



**TELL THE TPO**

THE RIVER TO SEA TRANSPORTATION PLANNING ORGANIZATION

# SURVEY CAMPAIGN SUMMARY

AUGUST 2014

# INTRODUCTION

The River to Sea Transportation Planning Organization (TPO), formerly known as the Volusia Transportation Planning Organization, conducted a survey to better understand the transportation preferences and priorities of the TPO Region. The survey is intended to be conducted every two years, and will help provide insights for the TPO as it makes decisions on transportation planning and implementation. This memo summarizes the results of this first biennial survey.

This survey was anticipated to provide a broad understanding of public awareness, attitudes, and perceptions of the citizens within the TPO Region, and to establish the baseline for tracking the changes and trends of these results over the years. In addition to providing useful data on public perceptions about transportation, this initial survey and its dissemination were also intended to increase public awareness of the TPO and its regional transportation planning functions. The survey was seen as serving the dual purpose of gathering input, but also serving as a “marketing campaign” for the TPO. Specifically, the survey objectives were:

- To understand the transportation wants needs, problems, preferences and suggestions from residents, business community, elected officials, and other stakeholders.
- To increase awareness and branding regarding the TPO. Everyone taking the survey will become aware of the existence and activities of the TPO.
- To engage interested residents, businesses, and visitors and add them to the TPO database.

# METHODOLOGY

A Study Team made up of Kittelson and Associates, Inc. (KAI) and Clear Light Communications, Inc. (CL) supported the River to Sea TPO in this effort. The Study Team led a collaborative process in developing and conducting the survey. At the outset of the survey development, a survey working group was formed. The group included partner transportation agencies and key community stakeholders, including:

- East Central Florida Regional Planning Council (ECFRPC)
- Florida Department of Transportation District 5 Intermodal Systems Department
- FDOT ReThink Your Commute
- Votran
- Flagler County
- Volusia County Association for Responsible Development (VCARD)
- Volusia County

The Working Group met to brainstorm ideas for the campaign name, discuss topics to include in the survey, and develop strategies for survey dissemination/promotion. Based on input from the working group and the TPO Board, the Study Team developed draft and final versions of the survey. The Study Team also reached out to other community stakeholder organizations, by attending events and conducting one-on-one interviews to identify ways to disseminate the survey. These additional stakeholders included major employers, chambers of commerce, and community organizations. The survey was then disseminated through various media outlets, posted and announced through partner agencies' websites, newsletters, email blasts, and promoted at community events. *Appendix 1 outlines the detailed marketing plan followed for disseminating the survey.*

After the focused stakeholder outreach, the survey was distributed in both hard copy and on-line/web versions. The survey was formally launched at the TPO's board meeting on April 23, 2014. Each of the Board members was challenged to be an "ambassador" for the survey campaign and to help share and promote the survey through their own organizations' communication channels. This "Ambassador Program" helped in successfully increasing the awareness of the campaign throughout the process. The Campaign formally ran from April 23, 2014 to July 23, 2014. *Appendix 2 shows the full survey questionnaire in print form and web formats.*

## OUTREACH FEATURED CREATIVE TEAMING WITH GOVERNMENT, BUSINESS, AND CIVIC COMMUNITIES:

- Each Board member served as an Ambassador to their constituencies.
- Cities and agencies created awareness and made the TelltheTPO.com link widely available via web, newsletters and e-blasts.
- The business community was fully on board. Events included Hispanic & Daytona Chambers and ISB Coalition while Team Volusia, VCard, Department of Economic Opportunity and other Chambers made email and newsletter blasts.
- Thanks to an event at Once Voice for Volusia, we reached out to more than fifty non-profit organizations, involved with diverse communities from pre-natal care to seniors issues in Volusia and Flagler.
- Earned media included stories in 19 publications ranging from Daytona News-Journal to DeLand Chamber Newsletter.
- Social Media included Facebook and Twitter
- More than 300 people opted into TPO emailing list, 140 want more info on rideshare, 218 on VOTRAN and 380 on Sun Rail

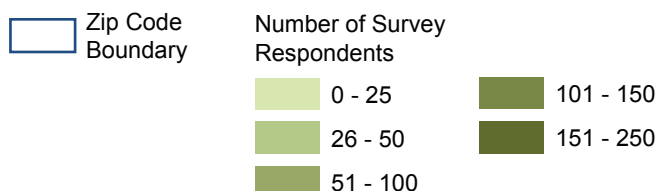
## RESULTS & KEY FINDINGS

A total of 1,263 responses were collected and summarized from across the entire TPO Region. In summary, the survey has enabled the TPO to broadly understand public awareness, attitudes and perceptions of the TPO's constituents towards transportation planning. It has been successful in forming a baseline that may be followed up with subsequent surveys or targeted focus group discussions.

Out of the more than 1,200 respondents, almost a third expressed interest in learning more about transportation issues by opting into one or more of the contact lists maintained by the TPO and the partner agencies (including ReThink, VOTRAN, and SunRail). The majority of the respondents completed the full survey. In fact, more than 40% of the respondents provided additional answers in essay form in supplement the multiple choice questions.

Figure 1 illustrates the geographic distribution of the survey respondents by where they live. Appendix 3 includes all the survey responses collected.

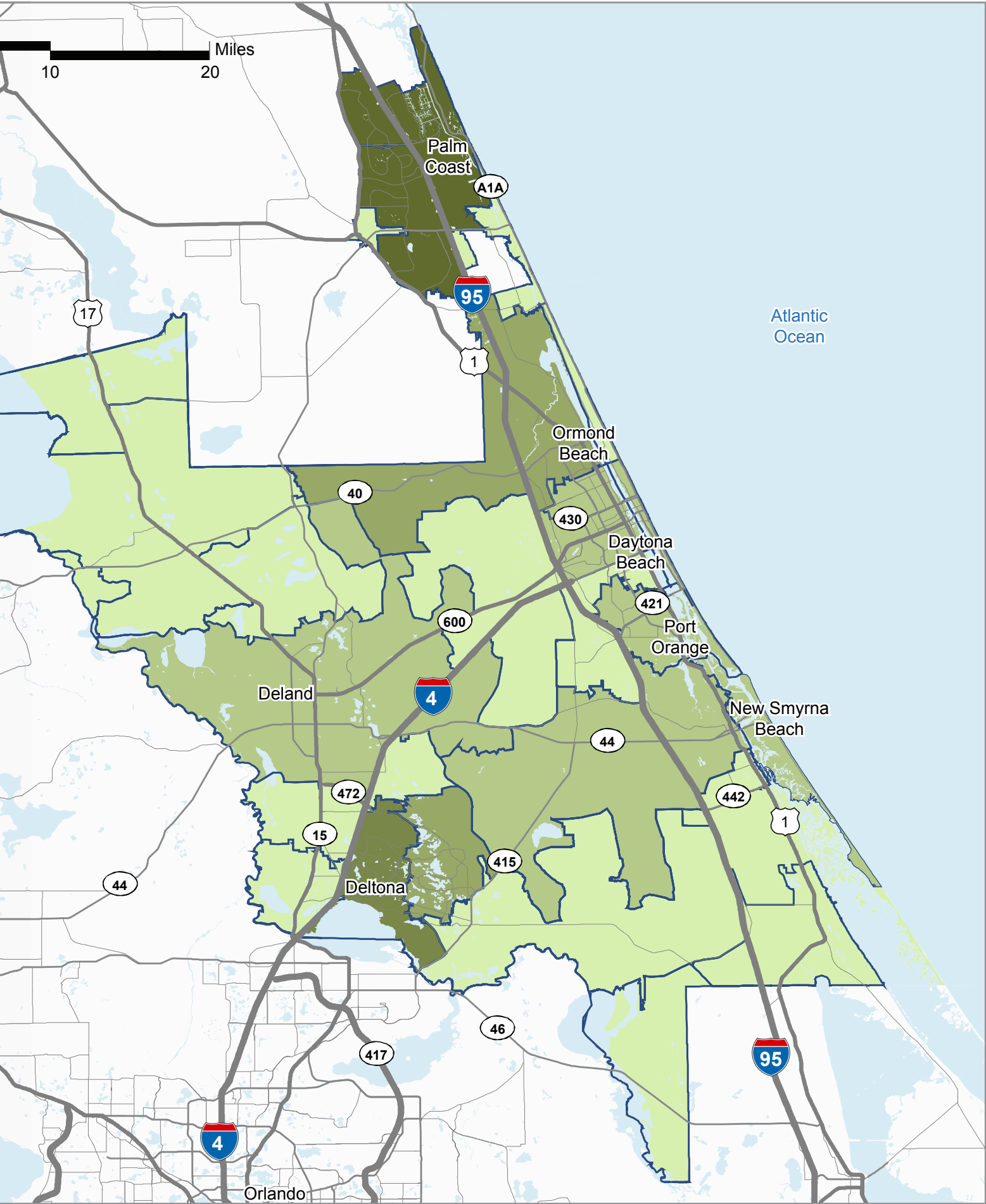
The results from the survey provided a broad understanding of the TPO Region's constituents as it relates to how they use current transportation facilities, what their preferences are for future investments, and how to invest in these priorities.



Note: 57 respondents listed their home zip code outside the MPO boundary.



Figure 1 Geographic Distribution of Survey Respondents

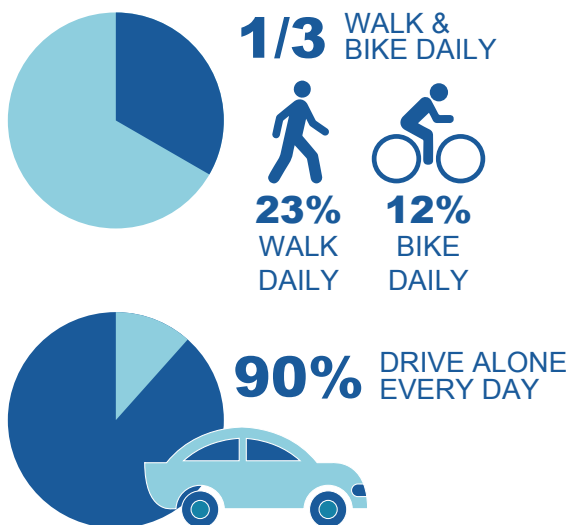


The survey revealed that many respondents walk, bike, or take transit daily; and many more would do so if more and better quality bicycling and pedestrian facilities are constructed. Most of the respondents also feel a need to invest more in modes like walking, bicycling, and public transit, while maintaining current investment levels for roadways. Where respondents were interested in investing more in roadways, they expressed prioritizing improvements on operational efficiency of what exists today, rather than building new infrastructure.

The following are some of the key findings from the survey responses that support these conclusions:

1

### WHAT FORMS OF TRANSPORTATION DO TPO CONSTITUENTS USE REGULARLY?



2

### HOW DO TPO CONSTITUENTS FEEL ABOUT CONDITIONS OF EXISTING TRANSPORTATION FACILITIES?



3

### WHAT TOP THREE REASONS PREVENT RESPONDENTS FROM WALKING OR BICYCLING?





4

WHAT TOP THREE IMPROVEMENTS CAN MAKE TRANSIT MORE ATTRACTIVE?

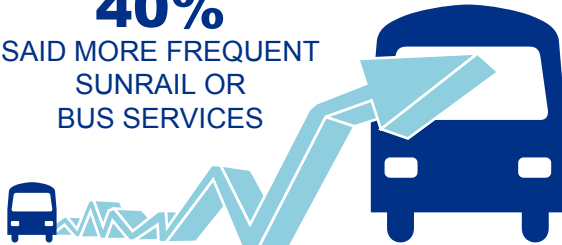
> 50%

SUGGESTED MORE CONVENIENT TRANSIT STOPS & ROUTES



40%

SAID MORE FREQUENT SUNRAIL OR BUS SERVICES



40%

SAID NEW SERVICE IN LOCATIONS NOT SERVED



6

HOW SHOULD WE PRIORITIZE OUR TRANSPORTATION FUNDING?

60%

WANT TO INVEST MORE INTO PEDESTRIAN & BICYCLING FACILITIES



75%

WANT TO INVEST MORE INTO PUBLIC TRANSIT



50%

SAID INVESTMENT IN EXISTING AND NEW ROADWAYS SHOULD STAY THE SAME



5

TO IMPROVE DRIVING, WHERE SHOULD WE INVEST IN?

>70%

SAID INCREASE INVESTMENT IN MODES OTHER THAN DRIVING (BICYCLING, TRANSIT, WALKING)

>60%

SAID INCREASE INVESTMENT IN IMPROVING OPERATIONAL EFFICIENCIES (BETTER SIGNAL TIMING, EXTENDING TURN LANES, ETC.)

>40%

SAID INCREASE INVESTMENT IN ENCOURAGING CARPOOLING

~40%

WANT TO INVEST LESS IN ADDING MORE LANES

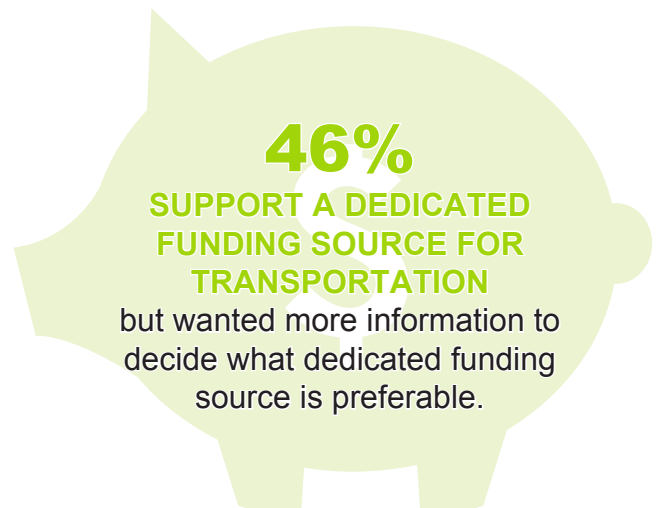
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HOW SHOULD PUBLIC TRANSPORTATION BE FUNDED?

46%

SUPPORT A DEDICATED FUNDING SOURCE FOR TRANSPORTATION

but wanted more information to decide what dedicated funding source is preferable.





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