

TECHNICAL APPENDIX A.2: SR 7 TRANSIT INTERCEPT SURVEY RESULTS

AUGUST 2015



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INTRODUCTION

As part of the SR 7 Multimodal Improvements Corridor Study, the SR 7 team conducted a survey of pedestrians, transit users, bicyclists and anyone else who was interested in taking the survey. The results of the survey and the methodology are described in this document.

SURVEY PROCESS

Between August 17 and August 26, 2015, pairs of surveyors stood at previously identified SR 7 Hot Spots within the study area. The surveyors approached patrons waiting for the bus, disembarking from the bus, walking through the corridor or biking through the corridor and requested that they take a survey. Most respondents were waiting for the bus when they completed the survey. Not every survey was completed in its entirety. A total of 1,143 surveys were collected. Table 1 provides a list of the surveys collected by intersection or Hot Spot location.

Table 1: Survey Collection Locations

| Locations | Total |
|-----------------------|--------------|
| Atlantic Blvd | 28 |
| Sample Rd | 28 |
| Pembroke Rd | 45 |
| Johnson St | 55 |
| Hollywood Blvd | 57 |
| Kimberly Blvd | 71 |
| Riverland Blvd | 73 |
| Commercial Blvd | 74 |
| Sheridan St | 79 |
| Lauderhill Mall | 82 |
| Davie Blvd | 83 |
| Stirling Rd | 89 |
| Broward Blvd | 95 |
| Hallandale Beach Blvd | 103 |
| Oakland Park Blvd | 181 |
| Total | 1,143 |

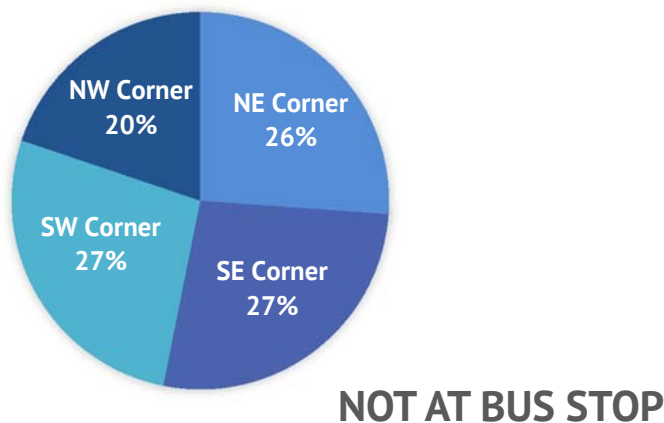
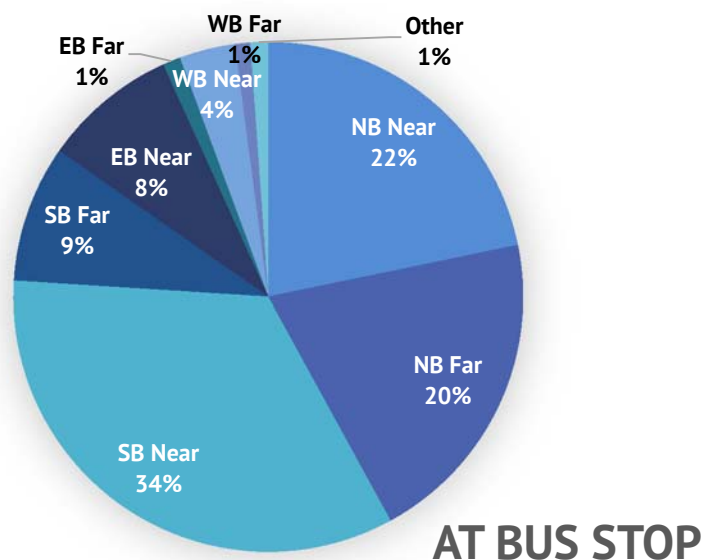
SURVEY RESULTS

The following results were found for each of the survey questions.

LOCATION INDICATOR

Prior to beginning a survey, the surveyor would indicate the location of the respondent in relationship to the nearest intersection. The question indicated if the respondent was at a bus stop or not at a bus stop. If the respondent was at a bus stop, the surveyor would indicate the direction of the bus and whether the stop was before (i.e., near) or after (i.e., far) the intersection. If the respondent was not at a bus stop, the surveyor would indicate which quadrant of the intersection the respondent was standing in when taking the survey.

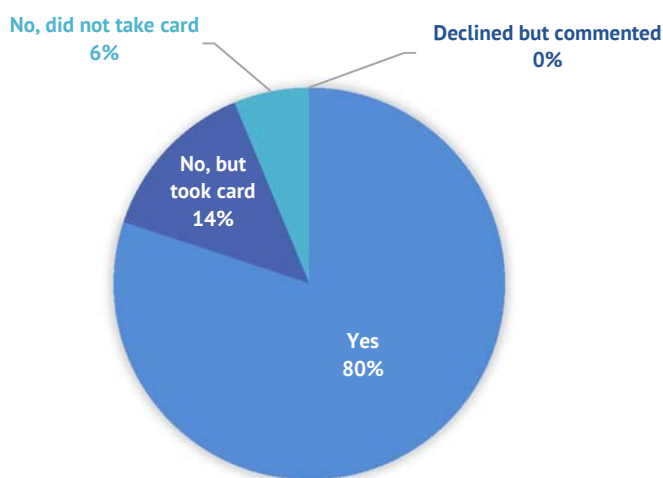
Figure 1: Location Indicator



QUESTION 1

Question 1 was a series of three questions that the surveyor completed without the aid of the respondent. The majority of the people who were asked to complete a survey did so. When someone declined, they often took a card to learn more about the SR 7 project from our website.

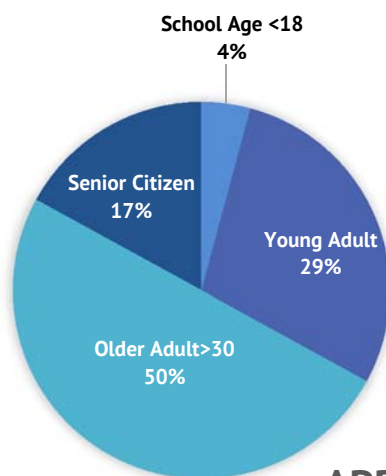
Figure 2: Did Subject Agree to be Interviewed?



DID SUBJECT AGREE TO BE INTERVIEWED?

Surveyors were asked to indicate the approximate age of the respondent. Approximately 50 percent of the respondents were between 30 years old and senior citizen. Only 4 percent were children.

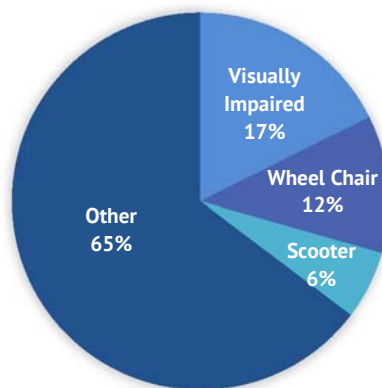
Figure 3: Age of Interviewee?



APPROXIMATE AGE

Surveyors then noted if respondents had any apparent disabilities. Only seventeen individuals were identified as such. Of them, 65 percent had an apparent disability that was not categorized as Visually Impaired, Wheel Chair, or Scooter.

Figure 4: Did Interviewee Have an Apparent Disability?

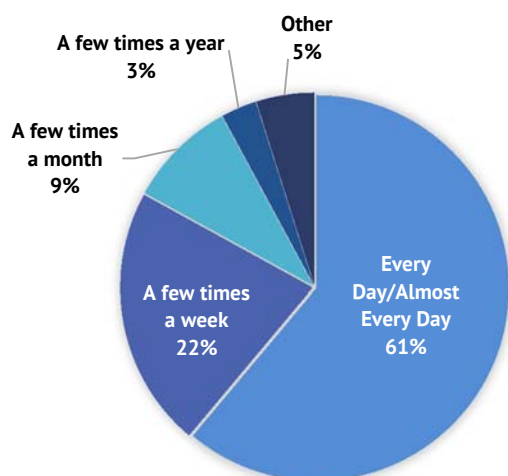


APPARENT DISABILITY

QUESTION 2

This question was asked to get an understanding of the frequency people interact with the study intersection. Respondents were asked how often they are in the vicinity of the study intersection. Options provided were, every day/almost every day, a few times a week, a few times a month, a few times a year or other. Sixty-one percent of people said they are there every day or almost every day. An additional 22 percent of respondents said they were there a few times a week.

Figure 5: Frequency at Interview Location?

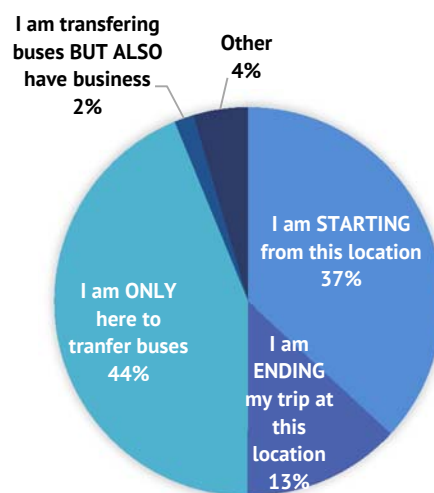


HOW OFTEN ARE YOU HERE?

QUESTION 3

Bus passengers were asked to describe their bus trip. Was this their last stop of the day or were they furthering their trip by means of transfer. Approximately 44 percent of survey takers said they were only “here” to transfer to another bus. Thirty-seven percent of people said they were starting their trip from this location. Only 13 percent said they were ending their trip “here.” This location appears to be popular as a place to begin or transfer for daily commuting trips.

Figure 6: Describe Your Bus Trip

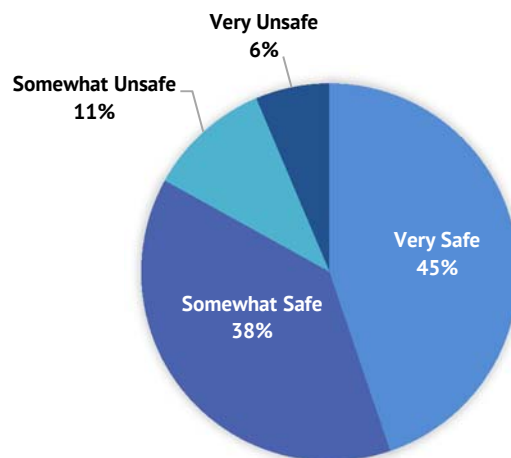


DESCRIBE YOUR BUS TRIP

QUESTION 4

Traffic safety is an integral component in this study, therefore surveyors asked, with respect to traffic, how safe people felt in the study area. With approximately 88 percent of responses, the majority of survey takers reported feeling very to somewhat safe while in the study area. Only about 17 percent of respondents reported feeling somewhat to very unsafe. Respondents were also asked to describe any specific traffic safety issues. Some of the most common answers included traffic being very busy and too close to the bus stops, cars in right turn lane not yielding to pedestrians in crosswalks, and a lack of easily accessible crosswalks.

Figure 7: How Safe Do You Feel?

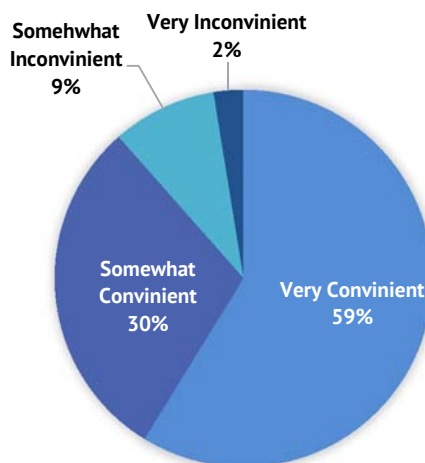


TRAFFIC SAFETY

QUESTION 5

Question 5 asked riders about the convenience of their trip on a scale from very convenient to very inconvenient. They were later asked to describe things about the system that could be improved such as roads, sidewalks, etc. Results for this question came out very positive with 59 percent of the responses claiming their trip be very convenient and another 30 percent claiming their trip was somewhat convenient.

Figure 8: Convenience of Bus Trip?



TRIP CONVINIENCE

QUESTION 6

Question 6 asked participants if they would like to be contacted to go online and provide feedback on proposed improvements for SR7. The team collected 147 cellular telephone numbers and 123 email addresses from respondents wishing to learn more about the study.

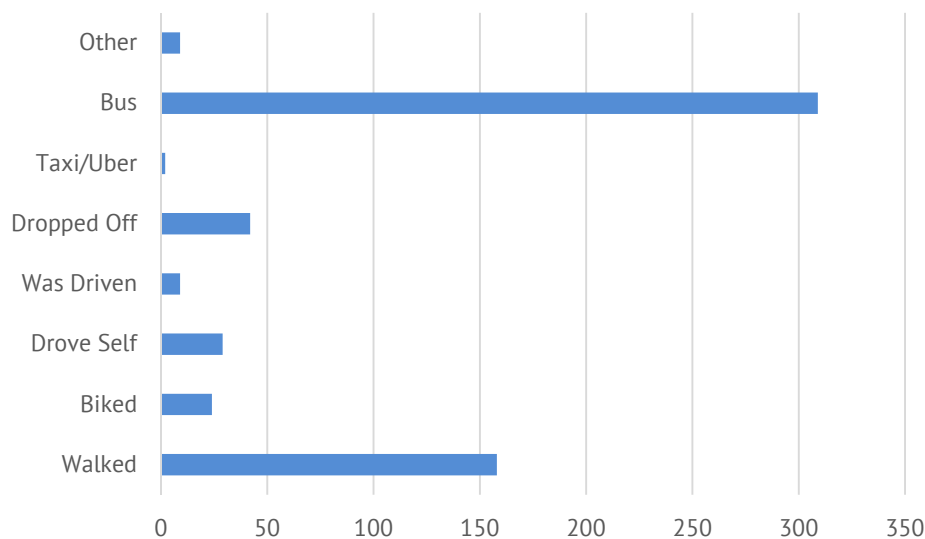
QUESTION 7

Question 7 asked participants for their residential ZIP codes. ZIP code data was collected to ensure input was collected from all parts of the SR 7 corridor. Participation by ZIP code is illustrated on Map 1. The SR 7 team will map the participation levels from the survey as well as all outreach activities to ensure that we have participation from the entire corridor, especially the Environmental Justice areas.

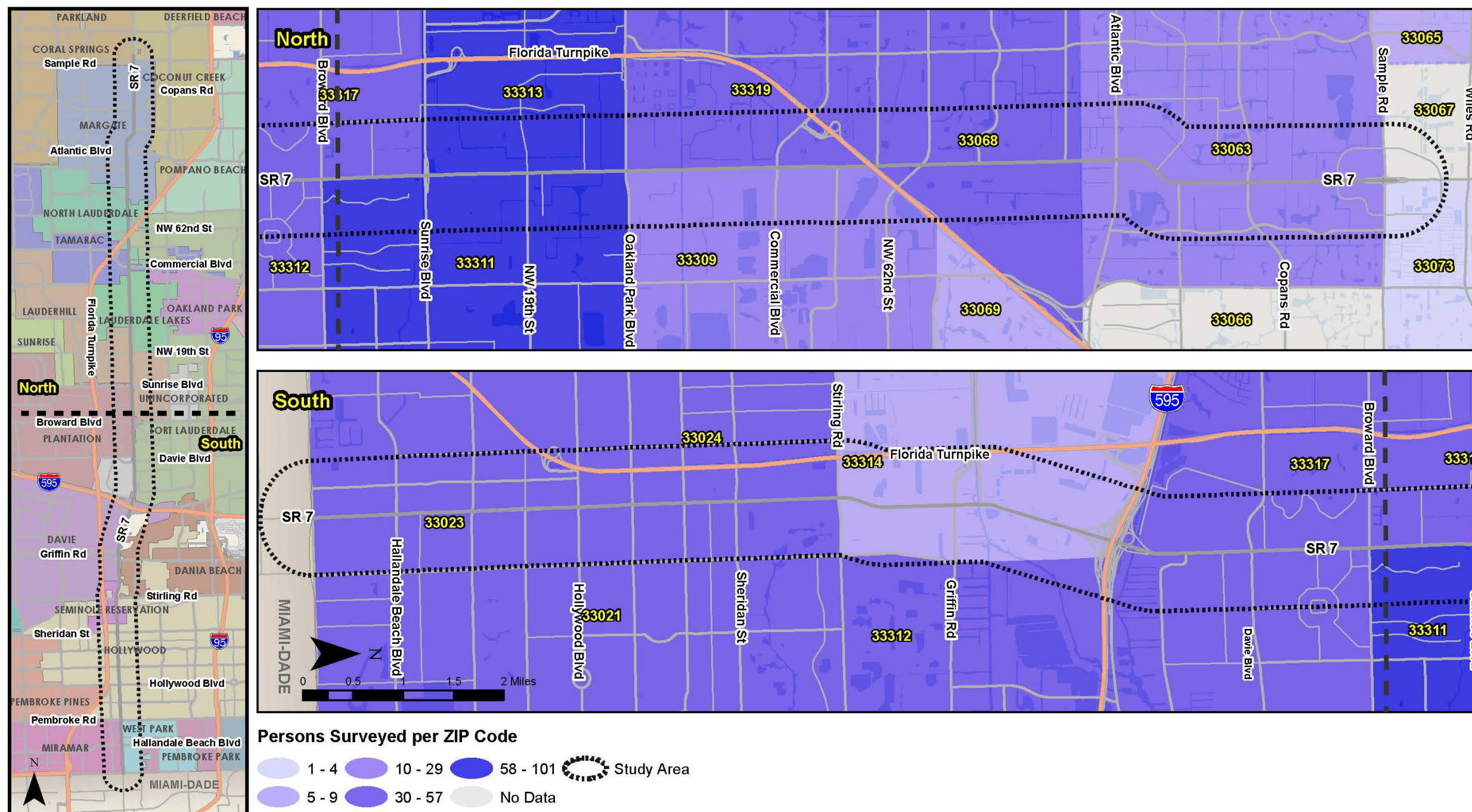
QUESTION 8

Question 8 asks the respondent how they arrived at this bus stop. For SR 7, bus connections appear to be the most popular means of arriving, followed by walking.

Figure 9: How Did You Get to This Area?



Map 1: ZIP Code Distribution Map

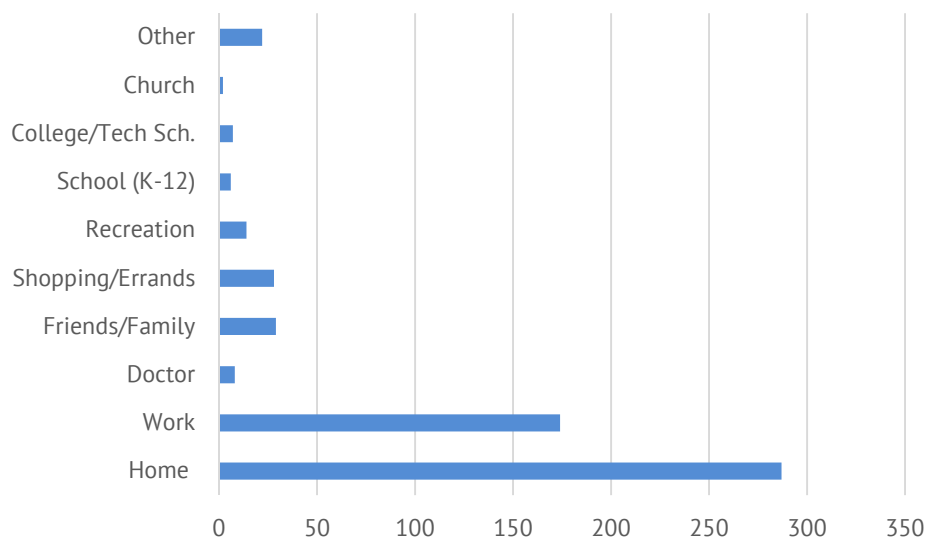


Source: SR 7 Intercept Survey

QUESTION 9

Question 9 asks riders where they were traveling from. The most common responses were Home and Work.

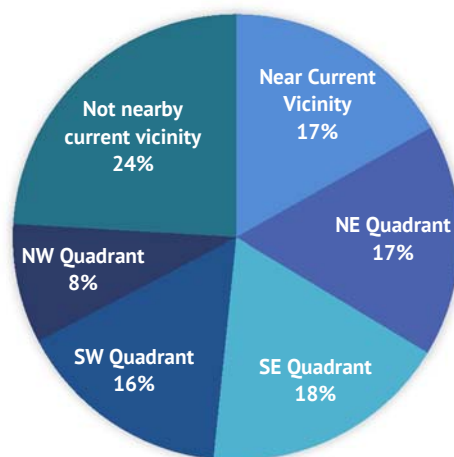
Figure 10: Where Are You Coming From (Type of Place)?



QUESTION 10

As a follow-up to Question 9, Question 10 was asked to get an understanding of where their starting points are located in the study area. Based on the results, there is no definitive majority. The results of this question will be looked at more closely by Hot Spot to determine trends.

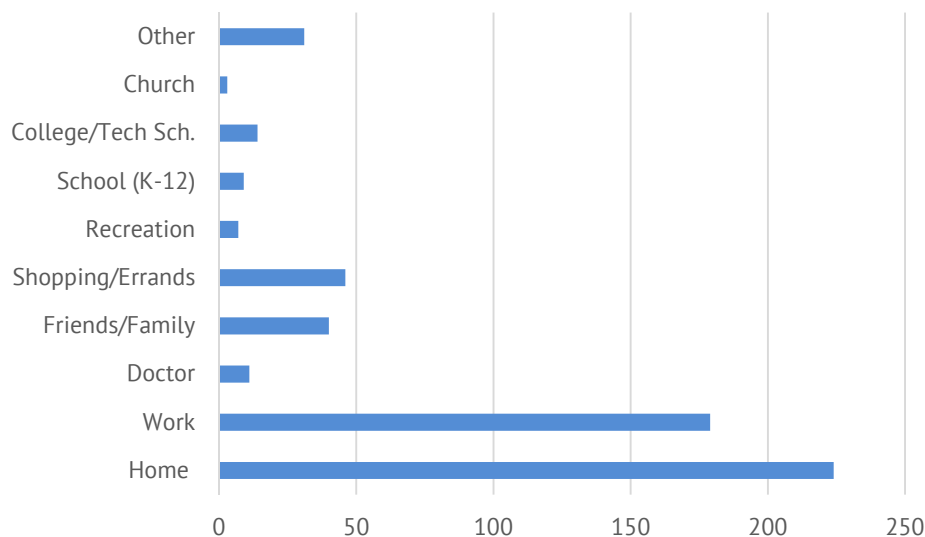
Figure 11: Where Are You Coming From (Approximate Location)?



QUESTION 11

Question 11 asks the respondent to identify where they are traveling to. Much like question 9, the most popular answers were Home and Work.

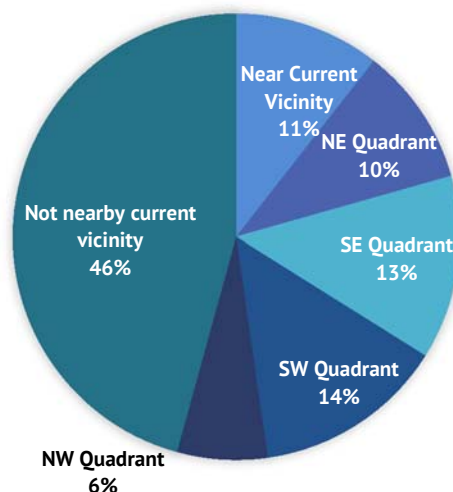
Figure 12: Where Are You Going To (Type of Place)?



QUESTION 12

As follow up to Question 11, Question 12 asks riders where their final destination is located in the area. Forty-six percent of respondents said they were traveling somewhere that was not nearby the current vicinity, while only 11 percent said they were near their final destination.

Figure 13: Where Are You Going To (Approximate Location)?



QUESTION 13

Lastly, the surveyors asked how respondents traveled to their final destination. Once transit users get off the bus, how do they get to their final destination? Based on results, the majority say they walk to their final destination.

Figure 14: How Will You Get to Your Final Destination?

