



Name of PEP Program: Speak Up Broward Sun Trolley (TMA) Surveys
Dates of program: 3/1/14 – 7/13/14
Communities Served: Greater Fort Lauderdale (with significant sampling of Tourists)
Target Audience: Greater Fort Lauderdale Sun Trolley passengers, Homeowner's Associations, and professional organizations in the TMA service area.

Brief Introduction of project: TMA conducts a yearly on-board survey of passengers across all routes. In 2013, 325 surveys were collected by staff and volunteers. With Speak Up Broward's support, TMA hired a transit intern to work with staff to collect a broader sampling of 1,005 surveys modified to collect both TMA historic information and the new Speak Up Broward data. Each survey was conducted by TMA personnel with one-to-one contact with passenger. Additionally TMA used its social media presence to distribute a direct link to the Speak Up Broward survey site, added Speak Up Broward collateral to on-board screens on all routes, and worked with GM's of major hotels, homeowner's associations, and professional organizations to distribute direct link to Speak Up Broward to their members/employees.

Project Summary: Please see attached survey reports.

Challenges: TMA focused a major effort on collecting visitor information for Speak Up Broward. Tourists were more reluctant to comment on general transit questions, since they felt questions needed to be answered by locals.

Solutions: In interviews with non-local passengers, TMA personnel took time to acquaint passenger with the reason for general transit questions, encouraging their participation. With experience, surveyors adapted strategies to counter objections but never forced participation.

Results: 1005 Broward residents and tourists surveyed. Outreach to employees of major hotels in Greater Fort Lauderdale.

Conclusion: The Speak Up Broward Program has resulted in over a 300% increase in the TMA's annual survey data set, as well as has allowed the team to gain a better understanding of customers' transportation needs. The TMA's partnership with Broward

MPO has provided the opportunity to accomplish the common goals of increasing public participation and retrieving public input. The TMA would be delighted to continue this partnership to provide extraordinary service to the residents and tourists of Broward County.

Recommendations: This program should be offered again to continue to enhance participation with our shared customer base.

Contact Information:


ROBYN CHIARELLI, Executive Director

Downtown Fort Lauderdale TMA


954-494-9680

rchiarelli@suntrolley.com

www.suntrolley.com

 **Sun-Trolley** shared a link.
Posted by Kelly Thomas [?] · June 13

Happy Friday Sun Trolley riders! Before you start the weekend please take a few minutes to fill out this survey that will help us improve our service to you. Help us #getstronger - Your feedback is greatly appreciated!
<https://data.grapevinesurveys.com/survey.asp?sid=2014583930128>



The Sun Trolley needs your feedback!
data.grapevinesurveys.com

Like · Comment · Share 👍 1

74 people reached Boost Post

 **Sun Trolley** @SunTrolley · Jun 4


Escaping the heat and getting out of town this weekend? The best way to spend the day outside of the Fort... fb.me/6NsV5oFSy

← ↻ ★ 🗑️ ⋮

 **Sun Trolley** @SunTrolley · Jun 3

We need your help - take this survey on transportation initiatives and help us #getstronger - Your feedback is... fb.me/3D8moE6eE

← ↻ ★ 🗑️ ⋮

 **Sun Trolley** @SunTrolley · May 29

Ok followers - we want you all to fill out our 2014 transportation survey - some questions about Sun Trolley,...

fb.me/6tDUFxmeK

← ↻ 1 ★ 🗑️ ⋮

Monthly Ridership Report
April 2014: 45,307 passengers on Sun Trolley's seven routes

Your Opinion Matters!

The Sun Trolley needs your feedback - please take a brief digital survey [HERE](#).

Live from the Trolley!

Fort Lauderdale City Commissioner Bobby DuBose on one of our brand spankin' new trolleys on the NW Community Link Route. Check it out!



Service Update

Headed to the Great American Beach Party this Weekend?
Sun Trolley Can Get You There!

The Sun Trolley's Las Olas and Beach Link Routes will operate from 9:30 a.m. to 11:00 p.m. on Saturday May 24th. Fares are \$1 each way or \$3 for an all day pass.


To ride, just wave the trolley down on either the [Las Olas Link Route](#) or [the Beach Link Route](#).


[Click Here](#) to Learn More!

STAY CONNECTED




Boost Post





Sun-Trolley
Sponsored · 

We need your help - take this survey on transportation initiatives and help us #getstronger - Your feedback is greatly appreciated!
<https://data.grapevinesurveys.com/survey.asp?sid=2014583930128>






The Sun Trolley needs your feedback!
The Sun Trolley wants to hear from you! Please provide your feedback by completing the following survey.
DATA.GRAPEVINESURVEYS.COM

Unlike · Comment · Share ·  16  1


How effective was the boost? ★★★★★

18,072 Paid Reach [?]	46 Actions [?]	\$40.00 Budget Spent
---------------------------------	--------------------------	--------------------------------

Actions | People | Countries

34 Link Clicks	
4 Page Likes	
11 Post Likes	

[See More Details](#)

Audience and Payment 

SunTrolley

Speak Up Broward Spring Survey Results

June 2014



Sun Trolley Spring Survey

- This Year's Annual Survey:
 - Distributed February through May of 2014
 - Covered All Seven Sun Trolley Routes (Las Olas Link, Beach Link, Galt Link, Downtown Link, NW Tri-Rail Link, Neighborhood Link, Airport Link)
 - 1004 Total Surveys Collected while Aboard Sun Trolley Routes on Various Days of the Week
 - Received Grant from Speak Up Broward to Assist in Survey Collection

SunTrolley



Partnering with Speak Up Broward

- Annual Survey Amended to Include Various Speak Up Broward Questions Covering:
 - Demographics and Identifiers
 - Public Perception Ratings for Roadways, Interstates, Bus Transit, Express Bus, Commuter Rail, and Bicycle/Pedestrian Transportation Modes
 - Funding Source Opinions
 - Comments for Overall Improvements

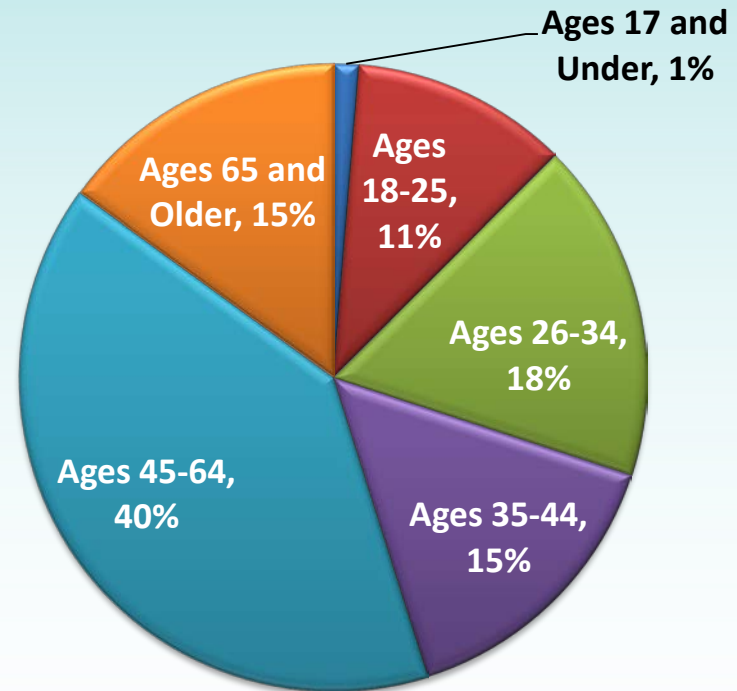
SunTrolley



Results: Demographics and Identifiers

- 47.6% Male, 52.4% Female
- 48.6% Visitors South Florida, 51.4% Residents of South Florida
- Age Breakdown

Age Demographics

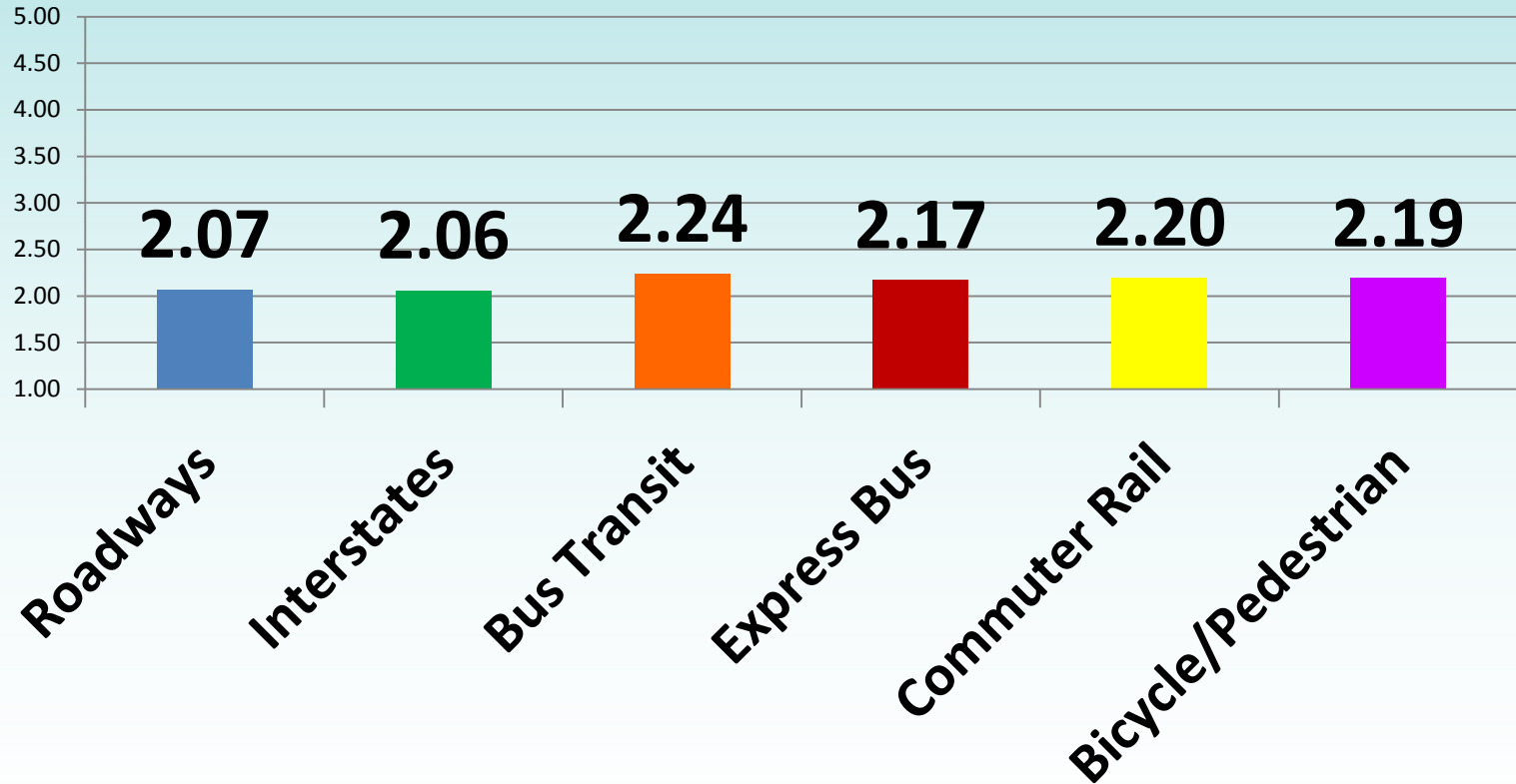


SunTrolley



Results: Public Perception Ratings

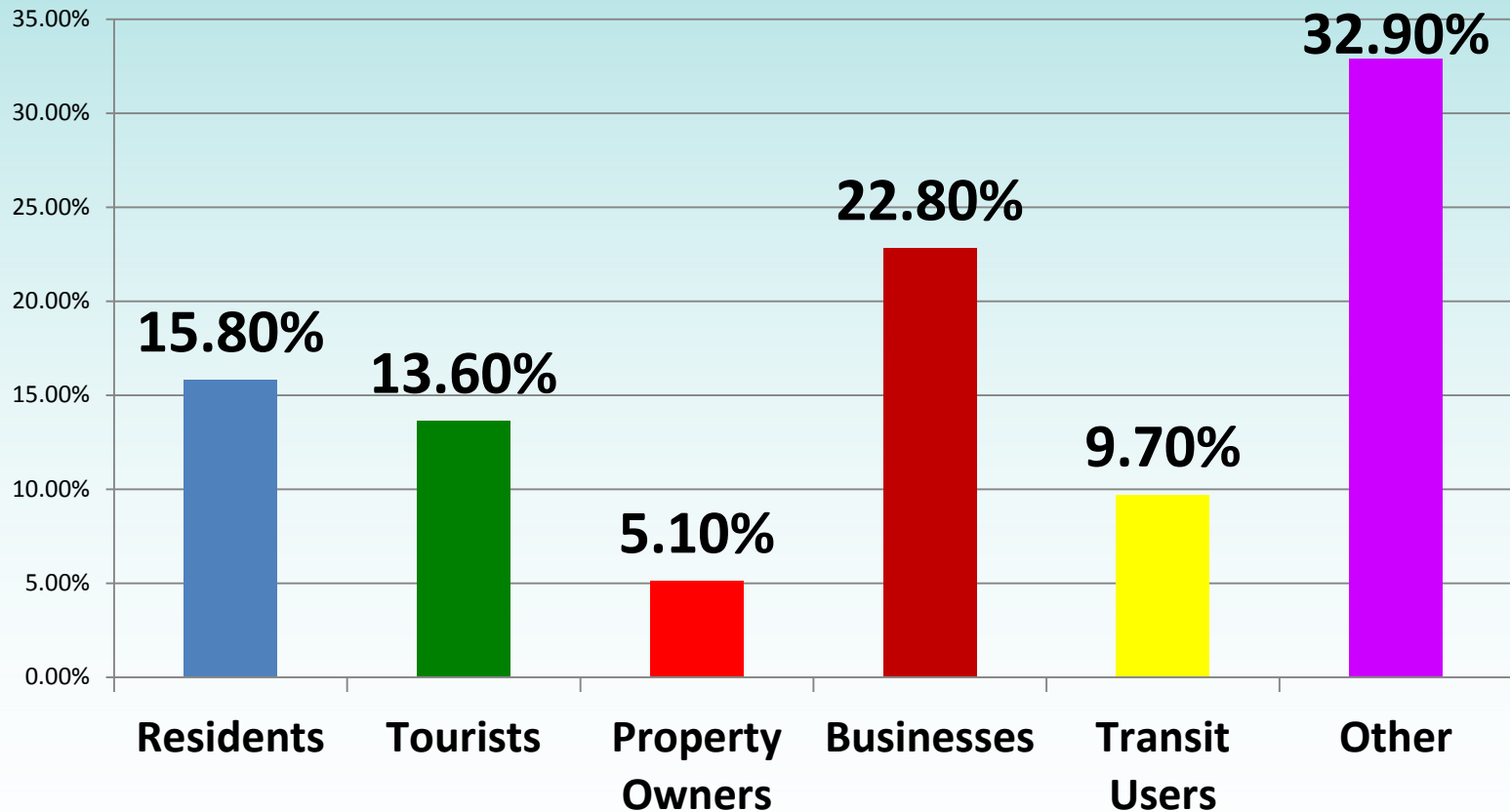
1 = Very Good, 2 = Adequate, 3 = Fair, 4 = Poor



SunTrolley



Results: Choices for Funding Source



SunTrolley



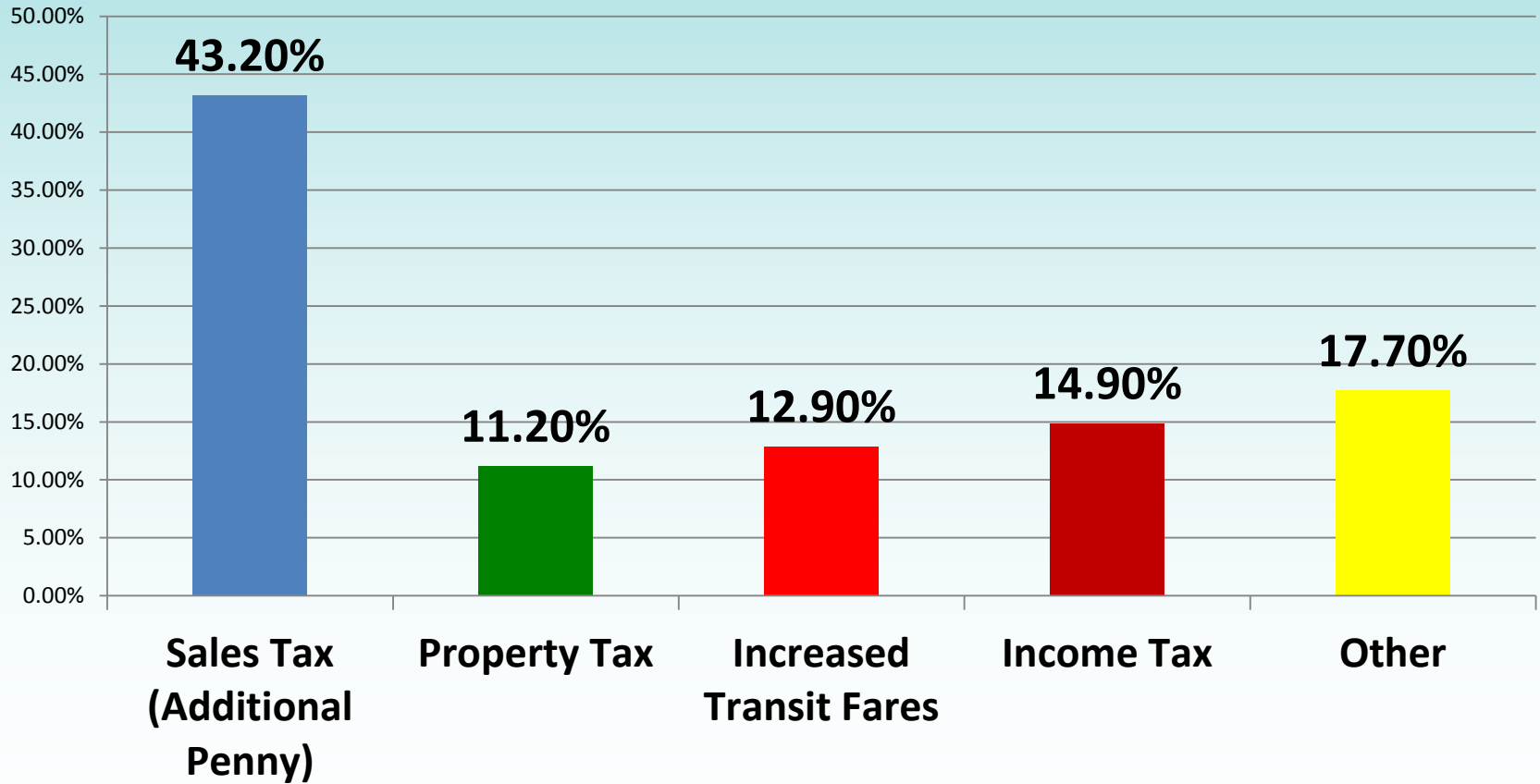
Results: Choices for Funding Source

- Other Ideas for Funding Options Included:
 - Shared Between All Involved Parties
 - Various Combinations of Involved Parties
 - “2 Cent Tax on Task”

SunTrolley



Results: Supported Funding Options



SunTrolley



Overall Improvement Suggestions

- 83 Comments were Received Covering Various Improvement Suggestions for:
 - Transit: Cleanliness, Frequency, Driver Requirements, and Safety
 - Bicycle/Pedestrian: Sidewalks, Safety, and Bike Lanes
 - New Modes: Subways and Rail Systems

SunTrolley



Conclusions




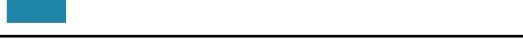

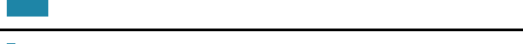

- Survey Collection Covered a Variety of Demographics and Identifiers, Including Residents and Visitors, All Age Groups, and Both Genders
- Public Perception Ratings Ranged from 2.0 to 2.5 for Transportation Modes, with an Average Rating of 2.16
- Most Respondents had “Other” Ideas for Funding Sources, while the Second Runner Up was for Businesses to Pay for Improvements
- 43.2% of Respondents would Support the Penny Sales Tax
- Survey Generated Many Useful Suggestions for Overall Improvements

SunTrolley



Sun Trolley Survey 2014



Question 1

Which route was this survey taken for?		Number of Responses	Response Ratio
1. Beach Link		294	29.3%
2. Las Olas Link		241	24.0%
3. Downtown Link		150	14.9%
4. NW Tri-Rail Link		117	11.7%
5. Galt Link		103	10.3%
6. Airport		82	8.2%
7. Neighborhood		17	1.7%
Total		1004	100%





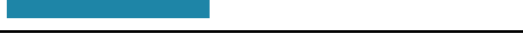

Question 2

Zip Code?
Total Number of Responses 923



Question 3

Gender?		Number of Responses	Response Ratio
1. Male		414	47.6%
2. Female		456	52.4%
Total		870	100%







Question 4

Age?		Number of Responses	Response Ratio
1. 17 and under		12	1.3%
2. 18 - 25		102	11.1%
3. 26 - 34		161	17.6%
4. 35 - 44		138	15.1%
5. 45 - 64		365	39.9%
6. 65 and over		137	15.0%
Total		915	100%



Question 5

Visitor or Resident?		Number of Responses	Response Ratio
1. Visitor		481	48.6%
2. Resident		509	51.4%
Total		990	100%



Question 6

How long are you staying?		Number of Responses	Response Ratio
1. Less than one day		129	27.7%
2. Less than three days		109	23.4%
3. 3 - 7 days		143	30.7%
4. 8 - 14 days		34	7.3%
5. 14 days to a month		13	2.8%
6. Over a month		38	8.2%
Total		466	100%





Question 7

Are you renting a car while you are here?		Number of Responses	Response Ratio
Yes		45	9.5%
No		427	90.5%
Total		472	100%






Question 8

Did you know about the trolley prior to arriving in Ft. Lauderdale?		Number of Responses	Response Ratio
Yes		136	29.4%
No		327	70.6%
Total		463	100%









Question 9

How many times have you used the trolley since you have been in Florida?		Number of Responses	Response Ratio
1.This is my first time riding the trolley		283	59.7%
2.2 - 3 times		117	24.7%
3.4 - 5 times		24	5.1%
4.6 times or more		50	10.5%
Total		474	100%










Question 10

How often do you use the Sun Trolley?		Number of Responses	Response Ratio
1.This is my first time riding the trolley		61	12.1%
2.Once or twice a year		31	6.2%
3.Once or twice a month		57	11.3%
4.Once or twice a week		179	35.5%
5.Everyday		176	34.9%
Total		504	100%



Question 11

How did you hear about the Sun Trolley?		Number of Responses	Response Ratio
1.I saw the Trolley		460	49.6%
2.Hotel		131	14.1%
3.Friend		159	17.2%
4.Brochure/Flyer		41	4.4%
5.Store/Restaurant		10	1.1%
6.Airport		73	7.9%
7.Website/Google Search		47	5.1%
Other		6	0.6%
Total		927	100%

Question 13

What is the purpose of your trip today?		Number of Responses	Response Ratio
1. Beach		234	24.8%
2. Dining/Shopping		338	35.8%
3. Sightseeing		200	21.2%
4. Courthouse		56	5.9%
5. Doctor Appointment		92	9.7%
6. Work		91	9.6%
7. School		12	1.3%
8. Taking a lunch break		9	1.0%
Other		87	9.2%
Total Respondents		944	





Question 13

Do you have access to a vehicle that you could have driven instead of riding the Sun Trolley today?		Number of Responses	Response Ratio
Yes		242	26.3%
No		678	73.7%
Total		920	100%

Question 14

If the Sun Trolley allowed you to enjoy shopping, dining, and entertainment in the city today, please let us know the total amount of money (approximately) you and your family spent at the places you went today:		
Total Number of Responses 419		

Question 15

How long did you wait for the Sun Trolley to pick you up today?		Number of Responses	Response Ratio
1. Less than 5 Minutes		323	34.2%
2. 5 - 10 Minutes		294	31.1%
3. 10 - 20 Minutes		187	19.8%
4. Over 20 Minutes		140	14.8%
Total		944	100%

Question 17

How easy/difficult was it to find information, such as routes, schedules, and fares?		Number of Responses	Response Ratio
1.Very easy		535	57.8%
2.Somewhat easy		245	26.5%
3.Somewhat difficult		100	10.8%
4.Very difficult		45	4.9%
Total		925	100%

Question 17

Are you planning to connect to another transportation service today?		Number of Responses	Response Ratio
1.None		644	69.0%
2.Tri-Rail		33	3.5%
3.BCT		138	14.8%
4.B-Cycle		9	1.0%
5.Taxi Cab		39	4.2%
Other		71	7.6%
Total		934	100%

Question 18

Are you aware of the Sun Trolley Tracker mobile app?		Number of Responses	Response Ratio
Yes		396	43.9%
No		506	56.1%
Total		902	100%

Question 19

If you have used the SUN TROLLEY APP, please rate it by filling in the stars (One star = worst, Five stars = best):		Number of Responses	Response Ratio
1.1 Star		14	4.0%
2.2 Stars		20	5.8%
3.3 Stars		32	9.2%
4.4 Stars		64	18.4%
5.5 Stars		217	62.5%
Total		347	100%
Mean : 4.3 (86%) Median : 5.0 Mode : 5.0 Std.Dev. : 1.1			

Question 20

How would you rate Greater Fort Lauderdale's transportation system overall? (1 = very good, 2 = adequate, 3 = fair, 4 = poor)

Total Number of Responses 662







Question 21

What other improvements to overall transit in Greater Fort Lauderdale would you recommend?

Total Number of Responses 83






Question 22

How should these improvements be funded?

How should these improvements be funded?		Number of Responses	Response Ratio
1.Residents		89	15.8%
2.Tourists		77	13.6%
3.Property Owners		29	5.1%
4.Businesses		129	22.8%
5.Transit Users		55	9.7%
Other		186	32.9%
Total		565	100%

Question 23

Which of the following funding methods would you be willing to support?

Which of the following funding methods would you be willing to support?		Number of Responses	Response Ratio
1.Sales tax (additional penny)		217	43.2%
2.Property tax		56	11.2%
3.Increased transit fares		65	12.9%
4.Income tax (county or state)		75	14.9%
Other		89	17.7%
Total		502	100%

Question 24

Please provide any additional comments you may have:

Total Number of Responses 253