 (7.1% from 2020). Volusia County is ranked 11th in terms of the most populated counties in Florida.

Between 2000 and 2014, the number of households in Volusia County grew at a slower pace than population, resulting in a slight increase in the average persons per household (from 2.4 in 2000 to 2.5 in 2014). The employment growth (number of workers) increased only slightly since 2000 (2.7%), resulting in an overall decline of 9.1% in the number of workers per household between 2000 and 2014, since the number of households countywide grew by 8.4%, outpacing employment growth.

Maps 2-2 through 2-5 illustrate the existing (2017) and future (2026) population and employment densities by Census Block Group. Existing population densities are highest in the block groups located within Daytona Beach, Port Orange, Edgewater, and DeLand. Based on the 2026 population projections, densities are expected to increase in South Daytona, DeBary, and Orange City. Existing employment densities are highest in Daytona Beach, South Daytona, Port Orange, Edgewater, DeLand, and DeBary. The highest growth in employment density between 2017 and 2026 is expected to occur in the areas of Daytona Beach, Orange City, and DeBary.
Table 2-1: Volusia County Population Characteristics (2000-2014)

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<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Persons</td>
<td>443,343</td>
<td>15,982,824</td>
<td>494,593</td>
<td>18,801,310</td>
<td>507,531</td>
<td>19,893,297</td>
<td>14.5%</td>
<td>24.5%</td>
</tr>
<tr>
<td>Households</td>
<td>184,723</td>
<td>6,337,929</td>
<td>190,757</td>
<td>7,035,068</td>
<td>200,279</td>
<td>7,328,046</td>
<td>8.4%</td>
<td>15.6%</td>
</tr>
<tr>
<td>Number of Workers</td>
<td>201,913</td>
<td>7,221,000</td>
<td>193,104</td>
<td>7,865,975</td>
<td>207,455</td>
<td>8,636,223</td>
<td>2.7%</td>
<td>19.6%</td>
</tr>
<tr>
<td>Persons per Household</td>
<td>2.4</td>
<td>2.5</td>
<td>2.6</td>
<td>2.6</td>
<td>2.5</td>
<td>2.7</td>
<td>4.2%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Workers per Household</td>
<td>1.1</td>
<td>1.1</td>
<td>1.0</td>
<td>1.1</td>
<td>1.0</td>
<td>1.2</td>
<td>-9.1%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Persons per Sq. Mile of Land Area</td>
<td>402.6</td>
<td>296.4</td>
<td>449.2</td>
<td>350.6</td>
<td>461.0</td>
<td>371.0</td>
<td>14.5%</td>
<td>25.2%</td>
</tr>
<tr>
<td>Workers per Sq. Mile of Land Area</td>
<td>183.3</td>
<td>133.9</td>
<td>175.1</td>
<td>146.7</td>
<td>188.1</td>
<td>161.0</td>
<td>2.7%</td>
<td>20.2%</td>
</tr>
</tbody>
</table>

Source: 2000 Census, and 2010-2014 ACS One-Year Estimates
Map 2-4: Future Population (2026)
Table 2-2 presents the population trends for the municipalities compared to Volusia County. The aggregated unincorporated areas continue to have the highest percent of total population, followed by Deltona, Daytona Beach, and Port Orange. DeLand had the highest percentage of population growth over the last five years at 12.8%, followed by Orange City at 9.2%, and New Smyrna Beach at 8.1%. During this same period, the population of Pierson decreased by 2.6%; however, the population of this community is a very small percent of the county population as a whole (0.3%).

Table 2-2: Population Growth for Volusia County and Municipalities (2000-2015)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Volusia County</td>
<td>443,343</td>
<td>510,494</td>
<td>N/A</td>
<td>11.6%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Daytona Beach</td>
<td>64,112</td>
<td>63,534</td>
<td>12.4%</td>
<td>-4.8%</td>
<td>4.1%</td>
</tr>
<tr>
<td>Daytona Beach Shores</td>
<td>4,299</td>
<td>4,263</td>
<td>0.8%</td>
<td>-1.2%</td>
<td>0.4%</td>
</tr>
<tr>
<td>Debary</td>
<td>15,559</td>
<td>20,002</td>
<td>3.9%</td>
<td>24.2%</td>
<td>3.5%</td>
</tr>
<tr>
<td>DeLand</td>
<td>20,904</td>
<td>30,493</td>
<td>6.0%</td>
<td>29.3%</td>
<td>12.8%</td>
</tr>
<tr>
<td>Deltona</td>
<td>69,543</td>
<td>87,497</td>
<td>17.1%</td>
<td>22.5%</td>
<td>2.7%</td>
</tr>
<tr>
<td>Edgewater</td>
<td>18,668</td>
<td>20,958</td>
<td>4.1%</td>
<td>11.2%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Flagler Beach (part)</td>
<td>76</td>
<td>60</td>
<td>&lt;.1%</td>
<td>-21.1%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Holly Hill</td>
<td>12,119</td>
<td>11,712</td>
<td>2.3%</td>
<td>-3.8%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Lake Helen</td>
<td>2,743</td>
<td>2,651</td>
<td>0.5%</td>
<td>-4.3%</td>
<td>1.0%</td>
</tr>
<tr>
<td>New Smyrna Beach</td>
<td>20,048</td>
<td>24,285</td>
<td>4.8%</td>
<td>12.1%</td>
<td>8.1%</td>
</tr>
<tr>
<td>Oak Hill</td>
<td>1,378</td>
<td>1,869</td>
<td>0.4%</td>
<td>30.0%</td>
<td>4.3%</td>
</tr>
<tr>
<td>Orange City</td>
<td>6,604</td>
<td>11,569</td>
<td>2.3%</td>
<td>60.5%</td>
<td>9.2%</td>
</tr>
<tr>
<td>Ormond Beach</td>
<td>36,301</td>
<td>40,013</td>
<td>7.8%</td>
<td>5.1%</td>
<td>4.9%</td>
</tr>
<tr>
<td>Pierson</td>
<td>2,596</td>
<td>1,691</td>
<td>0.3%</td>
<td>-33.1%</td>
<td>-2.6%</td>
</tr>
<tr>
<td>Ponce Inlet</td>
<td>2,513</td>
<td>3,047</td>
<td>0.6%</td>
<td>20.7%</td>
<td>0.5%</td>
</tr>
<tr>
<td>Port Orange</td>
<td>45,823</td>
<td>58,656</td>
<td>11.5%</td>
<td>22.3%</td>
<td>4.7%</td>
</tr>
<tr>
<td>South Daytona</td>
<td>13,177</td>
<td>12,538</td>
<td>2.5%</td>
<td>-7.0%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Unincorporated Areas</td>
<td>106,880</td>
<td>115,656</td>
<td>22.7%</td>
<td>9.1%</td>
<td>-0.9%</td>
</tr>
</tbody>
</table>

Source: Bureau of Economic and Business Research, University of Florida

Community Profiles

City of Daytona Beach
The City of Daytona Beach is approximately 65 square miles and is located near the I-4/I-95 interchange and serves as part of the I-4 high-tech corridor with industries in aerospace, automotive, and manufacturing. In addition, several major corporations are located in Daytona Beach, including NASCAR and International Speedway Corporation, the Ladies Professional Golf Association (LPGA), Gambro-Renal Products, Brown & Brown, Inc., Enrichment Industries, Crane Cam, Advanced Ordance, X1R, Raydon, Piedmont Plastics, Inc., Embry-Riddle Aeronautical University, Halifax Community Health Systems, Consolidated Tomoka Land Co., and Ocean Design. The city is also home to miles of Atlantic Ocean.
beaches that attract millions of tourists each year, and several national events including the Daytona 500 and Bike Week.

Daytona Beach Shores
The City of Daytona Beach Shores is a 5.5 mile long city located between the Atlantic Ocean and the Halifax River with a total land area of 0.9 square miles. While the city’s population is under 5,000, the daily population can increase to over 30,000 people during major events. The majority of the city’s residents live in condominiums. Daytona Beach Shores is also characterized by its primarily service industry employment opportunities.

DeBary
The City of DeBary is located in southwest Volusia County near I-4 and is primarily a residential community characterized by its employees commuting elsewhere in Volusia County or to Orange and Seminole counties for work. However, there are several major corporations located in DeBary, including Florida Power & Light, Progress Energy, Florida Public Utilities, Browning Press, Seminole Precast, Sunshine One-Call, Ranger Construction, and Conrad Yelvington Distributors. In addition to its central location and economic opportunities, the city also has a number of recreational attractions, including the St. Johns River, Lake Monroe, and Gemini Springs. DeBary is the current north terminus of the SunRail commuter rail line and the only existing SunRail station in Volusia County is located in DeBary near the intersection of Fort Florida Road and U.S. Highway 17/92. SunRail will continue to provide new opportunities for DeBary to focus growth, and improve job opportunities.

DeLand
DeLand was founded in 1876 by Henry DeLand while traveling the St. Johns River. DeLand continues to preserve its past through its award winning historic main street in downtown and has three neighborhoods on the National Register of Historic Places. The city is home to the historic Volusia County courthouse and serves as the Volusia County Seat. In addition, DeLand is home to Stetson University, Florida’s first private university. Some of the corporations located within DeLand include Country Pure Foods, Aluma Shield, Sky Dive DeLand, DaVita Labs, Intellitec, FloMet, and Tyco Kendall.

Deltona
In 1962 the Mackle brothers purchased land in Deltona for the development of 35,143 lots. Deltona incorporated in 1995 and is now the most populated city in Volusia County with nearly 87,500 residents. Similar to DeBary, Deltona is primarily a residential community. Deltona’s location along I-4 and SR 472 has the potential to spur commercial and industrial development within west Volusia County.

Edgewater
The City of Edgewater is an inter-coastal waterfront city located along the Indian River. Popular attractions in the City of Edgewater include its scenic riverwalk and waterside festivals. The city has a small-town charm and rural character. Some of the corporations located within Edgewater include Boston Whaler Commercial and Government Products, Coronado Paint, Tropical Blossom, Porta Products Corporation, and Edgewater Powerboats.

Holly Hill
Holly Hill is located along the Halifax River and offers an abundance of recreational opportunities. In addition to the recreational and cultural opportunities, Holly Hill became Florida’s first certified city for
business development resulting in its reputation for having a stable and successful business climate. Some of the businesses located in Holly Hill include Metra Electronics, Tropical Seas, Inc., Product Quest, Florida Health Care, and Angelica Health Care.

Lake Helen
Lake Helen is located near I-4 in southwest Volusia County. This city is known for its recreational opportunities and the surrounding fishing lakes near Lake Helen, particularly bass fishing.

New Smyrna Beach
New Smyrna Beach is located approximately 10 miles south of Daytona Beach and is home to a nationally recognized cultural center for performing and visual arts. The small-town ambience of New Smyrna Beach includes a beachside boutique shopping district, historic downtown and antique district, restaurants, parks, and an eight mile stretch of Atlantic beach. Some of the corporate partners that call New Smyrna Beach home are Bert Fish Medical Center, Brintech, Inc., General Electric Sealants and Adhesives, and TimeMed Labeling Systems.

Oak Hill
Oak Hill is located along the Indian River just south of New Smyrna Beach and Edgewater. The city resulted from a timber expedition in which a good stand of live oaks were discovered along a shore dotted with shell mounds. Oak Hill is known as one of Volusia County’s small quiet communities with a higher percentage of older residents, given its median age is higher than the county average.

Orange City
Orange City is a historic city with 65 acres of parks and the 518-acre manatee refuge Blue Spring State Park. Orange City has experienced new development and emerged as a regional marketplace for shopping and dining. The city’s affordable housing and low taxes has made it a desirable bedroom community of commuters to various high-tech industries in Orange and Seminole counties. A new corridor of viable commercial property and an I-4/SR 472 interchange activity center make Orange City a prime location for corporate headquarters, regional offices, professional buildings, and high-tech industry. Some of the corporations located in Orange City include Florida Hospital-Fish Memorial, Wal-Mart Supercenter, Lowe’s, Ripp Restraints, TG Lee Foods, and Target.

Ormond Beach
Ormond Beach is a community with an active commercial and residential market. The community offers parks, award winning schools, a state-of-the-art hospital system, and competitive housing costs. In addition, the Ormond Beach Business Park and Airpark is home to 29 companies that provide more than 2,000 jobs. Some of the corporations in Ormond Beach include Hawaiian Tropic-Tanning Research Laboratories, Florida Production Engineering, Homac Manufacturing Company, Command Medical Products, Florida Hospital-Ormond Memorial, and Microflex, Inc.

Pierson
Pierson was first founded in the 1800s and known then as Piersonville. The town is best known for the ferns grown and exported worldwide for use in floral arrangements and other decorations. The rural community of Pierson is located on US 17 in northwest Volusia County. Many residents of Pierson are direct descendants of the town’s founders.
Ponce Inlet
Ponce Inlet is located on the south of Daytona Beach and Daytona Beach Shores on the southern tip of the peninsula. Ponce Inlet is known for its 100 year old historic lighthouse and marinas. Maintaining the small town-like atmosphere with a focus on the natural environment, Ponce Inlet is primarily a residential community. The Inlet is committed to beautification and preservation of the community appearance.

Port Orange
The City of Port Orange is located south of Daytona Beach and has a historic town center along the riverfront that will be used as a riverwalk and natural park area. Port Orange offers a strong residential and commercial market. Some of the corporations located in Port Orange include Halifax Community Health System, U.S. Food Service, Thompson Pump, Don Bell Industries, Meypack Packing Systems USA, La-Man, Inc., and Sun Coast Imaging.

South Daytona
South Daytona borders the Halifax River and is located only a few minutes from the Atlantic Ocean. The city is primarily a residential community with a number of recreational opportunities. Some corporations and businesses located in South Daytona include CSR Rinker, Premier Bathrooms, the National Association for Public Safety Communications Officers, Coast Designs, John’s Appliance City, Giles Electric, and Volusia Construction. Votran’s administration and main operating base is also located in South Daytona.

Demographic and Journey-to-Work Characteristics
Table 2-3 summarizes some demographic characteristics of Volusia County and Florida using 2014 ACS data, with highlights including:

- The proportions of male and female residents in Volusia County closely mirror the gender distribution for the entire state.
- Volusia County’s population is 85% White with 88% not of Hispanic or Latino origin.
- The majority of the population is between the ages of 35-64, similar to the demographics of Florida.
- The educational level of residents 25 years and older is just below the state average, with 31.6% of Volusia County residents obtaining some level of degree from an Associate degree to professional school, compared to 36.9% of Florida residents.
- Approximately 23.3% of Volusia County residents earn $75,000 or more per year, less than the Florida average of 29.4%. This is consistent with the median income in Volusia County being lower than the Florida average ($41,714 versus $47,212, respectively).
- While a greater percentage of Volusia County residents own one to two vehicles in comparison to Florida (81.1% and 79.4%, respectively), approximately 82.4% of Volusia County’s population is above the poverty level, just below the state average of 84%.
- Only 49% of the labor force was employed in 2014, consistent with a higher percentage of older population with sources of income not directly from current employment.
<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Volusia County</th>
<th>Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>48.8%</td>
<td>48.9%</td>
</tr>
<tr>
<td>Female</td>
<td>51.2%</td>
<td>51.1%</td>
</tr>
<tr>
<td><strong>Race</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>White</td>
<td>85.4%</td>
<td>76.0%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>11.4%</td>
<td>16.2%</td>
</tr>
<tr>
<td>Other</td>
<td>3.2%</td>
<td>7.8%</td>
</tr>
<tr>
<td><strong>Ethnicity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not of Hispanic/Latino Origin</td>
<td>87.8%</td>
<td>75.9%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt;15 years</td>
<td>14.7%</td>
<td>16.8%</td>
</tr>
<tr>
<td>15-34 years</td>
<td>22.7%</td>
<td>25.2%</td>
</tr>
<tr>
<td>35-64 years</td>
<td>39.3%</td>
<td>38.9%</td>
</tr>
<tr>
<td>65+ years</td>
<td>23.3%</td>
<td>19.1%</td>
</tr>
<tr>
<td><strong>Educational Level (25 years and over)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than 9th grade</td>
<td>3.2%</td>
<td>5.2%</td>
</tr>
<tr>
<td>9th-12th grade, no diploma</td>
<td>7.9%</td>
<td>7.6%</td>
</tr>
<tr>
<td>High school graduate</td>
<td>34.8%</td>
<td>29.6%</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>22.5%</td>
<td>20.7%</td>
</tr>
<tr>
<td>Associate’s degree</td>
<td>9.1%</td>
<td>9.7%</td>
</tr>
<tr>
<td>Bachelor’s degree or higher</td>
<td>22.5%</td>
<td>27.2%</td>
</tr>
<tr>
<td><strong>Household Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under $10,000</td>
<td>8.8%</td>
<td>7.8%</td>
</tr>
<tr>
<td>$10,000-$14,999</td>
<td>6.1%</td>
<td>5.7%</td>
</tr>
<tr>
<td>$15,000-$24,999</td>
<td>13.9%</td>
<td>12.1%</td>
</tr>
<tr>
<td>$25,000-$34,999</td>
<td>13.1%</td>
<td>11.7%</td>
</tr>
<tr>
<td>$35,000-$49,999</td>
<td>16.7%</td>
<td>15.1%</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>18.0%</td>
<td>18.1%</td>
</tr>
<tr>
<td>$75,000+</td>
<td>23.3%</td>
<td>29.4%</td>
</tr>
<tr>
<td>Median Income</td>
<td>$41,714</td>
<td>$47,212</td>
</tr>
<tr>
<td><strong>Poverty Status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Above poverty level</td>
<td>82.4%</td>
<td>83.5%</td>
</tr>
<tr>
<td>Below poverty level</td>
<td>17.6%</td>
<td>16.5%</td>
</tr>
<tr>
<td><strong>Auto Ownership by Household</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No vehicle available</td>
<td>6.0%</td>
<td>6.9%</td>
</tr>
<tr>
<td>One vehicle available</td>
<td>42.7%</td>
<td>41.2%</td>
</tr>
<tr>
<td>Two vehicles available</td>
<td>38.4%</td>
<td>38.2%</td>
</tr>
<tr>
<td>Three or more vehicles available</td>
<td>9.9%</td>
<td>13.7%</td>
</tr>
<tr>
<td><strong>Labor Force</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% of population in labor force</td>
<td>52.2%</td>
<td>58.6%</td>
</tr>
<tr>
<td>% of labor force employed</td>
<td>48.5%</td>
<td>53.6%</td>
</tr>
</tbody>
</table>

Source: 2014 ACS Five-Year Estimates
Table 2-4 presents information related to journey-to-work data, or where workers work in relation to where they live. Within Florida, the majority (nearly 99%) of Florida residents who are employed work within the state. In Volusia County, approximately 80% of residents both live and work within the county, with nearly 19% traveling to other counties for employment (primarily Orange and Seminole counties).

The primary mode of transportation to work in Volusia County is driving alone in a private vehicle (80%), followed by carpooling (9%), consistent with the Florida average. Just under 1% of Volusia County residents use transit to travel to/from work, which is lower than the statewide average of 2.1%. In addition, the average commute time in Volusia County is higher than the Florida average, with nearly 20% of residents traveling 20-24 minutes to work. The largest percentage of workers in Volusia County have a commute time of 30 minutes or more.

**Table 2-4: Journey-to-Work Characteristics, Volusia County (2014)**

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Volusia County</th>
<th>Florida</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Place of Work</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Worked in Florida State</td>
<td>N/A</td>
<td>98.8%</td>
</tr>
<tr>
<td>Worked inside county of residence</td>
<td>80.2%</td>
<td>N/A</td>
</tr>
<tr>
<td>Worked outside county of residence</td>
<td>18.8%</td>
<td>N/A</td>
</tr>
<tr>
<td>Worked outside Florida State</td>
<td>1.1%</td>
<td>1.2%</td>
</tr>
<tr>
<td><strong>Means of Transportation to Work (Workers 16 years+)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Car, truck, or van- drove alone</td>
<td>80.3%</td>
<td>79.7%</td>
</tr>
<tr>
<td>Car-, truck-, or van- pooled</td>
<td>9.3%</td>
<td>9.1%</td>
</tr>
<tr>
<td>Public transportation</td>
<td>0.9%</td>
<td>2.1%</td>
</tr>
<tr>
<td>Walked</td>
<td>1.0%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Other means</td>
<td>3.2%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Worked at home</td>
<td>5.1%</td>
<td>5.4%</td>
</tr>
<tr>
<td><strong>Travel Time to Work (Workers 16 years+ who did not work at home)</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than 10 minutes</td>
<td>8.8%</td>
<td>9.4%</td>
</tr>
<tr>
<td>10-14 minutes</td>
<td>13.4%</td>
<td>12.3%</td>
</tr>
<tr>
<td>15-19 minutes</td>
<td>16.3%</td>
<td>15.6%</td>
</tr>
<tr>
<td>20-24 minutes</td>
<td>19.9%</td>
<td>16.5%</td>
</tr>
<tr>
<td>25-29 minutes</td>
<td>6.7%</td>
<td>6.8%</td>
</tr>
<tr>
<td>30 or more minutes</td>
<td>35.0%</td>
<td>39.4%</td>
</tr>
</tbody>
</table>

Source: 2014 ACS One-Year Estimates

**Labor Force and Employment**

Table 2-5 presents the most recent employment data available for Volusia County and Florida, providing a snapshot of the employment trends for June 2016. As shown, Volusia County’s unemployment rate is slightly higher than Florida at 5.1%, compared with 4.9%, respectively.
Table 2-5: Labor Force Statistics (June 2016), Not Seasonally Adjusted

<table>
<thead>
<tr>
<th>Area</th>
<th>Labor Force</th>
<th>Number Employed</th>
<th>Number Unemployed</th>
<th>Unemployment Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volusia County</td>
<td>245,039</td>
<td>232,652</td>
<td>12,387</td>
<td>5.1%</td>
</tr>
<tr>
<td>Florida</td>
<td>9,767,000</td>
<td>9,289,000</td>
<td>478,000</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

Source: Labor Market Statistics, Local Area Unemployment Statistics Program

Travel Patterns

An analysis of commuting patterns for Volusia County residents and employees was completed using the U.S. Census Bureau’s “On the Map” tool. As shown in Table 2-6, a comparison of 2008 and 2014 data indicates that the total number of Volusia County residents in the labor force decreased nearly 4.5% during this period. The percentage of Volusia County residents working in Volusia County and other locations decreased, with the exception of Orange, Brevard, Lake, and Flagler counties. The percentage of Volusia County residents working in Flagler County experienced the highest increase at 12.9%. However, it is recognized that this period of time included the economic downturn and considerable declines in employment rates and does not likely reflect more “typical” six-year periods.

Table 2-6: County of Work for Workers Residing in Volusia County (2008-2014)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of Workers</td>
<td>% Distribution</td>
<td># of Workers</td>
<td>% Distribution</td>
</tr>
<tr>
<td>Volusia County</td>
<td>110,121</td>
<td>54.2%</td>
<td>102,481</td>
<td>52.8%</td>
</tr>
<tr>
<td>Orange County</td>
<td>23,501</td>
<td>11.6%</td>
<td>25,523</td>
<td>13.2%</td>
</tr>
<tr>
<td>Seminole County</td>
<td>20,232</td>
<td>10.0%</td>
<td>19,277</td>
<td>9.9%</td>
</tr>
<tr>
<td>Duval County</td>
<td>8,137</td>
<td>4.0%</td>
<td>6,501</td>
<td>3.4%</td>
</tr>
<tr>
<td>Hillsborough County</td>
<td>4,173</td>
<td>2.1%</td>
<td>3,951</td>
<td>2.0%</td>
</tr>
<tr>
<td>Brevard County</td>
<td>3,539</td>
<td>1.7%</td>
<td>3,634</td>
<td>1.9%</td>
</tr>
<tr>
<td>Lake County</td>
<td>3,227</td>
<td>1.6%</td>
<td>3,346</td>
<td>1.7%</td>
</tr>
<tr>
<td>Flagler County</td>
<td>2,365</td>
<td>1.2%</td>
<td>2,672</td>
<td>1.4%</td>
</tr>
<tr>
<td>Polk County</td>
<td>2,049</td>
<td>1.0%</td>
<td>2,024</td>
<td>1.0%</td>
</tr>
<tr>
<td>Pinellas County</td>
<td>2,339</td>
<td>1.2%</td>
<td>1,850</td>
<td>1.0%</td>
</tr>
<tr>
<td>All Other Locations</td>
<td>23,481</td>
<td>11.6%</td>
<td>22,795</td>
<td>11.7%</td>
</tr>
<tr>
<td>Total</td>
<td>203,164</td>
<td>100.0%</td>
<td>194,054</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

Source: “On the Map” online application, all jobs, work destination analysis

A similar analysis was completed to examine the percentage of employees residing outside of Volusia County who commute to Volusia County to understand the “reverse commute” effect into the county. The results of the analysis are shown in Table 2-7. Of the locations defined, Orange, Flagler, and Seminole counties have the highest percentage of its residents who commute to Volusia County for work.
Table 2-7: Commuting from Other Counties to Volusia County (2008-2014)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td># of Workers</td>
<td>% Distribution</td>
<td># of Workers</td>
</tr>
<tr>
<td>Volusia County</td>
<td>110,121</td>
<td>67.5%</td>
<td>102,481</td>
</tr>
<tr>
<td>Orange County</td>
<td>6,401</td>
<td>3.9%</td>
<td>6,097</td>
</tr>
<tr>
<td>Flagler County</td>
<td>5,316</td>
<td>3.3%</td>
<td>6,004</td>
</tr>
<tr>
<td>Seminole County</td>
<td>5,172</td>
<td>3.2%</td>
<td>5,601</td>
</tr>
<tr>
<td>Lake County</td>
<td>2,854</td>
<td>1.8%</td>
<td>3,387</td>
</tr>
<tr>
<td>Brevard County</td>
<td>3,159</td>
<td>1.9%</td>
<td>3,236</td>
</tr>
<tr>
<td>Duval County</td>
<td>3,665</td>
<td>2.2%</td>
<td>3,212</td>
</tr>
<tr>
<td>Hillsborough County</td>
<td>2,404</td>
<td>1.5%</td>
<td>2,117</td>
</tr>
<tr>
<td>Putnam County</td>
<td>2,303</td>
<td>1.4%</td>
<td>2,093</td>
</tr>
<tr>
<td>Marion County</td>
<td>1,507</td>
<td>0.9%</td>
<td>1,821</td>
</tr>
<tr>
<td>All Other Locations</td>
<td>20,151</td>
<td>12.4%</td>
<td>19,739</td>
</tr>
<tr>
<td>Total</td>
<td>155,788</td>
<td>100.0%</td>
<td>163,053</td>
</tr>
</tbody>
</table>

Source: “On the Map” online application, all jobs, home destination analysis

Volusia County Economic Trends

Major Employers

As part of the baseline conditions analysis, data on major employers in Volusia County were reviewed and summarized. The major industries in Volusia County include healthcare and education services, government, manufacturing, and customer service. One of the largest employers in Volusia County is Volusia County Schools, the public school district in the county, with over 7,500 employees. The next largest employers are Florida Hospital, the County of Volusia, and Halifax Health with between 3,000 to 5,000 employees each. The top 15 public and private employers are listed in Table 2-8 and together employ more than 25,000 people. While the school district, the hospital, and the county government are larger employers, because they have multiple work locations for their employees it is difficult to provide public transit service that would capture a larger percentage of these employees.
Table 2-8: Top 15 Public and Private Employers in Volusia County

<table>
<thead>
<tr>
<th>Company</th>
<th>Type of Business</th>
<th>Number of Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volusia County School</td>
<td>Education</td>
<td>7,503</td>
</tr>
<tr>
<td>Florida Hospital Volusia-Flagler Market</td>
<td>Healthcare</td>
<td>4,810</td>
</tr>
<tr>
<td>County of Volusia</td>
<td>Government</td>
<td>3,341</td>
</tr>
<tr>
<td>Halifax Health</td>
<td>Healthcare</td>
<td>3,197</td>
</tr>
<tr>
<td>Frontier Communications</td>
<td>Customer Service</td>
<td>1,200</td>
</tr>
<tr>
<td>Embry-Riddle Aeronautical University</td>
<td>Education</td>
<td>1,072</td>
</tr>
<tr>
<td>Daytona State College</td>
<td>Education</td>
<td>980</td>
</tr>
<tr>
<td>Florida Health Care Plans, Inc.</td>
<td>Healthcare</td>
<td>916</td>
</tr>
<tr>
<td>Stetson University</td>
<td>Education</td>
<td>886</td>
</tr>
<tr>
<td>Department of Transportation</td>
<td>Government</td>
<td>700</td>
</tr>
<tr>
<td>Bert Fish Medical Center</td>
<td>Healthcare</td>
<td>700</td>
</tr>
<tr>
<td>Bethune-Cookman University</td>
<td>Education</td>
<td>654</td>
</tr>
<tr>
<td>SMA Behavioral Health Center</td>
<td>Healthcare</td>
<td>590</td>
</tr>
<tr>
<td>Boston Whaler</td>
<td>Manufacturing</td>
<td>550</td>
</tr>
<tr>
<td>Coviden</td>
<td>Manufacturing</td>
<td>525</td>
</tr>
</tbody>
</table>

Source: Team Volusia Economic Development Corporation

Transportation Disadvantaged Population

Florida Statutes, Chapter 427, 427.011(1), defines TD persons as:

Those persons who because of physical or mental disability, income status, or age are unable to transport themselves or to purchase transportation and are therefore, dependent upon others to obtain access to health care, employment, education, shopping, social activities, or children who are handicapped or high-risk or at risk as defined in s. 411.202.

The Volusia County Council provides public transportation to the County’s TD population through Votran’s Gold Service. Service hours correspond to those provided by the nearest fixed bus route. When serving TD populations, priority is given to the elder adults and persons with disabilities or who are economically disadvantaged. Service for the TD population is funded by the Federal Transit Administration (FTA), FDOT, the Florida (CTD), local governments, and social service agencies.

According to the Florida CTD, Volusia County’s 2015 TD population was estimated at 288,608 persons, and the number of TD passengers (defined as the unduplicated passenger head count, or UDPHC) provided paratransit transportation services was 21,542. Table 2-9 presents the trend in the TD population and TD passengers between 2013 and 2015 in Volusia County. Although the potential TD population increased by 11.1% during this period, there was a significant decrease in the number of TD passengers served in 2014. This is likely due to funding shortfalls as changes made in Medicaid and Medicare funding occurred statewide, and the state also experienced a decrease of 19.7% in TD trips during this year. In 2015 the number of TD passengers served increased by 23.9% from 2014.

Table 2-9: Volusia County TD Population and Passenger Trends
Table 2-10 summarizes the TD trips by purpose and passenger type that occurred during FY 2015. Medical and life-sustaining are the most frequent trip purposes. As for passenger type, elderly (41.1%), those with disabilities (36.9%), and children (18.8%) made the most passenger trips.

Table 2-10: Transportation Disadvantaged Trips by Purpose and Passenger Type, (FY 2015)

Land Use and Development

Land Use Trends
As a part of the baseline conditions assessment, a review of current and emerging land uses also was conducted. For this effort, existing and future land use maps from the Volusia County and municipal comprehensive plans were reviewed. For reference, the Future Land Use Maps for north and south Volusia County are show in Figures 2-1 and Figure 2-2, respectively. As shown, a considerable amount of land area in the unincorporated county is identified as environmental/conservation land, with most of the remaining land designated as low impact urban, agricultural, or rural.

In reviewing municipal existing and future land use plans, higher densities of residential and commercial uses are found within the larger cities, including Daytona Beach, DeLand, DeBary, and Orange City. The coastal communities along the Atlantic have the highest residential densities with high-rise condos and apartments; building heights are generally more restricted in other incorporated areas of the county. With future annexations unlikely and limited vacant land available, cities are looking to increase their tax base through redevelopment opportunities. This may require increasing densities or looking at mixed-
use development opportunities to maximize potential revenue and provide the opportunity for people to “live, work, and play” in a single location. Mixed use and transit-oriented developments are becoming increasingly important for active older adults and millennials joining the workforce that are shying away from a more car-oriented suburban lifestyle than generations prior. DeLand, within its downtown and activity centers and DeBary, near the SunRail station, are examples of cities looking to encourage higher density, transit friendly development patterns within key areas to encourage tax base growth, respond to changing lifestyles, and the prohibitive costs of increasing road capacity.

The Situation Appraisal documented in Section 6 includes a more in-depth analysis of the land use form and policies for Volusia County and the larger municipalities.

Evaluating Impacts of Development on Transit

Development projects in Volusia County are regulated and approved by each respective jurisdiction. However, under the R2CTPO, each jurisdiction within the county is encouraged to adopt a uniform set of guidelines for evaluating impacts from new development projects on the multimodal transportation system. The Transportation Impact Analysis (TIA) guidelines, initially adopted in 2007, were updated in 2016 to incorporate a more multi-modal focus and approved by the R2CTPO Board in July 2016. This update also included jurisdictions within the entirety of the TPO’s planning area (Volusia County and portions of Flagler County), as the initial TIA guidelines were only adopted within Volusia County. Local governments are incentivized to adopt this uniform development review process in order to submit local transportation projects for review and potential funding through the TPO’s XU/SU fund availability.

The updated TIA guidelines now considers the impacts to the transit system and includes a process for evaluating and potentially mitigating identified impacts. Under the updated TIA guidelines, the relationship of the proposed development project to the existing and future-funded transit network must be reviewed. If impacts are identified through the specified process, then the developer should coordinate with the municipality’s designee to address these impacts. This includes consulting with Votran’s “Transit Infrastructure Recommendations by Type of Development” table and referring to Votran’s adopted Transit Development Design Guidelines (TDDG) if transit infrastructure is required for mitigation.
Figure 2-1: North Volusia County Future Land Use Map
Figure 2-2: South Volusia County Future Land Use Map
Regional Transit Service

As noted in Votran’s last major TDP update, FDOT finalized a deal to acquire the CSX Railroad tracks between Poinciana (Osceola County) and DeLand to be used for the 61-mile commuter rail known as SunRail. The first phase of the project connects DeBary to just south of downtown Orlando and began operations on May 1, 2014. This initial phase consists of 32 miles and 12 stations, with the northern terminus in DeBary. FDOT provides funding for three shuttle routes serving the DeBary station that are operated by Votran: SunRail 31 operates between International Speedway/Amelia Ave (DeLand) and the DeBary station, SunRail 32 operates between the Deltona Plaza and DeBary station, and SunRail 33 is an express route operating between Dupont Lakes Shopping Center and the DeBary station. The DeBary station has approximately 300 parking spaces and a kiss-and-ride area. At the end of 2015, the SunRail DeBary station had the second highest ridership at approximately 140,000 riders, surpassed only by the Winter Park station.

The second phase of SunRail’s southern expansion into Osceola County began April 1, 2016, with four new stations now under construction at Meadow Woods in Orange County, the Tupperware Station, a downtown Kissimmee Station, and the Poinciana Station in Osceola County. Phase 2 of SunRail also includes plans to extend SunRail north, providing an additional 12 miles of track from the current DeBary station to a single station in DeLand; however, the northern extension has repeatedly been delayed due to lower ridership projections and funding challenges. In October 2015, the federal government said it would not give a $35 million grant towards the $77 million total cost. In May 2016, it was reported that SunRail decided against applying for a $25 million federal grant, as it would still be short of the total amount needed despite having funding committed from Volusia County and FDOT. As of now, FDOT is considering additional funding sources to move the DeLand extension forward.

Traffic Volumes and Congestion

The Volusia County roadway network includes federal, state, and local roads. Under HB 7207, passed into law by the Florida Legislature in 2011, local governments were given more authority to set level of service (LOS) standards for roads within their boundaries, including State- and County-maintained roads. Figure 2-1 illustrates the State and County roadways within Volusia County that are currently congested or anticipated to be in the near future, based on the capacity-to-volume ratio. While generally congestion is not a problem in many areas of the county, several State and County roads do experience delays and heavy traffic conditions during peak travel periods. With the exception of I-4 and I-95, Votran operates fixed routes on the majority of these roads. Traffic congestion affects the on-time performance of the bus and, as of now, there are no dedicated lanes for high occupancy vehicles (HOV) or bus vehicles in Volusia County, nor are transit technologies, such as Transit Signal Priority (TSP) used. A pilot TSP project will be conducted in Volusia County by the FDOT that is anticipated to allow transit buses running five minutes behind schedule to receive signal priority. The results of the pilot project and future growth, along with a greater desire for continued improvement to schedule adherence will support TSP applications along major corridors.
Figure 2-3: Critical/Near Critical State and County Roadways

Level of Service 2015
Critical / Near Critical* State and County Roadways

*Critical VC Ratio
Even Roads:
>=1.0 is Critical
Non Even Roads:
>= 1.0 is Critical

*Near Critical VC Ratio
Even Roads:
>= 1.5 and <= 0.9 is Near Critical
Non Even Roads:
>= 1.0 and <= 1.0 is Near Critical

Key To Features
- Critical
- Near Critical
- Impact Fee Zones
SECTION 3: EXISTING TRANSIT SERVICES

This section provides a review of existing Votran service levels and is divided into four subsections including Existing Service, Operating Statistics, Performance Evaluation and Trends, and Peer Review. The review of existing service includes a general description of the structure of Votran and its system characteristics. The operating statistics and performance evaluation and trends sections render a detailed examination of route-by-route operating performance. The peer review is presented for the fixed-route system and provides an opportunity for Votran to determine how well it is performing compared to similar peer transit agencies.

Transit Service Overview

Volusia County’s public transit system, Votran, is provided by Volusia County and managed by McDonald Transit. The service began in 1975, and Votran currently operates 25 fixed routes, 2 flex routes, 3 SunRail peak hour routes, and paratransit Gold Service for older adults and persons with disabilities. A majority of Votran’s fixed routes operate Monday through Saturday with an average of 60-minute headways. Votran operates limited night and Sunday service. Service spans from approximately 6 AM to 7 PM, extending to around 12 AM for routes with late evening service. Currently, Votran does not operate service on New Year’s Day, Thanksgiving Day, and Christmas Day and provides limited service on Memorial Day, July 4th, and Labor Day.

Map 2-1 in the previous section illustrates Votran’s service area and existing routes. Table 3-1 presents additional information on the span and frequency of Votran’s fixed-route service.
<table>
<thead>
<tr>
<th>Route #</th>
<th>Route Description</th>
<th>Days of Operation</th>
<th>Service Span</th>
<th>Headways</th>
</tr>
</thead>
<tbody>
<tr>
<td>*1</td>
<td>A1A North-to Ormond Beach Mall (Granada Ave)</td>
<td>Monday-Friday</td>
<td>5:40 am - 12:30 am</td>
<td>60 Minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday</td>
<td>6:35 am - 12:30 am</td>
<td>60 Minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sunday</td>
<td>7:00 am - 6:35 pm</td>
<td>60 Minutes</td>
</tr>
<tr>
<td>*3A</td>
<td>North Ridgewood to Ormond Beach</td>
<td>Monday-Friday</td>
<td>7:02 am - 11:55 pm</td>
<td>60 Minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday</td>
<td>6:02 am - 11:55 pm</td>
<td>60 Minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sunday</td>
<td>7:05 am - 6:48 pm</td>
<td>60 Minutes</td>
</tr>
<tr>
<td>*3B</td>
<td>North Ridgewood</td>
<td>Monday-Friday</td>
<td>7:02 am - 11:55 pm</td>
<td>60 Minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday</td>
<td>6:32 am - 11:55 pm</td>
<td>60 Minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sunday</td>
<td>7:05 am - 6:48 pm</td>
<td>60 Minutes</td>
</tr>
<tr>
<td>3C</td>
<td>North Ridgewood via US1 (limited stop, two trips per day)</td>
<td>Monday-Friday</td>
<td>6:02 am - 4:28 pm</td>
<td>60 Minutes</td>
</tr>
<tr>
<td>*4</td>
<td>South Ridgewood to Nova/Dunlawton</td>
<td>Monday-Friday</td>
<td>6:22 am - 12:10 am</td>
<td>30-60 Minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday</td>
<td>6:32 am - 11:55 pm</td>
<td>30-60 Minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sunday</td>
<td>6:42 am - 6:54 pm</td>
<td>60 Minutes</td>
</tr>
<tr>
<td>5</td>
<td>Center St to Nova Rd/Flomich St</td>
<td>Monday-Friday</td>
<td>6:37 am - 6:25 pm</td>
<td>60 Minutes</td>
</tr>
<tr>
<td>6</td>
<td>North Nova to Wal-Mart/Ormond Beach</td>
<td>Monday-Friday</td>
<td>6:05 am - 7:33 pm</td>
<td>60 Minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday</td>
<td>6:23 am - 7:33 pm</td>
<td>60 Minutes</td>
</tr>
<tr>
<td>7</td>
<td>South Nova to Dunlawton</td>
<td>Monday-Friday</td>
<td>6:02 am - 7:19 pm</td>
<td>60 Minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday</td>
<td>6:05 am - 7:18 pm</td>
<td>60 Minutes</td>
</tr>
<tr>
<td>8</td>
<td>Halifax to Bellair Plaza</td>
<td>Monday-Friday</td>
<td>6:32 am - 7:21 pm</td>
<td>60 Minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday</td>
<td>7:32 am - 6:21 pm</td>
<td>60 Minutes</td>
</tr>
<tr>
<td>*10</td>
<td>Medical Center to Volusia Mall</td>
<td>Monday-Friday</td>
<td>6:35 am - 12:09 am</td>
<td>30 Minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday</td>
<td>6:41 am - 12:09 am</td>
<td>30 Minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sunday</td>
<td>7:00 am - 6:41 pm</td>
<td>60 Minutes</td>
</tr>
<tr>
<td>11</td>
<td>Mason Ave to Volusia Mall/I-95</td>
<td>Monday-Friday</td>
<td>6:17 am - 6:53 pm</td>
<td>60 Minutes</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday</td>
<td>6:17 am - 6:53 pm</td>
<td>60 Minutes</td>
</tr>
<tr>
<td>12</td>
<td>Clyde Morris to Pavilion Mall</td>
<td>Monday-Friday</td>
<td>5:59 am - 7:34 pm</td>
<td>60 Minutes</td>
</tr>
<tr>
<td>Service</td>
<td>Route</td>
<td>Frequency</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------</td>
<td>--------------------------------</td>
<td>----------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*15</td>
<td>Orange Ave to the Department of Motor Vehicles</td>
<td>Saturday 6:32 am - 7:34 pm 60 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Monday-Friday 5:31 am - 12:18 am 30/60 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday 6:07 am - 12:18 am 30/60 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sunday 6:36 am - 6:22 pm 60 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>*17A</td>
<td>South Atlantic to Marine Science Center</td>
<td>Monday-Friday 6:07 am - 12:18 am 60 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday 7:02 am - 12:18 am 60 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Sunday 7:00 am - 6:23 pm 60 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17B</td>
<td>Dunlawton Avenue to Transfer Plaza via A1A</td>
<td>Monday-Friday 6:30 am - 6:55 pm 60 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday 6:32 am - 6:55 pm 60 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>International Speedway to Florida Hospital/Ormond Memorial</td>
<td>Monday-Friday 6:21 am - 6:50 pm 60 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday 7:02 am - 6:50 pm 60 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Florida Hospital/Ormond Memorial via A1A/Granada</td>
<td>Monday-Friday 6:07 am - 6:50 pm 60 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday 6:07 am - 6:50 pm 60 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>40</td>
<td>Port Orange towards New Smyrna Beach via US 1</td>
<td>Monday-Friday 6:32 am - 7:03 pm 60 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday 6:42 am - 7:03 pm 60 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>41</td>
<td>New Smyrna Beach towards Edgewater via US 1</td>
<td>Monday-Friday 6:47 am - 6:44 pm 60 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday 6:57 am - 6:44 pm 60 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flex 42</td>
<td>New Smyrna Beach (Downtown to Beachside)</td>
<td>Monday-Friday 6:43 am - 6:33 pm 60 Minute Timepoints</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday 6:43 am - 6:33 pm 60 Minute Timepoints</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flex 43</td>
<td>New Smyrna Beach (Downtown to Wal-Mart)</td>
<td>Monday-Friday 6:43 am - 6:33 pm 60 Minute Timepoints</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday 6:43 am - 6:33 pm 60 Minute Timepoints</td>
<td></td>
<td></td>
</tr>
<tr>
<td>60</td>
<td>East West Connector</td>
<td>Monday-Friday 5:15 am - 7:50 pm 60 Minutes</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday 7:01 am - 7:50 pm 60 Minutes</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*These services have night and Sunday service only within the urban core.
<table>
<thead>
<tr>
<th>Route #</th>
<th>Route Description</th>
<th>Days of Operation</th>
<th>Service Span</th>
<th>Headways</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>DeLand-Deltona from Marketplace Shopping Plaza to Walmart</td>
<td>Monday-Friday 5:54 am - 7:58 pm</td>
<td>60 Minutes</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday 6:54 am - 6:58 pm</td>
<td>60 Minutes</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Deltona From Market Place Shopping Center to Wal-Mart/</td>
<td>Monday-Friday 5:20 am - 7:29 pm</td>
<td>120 Minutes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Osteen via Providence/Ft. Smith</td>
<td>Saturday 7:14 am - 7:29 pm</td>
<td>120 Minutes</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Deltona From Market Place Shopping Center to Wal-Mart/</td>
<td>Monday-Friday 5:57 am - 7:17 pm</td>
<td>120 Minutes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Osteen via Elkcam/Howland</td>
<td>Saturday 6:18 am - 6:41 pm</td>
<td>120 Minutes</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Orange City From Market Place Shopping Center to</td>
<td>Monday-Friday 5:35 am - 6:26 pm</td>
<td>60 Minutes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Providence/Ft. Smith</td>
<td>Saturday 5:35 am - 6:26 pm</td>
<td>60 Minutes</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Pierson-Seville via US 17/CR 3</td>
<td>Monday-Friday 5:40 am - 7:20 pm</td>
<td>6 hours</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Saturday 7:30 am - 7:20 pm</td>
<td>4/6 hours</td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>DeBary SunRail Station to International Speedway via US 17/92</td>
<td>Monday-Friday 4:22 am – 8:48 am and 3:22 pm- 8:48 pm</td>
<td>30 Minutes/7.5 hours</td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>DeBary SunRail Station to Deltona Plaza</td>
<td>Monday-Friday 5:18 am -9:17 am and 3:18 pm- 8:17 pm</td>
<td>60 Minutes/8 hours</td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>DeBary SunRail Station to Dupont Lakes Express</td>
<td>Monday-Friday 4:25 am – 9:20 am and 2:25 pm- 7:22 pm</td>
<td>60 Minutes/7 hours</td>
<td></td>
</tr>
</tbody>
</table>

**Votran/SunRail (peak hour service)**
Ridership Trends

Table 3-2 summarizes the weekday, Saturday, and Sunday ridership trends for FY 2015 as provided by Votran. Route 4 has the highest weekday and Saturday ridership. Routes 1, 3, 4, 10, 17, and 60 are all high ridership routes.

**Table 3-2: Average Daily Fixed-route Ridership by Route (FY 2015)**

<table>
<thead>
<tr>
<th>Route</th>
<th>Weekday</th>
<th>Saturday</th>
<th>Sunday</th>
<th>2015 Annual Ridership</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>565</td>
<td>536</td>
<td>2</td>
<td>172,436</td>
</tr>
<tr>
<td>1Night</td>
<td>77</td>
<td>86</td>
<td>--</td>
<td>24,120</td>
</tr>
<tr>
<td>1Sunday</td>
<td>180</td>
<td>34</td>
<td>327</td>
<td>18,055</td>
</tr>
<tr>
<td>3A</td>
<td>452</td>
<td>380</td>
<td>--</td>
<td>135,477</td>
</tr>
<tr>
<td>3B</td>
<td>407</td>
<td>326</td>
<td>--</td>
<td>120,845</td>
</tr>
<tr>
<td>3C</td>
<td>61</td>
<td>--</td>
<td>1</td>
<td>15,645</td>
</tr>
<tr>
<td>3Night</td>
<td>86</td>
<td>83</td>
<td>--</td>
<td>26,176</td>
</tr>
<tr>
<td>3Sunday</td>
<td>332</td>
<td>331</td>
<td>336</td>
<td>18,464</td>
</tr>
<tr>
<td>4</td>
<td>1,091</td>
<td>770</td>
<td>1</td>
<td>319,212</td>
</tr>
<tr>
<td>4Night</td>
<td>86</td>
<td>89</td>
<td>--</td>
<td>26,653</td>
</tr>
<tr>
<td>4Sunday</td>
<td>342</td>
<td>280</td>
<td>357</td>
<td>19,802</td>
</tr>
<tr>
<td>5</td>
<td>218</td>
<td>--</td>
<td>--</td>
<td>55,896</td>
</tr>
<tr>
<td>6</td>
<td>512</td>
<td>385</td>
<td>1</td>
<td>150,819</td>
</tr>
<tr>
<td>7</td>
<td>627</td>
<td>512</td>
<td>2</td>
<td>187,181</td>
</tr>
<tr>
<td>8</td>
<td>423</td>
<td>218</td>
<td>1</td>
<td>119,145</td>
</tr>
<tr>
<td>10</td>
<td>724</td>
<td>451</td>
<td>1</td>
<td>208,888</td>
</tr>
<tr>
<td>10Night</td>
<td>111</td>
<td>100</td>
<td>--</td>
<td>33,526</td>
</tr>
<tr>
<td>10Sunday</td>
<td>484</td>
<td>122</td>
<td>476</td>
<td>26,203</td>
</tr>
<tr>
<td>11</td>
<td>557</td>
<td>371</td>
<td>--</td>
<td>166,209</td>
</tr>
<tr>
<td>12</td>
<td>618</td>
<td>463</td>
<td>--</td>
<td>181,692</td>
</tr>
<tr>
<td>15</td>
<td>331</td>
<td>290</td>
<td>2</td>
<td>99,530</td>
</tr>
<tr>
<td>15Night</td>
<td>109</td>
<td>114</td>
<td>--</td>
<td>33,848</td>
</tr>
<tr>
<td>15Sunday</td>
<td>326</td>
<td>448</td>
<td>347</td>
<td>118,895</td>
</tr>
<tr>
<td>17A</td>
<td>392</td>
<td>359</td>
<td>--</td>
<td>140,721</td>
</tr>
<tr>
<td>17B</td>
<td>462</td>
<td>438</td>
<td>4</td>
<td>31,416</td>
</tr>
<tr>
<td>17Night</td>
<td>100</td>
<td>112</td>
<td>--</td>
<td>26,324</td>
</tr>
<tr>
<td>17Sunday</td>
<td>450</td>
<td>246</td>
<td>480</td>
<td>166,492</td>
</tr>
<tr>
<td>18</td>
<td>559</td>
<td>449</td>
<td>4</td>
<td>144,389</td>
</tr>
<tr>
<td>19</td>
<td>477</td>
<td>420</td>
<td>--</td>
<td>150,700</td>
</tr>
<tr>
<td>20</td>
<td>510</td>
<td>366</td>
<td>2</td>
<td>41,755</td>
</tr>
<tr>
<td>21</td>
<td>144</td>
<td>91</td>
<td>1</td>
<td>172,436</td>
</tr>
<tr>
<td>22</td>
<td>130</td>
<td>85</td>
<td>--</td>
<td>37,366</td>
</tr>
</tbody>
</table>
Vehicle Inventory

Table 3-3 provides a summary of the fixed-route transit vehicles operated by Votran. As shown in the table, the entire fleet consists of a total of 76 vehicles, including 19 hybrid-electric vehicles. All of the fixed-route vehicles are equipped with security cameras.

Table 3-3: Votran Fixed-Route Vehicle Inventory

<table>
<thead>
<tr>
<th># Vehicles</th>
<th>Year</th>
<th>Make</th>
<th>Description</th>
<th>Seats</th>
<th>Wheelchair Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>2000</td>
<td>Gillig</td>
<td>Phantom 35’</td>
<td>36</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>2003</td>
<td>Gillig</td>
<td>Phantom 35’</td>
<td>36</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>2003</td>
<td>Gillig</td>
<td>Low Floor 30’</td>
<td>28</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>2004</td>
<td>Bluebird</td>
<td>A3 RE 78005</td>
<td>54</td>
<td>1</td>
</tr>
<tr>
<td>6</td>
<td>2006</td>
<td>Gillig</td>
<td>Low Floor 35’</td>
<td>32</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>2008</td>
<td>Gillig</td>
<td>Low Floor 35’</td>
<td>32</td>
<td>2</td>
</tr>
<tr>
<td>2</td>
<td>2008</td>
<td>Gillig</td>
<td>Low Floor 29’</td>
<td>28</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>2010</td>
<td>Gillig</td>
<td>Low Floor Hybrid 37’</td>
<td>32</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>2012</td>
<td>Gillig</td>
<td>Low Floor Hybrid 37’</td>
<td>31</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>2013</td>
<td>Gillig</td>
<td>Low Floor Hybrid 37’</td>
<td>31</td>
<td>2</td>
</tr>
<tr>
<td>9</td>
<td>2014</td>
<td>Gillig</td>
<td>Low Floor 35’</td>
<td>32</td>
<td>2</td>
</tr>
<tr>
<td>11</td>
<td>2015</td>
<td>Gillig</td>
<td>Low Floor 35’</td>
<td>32</td>
<td>2</td>
</tr>
</tbody>
</table>

As shown in Table 3-4, complementary ADA service is operated using 67 vehicles, including 7 hybrid-electric vehicles. Votran is in the process of equipping the entire paratransit fleet with four-view security cameras.
### Table 3-4: Votran Paratransit Vehicle Inventory

<table>
<thead>
<tr>
<th># of Vehicles</th>
<th>Year</th>
<th>Make</th>
<th>Description</th>
<th>Seats</th>
<th>Wheelchair Capacity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2002</td>
<td>Ford</td>
<td>25' Turtle Top</td>
<td>20</td>
<td>7</td>
</tr>
<tr>
<td>2</td>
<td>2003</td>
<td>Ford</td>
<td>22' Turtle Top</td>
<td>14</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>2004</td>
<td>Ford</td>
<td>22' Turtle Top</td>
<td>14</td>
<td>4</td>
</tr>
<tr>
<td>1</td>
<td>2006</td>
<td>Ford</td>
<td>22' Turtle Top</td>
<td>14</td>
<td>4</td>
</tr>
<tr>
<td>6</td>
<td>2007</td>
<td>Chevy</td>
<td>22' Turtle Top</td>
<td>14</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>2008</td>
<td>Chevy</td>
<td>22' Turtle Top</td>
<td>14</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>2010</td>
<td>Azure Ford</td>
<td>22' Turtle Top</td>
<td>14</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>2010</td>
<td>Chevy</td>
<td>25' Turtle Top</td>
<td>20</td>
<td>7</td>
</tr>
<tr>
<td>3</td>
<td>2010</td>
<td>Chevy</td>
<td>25' Turtle Top</td>
<td>20</td>
<td>7</td>
</tr>
<tr>
<td>11</td>
<td>2012</td>
<td>Ford</td>
<td>22' Turtle Top</td>
<td>14</td>
<td>4</td>
</tr>
<tr>
<td>1</td>
<td>2014</td>
<td>Ford</td>
<td>22' Turtle Top</td>
<td>14</td>
<td>4</td>
</tr>
<tr>
<td>16</td>
<td>2015</td>
<td>Ford</td>
<td>22' Turtle Top</td>
<td>14</td>
<td>4</td>
</tr>
<tr>
<td>2</td>
<td>2015</td>
<td>MV-1</td>
<td>None provided</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>8</td>
<td>2016</td>
<td>Ford</td>
<td>Glaval</td>
<td>14</td>
<td>4</td>
</tr>
</tbody>
</table>

### Other Transportation Service Providers

**SunRail**

As previously discussed, SunRail commuter rail service currently operates from Orlando to DeBary and construction is underway to extend the service south to Poinciana in Osceola County. See Section 2, Regional Transit Service, for more discussion.

**Private Transportation Providers**

Other private and public agencies also offer transportation services for specific client groups. In June 2016, an attempt to contact each private provider in Volusia County by mail or email to obtain information about its transportation services was made. Table 3-5 lists the service providers contacted and those that responded with information for this effort. Providers that did not respond to the initial request were contacted again in an attempt to obtain the desired information. Table 3-6 lists the providers contacted and that either declined the survey or are no longer in business as a service provider. Table 3-7 lists the other transportation service providers contacted that did not respond. Table 3-8 lists the providers known, but sufficient contact information was not available to email or mail them the survey. A copy of the questionnaire provided to each provider is included in Appendix A.
### Table 3-5: Private Transportation Providers (Completed Survey Questionnaire)

<table>
<thead>
<tr>
<th>Agency/Provider</th>
<th>Type of Service</th>
<th>Facilities</th>
<th>Service Area</th>
<th>Hours</th>
<th>Fare</th>
<th>Service Frequency</th>
<th>Primary Destinations</th>
<th>Average Annual Ridership</th>
<th>Rolling Stock</th>
<th>Equipment</th>
<th>Group/Program Affiliations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytona Orlando Airport Shuttle, Inc.</td>
<td>Airport Transportation Service/Shuttle</td>
<td>Dispatch</td>
<td>Daytona Beach</td>
<td>Volusia/Flagler Counties and</td>
<td>3:00 AM – 1:00 AM</td>
<td>$34</td>
<td>20x daily</td>
<td>Orlando International and Sanford International Airports</td>
<td>-</td>
<td>Passenger Van</td>
<td>1 year</td>
</tr>
<tr>
<td>Eco Taxi</td>
<td>Taxi/ Airport Shuttle/ Non-emergency ambulatory transportation/ Medical delivery, Charter, Tours</td>
<td>N/A</td>
<td>South West Volusia</td>
<td>24/7</td>
<td>$11</td>
<td>minimum 20 min</td>
<td>Deltona, DelBary, Lake Helen, Orange City, Osteen, Sanford, Deland</td>
<td>25,341</td>
<td>Ford</td>
<td>2009, 2012</td>
<td>2</td>
</tr>
<tr>
<td>Red Cab Service</td>
<td>Taxi</td>
<td>-</td>
<td>-</td>
<td>Depends on customer</td>
<td>7:00 AM – 10:00 PM</td>
<td>-</td>
<td>Everywhere</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>S. Martin Enterprises dba McDonald’s</td>
<td>Taxi</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Tri-Stars and Shuttle Inc.</td>
<td>Taxi/Shuttle</td>
<td>Dispatch</td>
<td>Daytona Beach</td>
<td>6 yrs. Good Volusia</td>
<td>24/7</td>
<td>$10.00</td>
<td>Numerous times daily</td>
<td>Daytona Beach area</td>
<td>17,520</td>
<td>Van</td>
<td>2006, 2007, 2008</td>
</tr>
</tbody>
</table>

### Table 3-6: Private Transportation Providers Survey--Declined Response/No Longer in Operation

<table>
<thead>
<tr>
<th>Agency/Provider</th>
<th>Type of Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Palm Coast and Daytona Beach Limos</td>
<td></td>
</tr>
<tr>
<td>Family Life Care- Green Cove Springs Office</td>
<td></td>
</tr>
<tr>
<td>Senior Valet</td>
<td></td>
</tr>
</tbody>
</table>
Table 3-7: Private Transportation Providers Survey—No Response to Survey Questionnaire

<table>
<thead>
<tr>
<th>Agency/Provider</th>
<th>Agency/Provider</th>
<th>Agency/Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td>24 Hour Taxi of Daytona</td>
<td>Council on Aging of Volusia County, Inc.</td>
<td>Ocean Ride Taxi and shuttle LLC</td>
</tr>
<tr>
<td>24 Hour Taxi of Orange City</td>
<td>Crown Limousine</td>
<td>Ormond Beach Taxi Cab/Daytona Beach Taxi Cab</td>
</tr>
<tr>
<td>A One A Limousine &amp; Airport</td>
<td>CSI Friends Assisting Seniors - Caring for Seniors of Palm Beach County</td>
<td>Ormond Sprinter Taxi Van</td>
</tr>
<tr>
<td>A Better Cab Taxi &amp; Courier Service</td>
<td>CSI Friends Assisting Seniors &amp; Families of Daytona</td>
<td>Palm Coast taxi</td>
</tr>
<tr>
<td>A1A Ocean Drive Transport &amp; Limo</td>
<td>CSI Nurse World of Winter Park</td>
<td>Pierre Shuttle</td>
</tr>
<tr>
<td>AAA Metro Taxi</td>
<td>Daytona Beach Limousine Service</td>
<td>Port Orange New Smyrna Beach Taxi Cab &amp; Shuttle</td>
</tr>
<tr>
<td>Action Cab of Orange City L.L.C.</td>
<td>Daytona Beach Taxi Coalition</td>
<td>Primo Taxi</td>
</tr>
<tr>
<td>Ad Cab</td>
<td>DeLand Cab</td>
<td>Rides Limo and Taxi</td>
</tr>
<tr>
<td>Adams Family Cab</td>
<td>DeLand Taxi</td>
<td>Senior Helpers - Orlando</td>
</tr>
<tr>
<td>AFC Taxicab Transportation in Orlando</td>
<td>Deltona Taxi</td>
<td>Silver Bullet Cabs</td>
</tr>
<tr>
<td>Akm Transport Svc</td>
<td>Diamond Taxi Shuttle</td>
<td>Silver Ride Senior Services</td>
</tr>
<tr>
<td>All Florida Cab</td>
<td>Discount Cab</td>
<td>Southern Komfort Taxi</td>
</tr>
<tr>
<td>All Florida Cabs</td>
<td>Ehrbar Medi-Car</td>
<td>Sunnyvale Medical Transport, Inc.</td>
</tr>
<tr>
<td>All J’s Non-emergency Medical Transport</td>
<td>Florida Handicap Transportation</td>
<td>The BusBank</td>
</tr>
<tr>
<td>All Volusia Transportation</td>
<td>Four Leaf Clover Taxi &amp; Shuttle</td>
<td>Town and Country Coaches of Orlando</td>
</tr>
<tr>
<td>Alliance Taxi &amp; Shuttle LLC</td>
<td>Granny Nannies Home Health Care - Daytona Beach Office</td>
<td>Trans Med in Daytona Beach</td>
</tr>
<tr>
<td>American Home Companions</td>
<td>Griswold Home Care of Volusia County</td>
<td>Tri Star Taxi</td>
</tr>
<tr>
<td>American Taxi</td>
<td>Home Helpers of Flagler County</td>
<td>Uber</td>
</tr>
<tr>
<td>Amtrak Train Service-DeLand</td>
<td>Johns Taxi</td>
<td>Vacation Mobility of Florida</td>
</tr>
<tr>
<td>Aristocrat Palm Coast Taxi</td>
<td>Kelley’s Transportation</td>
<td>VIP Taxi &amp; Limo</td>
</tr>
<tr>
<td>Boulevard Taxi</td>
<td>Kings Transportation Group</td>
<td>Visiting Angels in Palm Coast</td>
</tr>
<tr>
<td>CARES</td>
<td>Little Wagon Errand Services, Inc.</td>
<td>Volusia Taxi</td>
</tr>
<tr>
<td>Checker Cab Co</td>
<td>Mitchell Moore</td>
<td>Yellow Cab</td>
</tr>
<tr>
<td>City Cab Co.</td>
<td>Mobility Freedom of Florida</td>
<td>Yellow Cab/AAA Metro Taxi</td>
</tr>
<tr>
<td>Classi Taxi &amp; Shuttle Inc.</td>
<td>Mr. Taxi</td>
<td></td>
</tr>
<tr>
<td>Comfort Keepers of Volusia County</td>
<td>Nicks Transportation Svc Inc.</td>
<td></td>
</tr>
</tbody>
</table>
Table 3-8: Private Transportation Providers Survey–Incomplete Information to Deliver Survey

<table>
<thead>
<tr>
<th>Agency/Provider</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affordable Taxi</td>
</tr>
<tr>
<td>AJ Special Transportation</td>
</tr>
<tr>
<td>Aristocrat Taxi Shuttle and Limo Inc.</td>
</tr>
<tr>
<td>Boulevard Taxi</td>
</tr>
<tr>
<td>Classi Taxi &amp; Shuttle.</td>
</tr>
<tr>
<td>Corporate Angel Network, Inc.</td>
</tr>
<tr>
<td>DeLand Taxi DeLand</td>
</tr>
<tr>
<td>Dryden Transportation</td>
</tr>
<tr>
<td>Guillermo Valencia Taxi</td>
</tr>
<tr>
<td>Inlet Cab Co</td>
</tr>
<tr>
<td>Sanford Airport Shuttle</td>
</tr>
<tr>
<td>Steve's Taxi DeLand</td>
</tr>
<tr>
<td>The Florida Express Bus</td>
</tr>
<tr>
<td>Tri Stars Taxi</td>
</tr>
</tbody>
</table>

Ridesourcing

Ridesourcing companies, like Uber and Lyft, provide similar services to a taxi except they connect drivers to consumers strictly using a mobile app. Consumers use their smartphone to make a trip request, which is then routed to the nearest driver. The drivers then use their personal car to transport consumers to their destination. These types of ridesourcing services are growing in popularity, especially among young adults and, in many urban locations, complement gaps in transit services by helping riders complete the last leg of their trip or by providing late service when transit is not operating. The American Public Transportation Association (APTA) reported that Uber and Lyft users are more likely to use public transit more frequently. Uber drivers began providing service in 2014 to Daytona Beach, Deltona, and Port Orange. Figure 3-1 illustrates the demand hotspots for Uber in Volusia County locations for weekdays and weekends. The weekday evening service demand is along the coastal areas, including Ormond Beach, Daytona Beach, Port Orange, and New Smyrna Beach. Weekend late night demand for service is more concentrated in Daytona Beach.
Trend and Peer Reviews

To assess how efficiently Votran supplies fixed-route transit service and how effective those services meet the needs of the area, a trend analysis of critical performance indicators was conducted to examine the performance of Votran’s fixed-route services over a five-year period. In order to complete this trend and peer analysis, data from the Florida Transit Information Systems (FTIS) were used, which includes validated National Transit Database (NTD) data for fiscal years 2010-2014, the most recent data available. The performance measures are used to present the data that relate to overall system performance. Three categories of performance measures were analyzed for the trend analysis of the existing transit service:

- **General performance measures**, which indicate the quantity of service supply, passenger and fare revenue generation, and resource input.
- **Effectiveness measures**, which indicate the extent to which the service is effectively provided. These measures can be used to implement goals towards improving the quality of service and customer satisfaction, and increasing the market share of transit.
- **Efficiency measures**, which indicate the extent to which cost efficiency is achieved, i.e. costs in relation to benefit. These measures can be used to implement goals towards long-term viability and stability of service.

In conjunction with the trend analysis, a peer review analysis was conducted to compare various Votran fixed-route performance characteristics to a group of transit peers. The trend and peer review analyses
are organized by the type of measure or indicator and include statistics, figures, and tables to illustrate Votran’s performance over the past five years and how Votran compares to selected peers. The selection process for the peer review is described first, followed by a presentation of highlights from the trend and peer review analyses. Summary results are provided at the conclusion of this section.

Peer System Selection Methodology

The peer selection for this analysis will consist of the same peer group selection from Votran’s 2011 TDP. Using the same peer group selection will allow Votran to review how their performance compares to their peers since the previous peer review. The methodology from the 2011 TDP, and the current methodology based on the established standard methodology documented in the Transit Cooperative Research Program (TCRP) Report 141, “A Methodology for Performance Measurement and Peer Comparison in the Public Transportation Industry”, are described below. For the TCRP methodology an example list of peer groups and their likeness score will also be provided.

2011 Peer System Selection

The 2011 peer selection was conducted using the 2009 FTIS database, the most current available at this time. The peers were identified through an objective assessment of five standard variables in the NTD. After the peer systems were selected utilizing the FTIS database, the 2008 NTD data for each peer system was obtained through the NTD Website and used to conduct the peer review analysis. The variables used to select the peer systems include:

- Geography (southeastern United States)
- Service Area Population
- Operating Expense
- Revenue Miles
- Vehicles Available in Maximum Service

First, the peer group selection was based on geographic location; the states included were Louisiana, Arkansas, Mississippi, Alabama, Tennessee, North Carolina, South Carolina, Georgia, and Florida. Fixed-route systems operating in these southeastern states were identified and analyzed based on the four remaining variables. Based on the results of the FTIS peer selection process and input from Votran staff, six transit systems were selected for the peer review analysis, which are presented in Table 3-9.

<table>
<thead>
<tr>
<th>System</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capital Area Transit System</td>
<td>Baton Rouge, LA</td>
</tr>
<tr>
<td>Charleston Area Regional Transportation Authority</td>
<td>Charleston, SC</td>
</tr>
<tr>
<td>Chatham Area Transit Authority</td>
<td>Savannah, GA</td>
</tr>
<tr>
<td>Lee County Transit</td>
<td>Fort Myers, FL</td>
</tr>
<tr>
<td>Pasco County Public Transportation</td>
<td>Port Richey, FL</td>
</tr>
<tr>
<td>Sarasota County Area Transit</td>
<td>Sarasota, FL</td>
</tr>
</tbody>
</table>
TCRP Peer System Methodology

The TCRP methodology involves two steps, screening and peer-grouping. The goal is to identify transit agencies that are similar to Votran in a number of characteristics that affect transit performance between otherwise similar agencies. A “likeness score” is developed to determine the level of similarity between potential peer agency and Votran with respect to individual factors and for agencies overall. Three screen factors are used in the first screening step to ensure that potential peers operate a similar mix of modes as Votran: Rail Operator (yes/no), Rail-Only Operator (yes/no), and Heavy-Rail Operator (yes/no).

After the initial screening process, 14 peer grouping factors are used to identify transit agencies similar to Votran, including 5 service characteristics and 9 urban area characteristics. All of these factors are based on nationally available measures that are consistently defined and reported. Complete definitions and scoring descriptions for each of the noted factors are documented in TCRP Report 141. The factors include:

- Total Vehicle Mile Operated
- Total Operating Budget
- Percent Demand Response
- Percent Service Purchased
- Service Area Type
- Urban Area Population
- Population Growth Rate
- Population Density
- State Capital
- Percent Population with College Degree
- Percent Poverty
- Annual Delay (hrs.) per Traveler
- Freeway Lane-Miles per Capita
- Distance to Peer System

Likeness scores are calculated for each individual factor based on the percentage difference between the potential peer’s value and Votran’s value. A score of 0 indicates that the peer and Votran’s values are exactly alike, and a score of 1 indicates that the potential peer’s value is twice that of Votran. For the factors that cannot be compared by a percentage difference (e.g., state capital or distance), likeness scores are based on formulas that are designed to produce similar results; a score of 0 indicates identical characteristics, a score of 1 indicates a difference, and a score of 2 or more indicates a substantial difference.

After the screen factor scores and peer-grouping factors scores are determined, the total likeness score for an individual potential peer agency is calculated using a sum of all likeness scores divided by a count of the peer-grouping factors. The total likeness score is interpreted as follows:

- Less than 0.50: Good Match
- 0.50-0.74: Satisfactory Match
- 0.75-0.99: Poor Match
Based on the TCRP methodology, five top peer agencies emerged with total likeness scores less than 0.75, as shown in Table 3-10.

**Table 3-10: Example of Peers Based on TCRP Methodology**

<table>
<thead>
<tr>
<th>System</th>
<th>Location</th>
<th>Likeness Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lee County Transit</td>
<td>Fort Myers, FL</td>
<td>0.15</td>
</tr>
<tr>
<td>Worcester Regional Transit Authority</td>
<td>Worcester, MA</td>
<td>0.26</td>
</tr>
<tr>
<td>Berks Area Regional Transportation Authority</td>
<td>Reading, PA</td>
<td>0.32</td>
</tr>
<tr>
<td>Stark Area Regional Transit Authority</td>
<td>Canton, OH</td>
<td>0.33</td>
</tr>
<tr>
<td>METRO Regional Transit Authority</td>
<td>Akron, OH</td>
<td>0.34</td>
</tr>
</tbody>
</table>

For comparative purposes, Table 3-11 presents the likeness scores based on the TCRP methodology for the 2011 peer transit agencies used in this peer and trend analysis.

**Table 3-11: Selected Peer Systems Likeness Score Based on TCRP Methodology**

<table>
<thead>
<tr>
<th>System</th>
<th>Location</th>
<th>Likeness Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lee Transit System</td>
<td>Fort Myers, FL</td>
<td>0.15</td>
</tr>
<tr>
<td>Chatham Area Transit Authority</td>
<td>Savannah, GA</td>
<td>0.41</td>
</tr>
<tr>
<td>Capital Area Transit System</td>
<td>Baton Rouge, LA</td>
<td>0.47</td>
</tr>
<tr>
<td>Sarasota County Area Transit</td>
<td>Sarasota, FL</td>
<td>0.52</td>
</tr>
<tr>
<td>Charleston Area Regional Transportation Authority</td>
<td>Charleston, SC</td>
<td>0.75</td>
</tr>
<tr>
<td>Pasco County Public Transportation</td>
<td>Port Richey, FL</td>
<td>0.98</td>
</tr>
</tbody>
</table>

**Selected Performance Measures**

3-12 lists the performance measures by category used in the peer and trend analysis. A review of Votran trends and how Votran compares to its peers is presented next, by performance measure type, beginning with General Performance Measures, followed by Efficiency Performance Measures and Effectiveness Performance Measures, respectively.
### Table 3-12: Performance Measures by Category

<table>
<thead>
<tr>
<th>General Performance Measures</th>
<th>Effectiveness Measures</th>
<th>Efficiency Measures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service Area Population</td>
<td>Vehicle Miles per Capita</td>
<td>Operating Exp. Per Capita</td>
</tr>
<tr>
<td>Service Area Pop. Density</td>
<td>Passenger Trips per Capita</td>
<td>Operating Exp. per Passenger Trip</td>
</tr>
<tr>
<td>Passenger Trips</td>
<td>Passenger Trips per Revenue Hour</td>
<td>Operating Exp. per Passenger Mile</td>
</tr>
<tr>
<td>Passenger Miles</td>
<td>Passenger Trips per Revenue Mile</td>
<td>Operating Exp. per Revenue Mile</td>
</tr>
<tr>
<td>Vehicle Miles</td>
<td>Average Age of Fleet</td>
<td>Operating Exp. per Revenue Hour</td>
</tr>
<tr>
<td>Revenue Miles</td>
<td>Average Headway (in minutes)</td>
<td>Farebox Recovery (%)</td>
</tr>
<tr>
<td>Total Operating Expense</td>
<td>Number of Vehicle System Failures</td>
<td>Revenue Miles per Vehicle Mile</td>
</tr>
<tr>
<td>Vehicles Available in Max Service</td>
<td>Revenue Miles Between Failures</td>
<td>Vehicle Miles per Gallon</td>
</tr>
<tr>
<td>Passenger Fare Revenue</td>
<td></td>
<td>Average Fare</td>
</tr>
</tbody>
</table>

**General Performance Measures**

General performance indicators are used to gauge the overall system operating performance. Categories of performance indicators include population, population density, ridership, revenue miles, and vehicle miles. This section is organized by performance indicator type. Figures 3-2 through 3-11 present the performance indicators of Volusia County from FY 2010 through FY 2014 (trend analysis) as well as its performance relative to its peer systems (peer review).

**Service Area Population and Population Density**

Service area population and density are used as a way to measure the potential demand for service. Service area population and population density is determined using a ¾-mile buffer from the service. In 2014, Votran’s service area population increased from 468,670 in 2010 to 494,593, representing a 5.5% increase during this five year period and is 14.4% above the peer group mean. The population density also increased 5.5% from 2010 to 2014 and is 76.8% below the peer group mean. Amongst the peer group, Votran’s service area population density is the group minimum at 410, while the group maximum is 3,965.

**Figure 3-2: Votran Trend and Peer Comparison for Service Area Population**
Vehicle Miles
Vehicle miles are the miles that the transit vehicles travel while in revenue service plus deadhead miles. This is a measure of how much service coverage is provided, or the supply of service. Total vehicle miles of service increased from 2.64 million miles in 2010 to 2.74 million miles in 2014, a 3.7% increase. In comparison to its peers, Votran is 2.5%, slightly above the mean of 2.68 million vehicle miles.

Passenger Trips (Ridership)
Passenger trips, also known as ridership, is the number of passengers who board the public transit vehicles and is a measure of the market demand for service. Passengers are counted each time they board the vehicles no matter how many vehicle transfers may be necessary to travel from their origin to their destination. The total number of passenger trips Votran provided increased from 3.24 million in 2010 to 3.73 million in 2014, or 15.2%. When compared to its peers, passenger trips for Votran is 10.7% above the mean for the selected peer group. Ridership decreased in 2015, a trend being experienced by many transit agencies throughout the United States, which has been attributed to the improved economy, lower fuel prices, and an introduction of additional alternative travel modes.
Passenger Miles

Passenger miles are a measure that multiplies the number of passenger trips by the average passenger trip length to estimate the total number of miles passengers traveled. The average trip length is usually determined by survey sampling. Passenger miles were at their highest in 2010 at 15.2 million miles before decreasing in 2011 and steadily rising to 15.0 million miles by 2014. Overall there was a 1.9% decrease from 2010 to 2014. Votran is 2.3% above the peer group mean for passenger miles.

Revenue Hours and Revenue Hours

Revenue hours are another measure of the amount of the service provided. Revenue miles are the total number of miles that the public transit service is actually operated while in revenue service. They exclude miles traveled when passengers are not able to board (deadhead travel), training operations, and charter services. Revenue miles increasing faster than total vehicle miles generally indicates a positive operational trend and point to a decreasing proportion of deadhead miles over time relative to total miles. Votran experienced a 6.8% increase of revenue miles from 2010 to 2014, and is 1% above the peer group mean. Votran also experienced a 4.0% increase in revenue hours from 2010 to 2014, while experiencing a 1.3% decrease from 2010-2013, and falls below the peer group mean by 6.1%.
Total Operating Expense

Total operating expense includes all operating costs associated with the transit agency (vehicle operations, maintenance and administration costs). Votran’s total operating cost increased from $11.4 million in 2010 to $12.9 million in 2014, or 13.6%. Votran is 11% below the peer group mean.
Vehicles Available in Maximum Service
Vehicles available for maximum service is an indication of the supply of service. The trend analysis reveals that Votran’s vehicles available in maximum service increased 17.3% from 2010 to 2014, and is 7.1% above the peer group mean of 50 vehicles.

Passenger Fare Revenue
Passenger fare revenue is the total amount of funds generated from passenger fares. Passenger fare revenue in Volusia County increased from $2.3 million in 2010 to $2.7 million in 2014, or 17.4%. The increase is reflective of the fare increase in 2013. Among the peer group, Volusia County is 54.8% below the mean. This is primarily due to an outlier within the peer group (Charleston, South Carolina); otherwise Votran would be above the peer group mean.
Effectiveness Measures

Effectiveness measures indicate the extent to which service-related goals are being met. Effectiveness measures include service supply, service consumption, and quality of service, and are represented by variables such as vehicle miles per capita, passenger trips per revenue hour, and average age of fleet. Figures 3-12 through 3-19 illustrate Votran’s trend and peer analysis for the selected effectiveness performance measures.

Vehicle Miles Per Capita

Vehicle miles per capita is derived from the total system vehicle miles and service area population within a ¾-mile distance of service provided. It measures the supply of service provided based on the demand within the service area. For Votran, vehicle miles per capita decreased 1.7% from 2010-2014. The lowest was in 2011 at 5.3 miles per capita, with a gradual increase to 5.5 miles per capita in 2014. Votran’s vehicle miles per capita is 14.6% below the peer group mean; however, there is a range among the peers as the minimum is 2.9 while the maximum is 9.4 vehicle miles per capita.

Figure 3-12: Votran Trend and Peer Comparison for Vehicle Miles per Capita
Passenger Trips per Capita
Passenger trips per capita is calculated by dividing the total transit boardings by service area population. This measure of service effectiveness quantifies transit utilization within the service area. Passenger trips per capita for Votran increased 9.2% between 2010 and 2014 and Votran is 7.9% below the peer group mean, which suggests transit service is slightly underutilized in Volusia County when compared to the peer systems.

*Figure 3-13: Votran Trend and Peer Comparison for Passenger Trips per Capita*

Passenger Trips per Revenue Mile
Passenger trips per revenue mile is calculated by dividing transit boardings by revenue miles. It is a measure for the supply of revenue service provided based on the level of demand. Votran’s passenger trips by revenue mile experienced an increase of 10.6% from 2010-2014, despite a 5.1% decline between 2013 and 2014, and is 12.9% above the peer group mean.

*Figure 3-14: Votran Trend and Peer Comparison for Passenger Trips per Revenue Mile*

Passenger Trips per Revenue Hour
The purpose of passenger trips per revenue hour is to quantify service consumption. It can help evaluate the productivity of service supplied. From 2010-2014, Votran’s passenger trips per revenue hour
increased by 10.7%. This indicates the system was achieving improved ridership productivity during the five year period. Votran ranks first among its peer groups at 20.4% above the peer group mean.

**Figure 3-15: Votran Trend and Peer Comparison for Passenger Trips per Revenue Hour**

Average Age of Fleet
The average age of fleet is a measure of the quality of service. It can indicate the reliability or condition of the fleet. The average age of Votran’s fleet increased by 17.6% from 2010 to 2014, but is 9.0% below the peer group mean of 7.2 years.

**Figure 3-16: Votran Trend and Peer Comparison for Average Age of Fleet**

Average Headway
Average headway is a measure of the quality of service that indicates how frequently a transit service is provided. Votran’s average headway for all routes decreased from 52.55 minutes in 2010 to 42.81 minutes in 2014, indicating an increase in quality service and is 11% above the peer group average of 38.57 minutes.
Revenue Miles between Failures
Revenue miles between failures reflects quality of maintenance as well as loss in revenue due to operational failures and service shortages. A higher value can indicate a higher quality passenger experience. For Votran, this effectiveness increased from 3,417 miles in 2010 to 4,401 miles in 2014, a 28.8% increase overall. Volusia County is 62.3% below the peer group mean.

Figure 3-18: Votran Trend and Peer Comparison for Revenue Miles between System Failures

Efficiency Measures
Categories of efficiency measures include cost efficiency and operating ratios. Figures 3-20 through 3-28 present the efficiency measures for Votran’s peer review and trend analysis. The following summarizes the trend and peer analysis by efficiency measure type.

Operating Expense per Capita
The purpose of the operating expense per capita measure is to reflect the resource commitment to the transit community. It is determined by dividing operating expense by the service area population. Over the five year period reviewed, the operating cost per capita in Volusia County increased by 7.7% from
$24.33 per person in 2010 to $26.20 per person in 2014; however, this is still 28.1% below the peer group mean. It is important to note the variation in operating expense per capita among the group, which ranges from $9.85 to $63.78 per person.

Figure 3-19: Votran Trend and Peer Comparison for Operating Expense per Capita

Operating Expense per Capita

- Baton Rouge, LA  
- Savannah, GA  
- Charleston, SC  
- Port Richey, FL  
- Sarasota, FL  
- Lee County, FL  
- Volusia County, FL

Operating Expense per Capita

$22
$23
$24
$25
$26
$27

2010 Dollars

2010 2011 2012 2013 2014

Operating Expense per Passenger Trip

Operating expense per passenger trip measures the efficiency of transporting riders, both on how service is delivered and the market demands for the service. When excluding the inflation factor, Votran’s operating expense per passenger trip decreased from $3.52 in 2010 to $3.47 in 2014, or 1.4% overall. Votran was 22.3% below the peer group mean. During this five year period, Votran experienced the lowest operating expense per passenger trip at $3.16 in 2013; the 9.8% increase from 2013 to 2014 demonstrates improvements in efficiency of service related to cost.

Figure 3-20: Votran Trend and Peer Comparison for Operating Expense per Passenger Trip

Operating Expense per Passenger Trip

- Baton Rouge, LA  
- Savannah, GA  
- Charleston, SC  
- Port Richey, FL  
- Sarasota, FL  
- Lee County, FL  
- Volusia County, FL

Operating Expense per Passenger Trip

$0 $1 $2 $3 $4 $5 $6 $7

2010 2011 2012 2013 2014

Operating Expense per Passenger Trip
Operating Expense per Passenger Mile
Operating expense per passenger mile measures the impact of trip length on the system’s performance. Votran’s operating expense per passenger mile experienced a slight decline in 2013, but there was an overall increase of 15.8% between 2010 and 2014. Votran was 17.1% below the peer group mean.

Figure 3-21: Votran Trend and Peer Comparison for Operating Expense per Passenger Mile

Operating Expense per Revenue Mile
Operating expense per revenue mile can indicate how efficiently a transit service is delivered. The operating expense per revenue mile has increased 9.72% over the five year period. In comparison to the peer systems, the operating expense per revenue mile for Votran is 9.5% below the peer group mean.

Figure 3-22: Votran Trend and Peer Comparison for Operating Expense per Revenue Mile

Operating Expense per Revenue Hour
The operating expense per revenue hour measures the efficiency of transporting riders, factoring in vehicle speed. Votran’s operating expense revenue hour increased 9.1% between 2010 and 2014. The increase demonstrates that Votran’s service is operating efficiently and is 3.3% below the peer group average.
Average Fare
Average fare is calculated by dividing the total passenger fare revenue by the total number of passengers. The average can be lowered by systems that offer free transfers. Votran’s average fare increased from $0.72 in 2010 to $0.73 in 2014, or 1.8% overall. This places Votran just above the peer group mean of $0.72.

Farebox Recovery
Farebox recovery is the fare revenue divided by total operating expenses. It measures the percentage of direct operating costs that are recovered through the fares paid by the riders. Votran’s farebox recovery increased from 20.38% in 2010 to 21.05% in 2014, or 3.3% overall. Votran’s farebox recovery is 26.4% above the mean, indicating Votran relies less on non-fare revenue than the peer systems.
Revenue Miles per Vehicle Mile
A higher ratio of revenue miles traveled to total vehicle miles generally indicates higher system productivity. For Votran, revenue miles per vehicle mile remained relatively stable at 0.93 over the five-year period with only a 0.09% decrease. Votran is only 1.4% below the peer group mean for this measure.

Vehicle Miles per Gallon
Vehicle miles per gallon, or the ratio between fuel consumed and distance traveled, is an indication of fuel efficiency and applies only to diesel and gasoline powered vehicles. For Votran, vehicle miles per gallon has been steadily increasing over the five-year period, increasing from 4.00 in 2010 to 4.34 in 2014, or 8.5% overall. Among the peer group, Votran is 9.5% below the mean.
Summary Results of Fixed-Route Peer and Trend Analysis
Although the trend analysis is only one aspect of an overall transit performance evaluation, when combined with the peer review analysis, the results provide a starting point for understanding the efficiency and effectiveness of a transit system. Highlights from both analyses are provided in this section.

Trend Analysis Summary

- **Service Consumption**—Passenger trips per capita, per revenue mile, and per revenue hour have all shown an overall increase during the five-year analysis period. This positive trend reflects improvements in overall system effectiveness that Votran has put in place during this period.

- **Service Supply**—Vehicle miles per capita (service supply) decreased by 1.76% in the five-year period.

- **Quality of Service**—The average headway and number of vehicle system failures both experienced a decrease in the five-year period, although the average age of fleet increased by 17.6%. This indicates that the system’s service quality is functioning efficiently.

- **Cost Efficiency**—The operating expense per capita, operating expense per revenue mile, and operating expense per revenue hour variables each experienced various levels of increase between 2010 and 2014. This indicates that Votran did see overall increased cost efficiency by 2014, except for the operating expense per passenger variable, which saw a 1.4% decrease.

Table 3-13 summarizes the trend analysis of Votran’s existing fixed-route system in terms of the percent that each performance measure changed between 2010 and 2014.

<table>
<thead>
<tr>
<th>Measure</th>
<th>Trend Analysis % Change (2010-2014)</th>
<th>Deviation from Peer Group Mean</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Performance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service Area Population</td>
<td>5.5%</td>
<td>14.4%</td>
</tr>
<tr>
<td>Service Area Population Density</td>
<td>5.5%</td>
<td>-76.8%</td>
</tr>
</tbody>
</table>
Peer System Analysis Summary
The following summarizes the peer review analysis of performance indicators prepared for Votran.

- Votran’s total service area population is 14.4% above the peer group mean, whereas population density is 76.85% below the peer group mean. This is due to the larger geographic area that Volusia has when compared to its peers. A less-dense service area provides additional challenges for Votran to achieve the same service productivity as areas that have higher population densities.
- While Votran’s average fare is in line with the peer group, the passenger fare revenue is lower and farebox recovery is considerably higher than the peer group. This indicates that Votran relies less on non-fare revenue than the peer agencies for funding operating expenses and is efficient in collecting revenue from passengers for service, but may have lower fares, more discount users, and other challenges related to overall fare revenue.
- Votran’s operating expense per passenger trip, passenger mile, and capita are all less than the peer group mean, although the operating expense per revenue hour is slightly higher than the peer group mean.

<table>
<thead>
<tr>
<th>Measure</th>
<th>Votran (%)</th>
<th>Peer Group (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vehicle Miles</td>
<td>3.7%</td>
<td>2.5%</td>
</tr>
<tr>
<td>Passenger Trips</td>
<td>15.2%</td>
<td>10.7%</td>
</tr>
<tr>
<td>Passenger Miles</td>
<td>-1.9%</td>
<td>2.3%</td>
</tr>
<tr>
<td>Total Operating Expense</td>
<td>13.6%</td>
<td>-11.0%</td>
</tr>
<tr>
<td>Passenger Fare Revenue</td>
<td>17.4%</td>
<td>54.8%</td>
</tr>
<tr>
<td>Revenue Hours</td>
<td>4.0%</td>
<td>-6.1%</td>
</tr>
<tr>
<td>Revenue Miles</td>
<td>6.8%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Vehicles Available in Maximum Service</td>
<td>17.3%</td>
<td>7.1%</td>
</tr>
<tr>
<td><strong>Effectiveness Measures</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vehicle Miles per Capita</td>
<td>-1.7%</td>
<td>-14.6%</td>
</tr>
<tr>
<td>Passenger Trips per Capita</td>
<td>9.2%</td>
<td>-7.9%</td>
</tr>
<tr>
<td>Passenger Trips per Revenue Mile</td>
<td>10.6%</td>
<td>12.9%</td>
</tr>
<tr>
<td>Passenger Trips per Revenue Hour</td>
<td>10.7%</td>
<td>20.4%</td>
</tr>
<tr>
<td>Average Age of Fleet</td>
<td>17.6%</td>
<td>-9.0</td>
</tr>
<tr>
<td>Average Headway</td>
<td>-18.5%</td>
<td>11.0%</td>
</tr>
<tr>
<td>Revenue Miles Between Failures</td>
<td>28.8%</td>
<td>-62.3%</td>
</tr>
<tr>
<td><strong>Efficiency Measures</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating Expense per Capita</td>
<td>7.7%</td>
<td>-28.1%</td>
</tr>
<tr>
<td>Operating Expense per Passenger Trip</td>
<td>-1.4%</td>
<td>-22.3%</td>
</tr>
<tr>
<td>Operating Expense per Passenger Mile</td>
<td>15.8%</td>
<td>-17.1%</td>
</tr>
<tr>
<td>Operating Expense per Revenue Mile</td>
<td>9.7%</td>
<td>-9.5%</td>
</tr>
<tr>
<td>Operating Expense per Revenue Hour</td>
<td>9.1%</td>
<td>3.3%</td>
</tr>
<tr>
<td>Farebox Recovery</td>
<td>3.3%</td>
<td>26.4%</td>
</tr>
<tr>
<td>Revenue Miles per Vehicle Mile</td>
<td>-0.1%</td>
<td>-1.4%</td>
</tr>
<tr>
<td>Vehicle Miles per Gallon</td>
<td>8.53%</td>
<td>-9.5%</td>
</tr>
<tr>
<td>Average Fare</td>
<td>1.8%</td>
<td>1.8%</td>
</tr>
</tbody>
</table>
Table 3-13 also summarizes the peer system analysis prepared for Votran’s fixed-route system and indicates the percent that Votran is away from the peer group mean for each performance measure.
SECTION 4: PUBLIC INVOLVEMENT

The goal of these public involvement activities is to increase the likelihood of active participation from citizens and stakeholder agencies during the development of the updated plan. Input from the public is critical since the TDP provides a strategic guide for public transportation in the community over the next 10 years. This section summarizes the public involvement activities completed to-date for Votran’s major TDP update.

Public Involvement Plan

Current State law effective February 20, 2007, requires that Votran document its public involvement plan to be used in the TDP development process. Pertinent language from the TDP rule is as follows:

*The TDP preparation process shall include opportunities for public involvement as outlined in a TDP public involvement plan, approved by the Department, or the local Metropolitan Planning Organization’s (MPO) Public Involvement Plan, approved by both the Federal Transit Administration and the Federal Highway Administration. —Florida Rule 14-73.001*

Public involvement is an ongoing process that includes continuously receiving and accumulating feedback about transit in Volusia County. One of the first activities in this process was to prepare a Public Involvement Plan (PIP) to identify all of the public outreach activities to be undertaken during the TDP update process. The PIP provides numerous opportunities for involvement by the general public and representatives of local agencies and organizations. A copy of the PIP developed for this TDP is included in Appendix B.

In accordance with current Florida Rule 14-73.001, the PIP developed for the TDP is consistent with the R2CTPO’s Public Participation Plan (PPP). The remainder of this section outlines the public involvement activities planned for Votran’s TDP and summarizes the input received from the activities that have occurred to-date.

Direct Involvement and Information Distribution Techniques

A variety of public involvement techniques are documented in the Votran TDP PIP to ensure the opportunity for a range of community stakeholders to actively participate in the plan development process. The public involvement techniques used in developing Votran’s TDP are identified by two major categories: direct involvement techniques and information distribution techniques.

**Direct Involvement Techniques**

Direct involvement techniques include activities that directly engage the public and stakeholders in “hands-on” workshops and/or discussions about the project. Direct involvement techniques included in the PIP include the following:

- Project Kickoff Meeting
- Review Committee Meetings
- Passenger (On-Board) Surveys
• Stakeholder interviews
• Discussion group workshops
• Public workshops/open houses
• Presentations to the Volusia County Council and/or the TPO Board/Committees

Information Distribution Techniques
Information distribution techniques include the use of materials or methods used to inform the general public and stakeholders about the project. Information distribution techniques used for the TDP Update will be coordinated by the project team and performed by Votran.

• Notification of General Public – The general public will be notified of public meetings through a number of methods: legal advertisement, Votran website, flyers, and press releases. See Appendix B for flyers and press releases related to public meetings.
• Notification of State and Local Agencies – The TPO and the FDOT, will be advised of all public meetings via email. In addition to notifying these agencies of public meetings, project deliverables will also be submitted to them in order to solicit feedback and comments.

Summary of Public Involvement Activities
Table 4-1 summarizes the number of persons reached or contacts made through the various public involvement activities completed for this major TDP update effort. The remainder of this section describes the activities completed and provides more detail on the information collected from each.

<table>
<thead>
<tr>
<th>Activity</th>
<th>Date</th>
<th>Approximate # of Participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-Board Survey</td>
<td>May/June 2016</td>
<td>1,794</td>
</tr>
<tr>
<td>Stakeholder Interviews</td>
<td>June/July 2016</td>
<td>19</td>
</tr>
<tr>
<td>Discussion Groups</td>
<td>August 8-9, 2019</td>
<td>27</td>
</tr>
<tr>
<td>Public Workshops (Round 1)</td>
<td>August 9-10, 2019</td>
<td>20</td>
</tr>
<tr>
<td>Review Committee Meetings</td>
<td>August 30 &amp; September 16, 2016</td>
<td>16</td>
</tr>
<tr>
<td>Gold Passenger Survey</td>
<td>August 2016</td>
<td>50</td>
</tr>
<tr>
<td>Comment Cards/E-mails</td>
<td>August 2016</td>
<td>8</td>
</tr>
<tr>
<td>Public Workshops (Round 2)</td>
<td>September 20-21, 2016</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total To-Date</strong></td>
<td></td>
<td><strong>1,940</strong></td>
</tr>
</tbody>
</table>

Project Kickoff Meeting
A kickoff meeting for the Votran major TDP update was held on April 26, 2016. Attendees included Votran staff, Tindale Oliver (TDP consultant) staff, and a R2CTPO representatives. Attendees reviewed the project scope, discussed the public outreach process and highlights of the draft PIP submitted to the FDOT, logistics of the upcoming on-board survey scheduled for late May, and the types of groups to be invited to participate in the discussion groups (users, non-users, students, etc.). The direction for this
TDP update was discussed, with focus on improvements to existing service, corridor-based service, and new technologies.

**Review Committee Meetings**
A Review Committee to provide input on the TDP recommendations was formed and includes Project Team members (consultant and Votran staff) as well as other agency representatives. Two Review Committee meetings were held on August 30, 2016 and September 16, 2016.

The primary objectives of the review committee meetings were to receive plan direction, collect participant insights, and to review the proposed TDP alternatives. The review committee meeting discussions assisted with advancing the plan and were a vital part of the development process.

**Passenger (On-Board) Survey**
As part of the TDP public involvement process, an on-board survey was conducted in May/June 2016 to collect socio-demographic information and travel behavior of the existing Votran bus passengers. On-board surveys are an important service assessment tool employed by public transportation agencies as a way to assess how efficiently Votran supplies fixed-route transit service, and how effective those services meet the needs of the area. Feedback from the on-board survey efforts will assist Votran in planning for immediate service improvements and in determining future transit needs in Volusia County. The results from the survey will provide Votran with insight on the demographic make-up and travel characteristics of its existing customer base. In addition, the results from this on-board survey were compared to the results of Votran’s on-board surveys previously completed in 2006 and 2011 when the same questions were included on the different surveys to determine the historical trends for passenger demographics and travel characteristics.

**Survey Approach**
An on-board survey instrument was prepared and administered to bus riders. The survey was translated into Spanish to assist those who were not able to complete the English version. The English and Spanish versions of the survey instrument can be found in Appendix B. The on-board survey was conducted with the use of portable electronic tablets by a team of trained survey personnel. Prior to sending surveyors onto Votran buses, a training session was conducted to train and instruct personnel on the use of these portable devices, their duties and responsibilities while administering the on-board survey, and to address any issues or concerns that may arise during the survey process.

**On-Board Survey Results**
The following section documents the results of the on-board survey. A total of 1,794 Votran customers participated in completing the on-board survey. Of the people that responded to the survey, 52% of respondents were male, and 48% were female. For analysis purposes, the 30 questions on the survey were divided into 3 major categories: travel characteristics, demographics, and customer service/customer satisfaction.

**Travel Characteristics**
Travel characteristic questions were designed to ask respondents about their individual trip attributes and their travel behavior. Topics covered in the travel characteristic questions include the following:

- Trip origin (type and location)
• Trip destination (type and location)
• Transit stop/station access and egress travel mode
• Frequency of use
• Transit alternative travel mode
• Fare type used

Questions 1 and 5 asked respondents about the type of place they were coming from to start their one-way trip and the type of place they were going to on the same one-way trip, respectively. Figures 4-1 and 4-2 illustrate the results of these two questions. As shown in Figure 4-1, most respondent trips originated at home. The second highest trip origin indicated by respondents was work. Similarly, the two highest destinations were home and work, illustrated in Figure 4-2.

**Figure 4-1: Trip Origin**
Questions 3 and 7 asked respondents which method of transportation they used to access the transit system and how they plan to reach their final destination. If respondents indicated walking or bicycling, they were asked to note the number of blocks in which they traveled. If driving was selected, respondents were asked to indicate the number of miles they drove to access the transit system. The responses reveal how transit users often must combine various methods of travel in order to complete their individual trip. As shown in Figures 4-3 and 4-4, the majority of Votran bus customers access the bus/station when beginning their trip by walking. Walking was also the highest category after using the bus to get to the final destination. The second most common mode of travel used to access the bus stop prior to boarding the bus was to be dropped off, while the third most common mode of travel used to reach a final destination after disembarking the bus is to be picked up.

The second highest category selected for final destination is “final destination” indicating that many of the Votran bus routes are connecting riders directly with their destinations without the need to use another mode of travel to complete their one-way trip, while the third most common mode of travel used to reach a final destination after disembarking the bus is to be picked up.
Figure 4-3: Transit Station Access

- Walked: 85.0%
- Bicycled: 5.0%
- Drove & Parked: 0.6%
- Dropped Off: 8.2%
- Rode with someone who parked: 0.6%
- Other: 0.7%
Figures 4-5 and 4-6 illustrate how far respondents traveled to and from transit by walking or bicycling. The majority of respondents who walked to and from the bus stop/station traveled approximately 1 to 2 blocks, while those who bicycled traveled 1 to 4 blocks. For those who reported being dropped off or driving to and from transit, the majority traveled between 2 and 4 miles, as shown in Figures 4-7 and 4-8.
Figure 4-6: Number of Blocks Bicycled to Access/Egress Transit

Figure 4-7: Number of Miles Driven to Access Transit (Transit User Drove and Parked)
Figure 4-8: Number of Miles Driven to Access Transit (Transit User Dropped Off)

Question 9 asked survey respondents how many days per week they ride the bus. This question focuses on a respondent’s overall use of Votran bus services. The results to Question 9 were compared to the responses from the same question as reported in the 2006 and 2011 Votran on-board survey. As shown in Figure 4-9, the results reveal that the majority of respondents use transit service 5 to 7 days per week. From the 2016 survey, Votran has experienced a decrease in riders using the service 5+ days per week compared to the 2011 survey. In addition, the results indicate that the number of first time riders has increased compared to the 2011 survey results.
Question 8 asked respondents which mode of transportation they would utilize if bus services were not available. As shown in Figure 4-10, the results indicate almost no difference in historical trend from 2011 and 2016 with respondents choosing not to make the trip, while the most common response was to walk, which decreased from 2011.
To assess the utilization rates of fare media and payment methods, a question about how bus riders paid their fare was included in the survey. The results reveal that the majority of Votran bus riders prefer an all-day pass as their preferred method of fare payment. Approximately, 24% of respondents indicated using a monthly pass and 18% paid the full fare. Figure 4-11 shows the distribution of the respondents fare payment methods.
Figure 4-11 displays the method of fare payment used by riders in different age groups. Respondents age 16-54 are more likely to pay with an all-day pass when compared to the other fare payment options. Respondents age 55+ prefer to pay using a monthly pass when compared to the rest of the fare payment options. Among the multi-ride passes offered by Votran, the all-day pass is the most popular pass used among bus riders. The monthly pass usage appears to increase with rider age.
Figure 4-12: Fare Type Paid by Respondent Age

Figure 4-13 shows the method of fare payment used by riders based on different household incomes. Purchase of an all-day pass is the preferred method of fare payment for all riders, regardless of income. Based on the survey results, the monthly pass is the second most preferred method of fare payment among respondents with household incomes between $20,000 and $39,999. Respondents earning $40,000+ per year have a higher usage of the adult fare payment method.
Rider Demographics

Information with regards to rider demographics were collected through the survey to learn more about Votran customers and their needs. Rider demographics included in the survey include the following:

- Valid driver’s license
- Reasons to ride transit
- History of use
- Access to a vehicle
- Working vehicles at home
- Race/ethnic heritage
- Household Income
Question 19 on the survey asked respondents to indicate whether or not they possess a valid driver’s license. Results from the survey shown in Figure 4-14 indicate that 61% of Votran bus riders do not possess a valid driver’s license.

*Figure 4-14: Valid Driver’s License*

Question 27 asked respondents to indicate the most important reason for utilizing public transit. As shown in Figure 4-15, the two most common reasons for utilizing transit are “I do not drive” and “Car is not available all the time”. Based on the responses, this would indicate that a majority of Votran bus riders do not have means or access to a vehicle or the ability to drive.
Figure 4-15: Reasons for Using Votran

Figure 4-16 illustrates the results from Question 10, which asked riders how long they have been using Votran bus services. As shown, 38% of Votran users have been loyal and long-time customers for longer than 4 years. The results also show the comparison from 2006 and 2011, which indicate similar results of respondent who have been using Votran bus services for longer than 4 years.
Question 20 asked respondents if they have access to a vehicle that could have been used otherwise to make this one-way trip. As shown in Figure 4-17, 78% of respondents do not have access to a vehicle. This is consistent with the findings from both the 2006 and 2011 surveys.
Question 21 asked respondents to indicate how many working vehicles they have available at their household. As shown in Figure 4-18, the largest majority of respondents (66%) do not have any working vehicles in their household. This percentage of survey participants has grown since the 2006 and 2011 survey efforts, from 51% and 62%, respectively.
The demographics section of the survey also asked participants to provide information about themselves. The information provided will enable Votran to construct a profile of the average Votran bus service user. Table 4-2 provides a profile of the average Votran rider based on the majority of all responses received for various demographic questions. This table also provides a comparison to the average bus rider profiles developed in 2006 and 2011. The comparison reveals that the average Votran bus rider profile has remained the same for ethnic origin and annual household income, but that the gender profile has changed to a higher percentage of males being the average rider, while the age cohort has extended to 44 years of age.

Table 4-2: Average Votran Bus Rider (2006, 2011, and 2016)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Female</td>
<td>Female</td>
<td>Male</td>
</tr>
<tr>
<td>Ethnic Origin</td>
<td>White</td>
<td>White</td>
<td>White</td>
</tr>
<tr>
<td>Age</td>
<td>Under 24</td>
<td>Under 24</td>
<td>25-44</td>
</tr>
<tr>
<td>Annual Household Income</td>
<td>Under $10,000</td>
<td>Under $10,000</td>
<td>Under $10,000</td>
</tr>
<tr>
<td>Regular Votran User?</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Approximately 1,080 survey respondents (62%) provided answers to the demographic questions. Figure 4-19 summarizes the responses to these questions and also provides a historical trend comparison of the results received in from the 2006 and 2011 survey efforts. This more detailed information is used to develop the rider profiles shown in the previous table.
Figure 4-19: Votran Rider Demographics

<table>
<thead>
<tr>
<th>Income</th>
<th>2006</th>
<th>2011</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDER $10K</td>
<td>43.6%</td>
<td>43.2%</td>
<td></td>
</tr>
<tr>
<td>$10K-$19K</td>
<td>25.7%</td>
<td>24.8%</td>
<td>29.7%</td>
</tr>
<tr>
<td>$20K-$29K</td>
<td>16.7%</td>
<td>17.7%</td>
<td>21.6%</td>
</tr>
<tr>
<td>$30K-$39K</td>
<td>7.7%</td>
<td>7.6%</td>
<td>9.7%</td>
</tr>
<tr>
<td>$40K-$49K</td>
<td>2.4%</td>
<td>2.8%</td>
<td></td>
</tr>
<tr>
<td>$50K+</td>
<td>5.0%</td>
<td>3.3%</td>
<td>1.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>2006</th>
<th>2011</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>WHITE</td>
<td>53.7%</td>
<td>58.6%</td>
<td>55.0%</td>
</tr>
<tr>
<td>BLACK</td>
<td></td>
<td>31.6%</td>
<td>29.3%</td>
</tr>
<tr>
<td>HISPANIC</td>
<td>9.5%</td>
<td>8.0%</td>
<td>9.8%</td>
</tr>
<tr>
<td>ASIAN</td>
<td>1.0%</td>
<td>0.8%</td>
<td>0.7%</td>
</tr>
<tr>
<td>OTHER</td>
<td>3.3%</td>
<td>4.2%</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>2006</th>
<th>2011</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALE</td>
<td>48.7%</td>
<td>49.6%</td>
<td>52.0%</td>
</tr>
<tr>
<td>FEMALE</td>
<td>30.3%</td>
<td>30.3%</td>
<td>50.4%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>2006</th>
<th>2011</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDER 24</td>
<td>24.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>25-34</td>
<td>15.8%</td>
<td>16.1%</td>
<td>18.5%</td>
</tr>
<tr>
<td>35-44</td>
<td></td>
<td>18.4%</td>
<td>17.7%</td>
</tr>
<tr>
<td>45-54</td>
<td>18.1%</td>
<td>19.7%</td>
<td>20.5%</td>
</tr>
<tr>
<td>55-64</td>
<td>9.4%</td>
<td>13.2%</td>
<td>15.9%</td>
</tr>
<tr>
<td>65+</td>
<td>6.0%</td>
<td>5.4%</td>
<td>8.2%</td>
</tr>
</tbody>
</table>
Customer Service and Satisfaction

Customer service and satisfaction questions were provided to obtain feedback from Votran bus riders on which improvements could be made to enhance service, and how satisfied respondents are with current services.

For Question 12, respondents were asked to indicate the three areas that are most important to them when riding the bus. As presented in Table 4-3, the top three most important considerations when riding the bus were: 1) overall satisfaction with Votran, 2) frequency of service, and 3) the ability to get where you want to go.

Table 4-3: Most Important Considerations When Riding the Bus

<table>
<thead>
<tr>
<th>Most Important Areas When Riding the Bus</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall satisfaction with Votran</td>
<td>27.2%</td>
</tr>
<tr>
<td>Frequency of service</td>
<td>23.4%</td>
</tr>
<tr>
<td>Ability to get where you want to go</td>
<td>15.9%</td>
</tr>
<tr>
<td>Time of day the latest buses run on weekdays</td>
<td>7.1%</td>
</tr>
<tr>
<td>Time of day the earliest buses run on weekdays</td>
<td>7.0%</td>
</tr>
<tr>
<td>Number of times you have to transfer</td>
<td>6.1%</td>
</tr>
<tr>
<td>Availability of Sunday service</td>
<td>5.5%</td>
</tr>
<tr>
<td>How easy it is to transfer between buses</td>
<td>4.4%</td>
</tr>
<tr>
<td>Safety/Security at the bus stop</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

Survey respondents were asked to indicate the aspect they like the most about riding the bus and the aspect they like least about riding the bus. Tables 4-3 and 4-4 present the top 10 responses to those questions.

Table 4-4: Aspect Liked Most

<table>
<thead>
<tr>
<th>Aspect Liked Most</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience</td>
<td>22.4%</td>
</tr>
<tr>
<td>Bus Drivers</td>
<td>16.0%</td>
</tr>
<tr>
<td>Quality of bus atmosphere</td>
<td>12.1%</td>
</tr>
<tr>
<td>Ability to get where you want to go</td>
<td>11.1%</td>
</tr>
<tr>
<td>Air Conditioning</td>
<td>9.7%</td>
</tr>
<tr>
<td>Availability of service</td>
<td>9.2%</td>
</tr>
<tr>
<td>Meet people and see friends</td>
<td>7.1%</td>
</tr>
<tr>
<td>Economical</td>
<td>5.7%</td>
</tr>
<tr>
<td>On-time performance</td>
<td>4.6%</td>
</tr>
<tr>
<td>Not walking/biking</td>
<td>2.2%</td>
</tr>
</tbody>
</table>
Table 4-5: Aspect Liked Least

<table>
<thead>
<tr>
<th>Aspect Liked Least</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other passengers</td>
<td>23.0%</td>
</tr>
<tr>
<td>Wait time/Infrequency of service</td>
<td>13.7%</td>
</tr>
<tr>
<td>Need more weekend service</td>
<td>12.8%</td>
</tr>
<tr>
<td>Inconvenience</td>
<td>12.2%</td>
</tr>
<tr>
<td>Limited service hours</td>
<td>8.9%</td>
</tr>
<tr>
<td>Overcrowding</td>
<td>8.7%</td>
</tr>
<tr>
<td>Bus stop issues</td>
<td>7.0%</td>
</tr>
<tr>
<td>On-time performance</td>
<td>5.8%</td>
</tr>
<tr>
<td>Travel time/takes too long</td>
<td>4.0%</td>
</tr>
<tr>
<td>Bus Drivers</td>
<td>3.9%</td>
</tr>
</tbody>
</table>

For Question 30, respondents were asked to indicate how they prefer to receive information about Votran services, schedules, and changes. As shown in Figure 4-20, 23% of respondents prefer paper bus schedules. Another 14% prefer to receive information either in the bus or accessing the Votran website. The 1% that responded to “other” primarily indicated they preferred using the MyStop app or by receiving emails.

Question 11 asked the survey participants to rate the bus service that was provided by Votran on the day the survey was administered. Respondents were provided with a list of nine service-related criteria and asked to rate each using a range from 1 to 5, with 1 being “Very Unsatisfied” and 5 being “Very Satisfied.” The ratings of all the respondents were averaged to obtain a final overall rating for each criterion. Although scores for these type of criteria are typically high, understanding customer satisfaction levels assist Votran in prioritizing which potential issues need the most attention and which
areas of service require the most improvement. The highest scores were given to the safety and security at the bus stop, the ease of transferring between buses, the ability to get where you want to go using the bus. Each of these categories received average rating scores above 4.3. The frequency of service and the time of the day the earliest bus runs on weekdays received average scores between 4.0 and 4.1. The number of times you have to transfer, the time of day the latest bus runs on weekdays, and the availability of Sunday service all received ratings below 4.0. The final criterion, the rider’s overall satisfaction with Votran, received an average score of 4.3. Figure 4-20 illustrates all nine categories and their respective average rating score.

**Figure 4-21: Service Rating**

![Service Rating Chart]

Figures 4-22 through 4-25 cross references the Votran customer satisfaction ratings by respondent’s age, gender, ethnic heritage, and household income.

- As shown in Figure 4-22, the highest overall ratings were given by respondents over age 74, with an average rating of 4.8. Respondents between 55 and 74 years provided an average rating of 4.4, and persons under the age of 54 provided an average rating of 4.3.
- Figure 4-23 displays the average overall system service rating by respondent’s gender. Females rated the system slightly higher than males, with an overall service rating of 4.4 compared to a rating of 4.3 for males.
- Figure 4-24 provides the average overall Votran system service rating by respondents of different ethnic heritages. Respondents who indicated they were Asian or “Other” had the highest ratings, White and Hispanic respondents rated the system at 4.4 and 4.3, respectively, and Black respondents rated the system lowest at 4.2.
Figure 4-25 displays the average overall Votran system service ratings stratified by income levels. Overall satisfaction was highest with an overall average rating of 4.4 among respondents whose household earnings were between $10,000 to $19,000 and $40,000 to $49,000. Those earning $50,000 or more rated the system lowest with an overall average rating of 4.1.

**Figure 4-22: Rider Satisfaction and Age**

<table>
<thead>
<tr>
<th>Age Cohort</th>
<th>Overall Satisfaction Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>15 or under</td>
<td>4.3</td>
</tr>
<tr>
<td>16-24</td>
<td>4.3</td>
</tr>
<tr>
<td>25-34</td>
<td>4.3</td>
</tr>
<tr>
<td>35-44</td>
<td>4.3</td>
</tr>
<tr>
<td>45-54</td>
<td>4.3</td>
</tr>
<tr>
<td>55-64</td>
<td>4.4</td>
</tr>
<tr>
<td>65-74</td>
<td>4.4</td>
</tr>
<tr>
<td>Over 74</td>
<td>4.8</td>
</tr>
</tbody>
</table>

**Figure 4-23: Rider Satisfaction and Gender**

<table>
<thead>
<tr>
<th>Gender</th>
<th>Overall Satisfaction Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>4.3</td>
</tr>
<tr>
<td>Female</td>
<td>4.4</td>
</tr>
</tbody>
</table>
On-Board Survey General Conclusions
The following section draws upon the conclusions from the 2016 on-board survey analysis. The results included in this section provide insight into various aspects of the service that Votran provides.

- The average overall satisfaction rating was 4.3 out of 5. This rating reflects that Votran bus riders are generally satisfied with the service Votran provides.
- The majority of Votran bus riders are between 25-44 years of age.
- The majority of survey respondents access the bus stop/station by walking.
The most preferred fare payment method is the all-day pass, with monthly passes or adult fares secondary preferences.

Stakeholder Interviews
Stakeholder interviews provide a one-on-one forum to gather input from policy leaders and agency/community representatives concerning the vision for public transportation in their community. Interviews were conducted throughout June and July 2016, with eleven municipalities and the Daytona Beach International Airport.

A list of 26 questions was developed for the interviews, with each stakeholder being asked similar questions from the list. A copy of the interview script is provided in Appendix B. The input received during these interviews was reviewed and major themes identified are summarized below:

### Table 4-6: Stakeholder Interview Summary

<table>
<thead>
<tr>
<th>Questions and Answers</th>
<th>Answers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Are you currently aware of Volusia County Transit (Votran) and its services?</td>
<td>Yes, very much.</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Yes.</td>
</tr>
<tr>
<td></td>
<td>Yes. I’m also aware of the funding</td>
</tr>
<tr>
<td></td>
<td>Yes, but the schedule is very complicated, which may prevent people from trying the service.</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Yes, we are aware. Know there are 79 bus stops and told only 9 ADA compliant.</td>
</tr>
<tr>
<td></td>
<td>Yes. Might be good to give Council updates on transit from time to time.</td>
</tr>
<tr>
<td></td>
<td>Yes</td>
</tr>
<tr>
<td></td>
<td>Yes, for the most part</td>
</tr>
<tr>
<td>In your opinion, what is the primary role of Votran’s service (transport workers, elderly, low income, individuals with disabilities, tourists, attracting choice riders, to prevent congestion, to reduce emissions, to create economic opportunities)?</td>
<td>The role should be for low- to moderate-income folks with substandard transportation options to job opportunities, grocery stores, etc. Mr. Yarborough believes the population in Lake Helen would fit in to that category. The District 2 Vice Mayor voting district would be considered low- to moderate-income based on Community Development Block Grant (CDBG) road repair surveying that was completed. In addition, the sidewalk network in Lake Helen does not connect outside of the city; therefore, there are no bike lanes and no way to get out of Lake Helen other than major roadways.</td>
</tr>
<tr>
<td></td>
<td>Low income and individuals with disabilities</td>
</tr>
<tr>
<td></td>
<td>The groups of people I see riding the bus are workers on the fixed routes, low income, elderly, and disabled. Would like to see more people riding to reduce emissions and congestion. The lack of public transportation is an economic hardship, and additional transportation would provide more economic opportunities.</td>
</tr>
<tr>
<td></td>
<td>The current role of Votran is a transportation club transporting socially disadvantaged persons.</td>
</tr>
<tr>
<td></td>
<td>All of the above.</td>
</tr>
<tr>
<td></td>
<td>All of the choices. It also helps those who cannot or choose to not drive.</td>
</tr>
</tbody>
</table>
Continue providing service for the transit dependent, but must look to the future, especially addressing needs beyond the current service hours and transportation impacts during special events.

Transport all of the groups mentioned. Everyone could use the service and it does help the community.

Transport everyone.

For the entire community, but residents may feel differently if polled.

Mainly used by elderly, lower-income workers, and persons with disabilities. Not frequent enough for many people that might consider use that have vehicles.

Low income

**What do you believe is the purpose of most transit trips (medical, shopping, recreation, work, or school)?**

Medical, life sustaining, food, and work. People are not using the bus for recreation. For Lake Helen residents, they need to go to shopping at Orange Camp Road and Woodland Blvd to the CVS and Dollar General, to stores down Woodland, to Downtown DeLand (Save-a-lot), and the Orange City Farmer's Market.

Medical and work

For fixed route, work related trips. For paratransit the primary use is likely medical.

Either medical or work trip purposes.

Both medical and school. Shopping comes in third.

Perhaps medical or shopping for the paratransit and probably for employment with the route bus.

Transit is used for all of the mentioned trip purposes, but primarily used by those without alternative means because time is valuable and the current scheduling does encourage people with alternative transportation to use transit.

Work and medical.

Community uses the service for all of those areas mentioned.

Will leave this to passengers to answer. Think people want to get to the trains, environmentalist want to reduce congestion and have alternatives, getting to Wal-Mart, but circulation is a challenge in our community for traditional bus. There are no easy answers.

Accessing employment.

Primarily work and running errands; including shopping, and paying bills like the water bill.

What are the most significant issues facing transit users (frequency of service, fares, access to bus stops)?

Lake Helen needs transit service. Service is even provided to Pierson making Lake Helen the only city without transit. In addition, Lake Helen is near one of the largest Developments of Regional Impact in the county (Victoria Park). Any service would be helpful whether once per day or three times per day.

Frequency of service, only one route of service within the city. Would like additional service.

Frequency of service is the most significant issue. Not sure how the flex system works, however the service is provided on demand. The service usually gives the rider a 2-3 window of waiting for service, which requires the rider to still plan time ahead when using the service. The US-1 fixed route is very prompt, which goes from Edgewater to South Daytona. For those riders, the most significant issues would be bus accessibility and amenities, since there are no shelters. The weather is too hot during summer months, and the riders also face inclement weather when it rains. When talking about workers that use the routes, service should be extended past 7pm to accommodate for people to get home. Lighting is an issue for a lot of the stops on US-1, as well as accessibility issues for blind persons. I have not heard people complain about the fares.
For the type of user, fares would be the most significant issue, as the fares are too high.

For Pierson, frequency of service.

For the route bus, I’d say frequency, length of trip and coverage are the primary points, location and access of bus stops, especially for those people not in the evening service areas. Stops should have benches and be closer together so the rider doesn’t need to walk long distances to find a stop. For riders who use wheelchairs or have other mobility impairments, the stops should be accessible. For instance, a stop on grass or sand is not appropriate, neither is a lack of sidewalks or presence of drop-offs or ditches where the person is expected to travel. For the paratransit system, I would say length of wait times, the inconsistency of service quality and the ¾ mile limit for service should receive attention.

Frequency is a big issue, as well as transit infrastructure. Orange City is providing assistance with bus stop improvements.

Lack of service in certain areas. There is no service after 6 PM. There is also not an adequate amount of public information. I think a lot of people see the buses, but don’t know where they go. New signs are pretty with numbers, but they need to say where the bus goes and clearly state bus stop. Need shorter headways.

West side underserved, definitely need more frequency.

Convenience of service. May consider adding a PM peak along 17-92 and more park and ride locations to coordinate service/

Frequency and having service go to where they need when they want it. That is the convenience of rental cars for airport passengers, which are typically business passengers.

Most significant issues are access to bus stops, and the frequency of service. The service is as consistent as can be. The system does not cause backups. Not every bus that enters the city is only for the city. An issue within the City are the frequent placement of bus stops, they are always moving. Why are the bus stops always being moved? This is a good question to ask, to find out why.

**Do you believe that Votran adds economic value to Volusia County?**

Yes, any developed community has public transit as an integral part.

Yes, believe that for low income and persons with disabilities, the service provides mobility and economic value.

Absolutely, in a couple of different ways. For example, Votran enables service workers to get from point A to point B, and allows trips to and from the hospital. The value could be enhanced greatly, especially to accommodate tourists and for mobility of service workers to support the expensive quality of life here. We need to allow the mobility for service workers to the tourist destinations to support that industry. There is a tremendous amount of growth occurring around I-95 and SR 44 with no fixed route to service the area. There is a need to accommodate service, and there should be a fixed route for development.

I do, Votran needs more demand response service and there is a need for evening hours to accommodate the service workers out on the beach.

Yes. Votran allows accessibility for people that need the service.

Yes, especially for those who do not or cannot drive. It enables people to get to jobs, shopping, recreation and social purposes and to medical appointments.

Yes, but the perception still remains that it is a social service transporting low-income persons and not accessing all of the desired locations where people want to go.

Yes.

Yes, but couldn't quantify. Perhaps our economic development area could add additional insight.

Yes, it serves to connect people to employment. Also feeder route ridership to SunRail is increasing.
Yes, but the airport generates funding from parking and rental cars, so directing people to transit outside of the current users could have financial impact. The airport doesn’t receive County funding because of what it can generate from operations and other sources.

For the County yes, minimal.

<table>
<thead>
<tr>
<th>Is there a need for additional transit service in Volusia County? What type of transit service would you like to see more of over the next ten years (more frequent fixed-route service, express bus, trolley, demand response, increased weekend service, later evening service)?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes and transportation is changing to other options such as Uber and Lyft.</td>
</tr>
<tr>
<td>Yes, there is only one route. Would like to see an additional route, primarily through the Florida Shores area; more weekend service and later service.</td>
</tr>
<tr>
<td>Would like to see trolley service through the loop through Flagler and back. That trolley could connect to the fixed route. The trolley could run for tourists and could get people around the beach easier, though it should not be expected to eliminate car traffic. I do believe there is sufficient demand for service along SR 44. Along SR 44, that route would be expected to primarily transport workers to call centers, the hospital and Walmart. That fixed route could run from SR 44 to Mission. Those are the two biggest needs. Perhaps the flex service route could be eliminated if a feasibility study was done. Additionally there is a need for service seven days of the week.</td>
</tr>
<tr>
<td>If service was more frequent, then yes there would be a need for additional transit service, if presently constituted with the additional service only operating at every hour then no additional transit service is needed. Additionally, there should be increased evening service for service workers that work at the hotels and demand response service where people can just call and go to medical services as needed.</td>
</tr>
<tr>
<td>Yes there is a need for increased weekend service as a lot of people do recreational travel then. Also, have heard from residents that it takes forever for service. Service frequency is a huge issue. A trolley would be helpful in general as a circulator for the downtowns.</td>
</tr>
<tr>
<td>Volusia County needs more frequent and increased buses, a train or rapid bus service to Orlando and more consistent paratransit service. Of course, the needed increases also require greater funding of the program and more people to use the service. Increased attention to the needs of pedestrians, better stops and increased areas served would also encourage bus ridership.</td>
</tr>
<tr>
<td>Yes, additional service is needed, but we need to maintain access to the Card Room that is going into the KMART Shopping Center because passengers will want access. Additional coordination with SunRail. Ensuring access to John Knox/Kohl’s and other locations. The city is more multi-family and mixed-use apartment units but without the densities to support transit to all locations effectively.</td>
</tr>
<tr>
<td>Yes, we need service west on Howland Blvd., I-4 and Halifax, Central Florida Regional that is a free-standing emergency room and Daytona State College. Bethune Cookman on Saxon Blvd., assisted living on Elkcam, and service on Courtland Blvd. might be beneficial. Also, south of theatre on Normandy.</td>
</tr>
<tr>
<td>Yes, but if the frequencies aren’t convenient people would rather walk or bike, versus waiting where there is no shelter.</td>
</tr>
<tr>
<td>17-92 and I-4 employment areas, Dirksen and Ft. Florida Road, the choke points for traffic. Should look at park and ride usage stats before adding additional ones. In 10-years people’s mindsets change and they may want more transit.</td>
</tr>
<tr>
<td>Yes, would like a rail system or circulator around airport property to surrounding uses and connecting businesses to the airport. Not sure about rail options to Orlando as it could compete for air travelers.</td>
</tr>
<tr>
<td>Yes, we have at least five thoroughfares becoming more traffic congested. Some type of transit would ease the traffic on these thoroughfares. A trolley service would be convenient along SR 441, to move</td>
</tr>
</tbody>
</table>
people back and forth along the road and maybe to the beach. This is more of a dream than SunRail.
There needs to be countywide routes that run east to 95 and the Beach. In a perfect world, people
would park their cars at park-and-rides then get on a shuttle to the beach. Parking is an issue at the
beach, which would save time and money. There is five miles down the main thoroughfares running
through Port Orange, Daytona Beach, South Daytona Beach, Ormond, and New Smyrna Beach. A
service like this would assist a lot of environmental issues and problems if cost was not a factor. We
wonder if the next 10-15 years of transportation is not going to drastically change with technology
changes like Uber and Lyft and how cities deal with mass transit. There is no policy on Uber and Lyft
within the City, and we intend to let it ride until it becomes an issue. There is one taxi company that
provides service here. It appears that most of the issues with Uber and Lyft come from taxis, and we
do not expect that to be a concern with them operating here. There might be an issue with self-
driving cars. Overall a trolley would be helpful to alleviate cars on the road.

**Do you believe a universal, reloadable smart card would benefit existing users? Encourage new
users?**

<table>
<thead>
<tr>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>No, smart cards are already outdated and have been passed over for apps.</td>
</tr>
<tr>
<td>Yes it could be beneficial for both existing and new users.</td>
</tr>
</tbody>
</table>
| Don’t thing New Smyrna Beach is ready for this. It would be helpful when taking Votran into DeLand.
In addition this would be beneficial for schools and universities, if coupled with either a library card, a
meal plan card, the SunRail pass, or something similar. |
| This card could benefit existing users and would likely not attract new users. |
| Yes for both, people hate carrying money. |
| If it would automatically charge the person for bus or paratransit rides, it would be good. |
| Yes, I think multiple options for payment will increase who can use the system. Millennials like to use
technology. |
| Yes, it could help. A lot of people don't have cash or change anymore. |
| Yes. |
| Yes, options could only help. |
| Direction of everything is technological. In the future runways may not require as much distancebecause of technology that will allow for vertical landings. |
| It would benefit existing users. A new user is not going to be appeased by this. Overall, rapid transit
works when it becomes more convenient than driving. For example, in Washington D.C., it takes 2
hours to go 10 miles. There, it’s easier to use transit and to use a reloadable smart card. |

**Do you believe demographic changes will impact transit needs in Volusia County? (more elderly and
millennials wanting alternatives)**

<table>
<thead>
<tr>
<th>Response</th>
</tr>
</thead>
</table>
| Yes, baby boomers are getting older and may need transportation. Millennials will use shared rides
where everyone pitches in for the greater good. |
| Yes, it is expected that the baby boomer generation will require additional transit needs as they get
older. This is more of an influx throughout the county. Do not see there being an issue in this area for
millennials, as they would likely reside in more urbanized and downtown areas. |
| The state in general skews older, as this is a destination for retirees to move to. As such, don’t know if
the aged population would be impacted. For it seems that when persons hit the 70 year age mark,
these retirees tend to move back to the states where family is located. For millennials, it is anticipated
there would be a change, however believe it is too expensive for millennials to live here. |
| I do, especially since most of the housing here is single-family dwellings and in the middle of nowhere.
As people get older, more transit service will be required as there will be less demand and the ability |
to drive. With millennials, they do not like to drive, as they use the bus and Uber. There will be a demographic shift, and we need to be ready or we will be caught flat-footed.

Yes, with the elderly population that we have. We will have more millennials wanting more accessibility to and from the colleges and the beaches.

Yes, especially as people move and with increased age and disabilities or as people decided to not drive. However, the funding and support must be there. Votran needs to provide more frequent service, as well as to areas that do not receive sufficient services now. Also, as commercial and housing development goes, so should the bus service.

Yes, the population of older adults will need services, students with working parents need service to access extracurricular activities and employment, and millennials that choose not to drive. Yes, it will have an impact. Not so much for the elderly, but a great deal for the next generations.

Yes, saw ridership increasing for a while, but now hear it's not doing as well. The change may definitely impact transit, but not sure what will be wanted in the future autonomous vehicles, more private taxi type service. Population getting older and the young people leave as soon as they graduate from Stetson.

Of course, with baby boomers and millennials there will be a shift to other modes regardless of gas prices.

Yes, we have difficulty recruiting young professionals to the area, because they want choices, so demographic changes will definitely play a role in the future needs.

The elderly require more Gold service rather than fixed service. There is more demand for paratransit service, not fixed service. There is also an issue with driving. With Millennials, it has been observed that more and more are not driving and are wanting to live in urban areas and use transit. I think we are lagging in that trend here in Port Orange, as most kids here want to drive. It is probably hard to walk to get to Point A and Point B.

<table>
<thead>
<tr>
<th>Do you believe technology changes will impact transit service in Volusia County? (ridesharing service, autonomous vehicles, and more online services reducing trip needs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes, automated vehicles.</td>
</tr>
<tr>
<td>Yes, could see that for the County and within the City.</td>
</tr>
<tr>
<td>Technology will and should. For example, Lynx has automatic passenger counters (APCs), but it does not work all the time. Does Votran have APCs? If not currently done, bus drivers should have on the job training with technology; learning how to work with iPads, security cameras, APCs, etc. There is now more to just driving the bus. There should be an emphasis with trade schools in the areas to start training the youth that choose not to pursue higher education. Nothing to say about autonomous vehicles.</td>
</tr>
<tr>
<td>More people will likely work at home, which will reduce the number of trips. Technology will change, through ridesharing, ridesourcing (including Uber, etc.), and driverless vehicles. Volusia County will come around later in this regard.</td>
</tr>
<tr>
<td>Yes, technology will affect the choices listed. Transit will always be there.</td>
</tr>
<tr>
<td>Yes, technology will impact transit. People are becoming more comfortable with options like Uber and Lyft, but also people want information at their fingertips that's easy to understand. Votran has to provide that type of access to encourage use.</td>
</tr>
</tbody>
</table>
Yes, self-driving cars would have significant impact. The older folks are used to yellow-cab and may not like any type of car pulling up from these new companies like Uber, but the young people might use that. Education is the key regardless of what is out there.

Yes.

Yes, but the biggest problem is finding dedicated funding. Apps are important to the young.

Yes, people want comfort and convenience they will even pay a little more for those items.

Yes, see answer #6.

**What kind of improvements could you (your agency/municipality) promote to encourage use of Votran services?**

- Newsletters, advertisement to the Knox Village mobile home park, postings on the city's website.
- With only the one route, Votran could promote it more and encourage additional services. The City does not currently promote the route.
- It would be worthwhile to look into what was accomplished at Lake Express. Might be worthwhile for Votran to get more involved with schools, especially the area high schools. An idea is to offer free bus passes during summer, if not already provided. Consider expansion to the flex system to allow for more shopping trips, as it only provides service along the beach or the canal. For example, it does not seem to provide service to Walmart.

Ormond Beach is one of the few places to set up a Mobility Plan in 2010. This allowed for the implementation of a mobility fee, of which a portion is used for transit expenditures. We made an amendment to downtown corridors where parking can be reduced by 25%. There have also been a number of changes to codes to encourage transit, high density, and encourage the ratio of workers.

There is a need for more information to the public; like advertisement of schedules, more town-halls, and more promotional materials passed out to the citizens. More amenities for transit riders would be beneficial, for example Pierson has been adding benches adjacent to the bus stops that can be used for people while waiting for bus. I believe Votran is working on the ADA for their bus stops.

The City of Daytona Beach, along with the County of Volusia and State Department of Transportation could improve sidewalks and bus stops in the City and work to see that appropriate bus benches are installed at bus stops.

Could provide information on Votran services at City locations and maybe assist with a PR campaign.

Participate in some transit days where we take the bus and encourage others to use it. Happy to share our data, which may help plan future service. Our development plans will help by attracting people to the area, but they have to reduce those wait times.

Help with education, disseminate information.

Advertise transit and keep current schedules in our facilities.

Continue to have access to transit service from the airport and give out information on routes.

It would be helpful to have stable bus stop locations, covered bus stops with ADA accessibility, and more frequent scheduling. Those improvements might not be in the realm of possible, but what could be done. A question is whether land development code be changed to encourage transit. More compact development could provide more services to make it more usable to use transit. Here we are very spread out with low density. It would take a day to use transit to get everything done, especially with there being 60,000 people in 32 sq. miles within the City.

**Are there specific areas that need additional transit service? If yes, what specific area and why. (Consider safety, evacuation routes, major destinations)**

Anywhere
Yes, the Florida Shores area is the largest residential area within the City, and probably the largest subdivision within the County. There are a lot of elderly people, and connections to main shopping areas along US-1 and SR 42 and US-1 and Roberts Road should be provided.

Yes, previously mentioned; service from I-95 and SR 44 to Mission and trolley service to the Loop.

Between routes 1 and 18 and 6. The existing routes cover most of the major destinations. There is no coverage west of I-95, though doubt there is a market there to warrant service.

No, we are okay here in Pierson as we are off of the US-17, so pretty convenient.

There should be more stops along Ridgewood and Votran should establish bus service on Clyde Morris between Beville Road and ISB. Also, there should be bus service on Nova in the area between ISB and Beville Road. More and more apartments and businesses are moving to those areas.

Connections to DBIA from the west side, the Health Department, Career Source, The Poker Room, 14th & Graves east of Land O Lakes, some mobile home parks, connections to commercial locations on the east. The truck stop proposed for SR 472 is not something that is wanted. The area would be better served from a multi-family and mixed-used based on the city's vision.

Mentioned these already, we have areas and with the anticipated growth in Deltona there will be additional needs. Express routes from Deltona, connecting to SunRail and other locations.

Connecting with the state roads is important. Need development to support transit and we don't have those types of densities. Need buses for special events. How does Orlando have service during big events? We have an employment center with a lot of small businesses, but overall lot of employees, not sure how Votran could provide service to encourage their use.

More direct route from Deltona to DeBary. 50% of ridership probably from Deltona at train station a direct route between these two cities would be beneficial.

Yes, especially as we update our masterplan, but passengers have to feel safe that the service they get on won't drop them off somewhere they don't want to be. Circulators would help with that.

All of the dense spots are medical areas along US-1. All the routes hit the major areas, and concentrate on the low-income areas.

**Is there a need to invest in more bus shelters, technology, or other transit capital facilities or equipment in Volusia County?**

There is a need for additional shelters to protect riders from inclement weather and heat.

You could always invest more. Bus shelters would help quite a bit, especially in the City where there are no protected shelters. Not sure how much Bus bays gets utilized.

Yes, we need to. Wi-Fi should be provided if not currently. Not sure about capital facilities, though aware of the super transit stop in downtown on Julia St, near City Hall.

Yes, most bus stops do not have a sign. There are no shelters, which is important when it rains. Ormond Beach requires all development to put in and pay for shelters. There is a need for more shelters along US-1, and for more information advertised on where routes are. There is not a lot of money spent in capital expenditures, or for operations and maintenance. A lot of the questions being asked here are leaning for a certain type of customer. For current users, don’t think technology is that big of a deal.

There is a need for bus shelters. I know that bus shelters are expensive, however it’s important. It discourages people when these shelters are not provided, due to the inclement weather.

There should be more bus shelters and the size and schedules of buses should be considered when planning roads and traffic flow. For instance, roundabouts must be designed to permit large vehicles to easily and safely travel on it.
Yes, and pull-offs in typical sections. SR 472 & I4 corridor needs a transfer location where all modes can converge. VMP has capacity Kentucky up to Victoria Park. Safety aspects like the restriping on 17-92.

Yes, shelters.

Yes, shelters, with the long waits, it is hard for people to stand at just the poles waiting for the bus.

Yes, bike trails is another opportunity allowing more bike access to transit. Focus is on natural amenities and outdoor activities.

Really a question for those that manage the system to determine best investment based on usage, but it is important to maintain infrastructure and technology.

Yes, there is a need for the County to invest, not the City. It’s their buses and their bus shelters. Votran is paid for by grants, through ridership fares, and county taxes. They ask the cities for more money, but it’s like double taxation. Shelters are a huge concern, especially with inclement weather. It would be helpful for real-time tracking where buses are. If you had an app on your phone, the rider would know where the bus is. Also, the bus stop in front of City Hall is not covered, however City Hall is covered. With an app, one could wait inside, and then rush outside when the vehicle is outside.

Do you see the benefits of expanding or improving the transit system and would you be willing to invest additional money for those improvements?

Yes, comprehensive plans could be modified for transit oriented development if there was something to tee off on.

Yes, there is a benefit in expanding the route, however the City does not have a lot of money to invest in transit improvements at this time.

Yes, there is definitely a benefit that could be obtained through expansion and improvement. Funding for this can be done through partnerships. Though not available now, the City would be willing to support eventually.

Yes, I see benefits of expanding and improving the transit system. The City currently collects a mobility fee, with a portion going to transit oriented investments. The fee is 60% transit, 30% non-motorized, 10% road. The money collected is supposed to be turned over to Votran for development. There has not been much development. This would be a good question to ask the Commission.

If it is a joint venture by all, then yes, that is a topic that can be visited. The municipalities and tax payers would have to invest and get on board before this can be discussed.

Transit services are important to the economy and social life of the area. As our population ages and people decide to not drive, there will be increased need for public transportation services.

Yes, we see benefit. Also need to have good parking policies to encourage use of transit.

Yes, there are benefits.

Gas tax is the most progressive. We have lots of pot holes that we need to fix and infrastructure that gas tax is not enough. It’s hard to ask people to pay anymore, especially when they believe it doesn’t benefit them.

Yes, benefits, but not sure how city would be able to invest in the improvements. You have to show benefits of investment to get buy-in, it is a process.

Yes, there are benefits.

No. Busing occurs in eastern Volusia County. The SunRail is expensive and it sucks up a lot of County money. This portion of the County is not willing to finance. When there is a new development, the developer should have to pay to install a bus stop. However that is not a requirement that Votran is going to stop at the infrastructure. This becomes confusing, and creates stress for us. For example covered shelters have been installed at the Wal-Mart on the corner of Clyde Morris and Medline,
however there is no bus route that services that area. We would like to have a master plan that indicates where service is going to be.

**Should local funding be used to increase transit service in the future? If yes, what types? (i.e., private partnerships, advertising revenue, fare increases, universal passes, ad valorem taxes, sales tax, gas tax, tourist tax)**

Open to the idea of advertising revenue, fare increases are fine, and universal passes also make sense. It also may be time for Votran to be its own authority and take the heat off of the county.

Probably, mostly through advertising revenue or private partnerships. Cannot see people getting behind more taxes.

For the City, the budget is still strapped. There has been a lot of development recently, however it will be a couple of years before we can see the tax benefit. We are talking to merchants to see if we can get private partnership funds for a trolley to run for weekend service. Would love to invest, but there is no money right now.

There should be local funding to increase transit. The problem is that Votran is a department within the County. It needs to be independent and have its own taxing authority. There would be room to grow if the agency was outside of the social service constraints of the county. Currently Votran is under the community/social services department, and as such it is not really looked at as a transportation entity. I agree with a tax, however I am sure the commission would say private-partnerships. With a tax there should be a taxing mechanism under a separate authority for Votran, similar to what PSTA has with their own millage rate.

Here, as a small municipality anything tax-related would hurt. However, a tourist tax would be the way. No one wants to see a fare increase, it would make the service unattainable for those that really need it. A universal pass could work, it would be a one-stop shopping with the other regional transit agencies.

An increase in sales tax for public transportation might be appropriate. Businesses, who benefit from transit services should consider helping with the funding problem.

County local funding should be used along with more focus on incorporating transit funding needs into the TIP from multiple sources.

Election year, not a lot of money to go around for the services that exists, but there are benefits. Would look to TIGER grant and other sources than local funds.

Not sure.

Need to look at options, but that is likely a need. More support probably for rail versus rubber tire options.

Not sure how it should be funded in the future. Diversity of funds might help over the long term.

We can see advertising revenue, with private partnerships not sure how that would be implemented but is fine though the risk is on them and would be cost neutral to the City and County. Any kind of tax usually gets diverted from what they were meant for and are not used for transit. With the gas tax, it will now be used for SunRail which does not benefit us. SunRail is not convenient.

**Do you believe there is a congestion problem in Volusia County? If so, do you believe that public transportation and investing in public amenities such as park-and-rides and dedicated transit lanes could relieve congestion in Volusia County?**

No, not really. Congestion is very subjective compared to other areas.

Honestly no. Do not see many people utilizing park-and-rides within the county, as people are fond of their vehicles.

Yes, there is a congestion problem in the County. Yes, investing in transit could help alleviate congestion. With the beach, there needs to be creative ways for access, which can include strategic
park-and-rides coupled with transit into the beach. It would also be beneficial for park-and-rides from I-95 and SR 44 into the City. There have been different versions of park-and-rides that have been implemented and failed, though the failures could have due to a bad feasibility study.

No, congestion is not that bad here. Coming from Virginia, it is not bad at all.

Yes and yes. I have been able to use the Orange City park-and-ride for carpooling and using transit. Personally, having come from Miami and saw the implementation of the express lanes, I did not see the benefit and thought it created more congestion. Overall, it was a big headache, with vehicles cutting through the express lanes illegally. Up here it might be a benefit, may not hurt to look into if it can be applied right.

As Volusia County and Daytona Beach grows and as the amount of traffic increases, so will congestion. We need to figure out how to reduce congestion by various means.

Not that bad of a problem most times, but during events it is very congested. Transit could assist with more frequent service and park and ride locations could also help.

Not so much. Certain times of the day on the major roads you may go a little slower and catch a couple traffic signals, but not a real problem now.

Not really, and we have only two lanes here so you can't take a travel lane.

Some choke points, but no significant congestion.

Not really, not like other places you may go to that have major congestion.

Yes, in southeastern Volusia County, though it might not be a problem in other cities. Congestion occurs primarily around I-95 and areas east. Because road are limited in capacity, there is congestion on the roads, with serious congestion north and south to the beach. Believe there is a vendetta against dedicated transit lanes, when converting from an existing travel lane, however would be fine if creating a lane. We should encourage behavior and not force a behavior, if so, people tend to resist.

Is more regional transportation needed to connect Volusia County with surrounding areas (Flagler, Brevard, Seminole, Lake, Putnam, and Marion counties)?

Yes, need SunRail on the weekend.

Yes, with connections to Seminole and Orange Counties, and to the SunRail in DeLand.

Maybe with Seminole or Orange Counties for job opportunities. Do not see connections with any of the others.

Do not have an answer for that. Not sure why regional transportation would be needed to Seminole, since there is the SunRail connection. Not sure for connections to the other areas; would need to look at where people live and work to determine if there is sufficient demand.

Yes, with connections to Seminole and Brevard, and maybe with Lake County.

Certainly, Daytona Beach, other cities and Volusia County must develop regional transportation systems. People who live here or want to visit our beaches, must have ways to get to and from our area. Whether the transit be by car, bus, train or plane, we must improve transit services to other areas.

Large seasonal populations where regional connections would be beneficial, this could be done with expansion of SunRail service.

SunRail connections especially when there are events would be good.

Yes, service to Sanford and Possible Orlando international airports, but this might be more the role for Greyhound than Votran.

Yes, 80,000 homes in Deltona, with less commercial, so there could definitely be a benefit for regional connections. More service to the County seat.

Options provide opportunities, so based on demand, this might be necessary to some areas.
No. We do not have a lot of employment issues with people commuting in. Mass transit would take twice as long. There is no need right now.

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<tr>
<th>Do you believe that a strong transit system could attract more businesses, including Fortune 500 companies and jobs to Volusia County?</th>
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<tr>
<td>Yes, would allow transportation to people who want to have access to the suburb lifestyle and other events. This may be a strong incentive.</td>
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<tr>
<td>Probably so.</td>
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<tr>
<td>Not sure about Fortune 500 companies, though this is likely due to the educational level attainment countywide. Overall, a strong transit system could attract more businesses.</td>
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<tr>
<td>Yes, the kind of jobs we attract should be well-paying. Most of the jobs here currently are lower-middle income. It would be a benefit to have good transit.</td>
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<tr>
<td>I think so. For example, with Winter Park, they have a great downtown and you see how the train, the SunRail and transit meshes into that downtown to provide service. Coupled with park-and-rides and the utilization ofumber and the shuttle, these connections would be beneficial and would attract companies with the increased options.</td>
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<tr>
<td>Improved transit services are part of what attracts business. Companies want the area to have access to transportation, both for employees, customers and for freight. They also want to be able to get around easily and have access to shopping, medical and recreational services.</td>
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<tr>
<td>Yes, possibly. It would provide opportunities for access even if the businesses were not directly within the City.</td>
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<td>Not sure, we are doing pretty well with getting some interest in coming to Deltona. It couldn't hurt.</td>
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<td>Not sure, but should look at how service does to our major destinations like the hospital or industrial parks to try and quantify benefit.</td>
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<tr>
<td>Transit has increased development in some areas like around SunRail stations and in Orlando, so there are possibilities.</td>
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<td>Not based on our densities and companies go where they can find the talent that they need and the costs make sense.</td>
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<td>No</td>
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<tr>
<th>Have you heard of any business requesting additional transit service or interested in creating public private partnerships for increased transit service for their employees and customers?</th>
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<tr>
<td>No, but there are opportunities with the new Tanger Outlet in Daytona to sponsor buses. There is also a charter school here with 300 to 400 students at Ohio and Lakeview.</td>
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<tr>
<td>No, not in Edgewater.</td>
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<td>Yes, there was a call center that wanted to open up in the Venetian area, if transportation was provided. Votran said they had no money to fund a transit service there, but they always say that.</td>
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<tr>
<td>Yes, previously the industrial park in the area was interested in transit service. For this, Votran offers an express bus during peak hours. There is nothing new I can think of currently.</td>
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<tr>
<td>No, I haven’t heard.</td>
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<td>No</td>
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<tr>
<td>Not creating public private partnerships, but there are agencies interested in service like the health department.</td>
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<tr>
<td>Not really, but a bus buddy pilot program might encourage use of the system.</td>
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<tr>
<td>No request that we are aware of.</td>
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<tr>
<td>Not that I am aware of.</td>
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<td>No</td>
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What additional steps do you feel Votran should consider to increase the use of public transit in Volusia County and attract additional riders including those that may have their own vehicles?

- Sit down with major employers and retailers to leverage opportunities to establish additional routes.
- Maybe, with better word of mouth promotion and marketing. Reloadable cards would be helpful if paired with a phone app; as well as increasing service on the weekend and with evening hours.
- Providing connections of interest from colleges and universities; say Rollins College, Stetson or University of Central Florida to the beach would be beneficial, in regards to millennials. Strategic connections like that would increase public transit. It is important to identify key work places and being consistent in service. It would be beneficial to increase frequency from every hour to every half-hour of service. Shuttles to beach could be every hour.
- You can either spread transit all over the County and run it on an hour headway, or retrench and concentrate service between major residential areas and businesses, and provide more frequent service. Votran does not have the money to increase services across the county without this retooling the existing system. Votran should rethink the existing routes, and look at where service is. Some routes are not productive and political. Within Ormond Beach, Routes 1 and 18 run the loop down Granada and down to the Beach are fine. Perhaps Route 6A Nova can be better optimized, though haven’t seen the ridership numbers on it recently.
- Nothing outside of advertisements, which should be provided in multiple languages and not just English. Just enforce what’s already in place. As a Hispanic, more information should be provided to be more inclusive, as we a growing diverse society.
- People need to see that Votran is providing an inexpensive, reliable and convenient service that enables drivers to keep much of their independence and freedom that they get with owning their own vehicles. If a person has to walk a half mile to get to a bus, especially if it is raining or is hot, he probably won’t take the bus. If the person has no sidewalks or safe paths to travel, he likely won’t take the bus. If the person who is mobility impaired, has no accessible stop or path to travel, he won’t want to take the bus. If the person has problems purchasing passes, tokens or other tickets, he likely won’t want to take the bus.
- Support policy changes, educate people on how to use the system, make the maps and schedules more like the online trip planners that provide clear specifics.
- Education. Some people are not savvy enough to use their online tools. Simplify the system and educate people on using it. The kids across from city hall take the bus and it seems it is pretty reliable for them. The stop may be more beneficial on that side of the road versus at City Hall.
- Ensure buses don’t stack up behind each other backing up traffic, gives a negative view. Better infrastructure and frequency could help.
- A public workshop series at activity centers in conjunction with local events. Do eight or ten over the course of a year. Branding and keep it on people’s mind.
- Make it more convenient, that’s what people want.
- Votran should consider frequency, consistent bus stop placements, and stop moving them. They need to make transit more attractive than driving personal vehicles. This can be coupled with parking issues, like in areas where there is expensive parking.
- **At some point in the future, do you envision that premium services (i.e., express and/or bus rapid transit) would be needed to improve regional connectivity for Volusia County and the surrounding areas?**
- Lateral movement that would provide faster options would be better.
- Yes. For Edgewater and the County, an express bus to SunRail or to regional airports would be beneficial.
BRT works for huge pockets of population to areas of big employments. At least in New Smyrna Beach, not sure how any of the mentioned premium services would benefit, unless there was some service that would take college kids to the beach. Rail does not come through this part of the county, outside of freight. Not sure how rail could work, unless a huge employer or college is located within the city.

They are improving I-4 to a six-lane divided highway, so can’t imagine why more rail service would be needed or warranted. I don’t see express bus or BRT, especially not for service between Volusia County and the surrounding areas. What we ought to do, is put more money into transit instead of spending on transportation (i.e. roadways and highways).

Yes, looking at more railway. The SunRail expansion down into Orlando and Kissimmee and gearing towards Lake Buena Vista, following the trends and along the I-4 corridor. This would be great for tourism.

Yes, all of these will likely be necessary to improve transit connectivity. The real question is which would be best for the public and which would be most cost-effective.

Yes, at some point in the future.

Yes.

Need densities to support that and I am not sure DeLand will have these in the next 10 years.

Yes, but need to look at other areas to see what they have done to increase transit like Altamonte Springs and their agreements with developers.

Yes, our previous plan included premium services connecting airport property.

At some point, no.

**Is the public perception of Votran good, satisfactory, or poor? Is your perception of Votran good, satisfactory, or poor?**

Most people do not know that Votran exists.

Public perception is satisfactory, as I don’t hear anything negative or good from community. Likewise, satisfactory from a personal opinion.

Public perception is good. My personal perception is good, because Votran has tried to work on flex service, and has tried to work with the city, so it’s been helpful.

The public perception from elected officials is between poor and satisfactorily. It doesn’t help when you see empty buses driving around. My personal perception, I think Votran does a good job given what they have from the Feds and the little amount they get from the County.

Satisfactory from what I have heard. Personally, it’s good.

I believe that the public perception of Votran is satisfactory but not great. There is still many people who say that the bus is not full and that it is expensive. Bus stops are not necessarily easy to find nor are they convenient to get to. With the loss of bus benches in some areas, many people are not happy with the service.

People that use Votran seem to be happy with the service. People who don't use it still have a perception that it is just for low-income, so I wouldn’t say they would rate its performance.

Not sure from the public standpoint, but we think it’s decent.

Not sure. We are in a county that loves to drive. People are aware of bus service, but they love their cars.

Yes, I think so, but can’t speak for the residents.

Think so based on airport employees that use the service that it works for them.

Would say satisfactory. Nobody has ever said mass transit sucks. Personal opinion is satisfactory to good.
**Do you believe Votran has done an effective job marketing transit service options?**

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<tr>
<th>Response</th>
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<tbody>
<tr>
<td>No</td>
<td>Probably not. TV ads would help to spell out service options. Information of service should be provided at bus stops.</td>
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<td>The branded buses on the road is a marketing tool. There are no bus schedules within public places from what I have seen. Votran could do better on the street-level getting the word out. A branded stop or shelter would be helpful, as it shows an investment in the transit system. The current branding could be updated, it looks like something from the 70s.</td>
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<td>Yes, they came out with an app that tracks when buses are coming. They redid their website. Did they have done a great job with the tools they are given.</td>
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<tr>
<td>To be honest no, really haven’t seen a lot. More promotional material is needed to advertise the service.</td>
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<tr>
<td>Votran has done a fair job, but could do more. People seem to think of it as a needed or necessary service, rather than a fun or desired program.</td>
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<tr>
<td>Yes, the community knows what Votran is.</td>
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<tr>
<td>Yes, but need more education on how to use it.</td>
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<tr>
<td>Yes, but education and awareness are important, people need to know how to use it.</td>
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<tr>
<td>Yes, but more education could always help.</td>
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<tr>
<td>Yes.</td>
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<td>The target demographic, would be yes. They haven’t done anything for choice riders. No amount of marketing without changing existing service would get us out of our personal vehicles. No buses for family day celebrations, no options for special events. Marketing is good for current users. Nothing for July 4th to get people used to the service, like coordinating with parking to special events.</td>
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**Have you been to the Votran website?**

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<th>Response</th>
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<tr>
<td>Yes</td>
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<td>Not in a long time.</td>
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<td>Yes</td>
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<tr>
<td>I have</td>
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<tr>
<td>Yes</td>
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<tr>
<td>Yes, and it is getting better.</td>
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<tr>
<td>Yes.</td>
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<tr>
<td>A while ago.</td>
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<td>Yes.</td>
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<tr>
<td>Yes.</td>
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<tr>
<td>Don't believe so, at least not recently.</td>
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<td>Yes</td>
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**Do you believe further branding is needed? If so, what do you think the community would like to see?**

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<tr>
<td>Yes, how basic needs are met and for those on the west side that may want to go to the east side additional information should be provided on how to do so.</td>
</tr>
<tr>
<td>Don’t know if further branding is needed, just further promotion of service.</td>
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<tr>
<td>Branding should be improved to help the agency. That is going to be tough, as the County is very diverse from east to west. The revised logo should incorporate the rural river areas, the coast, and the more urban areas.</td>
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Can’t rebrand yourself something that you are not. As Votran is positioned within the County as social services, they do not have frequent service. The only route that has frequency less than an hour is the US-1 route which is every half hour, paid for from an FDOT grant. Votran cannot brand itself for the choice rider, because it does not have the characteristics to attract a choice rider. The service is not convenient, with no frequent service, and requires transfers. So branding for what? Not clear on this question. Currently Votran is branding itself as a transportation club for the socially disadvantaged. Cannot brand for what it is not, then what good is that. Would like to think the community at large would want to see more convenient transit they would want to use. There are many people, for example older and retired people, that would not feel comfortable riding transit as is, as they have cars. For people that do not have cars, or want to get from place to place, they would want to see better transit. Overall, it is becoming more of a class thing, people look at biking and transit as options for people that are poor or cannot afford to drive. That is not a good public perception of using transit or alternative modes of transportation in general.

No. More emphasis should be placed on marketing the existing information. Everyone know when they see the bus that is a transit service. The community would probably like to see more service, more shelters.

Yes, promote the benefits of using fixed route service to commute to the major shopping centers, entertainment centers (e.g., Downtown Beach Street, Ocean Center), and businesses like Trader Joe’s Distribution Center.

Not really branding, but maybe more educating.

Not sure if branding is it. More coordination Votran staff talking to our planners. Do a survey, during season would help - “Where do you want to go?” and map all of the responses, use that to plan.

Should let people take the bus for free if they do a survey to give feedback.

Sure

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<tr>
<th>If any, what improvements should FDOT implement to improve Votran connectivity with SunRail?</th>
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<tr>
<td>Additional development surrounding the stations. However, people who live near the stations may not be happy with construction but the positives would outweigh the negatives.</td>
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<tr>
<td>Additional transit and express routes that would go straight to train stop would be beneficial.</td>
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<tr>
<td>Down by FDOT in DeLand, there is a super bus stop for buses. It is funny that there is no connection to rail, or mention to rail at that stop. The stop should show a map of transfers for more frequented bus stops to SunRail. Similar to what is being done in Kissimmee, with the transfer station being built there.</td>
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<tr>
<td>Not sure FDOT should have to do anything. Votran is a county-wide issue, not a DOT issue. It seems that the question here, should be what Volusia County can do to implement Votran connectivity with SunRail. Haven’t FDOT done enough? What more can Volusia County do. I think FDOT has done enough, it’s not their job; it’s our job.</td>
</tr>
<tr>
<td>Volusia County should put more service and money into Votran. Can’t just add on without the funds to support it. I think Votran was brought in as an afterthought after SunRail was brought in. Volusia County should be at forefront with this, not FDOT.</td>
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<tr>
<td>I don’t know about FDOT, however direct connections between state roads and county roads to SunRail stations should be provided, for example through the main avenue to International Speedway into SunRail. Definitely not through residential streets, going through neighborhoods and homes.</td>
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<tr>
<td>To improve connectivity with SunRail, DOT needs to advocate for greater access to both services and make both more attractive to all travelers. For instance, a severely limited number of people from the east side of the County are able to travel to the current SunRail station in time to get the train to</td>
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Orlando and, in the evening, there is no way to get from the station to Daytona Beach, unless the person has access to a car or is willing to pay for an expensive taxi.

Votran and FDOT will review and coordinate on this. Not sure we would have the specific answers, but good connections could only support use of both services.

Direct connection to Deltona. The existing route takes too long.
Will need connections for DeLand station.

More direct routing.

FDOT could provide free money to Votran and the County. Need to have SunRail go to where people want to go, and have development around the line and the stations. An example is with MARTA in Atlanta, it is easy there to not have to drive to the airport. It’s not very useful in the area.
If FDOT could provide a ton of money to extend SunRail to Daytona airport, the Orlando airport, and the park, and have it with express line (maybe 20-30 years out). Have to be strategic where the stations are being installed. Need a more dense population where people do not have to drive.

Are you supportive of public policy that requires coordination of and provision of funding for transit services that connect to high density/mixed use development?

Yes
Yes
Yes
Yes.

Yes. Whether we like it or not, everyone needs to be involved. We are in this together. This should be inclusive.

Yes

Yes, more parking restrictions are necessary. Higher density can be sought to in some area, but not every community will want to move in that direction.

Yes.
Yes.

Yes, again Altamonte has a good model, so look to other places that have done this successfully.

Yes.

Yes. If you think of New York City, the entire city is mixed use, high density, no parking. It works in that type of environment. If you have just one random mixed-use community then not so much.

Additional Comments

For the most part, residents of Lake Helen would be able to access a park-and-ride lot that connected with transit service, if that were available. Also a voucher program may work for the area to help those that are stranded without options. The Gold Service is available but Lake Helen is hesitant to promote the service due to the burden on the Votran system. Some of the major destinations in and from Lake Helen, include: Blue Springs, New Smyrna Beach, the Equestrian Center, walking tour of historic homes, and the Cassadaga Hotel (may be annexed in the future).

Edgewater has a DRI, the “Restoration DRI”, along the Williamson Corridor that promotes a transit corridor.

All residential developments over 100 units (a large subdivision), should be transit-ready. We currently mandate that all developers have their developments be transit-ready.

We have several policies; we passed a form-based code, have a transportation concurrency exception area, increased density and intensity along transit routes, and encouraged bike use. We have done what we can from a public policy area. We have attempted to get Volusia County to buy into and waive road impact fees along multimodal designated corridors. Overall, the County has nothing that
supports mixed-use and high development for transit. Impact fees should be changed to support redevelopment and everything else, including initiatives that supports complete street.

Hope everything goes well. Would like for service to not be cut for people that don’t have other transportation options. We need to think about the ultimate goal and that is to provide for our citizens.

Blue Springs may need more service, the health department is relocating and will need service on Harvey Strickland. We have to stop designing just for automobiles and design to be supportive of transit.

Adjust schedules to Deltona’s time. Do presentations throughout the community to let people know about the service.

By 2034 robots are predicted to do a lot of things currently done by humans, technology is very important.

The Votran GM should go on a political tour throughout Volusia County showing cost benefit statistics and build consensus on funding. Could an Authority improve options for transit?

N/A

Would be good to disseminate this questionnaire to the public to get their feedback and opinions.

Discussion Group Workshops
Three discussion groups were held on August 8-9, 2016, with participants representing the following groups:

- The business community
- Colleges and universities
- Social service agencies and Votran riders

At each meeting, attendees were advised that it was an open format meeting where topics would be suggested related to Votran and they could jump in and provide input based on the Discussion Group Agenda. A handout was also provided with facts about Votran. The agenda and handout are included at the conclusion of the discussion group summaries.

A detailed summary of each discussion group, as well as the materials provided to attendees, is included in Appendix B. A brief summary of each meeting and the common themes from comments received are noted below.

Business Community Discussion Group
This discussion group included six representatives of the Volusia County business community, including Career Source Flagler Volusia, the Hospitality Center, Mid-Town Community Redevelopment Agency (CRA), the City of Deltona, the R2CTP, and International Speedway Blvd. Highlights from the conversation during this meeting include the following:

- Not enough service being provided; not enough connection between cities, housing, colleges, and jobs.
- Hospitality and manufacturing industry representatives have concerns about transit service limitations, particularly for people working non-traditional work hours and holidays. Year round service to accommodate hospitality industry’s labor force is needed.
Better transit service is needed to be attractive to employees and employers.

Tourist (bed) tax revenue is not the ideal source for transit as it Volusia County is at the minimum level and this money is needed for advertising and tourist development needs. Other sources should be used to fund transit.

There are plans for a new hospital in Deltona that will need transit service. More adequate service is needed in this area now and it is only expected to grow.

Consider changing or eliminating underutilized routes get better ridership. Low ridership also impacts people’s perception of transit – empty buses don’t help sell transit.

Transit needs to be looked at as an economic development opportunity.

The trolley service eliminated did not serve several key locations, like the mall or conference center. Should be relooked at for service, but avoid making the same mistakes. The trolley provided a much needed last mile connection.

A focus should be on International Speedway and other main corridors. There are 500 employees within the Speedway’s headquarters. If there was a 20-minute bus, then more people would take the bus along the corridor.

Transit service in Volusia County should not just about getting low-income people to jobs (current perception), but also attracting the broader workforce and serving millennials not wanting to drive.

Better bus stop infrastructure is needed for current riders and to attract new riders.

Transit needs to serve the airport – time express service to hotels with when tourists arrive.

Discussion group participants were asked to identify and agree on the top three things for each of the following categories that need to be prioritized over the 10-year planning period (responses are listed in no particular order):

**Service:**
- Rail – SunRail to Daytona/ All Aboard’s Rail efforts (Brightline)
- Trolley A1A and International Speedway Blvd
- Frequency (Oak Hill, Edgewater- based on need and development)

**Infrastructure:**
- Solicit FDOT and the R2C TPO to get ADA-compliant bus stops
- Additional shelters
- Pull-out bays

**Technology:**
- Wi-Fi on buses
- Safety switches (buttons at stops that would notify police or security of a problem, like blue lights on college campuses)
- Mobile/online payment - individual and group options

**Funding:**
• Business license fee that goes to transit from each license application
• Student fee per credit hour (fees per credit hour devoted to transit)

Marketing:
• Hotel/motel marketing- MyStop signage and at Airport
• Special event promotion packaging partnerships
• Marketing colleges and universities- welcome packet

Colleges and Universities Discussion Group
This discussion group included six representatives of the various colleges and universities in Volusia County, including Stetson University, Embry-Riddle University, Daytona State College, Palmer College, Bethune Cookman University, and University of Central Florida – Daytona Beach Campus. Highlights from the conversation during this meeting include the following:

Use of Transit

• Students at Daytona State College use transit (two stops on campus), but there are not routes between the five campuses countywide, which is a challenge for students who take classes at different campuses in a given day.
• Staff needs (outside of faculty) should also be considered. There are approximately 700 staff at Daytona State College alone.
• Palmer College has about 70,000 visits to its clinic annually and transit should accommodate the clinic customers. Much of the student body are professionals and drive.
• Bethune Cookman University students are more interested in transit for job access than for leisure. International students are more inclined to use transit, but find the existing system more cumbersome with long waits than what they are used to. Campus parking is cheaper than a monthly transit pass, which is another deterrent. The Bethune-Transportation loop, operated by the University, runs every 30 minutes. This service is particularly helpful when they had off-campus housing and students were traveling.
• At Stetson University less than 50% of residential students have cars and walk, bike, or use university transit options like zip car to get around. However, in DeLand transit is viewed as a social service and if you have a vehicle you aren’t going to use transit and if you need something further away you’ll carpool or use another mode than bus. Perception is a big hurdle to overcome.
• It would be good to have a better sense of locations where students want to go using transit.

Potential Student Fees for Transit
If a student fee was assessed for transit, Stetson University would likely carry on the burden of that extra cost since such a high percentage (98%) of its students have some form of scholarship.

Given that UCF has multiple campuses, with the main campus in Orlando, it would be hard to determine the fees between campuses.

Votran would need to provide service to where students want to go to make the argument for student fees for transit worthwhile.

About 65% of students are on financial aid. Would also have to get legislative approval to get another fee from Daytona State College. Private schools like Stetson and Bethune Cookman Universities do not need legislative approval since they are private.

### Technology/Marketing

- Everything needs to be online and mobile apps are ideal. Transit technology should align with social trends (e.g., Wi-Fi is expected). Real time bus arrival and other information is needed.
- Brand the bus around a particular institution would be a great marketing tool.

### Other

- Better connectivity to DeBary for SunRail connections and to Sanford or Orlando for weekend activities.
- Beneficial for the Route 44 to go to Port Orange/Ormond Beach area.
- Daytona State does have students that use bikes. There are some issues with the bike capacity on the Votran buses, with students having to wait for the next bus.
- A student discount would be beneficial.

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### Social Service Agencies and Votran Rider Discussion Group

This discussion group included 12 participants that are representatives of social service agencies service Volusia County and Votran riders. Highlights from the conversation during this meeting include the following:

- The elderly, special needs, blind, and other people use Votran. Patients use the service. People use the bus for economics, to go to work, or use it for education. In general people need to use the bus to get around.
- There is a $3.50 to purchase passes online and you need a debit or credit card, which is an issue. Also, not everyone has internet or smartphones. Payment options should include multiple forms to be available to all.
- Older people or people with disabilities may not be comfortable with
ridesourcing services like Uber. Safety concerns with this type of transportation (private vehicle), but not as much with the bus.

- People who require medical services later in the evening for necessary services like dialysis or have medical emergencies sometimes cannot get home because Votran has stopped. To use a medical shuttle is very expensive and not covered by insurance.
- Taxis aren’t wheelchair accessible, so Votran is often the only option for this group. Need to review coordination with private agencies to procure vehicles that are wheelchair accessible.
- Connectivity to and ADA-compliant bus stops is an issue.
- Under the TD Program for Gold Service, there is not a restriction on the service in the County, however there is a limited amount of annual funding for this, and they try to prioritize the trips. Perhaps more training could be done with the customer service representatives on their assistance and recognizing which programs (if not both) that a particular rider may be eligible for when using Gold service.
- The County’s planning needs to accommodate transportation. A 55 and older development with no transportation to support it is unreasonable.
- More east-west transit service and service to SunRail is needed.

Discussion group participants were asked to identify and agree on the top three things for each of the following categories that need to be prioritized over the 10-year planning period (responses are listed in no particular order):

**Service:**
- Customer service training
- Hours of operations (evening, weekend)
- More frequency/direct routes (fixed routes)

**Concerns:**
- Improved flex-time scheduling (Gold service)
- Flex service to Amtrak
- Voucher program (taxis/Uber—similar to what HART is doing)

**Infrastructure**
- Bike racks/more capacity on buses for bikes
- Increased infrastructure- more sidewalks/bus stop amenities
- More accessible vehicles – non-Votran

**Technology**
- Wi-Fi on vehicles
- Mobile payment options

**Funding**
- No increased fares
- County gas tax
- Development fees
- Sales tax
City contributions
Bed tax

Marketing
- Transit is important and a necessity
- Advertising on vehicles
- Set up Votran vehicles available at festivals for information and so people can go in and get comfortable with the vehicle

Participation
- Public officials to ride transit and have experience of passengers

Public Workshops
Two public workshops were held to gather input on existing services as part of the TDP update process. A second round of workshops will be held later in the TDP development process to review the draft recommendations with the public.

The first workshop was held on August 9, 2016, from 4 PM to 6 PM at the Votran Administration Building in South Daytona Beach. The second workshop was held on August 10, 2016, from 4 PM to 6 PM at the Thomas C Kelly Administration Building in DeLand. Both locations were accessible by public transportation.

Both workshops opened with a presentation that provided an overview of the meeting agenda, elements of a TDP and TDSP, analysis completed to date, and an update on public involvement. Attendees were informed that some focus areas for these documents would be on major corridors and improving existing transit service. The meeting was then opened for public comment. A map display was set up, along with an area for Votran brochures and information on the MyStop application. A mapping station was available for attendees to identify locations in Volusia County where they would like to see service.

A detailed summary of each workshop, as well as the materials provided to attendees, is included in Appendix B. A brief summary of each meeting and the common themes from comments received concerning Votran’s fixed-route service are noted below.

Public Workshop #1 (August 9, 2016)
- Service seems to have been reduced in recent years, with less service overall and on the weekends.
- More service is needed on the weekends in the west part of the county.
- More service on Route 4 (Port Orange) per mapping exercise.
- Later evening service and more service on Sundays is needed.
- Technology applications such as MyStop and Google Transit are helpful. However, concerns were noted with the MyStop app and the
availability of the bus on the map for visually impaired persons. Also issues with arrival time of fixed-route services.

• Perhaps consider a reloadable card for bus passes. The passes that are currently distributed don’t always work when there is a timestamp.

• Would like to see a service provided to Amtrak like a flex service.

• Would like to have a designated location where Gold Service, taxis, and Uber can meet and connect with fixed-route services.

• Concern regarding bus stop benches and shelters, not enough and some communities like Daytona Beach are removing them. It was noted by the Project Team that the County and each city is responsible for the shelters and the benches within their jurisdiction. The cities that have removed the benches have removed them due to liability concerns as it relates to the ADA. Federal law does not specify bus stop amenities for compliance with ADA.

Public Workshop #2 (August 10, 2016)

• Later night and Sunday service is needed in some areas to allow for growth and to allow more places for the riders to go.

• West side of the county needs more service.

• LYNX in Orlando as an example of good service. The system goes beyond the federal ADA minimum requirement of ¾-mile, and Votran should be able to do this. This service does cost a bit more due to a tiered system for service provided outside the ¾-mile buffer zone, however it’s very convenient for the riders.

Would like to see more ideas on how Votran can expand its services. New ideas could help Votran riders become more independent.

• Would like service to Port Orange and Holly Hill. There are some areas that riders cannot go to, since Votran does not travel everywhere. Especially for those riders wanting to travel beyond the ¾-mile limit for paratransit service.

• Transit allows for more independence with the riders, and a better quality of life. Would like Votran to look at what other counties are doing to get more ideas.

• When planning for the future it’s imperative to have a good foundation. Currently there are a lot of gaps in existing service, including later evening service, Sunday service, and operating on holidays.

• Would like to see better connections between routes and major destinations, most notably the VA Hospital/Center.

• Better service now will help the future.

• Need to stop removing bus stop infrastructure and add back in amenities like benches and shelters for weather/safety.

• MyStop app tells me the bus is near.

• Politicians should use Votran’s service to experience what the rider’s experience.
A second round of public workshops was held on September 20th and 21st to present the proposed TDP alternatives to the public at the same locations as the initial public workshops. A presentation was completed describing the alternatives and participants were able to engage in discussion. The workshop attendees wanted to ensure that future alternative are implemented with consideration to individuals with disabilities and convey the importance of reaching out to public officials to support transit service investments in Volusia County.

R2CTPO Presentations
The draft TDP was presented to the R2CTPO committees to for review and comment as part of the public involvement process to include the following:

- Transportation Disadvantaged Local Coordinating Board
- Bicycle/Pedestrian Advisory Committee
- Citizens’ Advisory Committee
- Technical Coordinating Committee

The committees asked questions regarding elements of the plan and the alternatives. Comments from these committees were taken into consideration as part of this TDP plan.
SECTION 5: PLANS REVIEW

A review of selected federal, regional, and local plans, programs, and studies that influence transit operations, infrastructure, and policy was conducted to understand the potential implications for Votran service. Findings from this review will help to ensure that development of this major TDP update is consistent with other local planning efforts and help Votran to better understand its transit operating environment. Table 5-1 summarizes the plans and studies that were reviewed for this effort and provides an overview of the relevant goals and policies and key considerations for Votran’s TDP Situation Appraisal presented in Section 6.
## Table 5-1: Summary of Reviewed Plans, Studies, and Policies

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<thead>
<tr>
<th>Plan/Program/Study Reviewed</th>
<th>Date of Most Recent Update</th>
<th>Responsible Agency</th>
<th>Plan/Program Details</th>
<th>Plan/Program Overview</th>
<th>Key Consideration for Situational Appraisal</th>
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| **Grow America Act**        | 2016                      | United States Department of Transportation | The fiscal year 2016 budget proposed $478 billion funding for a six-year surface transportation reauthorization proposal that invests in modernizing US infrastructure. This provides increased and stable funding allowing state and local governments to plan. | • $115 billion dedicated to invest transit systems and expanded transportation options.  
• $5.1 billion increase in investments to address public transit's backlog to reduce bus and rail breakdowns, increase service reliability, and reduce delays for commuters.  
• Includes tools and resources to encourage regional coordination and decision making.  
• Includes Rapid Growth Area Transit Program that helps address fast growing areas with Bus Rapid Transit (BRT). |
| Florida 2060 Transportation Plan (FTP) | 2015 | Florida Department of Transportation | The 2060 FTP calls for a fundamental change in how and where Florida invests in transportation. Florida's transportation system must move more people and freight, provide more travel options, connect more places, be safer, and be more efficient and more reliable - all with increasingly constrained resources. | Florida's transportation system will include:  
• A statewide, multimodal transportation system which supports economic and livability goals by providing better connectivity to urban and rural areas  
• $115 billion dedicated to invest transit systems and expanded transportation options.  
• Greater reliance on public transportation systems for moving people, including a statewide passenger rail network and enhanced transit systems in Florida's major urban areas.  
• A statewide, multimodal system of trade gateways, logistics centers, and transportation corridors to position Florida as a global hub for commerce and investment.  
• A new generation of infrastructure, vehicles, fuels, and technologies to enable travel with fewer crashes, reduced delay, and fewer emissions. |
| The Fixing America's Surface Transportation (FAST) ACT | 2015 | USDOT | Five-year funding for the nation’s surface transportation infrastructure, including transit systems, and rail transportation network. The bill provides long-term certainty and more flexibility for states and local governments, streamlines project approval processes, and maintains a strong commitment to safety. | Increases dedicated bus funding by 89% over the life of the bill.  
Provides both stable formula funding and a competitive grant program to address bus and bus facility needs.  
Reforms public transportation procurement to make federal investment more cost effective and competitive.  
Consolidates and refocuses transit research activities to increase efficiency and accountability.  
Establishes a pilot program for communities to expand transit through the use of public-private partnerships.  
Provides flexibility for recipients to use federal funds to meet their state of good repair needs.  
Provides for the coordination of public transportation services with other federally assisted transportation services to aid in the mobility of seniors and individuals with disabilities. |
| SunRail Performance and Progress Update | 2015 | Central Florida Commuter Rail Commission | MetroPlan Orlando proposed the following SunRail Performance Measures and indicators be reported: Average weekday ridership, On-time performance, Safety-related incidents, Total operating cost (and budget comparison), Total operating revenue (and budget comparison). | Ridership:  
• December 2014 vs December 2015: Ridership has slight increase in 2015 (holidays fell on the weekends).  
• January 2015 vs January 2016: Ridership decreased in 2016 (lower gas prices and bad weather could be factors).  
On-Time Performance (OTP):  
• December 2015 and January 2016 – decrease due to corridor incidents.  
Bicycle Boardings:  
• Stays steady |
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<td>Geographic Applicability</td>
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| SunRail Phase 2 Progress Update | East Central Florida | 2016 | SunRail/ Central Florida Commuter Rail Commission | ADA Boardings:  
- Increased throughout 2015.  
- Decrease in January 2016 (bad weather?).  
Incidents:  
- 20 incidents occurred in 2015 (11 were SunRail incidents):  
  - 4 incidents have occurred to-date in 2016 (3 are SunRail).  
  - 2 were grade crossing incidents due to bad weather (cars turned onto tracks instead of roads). |
| R2CTPO 2040 LRTP | Volusia County and Flagler County (partial) | 2016 | R2CTPO | SunRail Phase 2 (North Extension)  
- Currently FDOT is working with Volusia County to identify potential federal funding sources to advance Phase 2 North activities.  
- If constructed, plans include providing a park-and-ride lot with a bus drop off area at the new DeLand station.  
- Construction of a new SunRail station in DeLand is anticipated to generate transit-oriented development around the new station. |
| 2015 TDP Annual Update | Volusia County | 2015 | Votran | The 2040 LRTP supports transit and transit supportive environments throughout their goals and objectives with commitments to:  
- A balanced and efficient multimodal transportation system including a public transit system that delivers efficient and convenient transit service; a commitment to support funding of transit service to improve employment accessibility; enhance connectivity between modes and jurisdictions and intermodal facilities; enhance security of transit systems; land use efficiency that supports multimodal transportation options; transit equity.  
- 2040 LRTP Other Arterial Cost Feasible Projects List includes SR 44 – Miscellaneous upgrades to improve access to DeLand SunRail station, if constructed.  
- The R2CTPO LRTP continues to provide support for local public transit service by reserving a portion of the TMA set-aside to provide funding of roughly $31 million between 2019 and 2040, continues to seek additional transportation funding strategies that will support the expanded transit needs of this planning area. |

Votran provided the FDOT an annual progress report update detailing that advancements were made on technology and that existing service was maintained. Service improvements recommended in the FY 2012 – 2021 TDP Major Update for FY 2015 were not implemented due to funding limitations. The new tenth year was added to the annual progress report.
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<th>Plan/Program Details</th>
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| **Daytona Beach International Airport Master Plan** | Guides development, land use decisions, preservation of existing transportation infrastructure, and transportation improvements. | • The currently available DAB master plan is outdated, Volusia County Aviation is in the process of securing grant funding for the new DAB Master Plan ($1.8 million).  
• Currently available transportation services include: Votran Route 9 Service to DAB; Taxi and Shuttle service available, parking available; rental car available. |
| **Volusia County Comprehensive Plans** |  | • The Future Land Use Element designates urban forms compatible with walkability and multimodal transportation, including transit oriented development.  
• Activity Centers shall use transit design during the general planning and actual site plan stage; the County should give emphasis to providing public mass transit service to all Activity Centers.  
• The transit elements of the multi-modal transportation plan shall be developed in accordance with Votran’s Transit Development Guidelines as may be amended from time to time.  
• Volusia County Comprehensive Plan commits to provide a coordinated multimodal transportation system that will discourage urban sprawl and encourage energy efficient land use patterns while minimizing adverse effects on the environment.  
• The Transportation Element includes the future transportation system, 61 miles of commuter rail, and a commitment to expanding the transit route system and increase the frequency of bus service. |
| **Orange City Comprehensive Plans** |  | • Recognizes the role between transportation and land use density and intensities, and is supportive of transit oriented design in designated areas.  
• Supports infill and redevelopment; development designs shall be designed transit-ready regardless if there is current service available or not. Developments along major transit corridors shall provide external transit shelters and sidewalk that link to internal pedestrian and bicycle paths within the development (Sec 2, p 24).  
• The City strives to continue to improve transportation mobility and quality of life for residents through roadway, sidewalk, trails and transit facility improvements.  
• The City’s Mobility Plan now focuses the vision for the City on a full range of choices for all modes of transportation and looks for future connections to transit including commuter rail, express bus, and as land use intensifies the potential for transit circulator services connecting to commuter rail.  
• Votran and SunRail systems are both supported throughout the goals and objectives of this comprehensive plan. The overall goal encompassing the mission of the transportation system comprehensive plan is shown below.  
• Goal 1: A multi-modal transportation network that is safe, convenient, and efficient and ensures that current and future land uses are served; shall be available to all residents and visitors of Orange City. |
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<tr>
<th>Plan/Program Study Reviewed</th>
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<td>Lake Helen Comprehensive Plans</td>
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<td>City of Lake Helen</td>
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<td>Deltona Comprehensive Plans</td>
<td>Municipality</td>
<td>2010</td>
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<tr>
<td>DeBary Comprehensive Plans</td>
<td>Municipality</td>
<td>2012</td>
<td>City of DeBary</td>
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- The Comprehensive Plan does not contain goals, objectives or policies that designate mass transportation or transit friendly design as a need or vision; however, the Comprehensive Plan does recognize the importance of mass transit and affordable access to recreation and open spaces, and “endorses the concept of a mass transit system for the southwest sector of Volusia County” (VII-12).
- The Future Land Use Plan emulates a small village with a mixed-use central core surrounded by residential land uses that decrease in density from the central core to the City borders with a build-out population of approximately 6,000 people. Densities and intensities may not be transit supportive.
- The City’s Activity Center to include mixed-use residential and retail/service/office/park/industrial. Transit-oriented uses such as a multi-modal center will be located near the I-4/SR 472/Howard Blvd interchange.
- Tourist accommodations located in close proximity to the I-4 corridor and the SR 472/Howland Blvd interchange.
- Goal T1: The City of Deltona shall develop programs to ensure that current and future land uses are served by adequate transportation and multi-modal system options.
- Includes objectives and policies that support multimodal transportation in coordination with the FDOT, Votran, the TPO and other government entities.
- Transit service, sidewalks, bicycle improvements and other multimodal enhancements are supported through the objectives and policies of the comprehensive plan.
- The City of Deltona’s Transportation Element support the City’s vision for developing programs to ensure that current and future land uses are served by adequate transportation and multi-modal system options.
- Includes the Future Land Use Map and related planning directives needed to implement appropriate land use allocation through the 20 year planning horizon (ending 2025).
- An incentive-based program to encourage mixed-use and multimodal supportive development in designated overlay areas and quality of service standards for transit, pedestrian and bicycle within mixed-use and multimodal supportive overlays was adopted in 2014.
- Goals, objectives, and policies support an interconnected multimodal transportation system; multimodal measurements of achievement; long-term performance measures; and coordination with municipalities, the County, the R2CTPO, Votran, and FDOT.
- An incentive-based program to encourage mixed-use and multimodal supportive development in designated overlay areas and quality of service standards for transit, pedestrian and bicycle within mixed-use and multimodal supportive overlays was adopted in 2014.
- The City of DeBary Comprehensive Plan primary goal is to create consistency between zoning and future land use designations in the Village Center. The City’s Vision includes land development patterns and a transportation system that encourages healthy and active living; promotes transportation options; increases community safety; reduces environmental impact; mitigates climate change; and supports greater community identity. The following projects support the City’s vision:
  - CSX Railroad: Provide rail transit service connecting DeLand, Orange City, DeBary, Sanford, and points south of downtown Orlando, continuing south to Haines City (FDOT responsibility).
  - Dirksen Drive, Highbanks Road, Enterprise Road, and DeBary Avenue: Add lanes and/or make traffic operations improvements (City and County responsibility).
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<tr>
<td>Daytona Beach Comprehensive Plans</td>
<td>Municipality 2015 City of Daytona Beach</td>
<td>City of Daytona Beach</td>
<td>The Comprehensive Plan is the primary policy document concerning land use, transportation, and other planning matters for Daytona Beach. The City of Daytona Beach updated their comprehensive plan in July of 2015.&lt;br&gt;The Land Use element has policies requiring coordination with Votran and other mass transit entities in processing development application in designated areas.&lt;br&gt;The Transportation Element of the comprehensive plan:&lt;br&gt;Suggests consideration of Transit as alternatives to roadway widening in areas designated as constrained.&lt;br&gt;Identifies established Transportation Concurrency Exception Areas (TCEA).&lt;br&gt;Policies include period assessment of mass transit and traffic circulation plans in Volusia County and other coastal municipalities.&lt;br&gt;Goal 1. To promote safe and efficient traffic circulation serving existing and future land uses. The City shall encourage Votran to continue to provide a coordinated mass transit system to the citizens of Daytona Beach at an acceptable level of service.&lt;br&gt;Policies include fixed-route transit Level of Service thresholds.&lt;br&gt;Goal 2. Retain and expand transit services for the elderly, handicapped and other transportation disadvantaged groups with both regular and specialized service.</td>
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SECTION 6: SITUATION APPRAISAL

A situational appraisal is a requirement during a major TDP update to provide an evaluation of the local environment and critical issues in which the transit agency operates. This appraisal assesses the dynamics under which Votran operates and provides a better understanding of potential impacts to Votran’s programs over the next decade. The elements below were reviewed for this situation appraisal:

- Political
- Economic
- Environmental
- Technology
- Policy
- System

The assessment of these elements resulted in the identification of possible implications for Votran. The assessment and resulting implications are drawn from the following sources:

- Results of technical evaluations performed as part of the TDP planning process (documented in Sections 2 and 3).
- Input gathered through public involvement activities and through discussion with Votran staff (documented in Section 4)
- Review of relevant plans, studies, and programs prepared at all levels of government (documented in Section 5).

Situation Appraisal Summary

Issues, trends, and implications are summarized in the remainder of this section for Volusia County and the major cities served by Votran, where appropriate.

Political

The Volusia County political environment is fluid with regard to the transportation system. Recent political matters for transportation include: funding for SunRail Phase I after the FDOT funding ends in 2021, the planned Phase II expansion of SunRail to DeLand, maintaining roadway infrastructure from filling potholes to bridge repairs, improved signalization, and continuing effective transit service. Much of the political environment related to transportation stems from funding levels. Addressing funding levels is an ongoing process for any elected official to ensure service is provided to the community. To further heighten transportation and funding concerns, a dedicated funding source is becoming more necessary to continue existing operations in the future. Current Votran funding includes federal, state, and local sources, and directly generated funds, such as fare revenue and interests. Currently, Volusia County funds Votran operations; however, coordinating with the municipalities on transit funding is an area of consideration for the future political environment.

Implications – The ability for Votran to obtain a dedicated funding source will be imperative to provide a reliable means of funding to support transit operations and capital costs moving forward. Votran should continue to look for avenues of additional funding; including exercising the Discretionary Charter County
Transportation Surtax (as authorized by Florida Statutes Section 212.054 and 212.055(1)), the Local Option Gas Tax, a Mobility Fee, and a Rental Car Surtax, among other options as indicated in the 2040 LRTP. Coordination with its municipalities regarding future transit service will also be important over the next ten years. This coordination may also need to include groups like the International Speedway Boulevard Coalition and the Volusia County Association for Responsible Development that meet on transportation options and future growth patterns.

Regional Transit Development

SunRail

As part of extending SunRail to DeLand, Volusia County agreed in 2007 to pay $88M for SunRail operations through 2036, after the first seven years of operation pursuant to the interlocal agreement with the FDOT and its funding partners. If SunRail service is realized in Volusia County, demand from continued growth within the county may necessitate a need for expansion of Votran’s bus, flex, and paratransit services.

Implications – The ability for Votran to connect with other modal options in Volusia County increases mobility for the community. SunRail connectivity also provides regional access; increasing housing and employment choices for those with access. As Volusia County continues to plan for the existing and expanded SunRail system, ensuring bus and paratransit service connections could only improve the effectiveness of all modes of transit. Successful transit systems and higher usage on existing modes will provide the basis for expansion of premium type services like bus rapid transit and rail to other parts of Volusia County.

FDOT will give up operation of SunRail on April 30, 2021. MetroPlan started negotiations with the partner governments in December 2015 to determine how best to run the system. A governance agreement was drafted between the five funding partners, identified in the Funding section, to create the Central Florida Commuter Rail Commission (CFCRC), the Technical Advisory Committee (TAC), and Customer Advisory Committee (CAC) to establish plan for operating and capital operations. Language has been drafted indicating that local governments will be responsible for station maintenance, and that operations and maintenance (O&M) will be based on average boardings at the stations.

Implications – Currently, the DeBary station is the second highest boarding and departure station. It will be important for DeBary and Volusia County to identify reliable funding sources in the short-term to come up with the match for the station and the O&M, respectively.

Premium Transit Service

In addition to the route modifications and connections to the DeBary SunRail station, Votran has identified plans for express routes in the previous 10-year TDP. FDOT initiated the Intermodal Transit Station Study (ITSS) along the US 92/ International Speedway Boulevard corridor to support the development of a multimodal transportation hub. The hub is planned to connect Volusia County with SunRail, All Aboard Florida’s Brightline, the Florida East Coast (FEC)/Amtrak rail service, and other planned local premium transit service. For the ITSS project, five locations are being reviewed, with the highest location near the Daytona Beach International Airport terminal.
Implications – Successful implementation of premium transit typically involves a dedicated funding source. It is recommended that as the demand warrants and when funding can be achieved for the County and municipalities to consider development of premium transit service.

Economic

Transit Supportive/Transit-Oriented Development

Volusia is in a state of modest growth and expansion. Within the Transportation Element of the County’s Comprehensive Plan Volusia County indicates support for transit, biking, and walking with established land use and other strategies. Within the Future Land Use Element, the County supports transit-oriented development through the principles and land use standards to be established for a Sustainable Development Area (SDA). The Future Land Use Element indicated that SDA districts are to be designed with principles of Smart Growth, Traditional Neighborhood Design (TND), and/or Transit Oriented Development (TOD). The County has planned for the Farmton Local Plan and the SunRail DeLand Area Activity Center, which both take into account TOD concepts. These activity centers are planned near transportation nodes and public transportation will be a primary factor in its planning and development.

The municipalities of Daytona Beach, DeBary, DeLand, New Smyrna Beach, Orange City, and Ormond Beach have incorporated transit-oriented development planning concepts into the Transportation and Future Land Use Elements of their respective Comprehensive Plans. DeBary and DeLand have developed Transit-Oriented Development Master Plans to provide a market based plan for development around the SunRail stations, existing and proposed. For the other municipalities, Votran is a major factor for the planned TOD concepts.

Implications – According to the Transit Cooperative Research Program (TCRP) Report 102¹, transit agencies can play instrumental roles in the development and success of a TOD, with the highest success involving interagency coordination and cooperation with land-use affairs. It would be beneficial for Votran to coordinate with the above-mentioned cities to coordinate on TOD and multi-modal strategies to encourage transit usage. Some key strategies for successful TOD planning includes shared visions with the community, early planning, station-area plans, favorable economic conditions, market-responsiveness, and creative financing. Votran can continue to play its role in providing reliable transit with planned higher frequencies in the areas selected for TOD implementation through coordination with the municipalities. For cities with low to no existing transit service, additional mobility options alternatives to automobile use will need to be considered by the County, to meet the Public Transportation objective of the Transportation Element of the adopted Comprehensive Plan.

Socioeconomic Trends

Volusia County encompasses the Deltona urbanized area (UZA) and the portion of the Palm Coast-Daytona Beach- Port Orange UZA within its limits. The County is the designated FTA recipient for the two designated urbanized area within its geographic limits. The County has experienced relatively flat population growth from 2010 to 2014, with just under 1% annual growth, according to population figures from the American Community Survey data.

Implications – The minimal growth observed in population continues to add implications for Votran. Flat growth rates likely mean lower growth in revenue sources, including sales and property taxes, though demand for transit services could continue to grow independent of this.

Fuel Prices
Transit ridership saw its first decline nationally in over five years during 2015. There are a multitude of reasons why the decline occurred, however low fuel prices can be attributed as one of the reasons to the decline. APTA indicated that the average price of gasoline was $2.52, nearly 27% lower than in 2014. APTA noted that every 10% decrease in gas price, contributes to a 1.8% decrease in transit ridership. Votran saw a decrease in ridership in December 2015, and SunRail saw a slight decline in ridership from January 2015 to January 2016. The SunRail’s TAC reported both declines were likely due to low gas prices and bad weather, though overall ridership is up. Figure 6-1 shows the three year trend of declining gas prices in the region from 2014 to 2016.

Implications- Votran has one of the lowest one-way fares in the region at $1.75. Fare revenues currently make up nearly 22% of total revenue. Any decrease in ridership could adversely impact the operating budget on an annual basis. It will be imperative for Votran to continue providing services to attract new riders to compensate for the decrease whenever gas prices fall in the future.

![Figure 6-1: Average Retail Fuel Price (2014-2016)](source: GasBuddy.com)

Environmental

Air Quality Non-Attainment
The 8-hour ozone standard from 1997 was revoked on April 1, 2015. As of today, Volusia County remains not listed in the recommended areas designated as non-attainment within the state and is committed to maintaining regulations to ensure air quality.

Implications – Volusia County should continue to implement service, technologies, and initiatives that positively impact air quality. Beginning in 2009, Votran procured 19 hybrid electric fixed route vehicles
and started its “Go Green, Go Votran” project. Votran procured propane vehicles for the paratransit fleet. Votran established the Westside Maintenance Facility in a central area of the services provided on the West Volusia, Orange City. Votran should continue these green initiatives as it will help keep the operating costs down while reducing its carbon footprint.

Technology

Ridesourcing (Uber and LYFT)

Ridesourcing service providers like Uber and Lyft (previously discussed in Section 3) recently began teaming with transit agencies to provide additional technological based transportation options.

Implications – Ridesourcing company Uber provides access to over 80% of Floridians and began providing service in 2014 for Daytona Beach, Deltona, and Port Orange. Other Florida agencies, most notably the City of Altamonte Springs, Hillsborough Area Regional Transit (HART), and Pinellas Suncoast Transit Authority (PSTA) have recently teamed with ridesourcing companies to fill in transit service gaps and/or provide the last mile connection service to passengers. It would be advantageous for Votran to consider how ridesourcing could assist with transportation need in areas with no or low transit service coverage or to supplement existing transit service during special events.

Advanced Technologies

Transit Technologies – Transit technology improvements have the potential to provide immediate benefits to the riders, through improved service operations and productivity, enhanced customer experience, and operational efficiencies. In 2014 Votran launched MyStop Mobile, a real-time bus and trip planning information mobile app. This app provides the route’s service area, bus stop location, real-time bus tracking, access to trip planner on Google Transit, and allows the user to set alerts for future trips. Votran implemented and is promoting the “Vo-to-Go” program that allows customers with text enabled mobile phones to get the next arrival at their bus stop.

Demand Response – Votran has employed the Computer-Aided Dispatch/ Automatic Vehicle Location (CAD/AVL) and paratransit scheduling software from Avail which helps with the demand response service. The paratransit vehicle includes mobile computers, navigational assistance, which is coupled with Trapeze.

Reloadable Smart Card and Mobile Payment Applications – Votran would like to offer a more durable fare media than the paper based magnetic strip fare card. Reloadable cards and mobile payment options would enhance customer’s access by allowing a web based payment system and card issuance at vending machines. In addition, Votran customers currently have to purchase separate fare media when connecting to LYNX or SunRail. Votran and LYNX accept paper passes and cash for riders when entering the vehicle, while SunRail issues plastic cards that tap on tap off at the ticket vending machines prior to entering the train. SunRail passes were designed to be used seamlessly with LYNX and Votran feeder vehicles; however, there have been compatibility issues where LYNX and Votran vehicles have had problems reading the card, requiring the operator’s to issue the SunRail rider a free transfer voucher. Additionally the fare structure of each system is different, which is less convenient for the rider. Currently there is no SunRail regional transit pass that can be used for Votran, SunRail, and LYNX.
Implications – As the region grows, it would be beneficial for Votran to offer reloadable plastic cards, mobile payment using smart phone technology, and coordinate with SunRail and LYNX to provide a seamless transfer for riders through a uniform electronic payment system. There are significant challenges to the integration of a uniform fare system; coordination with the other transit agencies and their technology manufacturers, agreement on fare structure, and communication protocols.

Policy

Federal Funding Legislation

The new transportation bill, the Fixing America’s Surface Transportation (FAST) Act, was signed into law on December 4, 2015, and supports funding through 2020. Though there is an annual funding increase from MAP-21, it is subject to the annual appropriation process through Congress. Several changes of interest to Volusia County include:

- Advertising and concession revenue can now be used to cover the non-federal share for projects
- Discretionary spending on a project-specific basis of the Bus and Bus Facilities program, which was previously eliminated in MAP-21, with a portion set aside for low to no-emission vehicles and facilities,
- Long range plans must consider facilities to support intercity transportation.
- Retains the formula funding for the State of Good Repair program
- Reduces maximum federal New Starts share from 80% to 60% for Section 5309 funds.

Implications – The implementation of the fixed-year transportation funding bill allows for a more reliable source of federal funding over the next few years for Votran. A steady revenue of funding for local matching needs will be required for planned grants and programs Votran decides to pursue. Though advertising revenues currently make up 1% of Votran’s annual budget, there is room for Votran to secure more revenue, which can be used as a match for federal projects. The reduction in the maximum federal New Starts share from 80% to 60% is concerning for the future of the northern SunRail extension and DeLand station, which is currently unfunded. The reduction of the federal share will mean more financial commitment from Volusia County and FDOT if the northern extension moves forward.

System

ADA Service

According to the 2009-2014 ACS, the median age for Volusia County is 46 years, which is nearly 23% higher than the national average of 37.4 years and nearly 12% higher than the Florida average of 41.2 years. This indicates a growing demand for senior services and an anticipated increase in Votran funding for TD services, which operates at a higher cost per trip. In FY 2014, the Gold Service operating cost per trip was $25.71, compared to the fixed-route operating cost per trip of $3.47.

Implications – Votran should continue looking into alternative methods of transportation to provide service to older persons, while maintaining existing higher-cost Gold Service for TD passengers. Some viable options entail expanding the flex service for other municipalities and service areas, or through the coordination and utilization of taxis and ridesourcing entities to assist with one-way paratransit trips to specific handicap-accessible Votran bus stops and hubs to assist the first mile/last mile connection for the elderly population. One challenge in doing this is ensuring that these private vehicles are equipped with
required ADA equipment to serve these passengers. Both options could facilitate cost-savings through more fuel-efficient smaller vehicles, reduce Gold Service trips, and encourage transit ridership.

Transit Stop Facilities
The County and its seventeen municipalities are responsible for the bus stop facilities within their respective jurisdictions. Seven of the municipalities contracted with a local vendor to provide for transit stop facilities including benches at no cost in return for advertising on the benches; seven municipalities provide their own transit stop facilities; Lake Helen does not have Votran service and Pierson does not provide benches or shelters for its Votran service. The County provides ADA accessible transit stop facilities within the unincorporated areas. There is limited coordination to ensure a cohesive passenger amenities program throughout the region, with some of the municipalities having more restrictive transit stop ordinances.

Implications – Votran does not own any right-of-way. Votran has developed the Transit Development Design Guidelines document to help developers, planners and municipalities to ensure proper installation of bus benches and shelters to allow for more cohesiveness throughout the system. Additionally, the installation of benches and shelters should be beneficial for service, and improve the safety and passenger experience of the Votran rider.

Employment
Votran is operated through a contract with McDonald Transit Associates. Votran coordinates with the R2CTPO, the County, and the local municipalities to ensure planning and oversight of operations. A three-year labor agreement was ratified in the fall of 2015 between the Teamsters union and Votran. The contract includes guaranteed wage increases each year of the agreement. There are approximately 200 bus operators and maintenance employees to provide Votran service. The modest level of compensation for entry-level workers causes ongoing recruitment challenges as the economy has rebounded and employers compete in the Volusia County job market. For example, as of November 2015 as reported by the Daytona Beach News-Journal, a fixed-route bus operator position is advertised for $11.89, a paratransit bus operator is advertised at $10.40, and mechanics are advertised at $15.99. A rate of $10.40 puts the worker near the 2016 federal poverty level threshold if supporting a family of 4 or more.

Implications – Compensation and recruitment for transit throughout the industry remains a high level concern. Human Resource managers and executives at Votran should continue outreach efforts in the community and throughout the region to recruit and retain workers.

Municipality Overview
Table 6-1 summarizes a review of the transit policies, the economy, existing transit and ridesourcing, and socio-economic characteristics were highlighted for each municipality within Volusia County. The transit policies identified the visions and plans of the Future Land Use and/or Transportation Elements within each municipality and any TOD concepts planned. The Economy section highlighted any economic opportunities, key economic generators, and any planned investments that could be beneficial to transit for each municipality. The existing transit and ridesourcing section identified the current Votran service and investment levels, if provided, and the ridesourcing availability by jurisdiction. Transit Policy- Most of the municipalities supported Votran within its Comprehensive Plans. Some of the municipalities,
including Pierson and Ponce Inlet favored its existing small, quiet-town nature which would limit urban sprawl.

**Economy at a Glance** - Overall, the County is experiencing a surge of residential and commercial growth, with increased economic opportunities found within the various municipalities.

**Existing Transit and Ridesourcing** - Most municipalities have Votran fixed-route service provided except Lake Helen. Most of the Votran service is found along the eastern portion of the County where population densities are higher and the customer base for transit was first established.

**Socio Economic Characteristics** - Most of the urban and suburban areas with larger populations including Daytona Beach, Deltona, and DeLand skewed younger and with less household income than the County average.

**Summary**
This situational appraisal was performed to document the current operating environment and identify potential implications that should be considered by Votran in preparation for the major update to the 10-Year TDP.
Table 6-1: Situation Appraisal Review by Municipality

<table>
<thead>
<tr>
<th>Municipality</th>
<th>Transit Policy</th>
<th>Economy At a Glance</th>
<th>Existing Transit and Ridesourcing</th>
<th>Median Age</th>
<th>Mean HH Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytona Beach</td>
<td>The City’s goal is to support transit in the Transportation Element within the Comprehensive Future Land Use component. No mention of funding was noted.</td>
<td>Experiencing a burst of economic growth and new jobs with the main economic centers encompassing the Tanger Outlet Mall, Daytona Speedway (with an anticipated $400M Expansion), Trader Joe’s (food distribution center), Cici and Hyatt Brown Museum of Art (anticipated $14M development), and the Daytona Beach International Airport</td>
<td>Requires Uber drivers to be licensed with the City as required by its vehicle-for-hire ordinance, a law Uber is not recognizing for its company. The City has the main service offerings from Votran, with 13 routes.</td>
<td>40.6</td>
<td>$40,035</td>
</tr>
<tr>
<td>Daytona Beach Shores</td>
<td>Contributes to the City Line Trolley. The City’s goal in the Transportation Element is to support transit, through land uses, linkages, and to continue to provide efficient transit service through Votran</td>
<td>The main economic generators are tourism/service, recreation, and leisure</td>
<td>There are two Votran routes that provide service to the City.</td>
<td>65.4</td>
<td>$59,941</td>
</tr>
<tr>
<td>DeBary</td>
<td>In the Comprehensive Plan, the City is committed to participate in the extension of transportation facilities and services, including SunRail and Votran through land use, design, and funding strategies. In line, the City established the Transit-Oriented Development Overlay District with nearly 216 acres.</td>
<td>The City has envisioned its projected development around the SunRail station in the 2016 DeBary Transit Oriented Development Master Plan, and with the 2014 DeBary SunRail Station Area Economic Development Strategic Plan. Primarily residential, some key economic generators are commercial development and recreation.</td>
<td>Votran provides four routes within the City.</td>
<td>48.7</td>
<td>$62,112</td>
</tr>
<tr>
<td>DeLand</td>
<td>The City lost its request for funding to support the Phase 2 extension north of the SunRail station. The Orlando Sentinel reported that the City and Volusia County are working with U.S. Representative John Mica on trying to get the funds.</td>
<td>The City had made plans for future growth and development that was to occur around the planned Phase 2 SunRail extension, however with the station on hold, the City’s projected development from the station is also on hold. Designated as a foreign trade zone, the main economic generators are retail and manufacturing.</td>
<td>A $1.45M transit hub opened in 2014, which has 4 routes operating out of it</td>
<td>38.9</td>
<td>$52,800</td>
</tr>
<tr>
<td>Deltona</td>
<td>Goal within the Transportation Element is to maintain bus service within the City through coordination with Votran and LYNX to ensure appropriate funding.</td>
<td>Increased economic opportunities with new businesses. Expected to increase the living wage and number of professional jobs in the City. Originally a bedroom community, new development is occurring with a new medical complex expected, Halifax Health</td>
<td>The City is served by three routes from Votran.</td>
<td>38.5</td>
<td>$52,086</td>
</tr>
<tr>
<td>Edgewater</td>
<td>Developed a plan for a Community Redevelopment Area, encompassing the historic downtown, in 2014 to promote redevelopment and economic development.</td>
<td>Home to the largest industrial park in the County, ParkTowne Industrial Center. Primary economic generators are manufacturing facilities, business parks, and industrial centers</td>
<td>Plans for public transit facilities enhancements; including sidewalk connections, ADA access, and bus stop amenities. Votran provides one Route, Route 41 for the City.</td>
<td>49.1</td>
<td>$56,114</td>
</tr>
<tr>
<td>Holly Hill</td>
<td>Plans for redevelopment of US-1 include enhanced transit offerings.</td>
<td>Headquarters for the largest County health care plan provider, Florida Health Care.</td>
<td>No Votran transit connection, transportation disadvantaged service is available through Gold Service</td>
<td>44.3</td>
<td>$35,845</td>
</tr>
<tr>
<td>Lake Helen</td>
<td>No transit service and no funding indicated for future service. The 1992 Comprehensive Plan endorses a viable transit system for the southwest sector of Volusia County.</td>
<td>There is a lack of basic retail stores in Lake Helen. There are currently no grocery, pharmaceutical, or apparel stores within City limits. A Vision Plan was drafted in 2014 to assist the City in redevelopment and planning.</td>
<td>No Votran transit connection, transportation disadvantaged service is available through Gold Service</td>
<td>46.3</td>
<td>$50,871</td>
</tr>
<tr>
<td>New Smyrna Beach</td>
<td>In the Transportation Element, the City encourages pedestrian and transit-orientated land development designs that accommodate pedestrians, bicycles and public transit; intends to encourage higher-density development and redevelopment in support of public transit.</td>
<td>Home to the New Smyrna Airport Business Park and the Bert Fish Medical Center. The City offers numerous property improvement grants and relocation incentives to encourage new business. Recently completed the Economic Development Plan Update 2016.</td>
<td>Two routes and Votran flex service is provided, reduced operating cost by 30%; the City is exploring funding for a trolley system for the LOOP. A goal within the Transportation Element is for the City to work with Votran to achieve 15 min service during peak-hour demand by 2020.</td>
<td>55.1</td>
<td>$70,057</td>
</tr>
<tr>
<td>Oak Hill</td>
<td>The City is looking to develop the Oak Hill Waterfront site, which aims to improve quality of life, and provide sport and commercial amenities.</td>
<td>The City is designated as an “Enterprise Zone” with industrial, commercial, and recreational fishing as key economic generators.</td>
<td>Votran provides one route to the City</td>
<td>49.5</td>
<td>$54,696</td>
</tr>
<tr>
<td>Municipality</td>
<td>Transit Policy</td>
<td>Economy At a Glance</td>
<td>Existing Transit and Ridesourcing</td>
<td>Median Age</td>
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<tr>
<td>Orange City</td>
<td>Committed to enhancing the pedestrian safety within the Comprehensive Plan Future Land Use to support transit; SunRail and Votran. City Council passed a 2011 “complete streets” resolution for all future plans to consider all modes of transportation.</td>
<td>Recently lost a deal for a manufacturing assembly plant build due to contention with a comprehensive plan amendment.</td>
<td>There are four routes with connections, a Votran Park-N-Ride facility, and one of the Votran hubs within Orange City.</td>
<td>47.8</td>
<td>$41,005</td>
</tr>
<tr>
<td>Orange City</td>
<td>Committed to enhancing the pedestrian safety within the Comprehensive Plan Future Land Use to support transit; SunRail and Votran. City Council passed a 2011 “complete streets” resolution for all future plans to consider all modes of transportation.</td>
<td>Recently lost a deal for a manufacturing assembly plant build due to contention with a comprehensive plan amendment.</td>
<td>There are four routes with connections, a Votran Park-N-Ride facility, and one of the Votran hubs within Orange City.</td>
<td>47.8</td>
<td>$41,005</td>
</tr>
<tr>
<td>Ormond Beach</td>
<td>As indicated in the Transportation Element, the City established a mobility strategy for the Ormond Crossing Activity Center which will emphasize the use of a multi-modal transportation district. TOD design principles and concepts will be adhered to and pedestrian and bicycle facilities will be integrated. The City plans to support development and redevelopment along Votran core transit corridors to support intensified mixed use development.</td>
<td>The city is home to the Ormond Beach Airport Business Park, designated a foreign trade center, and caters to industrial and business sites.</td>
<td>Votran provides four routes within the City.</td>
<td>50.2</td>
<td>$74,291</td>
</tr>
<tr>
<td>Pierson</td>
<td>In the Future Land Use Element, the Town has plans to avoid urban sprawl.</td>
<td>The main economy is agriculture, and is known nationally for its fern exports. There are no public transit trip generators within the Town.</td>
<td>Votran connection through Route 24, currently only three daily trips, TD service is available through Gold Service</td>
<td>39.8</td>
<td>$62,154</td>
</tr>
<tr>
<td>Ponce Inlet</td>
<td>The Future Land Use Element emphasizes its small town nature, and encourages retail commercial and riverfront commercial development with limitations on intensity of development. Overall, the town is nearing “build out” and available land has limited development potential.</td>
<td>Tourism is a main economic driver within the City, due to its ocean fishing charter trips and the Ponce Inlet Lighthouse</td>
<td>The Town is served by one route, with 13 daily trips. The Town is served by the Water Taxi Express which connects to New Smyrna Beach.</td>
<td>60.6</td>
<td>$94,595</td>
</tr>
<tr>
<td>Port Orange</td>
<td>In the Future Land Use Element, the City plans to ensure that existing and proposed land uses are consistent with transportation modes and proposed services to serve the areas.</td>
<td>Established the Port Orange Town Center Community Redevelopment District to revitalize the historic downtown. This District promotes mixed-use development and an interconnected transportation system. The largest employment sectors are health care, and government, and higher education with seven colleges and universities.</td>
<td>Votran provides six routes connecting to Port Orange. (Routes 4, 7, 12, 17A, 17B, 40)</td>
<td>48.4</td>
<td>$59,295</td>
</tr>
<tr>
<td>South Daytona</td>
<td>Implemented a program to allow for the use of golf carts on local roads as alternative transportation options for local and convenience trips on selected City streets.</td>
<td>Designated a portion of the historical downtown as a Community Redevelopment Area (CRA). The intent of the CRA is to improve the tax base and encourage public and private investments within the CRA. The major employers are Votran, Warner Christian academy and Publix.</td>
<td>Votran provides five routes connecting to South Daytona. (Routes 4, 7, 12, 17A, 17B)</td>
<td>43.3</td>
<td>$47,174</td>
</tr>
<tr>
<td>Volusia County</td>
<td>SunRail· Votran provides 3 shuttles to the DeBary SunRail shop, with over nearly 11,500 boardings in July 2015. Additional funding will need to be secured to assist with the express route service. Ridership- In FY 2014, Votran provided over 3.7M passengers.</td>
<td>The 2014 GDP of the County was $14.6B, and experiencing a state of growth and development in its urban and suburban centers, primarily Daytona Beach, DeBary, DeLand, and Orange City.</td>
<td>County officials are reviewing policy on how Uber operates, especially around the airport</td>
<td>46.0</td>
<td>$56,364</td>
</tr>
</tbody>
</table>

Source: 2010-2014 ACS
SECTION 7: POTENTIAL SERVICE GAPS AND LATENT DEMAND

This section summarizes the demand and mobility needs assessment conducted as part of this major TDP update for Votran. Three assessment techniques were used to assess demand for transit services in Volusia County, which include:

- Discretionary Market Assessment
- Traditional Market Assessment
- Forecast ridership analysis using transit planning modeling

The summary of the assessment techniques are presented and followed by the results of each analysis. When combined with the situation appraisal, performance reviews, and public involvement feedback, the demand assessment yields the building blocks for evaluation the transit needs for the next 10 years.

Market Assessment

The transit market assessment for Volusia County includes an evaluation from two different perspectives: the discretionary market and the traditional market. Analysis tools used to conduct each market analysis were a Density Threshold Assessment (DTA) and a Transit Orientation Index (TOI). These tools were used to determine whether existing transit routes are serving areas of the county considered to be transit-supportive for the corresponding transit market. The transit markets and the corresponding market assessment tool used to measure each are described in detail below.

Discretionary Market

The discretionary market refers to potential riders living in higher density areas of the county that may choose to use transit as a commuting or transportation alternative. A Density Threshold Assessment (DTA) was conducted based on industry standard relationships to identify those areas of Volusia County that will experience transit-supportive residential and commercial density levels in 2026. Three levels of density thresholds were developed to indicate whether or not an area contains sufficient densities to sustain efficient fixed-route transit operations. The levels include:

- Minimum – Reflects minimum population or employment densities to consider basic fixed-route transit services (i.e., fixed-route bus service).
- High – Reflects high population or employment densities that may be able to support higher levels of transit investment than areas that meet only the minimum density threshold (i.e., increased frequencies, express bus).
- Very High – Reflects very high population or employment densities that may be able to support higher levels of transit investment than areas that meet the minimum or high density thresholds (i.e., premium transit services, etc.).

Table 7-1 presents the density thresholds for each of the noted categories.
**Table 7-1: Transit Service Density Thresholds**

<table>
<thead>
<tr>
<th>Transit Investment</th>
<th>Population Density Threshold</th>
<th>Employment Density Threshold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Minimum</td>
<td>≤5 dwelling units/acre</td>
<td>≤4 employees/acre</td>
</tr>
<tr>
<td>High</td>
<td>6–7 dwelling units per acre</td>
<td>5–6 employees/acre</td>
</tr>
<tr>
<td>Very High</td>
<td>≥ 7 dwelling units/acre</td>
<td>≥ 7 employees/acre</td>
</tr>
</tbody>
</table>

Map 7-1 and Map 7-2 illustrate the 2017 and 2026 DTAs, respectively, and show the existing Votran transit route network to indicate how well Votran covers the areas of the county that are considered transit-supportive, i.e., areas supporting at least a minimum investment in transit.

The 2015 DTA analysis indicates that the discretionary transit market is principally residential-based, with “high” and “very high” employment density thresholds primarily in Daytona Beach and, to some extent, DeLand. In reviewing the 2026 DTA, the locations of the discretionary market are expected to growth along the eastern coastline from Daytona Beach north to Ormond Beach and south to Port Orange. Some moderate residential density growth is also anticipated in DeLand and DeBary, likely due to anticipated growth around SunRail. As shown in these two maps, both the existing “high” and very high” employment-based thresholds and projected “high” residential thresholds align well with the existing route structure.
Map 7-1: 2017 Density Threshold Assessment
Map 7-2: 2026 Density Threshold Assessment
Traditional Market

A traditional transit market refers to population segments that historically have had a higher propensity to use transit and are dependent on public transit for their transportation needs. Traditional transit users include older adults, youth, and households that are low-income and/or have no vehicles.

A TOI assists in identifying areas of the county where a traditional transit market exists. To create the TOI for this analysis, five-year demographic data estimates from the 2010–2014 Five-Year ACS estimates were compiled at the census tract level (the most detailed level of data available from ACS) and categorized according to each tract’s relative ability to support transit based on the prevalence of specific demographic characteristics. Five population and demographic characteristics that are traditionally associated with the propensity to use transit were used to develop the TOI:

- Population density (persons per square mile)
- Proportion of the population age 60 and over (older adults)
- Proportion of the population under age 15 (youth)
- Proportion of the population below the poverty level ($25,000 for a family of 4)
- Proportion of households with no vehicles (zero-vehicle households)

Using data for these characteristics and developing a composite ranking for each census tract, each area was ranked as “Very High,” “High,” “Medium,” “Low,” or “Very Low” in their respective levels of transit orientation.

Map 7-3 illustrates the TOI prepared for Volusia County, reflecting areas with varying traditional market potential. Also shown is the existing transit route network to show how well Votran covers those areas. Based on this analysis, Daytona Beach and areas surrounding DeLand and DeBary have the highest transit orientation. The existing bus routes align fairly well with the highest transit orientation areas, although there are areas of higher transit orientation north of DeLand and DeBary that are on the periphery of or currently not directly served by the existing transit network.
Map 7-3: Transit Orientation Index
TBEST Modeling Ridership Forecasting

The Transit Boardings Estimation and Simulation Tool (TBEST) is a comprehensive transit analysis and ridership-forecasting model that can simulate travel demand at the individual route level. The software was designed to provide near- and mid-term forecasts of transit ridership consistent with the needs of transit operational planning and TDP development. In producing model outputs, TBEST also considers the following:

- **Transit network connectivity** – The level of connectivity between routes within a bus network—the greater the connectivity between bus routes, the more efficient the bus service becomes.
- **Spatial and temporal accessibility** – Service frequency and distance between stops—the larger the physical distance between potential bus riders and bus stops, the lower the level of service utilization. Similarly, less frequent service is perceived as less reliable and, in turn, utilization decreases.
- **Time-of-day variations** – Peak-period travel patterns are accommodated by rewarding peak service periods with greater service utilization forecasts.
- **Route competition and route complementarities** – Competition between routes is considered. Routes connecting to the same destinations or anchor points or that travel on common corridors experience decreases in service utilization. Conversely, routes that are synchronized and support each other in terms of service to major destinations or transfer locations and schedule benefit from that complementary relationship.

The remainder of this section outlines the model input and assumptions, includes a description of the TBEST scenario performed using the model, and summarizes the ridership forecasts produced by TBEST.

**Model Inputs/Assumptions and Limitations**

TBEST uses various demographic and transit network data as model inputs. The inputs and the assumptions made in modeling the Votran system in TBEST are presented below. The Votran model used the recently-released TBEST Land Use Model structure (TBEST Land Use Model 2016), which is supported by parcel-level data developed from the Florida Department of Revenue (DOR) statewide tax database. The DOR parcel data contains land use designations and supporting attributes that allow the application of Institute of Transportation Engineers (ITE)-based trip generation rates at the parcel level as an indicator of travel activity.

It should be noted, however, that the model is not interactive with roadway network conditions. Therefore, ridership forecasts will not show direct sensitivity to changes in roadway traffic conditions or speeds.

**Transit Network**

The transit route network for all existing Votran routes was created to reflect 2015 conditions, the validation year for the model. The transit network for Votran was available in TBEST; however, the system was not current, so data received from the transit agency were used to update the model. Data include:
• Current service span
• Existing headways during off-peak season (frequency at which a bus arrives at a stop—e.g., 1 bus every 60 minutes)
• Passenger travel times on board a bus
• Special generators
• Observed average daily ridership

Demographic Data
The demographics used as the base input for the TBEST model were derived from Census 2010 geography and population characteristics, ACS Five-Year Estimates (2009–2013), 2014 InfoUSA employment data, and 2013 parcel-level land use data from the Florida DOR. Using the data inputs listed above, the model captures market demand (population, demographics, employment, and land use characteristics) within ¼ mile of each stop.

Population and Employment Growth Rates
TBEST uses a socio-economic data growth function to project population and employment data. A population growth rate and an employment growth rate were calculated using the ACS One-Year Estimates (2010-2014). System-wide annual growth rates derived for total population and employment are 0.53% and 0.24%, respectively. As indicated previously, population and employment data are hard-coded into the model and cannot be modified by end-users. As applied, the growth rates do not reflect fluctuating economic conditions as experienced in real time.

Special Generators
Special generators were identified to evaluate the opportunity for generating high ridership. Volusia County special generators include the following:

• Malls/Shopping Centers/Super Walmart, including:
  o Volusia Mall
  o Ormond Mall
  o Pavilion Mall
  o Bellair Plaza
  o Williamson Ormond Towne Square
  o Northgate Shopping Plaza
  o Crowne Center Transfer Center
  o Countryside Station Shopping Center

• Transfer Centers, including:
  o VOTRAN Transfer Plaza
  o DeLand Intermodal Transit Facility
  o Daytona Intermodal Transit Facility

• Hospitals, including:
  o Halifax Medical Center
  o Dunn & National Health Care
  o VA Clinic
  o Florida Fish Hospital
• **Universities and Colleges, including:**
  - Daytona State College
  - Embry-Riddle Aeronautical University
  - Bethune-Cookman University

• **Airport**
  - Daytona Beach International Airport

• **Park & Ride**
  - Saxon Park & Ride

**TBEST Model Limitations**

It has long been a desire of FDOT to have a standard modeling tool for transit demand that could be standardized across the state, similar to the Florida Standard Urban Transportation Model Structure (FSUTMS) model used by metropolitan planning organizations in developing long range transportation plans. However, whereas TBEST is an important tool for evaluating improvements to existing and future transit services, model outputs do not account for latent demand for transit that could yield significantly higher ridership and, correspondingly, model outputs may over-estimate demand in isolated cases. In addition, TBEST cannot display sensitivities to external factors such as an improved marketing and advertising program, changes in pricing service for customers, and other local conditions.

Although TBEST provides ridership projections at the route and bus stop levels, its strength lies more in its ability to facilitate relative comparisons of ridership productivity. As a result, model outputs are not absolute ridership projections, but rather are comparative for evaluation in actual service implementation decisions. TBEST has generated interest from departments of transportation in other states and continues to be a work in progress that will become more useful as its capabilities are enhanced in future updates to the model. Consequently, it is important for Votran to integrate sound planning judgment and experience when interpreting TBEST results.

**Ridership Forecast**

Using these inputs, assumptions, and actual ridership data, the TBEST model was validated. Using the validation model as the base model, TBEST ridership forecasts for this TDP major update planning starting year (2017) and horizon year (2026) were developed. The generated annual ridership forecasts reflect the estimated level of service utilization if no changes were to be made to any of the fixed-route services.

Tables 7-2 shows the projected number of annual riders by route in 2017 and 2026 as well as average annual ridership growth rates from 2017 to 2026 derived from T-BEST.
Table 7-2: Votran Annual Ridership and Growth Rates with No Improvements, 2017–2026*

<table>
<thead>
<tr>
<th>Route</th>
<th>2017 Total Ridership</th>
<th>2026 Total Ridership</th>
<th>Absolute Change</th>
<th>Percent Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>363,919</td>
<td>395,750</td>
<td>31,831</td>
<td>8.7%</td>
</tr>
<tr>
<td>3</td>
<td>477,530</td>
<td>529,081</td>
<td>51,551</td>
<td>10.8%</td>
</tr>
<tr>
<td>4</td>
<td>522,200</td>
<td>581,672</td>
<td>59,472</td>
<td>11.4%</td>
</tr>
<tr>
<td>5</td>
<td>56,837</td>
<td>63,772</td>
<td>6,935</td>
<td>12.2%</td>
</tr>
<tr>
<td>6</td>
<td>152,876</td>
<td>166,610</td>
<td>13,734</td>
<td>9.0%</td>
</tr>
<tr>
<td>7</td>
<td>190,493</td>
<td>210,431</td>
<td>19,938</td>
<td>10.5%</td>
</tr>
<tr>
<td>8</td>
<td>121,846</td>
<td>135,390</td>
<td>13,544</td>
<td>11.1%</td>
</tr>
<tr>
<td>10</td>
<td>398,048</td>
<td>438,071</td>
<td>40,023</td>
<td>10.1%</td>
</tr>
<tr>
<td>11</td>
<td>169,490</td>
<td>187,115</td>
<td>17,625</td>
<td>10.4%</td>
</tr>
<tr>
<td>12</td>
<td>185,241</td>
<td>204,664</td>
<td>19,423</td>
<td>10.5%</td>
</tr>
<tr>
<td>15</td>
<td>314,694</td>
<td>351,541</td>
<td>36,847</td>
<td>11.7%</td>
</tr>
<tr>
<td>17</td>
<td>523,368</td>
<td>585,746</td>
<td>62,378</td>
<td>11.9%</td>
</tr>
<tr>
<td>18</td>
<td>168,777</td>
<td>184,939</td>
<td>16,162</td>
<td>9.6%</td>
</tr>
<tr>
<td>19</td>
<td>146,260</td>
<td>160,819</td>
<td>14,559</td>
<td>10.0%</td>
</tr>
<tr>
<td>20</td>
<td>151,000</td>
<td>160,900</td>
<td>9,900</td>
<td>6.6%</td>
</tr>
<tr>
<td>21</td>
<td>42,145</td>
<td>46,193</td>
<td>4,048</td>
<td>9.6%</td>
</tr>
<tr>
<td>22</td>
<td>38,056</td>
<td>43,790</td>
<td>5,734</td>
<td>15.1%</td>
</tr>
<tr>
<td>23</td>
<td>39,943</td>
<td>43,393</td>
<td>3,450</td>
<td>8.6%</td>
</tr>
<tr>
<td>24</td>
<td>13,664</td>
<td>14,452</td>
<td>788</td>
<td>5.8%</td>
</tr>
<tr>
<td>31</td>
<td>20,758</td>
<td>22,358</td>
<td>1,600</td>
<td>7.7%</td>
</tr>
<tr>
<td>32</td>
<td>9,148</td>
<td>10,030</td>
<td>882</td>
<td>9.6%</td>
</tr>
<tr>
<td>33</td>
<td>6,284</td>
<td>6,883</td>
<td>599</td>
<td>9.5%</td>
</tr>
<tr>
<td>40</td>
<td>58,227</td>
<td>63,055</td>
<td>4,828</td>
<td>8.3%</td>
</tr>
<tr>
<td>41</td>
<td>36,050</td>
<td>38,267</td>
<td>2,217</td>
<td>6.1%</td>
</tr>
<tr>
<td>60</td>
<td>215,625</td>
<td>231,365</td>
<td>15,740</td>
<td>7.3%</td>
</tr>
<tr>
<td>Total</td>
<td>4,422,479</td>
<td>4,876,287</td>
<td>453,808</td>
<td>10.3%</td>
</tr>
</tbody>
</table>

*Based on TBEST model.
Note: the required data to code Votran Flex Routes 41 and 42 is not available. Therefore, ridership for these two flex routes is not included in the above summary.

Without improvements to the transit system, average annual growth of approximately one percent is estimated in ridership. This growth is based upon higher levels of population growth expected in the area; although various market elements like fuel pricing, greater levels of development, etc. could impact actual ridership. Transit ridership with minor growth may also be indicative of higher roadway usage, or introduction and usage of other modes of travel, especially when population growth is anticipated at a greater proportion.
SECTION 8: GOALS AND OBJECTIVES

This section presents Votran’s transit goals, objectives, and initiatives for the next 10 years. Goals, objectives, and initiatives are integral parts of Votran’s TDP process because they provide the policy direction to achieve the community’s vision. Consistent with Votran’s previous TDPs, a goal is a long-term end toward which programs or activities are ultimately directed. On the other hand, an objective is a specific, measureable, intermediate end that is achievable and allows measurement of progress toward a goal. An initiative is the course of action or way in which programs and activities are conducted to achieve an identified objective.

The goals, objectives, and initiatives presented in this section were refined from those adopted in the 2012-2021 TDP Major Update. An assessment of existing conditions, feedback received during the public involvement process, the situation appraisal, and discussions with Votran staff all contributed to streamlining the goals, objectives, and initiatives first presented five years ago. Votran’s Vision and Mission statements are consistent with those adopted in the last TDP Major Update.

Votran Vision

Votran’s vision is a statement that sets the course for achieving the mission, goals, and objectives. The Votran vision clearly identifies what the agency does, it serves, and how to best provide service over the next 10 years.

VOTRAN PUBLIC TRANSIT VISION

To provide efficient and effective transit service that encourages residents and visitors to rely on Votran as a viable modal choice for travel in Volusia County.

Votran Mission

An assessment of Votran’s existing mission was completed to ensure that it is still relevant for the agency based on the existing operations, the current operating environment, and the intended future direction of the agency. The existing mission is being retained for this 10-year timeframe to encourage continued progress toward accomplishment of this mission.

VOTRAN PUBLIC TRANSIT MISSION

To identify and safely meet the mobility needs of Volusia County. This mission will be accomplished through a courteous, dependable, and an environmentally-sound team commitment to quality service.
Votran Goals, Objectives, and Initiatives

The goals, objectives, and initiatives identified below have been refined for this TDP and streamlined for Votran to focus on over the 10-year timeframe. The 2012-2021 TDP identified 6 goals, 20 objectives, 50 and initiatives. While the general topics contained in the previous TDP remain, the goals, objectives, and initiatives presented below have been consolidated and further streamlined, where appropriate, into 4 goals, 15 objectives, and 26 initiatives. The goals are not provided in priority order, as accomplishing each goal is subject to the circumstances and resources available to the transit agency. At the end of this section, a checklist is provided to assist Votran in monitoring its progress on achieving each goal as part of its annual TDP annual progress report. The checklist is also a reminder that this is an ongoing process, and this plan should be used to guide ongoing operations and policies.

**Goal 1: Provide a superior transit system delivering effective and efficient service in a fiscally responsible and environmentally-friendly method.**

| Objective 1.1: Monitor service quality and maintain minimum standards. |
| Objective 1.2: Improve service levels (span of service and frequency) based on transit demand. |
| Objective 1.3: Improve and maintain the Votran fleet. |
| Objective 1.4: Provide connectivity throughout the region with a focus on transit generators and other modal options. |
| Objective 1.5: Ensure capable staff are available to lead the agency and deploy the best possible service. |

- **Initiative 1.1:** Annually complete performance monitoring based on the performance standards for fixed-route and paratransit services.
- **Initiative 1.2:** Conduct an on-board survey at least every 5 years as part of the major TDP update to monitor changes in user demographics, travel behavior characteristics, and user satisfaction, as well as maintain compliance with FTA Title VI Circular 4702.1B.
- **Initiative 1.3:** Review and update Votran’s sustainability plan and design standards every three-years to incorporate advancements in environmental materials and policies that aim to reduce energy demand through increasing fleet fuel efficiency, optimize facility energy efficiency and clean energy generation, and advance sustainability in early planning and design.
- **Initiative 1.4:** Continue coordination with Rethink commuter services for the implementation of additional commuter programs.
- **Initiative 1.5:** Continue to pursue additional funding opportunities to increase frequencies on high performing routes or expand service to new areas with the county based on the priorities identified in the adopted 10-Year Transit Development Plan.
- **Initiative 1.6:** Retain and recruit transit professionals with expertise to deliver service.
- **Initiative 1.7:** Ensure staff training opportunities keep pace with industry standards.
- **Initiative 1.8:** Annually review policies and procedures to ensure they provide the oversight and guidance to promote a healthy work environment.
Goal 2: Provide a transit experience that is pleasing to the customer and encourages additional use.

<table>
<thead>
<tr>
<th>Objective 2.1: Make safety a primary element in the development, operation, and maintenance of the transit system.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective 2.2: Continue to develop Votran’s service branding throughout Volusia County.</td>
</tr>
<tr>
<td>Objective 2.3: Improve and maintain the Votran fleet.</td>
</tr>
<tr>
<td>Objective 2.4: Increase avenues for customers to access information on transit service.</td>
</tr>
<tr>
<td>Objective 2.5: As funding allows, increase the frequency of service to reduce passenger wait times and provide more efficient transit service.</td>
</tr>
<tr>
<td>Objective 2.6: Make improvements to fare collection methods such as reloadable cards, mobile ticketing, and tap cards.</td>
</tr>
</tbody>
</table>

> **Initiative 2.1:** Maximize customer comfort and safety while waiting for and riding Votran vehicles.
> **Initiative 2.2:** Coordinate with local agencies to ensure that all bus stops are ADA accessible and develop an ADA Transition Plan to bring non-compliant stops into compliance.
> **Initiative 2.3:** Coordinate with local agencies to review and strengthen policies that maximize pedestrian safety and access to transit stops.
> **Initiative 2.4:** Routinely assess operations to ensure the system eliminates excessive wait times or multiple transfers, as feasible.
> **Initiative 2.5:** Develop marketing program and provide educational opportunities for customers and the general public to learn about use transit.
> **Initiative 2.6:** Increase public awareness of the Votran service planning effort by branding the next major update of the 10-year Transit Development Plan to provide more targeted platform to educate and engage stakeholders and citizens.
> **Initiative 2.7:** Provide educational opportunities for customers and the general public to learn about transit operations and participate in evaluating and developing services.
> **Initiative 2.8:** Continue to provide customer service and sensitivity training to all new employees and contractors to ensure that all customers are treated with respect.

Goal 3: Utilize the best technologies and innovations available that offer both enhanced systems and positive return on investment.

<table>
<thead>
<tr>
<th>Objective 3.1: Expand Intelligent Transportation System (ITS) improvements.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective 3.2: Assess all major capital purchases prior to initiating for value to the agency, capacity to deploy successfully, and cost-benefit to the community.</td>
</tr>
</tbody>
</table>

> **Initiative 3.1:** Periodically evaluate existing and potential customer information systems (Votran website, MyStop application, email distribution, etc.) to make the system more attractive to a greater number of existing and potential customers.
> **Initiative 3.2:** Continue to upgrade existing technologies (fareboxes, video surveillance, software, etc.) to maintain efficiency of operations and maximize safety.
> **Initiative 3.3:** Explore new technology applications, such as Wi-Fi on buses, ticket vending machines real-time bus arrival information, and transit signal priority on key transit routes to enhance operations and/or the rider’s experience.
> **Initiative 3.4:** Maintain an ITS plan that includes evaluation criteria for potential and proposed ITS projects.
Goal 4: Encourage a connected, sustainable, and efficient multimodal transportation system throughout Volusia County’s urban service area.

Objective 4.1: Increase local knowledge of transit’s financial impact on Volusia County and the potential benefits of improvement to the transit system.

Objective 4.2: Educate community partners on improving planning activities for existing and future transit service.

- Initiative 4.1: Coordinate with local agencies to improve local knowledge of the benefits of transit-friendly land uses and land use patterns consistent with the Transit Development Design Guidelines.
- Initiative 4.2: Coordinate with local agencies to review proposed development projects anticipated to impact the public transportation system and work to identify mitigation strategies in accordance with the adopted Transportation Impact Analysis Guidelines and County development review processes.
- Initiative 4.3: Coordinate with local agencies concerning opportunities to improve connectivity of public transportation to other modes of transportation.
- Initiative 4.4: Coordinate with local agencies concerning opportunities to improve transit-supportive infrastructure along existing and future public transportation corridors.
- Initiative 4.5: Assist education and coordination activities that encourage investment in transit service and infrastructure.
- Initiative 4.6: Support connectivity of transit service and infrastructure with available rail service options.

Annual Goals and Objectives Reporting
The following checklist can be used as a reporting mechanism for the TDP’s annual progress report update and is provided to encourage Votran to evaluate its progress toward achieving each goal. Performance measures will be monitored in accordance with Votran’s approved Title VI Program.
SECTION 9: TRANSIT ALTERNATIVES

This section identifies potential transit improvements developed for the Votran TDP based upon public input and technical analyses. The proposed unfunded improvements, or alternatives, for fixed-route service represent transit projects for the future without consideration of funding constraints. These improvements in no way establish a financial commitment for Volusia County; they have been developed only for transit planning purposes and do not reflect the actual budget or expenses of Votran. Section 10 presents the financial plan to continue and maintain existing service. Implementation of any potential alternative will impact the financial plan by the amounts shown in Tables 9-1 and 9-2, in addition to any inflation that may increase costs. The revenue streams identified in FY 2017 of the financial plan reflect Votran’s actual budget; however, those for later years are for planning purposes and may not reflect actual funding levels. Previous direction of the Volusia County council has been to provide funding to maintain existing service levels and continuation of this practice is included in the financial plan in Section 10 to present a balanced operating budget.

The alternatives identified in this TDP consist of improvements to enhance existing Votran fixed-route routes as well as provide additional services within several areas of the county. The alternatives reflect transit needs identified by the community and have been developed based on information gathered through the following methods:

- Public Workshops/Discussion Groups – Outreach was geographically dispersed and conducted at several locations around the county to gather input from the public regarding what alternatives should be considered for the next 10 years.
- Transit Surveys – An on-board survey targeting bus passengers was conducted as part of the TDP planning process to obtain input from riders.
- Interviews – Interviews were conducted with policy leaders and agency/community representatives were held to gather input on Votran’s role in the community, economic development goals and funding policy, transit service, technology, and infrastructure needs, potential future investment in transit, among others.
- Transit Demand Assessment – An assessment of transit demand and needs was conducted for Volusia County. These technical analyses, together with the baseline conditions assessment, performance reviews and situation appraisal conducted previously, were also used in developing the list of transit alternatives by identifying areas that have characteristics shown to be supportive of transit.

The improvement alternatives developed for Votran as part of this TDP development process are grouped into three main categories:

- Service
- Capital/Infrastructure
- Planning/Other

Improvements in each of these categories are summarized below.
Service Improvements

Service improvements include enhancements to existing routes related to frequency, extended service hours, and/or providing additional days of service. This also includes service expansion, including new routes. As noted in Table 9-1, these service improvements are currently unfunded. If over the next 10 years, additional resources become available and potential efficiencies can be identified, implementing some of the suggested alternatives may come to fruition; however if funding is not secured these improvements may occur outside of the planning horizon or not be implemented. These potential service improvements are summarized below.

Continue Operating Fixed-Route Existing Service

The existing fixed-routes should continue to operate throughout Votran’s existing service. It is also anticipated that vanpool services will continue over the planning horizon.

Continue Operating the Complementary ADA Paratransit Service

Continue serving the needs of the ADA-eligible residents of Volusia County and in compliance with the ADA regulations. At such time that any proposed fixed-route alternative is implemented, Votran is then obligated to expand paratransit service in conjunction with the implementation.

Improvements to Existing Routes

Expanding hours and increasing frequencies on existing bus routes are significant needs identified through the public involvement efforts performed as part of the development of the Votran TDP. For any fixed-route service improvement that is considered for implementation that requires the addition of paratransit service, the costs of paratransit service should be estimated at approximately 60% of the fixed-route service cost, i.e. if the fixed-route operating cost is $100,000, the paratransit operating cost should be estimated at $60,000 for a total operating cost of $160,000 for the fixed-route and corresponding complementary ADA paratransit service. The additional ADA paratransit service may require the addition of a paratransit vehicle estimated at $94,000 in FY 2016 dollars. Identified improvements to existing fixed routes include the following:

Increase Frequency on Selected Routes

Based on comments received during public outreach efforts and direction from Votran staff and the Review Committee, increasing frequencies to 30 minutes or better on higher-performing routes, particularly those serving major corridors, was identified as the most important improvement to be implemented. The following routes are recommended for frequency adjustments.

- Route 1: Increase frequencies to 30 minutes Monday through Saturday.
- Route 3A: Increase frequencies to 20 minutes Monday through Saturday.
- Route 4: Increase frequencies to 20 minutes Monday through Saturday.
- Route 10s: Increase frequency to 30 minutes on Sunday.
- Route 7: Increase frequency to 30 min Monday through Saturday.
- Route 12: Increase frequency to 30 min Monday through Saturday.
- Route 17s: Increase frequency to 30 min Monday through Saturday.
- Route 17b: Increase frequency to 30 min Monday through Saturday.
- Route 18: Increase frequencies to 30 minutes Monday through Saturday.
- Route 19: Increase frequencies to 30 minutes Monday through Saturday.
- Route 20: Increase frequencies to 20 minutes Monday through Saturday.
- Route 21: Increase frequencies to 30 minutes Monday through Saturday.
- Route 22: Increase frequencies to 30 minutes Monday through Saturday.
- Route 32: Increase weekday frequencies to 30 minutes.
- Route 33: Increase weekday frequencies to 30 minutes.
- Route 60: Increase frequencies to 20 minutes Monday through Saturday.

**Add Saturday Service**
Adding Saturday service with 60 minute headways is recommended for Route 5.

**Add Sunday Service**
Adding Sunday service with 60 minute headways is recommended for the following routes:
- Route 12
- Route 18
- Route 19
- Route 20
- Route 21
- Route 22
- Route 23
- Route 60

**Extend Service Hours and/or Add Trips**
Extending AM and/or PM service hours or adding additional trips to existing service schedules is recommended for the following routes:
- Route 4a: Add early morning trip and last trip on Saturday to provide the same schedule as weekdays.
- Route 10: Change Saturday schedule to match weekday schedule.
- Route 41 (Flex Route): Increase service span until 8:30 PM Monday through Saturday.
- Route 42 (Flex Route): Increase service span until 8:30 PM Monday through Saturday.
- Route 18: Add one hour to morning and evening schedule Monday through Saturday.
- Route 18: Add one hour to morning and evening schedule Monday through Saturday.
- Route 20: Extend evening service to 9 PM Monday through Saturday.
- Route 32: Add two mid-day trips and two later evening trips to connect with trains.
- Route 33: Add two mid-day trips and two later evening trips to connect with trains.
- Route 60: Extend evening service two hours Monday through Saturday.

**New Service Recommendations**
The following new service improvements are recommended to enhance existing services or provide service to new areas of the county:
New Fixed-Routes

- Saxon Park-and-Ride to Elkcam Route: A fixed-Route from Saxon Park-and-Ride to Howland Blvd along Normandy Blvd to SR 472 to Elkcam Blvd.
- SunRail Limited Stop Express: Limited express route from Saxon Park-and-Ride to Doyle Road/DeBary Ave./Dirksen Dr. to Charles Beall Blvd. to DeBary SunRail Station
- Lake Helen Connector: A fixed-route providing four trips per weekday service with 60 minute headways from E. Ohio Ave in Lake Helen to Southpointe Commons on S. Woodland Blvd in DeLand via S. Lakeview Dr., E. Michigan Ave., S. Summit Ave. Main St., and Orange Camp Rd.

Municipal Trolley/Circulator Service

- Ormond Beach Trolley: Providing service from the beachside to mainland via Granada Blvd, Beach St, Oakridge Blvd, and A1A.
- International Speedway Boulevard: Providing service along Nova Rd, International Speedway Blvd, Thames Rd, and Beville Rd with 15 minute frequencies on weekdays, 30 minute frequencies on Saturdays and Sundays.
- New Smyrna Beach Trolley: Providing service via A1A, Atlantic Ave, Peninsula Ave, and Flagler Ave.
- DeLand Downtown Circulator: Providing service via US 17/92 and Jacobs Rd with potential for deviated trips to serve the DeLand Amtrak Station.
- Edgewater Circulator: Providing service on US 1 between W. Park Ave and Whaler Way.
- Deltona Circulator/Trolley: The City of Deltona may propose funding for a circulator to provide service to the planned Center at Deltona and connecting uses within the city. It is anticipated this circulator/trolley will provide 15 minute frequency during peak and 30 minute frequency during off-peak weekday travel times and 30 minute weekend frequency.

Capital/Infrastructure Improvements

Improvements related to capital items (vehicles, equipment, etc.) and other infrastructure are primarily funded with federal revenue, with a 20% state/local match typically necessary. State matching funds for capital purchases may include the use of toll revenue credits. The following capital/infrastructure improvements have been identified as needs for Votran over the next 10 years, with several slated for funding in the 10-year financial plan documented in Section 10, as noted below.

Continue Vehicle Replacement and Acquisition

Vehicle replacement and acquisition are important components of transit capital and can affect system effectiveness and quality of service. Votran maintains a vehicle replacement program based on a vehicle useful life of 12 years or 500,000 miles for buses, 5 years or 150,000 miles for paratransit vehicles, and 5 years or 100,000 miles for other support vehicles. Based on this plan, Votran will need to replace a significant portion of its existing fleet during the 10 year horizon of this TDP. In addition, with any proposed increase in service frequency and new services identified in Table 9-1, Votran will need to plan accordingly to have a bus acquisition program to support such improvements. Vehicles should be purchased equipped with the technologies employed Votran at that time, such as farebox, video surveillance, and Automatic Vehicle Locator (AVL) technology. It is important to note that vehicle
technologies are evolving rapidly and technologies should be reassessed prior to making the investment decision at that point in the future.

**Expand and Improve Bus Stop Infrastructure**

Votran should continue to improve infrastructure at bus stops, including benches, shelters, bicycle storage facilities, and other infrastructure. This will not only improve the existing rider’s experience at bus stops, but also be attractive to potential riders. The 10-Year financial plan assumes funding for bus stop infrastructure at $100,000 per year and $300,000 per year for shelters (both in current year dollars). The TPO has committed to work with Votran in developing a Bus Stop Infrastructure Improvement Plan to identify and prioritize the improvement process.

**Improve Bus Stop Safety and ADA Accessibility**

Improvements can be implemented to improve safety, ADA accessibility, connectivity to the pedestrian network, and use of the system. The 10-Year financial plan assumes funding for bus stop infrastructure at $25,000 per year for ADA accessibility and safety improvements and $25,000 per year for safety/access improvements (both in current year dollars).

**New West Side Transfer Facility**

An additional transfer center is needed on the west side of the county, in the vicinity of the Orange City Market Place, to provide additional capacity. The 10-Year financial plan includes $6 million in funding (in current year dollars) in 2019.

**Votran Operations/Administrative Facility Expansion**

Votran has outgrown its existing operations/administrative facility and is looking at options for increasing space through an expanded or new facility. Acquiring the property adjacent to the existing facility is ideal as the existing facility could be expanded at a reduced cost over constructing a brand new facility and relocating the entire operation. In the event that this is not possible, other central locations for dispatch/operations in the vicinity of the existing facility will need to be considered. The 10-year financial plan includes $20 million (in current year dollars) for funding facility improvements in 2022, but not for property purchase as Votran is anticipating County-owned property will be provided to reduce costs.

**Miscellaneous Capital**

Votran currently budgets for miscellaneous capital needs outside of transit vehicles, infrastructure, and facilities, and new technologies like those noted above. Miscellaneous capital may include office furniture and equipment, vehicle surveillance storage, etc. Continuation of funding related to miscellaneous capital needs is identified in the 10-year financial plan. The 10-year financial plan assumes $200,000 per year (in current year dollars) for funding of miscellaneous capital.

**Votran Bus Technology Improvements**

The following technology improvements were identified for Votran as part of this TDP effort:

- Wi-Fi on buses.
- Real-time bus arrival information and applications.
- Interactive Voice Response (IVR) technology – IVR is a technology that allows a computer to interact with humans through the use of voice recognition technology, enabling customers to
access transit travel itinerary information via the telephone 24/7 without the need to wait to speak to an agent. This technology also allows for convenient paratransit bookings.

- Fare Technology – Reloadable fare cards and mobile payment technology are an interest of existing and potential Votran riders.

The above technology improvements or other capital/infrastructure improvements outside of those identified above could potentially be funded with surplus capital funds identified in the 10-year financial plan documented in Section 10, based on the needs and priorities as determined by the Volusia County Council.

Planning/Other
Several recommendations are planning- or policy-oriented and fall outside of the service and capital recommendations. These include:

**Transit Signal Priority (TSP) Studies**
TSP aims to improve service and reduce delay for transit vehicles at signalized intersections. As congestion increases in Volusia County, a need for TSP in certain locations may be identified. In this instance, Votran should coordinate with FDOT and local governments responsible for traffic signals concerning future studies or pilot projects that evaluate potential locations for and appropriate applications of TSP.

**Major TDP and TDSP Update**
The FDOT requires that a major TDP update be completed for the fifth year of this 10 year plan. In addition, the FDOT requires that TDP progress reports are submitted annually. Votran has historically updated its TDSP concurrent with the major TDP update.

**Bus Stop Inventory and Assessment**
Votran should continue collecting bus stop data to develop an inventory and prioritize ADA bus stop improvements along corridors within Volusia County. This effort should also be coordinated with the R2CTPO effort to plan for automated pedestrian signals and the Volusia Transit Connector Study (VTCS) TOD assessment.

**Fare Policy Evaluation**
The existing fare structure should be assessed from time to time to ensure that Votran is maintaining its farebox recovery ratio and that the fares are consistent with the fares of other similar transit agencies.

**Operational Studies**
Votran may conduct planning studies periodically, such as comprehensive operations analyses for paratransit and fixed-route services to ensure these services are being supplied in the most efficient and effective manner. Market research studies may also be effective for increasing partnerships throughout the community and gaining information that could provide direction for future marketing efforts. Funding related to completion of these operational studies is identified in the 10-year financial plan.

**Other Potential Service Improvements**
This TDP update effort identified several other potential service improvement options that may make sense to review further over the next 10 years, which include:
• Coordination with Rethink to improve Vanpool and Carpool options for major employment locations - Tanger Outlets, Trader Joe’s, Spartan Electronics, etc.
• Feeder bus rail connectors for SunRail Phase 2, All Aboard Florida, and Amtrak. As future rail service options are implemented in the area bus connections to these locations would be an option under this service concept.
• Standardizing the schedule so that night, Saturday, and Sunday service had the same routing and pattern as weekday service for ease of use by existing and potential customers. Locations that are not open in the evenings or on specific weekend days would not have service unless nearby uses were accessible.
• College/University connector service in coordination with colleges and universities, including Daytona State College, Stetson University, Embry-Riddle University, and Bethune-Cookman University. Votran will coordinate with any higher education institution to plan service for the benefit of students, faculty, and other staff as necessary. Financial participation from the institution seeking service would be required.
• Daytona Beach International Airport service expansion – providing peak service hours and increased circulation tied to DBIA development plans and increases in travel during peak season in Volusia County.
• Expanded service for non-traditional work hours - As development continues in Volusia County and technology changes traditional work hours and locations, access to transportation will be a critical component for many employees. With financial support from these work locations, Votran could extend routes, add new service, or change hours of service to provide increased connectivity for employees to various work locations throughout the County. This option would also allow small businesses co-located in a business or industrial park to partner to extend service to their location opening up the employment base.
• Gold Service Bus Pass Pilot Program – To increase mobility and provide additional options to Gold Service customers, bus passes would be provided to allow these passengers to ride fixed-route service for free. Customers could coordinate their paratransit trip from a starting point to a connection with fixed-route bus that they would be able to board for free. Return trips could be scheduled in a similar fashion. The opportunities to use fixed-route service for free may provide comfort with this mode and reduce reliance on the Gold service by individuals who chose to participate. Funding for this pilot would be necessary and Votran would consult Gold passengers for additional input on how to best design the pilot program to achieve maximum success.
• Regional connectors to Flagler, Seminole, Brevard, and Lake Counties – As demand increases and service from surrounding counties ends closer to the Volusia County lines opportunities may arise to provide connections. These regional service connections are also in-line with the 2060 Florida Transportation Plan. Funding would be necessary to make these regional connections, but as this service is coordinated resources from the counties receiving the connections would also need to be reviewed.
• Educational and marketing programs to help the community learn more about using the Votran system including video tutorials about MyStop and online trip planning should be a part of this education. The educational series should help Votran build partnerships, while providing information on existing and future services. Recommendations from the discussion group
meetings on education and marketing should be taken into consideration as the more comprehensive education program is developed.

- Transit Related Studies – Service and capital recommendations stemming from the VTCS and other transit-related studies and initiatives will be considered as TDP alternatives for advancement pending jurisdictional approval, addition to the R2CTPO’s planning documents, and available funding.

Table 9-1 presents the proposed TDP recommended service enhancements described in this section, including funded, partially funded, and unfunded needs. Table 9-2 presents the Proposed TDP capital improvements that were identified through the planning process, including funded, partially funded, and unfunded needs. It is important to note that the partially-funded and unfunded alternatives in these tables are subject to the approval of available funding. If alternative revenue sources are identified for the implementation of any improvement included in this section, then that improvement may be advanced for implementation based on the discretion and priorities set by the Volusia County Council.

Maps 9-1 through 9-4 illustrates the proposed TDP recommended service enhancements identified in this section.

**Table 9-1: Proposed TDP Service Enhancements**

<table>
<thead>
<tr>
<th>Service Type/Mode</th>
<th>Description</th>
<th>2017 Annual Operating Cost</th>
<th>Funding Status</th>
<th>10-Year Vehicle Needs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Expand/Maintain Existing Service</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintain Existing Service - Fixed Route</td>
<td>Maintain Existing Fixed-Route Service</td>
<td>$15.5 M</td>
<td>Funded</td>
<td>76</td>
</tr>
<tr>
<td>Maintain Existing Service - Paratransit</td>
<td>Maintain Existing ADA Paratransit Service</td>
<td>$6.6 M</td>
<td>Funded</td>
<td>67</td>
</tr>
<tr>
<td><strong>East Volusia County Existing Route Improvements</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Route 1 - Increase frequency to 30 min Mon- Sat</td>
<td>Increase Frequency</td>
<td>$470,705</td>
<td>Unfunded</td>
<td>2</td>
</tr>
<tr>
<td>Route 3A - Increase frequency to 20 min Mon- Sat*</td>
<td>Increase Frequency</td>
<td>$806,061</td>
<td>Unfunded</td>
<td>3.5</td>
</tr>
<tr>
<td>Route 4 Inbound - Increase frequency to 30 min Mon- Sat; add early AM and last trip on Sat to provide the same schedule as weekdays*</td>
<td>Increase Hours of Service</td>
<td>$235,155</td>
<td>Unfunded</td>
<td>2</td>
</tr>
<tr>
<td>Route 5 - Add Sat service with 60 min frequency</td>
<td>Increase Hours of Service</td>
<td>$50,757</td>
<td>Unfunded</td>
<td>0</td>
</tr>
<tr>
<td>Route 7 - Increase frequency to 30 min Mon- Sat*</td>
<td>Increase Frequency</td>
<td>$541,590</td>
<td>Unfunded</td>
<td>3</td>
</tr>
<tr>
<td>Route 10 - Change Sat schedule to match weekday</td>
<td>Increase Hours of Service</td>
<td>$8,499</td>
<td>Unfunded</td>
<td>0</td>
</tr>
<tr>
<td>Route 10s - Increase frequency to 30 min Sun</td>
<td>Increase Frequency</td>
<td>$64,077</td>
<td>Unfunded</td>
<td>0</td>
</tr>
<tr>
<td>----------------------------------------------</td>
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<td>---</td>
</tr>
<tr>
<td>Route 11 - Increase frequency to 30 min Mon- Sat*</td>
<td>Increase Frequency</td>
<td>$539,604</td>
<td>Unfunded</td>
<td>3</td>
</tr>
<tr>
<td>Route 12 - Increase frequency to 30 min Mon-Sat; add Sun service with 60 min frequency</td>
<td>Increase Hours of Service</td>
<td>$628,631</td>
<td>Unfunded</td>
<td>2</td>
</tr>
<tr>
<td>Route 17s - Increase frequency to 30 min Sun /holidays</td>
<td>Increase Frequency</td>
<td>$39,481</td>
<td>Unfunded</td>
<td>3</td>
</tr>
<tr>
<td>Route 17B - Increase frequency to 30 min Mon-Sat</td>
<td>Increase Frequency</td>
<td>$381,199</td>
<td>Unfunded</td>
<td></td>
</tr>
<tr>
<td>Route 18 - Increase frequency to 30 min Mon- Sat; add Sun service with 60 min frequency; add one hour to AM and evening schedule Mon-Sat</td>
<td>Increase Hours of Service</td>
<td>$746,965</td>
<td>Unfunded</td>
<td>2.5</td>
</tr>
<tr>
<td>Route 19 - Increase frequency to 30 min Mon- Sat; add Sun service with 60 min frequency; add one hour to AM and evening schedule Mon-Sat</td>
<td>Increase Hours of Service</td>
<td>$737,204</td>
<td>Unfunded</td>
<td>2.5</td>
</tr>
</tbody>
</table>

**West Volusia County Existing Route Improvements**

<table>
<thead>
<tr>
<th>Route 20 - Increase frequency to 20 min Mon- Sat; add service to 9 pm Mon-Sat; add Sunday service with 60 min headways*</th>
<th>Increase Frequency</th>
<th>$1,205,410</th>
<th>Unfunded</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Route 21 - Increase frequency to 30 minutes Mon-Sat; add Sun service with 60 min frequency</td>
<td>Increase Frequency</td>
<td>$259,700</td>
<td>Unfunded</td>
<td>1</td>
</tr>
<tr>
<td>Route 22 - Increase frequency to 30 min Mon-Sat; add Sun service with 60 min frequency</td>
<td>Increase Hours of Service</td>
<td>$560,733</td>
<td>Unfunded</td>
<td>1</td>
</tr>
<tr>
<td>Route 23 - add Sun service with 60 min frequency</td>
<td>Increase Hours of Service</td>
<td>$45,868</td>
<td>Unfunded</td>
<td>1</td>
</tr>
</tbody>
</table>

**SunRail Feeder Routes**

<p>| Route 32: Increase weekday frequencies to 30 min; add 2 mid-day trips and 2 later | Increase Hours of Service | $183,094 | Unfunded | 1 |</p>
<table>
<thead>
<tr>
<th>Route</th>
<th>Service Description</th>
<th>Funding</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Route 33</td>
<td>Increase weekday frequencies to 30 min; add 2 mid-day trips and 2 later evening trips to connect with trains</td>
<td>Increase Hours of Service</td>
<td>$365,489</td>
</tr>
<tr>
<td><strong>East / West Connector Service</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Route 60 Connector - Increase frequency to 20 min Mon- Sat; increase PM service 2 hours Mon-Sat; add Sun service with 60 min frequency*</td>
<td>Increase Frequency</td>
<td>$1,615,664</td>
<td>Unfunded</td>
</tr>
<tr>
<td><strong>Add New Transit Service</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SunRail Limited Stop Express from the Saxon Park-and-Ride to the DeBary SunRail station via Doyle Rd./DeBary Ave./Dirksen Dr. to Charles Beall Blvd.</td>
<td>Add New Service</td>
<td>$1,013,784</td>
<td>Unfunded</td>
</tr>
<tr>
<td>Lake Helen Connector providing four trips per weekday service with 60 min headways from E. Ohio Ave in Lake Helen to Southpointe Commons on S. Woodland Blvd in DeLand</td>
<td>Add New Service</td>
<td>$27,751</td>
<td>Unfunded</td>
</tr>
<tr>
<td>Saxon Park-and-Ride to Elkmam Route providing fixed-route service from Saxon Park-and-Ride to Howland Blvd along Normandy Blvd to SR 472 to Elkmam Blvd</td>
<td>Add New Service</td>
<td>$391,120</td>
<td>Unfunded</td>
</tr>
<tr>
<td><strong>Municipal Trolleys/Circulators</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ISB Trolley along Nova Rd, International Speedway Blvd, Thames Rd, and Beville Rd with 15 minute frequencies on weekdays, 30 minute frequencies Sat-Sun</td>
<td>Add New Service</td>
<td>$761,118</td>
<td>Unfunded</td>
</tr>
<tr>
<td>New Smyrna Beach Trolley providing service via AIA,</td>
<td>Add New Service</td>
<td>$288,167</td>
<td>Unfunded</td>
</tr>
</tbody>
</table>
### Atlantic Ave, Peninsula Ave, and Flagler Ave

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Add New Service</th>
<th>Cost</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ormond Beach Trolley: providing service from the beachside to mainland via Granada Blvd, Beach St, Oakridge, and A1A</td>
<td>Add New Service</td>
<td>$183,422</td>
<td>Unfunded</td>
</tr>
<tr>
<td>DeLand Downtown Circulator providing service via New York Ave and Jacobs Rd.</td>
<td>Add New Service</td>
<td>$476,368</td>
<td>Unfunded</td>
</tr>
<tr>
<td>Edgewater Circulator: providing service on US 1 between W. Park Ave and Whaler Way</td>
<td>Add New Service</td>
<td>$394,182</td>
<td>Unfunded</td>
</tr>
<tr>
<td>Deltona Circulator providing service between Howland, Elkcam, and Providence Blvds. to service the new Center at Deltona</td>
<td>Add New Service</td>
<td>$378,649</td>
<td>Unfunded</td>
</tr>
</tbody>
</table>

### Other Service Improvements

<table>
<thead>
<tr>
<th>Service Description</th>
<th>Add New Service</th>
<th>Cost</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADA Paratransit Service</td>
<td>ADA Service for New/Expanded Service</td>
<td>Varies based on service implementation</td>
<td>Unfunded</td>
</tr>
<tr>
<td>Operational Planning Studies</td>
<td>TDP, TDSP, Fare Analysis, Bus Stop Improvements Plan, etc.</td>
<td>N/A</td>
<td>Funded</td>
</tr>
</tbody>
</table>

*These services are currently funded to 30 minute weekday frequencies using a combination of state and local funds. Providing frequencies less than 30 minutes or other service improvements noted above for these routes remain unfunded.*
### Table 9-2: Proposed TDP Capital Enhancements

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vehicle Requirements</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Maintain Existing Services</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Replacement Buses - Maintain Existing Service</td>
<td>$484,000</td>
<td>65</td>
<td>$31.5 M</td>
<td>Funded</td>
</tr>
<tr>
<td>Replacement Paratransit Vans - Maintain Existing Service</td>
<td>$94,000</td>
<td>92</td>
<td>$8.6 M</td>
<td>Funded</td>
</tr>
<tr>
<td>Replacement Support Vehicles - Maintain Existing Service</td>
<td>$25,000</td>
<td>6</td>
<td>$150,000</td>
<td>Funded</td>
</tr>
<tr>
<td>Replacement Shop Trucks - Maintain Existing Service</td>
<td>$50,000</td>
<td>16</td>
<td>$800,000</td>
<td>Funded</td>
</tr>
<tr>
<td>Maintain Existing Vanpool Service – Capitalized Lease or purchase and related expenses</td>
<td>$30,000</td>
<td>10</td>
<td>$300,000</td>
<td>Funded</td>
</tr>
<tr>
<td><strong>Total Existing Service Capital Vehicles</strong></td>
<td></td>
<td></td>
<td>$41.4 M</td>
<td>Funded</td>
</tr>
<tr>
<td><strong>New Service Capital</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expansion Buses - New Service</td>
<td>$484,000</td>
<td>N/A</td>
<td>Varies based on service implementation</td>
<td>Unfunded</td>
</tr>
<tr>
<td>Paratransit Vans - New Service</td>
<td>$940,000</td>
<td>N/A</td>
<td>Varies based on service implementation</td>
<td>Unfunded</td>
</tr>
<tr>
<td>Support Vehicle Cars - New Service</td>
<td>$25,000</td>
<td>N/A</td>
<td>Varies based on service implementation</td>
<td>Unfunded</td>
</tr>
<tr>
<td>Support Vehicle Trucks - New Service</td>
<td>$50,000</td>
<td>N/A</td>
<td>Varies based on service implementation</td>
<td>Unfunded</td>
</tr>
<tr>
<td>Vanpool Vehicles - New Service</td>
<td>$30,000</td>
<td>N/A</td>
<td>Varies based on service implementation</td>
<td>Unfunded</td>
</tr>
<tr>
<td><strong>Total New Service Capital Vehicles</strong></td>
<td></td>
<td></td>
<td>Varies based on service implementation</td>
<td>Unfunded</td>
</tr>
<tr>
<td>---------------------------------------------------</td>
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</tr>
<tr>
<td><strong>Other Transit Infrastructure</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bus Stop Infrastructure</td>
<td>$10,000</td>
<td>N/A</td>
<td>$1 M</td>
<td>Funded</td>
</tr>
<tr>
<td>Shelters</td>
<td>$30,000</td>
<td>N/A</td>
<td>$3 M</td>
<td>Funded</td>
</tr>
<tr>
<td>Wi-Fi on Buses</td>
<td></td>
<td>TBD</td>
<td></td>
<td>Unfunded</td>
</tr>
<tr>
<td>Real-time Bus Arrival Information and Applications</td>
<td></td>
<td>TBD</td>
<td></td>
<td>Unfunded</td>
</tr>
<tr>
<td>Interactive Voice Response (IVR) Technology</td>
<td></td>
<td>TBD</td>
<td></td>
<td>Unfunded</td>
</tr>
<tr>
<td>Transit Signal Priority</td>
<td></td>
<td>TBD</td>
<td></td>
<td>Unfunded</td>
</tr>
<tr>
<td>Fare Technology (reloadable cards/mobile payment)</td>
<td></td>
<td>TBD</td>
<td></td>
<td>Unfunded</td>
</tr>
<tr>
<td>Westside Transfer Facility</td>
<td>$6 M</td>
<td>1</td>
<td>$6 M</td>
<td>*Funded</td>
</tr>
<tr>
<td>Operations/Administration Facility expansion</td>
<td>$20 M</td>
<td>1</td>
<td>$20 M</td>
<td>*Funded</td>
</tr>
<tr>
<td>ADA Improvements</td>
<td>$25,000</td>
<td>N/A</td>
<td>$2.5 M</td>
<td>Funded</td>
</tr>
<tr>
<td>Safety/Access Improvements</td>
<td>$25,000</td>
<td>N/A</td>
<td>$2.5 M</td>
<td>Funded</td>
</tr>
<tr>
<td>Misc. capital needs</td>
<td>$200,000</td>
<td>N/A</td>
<td>$2 M</td>
<td>Funded</td>
</tr>
<tr>
<td><strong>Total Other Transit Infrastructure</strong></td>
<td></td>
<td></td>
<td>$37 M</td>
<td>Funding from surplus</td>
</tr>
</tbody>
</table>

Note: Unfunded capital needs shown above could potentially be funded with capital revenue surplus shown in the 10-year financial plan included in Section 10.

*These items are being shown as funded based on the assumptions for federal capital dollars; however should Votran need their capital funds for regular occurring capital purchases the funding may not be available.
Map 9-1: Transit Service Alternatives (Countywide)
Map 9-2: Transit Service Alternatives (East Volusia County)
Map 9-3: Transit Service Alternatives (Southeast Volusia County)
Map 9-4: Transit Service Alternatives (West Volusia County)

West Volusia Votran TDP Alternatives

Legend
- Limited Express (Saxon PNR)
- Votran Existing Routes
- Lake Helen Connector
- Deltona Circulator
- Deland Circulator
- Route 31
- Route 32
- Route 33
- Major Roads
- Saxon PNR
- Deltona SunRail
- Deland ITF
- Deltona City Hall
- Amtrak Station
Ridership Projections
As mentioned previously, TBEST is required by legislation and is the FDOT-approved transit demand forecasting tool for TDPs. TBEST was used to project the ridership for the alternatives described in this section as of the TDP horizon year 2026. TBEST uses network connectivity, spatial, and temporal accessibility, time-of-day variations, and route competition to project ridership. Population projections are also considered; however, land uses are not taken into account in TBEST. While TBEST is a useful tool, it is important to note that its strength lies in comparative projections, not absolute projections. It is unlikely that the projections provided represent actual ridership to be attained. TBST also experiences difficulty projecting ridership for beach routes due to their tourist oriented use. It is more likely that the estimates project relative ridership amounts between routes. TBEST is most accurate with shorter, local routes; its accuracy diminishes with longer express routes. As a result, caution and professional judgement should be used when considering the absolute ridership projections resulting from the TBEST model. In addition, as service levels increase or new service is introduced some routes may experience ridership decreases because customers have more service options. TBEST continues to be a work in progress and will become more and more useful as its full limitations are addressed in future updates to the model.

Table 9-3 provides TBEST projections for 2017 and 2026, the base and horizon years of implementation under this TDP. These ridership projections assume implementation of all service improvements discussed previously, irrespective of funding availability.
Table 9-3: TBEST Ridership Projections – Proposed TDP Alternatives*

<table>
<thead>
<tr>
<th>Route</th>
<th>2017 Total Ridership</th>
<th>2026 Total Ridership</th>
<th>Absolute Change</th>
<th>Percent Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>363,919</td>
<td>479,575</td>
<td>115,656</td>
<td>31.8%</td>
</tr>
<tr>
<td>3</td>
<td>477,530</td>
<td>725,691</td>
<td>248,161</td>
<td>52.0%</td>
</tr>
<tr>
<td>4</td>
<td>522,200</td>
<td>684,368</td>
<td>162,168</td>
<td>31.1%</td>
</tr>
<tr>
<td>5</td>
<td>56,837</td>
<td>87,296</td>
<td>30,459</td>
<td>53.6%</td>
</tr>
<tr>
<td>6</td>
<td>152,876</td>
<td>177,700</td>
<td>24,824</td>
<td>16.2%</td>
</tr>
<tr>
<td>7</td>
<td>190,493</td>
<td>299,199</td>
<td>108,706</td>
<td>57.1%</td>
</tr>
<tr>
<td>8</td>
<td>121,846</td>
<td>143,191</td>
<td>21,345</td>
<td>17.5%</td>
</tr>
<tr>
<td>10</td>
<td>398,048</td>
<td>486,298</td>
<td>88,250</td>
<td>22.2%</td>
</tr>
<tr>
<td>11</td>
<td>169,490</td>
<td>264,186</td>
<td>94,696</td>
<td>55.9%</td>
</tr>
<tr>
<td>12</td>
<td>185,241</td>
<td>303,177</td>
<td>117,936</td>
<td>63.7%</td>
</tr>
<tr>
<td>15</td>
<td>314,694</td>
<td>401,293</td>
<td>86,599</td>
<td>27.5%</td>
</tr>
<tr>
<td>17</td>
<td>523,368</td>
<td>729,117</td>
<td>205,749</td>
<td>39.3%</td>
</tr>
<tr>
<td>18</td>
<td>168,777</td>
<td>321,457</td>
<td>152,680</td>
<td>90.5%</td>
</tr>
<tr>
<td>19</td>
<td>146,260</td>
<td>276,212</td>
<td>129,952</td>
<td>88.8%</td>
</tr>
<tr>
<td>20</td>
<td>151,000</td>
<td>250,647</td>
<td>99,647</td>
<td>66.0%</td>
</tr>
<tr>
<td>21</td>
<td>42,145</td>
<td>72,351</td>
<td>30,206</td>
<td>71.7%</td>
</tr>
<tr>
<td>22</td>
<td>38,056</td>
<td>82,082</td>
<td>44,026</td>
<td>115.7%</td>
</tr>
<tr>
<td>23</td>
<td>39,943</td>
<td>55,450</td>
<td>15,507</td>
<td>38.8%</td>
</tr>
<tr>
<td>24</td>
<td>13,664</td>
<td>14,852</td>
<td>1,188</td>
<td>8.7%</td>
</tr>
<tr>
<td>31</td>
<td>20,758</td>
<td>25,815</td>
<td>5,057</td>
<td>24.4%</td>
</tr>
<tr>
<td>32</td>
<td>9,148</td>
<td>24,925</td>
<td>15,777</td>
<td>172.5%</td>
</tr>
<tr>
<td>33</td>
<td>6,284</td>
<td>15,827</td>
<td>9,543</td>
<td>151.9%</td>
</tr>
<tr>
<td>40</td>
<td>58,227</td>
<td>66,950</td>
<td>8,723</td>
<td>15.0%</td>
</tr>
<tr>
<td>41</td>
<td>36,050</td>
<td>39,103</td>
<td>3,053</td>
<td>8.5%</td>
</tr>
<tr>
<td>60</td>
<td>215,625</td>
<td>470,086</td>
<td>254,461</td>
<td>118.0%</td>
</tr>
</tbody>
</table>

| Downtown DeLand Circulator | N/A        | 37,927       | 37,927       | 100.0%     |
| Edgewater Circulator      | N/A        | 15,163       | 15,163       | 100.0%     |
| ISB Trolley               | N/A        | 144,121      | 144,121      | 100.0%     |
| Lake Helen Connector      | N/A        | 2,274        | 2,274        | 100.0%     |
| New Smyrna Beach Trolley Route | N/A | 18,865       | 18,865       | 100.0%     |
| Ormond Beach Trolley      | N/A        | 111,919      | 111,919      | 100.0%     |
| Deltona Circulator        | N/A        | 8,689        | 8,689        | 100.0%     |
| Saxon PNR                 | N/A        | 22,775       | 22,775       | 100.0%     |
| Saxon SunRail             | N/A        | 88,218       | 88,218       | 100.0%     |

| Total                      | 4,422,479  | 6,946,799    | 2,524,320    | 57.1%      |

*Based on TBEST model.

Note: the required data to code Votran Flex Routes 41 and 42 is not available. Therefore, ridership for these two flex routes are not included in the above summary. New routes show growth of 100 percent since they are compared to a starting ridership total of zero.
With the improvements proposed, transit ridership in Volusia County would grow by an estimated 57 percent. Ridership does not only increase on routes with improvements, but also on other routes in the system based on the increased connectivity. New service recommendations would account for approximately six percent of the ridership, while the remaining increase in ridership would be based on improvements to existing routes combined with the programmed variables. Since land use is not taken into account, more dense development and other land use changes along with actual route alignment and schedule at the time of implementation would impact ridership projections.
SECTION 10: FINANCIAL PLAN

This section of the TDP presents the capital and operating costs associated with maintaining existing service levels over the 10-year TDP planning timeframe and does not include unfunded transit alternatives identified in Section 9. Based on the current funding constraints, unfunded transit improvements included in Section 9 will not be implemented without securing additional revenue sources. One or more new funding sources would need to be identified and secured to fund the operating costs associated with any improvements other than maintaining the current level of service. The 10-year financial plan shown in Table 10-1 provides a summary level overview of the operating costs for the 10-year period totaling approximately $245.1 million and the capital expenditures totaling approximately $87.9 million. Revenues included in Table 10-1 are based on the assumptions identified below and may, in reality, generate less than estimated.

Based on the assumption that existing funding sources will be used to continue existing service levels, the operating budget is balanced. The identified capital expenditures are less than capital revenue, but this may change based on agency capital priorities, actual costs at the time of purchase, and the direction of the Volusia County Council. Unlike operating revenues that are finalized at the end of a fiscal year, capital funding can be carried over year over year to support ongoing capital purchases. There is also a greater level of federal participation in funding capital needs compared to operating expenses. Based on the revenue assumptions there will be an approximately $37.7 million surplus in funding capital expenditures over the 10-year planning period.

10-Year TDP Financial Plan

Numerous assumptions were made to project public transportation costs and revenues for the time period from FY 2017 through FY 2026. The assumptions made for operating and capital costs and revenues for service are based on a variety of factors, including NTD data, trend data, pervious plans, and discussions with Votran staff. These assumptions are summarized below.

Cost Assumptions

- Existing fixed-route operating cost are based Votran’s FY 2017 expenditure by service mode, including $15.5 million for fixed-route and $6.6 million for paratransit. Each year thereafter costs are escalated by a 2.1% inflation rate based on the bureau of labor statistics consumer price index change in inflation levels.

- Additional expenses included in the operating costs are planning level studies that Votran may undertake directly or in coordination with the R2CTPO. Funding for these operational planning studies are included at a base year rate of $200,000 and escalated annually at 2.1%. Some of the planning activities may be diverted due to funding constraints or advanced based on Votran needs. Grant funding may be available to assist with planning costs based on the nature of the study.

- Capital expenditures are based on a combination of industry costs for recent purchases of similar capital infrastructure and Votran previous and budgeted purchases of these items and are escalated to the purchase year by a rate of 2.1% inflation rate based on the bureau of labor statistics consumer price index change in inflation levels.
The number of replacement buses is determined based on FTA guidelines for vehicle retirement. Costs for fixed-route and paratransit vehicles are based on recent vehicle purchase data from Votran. This plan utilizes an average unit cost of $484,000 for fixed-route replacement vehicles for local bus service, $94,000 for replacement of paratransit vehicles, a flat rate of expenditures related to capitalization of vanpool vehicle leasing ($30,000), $25,000 for replacement support vehicles, and $50,000 for replacement of shop trucks. It should be noted that cleaner fuel buses and vehicles tend to cost more, denoting the higher price of fixed-route bus vehicles. The cost of the vehicle includes all technological upgrades and operating components such as fareboxes, video cameras, and AVLs.

Capital costs associated with bus stop infrastructure, shelters, ADA accessibility and safety access, expanding the existing operations/administration facility or moving to a larger facility, a new west county transfer center are included in the 10-year Financial Plan as previously discussed in Section 9, totaling $39 million with inflation over the 10-year timeframe.

Miscellaneous capital improvements that may occur during FYs 2017 – 2026 are estimated at $200,000 per year, totaling total approximately $2.25 million with inflation over the 10-year timeframe.

Revenue Assumptions

- Federal, state and local operating and capital revenues identified in the FY 2017 Volusia County budget for Votran and R2CTPO TIP for FYs 2017 – 2021 have been included as revenue for both operating and capital.
- Farebox revenues for existing service are based on the overall farebox recovery assumed in Votran’s FY 2017 budget (14%). While it is recommended that Votran review its fare structure periodically throughout the TDP horizon year, farebox revenue was not arbitrarily increased to account for fare increases.
- Federal Section 5307 urbanized area formula funds can be used for operating expenses and capital expenditures. In recent years, Votran has been trending at approximately 45% usage of these funds for operating related activities such as planning and preventative maintenance activities, with the remaining funds used as capital. While Votran has the flexibility to use up to 45% of Section 5307 funds for operations, diverting funds from capital purchases can lead to older vehicles due to delayed purchase of replacement vehicles based on funding availability. This could in turn increase maintenance related operating cost. The same effect would occur if these funds were not available for infrastructure and technology improvements. Section 5307 funding is based on Votran’s FY 2017 budget and the R2CTPO’s FY 2017-2021 TIP and escalated by 2.1% each year after. This federal program is also the source of funding for any job access and reverse commute transit activities in the urbanized area previously funded under Section 5316.
- Federal Section 5311 Rural and Small Areas formula funds has been included based on Votran’s FY 2017 budget and the R2CTPO’s FY 2017-2021 TIP and estimated to grow by 2.1% for the remainder of the planning horizon. This federal program is also the source of funding for any job access and reverse commute transit activities in the rural area previously funded under Section 5316.
• Federal Section 5317 New Freedom funds were included for the first year of this TDP financial plan as a minor source of capital revenue consistent with the TIP. This federal funding program was consolidated under the Federal Section 5310 Program Enhanced Mobility of Seniors & Individuals with Disabilities; however, a small amount of remaining grant funds were identified as available in FY 2017. No funds are included in the financial plan beyond FY 2017. The Section 5310 funding is coordinated by the FDOT and projects are selected for funding through a competitive selection process. If Votran has a project and the required local match it may submit a grant application for consideration and potential funding.

• Federal funds for planning studies for FY 2018 and beyond is based on the R2CTPO’s FY 2017-2021 TIP and increased by 2.1% thereafter.

• FDOT block grant funding is based on Votran’s FY 2017 budget and the R2CTPO’s FY 2017-2021 TIP and increased by 2.1% thereafter.

• FDOT funding for the SunRail feeder routes operated by Votran is based on Votran’s FY 2017 budget and the R2CTPO’s FY 2017-2021 TIP and increased by 2.1% thereafter.

• FDOT service development grant funds are based Votran’s FY 2017 budget and the R2CTPO’s FY 2017-2021 TIP. No additional funding is assumed for service development grant funding after 2021 due to this program’s competitive and discretionary nature; it is assumed that local (Volusia County) funds would increase thereafter to replace this funding source.

• There is an assumed 20% state/local funding for the required match for federal capital funds.

• Additional Volusia County funding may be required to cover any shortage in revenue for the provision of existing service based on the Volusia County Council’s historical commitment to funding existing transit services. The County Council may at any time change this budgetary policy. If local funding to support continued transit services is not supported in any year, additional funding may be needed to maintain existing service or service modifications may be required.
Table 10-1: Votran TDP 10-Year Financial Plan

<table>
<thead>
<tr>
<th>Source</th>
<th>FY 2017</th>
<th>FY 2018</th>
<th>FY 2019</th>
<th>FY 2020</th>
<th>FY 2021</th>
<th>FY 2022</th>
<th>FY 2023</th>
<th>FY 2024</th>
<th>FY 2025</th>
<th>FY 2026</th>
<th>10-Year Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPERATING AND CAPITAL COSTS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>Operating Costs</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintain Existing Service</td>
<td>$22,101,732</td>
<td>$22,565,868</td>
<td>$23,039,752</td>
<td>$23,523,586</td>
<td>$24,017,582</td>
<td>$24,521,951</td>
<td>$25,036,912</td>
<td>$25,562,687</td>
<td>$26,099,503</td>
<td>$26,647,593</td>
<td>$243,117,166</td>
</tr>
<tr>
<td>Other Operating and Planning Expenses</td>
<td>$0</td>
<td>$204,200</td>
<td>$208,488</td>
<td>$212,866</td>
<td>$217,337</td>
<td>$221,901</td>
<td>$226,561</td>
<td>$231,318</td>
<td>$236,176</td>
<td>$241,136</td>
<td>$1,999,983</td>
</tr>
<tr>
<td><strong>Capital Costs</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other Transit Capital</td>
<td>$1,123,100</td>
<td>$1,146,685</td>
<td>$7,556,759</td>
<td>$1,195,352</td>
<td>$1,220,454</td>
<td>$23,902,147</td>
<td>$1,272,251</td>
<td>$1,298,969</td>
<td>$1,326,247</td>
<td>$1,354,098</td>
<td>$41,396,061</td>
</tr>
<tr>
<td><strong>Total Capital Costs</strong></td>
<td>$5,093,769</td>
<td>$5,494,707</td>
<td>$11,969,481</td>
<td>$5,646,406</td>
<td>$5,709,505</td>
<td>$28,005,160</td>
<td>$6,040,880</td>
<td>$6,500,747</td>
<td>$6,625,208</td>
<td>$6,776,464</td>
<td>$87,862,508</td>
</tr>
</tbody>
</table>

**OPERATING REVENUES**

| Federal | | | | | | | | | | | |
| Section 5307 for Operating | $5,026,000 | $5,288,708 | $5,371,645 | $5,447,298 | $5,522,269 | $5,628,446 | $5,747,070 | $5,868,193 | $5,991,871 | $6,118,155 | $55,999,655 |
| Section 5311 | $332,082 | $339,047 | $346,157 | $353,417 | $360,829 | $368,397 | $376,123 | $384,012 | $392,065 | $400,288 | $3,652,418 |
| DU Funds for Planning Studies | $157,016 | $157,017 | $161,726 | $167,594 | $171,109 | $174,698 | $178,361 | $182,102 | $185,921 | $185,921 | $1,535,544 |
| State | | | | | | | | | | | |
| FDOT State Block Grants | $1,970,989 | $2,051,726 | $2,113,289 | $2,200,822 | $2,298,777 | $2,346,989 | $2,396,211 | $2,446,466 | $2,497,776 | $2,550,161 | $22,873,206 |
| FDOT - Service Development | $840,564 | $747,000 | $780,892 | $795,522 | $810,667 | $826,811 | $843,201 | $860,811 | $878,701 | $897,831 | $3,974,245 |
| FDOT - SunRail Routes | $638,040 | $646,040 | $655,040 | $663,040 | $674,040 | $685,040 | $696,040 | $707,040 | $718,040 | $729,040 | $3,974,245 |
| State - TD Commission Funds | $1,190,220 | $1,215,182 | $1,240,668 | $1,266,688 | $1,293,254 | $1,320,377 | $1,348,099 | $1,376,342 | $1,405,207 | $1,434,678 | $13,090,685 |
| State - Agency for Healthcare Admin Medicaid/Medwaiver | $8,000 | $8,168 | $8,339 | $8,514 | $8,693 | $8,875 | $9,061 | $9,251 | $9,445 | $9,643 | $87,988 |
| County | | | | | | | | | | | |
| Existing County General Funds | $8,463,255 | $8,640,753 | $8,821,973 | $9,006,994 | $9,195,895 | $10,216,427 | $10,430,693 | $10,649,453 | $10,872,801 | $11,100,833 | $97,399,076 |
| Other | | | | | | | | | | | |
| Farebox Revenues | $3,154,000 | $3,187,810 | $3,254,754 | $3,323,103 | $3,392,889 | $3,466,139 | $3,536,886 | $3,611,161 | $3,685,995 | $3,764,422 | $34,376,159 |
| Advertising Revenues | $335,000 | $382,445 | $370,047 | $377,808 | $385,731 | $393,821 | $402,081 | $410,513 | $419,123 | $427,913 | $3,904,482 |
| Interest on Investments, Service Contracts & Misc Revenue | $123,582 | $126,174 | $128,820 | $131,522 | $134,280 | $137,096 | $139,972 | $142,907 | $145,904 | $148,964 | $1,359,222 |
| **Net Operating (Contingency/Need)** | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 | $0 |
### Notes:

1. Federal operating revenues are based on the FY 2017 Volusia County budget and assume a 2.1% increase each year thereafter.
2. Federal funds planning studies brought into operational budget for 2018 and beyond. Funding for 2018-2021 is based on the Transportation Improvement Program and assume a 2.1% increase thereafter.
3. FDOT Block Grant funds are based on the Transportation Improvement Program through FY 2021 and assume a 2.1% increase thereafter.
4. FDOT Service Development funds are based on the Transportation Improvement Program and assume funding will not be continued beyond 2021 as these funds are competitive in nature. Expenses funded by Service Development funds in the first five years of this plan are assumed to be carried forward through local funds for the second half of the plan.
5. FDOT funding for SunRail funding is based on the cost of the Routes 20, 21, and 23 extensions to the DeBary SunRail station and the estimated supporting ADA service from the operating costs element in this plan.
6. TD Commission funding is based on FY 2017 allocation. Each year thereafter is inflated at a rate of 2.1%.
7. General Fund and other non-farebox revenues are based on the estimated FY 2017 Volusia County budget and increased 2.1% annually thereafter.
8. Farebox revenues are equivalent to 14% of the total operating cost to maintain a consistent level of farebox recovery.
9. Interest and miscellaneous revenues are based on the Votran FY 2017 adopted budget and inflated by a rate of 2.1% thereafter. Miscellaneous revenues include contracts and sale of identification cards and equipment.
10. Federal capital contributions are based on the Transportation Improvement Program and assume 55% of 5307 funds will be spent on capital with the remaining 45% spent on operating per historical Votran expenditures. Federal funds for capital for FY 2017 include a surplus grant awarded in FY 2014/15 to fund replacement vehicles included in the cost component.
11. FDOT and local capital contributions are based on 10% of the federal capital contributions each year.
12. Please note that capital funding can be carried forward as capital projects may extend over several years.

### Table: Total Capital Costs and Revenues

<table>
<thead>
<tr>
<th>Source</th>
<th>FY 2017</th>
<th>FY 2018</th>
<th>FY 2019</th>
<th>FY 2020</th>
<th>FY 2021</th>
<th>FY 2022</th>
<th>FY 2023</th>
<th>FY 2024</th>
<th>FY 2025</th>
<th>FY 2026</th>
<th>10-Year Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CAPITAL REVENUES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Federal</td>
<td>$15,770,448</td>
<td>$9,093,823</td>
<td>$9,293,747</td>
<td>$9,445,107</td>
<td>$9,025,941</td>
<td>$9,214,671</td>
<td>$9,407,347</td>
<td>$9,604,054</td>
<td>$9,804,871</td>
<td>$10,009,888</td>
<td>$104,669,897</td>
</tr>
<tr>
<td>State</td>
<td>$1,977,045</td>
<td>$909,382</td>
<td>$929,375</td>
<td>$944,511</td>
<td>$926,594</td>
<td>$921,487</td>
<td>$940,735</td>
<td>$960,405</td>
<td>$980,487</td>
<td>$1,000,989</td>
<td>$10,466,990</td>
</tr>
<tr>
<td>Local</td>
<td>$1,977,045</td>
<td>$909,382</td>
<td>$929,375</td>
<td>$944,511</td>
<td>$926,594</td>
<td>$921,487</td>
<td>$940,735</td>
<td>$960,405</td>
<td>$980,487</td>
<td>$1,000,989</td>
<td>$10,466,990</td>
</tr>
<tr>
<td><strong>Total Capital Revenue</strong></td>
<td>$23,724,538</td>
<td>$10,912,588</td>
<td>$11,152,496</td>
<td>$11,334,129</td>
<td>$10,831,130</td>
<td>$11,057,605</td>
<td>$11,288,816</td>
<td>$11,524,864</td>
<td>$11,765,845</td>
<td>$12,011,865</td>
<td>$125,603,876</td>
</tr>
<tr>
<td><strong>Total Capital Cost</strong></td>
<td>$5,093,769</td>
<td>$5,494,707</td>
<td>$5,646,406</td>
<td>$5,709,505</td>
<td>$5,280,055</td>
<td>$5,604,880</td>
<td>$5,907,747</td>
<td>$6,258,208</td>
<td>$6,625,208</td>
<td>$6,776,645</td>
<td>$87,862,508</td>
</tr>
<tr>
<td><strong>Net Capital (Contingency/Need)</strong></td>
<td>$18,630,769</td>
<td>$5,417,881</td>
<td>($816,984)</td>
<td>$5,687,723</td>
<td>$5,121,624</td>
<td>($16,947,554)</td>
<td>$5,247,936</td>
<td>$5,024,117</td>
<td>$5,140,637</td>
<td>$5,235,220</td>
<td>$37,741,369</td>
</tr>
</tbody>
</table>

### Table: Total Costs vs. Revenues

<table>
<thead>
<tr>
<th>Source</th>
<th>FY 2017</th>
<th>FY 2018</th>
<th>FY 2019</th>
<th>FY 2020</th>
<th>FY 2021</th>
<th>FY 2022</th>
<th>FY 2023</th>
<th>FY 2024</th>
<th>FY 2025</th>
<th>FY 2026</th>
<th>10-Year Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$45,826,270</td>
<td>$33,682,656</td>
<td>$34,400,736</td>
<td>$35,070,582</td>
<td>$35,066,048</td>
<td>$35,801,457</td>
<td>$36,552,289</td>
<td>$37,318,869</td>
<td>$38,101,525</td>
<td>$38,900,594</td>
<td>$370,721,026</td>
</tr>
<tr>
<td><strong>Net Total (Contingency/Need)</strong></td>
<td>$18,630,769</td>
<td>$5,417,881</td>
<td>($816,984)</td>
<td>$5,687,723</td>
<td>$5,121,624</td>
<td>($16,947,554)</td>
<td>$5,247,936</td>
<td>$5,024,117</td>
<td>$5,140,637</td>
<td>$5,235,220</td>
<td>$37,741,369</td>
</tr>
</tbody>
</table>

### Percent Local Government Share of Total Revenue

- 23%
- 28%
- 28%
- 28%
- 29%
- 31%
- 31%
- 31%
- 31%
- 29%
Potential Revenue Sources

For Votran to move forward with the improvements included in this 10-year TDP, additional revenue sources will be necessary. The following list provides potential revenue sources that Votran may be eligible for during FY 2017 - 2026. This list may not be exhaustive as additional sources of funding may surface that are not currently available or typically utilized for transit service. It is vital that all agencies supporting public transit continue to review funding opportunities to advance public transit service and capital needs.

- **Mobility Fee** – The County could implement a countywide mobility fee to support and fund mobility needs. The one-time payment for new development has the potential to fund transit capital and provide Votran with revenue to fund new transit infrastructure necessitated by growth and development. Municipalities may also consider these fees for funding transit service.

- **Advertising Revenue** – Votran could increase its revenue through the growth of their advertising program. Votran is currently using this source of revenue, but additional efforts may be undertaken to expand this source in the future. Naming rights on infrastructure and digital advertising is another avenue for advertising revenues.

- **Tourist Development Tax** – The County could utilize Tourist Development Tax funds for the provision of transit services to the beaches, hotels, and major attractions. This source of funding may require some policy modifications and any funds diverted to transit would reduce funding available for current activities.

- **Bicycle Locker Rental Revenue** – Votran could generate additional revenue through the rental of bicycle lockers at public facilities and fixed-route bus stops. There would be an initial capital expenditure to put these facilities in place prior to collection of revenue.

- **Federal Discretionary Funding** – The County should investigate the continued use of Federal discretionary capital funding made available to assist with the funding of projects similar to those funded under the Transportation Investment Generating Economic Recovery (TIGER), Ladders of Opportunity, New Starts, and Small Starts federal funding programs. Votran currently applies for these opportunities as they arise.

- **Ad Valorem Increase** – The County could increase the millage rate to generate revenues to support transit operations. The County also has the ability to create municipal service taxing unit (MSTU) and levy a millage to support additional public transit service.

- **Gas Tax** – Increases to the gas tax can be applied and used to fund operating and capital expenditures. However, as transit use increases and the rate at which gas is consumed fluctuates; therefore, gas tax revenues may be an unstable source of funding for transit services. Currently, the County employs all gas tax available, so a legislative change would be required to allow the County to generate any additional gas tax.

- **Sales Tax** – The County may levy the additional ½ cent of the discretionary sales tax to raise additional funds to fund transit capital costs.

- **Fare Increase** – Votran should periodically evaluate the fares charged for service to ensure that the cost of service to users is maintained at a reasonable percentage consistent with the provision of service and also to prevent significant increases in fares at once, due to minor increases not periodically occurring.
• Private Partnerships – Volusia County and its municipalities should work with private industry to support transit services through new development. As new development occurs, the cities should ensure that the appropriate contributions are being secured for capital and operating costs related to providing public transit service to development. Partnerships should be sought with major employers to create employee pass programs or make donations to support transit service to their workplaces. Redevelopment and infill development are also potential opportunities to coordinate with private interest for transit contributions.

• Service Development Grants (SDGs) – These grants are made available through FDOT to assist with new and innovative public transit operating and capital expenses when state funding is available for this program.

• Transit permit – Similar to a beach permit, the County could implement a transit permit program where all development accessible to transit is assessed a fee. The fee would entitle those paying free transit access. This option would have to be scaled based on the type of development and the number of passes allotted for free transit access.

• Increase parking fees – Increasing the parking fees within the County, especially near beach locations could generate additional revenue that could be utilized for transit service.

• Land rental, value capture, and air rights – Vacant County owned property can be rented with funding supporting transit service. In addition, air rights over shelters and facilities can be sold, properties benefitting from transit service may be taxed based on their benefit, and public-private agreements can be executed to rent for additional development around stations.

• Municipal partnerships – In some municipalities funding is provided for transit service and the city’s residents are then provided an identification card that allows them to use the service for free. Space Coast Area Transit has an agreement with the City of Melbourne allowing this type of partnership.

Conclusion
Based on technical analyses, public input, plan consistency, and transit needs improvement were identified for this TDP; however, commensurate funding contributions were not identified to ensure implementation. From outreach efforts, it is clear that Votran is doing a great job with the services being provided, but that expansion of service and additional educational efforts are necessary to further enhance the overall transit system. Positive steps are being taken to communicate current services to the public, increase the availability of service, and to improve access to technology in an effort to increase transit patronage. Video tutorials, mobile applications, and proposed frequency increases for FY 2017 are just a few ways Votran is trying to increase mobility in Volusia County. With many comments coming from persons with disabilities living in Volusia County during the outreach for this TDP, the importance and awareness of ensuring all transit service options, technology improvements, and capital projects are not only compliant with federal, state, and local regulations, but also considerate of preferences will assist in further system access and usage. The goals, objectives, and initiatives of this TDP were also updated to more closely set standards reflective of the expressed needs and identified mobility strategies for the next ten years. In addition, Votran has developed service alternatives and a capital plan with estimated funding levels in an effort to establish the vision for transit services over the TDP planning horizon.
APPENDIX A: TRANSPORTATION PROVIDER SURVEY
Volusia County Transit (Votran) is in the process of developing its ten-year Transit Development Plan (TDP) major update, in accordance with the Florida Administrative Code (FAC) Rule 14-73.001 for the Florida Department of Transportation (FDOT). Votran is also updating the Transportation Disadvantaged Service Plan (TDSP), a requirement of the Florida Commission for the Transportation Disadvantaged. The State of Florida requires that Votran list all of the transportation providers within its geographic service area within these documents. **Please take the time to fill out this survey and assist Votran in providing better transportation to all of Volusia County's residents.**

1. What is the name of your company? _____________________________________________

2. What type of service do you provide? (e.g., bus, vanpool, taxi, demand response, charter) _____________________________________________________________________________

3. Does your service have any restrictions related to clients, trip purpose, or destination? _____________________________________________________________________________

4. What are the boundaries of your service area? ________________________________

5. What are your hours of operation? __________________________________________

6. What is your service frequency? ____________________________________________

7. What is your average annual ridership? ______________________________________

8. What is your fare per trip? _________________________________________________

9. What are your primary destinations? _________________________________________

10. Please list the location of your facilities:

<table>
<thead>
<tr>
<th>Name (e.g., dispatch)</th>
<th>Location</th>
<th>Age</th>
<th>Condition (please circle one)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Excellent Good Fair Poor</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Excellent Good Fair Poor</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Excellent Good Fair Poor</td>
</tr>
</tbody>
</table>

11. Please list your vehicles

<table>
<thead>
<tr>
<th>Type (e.g., car, van, bus)</th>
<th>Age</th>
<th>Number of Units</th>
<th>Special Accessories</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

12. Please list any other equipment used to perform daily operations (e.g., automotive repair)

<table>
<thead>
<tr>
<th>Type</th>
<th>Age</th>
<th>Number of Units</th>
<th>Condition (please circle one)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>Excellent Good Fair Poor</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Excellent Good Fair Poor</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Excellent Good Fair Poor</td>
</tr>
</tbody>
</table>

13. Please list any affiliations with groups or programs involved with public transit:

___________________________________________________________________________
Thank you for taking the time to complete this survey. You may provide additional information regarding your transportation services in the blank space below or by attaching it to your response. Please return the completed survey to Tindale Oliver, 135 W. Central Boulevard, Suite 450, Orlando, Florida 32801, or fax to (407) 657-9106, or email tcrawford@tindaleoliver.com. If the information is available in another format, please mail, fax, or e-mail the existing format without completing this questionnaire.

All agencies that complete and send this form will be included in the Votran TDP transportation provider inventory.
APPENDIX B: PUBLIC INVOLVEMENT MATERIALS
Table of Contents

Introduction.............................................................................................................................................. 1
  Overview of Votran Services and Service Area .................................................................................... 1
  Public Involvement Plan Approach ....................................................................................................... 1
  TDP Project Management Team ........................................................................................................... 2
  Review Committee ................................................................................................................................. 2
  Identification of Agencies and Affected Public ...................................................................................... 2

Public Involvement Process ..................................................................................................................... 2
  Direct Involvement Techniques ............................................................................................................ 3
  Information Distribution Techniques ..................................................................................................... 3

Public Involvement Schedule .................................................................................................................. 4

List of Tables

Table 1 – Votran TDP Public Involvement Activities ............................................................................... 2
Table 2 – Public Involvement Activities & Tentative Schedule- 2016 ..................................................... 4
INTRODUCTION

Votran, the Volusia County Public Transit System, provides public transit services for the County. As a recipient of Florida Department of Transportation Block Grant funding, Votran, in accordance with Florida Statutes 341.052, must submit a Transit Development Plan (TDP) Major Update every five years. Votran is currently working on development of its TDP for fiscal years (FY) 2017 – 2026. Legislation also requires that Votran document its public involvement plan to be used in the development of the TDP. Pertinent language from the current TDP rule is provided below.

The TDP preparation process shall include opportunities for public involvement as outlined in a TDP public involvement plan, approved by the Department, or the local Metropolitan Planning Organization’s (MPO) Public Involvement Plan, approved by both the Federal Transit Administration and the Federal Highway Administration.
-- Florida Rule 14-73.001

Public involvement is an on-going process that involves continuously receiving and accumulating feedback about service. Votran has developed a public involvement plan to be used during this TDP update process. The plan provides numerous opportunities for public involvement as well as involvement on the part of local agencies and organizations. This plan was developed in accordance with the River to Sea Transportation Planning Organization’s (TPO) Public Involvement Plan (PIP).

Overview of Votran Services and Service Area

Votran provides public transit services including fixed route service, complementary paratransit services as required under the Americans with Disabilities Act (ADA), and SunRail feeder route service providing connections to the DeBary SunRail Station. VOTRAN also functions as the Community Transportation Coordinator (CTC), providing services under the Transportation Disadvantaged program, rural trips and agency sponsored trips.

VOTRAN’s fixed route system operates approximately fifty-four (54) vehicles during peak hours, providing service on 26 routes. Standard daily service runs from 6:00 a.m. to 7:00 p.m. Monday through Saturday, with limited fixed route service on Sunday and at night. The transit routes extend approximately 640 directional route miles providing service in a County that is just over 1,200 square miles in size.

Growth patterns within sixteen (16) cities in Volusia County have resulted in several geographical areas of concentrated development and these have influenced the structure of transit routes. A cross county service provides connections between the east and west service areas, and public transit is made available to rural communities located in southeast Volusia and northwest Volusia.

Public Involvement Plan Approach

Ensuring that appropriate oversight and measures are accounted for during the planning and implementation of the PIP elements is essential to obtaining successful results during the public involvement process. The following processes are intended to ensure appropriate oversight and develop a strategy to fulfill the requirements of the PIP: 1) designate a team of staff to provide oversight and lead
the decision-making process on the strategies, coordination, and performance of the various PIP elements; 2) establish a technical review committee to review and provide insight and guidance to the planning and decision-making process; and 3) adopt a strategic plan of action to effectively engage stakeholders, residents, and others in the TDP development process.

TDP Project Management Team

The TDP Project Management Team (PMT) will provide oversight and coordinate efforts for the development of this TDP. The PMT will consist of staff from Votran, the River to Sea TPO, and the Consultant Team, led by Tindale Oliver. The individuals on this team have the technical expertise and a sound understanding of the local circumstances to ensure adequate public involvement opportunities are provided.

Review Committee

A Review Committee (RC) will provide input and guidance into the development of this TDP. The RC will review and comment on the TDP during the development of the mission, goals, objectives, alternatives and implementation program. The RC may have members affiliated with the following: agencies / organizations: River to Sea TPO, Florida Department of Transportation District 5, county and municipal governments, SunRail, Volusia Chamber of Commerce, and CareerSource Flagler Volusia.

Identification of Agencies and Affected Public

The PIP is essential to develop support for recommendations. A thorough, comprehensive engagement plan with an inclusive strategy that engages, informs, and educates those who will be impacted by the TDP is of utmost importance.

PUBLIC INVOLVEMENT PROCESS

The public involvement techniques selected for the PIP may be categorized as direct involvement techniques or information distribution techniques. These techniques ensure the active participation of citizens in the community. Table 2.1 demonstrates the public involvement activities and their respective techniques that will be conducted for the TDP. Activities involved in each technique category are discussed in their respective subsections.
### Table 2 – Votran TDP Public Involvement Activities

<table>
<thead>
<tr>
<th>Public Participation Activity</th>
<th>TDP PIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review Committee Team Meetings</td>
<td>☑</td>
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<tr>
<td>Engaging the Community</td>
<td></td>
</tr>
<tr>
<td>Passenger Surveys</td>
<td>☑</td>
</tr>
<tr>
<td>Stakeholder Interviews</td>
<td>☑</td>
</tr>
<tr>
<td>Discussion Group Workshops</td>
<td>☑</td>
</tr>
<tr>
<td>Public Meetings</td>
<td>☑</td>
</tr>
<tr>
<td>Agency Coordination</td>
<td></td>
</tr>
<tr>
<td>Regional Coordination</td>
<td>☑</td>
</tr>
<tr>
<td>State &amp; Local Coordination</td>
<td>☑</td>
</tr>
<tr>
<td>Official Public Notice/Advertisement (to be conducted by Votran)</td>
<td></td>
</tr>
<tr>
<td>Flyers</td>
<td>☑</td>
</tr>
<tr>
<td>Newspaper(s)</td>
<td>☑</td>
</tr>
<tr>
<td>Website</td>
<td>☑</td>
</tr>
<tr>
<td>Meetings/Presentations</td>
<td>☑</td>
</tr>
</tbody>
</table>

**Direct Involvement Techniques**

Direct involvement techniques refer to those that engage the public in “hands on” workshops and/or discussion about the project. The direct public involvement techniques to be used for the Votran TDP update involve the following:

- **Project Kickoff Meeting** - A project kickoff meeting will be held with the PMT to discuss the objectives, scope, and milestones of the project.

- **Review Committee Meetings** - The RC will be established to monitor and provide input throughout the study and to evaluate the deliverables. Key project deliverables will be distributed to the RC for review and comment. In addition to the project kick off meeting, two RC meetings will be scheduled and conducted to provide updates and facilitate input.

- **Passenger Surveys** – An on-board survey of fixed-route bus customers will be conducted to capture demographic, travel behavior, support for proposed routes, and rider satisfaction data from Votran fixed-route bus riders. This information will enable Votran to focus on relevant transit needs and issues. Additionally, a phone survey will be completed of Votran Gold (paratransit service) users regarding current and future transit alternatives and improvements. Survey tools will be translated into other languages as necessary and in accordance with Votran’s Limited English Proficiency Plan.

- **Stakeholder Interviews** – Since the understanding of local conditions should include knowledge of the perceptions and attitudes of community decision-makers and leaders towards transit and its role in the community, up to 10 stakeholder interviews will be conducted as part of the public involvement process. The project team will work with Votran staff to identify and recruit appropriate individuals to interview. The project team will then schedule and conduct the interviews using an interview script that will be developed and submitted to staff for review prior to the first interview. Half of the interviews will be conducted in person unless an interviewee requests the option of participating via a telephone interview due to their schedule needs.
- **Discussion group workshops** - Four discussion group workshops will be held to identify and assess perceptions of transit to help identify issues and opportunities for the transit agency. A discussion group is an excellent tool for revealing the attitudes of a particular group because of the open-ended nature of group discussions. The four discussion group workshops will be held around the County to ensure geographic distribution of the participants. It is anticipated that at least one of the workshops will be conducted using current transit riders to help represent the “user” perspective, and another will consist of members from the business, health, social service, education communities, and local chambers of commerce, to help represent the views of informed “non-users.” The project team will work with the PMT to identify preferred venues for the workshops.

**Information Distribution Techniques**

The information distribution techniques refer to public information materials that are used to inform the general public of issues regarding the project. Information distribution techniques used for the TDP Update will be coordinated by the PMT and performed by Votran. Information distribution techniques may include the following:

- Notification of General Public – The general public will be notified of public meetings through a number of methods: legal advertisement, Votran website, flyers, and press releases.
- Notification of State and Local Agencies – The TPO, and FDOT will be advised of all public meetings via email. In addition to notifying these agencies of public meetings, project deliverables will also be submitted to them in order to solicit feedback and comments.

**PUBLIC INVOLVEMENT SCHEDULE**

A tentative project schedule has been developed for the public participation portions of the Votran TDP Major Update, as shown in Figure 3-1. Please note that dates for specific meetings and public involvement activities are approximate and subject to change pending guidance from the PMT / RC and Votran.

<table>
<thead>
<tr>
<th>Public Participation Activity</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical Review Committee Meetings (2)</td>
<td>May and July 2016</td>
</tr>
<tr>
<td>Passenger Surveys</td>
<td>May 2016</td>
</tr>
<tr>
<td>Stakeholder Interviews (10)</td>
<td>May 2016</td>
</tr>
<tr>
<td>Discussion Group Workshop (2) – Round 1</td>
<td>May 2016</td>
</tr>
<tr>
<td>Discussion Group Workshop (2) – Round 2</td>
<td>June 2016</td>
</tr>
<tr>
<td>Meetings/Presentations (6)</td>
<td>June – August 2016</td>
</tr>
</tbody>
</table>
Votran Transit Development Plan (TDP)
Information Sheet

TDP Purpose:
- A TDP provides Votran with guidance for planning, development, and operations over a 10-year period from federal fiscal year 2017 to 2026.
- Public transportation needs are identified in the TDP.
- Alternative solutions are defined to meet identified needs.
- A review of funding availability and the potential for future funding to schedule implementation of solutions is completed.
- A TDP is required for Votran to continue receiving block grant funding from the Florida Department of Transportation (FDOT).
- The TDP set the vision for Votran.

Votran Quick Facts:
- Votran is a department of Volusia County government.
- Votran operates 22 bus routes, 2 flex routes, an east-west connector route, and 3 SunRail feeder routes.
- Routes operate Monday-Saturday with limited Sunday service on the east side of the County.
- Frequency of service varies.
- 54 vehicles are operated on the fixed-route bus system.
- Votran provides on average 3.7 million passenger bus trips per year.
- Fixed-route bus passengers pay a $1.75 full cash fare each time they board the bus unless they utilize bus pass options. Discounted fares are available for senior citizens, youth, and persons with a disability.
- Votran Gold service is a (demand response) door to door transportation service available to those eligible under the Americans with Disabilities Act and/or Transportation Disadvantaged Program and costs twice the amount of fixed-route bus service.
- Vanpool service is a shared-ride option where passengers pay monthly fees for vehicle usage to commute to and from employment. The program is coordinated by the FDOT and Votran provides vehicles.

The Votran website can help you find your bus route, plan your trip, and you can even buy a pass online, so try transit!
VOTRAN On-Board Survey

VOTRAN is planning for the future and needs your feedback to help improve transit services. Your participation in this survey is anonymous and voluntary. If you do not wish to participate, please return the blank form to the surveyor. If you choose to fill out a survey, please check (✓) the correct item, write out, or circle your answers. THANK YOU FOR YOUR COOPERATION.

This survey is about the ONE-WAY transit trip you are making now!

Example of ONE-WAY Bus Trip

---

1. What TYPE OF PLACE are you COMING FROM NOW? (Please ✓ the starting place of this ONE-WAY TRIP) (Please ✓ only ONE)
   - Work ✓
   - School (K-12) ✓
   - Shopping/Errands ✓
   - Medical
   - College/tech
   - Home
   - Social/Personal
   - Recreation
   - Other (specify)

2. What is the ADDRESS OR ADDRESS of the PLACE, BUSINESS, OR BUILDING you are COMING FROM NOW?
   - Address or Intersection (e.g., 1700 West International Speedway Boulevard)
   - City
   - State
   - Zip

3. How did you get to the first bus stop for this ONE-WAY TRIP? (Please ✓ only ONE)
   - Walked # blocks? ✓
   - Was dropped off
   - Bicycle # blocks?
   - Drive & parked # miles?
   - Other (specify)

4. LIST ALL of the BUS ROUTES in the EXACT ORDER you will use to make THIS ONE-WAY TRIP;
   - FIRST Bus
   - SECOND Bus
   - THIRD Bus Route
   - FOURTH Bus Route

5. What TYPE OF PLACE are you GOING TO NOW on this ONE-WAY TRIP? (Please ✓ the ending place of this ONE-WAY TRIP) (Please ✓ only ONE)
   - Work
   - School (K-12)
   - Shopping/Errands
   - Medical
   - College/tech
   - Home
   - Social/Personal
   - Recreation
   - Other (specify)

6. What is the NAME OR ADDRESS of the PLACE, BUSINESS, OR BUILDING you are GOING TO NOW?
   - Address or Intersection (e.g., 1700 West International Speedway Boulevard)
   - City
   - State
   - Zip

7. After you get off the last bus you will use to complete this ONE-WAY TRIP, how will you get to your FINAL DESTINATION? (Please ✓ only ONE)
   - Walk # blocks? ✓
   - Will be picked up
   - Drive # miles? ✓
   - Other (specify)

8. How would you make this one-way trip if not by bus? (Please ✓ only ONE)
   - Drive ✓
   - Wouldn’t make trip
   - Bicycle
   - Drive with someone who does not live with you
   - Walk ✓
   - Other (specify)

9. On average, how many days a week do you ride the bus?
   - 1
   - 2
   - 3
   - 4
   - 5
   - 6
   - 7

10. How long have you been using VOTRAN bus service?
    - This is the first day
    - 1 month to 6 months
    - 7 months to 1 year
    - More than 1 year
    - 1 to 2 years
    - 2 to 4 years

PLEASE CONTINUE ON BACK OF SURVEY
11. How satisfied are you with each of the following? Circle a score for each characteristic.

Please indicate . . . . .
Very Satisfied Neutral Very Unsatisfied
a. Your overall satisfaction with VOTRAN 5 4 3 2 1
b. Frequency of service (how often buses run) 5 4 3 2 1
c. Your ability to get where you want to go using the bus 5 4 3 2 1
d. The number of times you have to transfer 5 4 3 2 1
e. How easy it is to transfer between buses 5 4 3 2 1
f. Time of day the earliest buses run on weekdays 5 4 3 2 1
g. Time of day the latest buses run on weekdays 5 4 3 2 1
h. Availability of Sunday service 5 4 3 2 1
i. Safety/Security at the bus stop 5 4 3 2 1
j. Other, please specify 5 4 3 2 1

12. Considering Question 11 above, list the three areas that are most important to you when riding the bus: ____________________________

13. Your age is?
   __ 15 or under  __ 25 to 34  __ 45 to 54  __ 65 to 74
   __ 16 to 24  __ 35 to 44  __ 55 to 64  __ Over 74

14. What is your gender?  __ Male  __ Female

15. What is your race or ethnic heritage? (Please ✓ only ONE)
   __ White  __ Black  __ Hispanic  __ Asian  __ Other

16. What is your primary language of communication? ____________________________

17. What was the range of your total household income for 2015?
   __ Under $10,000  __ $10,000 to $19,999  __ $20,000 to $49,999
   __ $30,000 to $39,999  __ $40,000 to $49,999  __ $50,000 or more

18. How many people live in your household?

19. Do you have a valid driver’s license?  __ Yes  __ No

20. Do you have access to a car or other personal vehicle that you could have used to make THIS trip?  __ Yes  __ No

21. How many working vehicles (cars, motorcycles, trucks, vans) are at your home? (✓ only ONE)
   __ 1  __ 2  __ 3 or more  __ None

22. How many months out of the year do you reside in Volusia County?
   __ Less than one month  __ 1 to 6 months  __ 6 to 12 months
   __ Visitor/tourist  __ Permanent resident

23. What is the zip code of your permanent residence? ____________________________

24. What type of fare do you usually pay when you ride the bus?
   __ Adult Fare ($1.75)  __ 7 Day Pass ($13.00/$6.50)
   __ Discounted Fare ($6.50)  __ Monthly Pass ($46.00/$23.00)
   __ All Day Pass ($3.75/$1.85)  __ Tokens
   __ 3-Day Pass ($7.50/$3.75)  __ Other

25. Would you like access to a Voltran universal, reloadable smartcard for fares?  __ Yes  __ No

26. Please tell us ONE thing you like most about riding the bus ____________________________

27. What is the most important reason you ride the bus? (Please ✓ only ONE)
   __ I do not have a valid driver’s license  __ VOTRAN is more convenient
   __ Car is not available all the time  __ VOTRAN fits my budget better
   __ Parking is too expensive/difficult  __ VOTRAN is safest/stress less
   __ I do not drive  __ Other

28. Please tell us ONE thing you like least about riding the bus ____________________________

29. Do you find it difficult to use VOTRAN’s bus route and schedule information to plan your trips?  __ Yes  __ No

   If YES, have you used the online trip planner?  __ Yes  __ No

30. How might VOTRAN make its route maps and schedules easier to use?
   __ VOTRAN website  __ Bus schedules  __ In bus
   __ Newspaper  __ Bus driver  __ Transfer Plaza
   __ Bus signs/hoarders  __ Call VOTRAN  __ Radio
   __ TV  __ Text alerts  __ Other

Additional Comments: ____________________________

THANK YOU FOR COMPLETING THE SURVEY!
Encuesta de Usuarios de VOTRAN

VOTRAN está planeando para el futuro y necesita su colaboración para ayudar a mejorar sus servicios de transporte público. Su participación en esta encuesta es anónima y voluntaria. Si no desea participar, por favor devuélvese el formulario en blanco al inspector. Si decide llenar una encuesta, por favor marque (✓) el artículo correcto, escribálo, o eleve lo en un círculo sus respuestas. GRACIAS POR SU COOPERACIÓN.

Esta encuesta es sobre el viaje de autobús de una sola vía que usted está realizando ahora.

1. De donde vienes? (Marque con (✓) el lugar en donde COMIENZAS TU VIAJE, marque UNA respuesta)
   - Trabajo
   - Escuela (K-12)
   - Medicina
   - College/Universidad
   - Casa
   - Social/Personal
   - Recreación
   - Otro (especifique)

2. ¿Cuál es el, NOMBRE, DIRECCIÓN o INTERSECCIÓN más cercana del lugar, negocio, edificio, empresa de tu destino final?
   - Número de intersección (ejemplo 1700 N. West International Boulevard Chicago)
   - Nombre del lugar, negocio o edificio (ejemplo Market Mall)

3. ¿Cómo llegó usted a la primera parada de este viaje? (Marque con (✓) UNA respuesta)
   - Camine
   - En bicicleta
   - En automóvil
   - En transporte público
   - Viviendo con alguien que esta en el mismo horario
   - Otro

4. ANOTE TODAS las RUTAS en el ORDEN EXACTO que usted usará para completar ESTE VIAJE.
   - 1ra Ruta
   - 2da Ruta
   - 3ra Ruta
   - 4ta Ruta

5. Hacia donde te diriges? (Marque con (✓) TU DESTINO FINAL, marque UNA respuesta)
   - Trabajo
   - Escuela (K-12)
   - Compras/Mandados
   - Medicina
   - College/Universidad
   - Casa
   - Social/Personal
   - Recreación
   - Otro (especifique)

6. ¿Cuál es el, NOMBRE, DIRECCIÓN o INTERSECCIÓN más cercana del lugar, negocio, edificio, empresa de tu destino final?
   - Número de intersección (ejemplo 1700 W. West International Boulevard Chicago)
   - Nombre del lugar, negocio o edificio (ejemplo Market Mall)

7. ¿Cómo piensa llegar a su DESTINO FINAL después de bajarse del autobús? (Marque con (✓) UNA respuesta)
   - Camine
   - En bicicleta
   - En automóvil
   - Viviendo con alguien que esta en el mismo horario
   - Otro

8. ¿Cómo realizarías este viaje, si no usas el autobús? (Marque con (✓) UNA respuesta)
   - Mando
   - No realizaría el viaje
   - Viviendo con alguien que esta en el mismo horario
   - Otro

9. En promedio, cuantos días a la semana utiliza el autobús?
   - 1
   - 2
   - 3
   - 4
   - 5
   - 6
   - 7

10. Por cuánto tiempo ha utilizado el servicio de autobús de VOTRAN?
    - Primera vez
    - Menos de una vez al mes
    - 1 a 2 meses
    - 2 a 4 meses
    - 7 meses a 1 año
    - Más de 4 años

POR FAVOR CONTINUAR LA ENCUESTA EN LA SIGUIENTE PÁGINA
11. ¿Qué tan satisfecho está Ud. con cada una de las siguientes preguntas?

<table>
<thead>
<tr>
<th>Pregunta en un círculo su respuesta</th>
<th>Muy Satisfecho</th>
<th>Neutral</th>
<th>Muy Insatisfecho</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Su satisfacción general con VOTRAN</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>b. Con que frecuencia los autobuses funcionan</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>c. Habitual de llegar a su destino final utilizando el autobús</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>d. El número de veces que le interesa que transfran</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>e. Flexibilidad para transferir entre los autobuses</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>f. La hora del día, los días más temprano que llegan a su destino</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>g. La hora del día, los días más tarde que llegan a su destino</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>h. Servicio disponible los domingos</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>i. Seguridad en el autobús y en las paradas</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>Otro especificar</td>
<td>5</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

12. Tomando en cuenta la pregunta 11, escriba las 3 áreas más importantes para ti cuando utiliza el autobús _______ _______ y _______.

13. Tu edad es?
   - Menos de 10 años o menos
   - 10 a 24 años
   - 25 a 34 años
   - 35 a 49 años
   - 50 a 64 años
   - 65 a 74 años
   - Más de 74 años

14. ¿Cuál es tu género?
   - Músculo
   - Femenino

15. ¿Cuál es tu raza o herencia étnica? (Marque UNA sola respuesta)
   - Anglos
   - Negros
   - Hispanos
   - Asiáticos
   - Otro _______.

16. ¿Cuál es su idioma principal? ______________________

17. ¿Cuál fue el ingreso total de su hogar en el año 2019?
   - Menos de $10,000
   - $10,000 a $19,999
   - $20,000 a $29,999
   - $30,000 a $39,999
   - $40,000 a $49,999
   - $50,000 o más

18. ¿Cuántas personas viven en tu casa? __________

19. Tienes una licencia válida de conducir? __ Sí ___ No

20. Tienes acceso a un carro u otro vehículo con el cual podrías realizar este viaje? __ Sí ___ No

21. ¿Cuántos vehículos funcionales (coches, motocicletas, camiones, furgonetas) se encuentran en tu hogar? (Marque UNA respuesta)
   - 0
   - 1
   - 2
   - 3 o más
   - Ninguno

22. ¿Cuántos meses al año residen en el Condado de Volusia?
   - Menos de una vez al mes
   - 1 a 6 meses
   - 6 a 12 meses
   - 12 meses o más

23. ¿Cuál es el código postal de su residencia permanente?

24. ¿Qué tipo de tarifa paga normalmente cuando utiliza el autobús?
   - Tarifa de adulto ($1.75)
   - Tarifa de 7 días ($13.00/66.60)
   - Tarifa con descuento ($0.75)
   - Tarifa mensual ($40.00/523.33)
   - Tarifa de todo el día ($3.75/16.60)
   - Tarifa de 3 días ($7.50/33.76)
   - Otro _______

25. ¿Le gustaría tener acceso a VOTRAN universal, la tarjeta inteligente regrabable de tarifas?
   - Sí
   - No

26. Por favor, díos lo que más te gusta de viajar en autobús _______.

27. ¿Cuál es la razón más importante para la que viajas en autobús? (Marque UNA respuesta)
   - No tengo una licencia válida de conducir
   - VOTRAN es más conveniente
   - No puedo tomar el autobús en el tiempo
   - VOTRAN esta dentro de mi presupuesto
   - Estacionar es muy costoso/complicado
   - VOTRAN es mas seguro, menos estresante
   - Otro _______

28. Por favor, díos lo que menos te gusta de viajar en autobús _______.

29. ¿Le resulta difícil de utilizar la ruta de autobús de VOTRAN y programar la información para planificar sus viajes?
   - Sí
   - No

30. ¿Cómo prefiere recibir información sobre el servicio VOTRAN, horarios, y cambios?
   - Páginas web de VOTRAN
   - Horarios de Autobuses
   - En el autobús
   - Por teléfono
   - El chofer
   - Plaza de transferencia
   - Señales de autobús
   - Llamada a VOTRAN
   - Radio
   - Añales de Texto
   - Otro _______

Comentarios Adicionales: ______________________

GRACIAS POR COMPLETAR ESTA ENCUESTA!
Votran Stakeholder Questions

1. Are you currently aware of Volusia County Transit (Votran) and its services?

2. In your opinion, what is the primary role of Votran's service (transport workers, elderly, low income, individuals with disabilities, tourists, attracting choice riders, to prevent congestion, to reduce emissions, to create economic opportunities)?

3. What do you believe is the purpose of most transit trips (medical, shopping, recreation, work, or school)?

4. What are the most significant issues facing transit users (frequency of service, fares, access to bus stops)?

5. Do you believe that Votran adds economic value to Volusia County?

6. Is there a need for additional transit service in Volusia County? What type of transit service would you like to see more of over the next ten years (more frequent fixed-route service, express bus, trolley, direct beach connectors, demand response (Votran Gold), increased weekend service, later evening service)?

7. Do you believe a universal, reloadable smart card would benefit existing users? Encourage new users?

8. Do you believe demographic changes will impact transit needs in Volusia County? (more elderly and millennials wanting alternatives)

9. Do you believe technology changes will impact transit service in Volusia County? (ridesharing services, autonomous vehicles, and more online services reducing trip needs)

10. What kind of improvements could you (your agency/municipality) promote to encourage use of Votran services?

11. Are there specific areas that need additional transit service? If yes, what specific area and why. (Consider safety, evacuation routes, major destinations)

12. Is there a need to invest in more bus shelters, technology, or other transit capital facilities or equipment in Volusia County?
13. Do you see the benefits of expanding or improving the transit system and would you be willing to invest additional money for those improvements?

14. Should local funding be used to increase transit service in the future? If yes, what types? (i.e., private partnerships, advertising revenue, fare increases, universal passes, ad valorem taxes, sales tax, gas tax, tourist tax)

15. Do you believe there is a congestion problem in Volusia County? If so, do you believe that public transportation and investing in public amenities such as park-and-rides and dedicated transit lanes could relieve congestion in Volusia County?

16. Is more regional transportation needed to connect Volusia County with surrounding areas (Flagler, Brevard, Seminole, Lake, Putnam, and Marion counties)?

17. Do you believe that a strong transit system could attract more businesses, including Fortune 500 companies and jobs to Volusia County?

18. Have you heard of any business requesting additional transit service or interested in creating public private partnerships for increased transit service for their employees and customers?

19. What additional steps do you feel Votran should consider increasing the use of public transit in Volusia County and attracting additional riders including those that may have their own vehicles?

20. At some point in the future, do you envision that additional premium services (i.e., express, bus rapid transit, more rail) would be needed to improve connectivity for Volusia County and the surrounding areas?

21. Is the public perception of Votran good, satisfactory, or poor? Is your perception of Votran good, satisfactory, or poor?

22. Do you believe Votran has done an effective job marketing transit service options?

23. Have you been to the Votran website?

24. Do you believe further branding is needed? If so, what do you think the community would like to see?
25. If any, what improvements should FDOT implement to improve Votran connectivity with SunRail?

26. Are you supportive of public policy that requires coordination of and provision of funding for transit services that connect to high density/mixed use development?
Discussion Group Workshop

VOLUSIA COUNTY/ VOTRAN TEN-YEAR TRANSIT PLAN

Agenda

- Welcome & Introductions

Workshop Overview

- Who we are and what we do
- Why we are here
- Overview of discussion

Review Material

- Discussion Packet (Yours to keep)
- Agenda
- Votran Business Community Fact Sheet
- 2040 LRTP Cost Affordable Plan Summary
- Planning Packet (Return to us)
- Existing Transit Service Map
- Workshop Discussion Guide

Workshop Discussion (see attached)

Wrap-up
Workshop Discussion

1) Please introduce yourself and tell us which agency you represent. Do you personally have any experience with Votran services; if so, to what extent?

2) What is your perception of the current role of transit in Volusia County? (transport workers, elderly, low income, individuals with disabilities, tourists, attracting choice riders, to prevent congestion, to reduce emissions, to create economic opportunities, etc.).

3) Do the people you represent use public transportation? What do you think their experience has been with Votran services?
   - Does the service meet their needs?
   - Do they use fixed-route or paratransit service?
   - Do they use it because they have to or because it offers a convenient, economical way to get around?

4) How do you think Votran can better serve the people you represent?
   - Do we need to extend hours of service? Increased evening or weekend service?
   - Are the current routes and frequency sufficient?
   - Are there additional areas that need service? (use map and RED highlighter provided to show your 3 top priorities)
   - Is there a need for better connections to the schools and universities?
   - Is there a need for better connections to other counties/cities? Regionally/locally?
   - Is there a need for more bus stop shelters, technology, and other transit capital facilities or infrastructure?
   - Do you think better sidewalk connections to bus stops are needed?
   - Is there a need for park-and-ride lots and if so where? (use map and BLUE highlighter provided to show your 3 top priorities)
   - Is there a need for dedicated transit lanes?
   - Is there a need for more premium transit? (Bus rapid transit, express bus service, direct beach connectors, rail connections, expansion of SunRail)

5) What is the best way to communicate information about bus service?
   - Do they have web access or smart phone access?
   - Do written materials in English and Spanish meet their needs?
   - Are your clients aware of the services offered and how to find out more information?
   - Are the schedules easy for them to understand?
6) Do you believe that a strong transit system could attract more businesses, including Fortune 500 companies and jobs to Volusia County?
   • Do you believe that Votran adds economic value to Volusia County?
   • Have you heard of any businesses requesting additional transit service?
   • Have you heard of any businesses interested in creating public private partnerships for increased transit service for their employees and customers?
   • How interested would your agency be in increased transit opportunities?

7) What additional steps could be taken to increase the use of public transit in Volusia County and attract additional riders including those that may have their own vehicles?

8) Should local funding be used to increase transit service in the future? (i.e. private partnerships, advertising revenue, fare increases, universal passes, ad valorem taxes, sales tax, gas tax, tourist tax).

9) Do you believe Votran has done an effective job marketing transit service options? Do you believe further branding is needed? If so, what do you think the community would like to see?

10) Do you believe a corridor approach for transit is the right direction for Votran?

11) Are there any final thoughts or comments regarding transit in Volusia County?
Votran TDP Major Update - Business Community Discussion Group Summary

Votran Administration 950 Big Tree Road, South Daytona, FL 32119

August 8, 2016 from 9:00 - 11:00 AM

Attendees:
- Dr. Robin King- Career Source Flagler Volusia
- Bob Davis - Hospitality Center
- Danny Fuqua - Mid-town Daytona (CRA)
- Scott McGrath - Principal Planner (Deltona)
- Vince Wang - River to Sea Transportation Planning Organization (R2CTPO)
- Cheryl Coxwell - International Speedway Boulevard (ISB)

Format:
Attendees were advised that it was an open format meeting where topics would be suggested related to Votran and they could jump in and provide input based on the Discussion Group Agenda. A handout was also provided with facts about Votran. The agenda and handout are included at the conclusion of the discussion group summaries.

Discussion:
Not enough service. Career Source serves the entire county, and Votran does not provide service throughout the entire county. Not a lot of connection points between the cities, where the people live, the colleges, and the jobs where people want to go. Career Source has started more online support services to accommodate the individuals they serve since people cannot get around the county as needed.

There were many concerns regarding the impact of limited transit service on the hospitality industry. Part of various church groups banded together in the past to get night-time service added. It took 700+ of the faith group to leverage night-time service to allow people to get home from jobs, do grocery shopping, and provide shopping access for other stores. Hospitality industry provides jobs for 141,000 employees within the businesses represented by my group in Volusia County. Holidays are a huge part of the season and traffic in the area. On Christmas Day, New Year’s Eve, and July 4th there is no bus service. This is a major impact. They asked the Votran manager to provide service on the holiday season. There needs to be service year-round to assist with the labor force. When considering funding for transit they need to look at the big picture of how transit supports this community from the workers and visitors. Essentially a large hospitality industry with not enough service for the workers to help the businesses.

Volusia County grew from 8.5 to 9.5 million visitors in two years. How can people get to jobs if there is no transit service to assists the labor force? How dare the County not provide the service? When you can’t bring in the employees, what good are we?

Not a proponent of using the bed tax for transit. That would take money away from advertising for conferences and events to get people here. Also, might require legislative changes because Volusia County is at the maximum amount. A poor reason to use the bed tax is transit, especially when you consider what a good transit system could do for Volusia County and attracting more conventions. Other
sources should be found to fund transit. Volusia County, is at 6.0% for the bed tax, which is the highest in the state outside of a small area in Miami-Dade County.

Not just an issue for hospitality, the manufacturing industry has a concern as well with the level of transit service. So perhaps the bed tax might not be the only way to satisfy increased funding and it could disproportionately affect one industry over another.

Consider moving buses on some of the routes in Deltona, to provide more adequate service. Largest city in Volusia area and expected to grow from population viewpoint. Also plans for new hospital which would need new service. It may be something based on demand where could look at potential use of CDBG funds, especially as it relates to matching grant funding to start some new service.

From the CRA standpoint, parking is a major issue. Not enough parking for students. Would like more routes to pick up students to help with the students. Are there any discussions with the universities with coming to the table?

Not a parking problem, a walking problem. Not using the facilities, or walking from the far lots. A lot of the routes are being utilized. Reallocating resources to accommodate the most in need, as there are some empty routes and they don’t help to sell increased transit service.

The trolley never went to the mall, never went to the conference center. It went up A1A. It went away because of a lack of funding. Need to avoid duplicating service. Taking the trolley service away was a huge disadvantage. The trolley provided the last mile connection.

When government looks at the big picture, it should not be about the balance sheet of the bus, but about the economic benefit that transit (trolley/bus) can bring into this area.

Daytona Beach is a drive-through market. Different from Orlando. The hurricane in 2004 was an eye opener to the hotels that bus service is important for the labor force to get to their businesses, which brings in a huge economic impact to the area.

Focus on International Speedway. The ability to use the transit for more benefits for the rider and Votran. Looked at the main corridors. The idea of having a multimodal transit center at the airport. You could use either a rental car, taxi, or transit. With the option for premium transit like a train stop in the future. Also looked into having a circulator. If you looked at the explosion of growth along the corridor it makes sense to have good transit.

There are 500 employees within the International Speedway headquarters. If there was a 20-minute bus, then more people would take the bus along the corridor. To have a dedicated service would be beneficial. The speedway brings in a lot of people. Keeping things simple is key for visitors and for senior citizens. Would be helpful to visitors to know they can get on a reliable, fast bus to get around and not have to drive.

The average age of the participants at this meeting are not the ones that will be using the Votran service in the future. Not just about low-income people getting to jobs; however, also attracting the workforce, the millennials that are not wanting to drive. Something we should focus on is who will be using the service? Instead of putting the money in the garages that people will not be using, put the investments into what the people want.
Also issue with paying for the service.

Have a traveler packet. Coupled with express service that is timed to when the planes come in. There are no bus stop amenities for the local people. No transit shelter, no bus stop (standing in the mud), no seating. Concerned about the disparity of the riders.

There is also the perception that transit is for the low-income and minorities.

What are we doing to service the people at the airport? For every tourist, there is X amount of sales tax and bed tax revenue generated here. We have to be creative, and not doing what we have always done. Defeating the purpose of the transit.

Transportation is key. We have 5 major colleges in the community. What are we doing and think ahead of the curve. Let’s not lose a lot of money like we did with the rental car surcharge when we didn’t pay attention and our money went to Orlando and Miami.

We have people using Uber coming to the Speedway. The advantage of the bus, is that more people can be accommodated on the constrained roads. No sidewalks connecting the bus stop with the medical center. Hard to see moms pushing the strollers from the medical center to the bus stop along roads with no sidewalks. Put Wi-Fi on the buses. The youth will figure it out quicker than the rest of us.

Necessary to build more walkable communities. Transit is that next step. There is not a single issue in our community that transportation does not affect.

There has to be a philosophy change. Catering to the passengers and visitors. To accommodate the passengers that are coming. Removing people from the cars and putting them on the bus and the train.

Perhaps coupling transit service with the airport during the event season.

There is transportation money within the state, we just need to pay attention. No increase in Votran services for the next 20 years in the Long Range Transportation Plan with existing funds. Funds would be used to maintain existing service, and any additional money would go to help maintain the roads. Wanting to look into alternative sources of funding to advance service for Votran.

What about the role that rail would have within Volusia? Or should we focus more on bus and improving existing service and frequency?

A reallocation of service might be needed. It would be hard to remove service in areas with little demand; however, focusing resources in the most-dense areas makes sense. This would need to be looked at very carefully. For example, 18 stops a day at the Volusia Mall. Is that the most efficient way? It might be painful at first to remove service; however, reallocating service to where it is most needed might be what is needed.

Votran is looking at routes serving the West side of Volusia County in that level of detail to see if changes could be made to make the service more efficient and effective, but have to think about existing users, federal compliance, and maintaining connections.
If you don’t ask your customer, then you are doing what you were doing yesterday. Put yourself into what the citizens go through every day when catching the bus. Improve lighting, need shelter for inclement weather, emergency contact phone at bus stops.

Customers are able to participate through the on-board survey, public meetings, and submitting comments. Over 1,700 customer responses for the on-board survey were received.

Most of the cities have a contract with an advertising company to put up shelters. These contracts are long-term for some municipalities and provide little benefit to the jurisdiction in some cases, but they impact where shelters are located.

Participants were asked to identify and agree on the top three things for each category that need to be prioritized over the 10-year planning period with no particular order given to responses:

**Service:**
- Rail – SunRail to Daytona/ All Aboard’s Rail efforts (Brightline)
- Trolley A1A and ISB
- Frequency
  - Oak Hill, Edgewater- based on need and development

**Infrastructure**
- Solicit FDOT and TPO to get ADA-compliant bus stops
- Additional shelters
- Pull-out bays

**Technology**
- Wi-Fi on buses
- Safety switches (Buttons at stops that would notify police or security of a problem, like blue lights on college campuses)
- Mobile payment/ Online payment - individual and group options

**Funding**
- Business license fee that goes to transit from each license application
- Student Fee per credit hour (fees per credit hour devoted to transit)

**Marketing**
- Hotel/Motel Marketing- MyStop signage and at Airport
- Special Event promotion packaging partnerships
- Marketing Colleges and Universities- Welcome packet

**What could get more people to show up and participate at events?**
- Take a tour of the bus
- The invite was very bureaucratic. Cater to the crowd. Either early morning or late afternoon.
- Be forthcoming with agenda (that way they could route the invite to the correct staff person)
- Make it fun.
- Coffee and donuts. Add refreshments and don’t be shy advertising that you will have them.
Attendees:
- Stetson Representatives
- Embry-Riddle Representative
- Daytona State College Representative
- Palmer College Representative
- Bethune Cookman University (BCU) Representative
- University of Central Florida Daytona Beach Campus Representative

Format:
Attendees were advised that it was an open format meeting where topics would be suggested related to Votran and they could jump in and provide input based on the Discussion Group Agenda. A handout was also provided with facts about Votran. The agenda and handout are included at the conclusion of the discussion group summaries.

Discussion:
Do you use transit service why or why not?

Daytona State College- Our students use it. We have two stops on campus. Great service for students, especially for some of our students that have a disability. No exact numbers on how many students use the service, but I have heard from them that they do use it. We have 5 campuses within the County. There are no bus routes between campuses, which is a challenge for the students that take classes between the campuses.

Consider the staff needs as well as the students. Staff isn’t just the professors, it’s everyone else that works at the colleges and universities. Have service to accommodate the staff that could use it daily to get to work. Approximately 700 staff that would also need service.

Palmer College- Have about 70,000 visits to our clinic annually. Would like Votran stops that would be accommodating to the clinic customers. There is some existing service, and not sure at this point how many people use Votran to access the clinic. Many of the students are professionals seeking their Master’s and have vehicles.

Bethune Cookman College- Working with Votran with the stops that are around the perimeter of the university. Their students are interested in transit less for leisure and more for job access.

Marketing to students more, then more students would use it. Most students might not be comfortable or knowledgeable of public transit. The international students are more inclined to use it; however, they find the existing system to be more cumbersome with long waits than what they are familiar with.

Parking is cheaper than the monthly passes. So that is another deterrent, even though people do complain about the parking.
Would struggle with additional fee, if student fees were identified as a funding option for transit. Stetson gives approximately 98% of students a scholarship to attend. So basically, a student fee would end up requiring the university to subsidize even more to include the transportation fee. Students expect a certain level of service for fees that they pay. Transportation is a concern for Stetson. Less than 50% of on-site students have cars. For commuting students, approximately less than 70% have cars. Many of these students, walk, bike, use university transit options like zip car.

For UCF, the main campus is in Orlando. Would be difficult to make the determination between fees between the campuses, if looking at student fees for transportation.

Would have to make the argument to the students that it would be worthwhile to pay a fee for transit, and Votran would have to go where the students wanted to travel.

For students a higher level of service frequency would be necessary. Votran would also need to operate to allow travel where and when people want to go?

Bethune- A transportation loop is needed and preference would be for 30-minute service. This would be particularly helpful with off-campus housing and students traveling. In addition, this opportunity (service) would benefit students, but would also benefit the support staff. Because of where they are geographically located, BCU students and staff are in a food desert. It would be helpful for service to go to places where they can get healthy food, and provide other opportunities. Maybe offer an a la carte service, something that could be helpful and unique to each college.

Everything has to be online. If they can’t access it online then there’s no point. Apps would be beneficial. That are updated frequently. That would show you where the buses are. Some of the new features that Votran is rolling out are very helpful. Technology should align with societal norms and trends.

Pay by phone and not by card (mobile phone payment and not a universal bus pass)

In DeLand Votran is viewed as a social service. If you have a vehicle you are not going to use transit, and if you need to access something further out, then you would carpool, and not use the bus. Another struggle is that the hours of operation end too early to accommodate the lifestyle.

Transit does provide another option for safe travel for something that is not local, particularly for the DeLand area.

Perhaps offer a route at a certain time to provide access to areas outside, like a limited express stop route that operates to certain main attractions, like the beach or reverse travel from Daytona State College between campuses and from Bethune Cookman University to other areas.

About 65% of students are on financial aid. Would also have to get legislative approval to get another fee from Daytona State College.

BCU does not have the fee issue with regard to legislative approval since it is private.

It would be good to have a better sense on where the locations are that students would want to go. Not sure if there’s a central location(s) for a bus to send the students after hours for fun or social/recreational activities.
For Palmer, most students live around Port Orange.

Locations students want to access include- Daytona Beach, the big malls, Orange City. Hard to identify a central area, since the county is so diverse. Also want to travel to Orlando and back.

Wi-Fi is an expectation wherever a student goes now.

Some of the spots that are located around Volusia County, to comply with ADA is something that students would expect in most places to use transit.

Adding seats and benches for the bus stops would be helpful. Would send a different impression on the bus stops to help encourage use.

Service that gets to Orlando would be good. Most students would carpool to Debary to catch the SunRail, but would want to do this on the weekend.

Uncertain on whether they are going to extend the SunRail to DeLand. The Federal government is not funding that phase at present; however, local governments and FDOT are still reviewing that option.

The option to extend SunRail out to Daytona is also being studied with two possible alternatives; 1) rail and 2) bus rapid transit (BRT).

Have we thought of coordinating with the HR departments of the universities to survey the staff and see where they live? The origin and destination data might help plan future bus service. If that information is available by zip code we would love to have that information.

What percentage of Votran ridership is people going to work? Approximately 25%.

Transportation is a question that a lot of the students have. Stetson has Zipcar (2 vehicles, looking into getting a 3rd car), and bikeshare program.

Daytona State does have students that use bikes. There are some issues with the bike capacity on the Votran buses, with students having to wait for the next bus.

Would be helpful for a route straight to Debary for SunRail connections and to Sanford.

Would any of you participating like to be an ambassador for Votran to encourage usage. Open to the idea. Think that Votran should use advertising on the buses that show sports teams or athletes of the colleges and universities, also PSAs that have customer testimonials from the various groups you are trying to encourage to use the system.

Could see that a fixed housing area would be helpful for a concentration of student housing that is shared by various universities throughout the County, to build up density that would be supportive of bus service.

Beneficial for the Route 4 to go to Port Orange/Ormond Beach area from Stetson. If there was a bus to go there, then there would likely be use.

Freshmen cannot have cars on BCU. For out of state students at Stetson, most students do not bring cars.
For Embry/Palmer, some of the international students have better cars than the faculty.

If you could tell Votran anything that would be an improvement for the system what would it be?

- Improve the efficiency of system.
- Reduce the number of transfers needed to get around.
- Promote the monthly passes; mention the cost, travel time distance by mode, and the reduction in the carbon footprint. For payroll deductions, there are federal credits that can apply. Promote the environmental and financial benefits of using the system.
- Perhaps having a student discount would be beneficial. Considering a student discount even if it’s just a discount for the monthly passes. Students love to hear they are getting a discount like at the movies.
- A stabilized price-point for students would be attractive. And adding to the fee structure as a benefit to the students.
- Tap into the campus community, to utilize students as a positive perspective to using transit. Makes more relatable to the students.
- Trying to figure how to brand the bus around a particular institution, would be a great marketing tool. Along with the testimonials that were mentioned earlier.
- Also getting the material to the students prior to orientation, to get the new incoming student population acclimated to the system.
- A Saturday/Sunday service to the beach from Stetson would be helpful. Some challenges to operating outside of the County. SunRail doesn’t operate on the weekends.
- It was advised that all options can be reviewed during the planning process, but that Votran would have to be cognizant of maintaining compliance with all federal regulations related to the provision of service, such as restrictions on charter service.
- #findyourbus Encourage people to take pictures of the bus, riding the bus, etc. Making the service more relatable. A contest that encourages the initial usage and then it will be easier for them to do it again. It is being done with parks right now through a national competition.
Votran TDP Major Update – Social Service Agencies and Riders Discussion Group Summary

Votran Administration 950 Big Tree Road, South Daytona, FL 32119

August 9, 2016 from 10:00 - 12:00 AM

Attendees:
- Barbara Ludwig
- Cindy Robinson - Florida Health Care Plans
- Dorothy Maddox – Housing Authority City of Daytona Beach
- Nancy Hartford – Children’s Medical Services
- Holly Ryan – Division of Blind Services and Vocational Rehab
- Magen McCord
- David Buhl – Conklin Center
- Emma Brown – Davita
- DeAnna Chambers – Bishop’s Glen Retirement Community
- Nancy Hall
- Doug Hall
- JC

Format:
Attendees were advised that it was an open format meeting where topics would be suggested related to Votran and they could jump in and provide input based on the Discussion Group Agenda. A handout was also provided with facts about Votran. The agenda and handout are included at the conclusion of the discussion group summaries.

Discussion:
Who uses the transit system?

The elderly, special needs, blind, and other people. Patients use the service. People use the bus for economics, to go to work, or use it for education. In general people need to use the bus to get around.

Volusia County, we give bus passes that are on a monthly basis for going to work and to school for those that have no other transportation. We also provide one-time passes for one-time use to get to medical appointments. We purchase these passes from Votran.

There is a fee for purchasing online of $3.50. Some of us like me have to go to library to use the internet access to purchase passes.

Our agency will go to the website and purchase tokens for students, daily, 3-day passes, and monthly passes.

The site is accessible for persons with disabilities, I (Doug) have purchased passes online.

To purchase online you need a debit or credit card. It’s a critical issue. There is a concern about what will happen in 10 years from now, what services will be available for changing demographics. About availability and not everyone has a credit card or a smart phone. Not everyone has internet.

Give students a one-day pass and/or give them tokens.
In relation to some dialysis patients ordering online is an issue, the patients don’t have the extra $3.50. Some of the patients do not have the means to get around before and after their treatment.

There are going to be people that do not have smartphones. Especially with people over the age of 65 so as technology is considered remember these people and their abilities.

There are some people that are intimidated by smartphones and online processes. Is there a way to assist people with the Gold service, by calling them using a passcode, so that way the card is sent to them?

Payment options need to include everyone – multiple forms. Have cash and mobile/online payments. Looking at alternative modes of payment for the riders.

**In Volusia County, do you feel ride-sourcing will be become more popular and supplement transit?**

As people get older, people become more concerned with their safety. Would not feel comfortable with Uber. Not thinking of getting attacked on public transit. With Uber, concerned with getting into a private vehicle. The older people and people with disabilities know the Gold service and they know a cab.

For dialysis, no transportation after 8:00pm for those that end treatment after this time. Our centers open until 3 AM, transit service may be needed later for these individuals. Votran cuts off at a certain point. Also, they had different zones of travel for different times. Some patients live outside of the zone, but they need service. Sometime individuals have to stay onsite at the hospital based on lack of transportation.

Some taxis have backed up Votran, on dialysis side, we see any service that can provide more transportation access as a help.

No wheelchair accessible services with taxis. Votran is the only available transit. That is a concern. Need more wheelchair accessible transportation. Will Uber/Lyft services have that, wheelchairs?

Like it or not, Uber/Lyft is growing throughout the nation. Cheaper, faster, and cleaner than cabs. It’s going to happen. We need to look at the last-minute services for Votran. Have to call 24 hours in advance. Uber/Lyft are convenient and faster than a cab, though not cheaper than Votran. Definitely something to explore.

It’s a real problem. With emergency services when released at night, there is no way to get home. To use a medical shuttle is very expensive and insurance does not cover it. There is a need for something to assist people with last-minute emergencies/ medical-releases and discharges at hours that Votran does not have service. There aren’t last minute services to help people in those situations.

As part of this planning effort we can review coordination with private agencies to procure vehicles that are wheelchair accessible.

Taxi companies are not required to purchase wheelchair accessible vehicles. There are a couple of new companies that have purchased them.
Some competitive grant funding was available a few years ago that would have allowed private vendors to purchase wheelchair lifts or wheelchair lift equipped vehicles if there was an interest. BlueBird taxi participated in this funding in Fort Myers.

**What do you think about the infrastructure with people accessing stops/shelters?**

Question, why were all the benches removed from Nova and Brentwood Drive?

- There have been some difficulties with ADA requirements within Volusia County. Some of the municipalities did not have the money to retrofit every location at once to meet the ADA requirements for the stops. As such, they have removed the benches to be compliant with the federal legislation. Benches and stop infrastructure is maintained by the municipalities.

New Smyrna Beach has also removed the benches.

In South Daytona, they passed the buck back to Votran. It would be great to have the municipalities and Votran work together. Also not enough sidewalk connectivity. Until those sidewalks are connected with the bus stops, then the benches will not go back in.

Vo-to-go texting system helps with the passenger’s waiting time, but it needs Braille or some functionality for blind fixed route users to get real time bus tracking information.

**Do you think Wi-Fi will be helpful to attract people?**

Will definitely be important in the future. See about 70% of passengers on the buses now staring down at their phone. See cars being advertised with Wi-Fi. Votran better get on-board.

Help with texting program to make a reservation and get back to them. Some people have speech impediments, but are good on the phone. Having option to text in reservations would be a big help, like when you could fax them.

Would like them to piggyback people going from the same location to the same destination. Mentioned issues with students booking reservation for the same time on different dates. Would be more proficient to send one vehicle to accommodate the group, instead of sending multiple vehicles. Would be more efficient. Several vehicles at the same location and going near to each other for drop-off is not efficient.

The hour-window is too long for people. What is the point of calling in to let the driver know that the rider is early for their pick-up and to still have to wait a long time for them to pick you up.

- The one-hour window for Votran Gold service was explained.

Votran needs to stop offering the option if they are not going to honor that request. Why bother to call in if it takes longer? The early pick-up because you are done early is not working. It makes them pick you up even later because then they take you off the list for your scheduled pick-up.

I don’t understand why if I only need five minutes for my errand why they just can’t wait for me. Some drivers will, but other won’t. They are just sitting there some time and I don’t know why they can’t just wait.
Does Votran tell the driver that they have to drive in a particular sequence?

- The drivers have a manifest that they have to follow when they are delivering service that is scheduled to be efficient. When not following the manifest for any reason they should communicate with dispatch, otherwise they need to follow it.

There is a delay and inefficiencies that occur when some drivers pick up a person with special needs. It seems the drivers are not following what is shorter for the riders and it is not logical. They are driving around, zig-zagging.

- The concerns will be provided to Votran. They want to provide the best service while maintaining compliance with federal and state requirements. Please be mindful that management will have to contend with the driver’s flexibility to deviate from the schedule, and the concerns that could arise due to having that flexibility (including accidents, congestion, general impact to passengers, etc.).

Would be helpful to have the option to chain the trips and this would make the service more efficient.

Concern with east-west connection using Gold service. When calling, they reference to use the regular fixed-route service to make this trip. It appears to be based on the whims of the customer service representative that answers the phone versus a set policy on how they accommodate riders.

West side service after 5 PM and no Sunday service is an issue. The ADA Gold Service is not good under this for access to the west side, but some people get it. They let different riders do different things like going to Amtrak.

- Under the TD Program for Gold Service, there is not a restriction on the service in the County, however there is a limited amount of annual funding for this, and they try to prioritize the trips. Perhaps more training could be done with the customer service representatives on their assistance and recognizing which programs (if not both) that a particular rider may be eligible for when using Gold service.

The County’s planning needs to accommodate transportation. A 55 and older development with no transportation to support it is unreasonable.

People don’t understand that Votran cannot do everything for everybody. There is not enough money. I have been told that money cannot be removed from X to fund Y. It is important to get with County leaders to get them onboard with transportation and Votran. Remember the squeaky wheel gets the grease. It takes voters and involvement to make officials aware. Politicians will listen to who complains the loudest and with the most voices. There is a need to change the look of transportation. There is a lot of politicians who only see Votran and public transit in general as a way to serve special needs and low-income people.

Feeling that Votran is a county-wide transportation agency but it seems to only serve Daytona Beach. There is more to the County than Daytona Beach. There is very limited routes with limited frequencies for east-west connection. Especially for connections to the SunRail.
Have they increased the emergency management system for movement of disabilities in cases of emergency evacuation, including hurricanes and fire?

- Votran is the County’s transportation provider for state and locally declared emergencies. There is a registration service for anyone that may need transportation in the event of an emergency including persons with special needs. Votran has improved their fleet, the newer vehicles allow them to provide more reliable service in case of an emergency and for regular service.

Getting the public together is important to present the picture to the politicians.

**Participants were asked to identify and agree on the top three things for each category that need to be prioritized over the 10-year planning period with no particular order given to responses:**

**Service**
- Customer Service Training
- Hours of operations (evening, weekend)
- More Frequency/ Direct Routes (Fixed routes)

**Concerns:**
- Improved flex-time scheduling (Gold service)
- Flex service to Amtrak
- Voucher Program (Taxis/Uber) like what HART has can be a model

**Infrastructure**
- Bike Racks/More capacity on buses for bikes
- Increased infrastructure- more sidewalks/bus stop amenities
- More accessible vehicles – non-Votran

**Technology**
- Wi-Fi on vehicles
- Mobile payment options

**Concerns:**
- Ride-sourcing coordination – ensuring they don’t leave out persons with disabilities

**Funding**
- No increased fares
- County gas tax
- Development fees
- Sales tax
- City contributions
- Bed tax

**Marketing**
- Transit is important and a necessity
- Advertising on vehicles
- Set up Votran vehicles available at festivals for information and so people can go in and get comfortable with the vehicle

**Participation**

Public officials to ride transit and have experience of passenger
**Fact Sheet**

**System Profile**

**What is Votran?**
Votran provides bus services in Volusia County. There are 22 routes that provide service throughout the County. Most routes operate Monday-Saturday from 6AM-7:30 PM, with limited Sunday and night service in the Greater Daytona Beach Area. Route 1 is the most used route.

**What is Flex Service?**
Flex service is a “call first” curb-to-curb flexible service operated in the New Smyrna Beach area.

**What is Gold Service?**
Services available for persons unable to access transit because of a disability or distance from a route

**How much does it cost?**
VOTRAN has one of the lowest one-way fares in the region at $1.75, with discounts offered for seniors, youth and individuals with disabilities.

**What is the TDP?**
The Transit Development Plan (TDP) is being developed by Volusia County in coordination with the River to Sea Transportation Planning Organization (R2CTPO) to serve as a guide for the future of public transportation in Volusia County from 2017 to 2026. It will represent the transit agency’s vision of a more connected community through transit growth and improvement over the next decade.

**Why Do We Need Your Input?**
Public participation is an important part of developing the TDP. We are conducting numerous public outreach activities to support the plan, including discussion group workshops, passenger surveys, and stakeholder interviews. You can help by providing input to help VOTRAN plan future system improvements. Your participation and input are needed so we can learn more about the public transportation needs, issues, and accessibility concerns to better help your community. **We need you! Please come out and participate!**

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**VOTRAN Quick Facts (2014)**

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For more information, visit [http://votran.org/](http://votran.org/) or contact Votran at 386-761-7700 (Daytona Beach), 386-424-6800 (Southeast Volusia), 386-943-7083 (West Volusia).
Current Trends and Issues

SunRail
Opened in May 1, 2014. DeBary is the second highest boarding and departure station in the SunRail system, with three Florida Department of Transportation (FDOT) funded shuttle routes provided to the station. Volusia County has agreed to pay $88M for SunRail operations through 2036, after the first seven years of operation pursuant to an interlocal agreement with FDOT.

SunRail Extension
The extension of Phase II North to Deltona, has been put on hold and is under review for federal funding options. Volusia County is working with FDOT to revise the original agreement and reduce its expected costs.

What’s New at VOTRAN?
VOTRAN has launched ‘MySpot Mobile’ a real-time bus and trip planning app available online and on mobile devices. It provides the route’s service area, bus stop location, real-time bus tracking, access to trip planner on Google Transit, and allows users to set future trips alerts.

Transit-Supportive Development
Volusia County is in a state of growth and expansion. The municipalities of Daytona Beach, DeBary, Deland, New Smyrna Beach, Orange City, and Ormond Beach have incorporated transit-oriented development planning concepts into their Comprehensive Plans. DeBary has a transit-oriented development plan for development around the SunRail station. Overall, VOTRAN is a major factor for the planned TOD concepts.

Population Growth
The County has experienced relatively flat population growth from 2010 to 2014 with just under one percent growth, according to American Community Survey Data. In comparison Votran ridership has grown steadily from 3.2 million passenger trips in 2010 to 3.7 million passenger trips in 2014, representing an approximate 16% increase in ridership.

Technology
Ridesourcing platforms like Uber and Lyft allows users to request a ride in a semi-private vehicle. Uber provides access to over 80% of Floridians. Uber has partnered with other transit agencies across the state and nationally to assist with providing additional service to fixed route and paratransit services.

Environmental
VOTRAN started its “Go Green, Go VOTRAN” project and Green Fleet initiative in 2011. As part of this initiative 9 hybrid-electric paratransit vehicles were procured in 2010 and propane vehicles in 2015. Additionally, VOTRAN uses bio-diesel fuel in all its vehicles. Help VOTRAN continue its green initiatives by walking, riding a bike, or carpooling; either to work, school or to the nearest bus stop.
Key Facts

Welcome to Volusia County!
There’s plenty to enjoy and do in Volusia County. With beautiful parks, museums, shopping, hotels, nightlife, food, and much more, there’s never a dull moment in Volusia County.

Some places which can be accessed by VOTRAN:

**East Side Popular Destinations**
- Daytona Beach International Airport
- Daytona International Speedway
- Daytona Mall
- Dog Track
- Ocean Center
- Ponce Inlet Lighthouse Park

**West-Side Popular Destinations**
- Dupont Lakes
- Crowne Centre Plaza
- DeBary SunRail
- DeLand Municipal Airport

For more places to visit, please go to www.votran.org

What has Votran done to improve service?
Since 1998, Votran has added the following enhancements for its riders:
- Began running Night Service in the Greater Daytona Beach Area
- Added bike racks to all fixed route buses and trolleys
- Began the Route 60 Cross-County Connector service on Saturdays

What other improvements would you like to see for Votran? Come to our workshop and let us know!

**Commuting**
There are more than 56,000 commuters that live in Volusia County and work in Brevard, Orange, and Seminole counties. VOTRAN offers Commuter Assistance Programs (CAP) which can help alleviate the stress of your daily travel for work. You win, traffic congestion is reduced with the need for parking, and it’s great for the environment. Every year, VOTRAN’s commuter program:
- Saves nearly $1.8M in commuting costs
- Saves nearly 145,000 gallons of fuel
- Eliminates over 3.5M miles of personal vehicle travel
- Eliminates over 87,000 trips from local roads

Coordinate with Votran to see how its CAP can benefit you or your employer!

Contact Us
VOTRAN Project Manager
hblank@volusia.org
950 Big Tree Road
South Daytona, Florida 32119-8815

Consultant Project Manager
lbarnett@tindaleoliver.com
135 W. Central Blvd., Suite 450
Orlando, FL 32801

For more information, visit http://votran.org/ or contact Votran at 386-761-7700 (Daytona Beach), 386-424-6800 (Southeast Volusia), 386-943-7083 (West Volusia)
Meeting Facility:
The meeting was accessible by public transit.
A map display was set up, along with an area for Votran brochures and information on the MyStop application.
Surveys were available for attendees to complete on paper or via tablet.
A mapping station was available for attendees to identify locations in Volusia County where they would like to see service.

Meeting Introduction
The meeting was opened with a presentation that provided an overview of the meeting agenda, elements of a TDP and TDSP, analysis completed to date, and an update on public involvement.
Attendees were informed that some focus areas for these documents would be on major corridors and improving existing transit service. The meeting was open for public comments

Public Comments:
There seems to be less service overall, less service on the weekend, coupled with lack of service on the weekend in the West area.
Affected by no service at night and on Sundays. I was not interviewed during the on-board survey. Are there any survey plans for people with disabilities? Not sure why Votran is lumping the TDSP and the TDP together, they are for two different groups. I have questions:

• Am I ever going to have the option to take the bus from Port Orange to the beachside on the weekends for Sunday
  a. Response – as part of the TDP development process we will be reviewing service options for all of Volusia County, but I can’t provide an answer for your specific trip purposes at this time. Also, the two planning efforts are being completed at the same time, not lumped together because the analyses can benefit both documents.
• Will Votran become compliant with Title 49, Part 37, subpart F? Do you know or have you read this legislation?
• Will I ever have the option to take feeder service? Using paratransit to a central location and not being double-charged for that?
b. Response – Votran is looking at feeder service options and is aware of and compliant with the Americans with Disabilities Act (ADA) regulations.
c. Against the law to double-charge for two fares for feeder service.
d. No reason why service cannot be expanded to accommodate persons that need it, or to expand Sunday service in the western area of the County.
   i. Response – providing additional service cost money, but identifying what the needs are in Volusia County is a necessary first step.

- First, would like to thank Votran for listening to advocacy groups and incorporating previous comments; by adding things such as MyStop and Google Transit.
- Suggestions, quality of service. The passes that are currently distributed don’t always work when there is a timestamp. Perhaps consider a reloadable card.
- Also consider an online option that works with all screen reader systems. The third party vendor that Votran uses currently has issues with the screen readers for pass purchases by persons with a disability. Perhaps Votran should provide a panel that can test these applications and functions before putting them out for the public.
  a. Response – The Votran website should be 504 compliant, and Votran will look into this.
- It’s not Votran’s site it’s the pass vendor’s site that Votran uses.
- Haven’t heard anything about Amtrak. Accessibility to Amtrak differs based on eligibility programs. Would like to see a service provided to Amtrak like a flex service.
  a. The varying access is based on whether you are eligible for service under the TD or ADA program, but this need has been identified previously to connect service with the DeLand Amtrak and will be revisited as part of this TDP Major update.
- Suggestion- Quality Assurance with Gold Service. To alleviate some of the call volume, particularly on Saturday. Perhaps more options for cancellations of rides, like leaving voicemails on a number that is checked regularly.
- Comment- Regarding smart cards, might not be user-friendly especially for the TD population. Also, some issues with blind persons not being able to read the balance of a card.
  a. Response - Mentioned the options to accommodate persons with varying disabilities when using this technology will be reviewed as part of the procurement process if this direction is pursued.
- Concern with numbered stops for visually impaired persons.
- Comment- Concern with MyStop app and the availability of the bus on the map for visually impaired persons. Also issues with arrival time of fixed-route services.
- Concern with Gold Service. Using a lot of cabs to fill in spots for runs. Cab drivers do not have any sensitivity training, are not aware of the policies for the service, and lacking customer service training like the Votran staff drivers.
  a. Recommended for riders to follow-up with Votran customer service whenever the contracted operator does not provide service in a manner pleasing to the customer.
- Agree that cab drivers need to be trained. Is there a way for Votran to monitor them and ensure they follow Votran policies? In addition, they talk on their phones. Important for them to know the Do’s and Don’ts when operating a Gold Service trip.
  a. Response - A mystery rider that Votran might employ could be a type of additional quality assurance, but Votran does monitor contractors. Training options for contracted carriers
can be added in the plans, but this might also increase the price they charge for services. Requirements for how service is to be delivered is spelled out in the contract documents.

- What are some of the options that Votran has considered for outsourcing?
  a. Response- Votran utilizes taxi service to augment paratransit service currently. Other areas across the state are using pilot programs to accommodate the need like Uber and TransDev. Some of the concerns are that some of the private vehicles are not wheelchair accessible. We will be looking at the options for augmentation.

- Mentioned the issue that Uber is working on this issue. Would like to have a designated location where Gold Service, taxis, and Uber can meet and connect with Fixed Route services.

- One problem is the customer service reps that assist the TD/ADA riders when waiting for the rides. Issues with early pick-up calls for service from the scheduled pick-up time, but vehicles are not dispatched until much later to complete the trips and customers are left waiting.

- No provision for missed trips. Should be a provision that rider should be picked up within the hour allotment. And that if the vehicle comes over an hour late, then there should be a provision for when that occurs for a missed trip.
  a. Response – There is a missed trip policy. Votran staff mentioned interactive voice technology that will be coming in the near future to assist with this.

- A lot of issues with weekly and monthly passes. With swiping and not being recognized and the bus is losing time. Also visually impaired cannot read how much time is left or when the pass expires.

- Concern regarding bus stop benches and shelters, not enough and some communities like Daytona Beach are removing them. You are required to have those for your bus service.
  a. Response - The County and each city is responsible for the shelters and the benches within their jurisdiction. The cities that have removed the benches have removed them due to liability concerns as it relates to the ADA. Federal law does not specify bus stop amenities for compliance with ADA.
Meeting Facility:

The meeting was accessible by public transit.

A map display was set up, along with an area for Votran brochures and information on the MyStop application.

Surveys were available for attendees to complete on paper or via tablet.

A mapping station was available for attendees to identify locations in Volusia County where they would like to see service.

Meeting Introduction

The meeting was opened with a presentation that provided an overview of the meeting agenda, elements of a TDP and TDSP, analysis completed to date, and an update on public involvement.

Attendees were informed that some focus areas for these documents would be on major corridors and improving existing transit service. The meeting was opened for public comments

Public Comments:

- Would like to see an extension of the night and Sunday service in some areas to allow for growth, if able to, and to allow more places for the riders to go. West side of the County needs more service. Would like for us to look at Orlando as an example of service. Orlando goes outside the federal ADA minimum requirement of ¾-mile, and Votran should be able to do this. This service does cost a bit more due to a tiered system for service provided outside the ¾-mile buffer zone, however it’s very convenient for the riders. Would like to see more ideas on how Votran can expand its services. New ideas could help Votran riders become more independent.

- Would like service to Port Orange and Holly Hill. There are some areas that riders cannot go to, since Votran does not travel everywhere. Especially for those riders wanting to travel beyond the ¾-mile. It allows for more independence with the riders, and a better quality of life. Would like Votran to look at what other counties are doing to get more ideas.

- When planning for the future it’s imperative to have a good foundation. Currently there are a lot of gaps. Evening service, Sunday service, and operating during the summer holidays (Memorial Day, Independence Day, and Labor Day)

- Would like to see better connections between routes and major destinations, most notably the VA Hospital/Center.
• We need better service now to build onto the future! It’s too late to wait until the future to build something better. The time is now.
• Removing the benches and shelters, it made it very inconvenient to use those stops. I understand that there are a lot of politics involved with the removal of these amenities and some of the ADA folks caused some controversy, but we need these things with this weather. I am frequenting/patronizing the fast food places around stops a lot more, so I can sit in the air until the MyStop app tells me the bus is near.
  o Response - The responsibility of Votran amenities installation and maintenance of the benches and shelters is primarily through the municipalities. The issues with the benches and shelters deal with the ADA compliance and the lack of funding to address some of the problems.
• Feel that the politicians use photo opportunities with Votran to make themselves look good. They use their own personal vehicles to get to the photo opportunity, instead of using Votran. They really need to experience the service and then maybe they will improve it.
Votran Transit Development Plan (TDP) & Transportation Disadvantaged Service Plan (TDSP)

Public Meetings – August 2016
Agenda

• What is a TDP?
• What is a TDSP?
• Public Involvement
• Baseline Conditions
• Peer and Trend Review
• Funding and Revenue Sources
• Next Steps
What is a TDP?

- Strategic Plan for Transit Service
  - FDOT requirement
  - 10-year plan
  - Evaluation of demographic and travel behavior characteristics
  - Assessment of existing transit service
  - Public involvement and outreach efforts
  - Determination of transportation needs
  - Service and implementation plan development

- Difference from Prior TDPs
  - Corridor approach
  - Focus on improving existing services performance
Purpose of a TDP

- Transit agency guidance document
  - Planning
  - Development
  - Operations
- Identify public transportation needs
- Define alternative solutions
- Meet State requirement
- Sets the **vision**...
Transportation Disadvantaged Service Plan

- Chapter 427 of the Florida Statutes
  - “those persons who because of physical or mental disability, income status, age who are unable to transport themselves or purchase transportation and are, therefore, dependent on others to obtain access to health care, employment, education, shopping, social activities, or other life-sustaining activities or children who are persons with a disability or at high-risk as defined in s. 422.202, Florida Statutes”

- Recognized by the Federal Transit Administration (FTA) as the Locally Coordinated Human Services Transportation Plan
What is a TDSP

- Tactical plan
  - Development plan
  - Service plan
  - Quality assurance
- Updates
  - Annual - minor
  - Every 5 years - major
- Developed by CTC (Votran) & the River to Sea TPO
- Reviewed and approved by the TDLCB
- Survey of passengers added as a non-TDSP required monitoring activity
TDSP Population Distribution

Elderly Population

Low Income Population
TDSP Population Distribution

Persons with a Disability Population
Key Elements of the TDP Process

- Public Outreach
- Condition Analysis
- Evaluation of Services
- Needs Assessment
- Goals & Objectives
- Resource Assessment

Final Plan: Phasing & Finances
Public Involvement

• Public Outreach Process Completed
  • Stakeholder interviews
  • On-board survey

• Public Outreach Process Planned
  • Discussion groups
  • Public meetings
  • R2CTPO Board & committee meetings
  • Social media and Votran website
Stakeholder Interviews

- Perception of Transit:
  - Existing service is satisfactory and meets the needs of transit-dependent riders
- Future Role of Transit:
  - Increase frequency of service, service needed in Lake Helen, trolley service, add bus shelters
  - Demographic change will have an impact
- Technologies
  - MyStop is an improvement, future consideration for alternative ride-sourcing platforms accessed through mobile applications, split decision on Universal Smart Cards
- Funding
  - Split decision on use of local funding
- Marketing and Branding
  - Reasonable, need more bus stop schedules posted, TV ads
  - Focus more on educational marketing more than branding
On-Board Survey

- 30 questions 3 major categories
  - Travel characteristics
  - Rider demographics
  - Customer service/satisfaction
- 1,794 respondents
- 52% male
- 48% female

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<td>Age</td>
<td>Under 24</td>
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<td>25-44</td>
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<td>Annual Household Income</td>
<td>Under $10,000</td>
<td>Under $10,000</td>
<td>Under $10,000</td>
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<tr>
<td>Regular Votran User?</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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</table>
On-Board Survey

- Frequency of Use
  - Comparison to 2006 & 2011 On-board survey results
  - Fluctuation in riders using Votran services 5-7 days a week
    - Increase from 2011 (5 days a week)
    - Decrease from 2006 & 2011 (6 days a week)
    - Decrease from 2011 (7 days a week)
On-Board Survey

Reasons to Ride Votran

- Aspects Least Liked
  - Wait time/Infrequency of service 14%
  - Weekend service 13%
  - Limited service hours 9%
Traditional Markets

- Analyzed
  - Older adults
  - Youth: < 15 years old
  - Below the poverty level ($25,000 for 4-person household)
  - 0-Vehicle household
Discretionary Market

- Density Threshold Assessment based on industry thresholds

<table>
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<tr>
<th>Level of Transit Investment</th>
<th>Dwelling Unit Density Threshold</th>
<th>Employment Density Threshold</th>
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<tbody>
<tr>
<td>Minimum Investment</td>
<td>4.5-5 dwelling units/acre</td>
<td>4 employees/acre</td>
</tr>
<tr>
<td>High Investment</td>
<td>6-7 dwelling units/acre</td>
<td>5-6 employees/acre</td>
</tr>
<tr>
<td>Very High Investment</td>
<td>≥8 dwelling units/acre</td>
<td>≥7 employees/acre</td>
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</table>
Performance Peer Group

- Capital Area Transit System – Baton Rouge, LA
- Charleston Area Regional Transportation Authority – Charleston, SC
- Chatham Area Transit Authority – Savannah, GA
- Lee County Transit – Fort Myers, FL
- Pasco County Public Transportation – Port Richey, FL
- Sarasota County Area Transit – Sarasota, FL
Peer & Trend Review Overview

- FY14 data for all peer agencies accessed from latest National Transit Database

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<tr>
<th>Metric</th>
<th>Performance Measure</th>
<th>Findings</th>
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<td>Performance</td>
<td>Passenger fare revenue</td>
<td>Trend: +17% (strength)</td>
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<td></td>
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<td>Peer: * -55% below peer group mean</td>
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<tr>
<td>Effectiveness</td>
<td>Passenger trips per revenue hour</td>
<td>Trend: +11% (strength)</td>
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<td>Peer: + 20.4% above peer group mean (strength)</td>
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<tr>
<td>Efficiency</td>
<td>Operating expense per passenger trip</td>
<td>Trend: -25% (strength)</td>
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<tr>
<td></td>
<td>Operating expense per revenue mile</td>
<td>Trend: +5% (challenge)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Peer: -10% below peer group mean (strength)</td>
</tr>
</tbody>
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*Removal of CARTA places Votran 48% above peer group mean*
Situational Appraisal

• Required during a major TDP
• Provides an evaluation of the local environment
• Assesses the factors that could impact programs over the next decade
• Elements reviewed
  • Political
  • Economic
  • Environmental
  • Technology
  • Policy
  • System
Situational Appraisal

- Non-traditional ride-sourcing platforms
  - Potential collaboration to complement existing agreement with other contract companies to provide Gold Service
  - Assist with demand in areas with no or low service, off-peak hours, and special events
- Dedicated funding
  - Efforts to secure more revenue to match federal dollars when grant opportunities arise
  - Future of DeLand SunRail station
Goals & Objectives (2012)

- Goal 1: Provide a superior transit system delivering effective and efficient service
- Goal 2: Deliver a transit experience that is pleasing to the customer and encourages use
- Goal 3: Ensure that Votran is a viable and fiscally responsible transportation alternative for the community
- Goal 4: Reduce energy demand, implement environmentally-friendly processes, and protect Volusia County’s natural environment
- Goal 5: Utilize the best technologies and innovations available that offer both enhanced system performance and positive return on investment
- Goal 6: Provide top-notch leadership in attaining the region’s mobility needs
Next Steps

- Public Workshops – August 2016
- TDLCB Meeting – September 2016
- Draft document – September 2016
- Presentation to the R2C TPO Committee – September/October 2016
- Volusia County Council – October 2016
- Submittal to FDOT – November 1, 2016
Feedback and Input
APPENDIX C: ANNUAL FAREBOX RECOVERY REPORT
CURRENT FAREBOX RECOVERY RATIO
The farebox recovery ratio for Votran, the public transportation provider for Volusia County, was 21 percent in FY 2014 and FY2015 for fixed-route bus. Votran is maintaining its farebox recovery ratio with increasing operating expenses, identifying that passenger fare increases are offsetting the higher costs of service in equal proportion. The background with regards to the farebox recovery ratio is discussed further in this section.

PRIOR YEAR FARE STUDIES AND CHANGES
In November 2013, the Volusia County Council approved a two-phase fare increase for Votran fixed-route services to address the increased cost of services being provided. The initial phase of the fare increase was effective February 16, 2014, bringing the base fare from $1.25 to $1.50, an increase of 20%. The second phase of the fare increase went into effect one year later on February 2, 2015, bringing the base fare from $1.50 to $1.75, a 17% increase. This fare remains in effect at present.

PROPOSED FARE CHANGES FOR THE UPCOMING YEARS
At this time there are no immediate plans to implement a fare increase, given that fares were increased twice over the past three years as a result of the fare study completed in 2013. However, Votran should continue to examine fare levels periodically to avoid large one-time increases that place more financial burden on passengers and to keep the fare revenue at an adequate proportion to the expenditures. In past five years the farebox recovery has been fairly consistent, ranging from 19% and 21%. A fare increase that plans to maintain this consistency or gradually increase this ratio over time is a responsible undertaking by Votran.

STRATEGIES THAT WILL AFFECT THE FAREBOX RECOVERY RATIO
The FY 2017-2026 TDP Major Update identifies several strategies that will be used to maintain or increase the farebox recovery ratio, including the following:

- Increase ridership through more strategic marketing activities aimed at attracting choice riders;
- Ensure that transit serves major corridors, employers, and activity centers (including colleges/universities);
- Continue to evaluate services and make service modification to improve lower performing routes or to remove these routes from the system;
- Review the applicability of premium service on major corridors to provide a competitive modal option over automobile use;
- Provide local employers with incentives for transit use;
- Improve the existing schedule to attract new riders;
- Monitor key performance measures for individual fixed routes;
- Assess the existing fare periodically to guarantee fare revenue levels are maintained proportionate to expenses;
- Increase ridership by continuing to transition transportation disadvantaged service customers to the fixed-route system;
• Improve frequencies on the fixed-route system to attract new riders;
• Ensure that bus passes can be purchased at locations that are convenient to the riders;
• Set a goal to increase farebox recovery and have staff commit to achieving the goal through a suggestion program that encourages more efficient ways to provide service;
• Inform customers on the importance of paying the correct fare for each trip through a marketing approach. This customer information effort should be combined with an operator education initiative on the importance of reducing the instances of short-fare trips; and,
• Review the applicability of reloadable fare cards and mobile fare payment or other fare options to increase sales.