

**Appendix B**

**2015 On-Board Survey Summary**

**Draft June 23, 2015**

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## Section 1 – Introduction

As part of the data collection effort for development of the 2015 PSTA Transit Development Plan (TDP), an on-board survey of PSTA bus passengers on select routes was conducted in May 2015. The survey was designed to collect trip origin-destination information and limited rider travel behavior input on the selected routes. Information collected for this on-board survey effort will be used to identify route adjustment possibilities for better route performance efficiency. This report documents the approach and results of the on-board survey effort.

### Purpose of Survey

PSTA staff indicated the need to obtain the information and opinions of passengers riding Routes 1, 30, 58, 444, and 811 (East Lake Connector). These routes have been exhibiting lower ridership productivity compared to the system average level according to historical statistical records. This on-board survey will provide PSTA with passenger information on these routes, which will be used to develop and support potential service adjustments and/or route alignment changes. The on-board survey effort specifically will assist PSTA in tracking key travel behavior aspects of bus riders (i.e., trip origin and destination questions) on these routes and in soliciting information on possible route modifications.

### Report Organization

This on-board survey report is organized into four major sections, including this introduction.

**Section 2** presents the **Survey Design and Methodology**. This section documents the process used to develop the survey instrument, develop the survey work plan, and survey implementation. A summary of the overall survey effort is also included in this section.

**Section 3** outlines the **Data Processing** steps used to prepare the on-board survey data for analysis. Steps include data cleaning and editing, and data geocoding.

**Section 4** documents the **On-Board Survey Results**. Survey data are presented in tabular, graphical, and/or map format. Route transfer information for this survey effort is compared with the similar question included in PSTA 2012 system-wide on-board survey effort.

## Section 2 – Survey Design and Implementation

This section documents the steps used to develop the on-board survey instrument and survey implementation process. In addition, a summary of the survey results for each selected route is provided at the end of this section.

### Survey Instrument

A list of draft survey questions was prepared by Tindale-Oliver (TO) and submitted to PSTA staff for review. Survey questions focus on identifying trip purposes, trip origins and destinations, and passenger

opinions on series of potential service improvements. After several rounds of discussions with PSTA staff, the list of survey questions were finalized and are included in Appendix A.

## Survey Method

The on-board survey was conducted in an interview style and data were recorded using an electronic tablet. The final draft survey instrument was stored in a tablet application so that it could be filled out properly by trained surveyors during the interview process. Most of the trained surveyors used were bilingual so that both English and Spanish speaking riders could be accommodated during the survey process.

Before placing the surveyors on a bus for the full on-board survey effort, each surveyor was required to attend a surveyor orientation session to ensure satisfactory survey completion rates and survey results from each surveyor. The orientation session was conducted to instruct surveyors about their duties and responsibilities and to address any issues or concerns that they may have about the survey process. Specific to this orientation session was instruction on how to perform an on-board survey via a personal interview and how to use the tablet to record data. To facilitate the surveyor orientation, a hands-on and interactive training session was held by TO at PSTA. A surveyor orientation manual was prepared to facilitate the session and was provided to each surveyor for reference.

## Survey Implementation

According to the requirements from PSTA staff, at least one full run needed to be surveyed for each individual selected route on a weekday and a Saturday, respectively. The final survey work plan was prepared based on this requirement to ensure the satisfaction of this requirement. The final on-board survey was conducted on one weekday (05/28/2015) and one Saturday (05/30/2015).

## On-Board Survey Overall Results Summary

The survey effort returned 185 completed surveys: 121 on the weekday and 64 on Saturday. Table 2-1 lists the number of surveys completed on each selected route for weekday and Saturday.

**Table 2-1: Survey Results Summary**

| Route        | Number of Weekday Surveys Completed | Number of Saturday Surveys Completed | Total      |
|--------------|-------------------------------------|--------------------------------------|------------|
| 1            | 32                                  | 41                                   | 73         |
| 30           | 22                                  | 23                                   | 45         |
| 58           | 31                                  | N/A                                  | 31         |
| 444          | 17                                  | N/A                                  | 17         |
| 811          | 19                                  | N/A                                  | 19         |
| <b>Total</b> | <b>121</b>                          | <b>64</b>                            | <b>185</b> |

N/A = no Saturday service

## Section 3 – Data Processing

This section documents the process by which data were prepared for analysis. For this PSTA on-board survey, data processing mainly includes two steps: data cleaning and editing, and data geocoding. Data cleaning and editing ensures that information collected with the completed on-board surveys is valid and accurately reflected in the database for analysis. Data geocoding ensures that data collected for trip origin and destination questions can be presented in ArcGIS map format.

### Data Cleaning and Editing

One of the major advantages of using an interview style to conduct the on-board survey is that surveyors were specifically trained prior to survey implementation to ensure that valid answers were obtained for each survey question and were input correctly into a tablet. Data stored in the tablet were then transmitted to an on-line, computer-based Microsoft Access database for cleaning and editing purposes. Although personal interviews help avoid commonly-experienced response data errors, the data cleaning and editing step was still taken to eliminate inconsistent or invalid responses and to make necessary adjustments to the raw data. Table 3-1 presents a summary of the various data cleaning and editing actions that were typically taken for applicable survey questions.

**Table 3-1: Data Cleaning and Editing Summary**

| Question Number     | Action Taken  |
|---------------------|---|
| 1, 5, 6, 10, 11, 12 | <ul style="list-style-type: none"><li>• Recode responses that correspond to an existing response category.</li><li>• Identify possible new categories as necessary.</li><li>• Combine similar answers together with one standard answer.</li><li>• Make sure answers to transfer follow-up question for Q2 and Q10 make sense.</li><li>• Confirm logical number of blocks/miles for Q5 and Q10.</li></ul> |
| 2, 3, 4, 7, 8, 9    | <ul style="list-style-type: none"><li>• Find address for the answers to the name of place questions.</li><li>• Confirm logical connections between answers to Q3 and answers to Q8.</li></ul>   |

### Geocoding

One of the key aspects of this PSTA on-board survey effort was to provide travel behavior information for the origin-destination analysis. To support that objective, answers to trip origin (Q2 and Q3) and trip destination (Q7 and Q8) questions were used for further analysis.

After the data cleaning and editing process, a geocoding run was performed for trip origin and trip destination questions, respectively. Geocoding is the process of assigning geographic coordinates to data records using ArcGIS software. The geocoding run included the following steps:

- Perform an automatic geocoding address match. For each location question, this initial geocoding run resulted in approximately 40- to 50-percent valid address matches for the 185 survey records collected.
- Correct address and spelling errors. For the addresses that could not be automatically matched, each of the unmatched records was reviewed manually to correct mistakes like misspelled road names, misspelled/missed road prefixes and suffixes, etc., in order to improve the number of matching records. Further research was completed for records with valid place names to collect more precise address information.
- Conduct further research for place names. Records with valid place names were researched on Google Maps and/or MapQuest to obtain specific addresses. The specific addresses were then manually applied to unmatched records after the automatic geocoding run to improve the address matches.

After performing the geocoding run steps described above, the number of valid survey records for trip origin question is 155, while the number of valid survey records for trip destination question is 151. These valid records were used to develop the trip origin and destination maps for each individual route and identify the top 10 trip origins and destinations, which are presented in the next section.

## Section 4 – On-Board Survey Results

This section documents the results of the PSTA on-board survey analysis. For most of questions, an overall survey result was provided, along with weekday and Saturday survey results presented individually. For some applicable questions, survey results were further refined to show each individual route’s characteristics. In addition, when applicable, results from PSTA 2012 on-board survey were obtained in order to facilitate a comparison between 2012 and 2015 analysis results. The following is a summary of the on-board survey analysis results. On-board survey questions in this chapter are organized into two major categories:

- **Travel Characteristics** – questions about individual trip attributes.
- **Service Improvements** – questions about potential service improvements and customer service preferences.

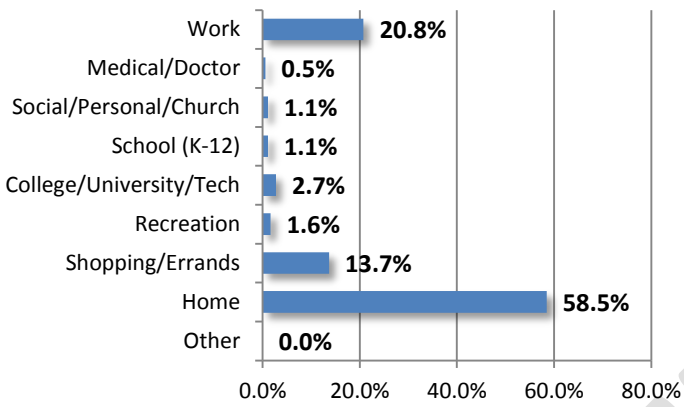
### Travel Characteristics

Travel characteristics questions were designed to ask respondents about their individual trip attributes and their travel behavior. Topics covered by the travel characteristics questions on the survey include:

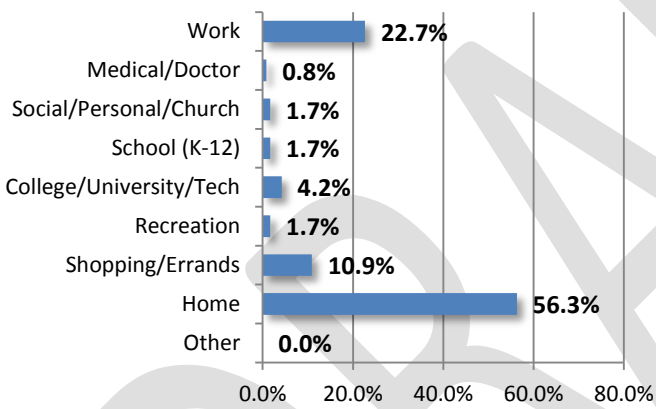
- Trip origin type
- Trip destination type
- Trip origin-destination pattern
- Transit stop/station access and egress travel mode
- Transfers
- Mode choice

Questions 1 and 6 asked respondents about the type of place they were coming from to start their one-way trip and the type of place they are going to on the same one-way trip, respectively. Figures 4-1, 4-2, and 4-3 present the answers to Question 1 by overall results, weekday, and Saturday. As can be seen in the figures, trips originating from “Home” had the largest proportion of responses among all trip origins, followed by “Work.” “Shopping/Errands” ranked third among all responses, and approximately 72 percent more respondents indicating “Shopping/Errands” as their trip origin on Saturday than those on weekday. In addition, no “Medical/Doctor,” “Social/Personal/Church,” “School (K-12),” or “College/University/Tech” can be found for Saturday trip origins.

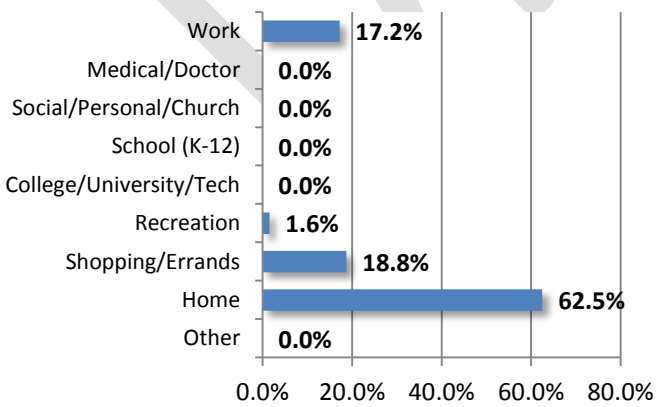
**Figure 4-1: Overall Trip Origins Summary**



**Figure 4-2: Trip Origins Summary (Weekday)**



**Figure 4-3: Trip Origins Summary (Saturday)**





## Route 1

Route 1 provides connectivity between Tyrone Square Mall and Northeast Shopping Center via 22nd Ave N./4<sup>th</sup> St N. and intermittent service to Gateway Mall via 1<sup>st</sup> Ave N. Route 1 serves 1 major mall and 3 major shopping centers adjacent to primarily single-family residences along the 22<sup>nd</sup> Avenue Corridor.

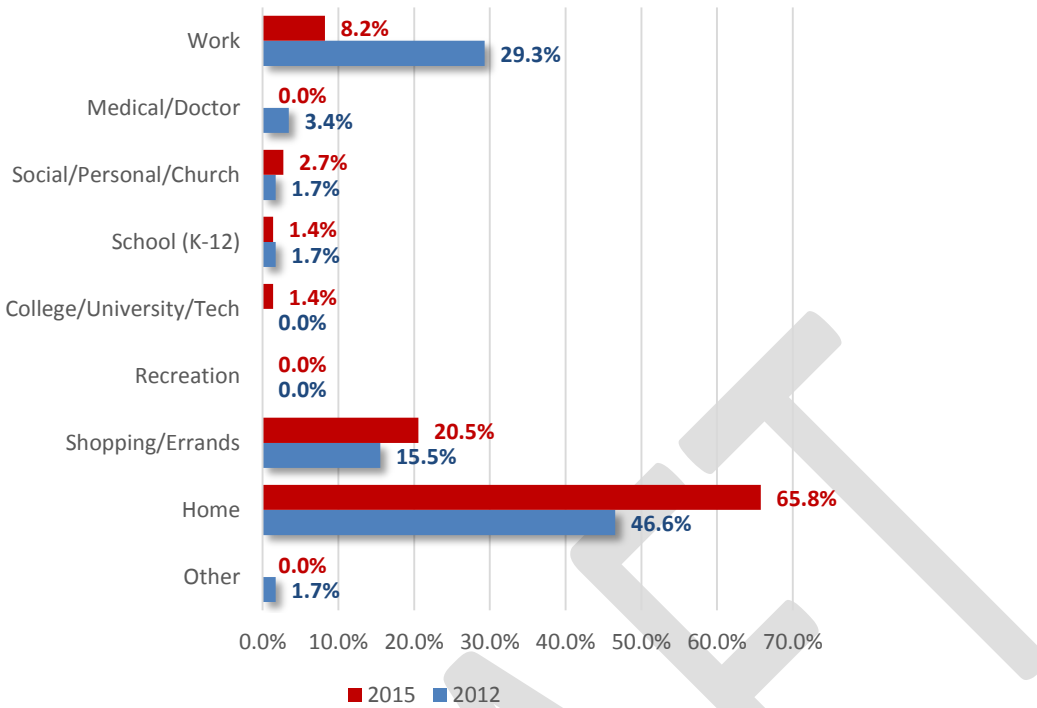
### Key Points from On-Board Survey

- Trips originating from “Home” make up the largest proportion of responses (65.8%) among trip origins for Route 1. “Shopping/Errands” is the next largest with 20.5% followed by 8.2% of “Work” trip origins.
- “Work, Shopping/Errands, and Home” are the main responses for trip purposes with around 25 to 30 percent responses for each purpose. There were no respondents indicating “School (K-12)” for trip purposes.
- The main trip origins and destinations are located at the Tyrone mall, with a total of 14 origin and destination trip counts from the survey.
- Over 75 percent of respondents indicated that walking is their main access mode. Approximately 11 percent transferred from another bus, almost 8 percent biked and 3 percent were dropped off.
- Similar to the stop access mode, approximately 70 percent of respondents indicated they would walk from the bus stop to their final destination. Over 20 percent transferred to another bus to their final destination.
- The most desired improvement to Route 1 is the “expansion of service hours” (46.2% of responses). This is followed by “improved frequency” (36.9%), “other” (32.3%), and “more service on weekends” (13.8%).
- If the bus were no longer an option, 25 percent of respondents indicated they would not make this trip. The remaining 75 percent of respondents would find an alternate form of transportation such as: “ride with someone” (17.5%), “taxi” (15.9%), “bike” or “drive” (12.7% each), “walk” (11.1%), and “other” (48%).

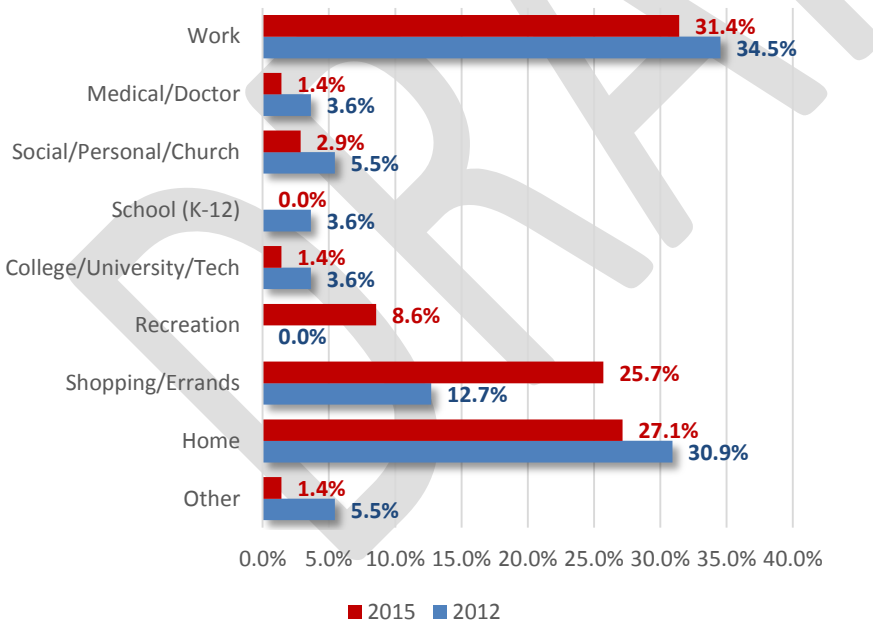
### Trip Origins and Destinations

Questions 1 and 6 asked respondents about the type of place they were coming from to start their one-way trip and the type of place they are going to on the same one-way trip, respectively. Figure 4-4 and 4-5 show the survey responses.

**Figure 4-4: Route 1 Trip Origins**



**Figure 4-5: Route 1 Trip Destination**



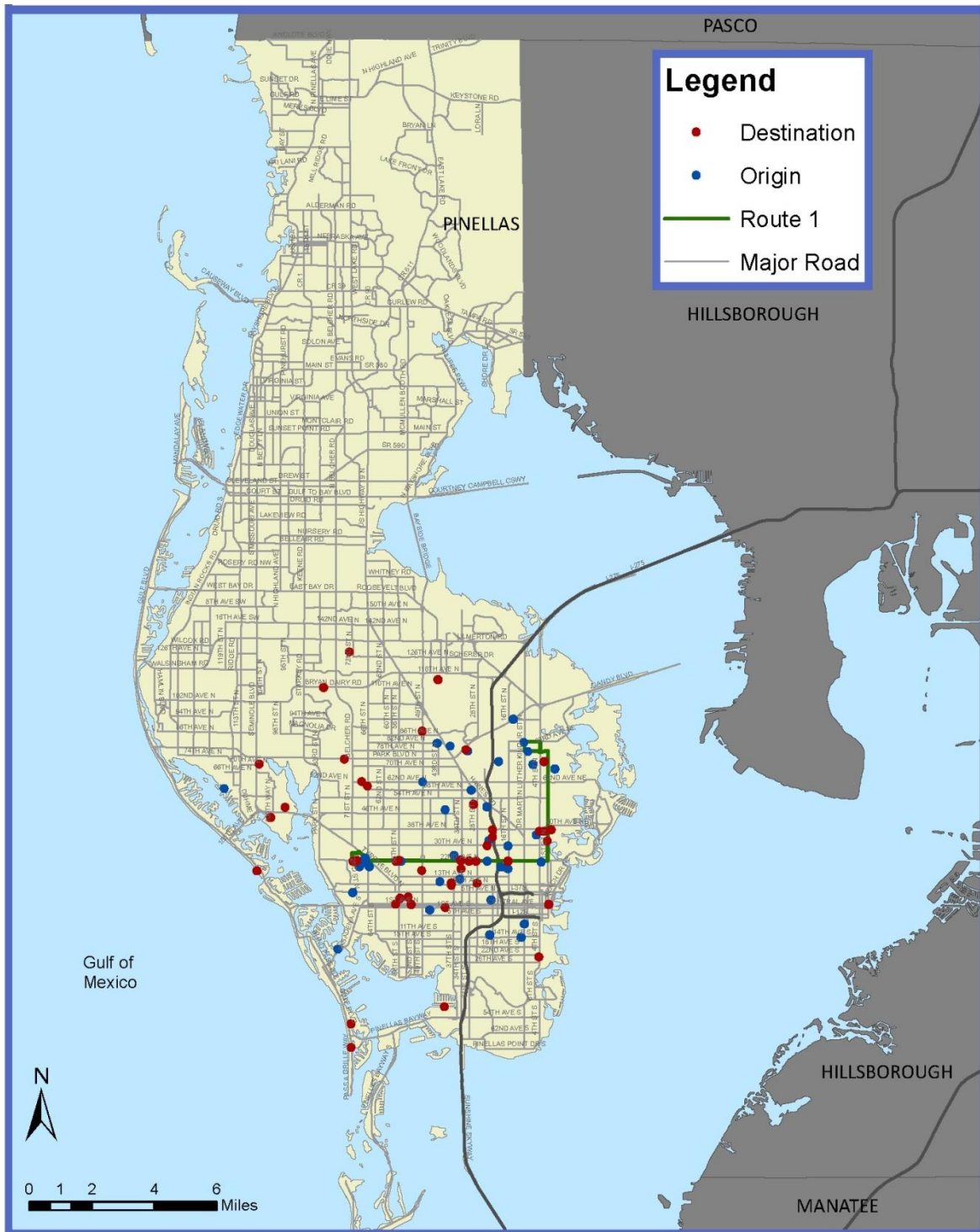
An examination of the geocoded data results in a list of the top referenced origins and destinations. These origins and destinations include major commercial developments, local restaurants, and medical facilities, among others. Figure 4-6 presents the list of major activity

centers, with counts for them as either trip origins or trip destinations, and in combination as a total, for each individual route, respectively.

**Figure 4-6: Route 1 Major Trip Origins and Destinations Counts**

| Activity Point                                    | Origin Counts | Destination Counts | Total Counts |
|---|---------------|--------------------|--------------|
| Tyrone Mall                                       | 4             | 10                 | 14           |
| Gateway Mall                                      | 2             | 3                  | 5            |
| Publix (250 3rd St S, St. Petersburg)             | 2             | 0                  | 3            |
| Publix (3700 4 <sup>th</sup> St N, St Petersburg) | 0             | 3                  | 2            |
| Northeast Park Shopping Center                    | 2             | 0                  | 2            |
| Mazzaros  | 0             | 2                  | 2            |
| St. Pete College                                  | 1             | 0                  | 1            |
| Gold's Gym  | 0             | 1                  | 1            |

Figure 4-7: Trip Origins and Destinations of Route 1 Riders

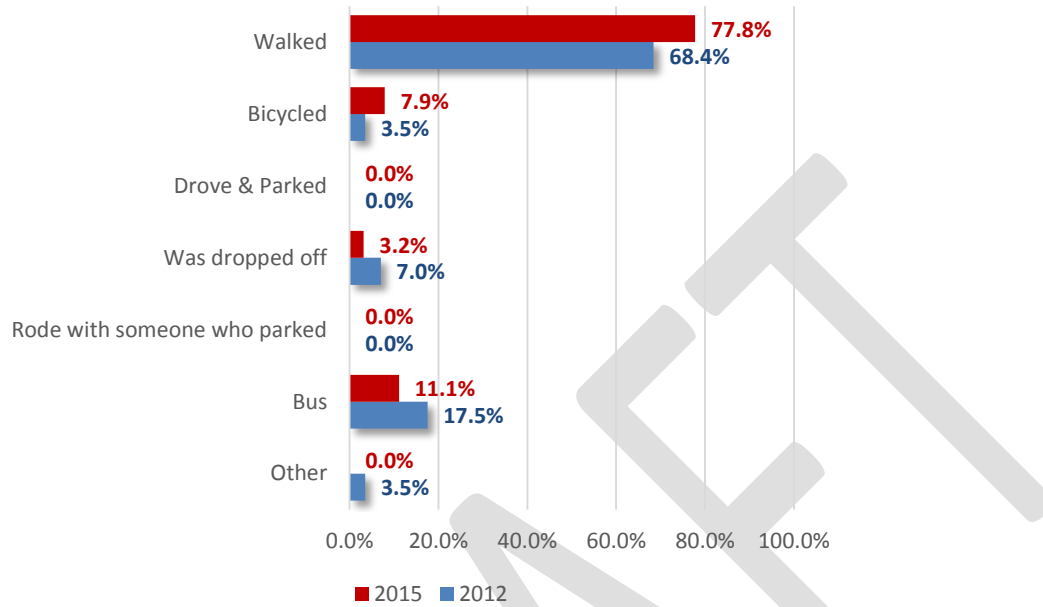


Author: Tindale-Oliver  
 Date: June 23, 2015  
 Source: Phase 1 2015 On-Board Survey

### Access Mode

Question 5 in the survey asks how an individual gets to the bus stop, indicated as bus stop access mode in the following figure.

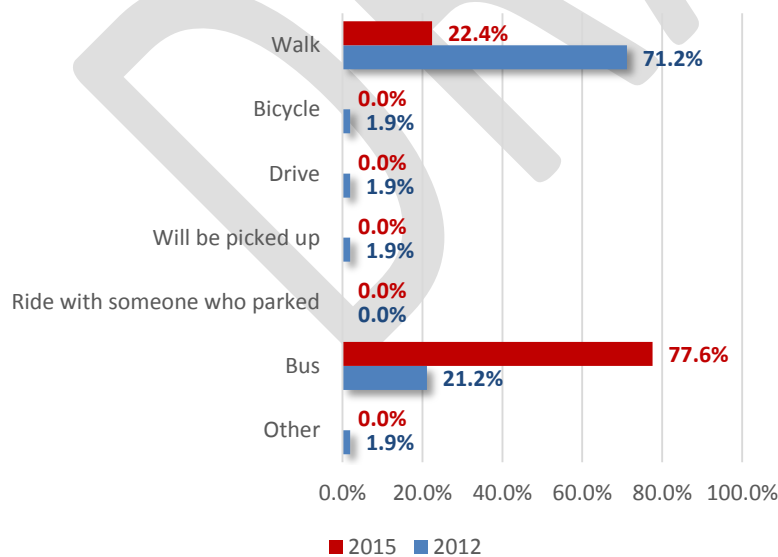
**Figure 4-8: Route 1 Stop Access Mode**



### Stop Egress Mode

Survey Question 10 asks how an individual will get from the bus stop they are going to now, to their final destination. The results for Route 1 are show in Figure 4-9.

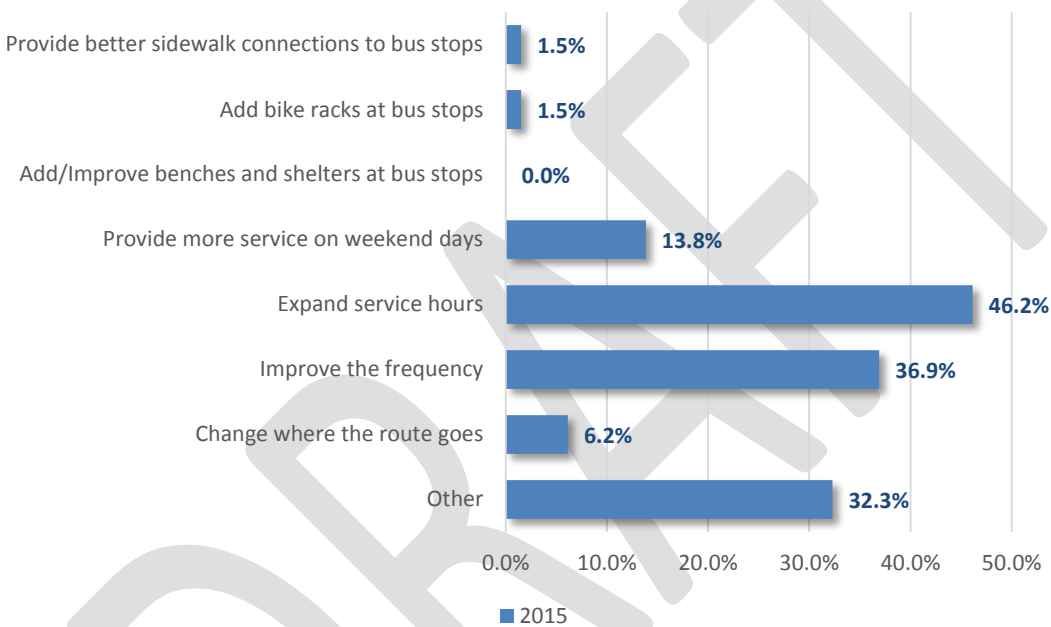
**Figure 4-9: Route 1 Stop Egress Mode**



### Route 1 Preferred Modifications

Question 12, the last question of the on-board survey, asked respondents what aspects of the route that they would modify to improve the route for their travel needs. A list of potential modifications was provided with additional opportunities for respondents to present their own opinions in follow-up questions and an “Other” category. Respondents were allowed to select more than one potential modification. Figure 4-10 presents the results to this question for Route 1. Because the riders could select multiple responses, it is important to note that the indicated percentages will not sum to 100 percent.

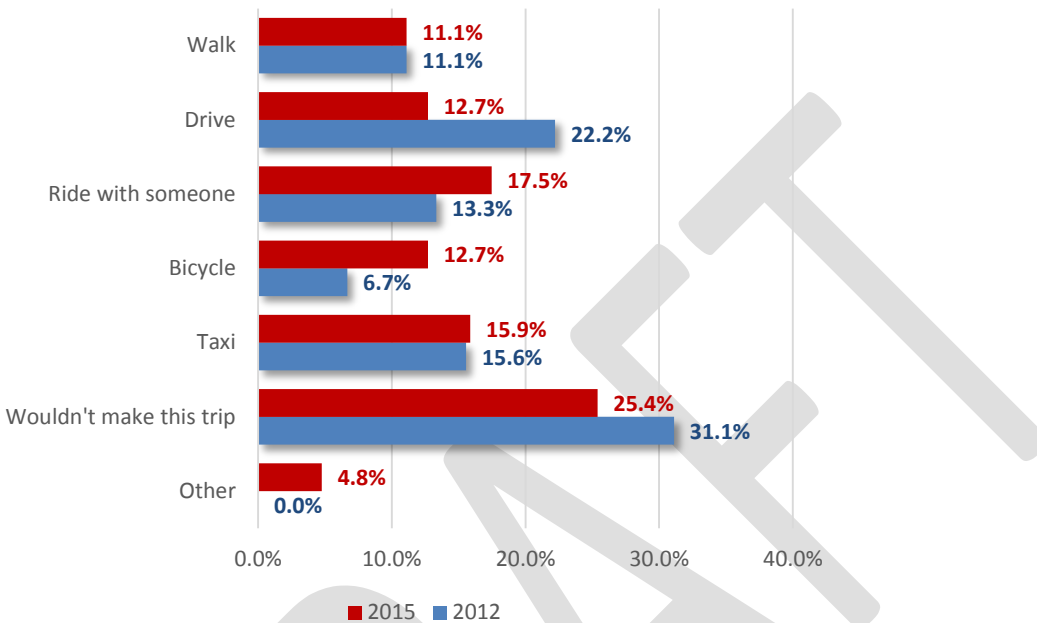
**Figure 4-10: Route 1 Preferred Modifications**



## Route 1 Transportation Alternatives

Question 11 of the on-board survey asked respondents how they would make the trip if not by bus. Figure 4-11 illustrates the results of this question

Figure 4-11: Route 1 Transportation Alternatives



## Route 30

Route 30 provides connectivity between Tyrone Square Mall and Northeast Shopping Center via 30<sup>th</sup> Ave N./4<sup>th</sup> St N. Route 30 serves 1 major mall and 2 major shopping centers adjacent to primarily single-family residences along the 30<sup>th</sup> Avenue Corridor.

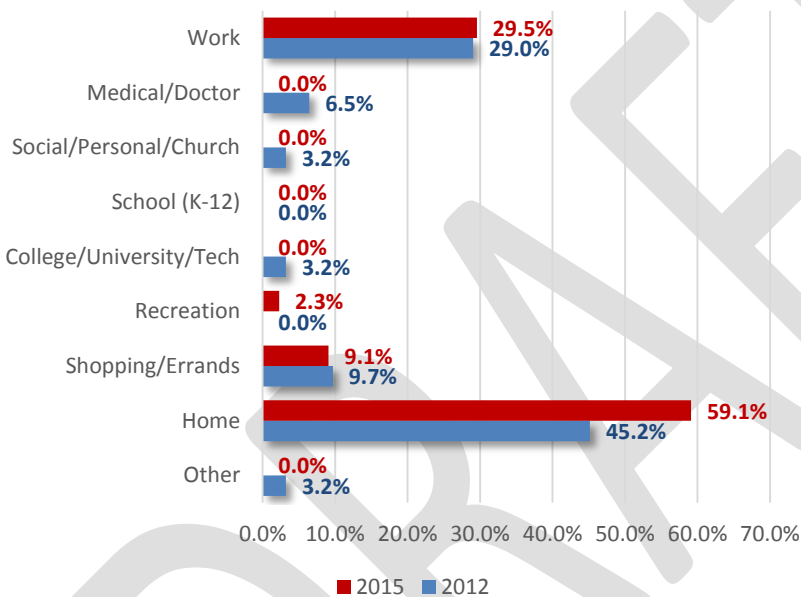
### Key Points From On-Board Survey

- **Origin:** Trips originating from “Home” make up the largest proportion of responses with almost 60 percent. “Work” and “Shopping/Errands” follow with approximately 30 and 10 percent respectively. Trips originating from “Recreation” also made up over 2 percent of responses.
- **Destination:** The main destinations for trips on Route 30 are “Home” (33.3%), “Work” (31.0%) and “Shopping/Errands” (23.8%). Recreation, Medical/Doctor, Social/Personal/Church and Other purposes were each less than 5 percent.
- **Origin and Destination Activity Centers:** Tyrone Mall is the main trip generator and destination for Route 30 riders.
- **Stop Access Mode:** Almost 80 percent of survey respondents indicated that they walked to the stop. Twelve percent transferred from another bus, and about 5 percent either biked or were dropped off.

- Stop Egress Mode: The majority (76.5%) of respondents indicated they would transfer to another bus to get to their final destination, the remaining 23.5 percent of respondents would walk.
- Modification Preferences: Main adjustments to Route 30 services that respondents would like to see are improved frequency, expansion of service hours, other, more service on weekends, and added or improved benches and shelters at bus stops
- Alternate Transportation: 77% of those surveyed said they would still make this trip if the route was not available.

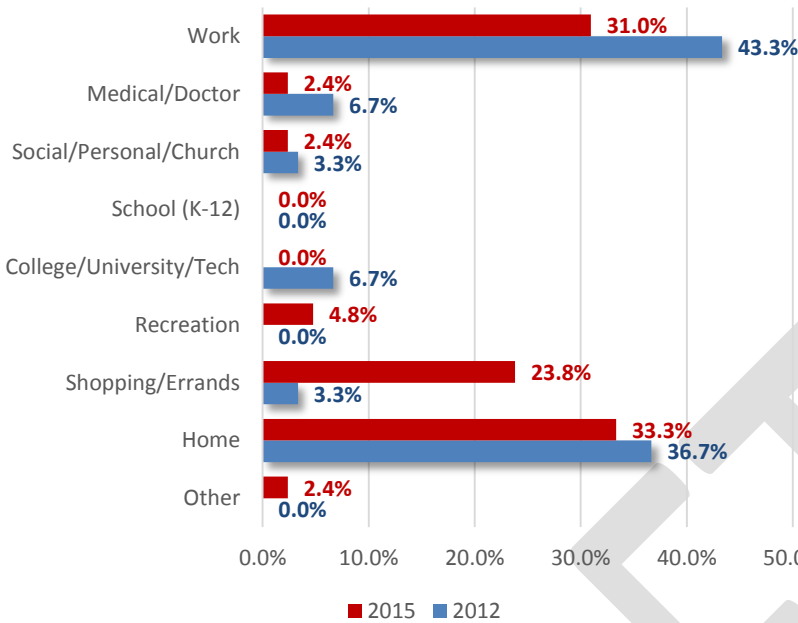
### Trip Origins and Destinations

Figure 4-12: Route 30 Trip Origins





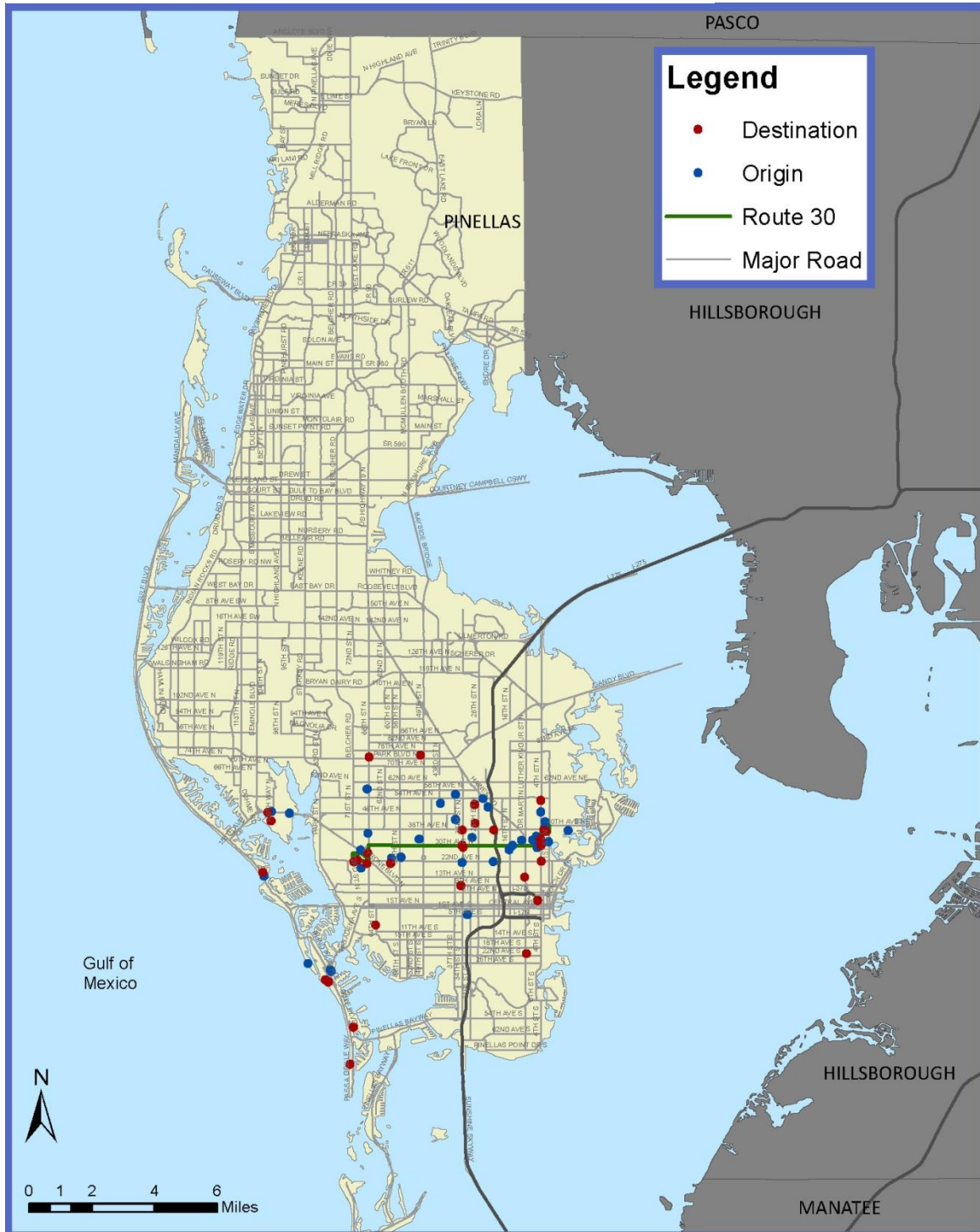
**Figure 4-13: Route 30 Trip Destinations**



**Figure 4-14: Route 30 Major Trip Origins and Destinations Counts**

| Activity Point  | Origin Counts | Destination Counts | Total Counts |
|---|---------------|--------------------|--------------|
| Tyrone Mall   | 3             | 2                  | 5            |
| Joannes (66 <sup>th</sup> St N & 26 <sup>th</sup> Ave N)                  | 0             | 3                  | 3            |
| Bay Pines Medical Hospital  | 0             | 2                  | 2            |
| Carrabba's Italian Grill<br>(US 19 & Highlands Blvd)                      | 1             | 1                  | 2            |
| Racetrac Gas Station<br>(54 <sup>th</sup> Ave N & 55 <sup>th</sup> Ave N) | 1             | 0                  | 1            |
| Winn Dixie (16th and 28th Ave)  | 1             | 0                  | 1            |
| Elks Lodge  | 1             | 0                  | 1            |
| Salvation Army  | 0             | 1                  | 1            |

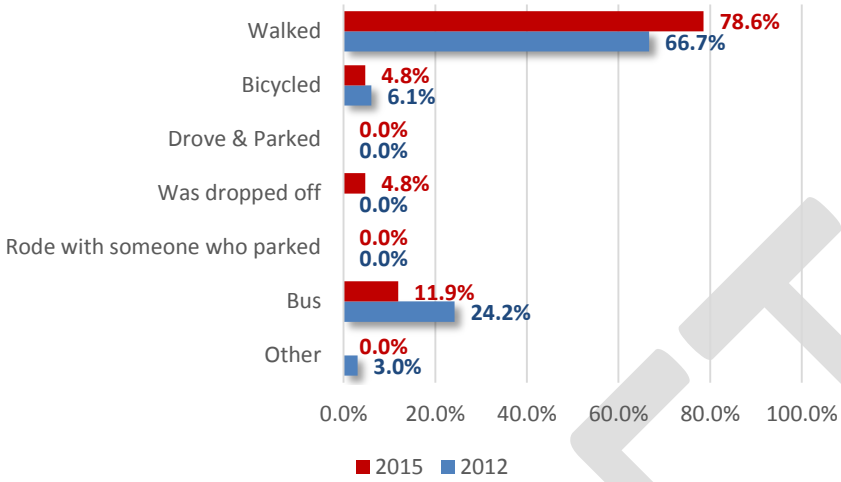
**Figure 4-15: Trip Origins and Destinations of Route 30 Riders**



Author: Tindale-Oliver  
 Date: June 23, 2015  
 Source: Phase 1 2015 On-Board Survey

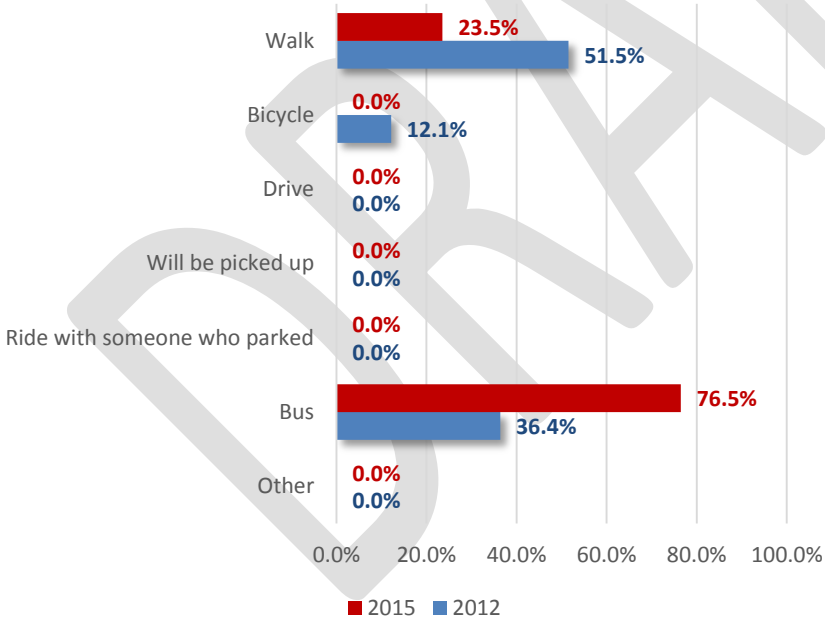
## Stop Access Mode

Figure 4-16: Route 30 Bus Stop Access Mode



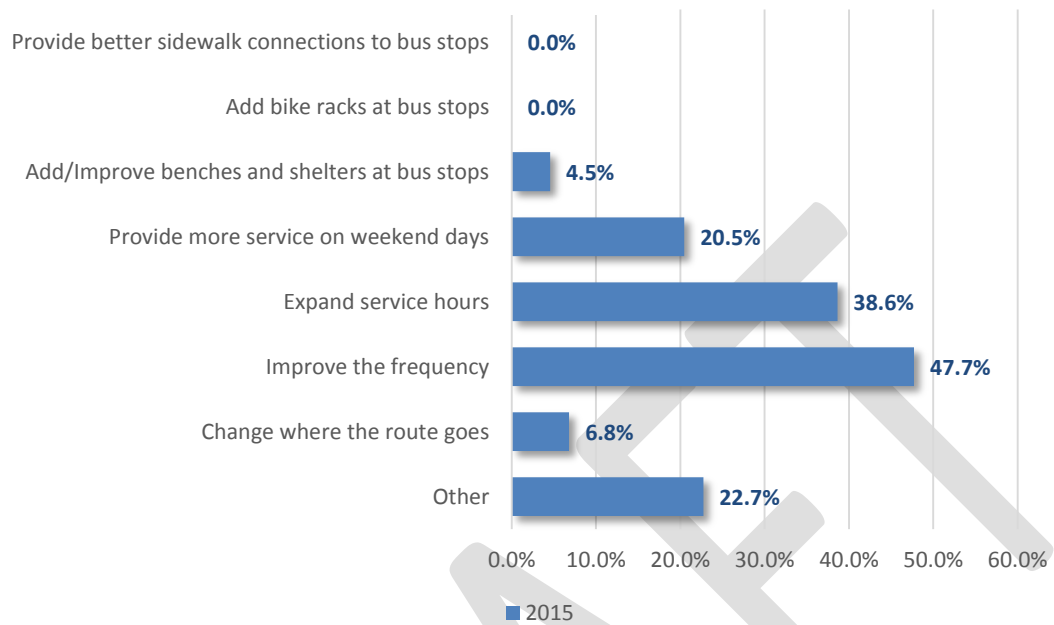
## Stop Egress Mode

Figure 4-17: Route 30 Bus Stop Egress Mode



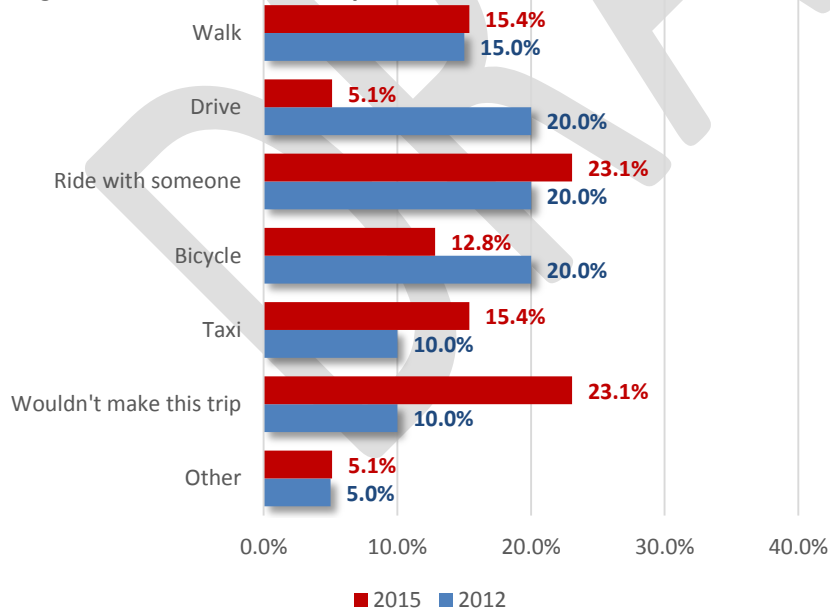
## Route 30 Preferred Modifications

**Figure 4-18: Preferred Modifications for Route 30**



## Route 30 Transportation Alternatives

**Figure 4-19: Route 30 Transportation Alternatives**



## Route 58

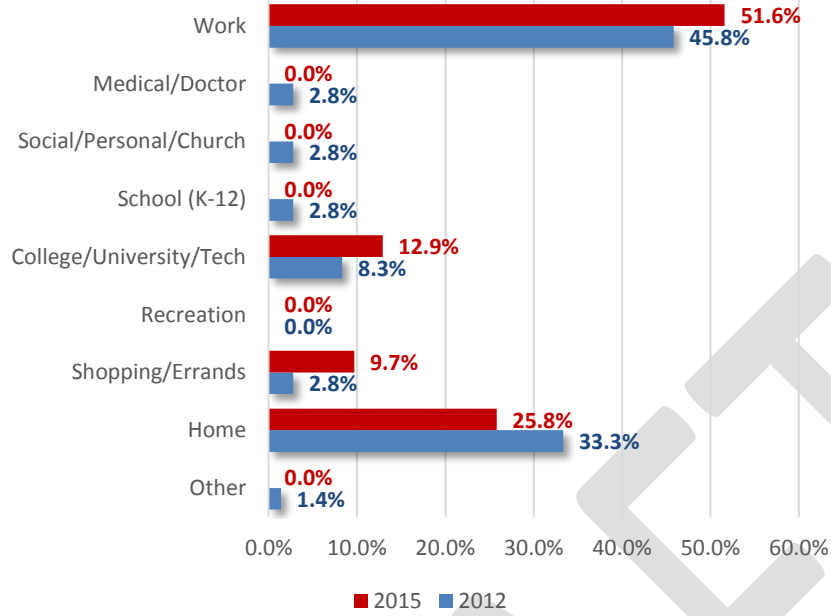
Route 58 provides connectivity between Seminole Mall and Gateway Mall via Bryan Dairy Rd/Roosevelt Blvd N. Route 58 serves 2 major malls, 1 University, and 3 Schools adjacent to primarily light industrial/commercial land uses.

### Key Points from On-Board Survey

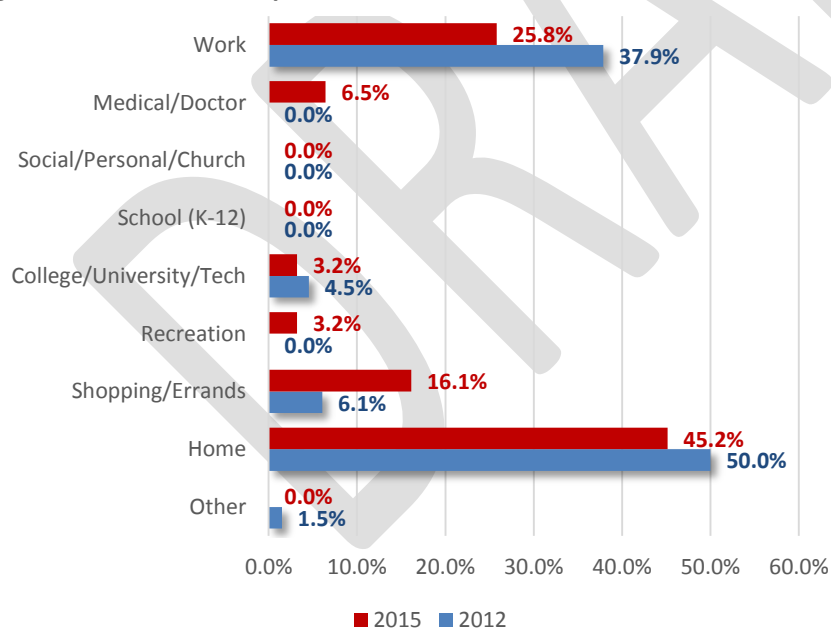
- Origin: Just over half of respondents indicated they are making the trip from “Work” and one quarter of respondents responded their trip origin was “Home”. The remaining responses indicate trips are originating from “College/University/Tech” (12.9%) and “Shopping/Errands” (9.7%).
- Destination: The main trip destination for survey respondents was “Home” with 45 percent of respondents. The next major trip destination was “Work” with 25 percent. Other destinations included “Shopping/Errands” (16.1%), “College/University/Tech” (3.2%) and “Recreation” (3.2%).
- Origin and Destination Activity Centers: Most of the trip purposes of riders along this route are most work-to-home, work-to-shopping/errands or home-to-work. The most common origin location for surveyed riders on Route 58 was St. Pete College.
- Stop Access Mode: The main access mode is “Walk” with just over 60 percent followed by transfers from another bus (25%), six percent of respondents biked, three percent were dropped off and three percent accessed their stop by some other access mode.
- Stop Egress Mode: Of the riders surveyed, almost 70% would have to transfer to another bus to get to their final destination. The remaining responses indicated that 20% of people would walk, 6% would bike, and 3% would find some other way to get to their final destination.
- Modification Preferences: Survey respondents indicated that the main modifications they would like to see are an expansion of service hours, frequency improvement and other changes.
- Alternate Transportation: Results from the 2015 survey indicate that if Route 58 was eliminated, over 60% of riders would find an alternate form of transportation that includes bike (20%), taxi (13.3%), walk (13.3%), ride with someone (10%), and drive (6%).

## Trip Origins and Destinations

**Figure 4-20: Route 58 Trip Origins**



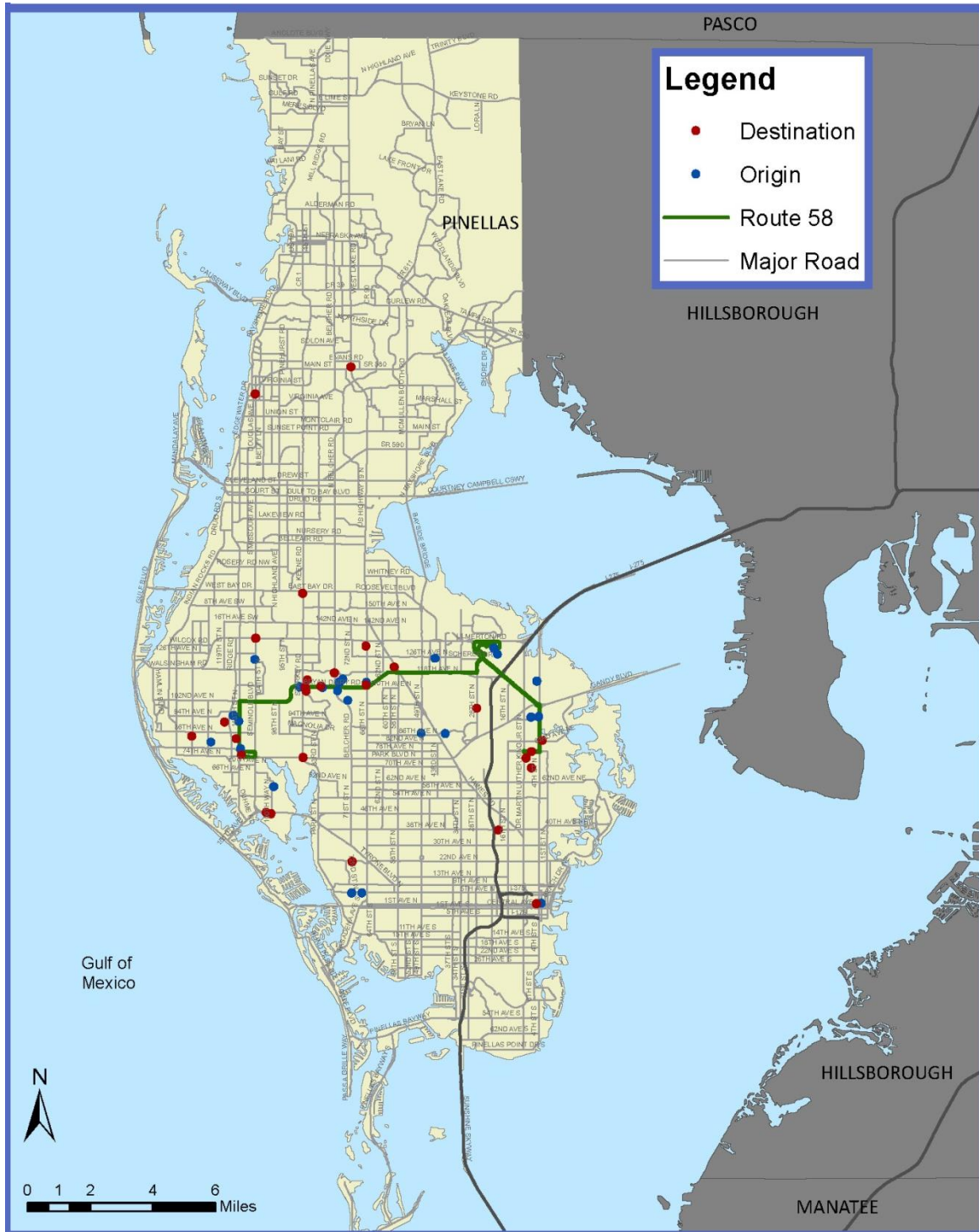
**Figure 4-21: Route 58 Trip Destinations**



**Figure 4-22: Route 58 Major Trip Origins and Destinations Counts**

| Activity Point             | Origin Counts | Destination Counts | Total Counts |
|----------------------------|---------------|--------------------|--------------|
| St. Pete College           | 4             | 0                  | 4            |
| Bay Pines Medical Hospital | 1             | 1                  | 2            |
| Internal Revenue Service   | 1             | 0                  | 1            |
| Bardmoor Medical           | 1             | 0                  | 1            |
| Largo Healthcare           | 1             | 0                  | 1            |
| Tyrone Mall                | 0             | 1                  | 1            |
| Seminole Mall              | 0             | 1                  | 1            |
| Williams Park              | 0             | 1                  | 1            |
| Largo mall                 | 0             | 1                  | 1            |

Figure 4-23: Route 58 Trip Origins and Destinations

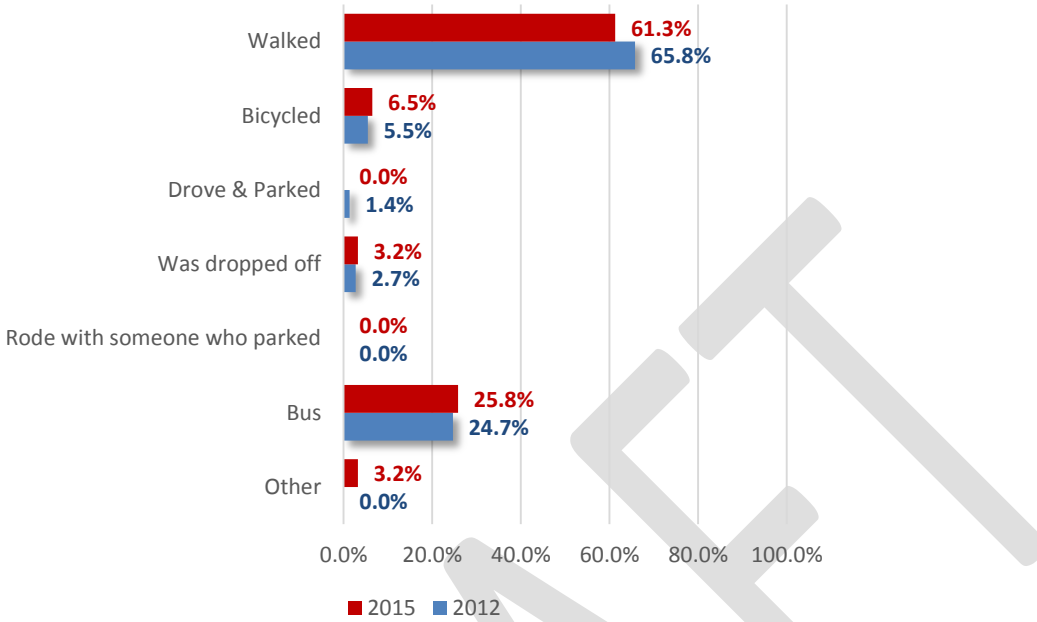


Author: Tindale-Oliver  
 Date: June 23, 2015  
 Source: Phase 1 2015 On-Board Survey



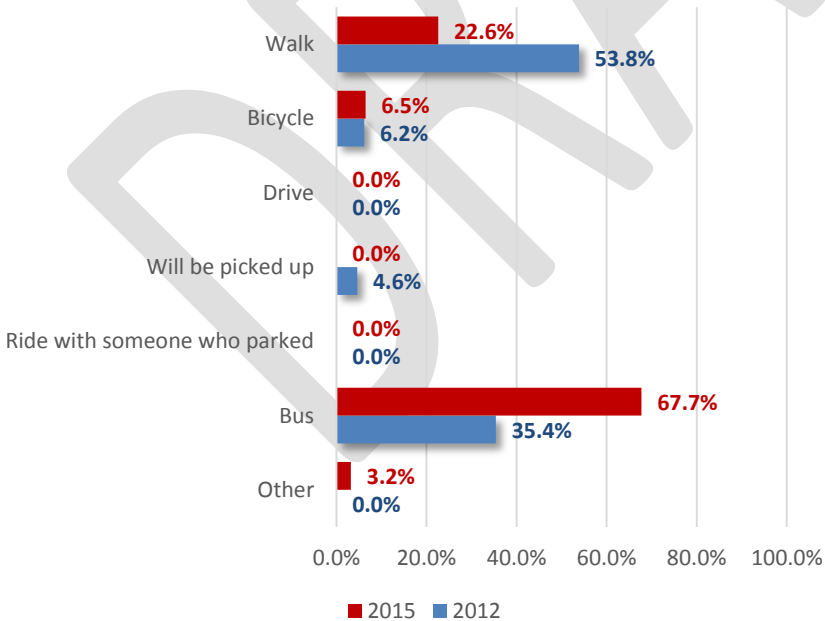
## Access Mode

Figure 4-24: Route 58 Bus Stop Access Mode



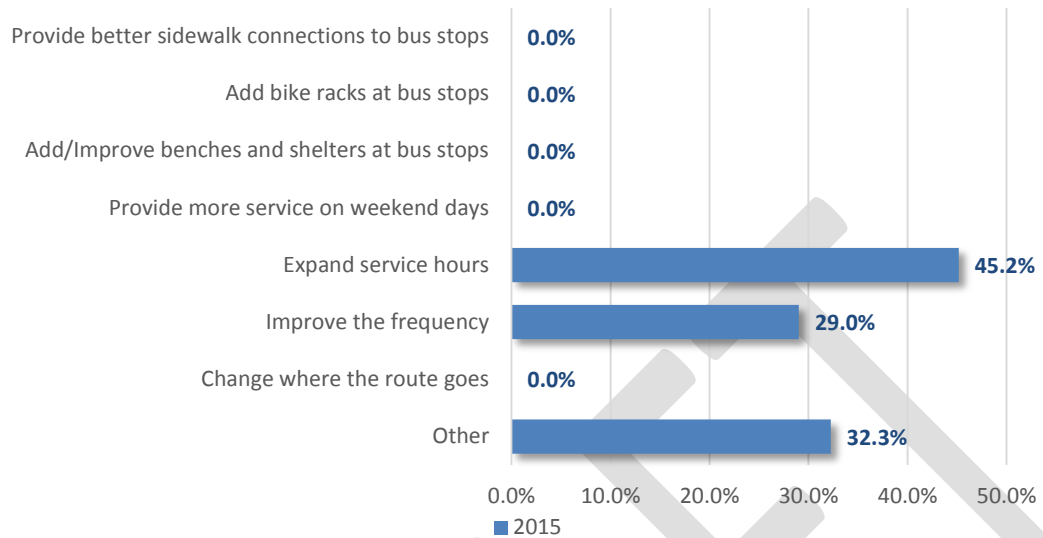
## Stop Egress Mode

Figure 4-25: Route 58 Stop Egress Mode



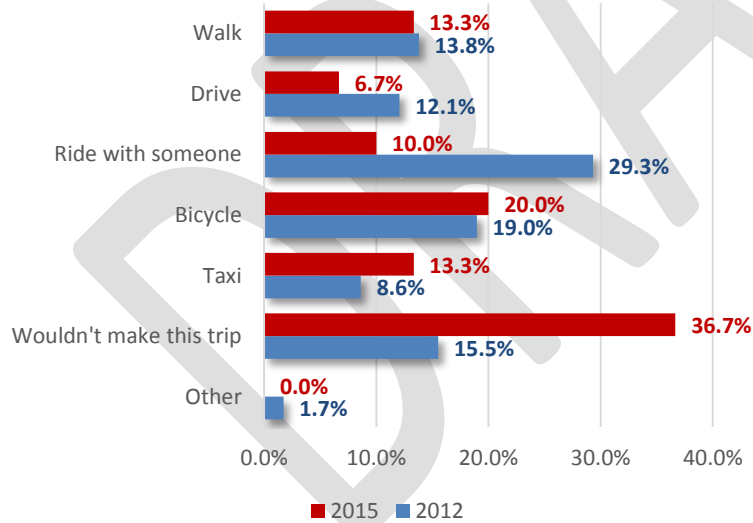
## Route 58 Preferred Modifications to Bus Route

**Figure 4-26: Route 58 Preferred Modifications**



## Transportation Alternatives

**Figure 4-27: Route 58 Bus Alternatives**



## Route 444

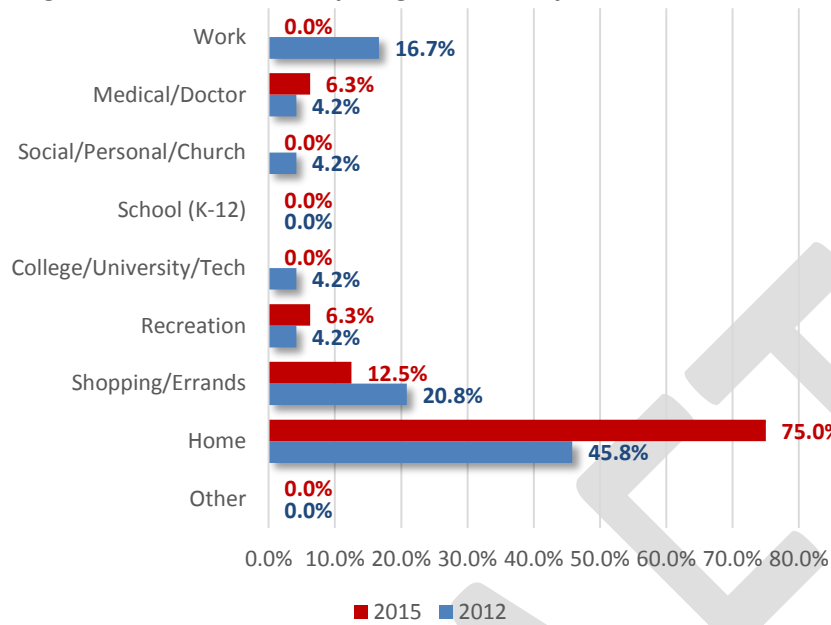
The route 444 provides circulator service within Pinellas Park, primarily along the US19 and 78<sup>th</sup> Avenue North Corridors between connecting riders to multiple municipal services, a Walmart Super Center, Shoppes at Park Place, and several large residential developments.

### Key Points from On-Board Survey

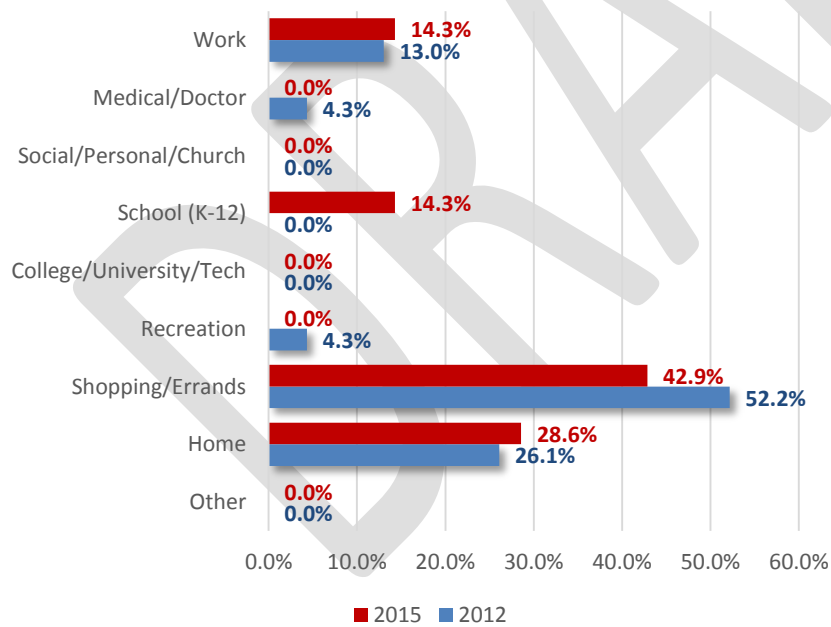
- Origin: Most trip origins for the 444 begin at “Home”, with 75% of responses indicating that as their origin. Other responses indicated “Shopping/Errands” as a significant origin with 12.5% and “Recreation” and “Medical/Doctor
- Destination: The main trip purpose for just over 40% of respondents is “Shopping/Errands”. The remaining responses indicate “Home” as a destination for 28.6%, and “Work” and “School” were each 14.3% of trip purposes.
- Origin and Destination Activity Centers: Crystal Lake Manor and Walmart are the main activity centers with the most trip origins and destinations at those locations.
- Stop Access Mode: Access to the stop is overwhelmingly achieved by walking, with over 90% of respondents indicating this. The only other access mode indicated was by bus transfer with 6.7%.
- Stop Egress Mode: From their current stop to the final destination, 71.4% of respondents indicated “Walk”. The remaining respondents indicated “Bus” as their egress mode, meaning they were transferring to another bus.
- Modification Preferences: The most desired modification was that more service be provided on weekend (61.5%). Followed by the expanded service hours, frequency improvements (38.5%), changes to where the route goes (30.8%), provision of better sidewalks, and additions/improvements to benches and shelters at the stops (23.1%).
- Alternate Transportation: If the 444 route were eliminated, 61.5% of respondents indicated they would walk to their destination. “Ride with someone” or “Taxi” were the two other alternatives indicated with 23.1 and 15.4 percent of responses respectively. Interestingly, according to the 2012 survey, in response to the same question 42.1 percent of surveys indicated they would no longer make their trip if the route was eliminated.

## Trip Origins and Destinations

**Figure 4-28: Route 444 Trip Origins Summary**



**Figure 4-29: Route 444 Trip Destination Summary**

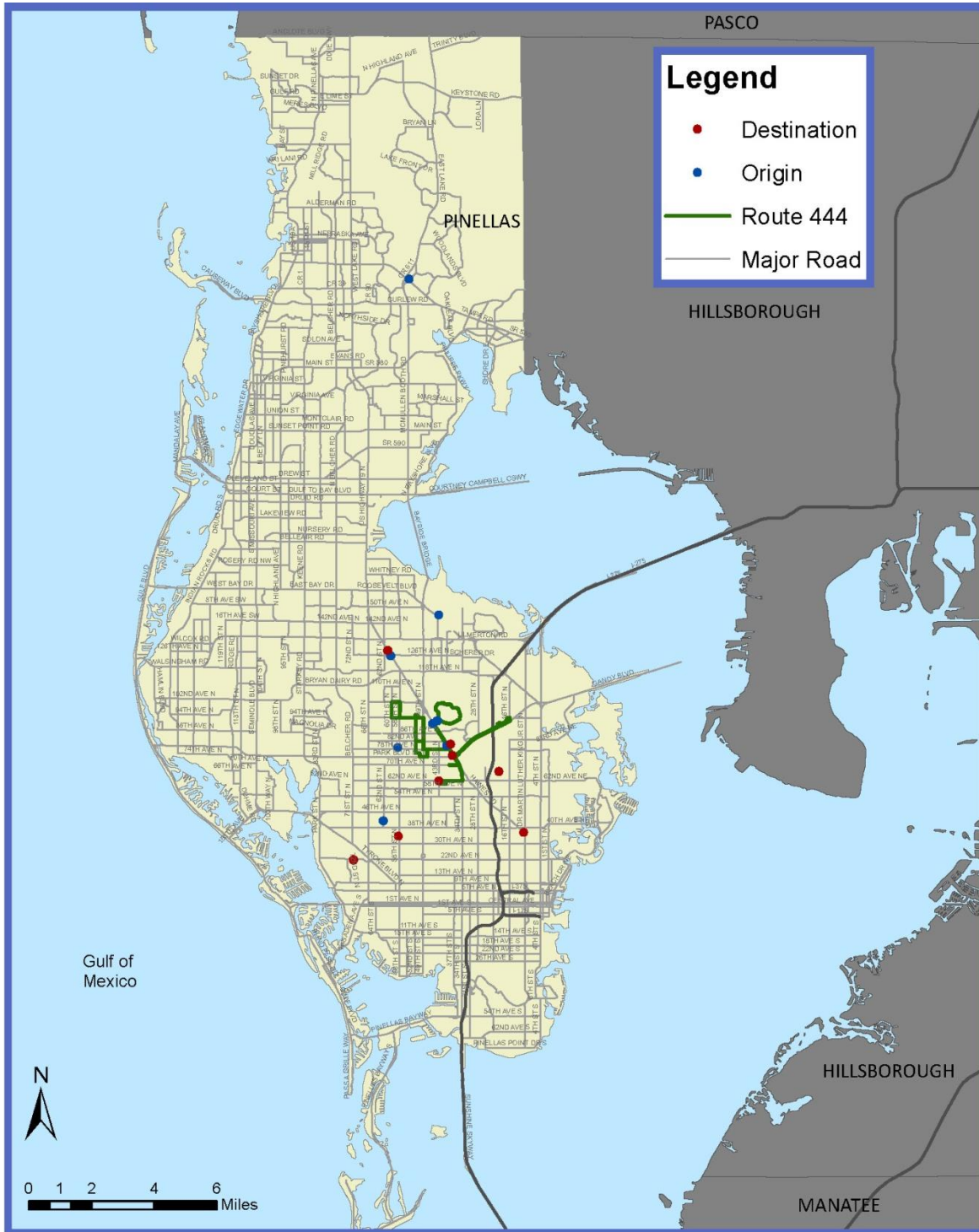


**Figure 4-30: Route 444 Major Trip Origins and Destinations Summary**

| Activity Point             | Origin Counts | Destination Counts | Total Counts |
|----------------------------|---------------|--------------------|--------------|
| Crystal Lake Manor         | 5             | 1                  | 6            |
| Walmart (US 19/Gandy Blvd) | 1             | 4                  | 5            |
| Mainlands of Tamarac       | 3             | 0                  | 3            |
| Tyrone Mall                | 0             | 2                  | 2            |
| Westgate Elementary        | 0             | 2                  | 2            |
| Shoppes at Park Place      | 1             | 0                  | 1            |
| East Lake Manor            | 1             | 0                  | 1            |
| Lakeside Terrace           | 0             | 1                  | 1            |

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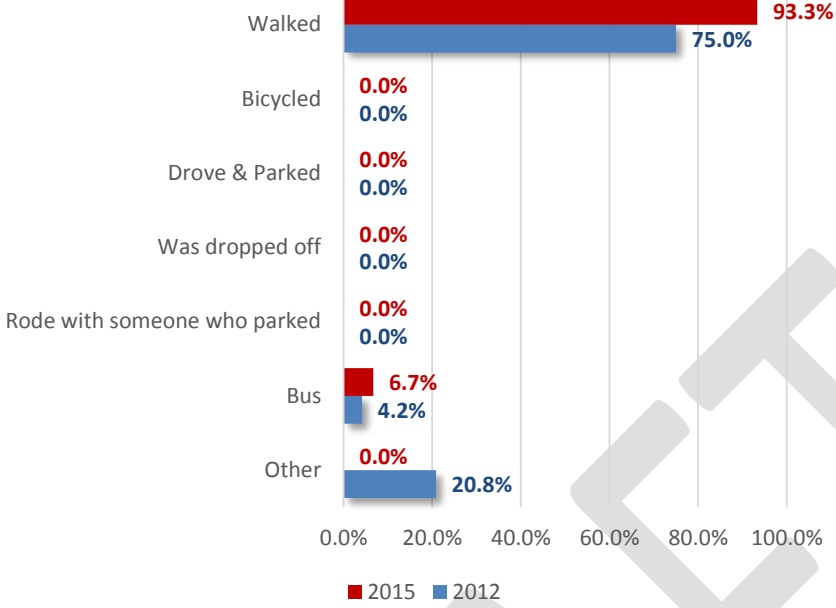
Figure 4-31: Route 444 Trip Origins and Destinations



Author: Tindale-Oliver  
 Date: June 23, 2015  
 Source: Phase 1 2015 On-Board Survey

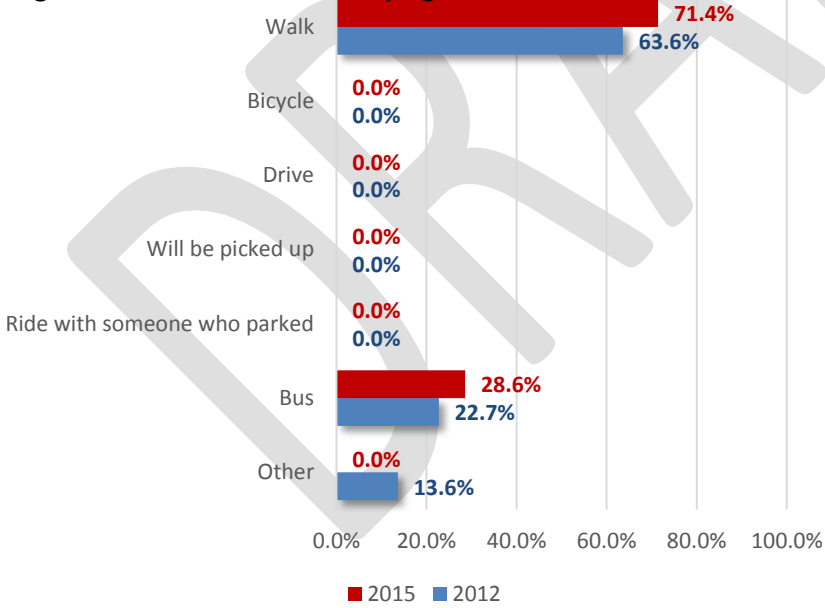
## Stop Access Mode

Figure 4-32: Route 444 Bus Stop Access Mode



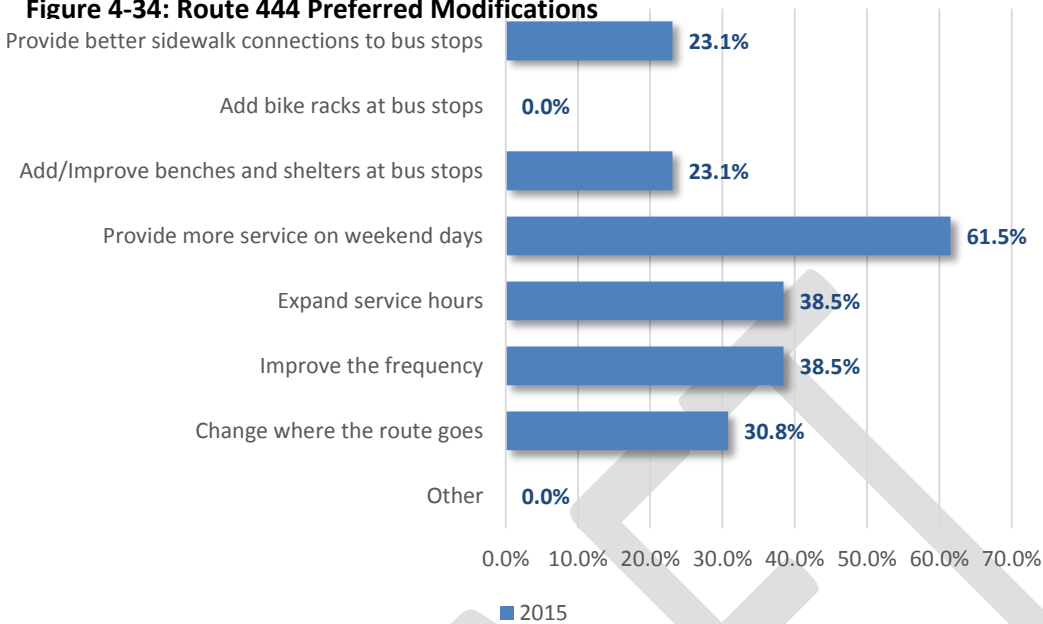
## Stop Egress Mode

Figure 4-33: Route 444 Bus Stop Egress Mode



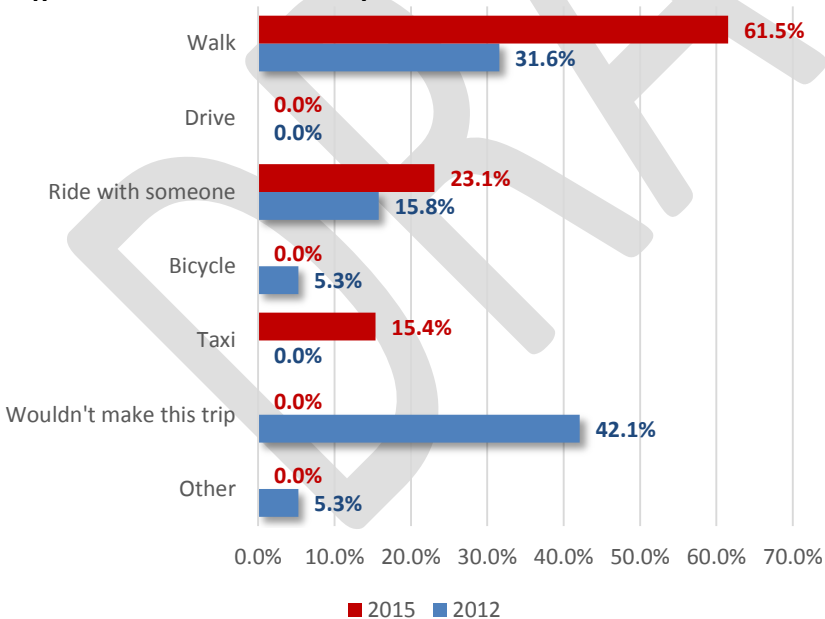
## Preferred Modifications to Bus Route

**Figure 4-34: Route 444 Preferred Modifications**



## Transportation Alternatives

**Figure 4-35: Route 444 Transportation Alternatives**



Portions of Routes 19 and 52 run along Route 444 for three quarters of a mile and 2 miles respectively, which may provide alternate bus transit to individuals accessing those stops, especially for riders whose trip purpose is “Shopping/Errands” (42%) as Routes 19 and 52 transfer at the Shoppes at Park Place in Pinellas Park.



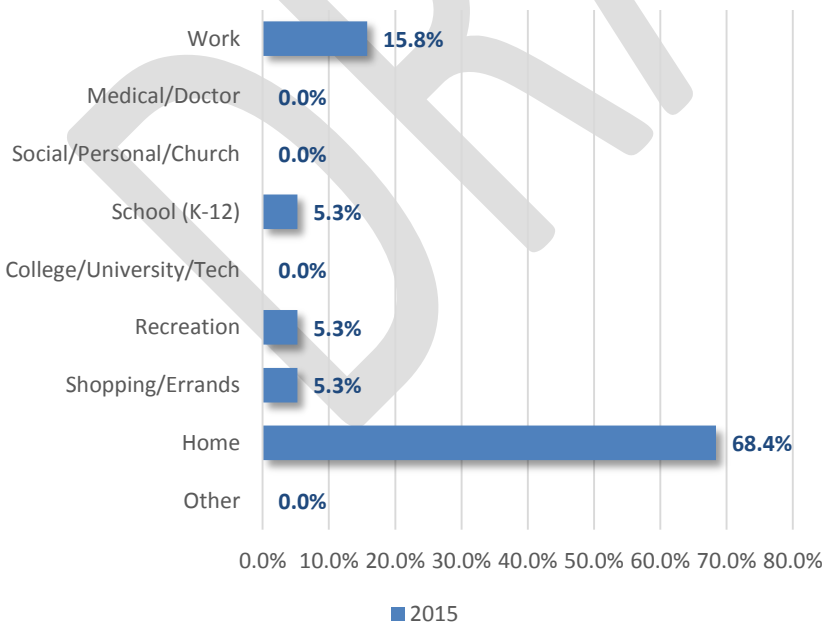
## East Lake Connector (Route 811)

### Key Points from On-Board Survey

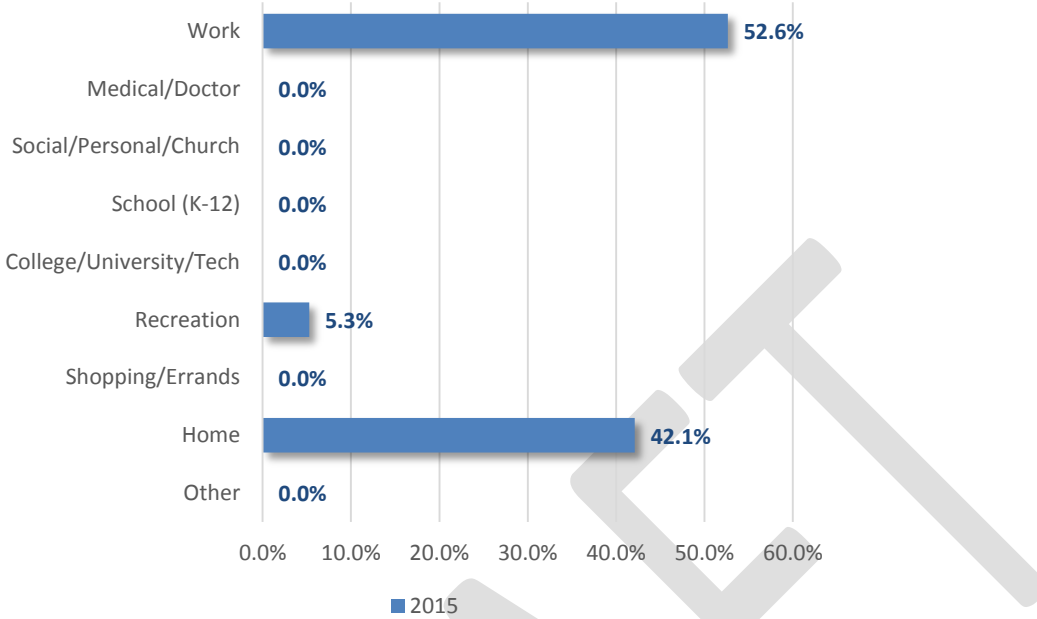
- **Origin:** According to the survey data, Route 811 provides services for several people traveling from home to work. Almost 70% of surveys indicated they begin their trip from home, 15% from work, and 5% each from school, recreation, and shopping/errands.
- **Destination:** The main destinations for riders are to work (50%), home (40%) or recreation (5%).
- **Stop Access Mode:** Almost 70% of people walked to their bus stop, 25% transferred from another bus, and 5% were dropped off.
- **Stop Egress Mode:** To reach their final destinations, over 50% of survey respondents indicated that they would transfer to another bus while other respondents indicated they would walk to their final destination.
- **Modification Preferences:** The major modification to Route 811 that survey respondents want to see is an expansion of service hours, and more service on weekends. Additionally, 35% of respondents would like more frequent bus service, additional or improved benches and shelters (15%), adding bike racks (10%), changes to the route (5%), and other changes (5%).
- **Alternate Transportation:** Almost 80% of survey respondents indicated that they would find another form of transportation to get to their final destination. This included riding with someone (27.8%), taking a taxi (16.7%), and 11% each would walk, drive, or bike.

### Trip Origins and Destinations

Figure 4-36: East Lake Connector Trip Origins



**Figure 4-37: East Lake Connector Trip Destinations**



**Figure 4-38: East Lake Connector Trip Origins and Destinations Summary**

| Activity Point             | Origin Counts | Destination Counts | Total Counts |
|----------------------------|---------------|--------------------|--------------|
| Tarpon Springs Apartments  | 3             | 0                  | 3            |
| East Lake Car Wash         | 0             | 2                  | 2            |
| Enterprise High School     | 1             | 1                  | 2            |
| Park Place Apartments      | 1             | 0                  | 1            |
| Nationwide Carpet Cleaning | 1             | 0                  | 1            |
| John Chestnut Senior Park  | 1             | 0                  | 1            |
| Ridgemoor Plaza            | 0             | 1                  | 1            |
| Publix at Boot Ranch       | 0             | 1                  | 1            |
| Creekside Manor            | 0             | 1                  | 1            |

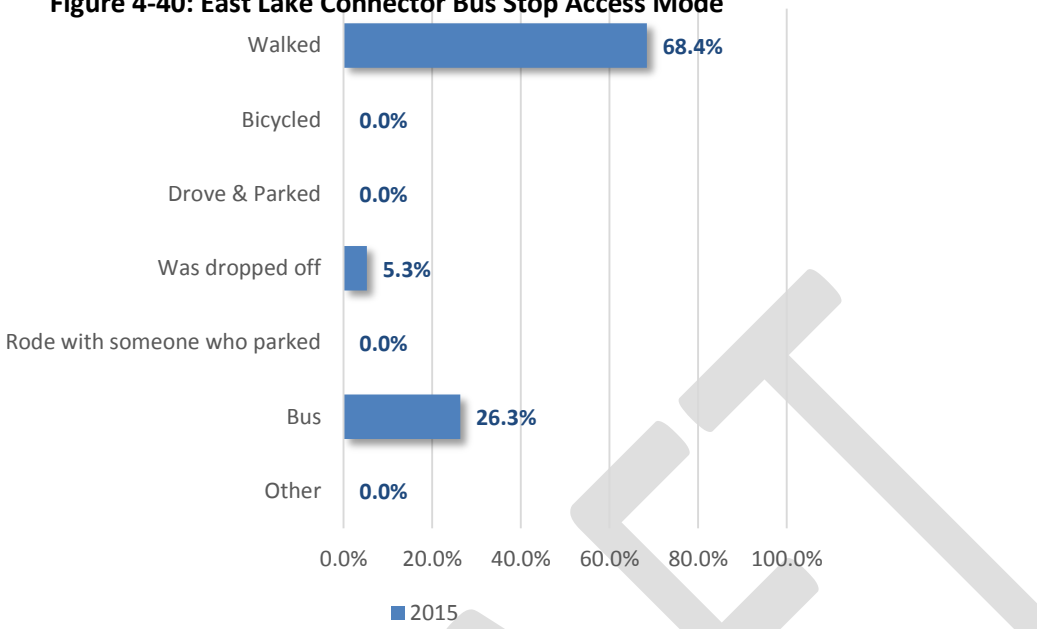
**Figure 4-39: East Lake Connector Trip Origins and Destinations**



Author: Tindale-Oliver  
 Date: June 23, 2015  
 Source: Phase 1 2015 On-Board Survey

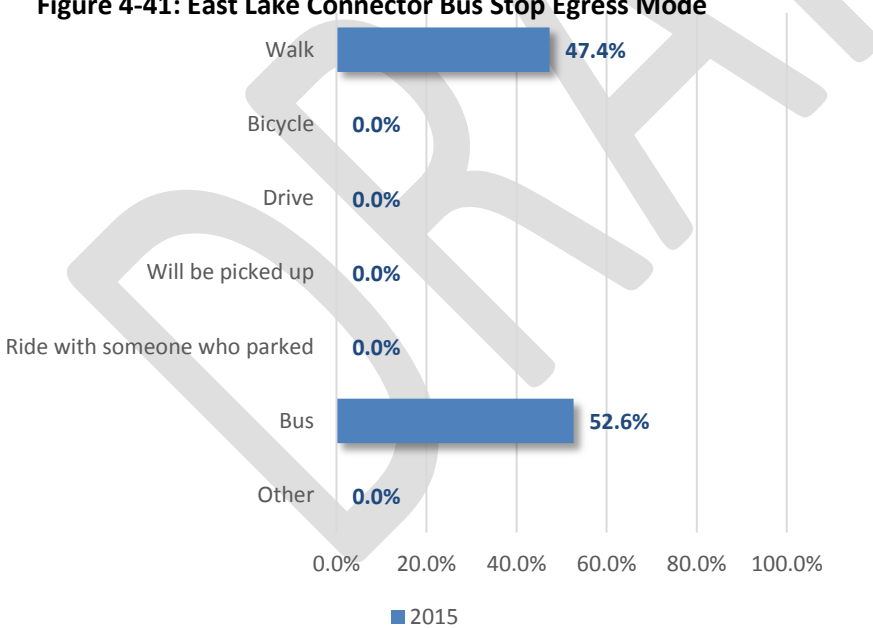
## Stop Access Mode

Figure 4-40: East Lake Connector Bus Stop Access Mode



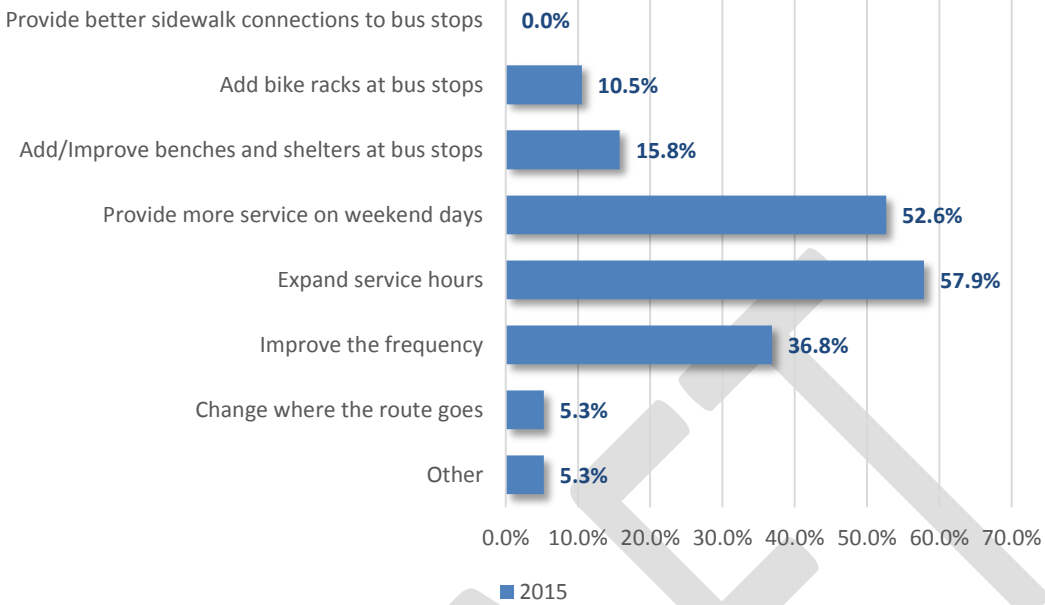
## Stop Egress Mode

Figure 4-41: East Lake Connector Bus Stop Egress Mode



## Preferred Modifications to Bus Route

**Figure 4-42: East Lake Connector Preferred Modifications**



## Route 811 Transportation Alternatives

**Figure 4-43: East Lake Connector Transportation Alternatives**

