2020

RIVER TO SEA
Transportation Planning Organization
VISION - PLAN - IMPLEMENT
TPO

RIVER TO SEA TRANSPORTATION PLANNING ORGANIZATION

TELL THE TPO SURVEY

CAMPAIGN SUMMARY AUGUST 2020

INTRODUCTION

The River to Sea Transportation Planning Organization (TPO) conducts the "Tell the TPO" Transportation Trends Survey to better understand the transportation preferences and priorities for the TPO's planning area. The survey is completed every two years, and helps to provide insights to the TPO as they consider transportation policies and priorities. The initial survey was conducted in 2014, with subsequent surveys in 2016 and 2018. This summary presents an overview of the results for the 2020 Survey.

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

Specifically, the objectives are to:

- Understand the transportation wants, needs, problems, and preferences of residents, the business community, elected officials, visitors, and other stakeholders.
- Increase public awareness of the TPO's presence in the local area and expand branding of the organization.
- Engage interested and affected residents, businesses, and visitors in the TPO's planning activities.
- Foster partnerships among the TPO partner agencies and community organizations.
- Link interested citizens with the TPO and its partner agencies, including: FDOT's ReThink Your Commute, Votran, Flagler County Public Transportation, and SunRail so they can receive important program updates and notices.
- Obtain information about public opinion on hot button transportation issues and desires related to mobility options

METHODOLOGY

At the outset of the Survey development, the TPO engaged several partnering transportation agencies and key community stakeholders, including:

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

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

A majority of the questions in this 2020 Survey were new, while two questions were consistent with the 2018 Survey. Responses during prior surveys provided consistent and observable trends that led to having this Survey focus on questions designed to take a more in-depth look at key topics such as safety, transit funding, emerging travel options and quality of life. These topics and detailed questions were based upon coordination with, and input from, partnering agencies, key community stakeholders, and the TPO Board and advisory committees.

Based on the input received, the Project Team developed draft and final versions of the survey. The Survey was disseminated via a dedicated website at **www.TelltheTPO.com** in English and Spanish; publicized through social media outlets; posted and announced through partner agencies' websites, newsletters, and email blasts. In previous years, the survey was also promoted at community events and printed copies were distributed at locations such as the Volusia and Flagler County Libraries; however, the COVID-19 pandemic and the resulting social restrictions limited face-to-face outreach efforts, resulting in the Survey predominantly being accessed via the online/web version.

During the Survey, each of the TPO board members, as well as members of the TPO's four standing committees were challenged to be "ambassadors" for the campaign, and to help promote it via their organizations' communication channels and their personal networks. These "Ambassador Challenges" helped to increase awareness of the campaign throughout the process. The Tell the TPO Survey campaign formally ran from March 30, 2020 through June 7, 2020.

OUTREACH

Survey outreach included partnerships with cities, government agencies, businesses, and community organizations that helped to make the **www.TelltheTPO.com** link available through their websites, newsletters, and e-blasts.

The TPO Board and advisory committee members served as Ambassadors to get the word out to their constituents and personal networks.

> The COVID-19 pandemic restricted the outreach campaign and influenced the overall response rate.

The COVID-19 pandemic severely restricted the ability for in-person outreach, therefore "physical outreach" was restricted to partners distributing survey flyers during food drives, at Votran's Daytona Beach Transfer Plaza and during pickups of library reserve materials. To compensate, the campaign increased focus on electronic and social media distribution and personal invitations. Social media posts helped to reach 13,291 people on Facebook and generated 7,369 impressions on Twitter.

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

River to Sea TPO	304
SunRail	283
Votran	128
reThink	106
Flagler County	73

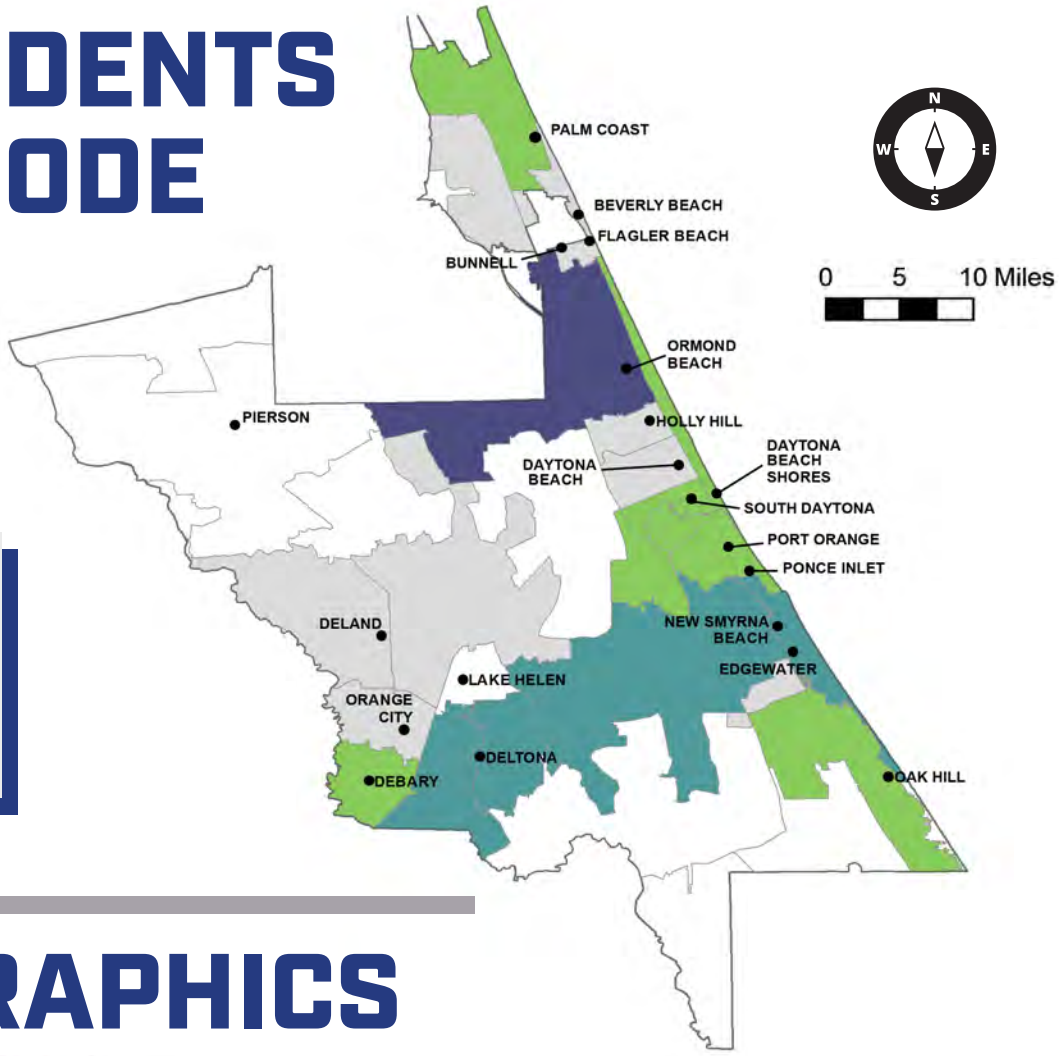
RESPONSE

A total of 1,344 responses were collected and summarized as part of this effort. Though this response rate is lower than the last survey, it is consistent with previous efforts. The results are successful in providing an updated set of data to identify trends and patterns in public opinion on the region's transportation system.

Out of the 1,344 respondents, 28% provided additional answers in essay form to supplement the multiple choice questions. More than 52% of respondents were between age 41 and 65 and 32% of respondents were 65 or older. While survey demographics are similar to past campaigns, they are not representative of the community as a whole and reflect the needs and challenges of community outreach and engagement during COVID-19 pandemic. This information will provide a basis on where to focus our outreach in the future. A summary of the respondent demographics is included on page 4 of this summary.

The map on page 4 illustrates the geographic distribution of the survey respondents' place of residence. Compared to the 2018 Survey efforts, respondents came from a similar geographic area, reporting a total of 92 unique home zip codes, compared to 120 zip codes in 2018, 84 zip codes in 2016 and 75 zip codes in 2014.

RESPONDENTS BY ZIP CODE



LEGEND

NUMBER OF RESPONDENTS

- 1 - 11
- 12 - 37
- 38 - 67
- 68 - 110
- 111 - 168

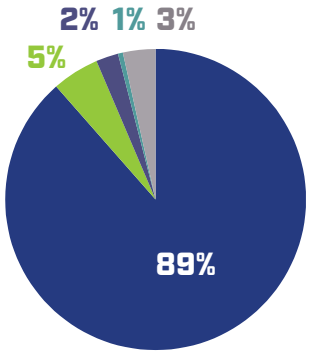
DEMOGRAPHICS

DEMOGRAPHICS OF 2020 RESPONDENTS

RACE

- WHITE
- HISPANIC / LATINO
- BLACK / AFRICAN AMERICAN
- ASIAN
- OTHER

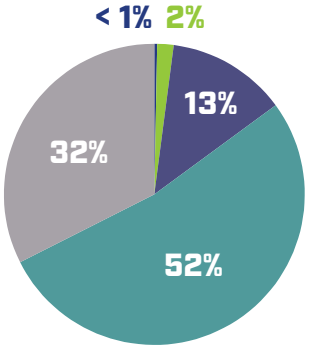
4% No Response



AGE

- < 16
- 16 to 25
- 26 to 40
- 41 to 65
- > 65

2% No Response



GENDER

MALE	40%
FEMALE	59%
OTHER	< 1%

3% No Response

WORK STATUS

EMPLOYEE	50%
RETIREE	34%
EMPLOYER	7%
STUDENT	1%
OTHER	6%

4% No Response

INCOME

< $25,000	8%
$25,001 to $45,000	21%
$45,001 to $100,000	48%
$100,000 to $150,000	15%
> $150,000	8%

RFM

Downtown
Midtown
Speedway / LPGA
92
DeLand

SUMMARY OF KEY FINDINGS

The 2020 Survey included nine transportation questions relating to respondents' preferences for moving around the TPO region and their priorities for safety, quality of life, technology and future transportation investment. The results of the 2020 Survey were different than previous surveys because seven of the nine questions were new this year.

New Travel Options

As in previous years, respondents indicated that providing transportation choices is important. New transportation choices are being explored, with greater levels of use among the more established travel options, such as ridesourcing (Uber/Lyft/Taxi), SunRail and vanpooling/carpooling. Respondents also indicated some use of e-bikes and e-scooters, which are not yet prevalent in the TPO region.

84%

OF RESPONDENTS TOOK THE TELL THE TPO SURVEY FOR THE FIRST TIME IN 2020.

Safety by Design

Respondents indicated that improved roadway design, adding more bike lanes and sidewalks, and greater emphasis on building complete streets would be more effective at improving bicycle and pedestrian safety than increased enforcement or lowering traffic speeds. Respondents also indicated that technology plays an important role in decreasing crashes and improving operating conditions and safety at intersections. Respondents indicated familiarity with roundabouts and their potential to improve efficiency and safety of intersections.

Quality of Life

For the first time, respondents were asked what change or action would have the greatest impact on improving quality of life in the TPO region. While a number of results ranked close for improving quality of life in the region, minimizing impact on environmentally sensitive areas ranked as the top priority, with reducing traffic congestion and sprawl all following close behind. Complete streets, which are streets designed and operated to enable safe use and support mobility for all users, also ranked high among respondents, which reaffirmed greater interest in providing more transportation choices.

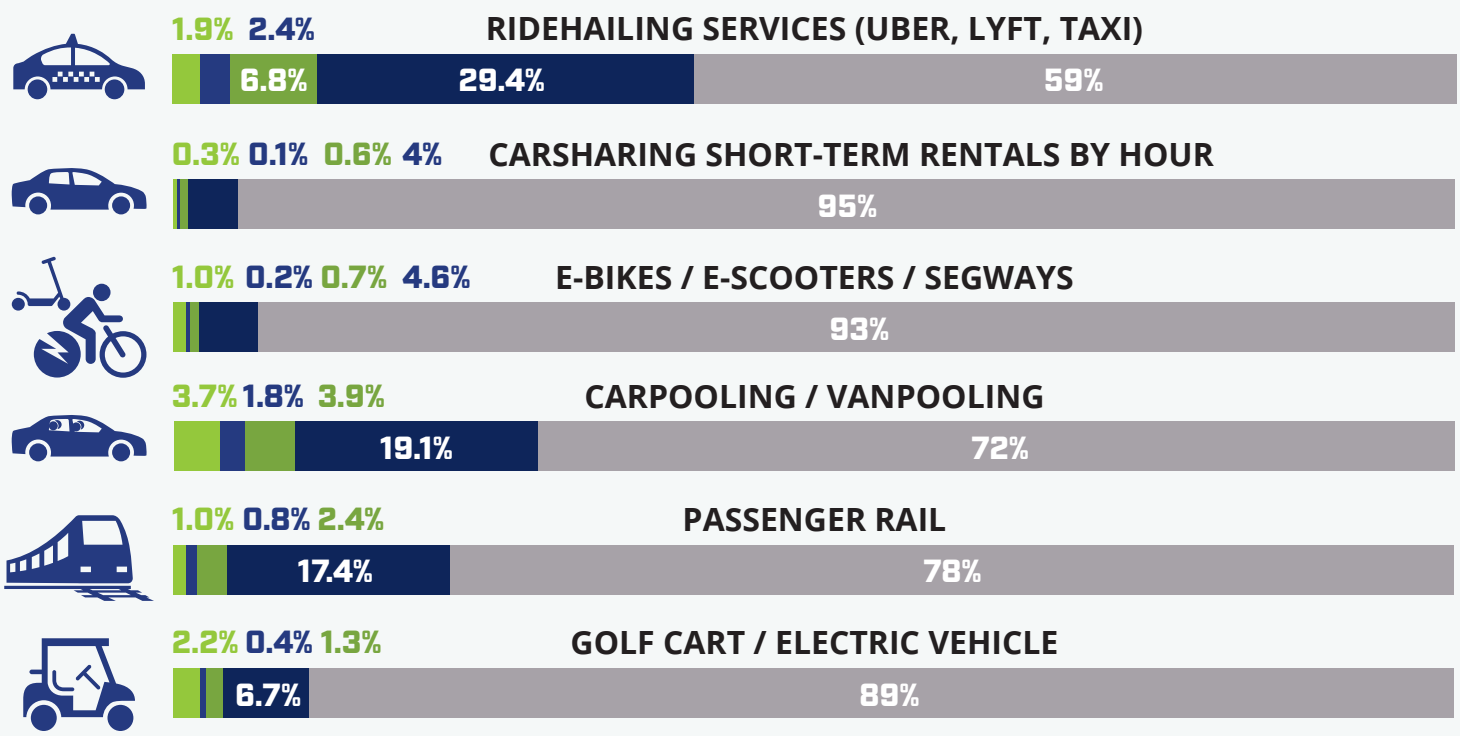
Funding Travel Choices is a Priority

Similar to the 2018 Survey, respondents continue to support additional investments to improve roadway safety, bicycle and pedestrian options, transit service and the condition of aging transportation facilities. However, the most notable changes were the increased interest in constructing new sidewalks to improve connectivity and installing bicycle and pedestrian-oriented signals.

Reducing Crashes

The majority of respondents recognize the need to eliminate distracted driving through use of increased penalties if drivers are using handheld devices while driving. Increased enforcement also ranked as a top choice to increase mobility safety.

1 PREVIOUS SURVEYS SHOW OVER 90% OF PEOPLE COMPLETE THEIR TRIPS BY DRIVING ALONE. HOWEVER, MANY NEW TRAVEL OPTIONS ARE BECOMING POPULAR. IN THE LAST 12 MONTHS, HOW OFTEN HAVE YOU USED THE FOLLOWING OPTIONS?



2 SAFETY IS A PRIORITY FOR THE RIVER TO SEA TPO AND IS IMPORTANT FOR PEOPLE WHO WALK AND RIDE BICYCLES. WHICH OF THE FOLLOWING DO YOU THINK WILL BE MOST EFFECTIVE IN IMPROVING BICYCLE AND PEDESTRIAN SAFETY?

- IMPROVED ROADWAY DESIGN **58%**
- IMPROVED LAND USE DESIGN AND CONNECTIVITY **52%**
- MORE BIKE LANES **52%**
- MORE SIDEWALKS **44%**
- INCREASED EDUCATION AND PUBLIC AWARENESS **31%**
- INCREASED LAW ENFORCEMENT **21%**
- INCREASED LIGHTING **27%**
- SLOWER TRAFFIC SPEEDS **15%**

3 ROUGHLY 7,075 CRASHES INVOLVING SERIOUS INJURIES AND FATALITIES ARE REPORTED EACH YEAR IN VOLUSIA AND FLAGLER COUNTIES. DISTRACTED DRIVING, SPEEDING AND IMPAIRED DRIVING ACCOUNT FOR ALMOST 90% OF THESE CRASHES. SELECT TWO WAYS TO BEST REDUCE CRASHES.

- INCREASE PENALTIES FOR USE OF HANDHELD DEVICES WHILE DRIVING — 55%
- INCREASE THE ENFORCEMENT OF EXISTING LAWS — 49%
- INCREASE PUBLIC'S EDUCATION AND AWARENESS — 30%
- INCREASE CAR SAFETY FEATURES — 24%
- INCREASE STUDENT EDUCATION AND AWARENESS — 18%
- REDUCE SPEED LIMITS — 14%
- PROMOTE THE USE OF APPS WITH DRIVER ALERTS AND PARENTAL CONTROLS — 10%

4 PREVIOUS SURVEYS HAVE INDICATED THAT PEOPLE ARE GENERALLY NOT SATISFIED WITH THE LEVEL OF PUBLIC TRANSIT PROVIDED AND THAT MORE FREQUENT SERVICE AND MORE ROUTES ARE NEEDED. HOW SHOULD ADDITIONAL PUBLIC TRANSIT BE FUNDED?

NOT SURE / NEED MORE INFORMATION	29%
MOBILITY FEE / IMPACT FEE	29%
GENERAL SALES TAX	13%
ADDITIONAL TRANSIT IS NOT NEEDED	12%
GASOLINE TAX	10%
OVERLAY DISTRICT	4%
INCREASED PROPERTY TAX	3%

5 NEW TRANSPORTATION TECHNOLOGY IS IMPORTANT FOR WHICH OF THE FOLLOWING? SELECT ONE ANSWER FOR EACH CATEGORY

REPEAT QUESTION FROM 2018 SURVEY

*PERCENTAGE CHANGE FROM 2018 SURVEY

DECREASING ROADWAY CRASHES	65% -1%*
IMPROVING THE FLOW OF VEHICLE TRAFFIC	54% -2%
PROVIDING SAFER INTERSECTIONS FOR PEDESTRIANS	52% +1%
PROVIDING REAL-TIME INFORMATION	28% -3%
HELPING TRANSIT VEHICLES ARRIVE ON TIME OR HAVE SHORTER TRAVEL TIMES	21% -2%
REDUCING FREIGHT SHIPPING TRAVEL TIMES	9% 0%

6 WHICH OF THE FOLLOWING OPTIONS WOULD MOST LIKELY INCREASE YOUR INTEREST IN BUYING AN ELECTRIC/HYBRID PLUG-IN VEHICLE?

LOWER PURCHASE PRICE OF VEHICLE	48%
INCREASED AVAILABILITY AND ACCESS TO CHARGING STATIONS	36%
VEHICLE RANGE BETWEEN CHARGES	29%
LOWER COST TO REPLACE BATTERY	27%
I WOULD NOT CONSIDER BUYING ONE	25%
INCREASES IN TAX INCENTIVES AND CREDITS	16%
SHORTER CHARGING TIMES	7%

7 WHAT TRANSPORTATION CHANGE/ACTION IS NEEDED TO IMPROVE QUALITY OF LIFE IN VOLUSIA AND FLAGLER COUNTIES?

AVOIDING/PRESERVING ENVIRONMENT AND WILDLIFE AREAS	31%	REDUCING TRAFFIC CONGESTION	30%
REDUCING URBAN SPRAWL	28%	INCREASE EMPHASIS ON COMPLETE STREETS	25%
REPAIRING AND MAINTAINING EXISTING FACILITIES	18%	IMPROVING PUBLIC TRANSIT	16%
IMPROVING ROADWAY SAFETY	16%	INCREASING FOCUS ON NON-MOTORIZED TRAVEL BICYCLE/PEDSTRIAN	14%
INCREASING FUNDING FOR TRANSPORTATION	10%	PLANNING FOR SEA LEVEL RISE	6%

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

REPEAT QUESTION FROM 2018 SURVEY

*PERCENTAGE CHANGE FROM 2018 SURVEY

43%
-4%*
IMPROVE ROADWAY SAFETY

41%
+12%
CONSTRUCT NEW BIKE LANES AND TRAILS/GREENWAYS

40%
+12%
CONSTRUCT NEW SIDEWALKS /IMPROVE CONNECTIVITY

39%
+12%
REPLACE/UPGRADE AGING FACILITIES

IMPROVE TRANSIT SERVICE (BUS AND SUNRAIL) — **36%** -1%

IMPLEMENT NEW TRANSPORTATION TECHNOLOGIES — **28%** +2%

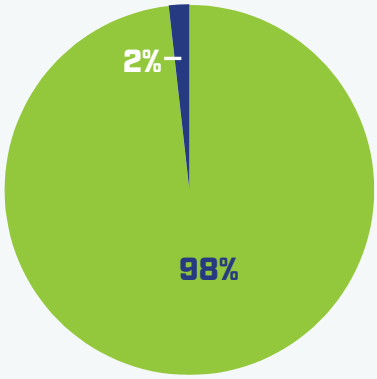
WIDEN EXISTING ROADWAYS — **24%** -1%

INSTALL BICYCLE / PEDESTRIAN-ORIENTED SIGNALS — **20%** +6%

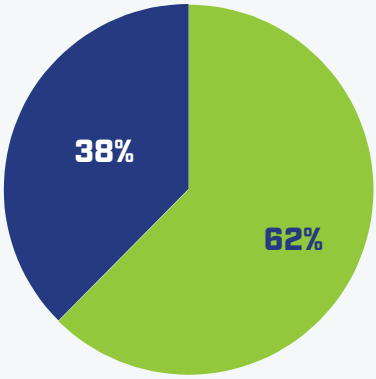
IMPROVE STREET APPEARANCE — **19%** 0%

BUILD NEW STREETS AND ROADWAYS — **12%** -3%

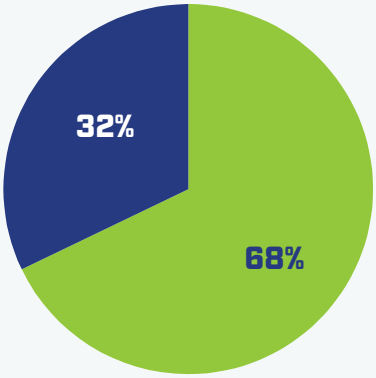
9 ROUNDABOUTS ARE USED TO IMPROVE THE SAFETY AND EFFICIENCY OF AN INTERSECTION RATHER THAN A FOUR-WAY STOP OR SET OF TRAFFIC SIGNALS. WITH REGARDS TO ROUNDABOUTS, HOW MUCH DO YOU AGREE WITH THE FOLLOWING? CHOOSE YES OR NO



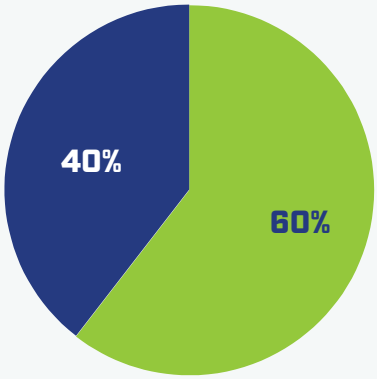
I HAVE DRIVEN THROUGH A ROUNDABOUT



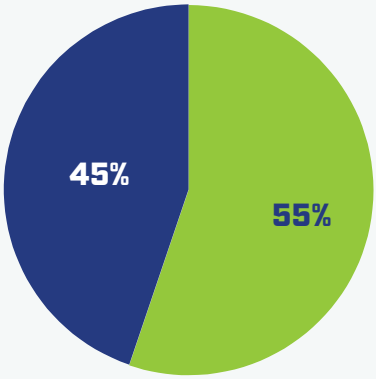
ROUNDABOUTS ARE EASY AND SAFE TO DRIVE THROUGH



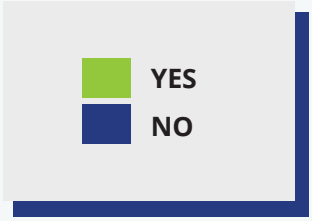
TRAFFIC SEEMS TO MOVE FASTER COMPARED TO TYPICAL FOUR-WAY INTERSECTIONS

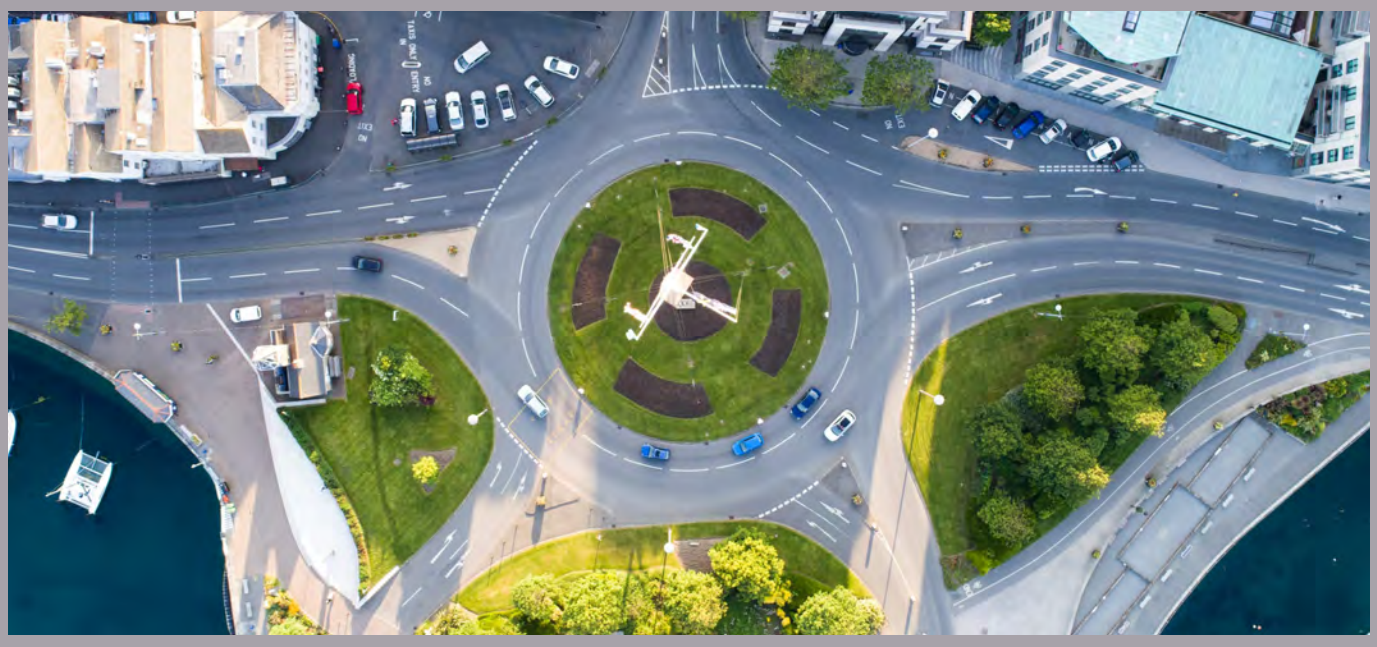


I SUPPORT INCREASED USE OF ROUNDABOUTS IN NEIGHBORHOODS



I SUPPORT INCREASED USE OF ROUNDABOUTS IN COMMERCIAL AREAS





RIVER TO SEA TPO
Transportation Planning Organization
VISION - PLAN - IMPLEMENT

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

CREATED BY

LOCHNER