



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:


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[www.suntrolley.com](http://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](https://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](https://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](https://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](https://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**  
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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? ★★★★★

<b>18,072</b>	<b>46</b>	<b>\$40.00</b>
Paid Reach [?]	Actions [?]	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

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# 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

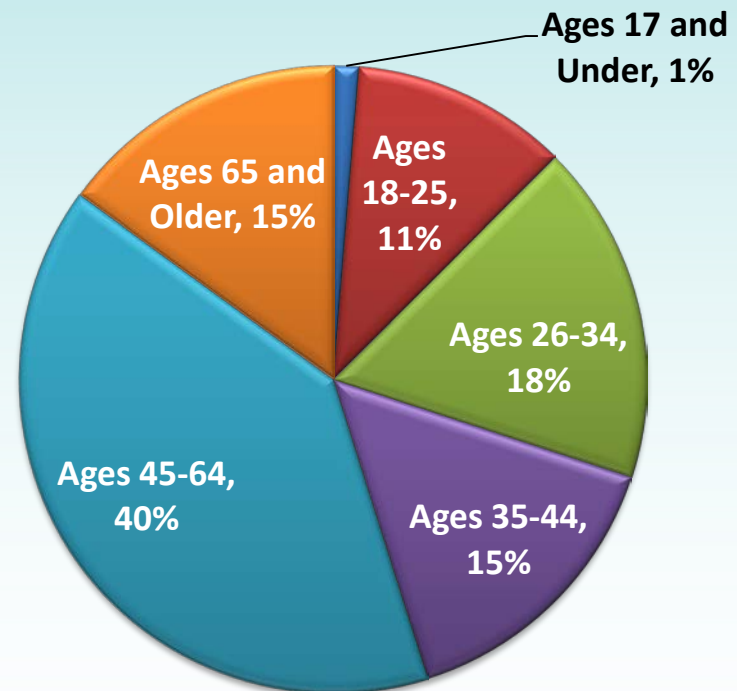
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# Results: Demographics and Identifiers

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

## Age Demographics



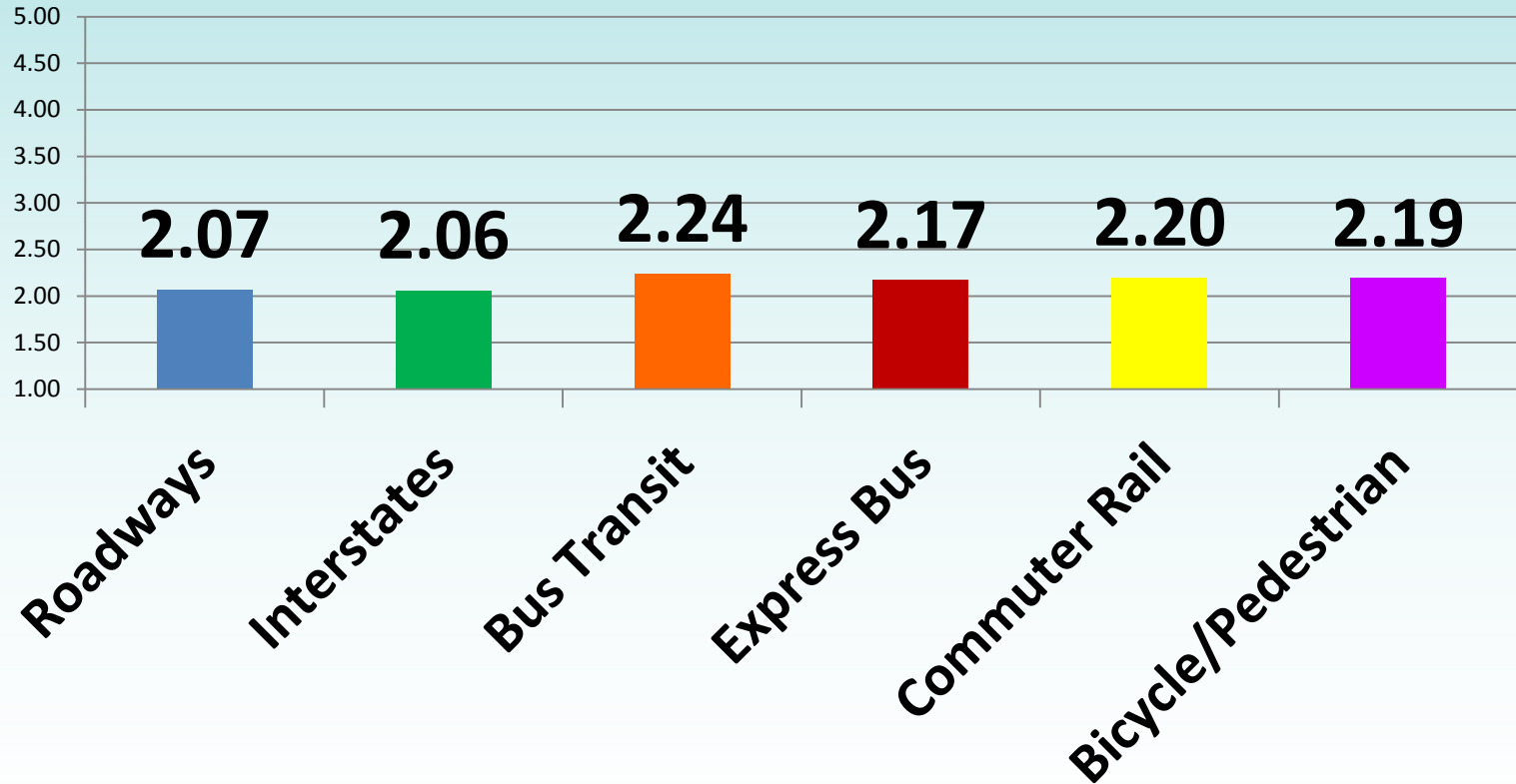
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# Results: Public Perception Ratings

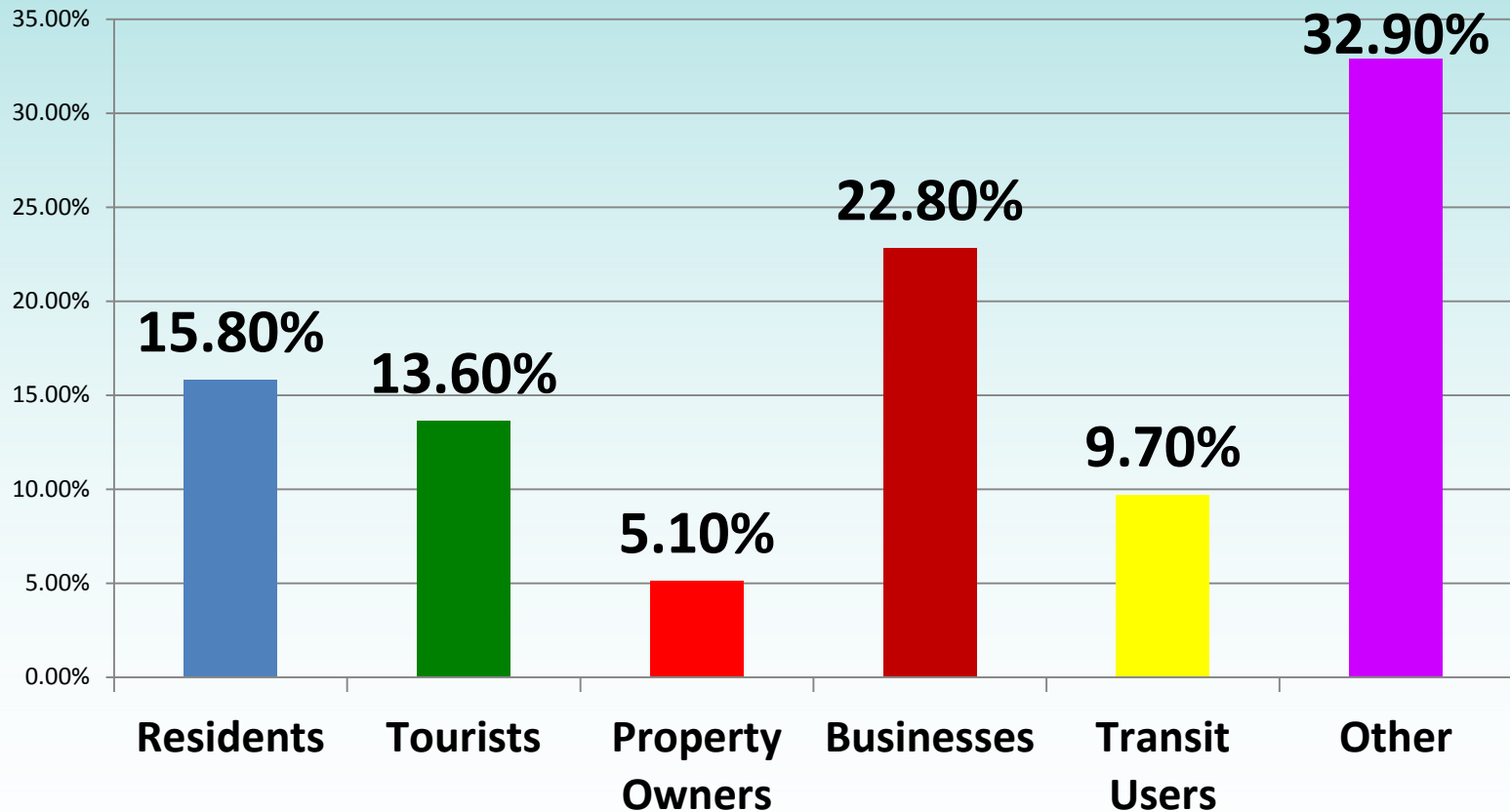
1 = Very Good, 2 = Adequate, 3 = Fair, 4 = Poor



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# Results: Choices for Funding Source



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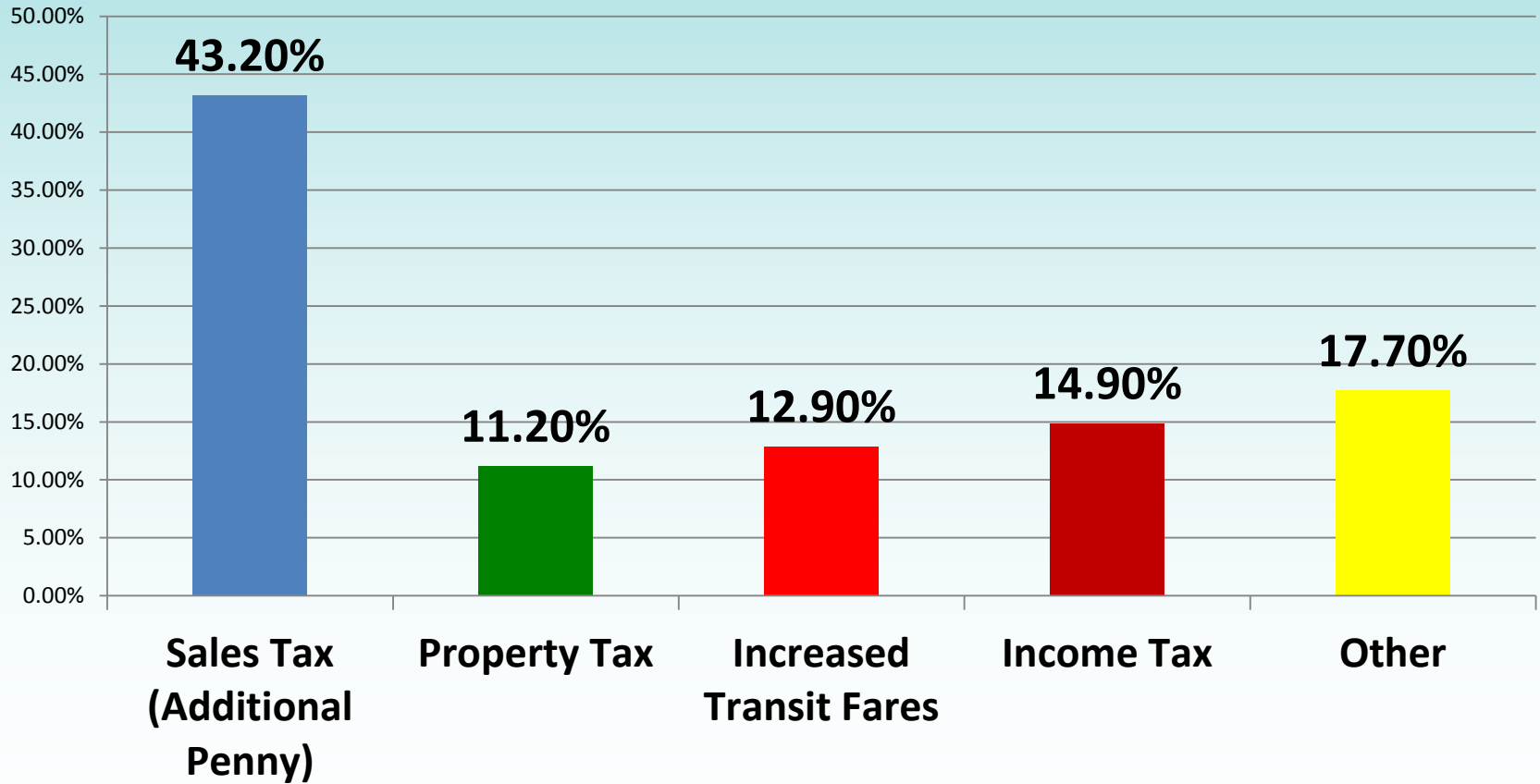
# Results: Choices for Funding Source

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

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# Results: Supported Funding Options



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# 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

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# 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

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