Broward **MPO**
Metropolitan Planning Organization

# CITY OF CORAL SPRINGS MOBILITY HUB

Planning Phase Survey Results

November 8, 2019

# TABLE OF CONTENTS

# City of Coral Springs
# Mobility Hub Research / In-Person & Online Surveys

## Purpose

The Broward Metropolitan Planning Organization (BMPO) contracted with HNTB and Quest Corporation of America (Quest) to gather data regarding the community's mobility experience in the identified area of Coral Springs Downtown to create a planning framework for a mobility hub project.

To assess mobility improvements as part of the planning phase, in-person surveys (English, Spanish and Creole) were conducted. Additional surveys were also conducted online. The data collected will help identify Broward County Transit (BCT) transportation service usage and user perception in Coral Springs' study area.

## Methodology

On Monday, October 21, the Quest team conducted in-person surveys targeting qualified respondents, in this case, those observed using Broward County Transit bus services (BCT Routes 2, 34 and 102) in the study area (Sample Road / University Drive bus stops) and those riding the community shuttles. The online surveys were posted online and shared via the City's communications outlets from October 14 through October 25.

In order to provide a broad collection of opinions to ensure a confidence level of 95% and a margin of error of 5%, the goal was to collect data from 100 riders in the study area and 100 surveys online.

Coral Springs Community Shuttle services two routes (blue and green) from 8 a.m. to 5 p.m. weekdays and noon to 5 p.m. on weekends. As ridership boarding and alighting vary on the routes, surveys were conducted on the bus.

Studies show that peak BCT ridership countywide is on weekdays from 7 a.m. to 9 a.m. and 4 p.m. to 6 p.m.

Survey questions focused on the following:
- Bus route used
- Purpose of visitation (using bus/shuttle) to the study area
- Frequency of use
- Mode of secondary transportation in the area (Transportation Network Companies (TNC), walking or cycling) used to reach final destination, when applicable
- Pros and cons of the current transit service

The in-person survey were available in English, Spanish and Creole and completed on wireless tablets with data collected through an online portal.

**Results Summary**

In-person bus surveys (104) and community shuttle on-board surveys (43) were completed on Monday, October 21, from 6 a.m. to 6 p.m. Online surveys (149) were completed between October 17 through 25.

Peak ridership periods for the BCT in-person surveys were from 6 a.m. to 8 a.m. and 4 p.m. to 6 p.m. Surveys were collected at five bus stop locations at University Drive and Sample Road:

| | |
|---|---|
| 42.31% | Bus Stop 2596 (University Dr, S of Sample Rd – SB) (Routes 2, 102) |
| 21.15% | Bus Stop 216 (Sample Rd / University Dr, SE corner – EB)  (Route 34) |
| 16.35% | Bus Stop 234 (Sample Rd / University Dr, NE corner – WB) (Route 34) |
| 14.42% | Bus Stop 2290 (University Dr, S of Sample Rd. Library – NB) (Route 2) |
| 5.77% | Bus Stop 2226 (University Dr, N of Sample Rd – NB) (Routes 2, 102) |

*In-Person Survey Respondents Alighting/Boarding BCT Service*

| | |
|---|---|
| 50.96% | Bus Route 2 |
| 37.50% | Bus Route 34 |
| 11.54% | Bus Route 102 |

Of those that use the BCT bus service to the area, 80.77% use it very frequently (more than five times a month), 6.73% use it four-to-five times a month, 6.73% used it two-to-three times a month, and 5.77% use it once in a month.

The majority of the riders or 70.19% arriving to the Coral Springs Downtown area transfer to another bus. Of the total respondents, only 11.54% use the BCT service to stay in the Coral Springs Downtown area (work, school, library, hospital/medical, city hall, shop, dine, bank or other) with 10.58% of the respondents attending school in the immediate area. Of those who transfer to a bus and responded, the majority are going to work or high school outside the Coral Springs Downtown area.

The majority of bus riders preferred not to comment about their likes and dislikes; though, 49.98% expressed satisfaction and 22.12% expressed no dislikes with service at the location. Dislikes of the service location varied with some citing bus frequency (7.69%) and punctuality (4.81%) as concerns.

It is important to note that the majority of the bus riders observed alighting in the Sample Road / University Drive area were boarding another bus to reach their final destination. Those alighting from the bus routes servicing the area crossed the street and/or walked around the corner to board a bus route traveling in the opposite direction. Route 34 travels east/west and Routes 2 and 102 travel north/south.

*Community Shuttle On-Board Survey Respondents*

| | |
|---|---|
| 74.42% | Green Shuttle Riders |
| 25.58% | Blue Shuttle Riders |

Of the respondents:

| | |
|---|---|
| 9.30% | Connected with BCT bus |
| 16.28% | Transferred to another community shuttle to reach a destination |
| 79.07% | Use the shuttle more than five times a month |

The majority of shuttle bus riders were satisfied with the service and used it frequently to get around. Most

passengers using the service spoke either Haitian-Creole or Spanish. The bus drivers are very familiar with the passengers. It was observed that bus stop signage is either missing or damaged along the routes.

*Online Respondents*

Of the total respondents:

> 81.88% live in Coral Springs
> 20.81% work in Coral Springs

Of those who responded to not living or working Coral Springs, half have never been to Coral Springs.

Of the total respondents, 53.25% have used a Transportation Network Company (i.e., Lyft or Uber) and 30.20% have not.

The majority (92.62%) of those that responded to the online survey, do not or have not used public transportation (BCT or community shuttle) to visit Coral Springs Downtown and only 7.38% have used public transportation (BCT or community shuttle) to visit Coral Springs Downtown.

Of the 7.38% who responded as using public transportation to the Coral Springs Downtown area: 36.36% used BCT and 36.36% used the community shuttle and infrequently. Most wished not to respond or only used it once or three times or less. The respondents used public transportation to the area for the following reasons:

> 18.18%:       Visit the library
> 18.18%:       Attend a special event
> 9.09%:        Visit City Hall
> 9.09%:        Shop
> 9.09%:        Attend school
> 9.09%:        Dine in the area

Convenience (27.27%) was cited as the majority reason for liking the service and frequency (45.45%) was cited as a reason they do not like the service.

For those who do not or have not used public transportation to the area, cited the following reasons as why they have not used public transportation to the area (multiple answers were provided):

> 29.61%        Use/prefer the convenience of driving own vehicle (have a car)
> 28.29%        Not being familiar with public transportation
> 9.87%         Pick-up locations
> 9.21%         Schedule
> 7.24%         Frequency
> 4.61%         Bus destinations
> 0.66%         Cost to ride

If improvements were made to the reasons cited, only 35.51% said that they would be willing to try public transportation; 49.28% said that they would not likely try public transportation even if improvements were made.

# CORAL SPRINGS BUS RIDERSHIP SURVEY RESPONSES

**In-Person BCT Survey Respondents**

1.      **Enter Bus Route**

Bus Route 2:            50.96%
Bus Route 34:           37.50%
Bus Route 102:          11.54%

## Enter Bus Route
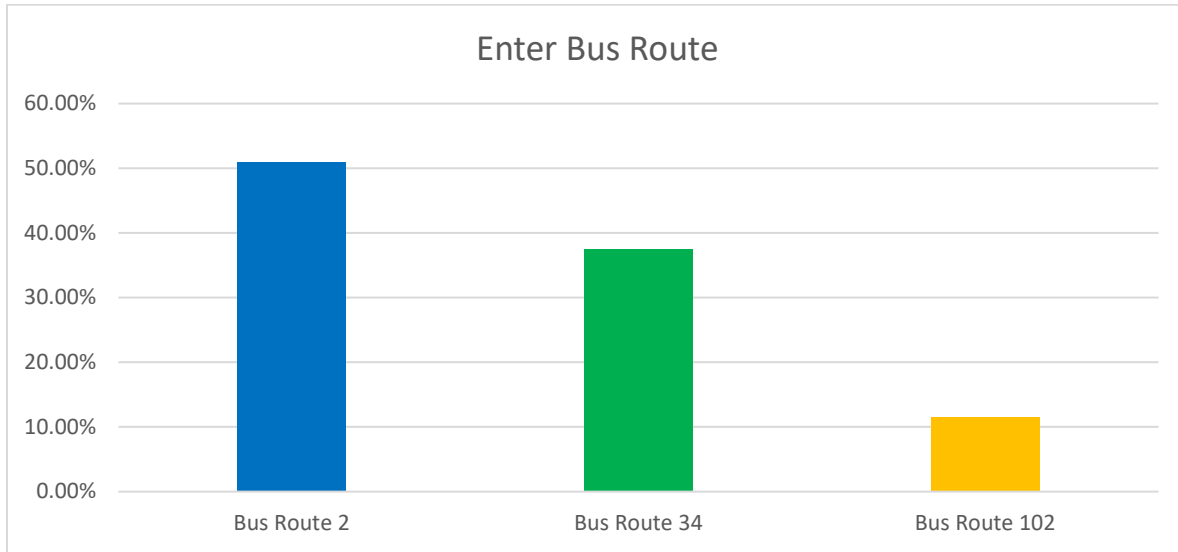


a.    **Bus Stop Location**

Bus Stop 2596 (University Dr, S of Sample Rd – SB):          42.31%
Bus Stop 216 (Sample Rd / University Dr, SE corner – EB):    21.15%
Bus Stop 234 (Sample Rd / University Dr, NE corner – WB):    16.35%
Bus Stop 2290 (University Dr, S of Sample Rd. Library – NB): 14.42%
Bus Stop 2226 (University Dr, N of Sample Rd – NB):           5.77%
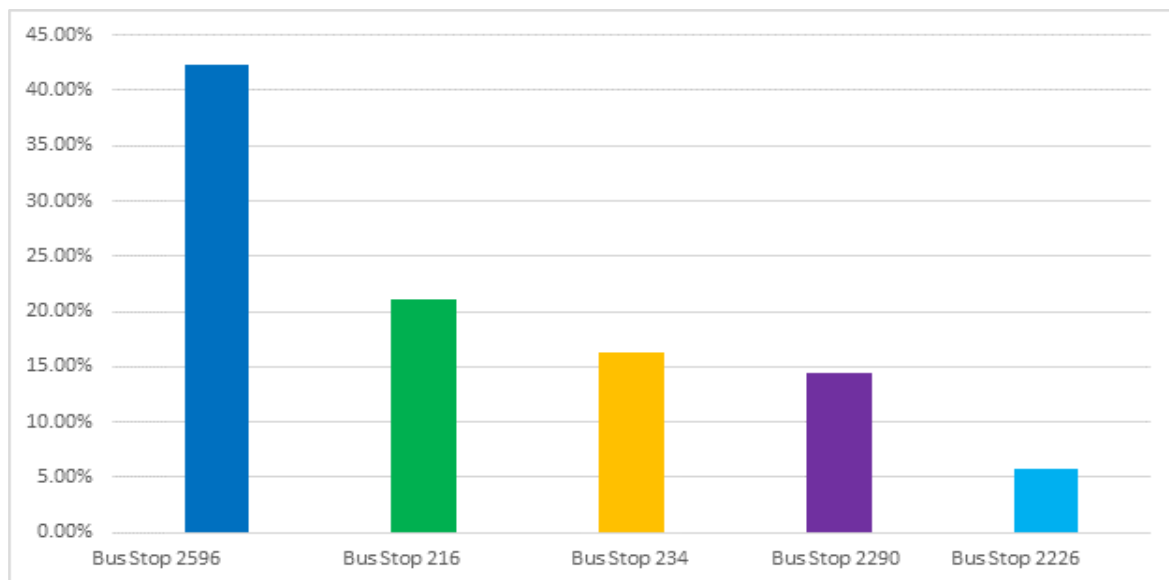
**2.      For what purpose did you ride the bus to this location?**

Work:                       0.96%
School:                    10.58%
Library:                    1.92%
Hospital / Medical:        0%
City Hall:                  0.96%
Shop:                       0.96%
Dine:                       0.96%
Other (please specify):  83.65%

|  |  |
|---|---|
| Appointment: | 0.96% |
| Bank: | 0.96% |
| Cycling: | 0.96% |
| Errands: | 0.96% |
| Home: | 1.92% |
| Private: | 1.92% |
| Bus transfer*: | 69.19% |

|  |  |
|---|---|
| Transfer / Church: | 0.96% |
| Transfer / Home: | 0.96% |
| Transfer / Hospital: | 3.85% |
| Transfer / NC: | 10.58% |
| Transfer / School: | 5.77% |
| Transfer / Shop: | 0.96% |
| Transfer / Visit friend: | 1.92% |
| Transfer / Work: | 45.19% |

No Comment:                 5.77%

* Destination is outside of Downtown Coral Springs (study area)
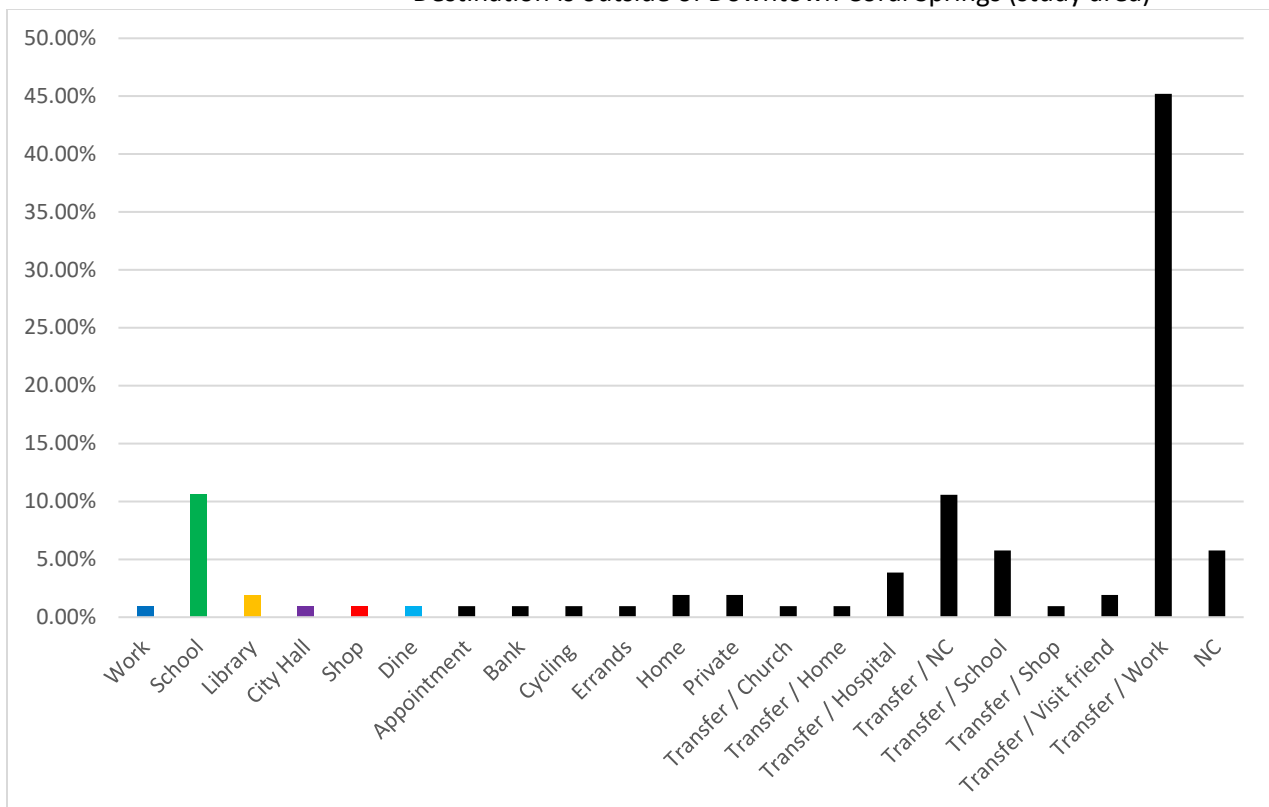
**3.      Is this your final destination in the Downtown area?**

Yes:     88.46%
No:      11.54%
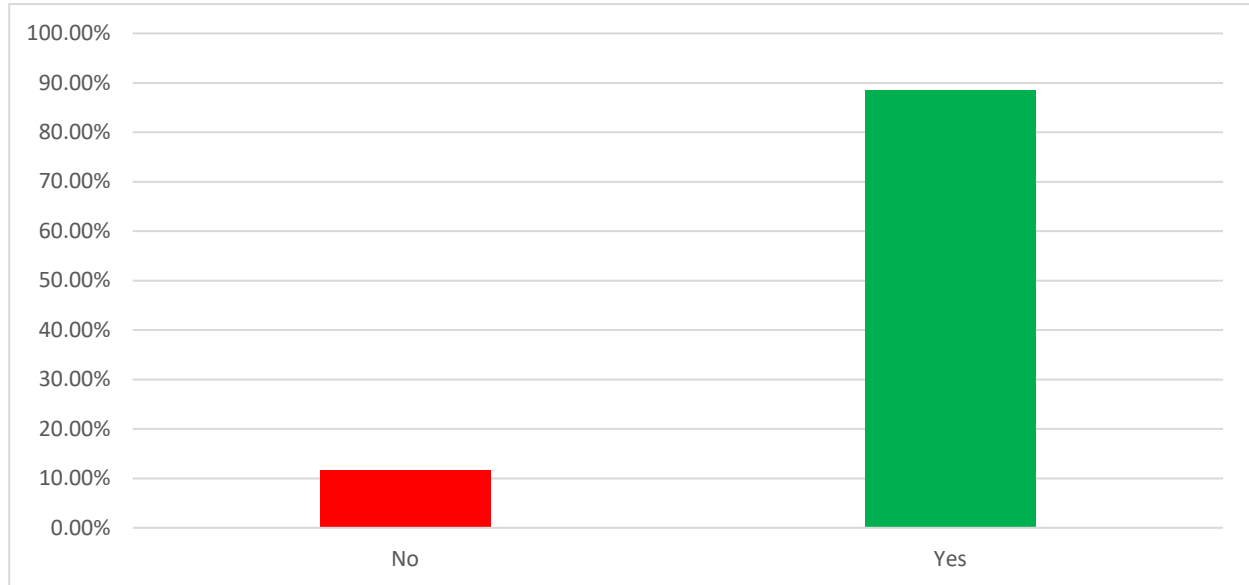


**a.   (If no) Where else will you be traveling to?**

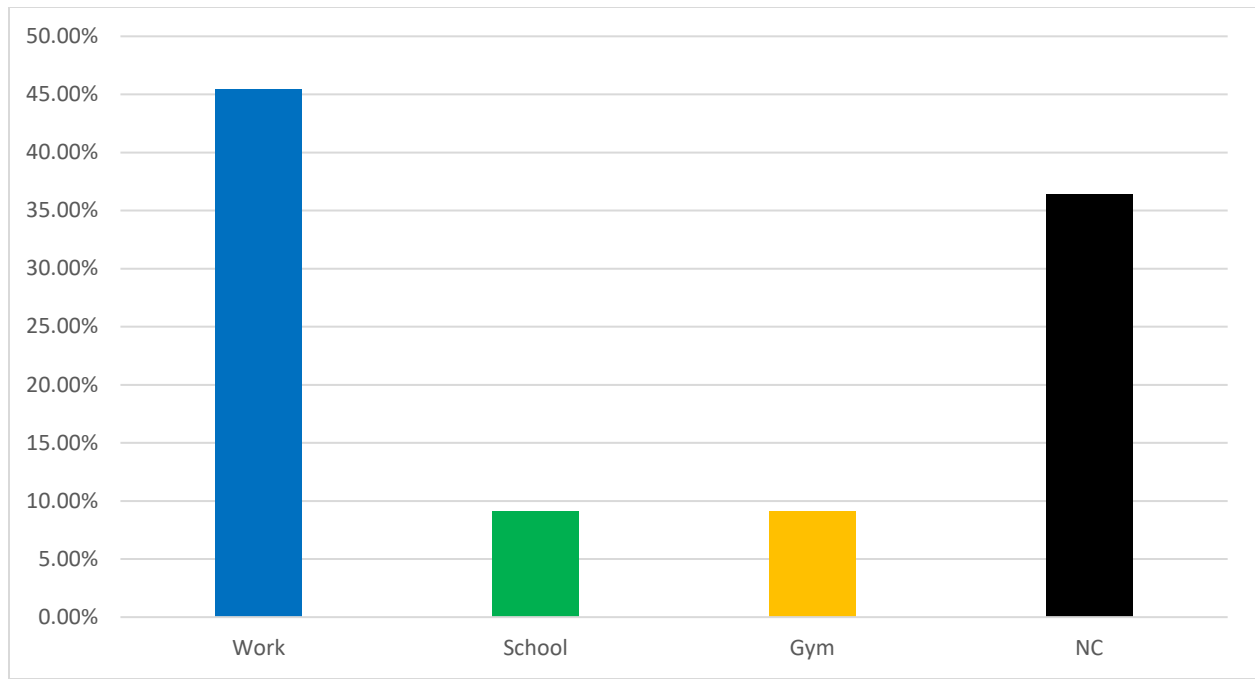Work:                    45.45%
School:                  9.10%
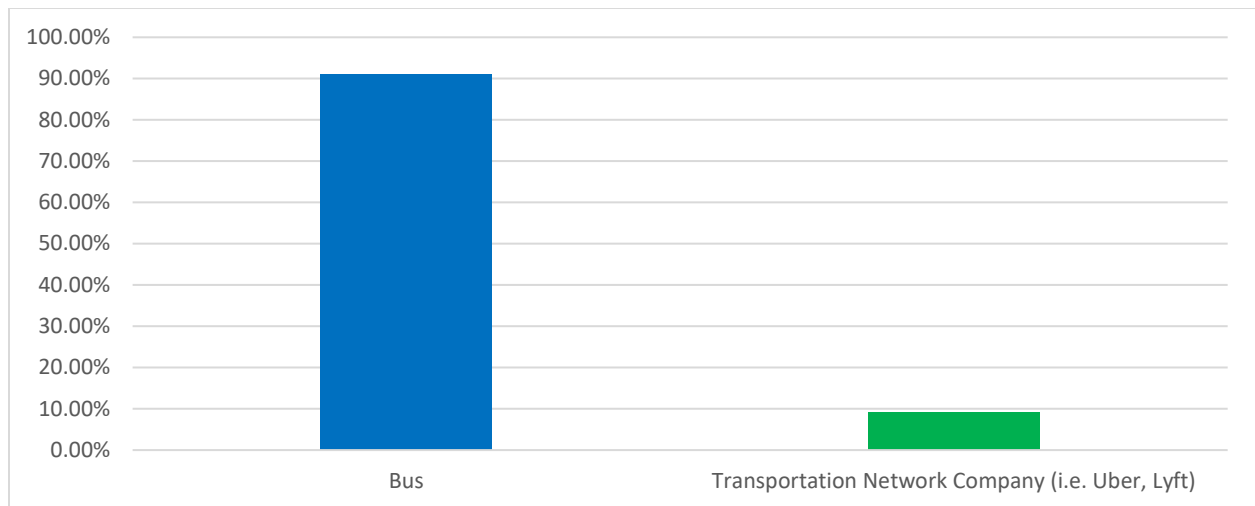Other (please specify):  45.45%
                         Gym:          9.09%
                         No comment:   36.36%

b. **And how will you get there?**

Walk:                    0%
Cycle:                   0%
Transportation Network Company (i.e. Uber, Lyft): 9.09%
Other (please specify):  90.91%
                         Bus:         90.91%



4.       **In the last 30 days, how often did you ride the bus to this area?**

First time:              5.88%
2 to 3 times:            6.86%
4 to 5 times:            5.88%

More than 5 times:      81.37%



**5.      What do you like about this service location?**

| | |
|---|---|
| Bike racks | 0.96% |
| Convenient: | 13.46% |
| Easy: | 6.73% |
| Everything: | 0.96% |
| Excellent: | 0.96% |
| Frequency: | 0.96% |
| Good: | 7.69% |
| Major Intersection: | 0.96% |
| OK: | 11.54% |
| Punctuality: | 0.96% |
| Schedule: | 0.96% |
| Shelter: | 2.88% |
| WiFi: | 0.96% |
| Nothing: | 4.81% |
| No comment: | 45.19% |
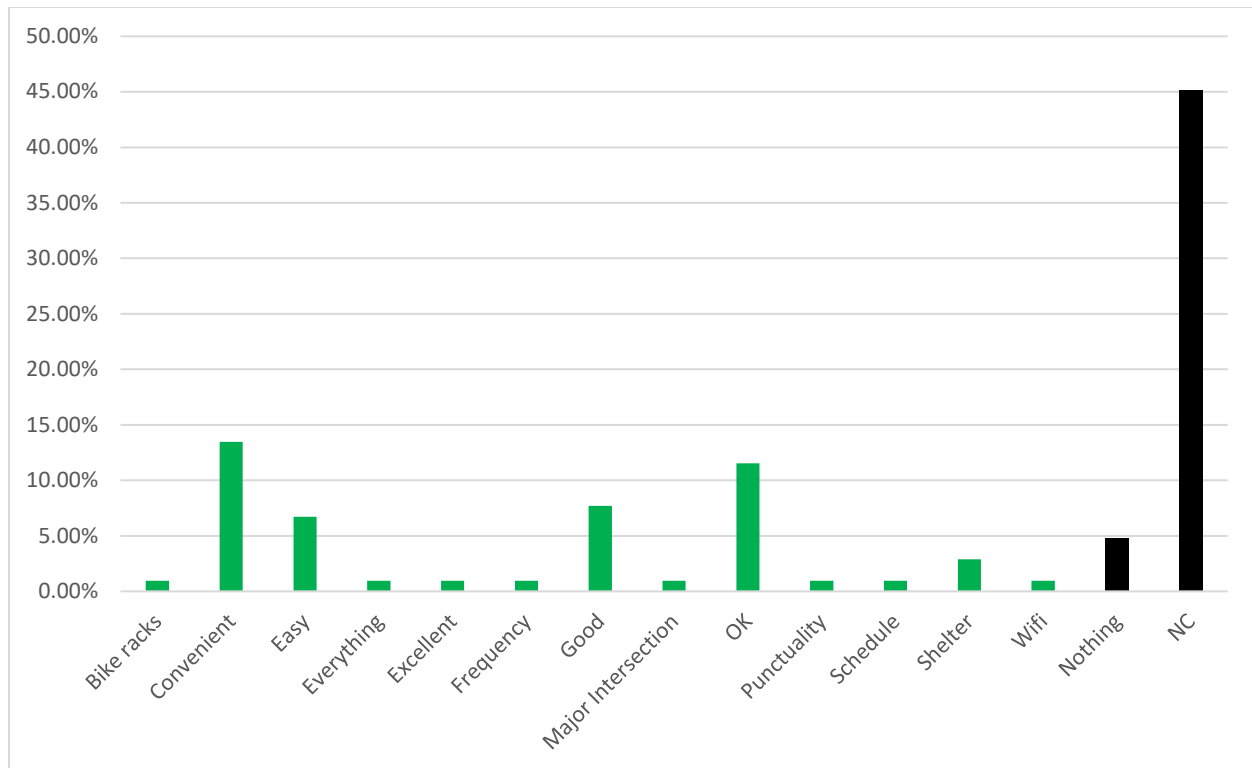
6. **What do you dislike about this service location?**

| | |
|---|---|
| Bus coordination: | 2.88% |
| Cost: | 0.96% |
| Dedicated Lane: | 0.96% |
| Develop empty lot: | 0.96% |
| Dirty: | 0.96% |
| Frequency: | 7.69% |
| More sun/heat protection: | 1.92% |
| No bathrooms: | 0.96% |
| Not reliable: | 0.96% |
| Punctuality: | 4.81% |
| Service depends on driver: | 0.96% |
| Slow: | 1.92% |
| Consistency: | 0.96% |
| Nothing: | 22.12% |
| No comment: | 50.96% |
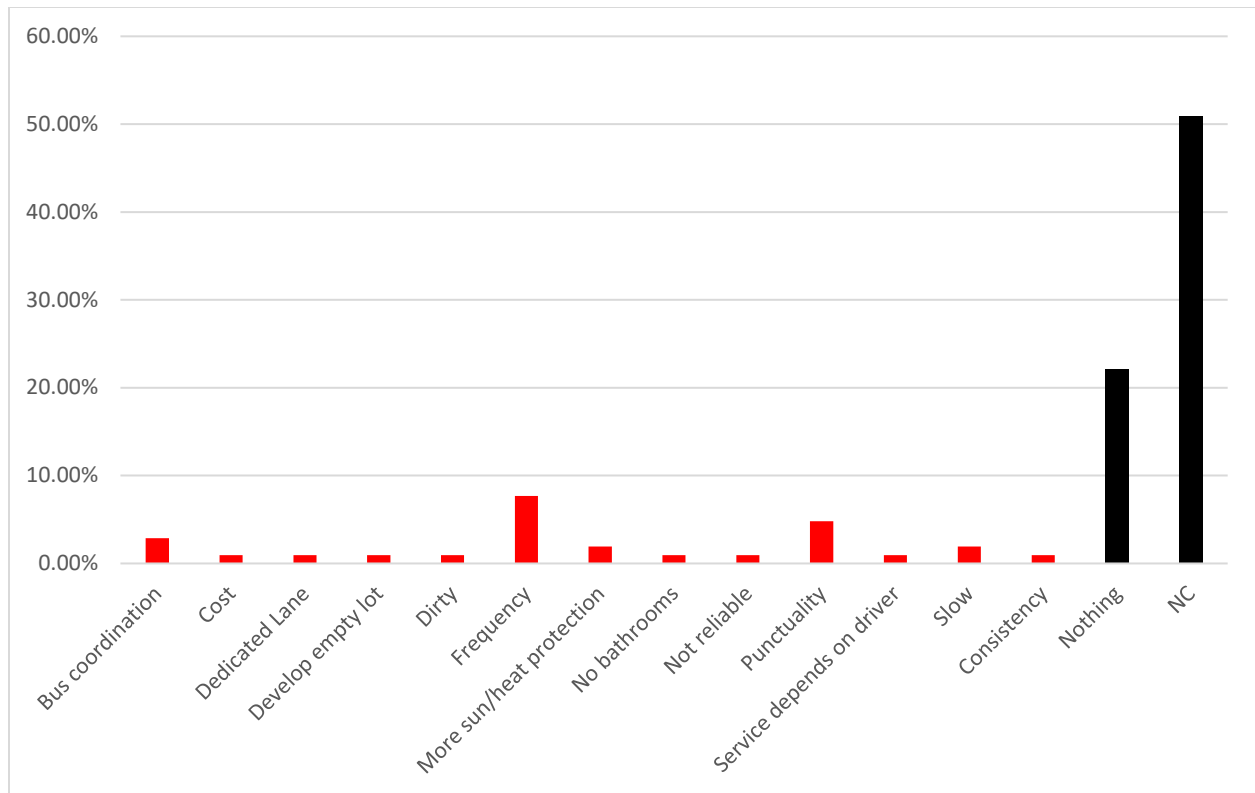
**Community Shuttle On-Board Survey Respondents**

**Route**

> Blue: 25.58%
> Green: 74.42%
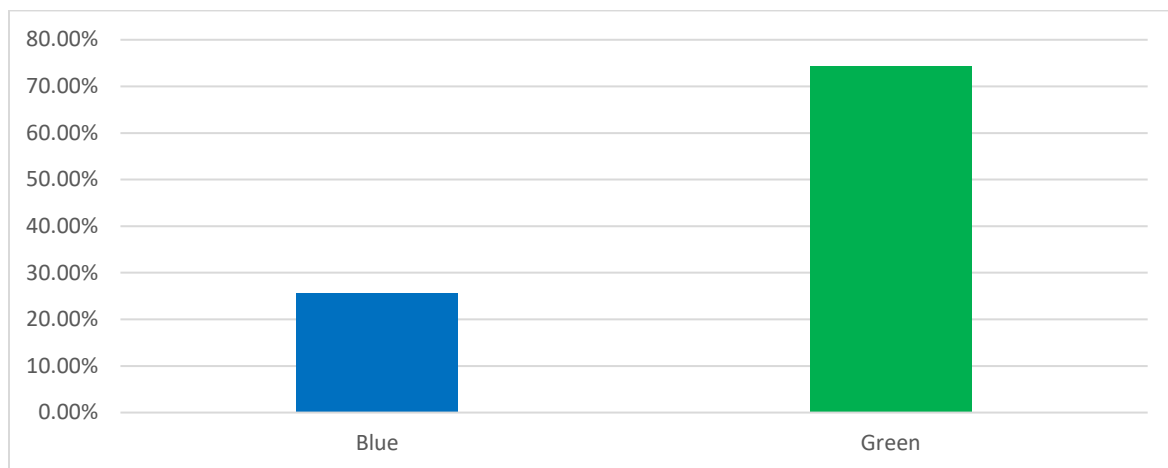
1. **For what purpose did you ride the community shuttle today?**

| | |
|---|---|
| Work: | 25.58% |
| School: | 13.95% |
| Library: | 2.33% |
| Hospital / Medical: | 4.65% |
| Special Event: | 0% |
| City Hall: | 2.33% |
| Shop: | 30.23% |
| Dine: | 0% |
| Other (please specify): | 20.93% |

| | |
|---|---|
| Bank: | 6.98% |
| Church: | 2.33% |
| Gym: | 2.33% |
| Home: | 2.33% |
| Senior Center: | 2.33% |
| Transfer: | 4.65% |
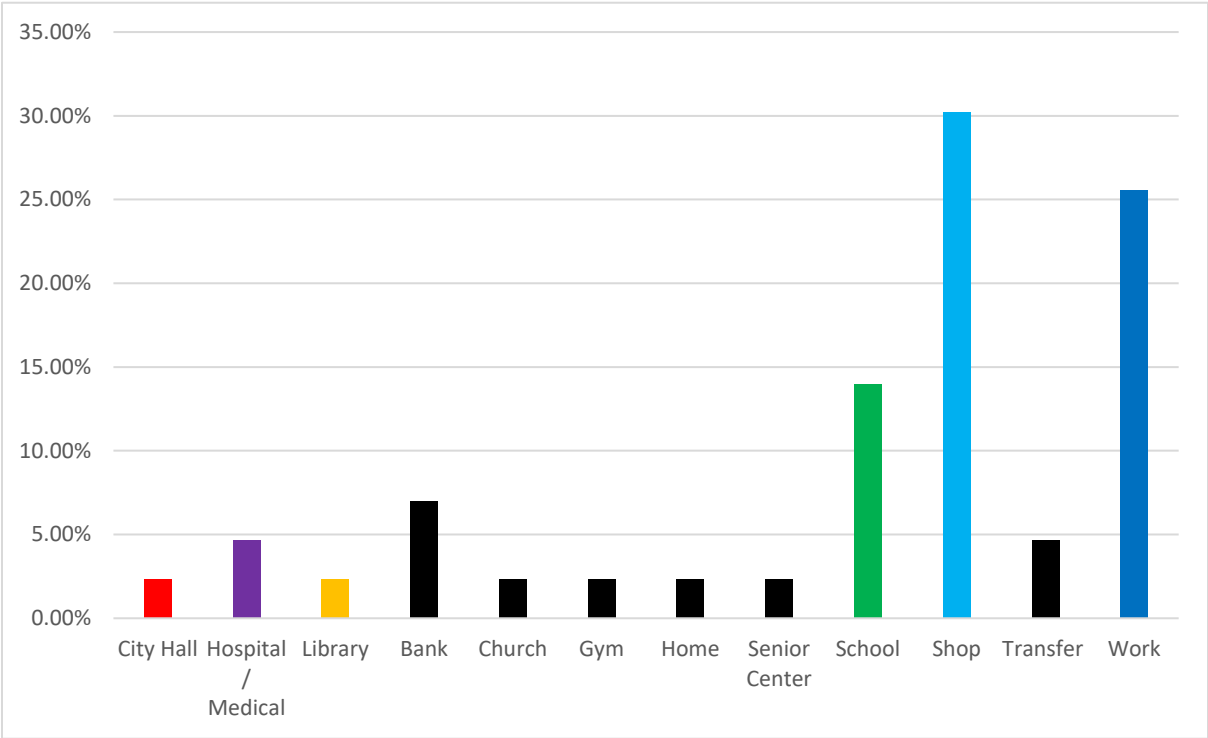


2. **Is this your final destination in the area?**

| | |
|---|---|
| Yes: | 83.72% |
| No: | 16.29% |
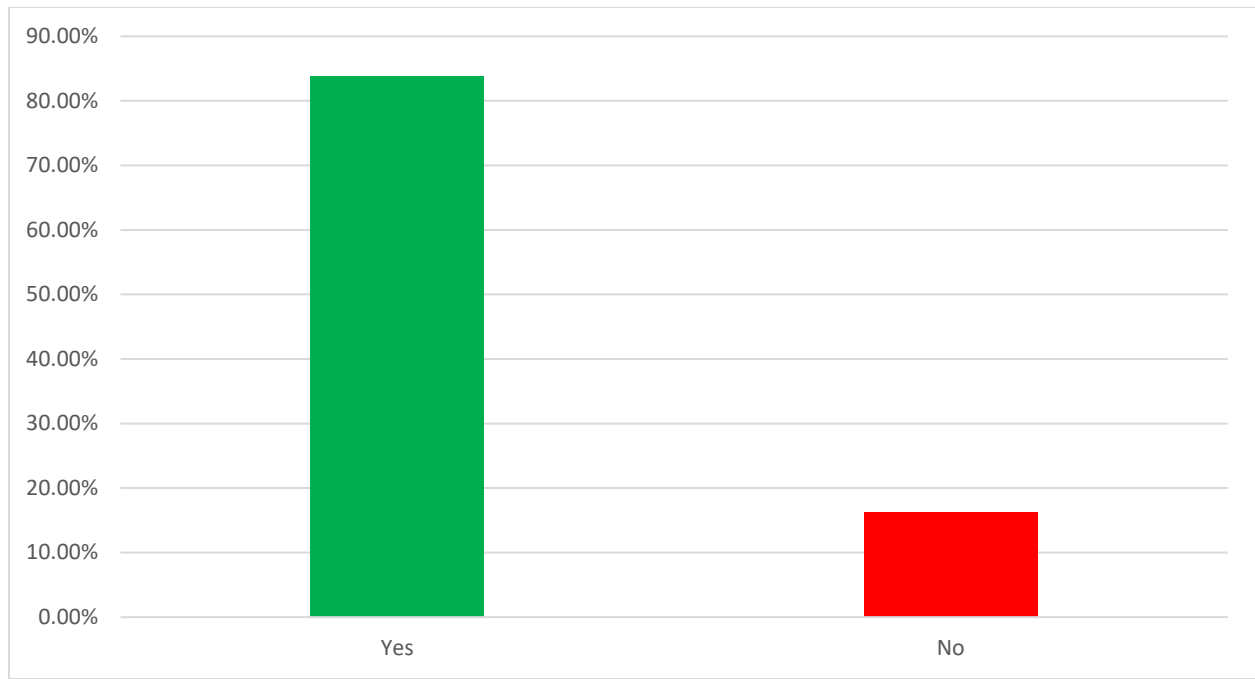
*Q2a & 2b: If answered "no" to Q2:*

**2a. Where else will you be traveling to in this area?**

| | | | |
|---|---|---|---|
| Work: | 0% | | |
| School: | 0% | | |
| Library | 0% | | |
| Hospital / Medical: | 0% | | |
| Special Event: | 0% | | |
| City Hall: | 0% | | |
| Shop: | 42.86% | | |
| Dine: | 0% | | |
| Other (please specify): | 57.14% | | |
| | | Coral Ridge Drive: | 14.29% |
| | | Pharmacy: | 14.29% |
| | | Transfer: | 28.57% |
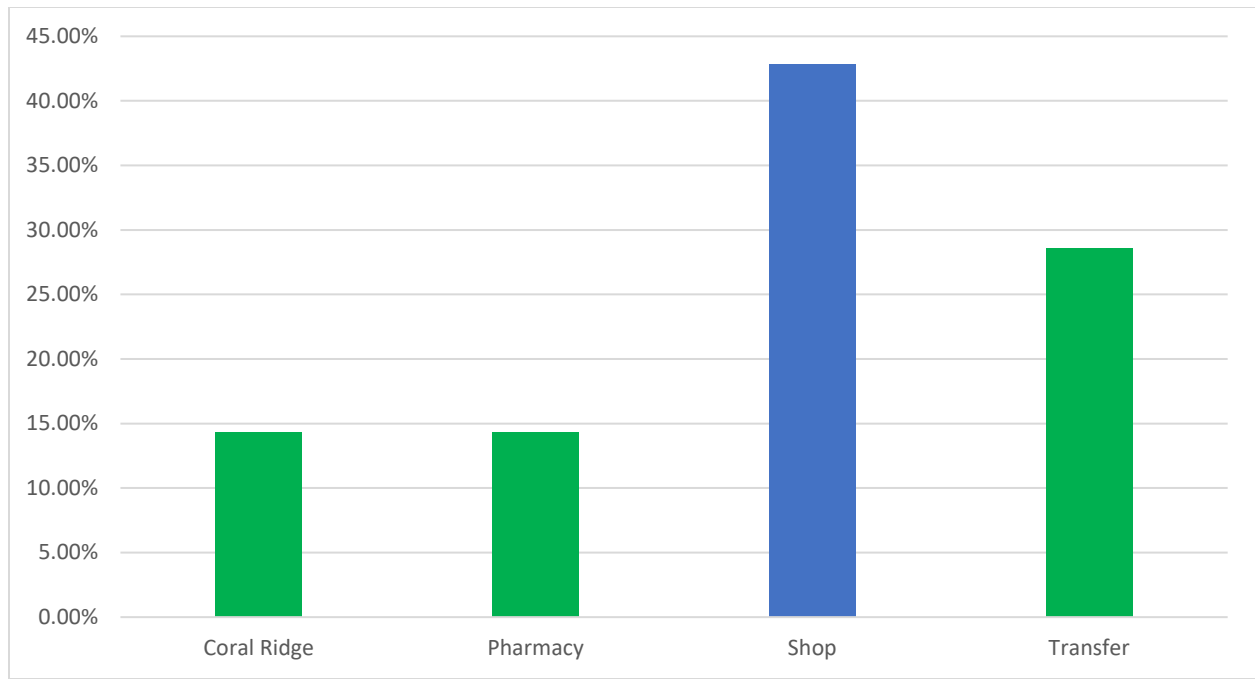
**2b. How will you get there?**

Walk:                0%
Cycle:               0%
Transportation Network Company (i.e. Uber, Lyft): 0%
Other (please specify)
                     Community Shuttle Green:      42.86%
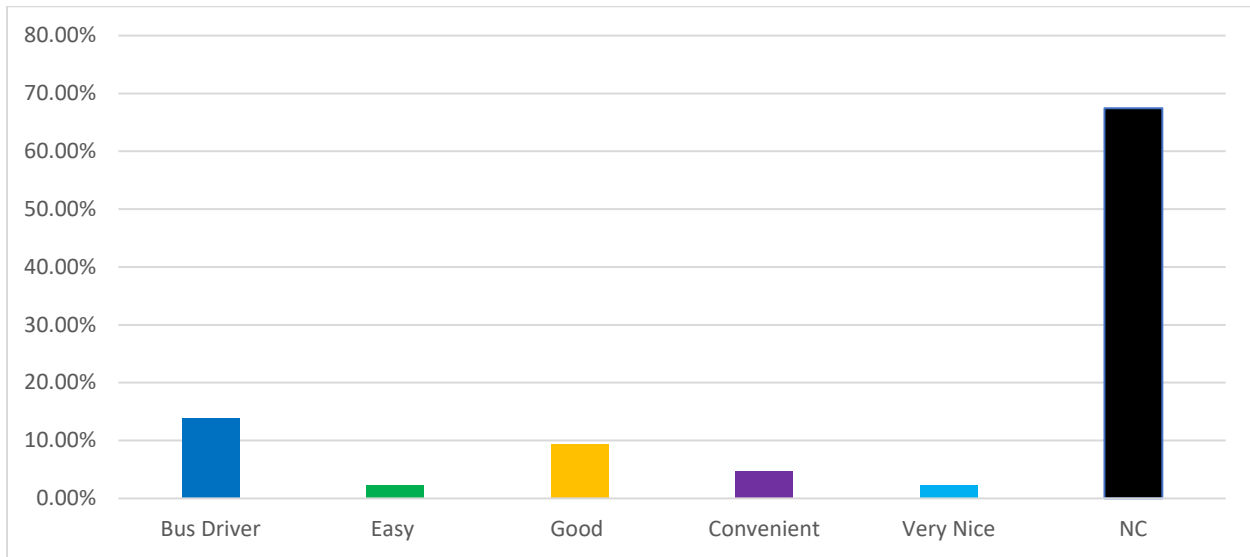                     Community Shuttle Blue:       42.86%
No response:   14.29%
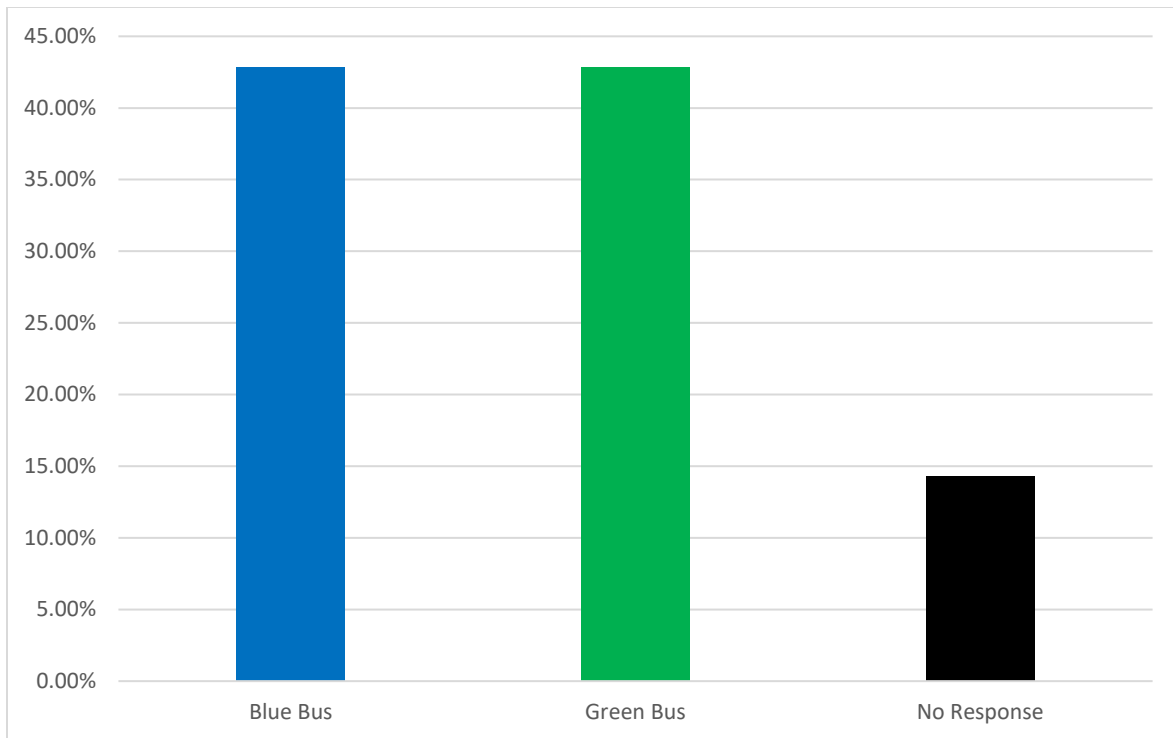
3. **In the last 30 days, how often did you ride the community bus?**

First time:            2.33%
2 to 3 times:          4.65%
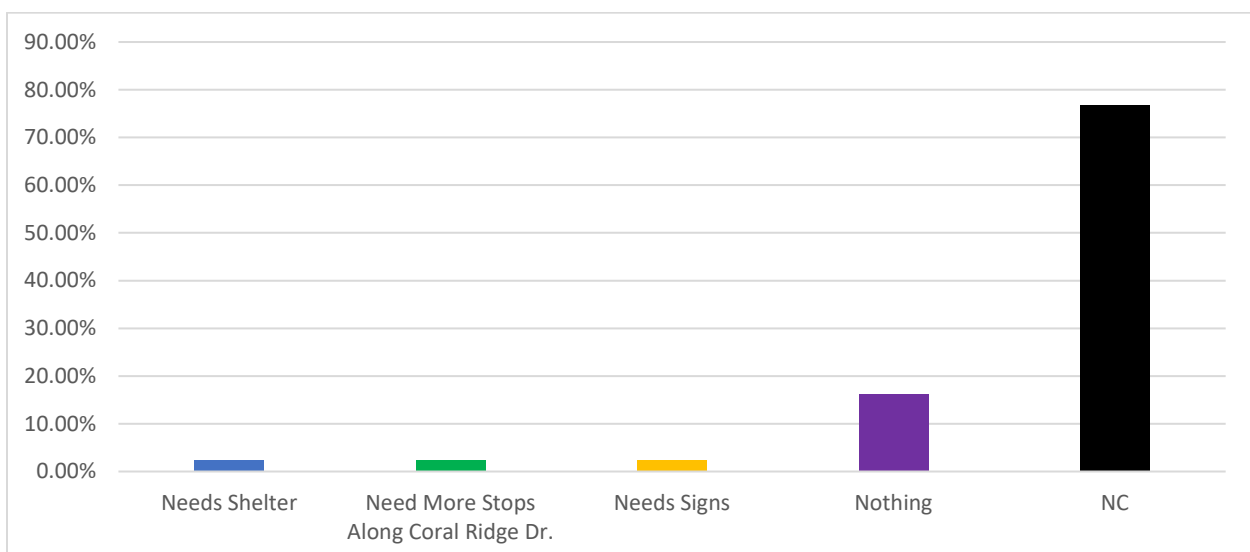4 to 5 times:          13.95%
More than 5 times:     79.07%
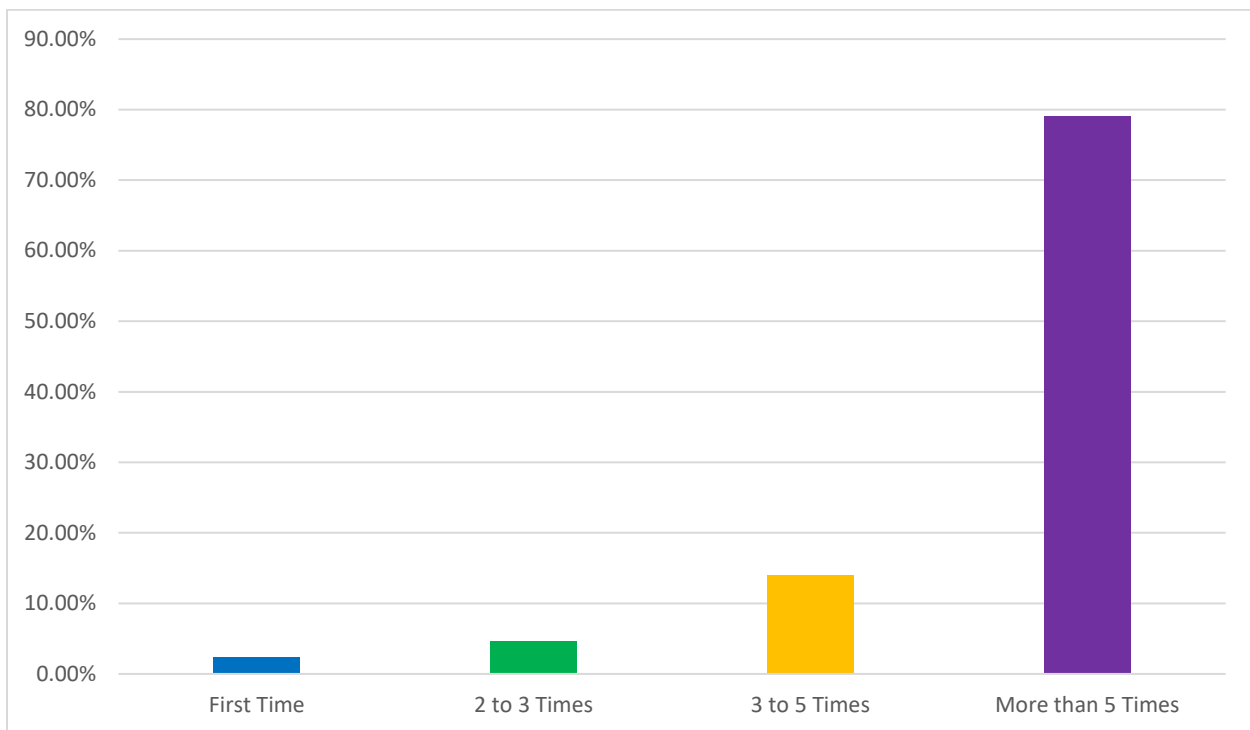
**4. What do you like about this service location?**

Bus Driver:    13.95%
Easy:           2.33%
Good:           9.30%
Convenient:     4.65%
Very Nice:      2.33%
No comment:    67.44%



**5. What do you dislike about this service location?**

Needs Shelter:              2.33%
Need More Stops
Along Coral Ridge Dr.:      2.33%
Needs Signs:                2.33%
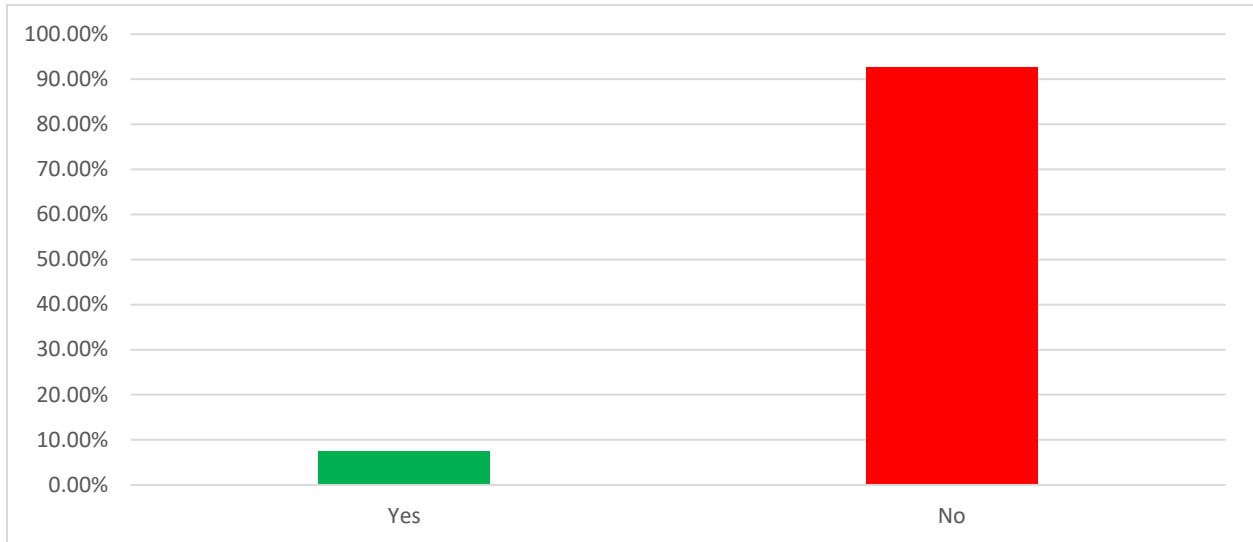Nothing:                   16.28%
No comment:                76.74%

**Online Survey Respondents**

1. Do you use, or have you ever used, public transportation (Coral Springs Community Shuttle Service or Broward County Transit) to visit Coral Springs Downtown (link to map)?

| | |
|---|---|
| Yes: | 7.38% |
| No: | 92.62% |



*Q2 through 7: For those who answered "yes" to Q1*

**2. Which public transportation system have you used?**

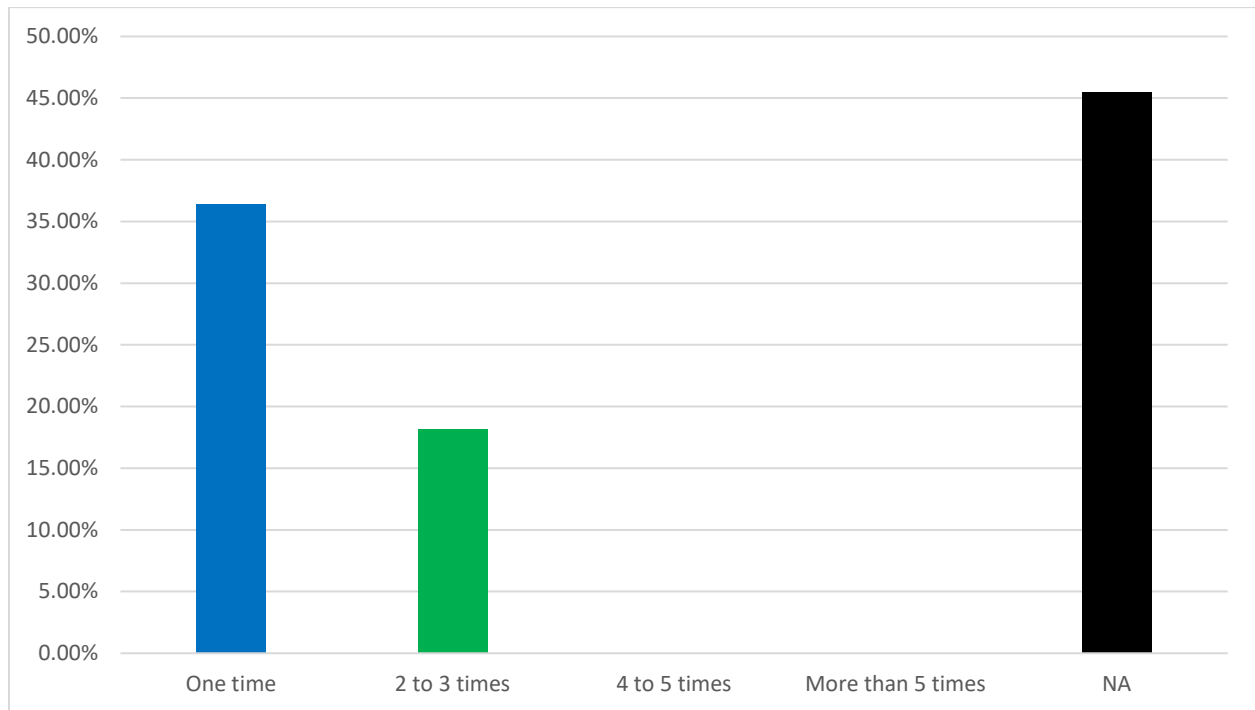| | |
|---|---|
| Coral Springs Community Shuttle Service: | 36.36% |
| Broward County Transit Bus: | 36.36% |
| Both: | 0% |
| No answer: | 27.27% |
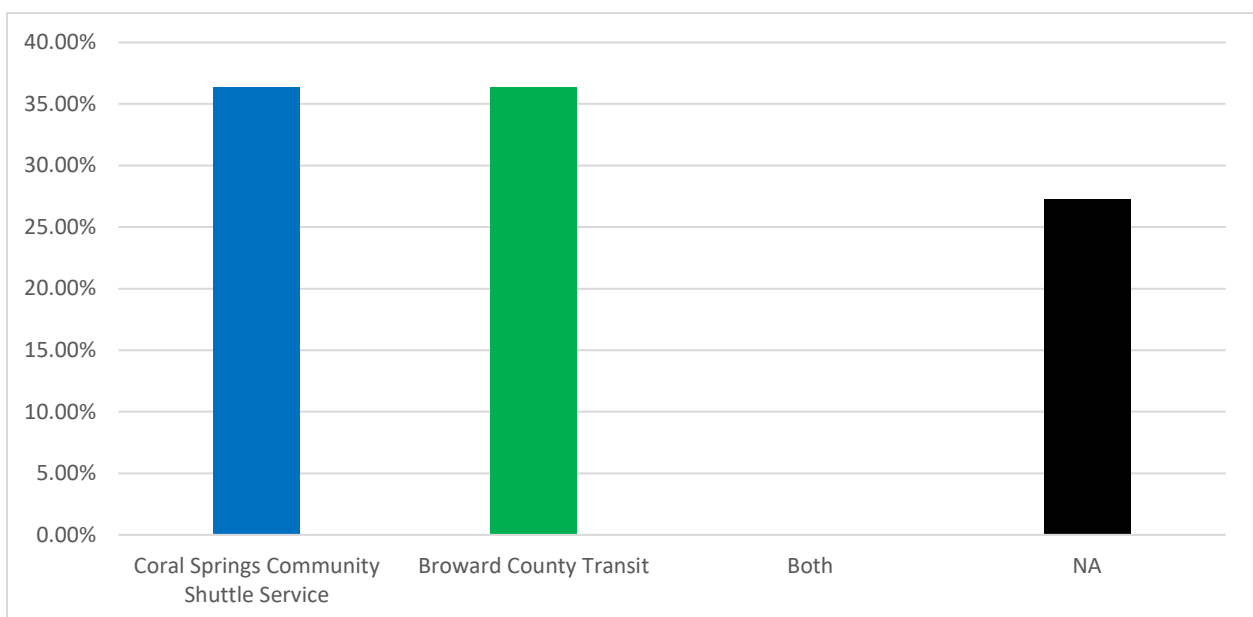
3. **In the last 30 days, how often did you ride a bus or shuttle to the Coral Springs Downtown area?**

| | |
|---|---|
| One time: | 36.36% |
| 2 to 3 times: | 18.18% |
| 4 to 5 times: | 0% |
| More than 5 times: | 0% |



4. **What was/were your reason(s) for traveling to the Coral Springs Downtown area? (Select all that apply.)**

| | |
|---|---|
| Work: | 0% |
| School: | 9.09% |
| Library: | 18.18% |
| Hospital / Medical: | 0% |
| Special Event: | 18.18% |
| City Hall: | 9.09% |
| Shop: | 9.09% |
| Dine: | 9.09% |
| Other (please specify): | 0% |
| No answer | 27.27% |
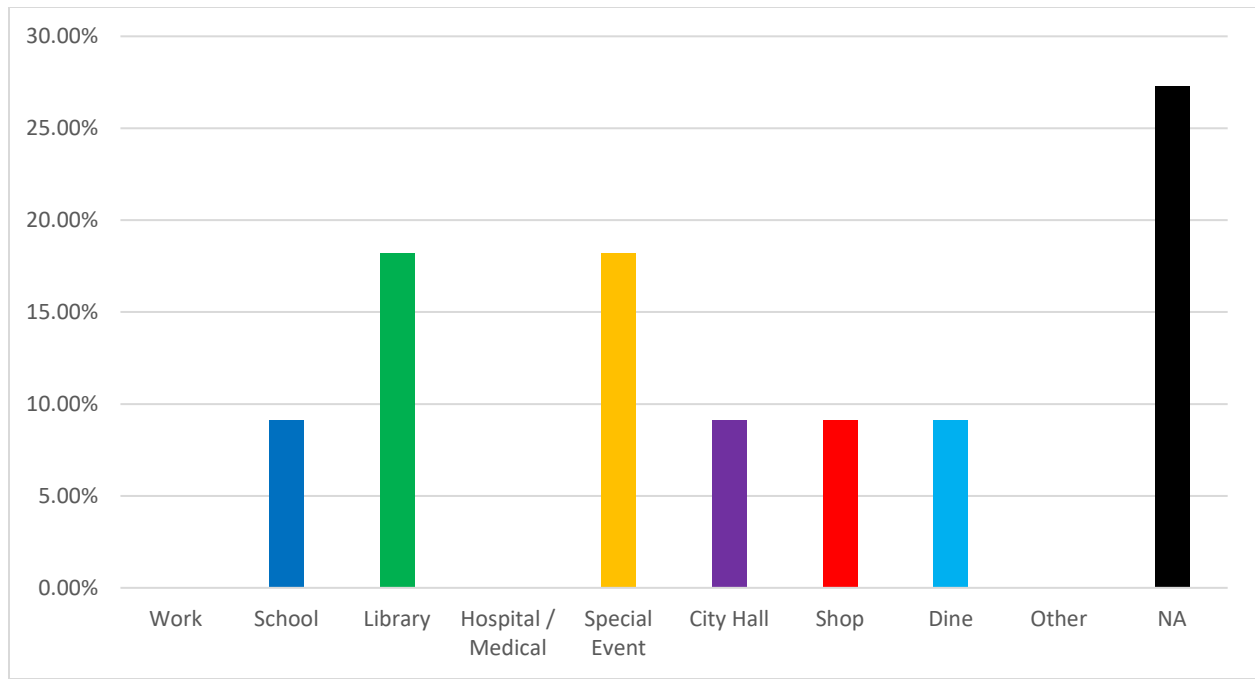
**5. If you visited more than one destination while in the Coral Springs Downtown area, how did you get to your secondary destination?**

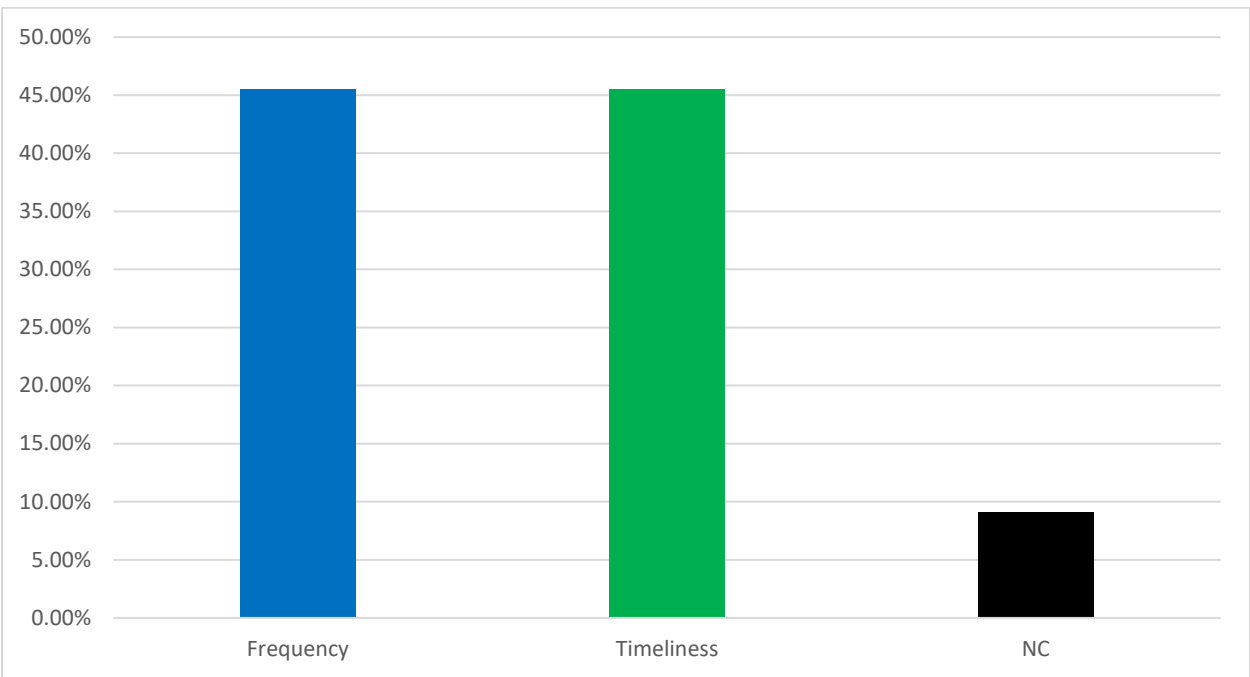| | |
|---|---|
| Walk: | 63.64% |
| Cycle: | 0% |
| Transportation Network Company (i.e. Uber, Lyft): | 9.09% |
| Other (please specify): | 0% |
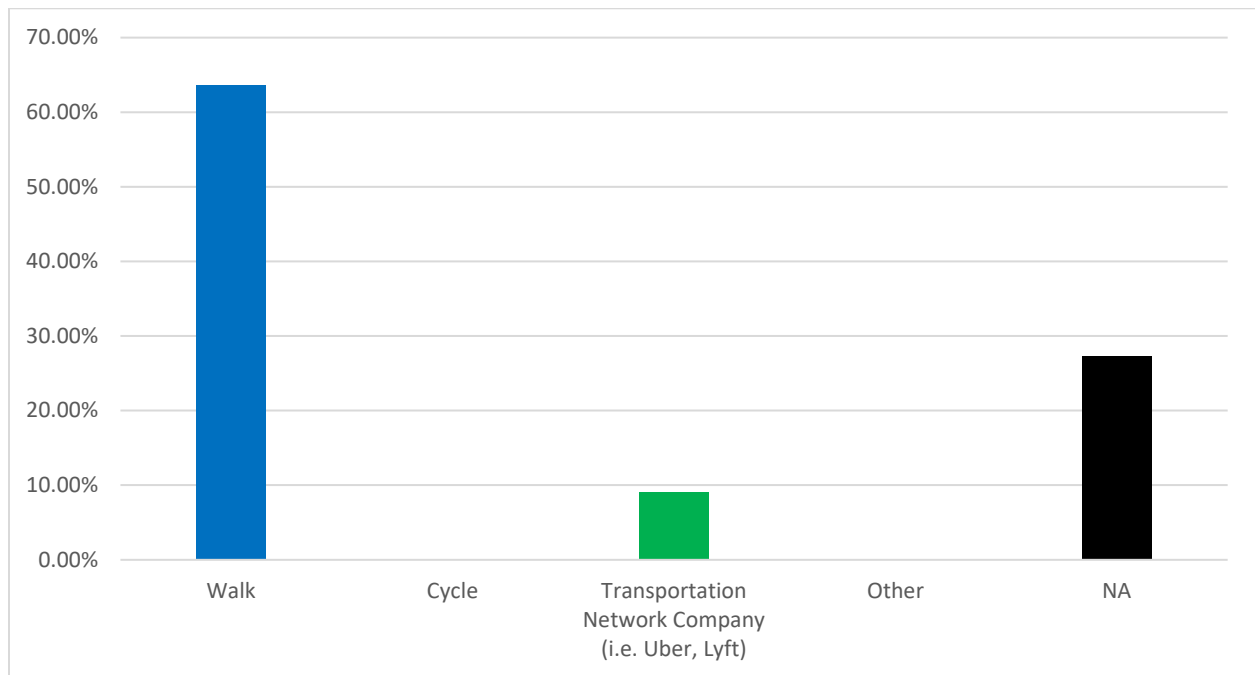
**6. What do you like about the public transportation service?**

Clean:                9.09%
Convenient:         27.27%
Punctual and Friendly:   9.09%
No comment:        54.55%
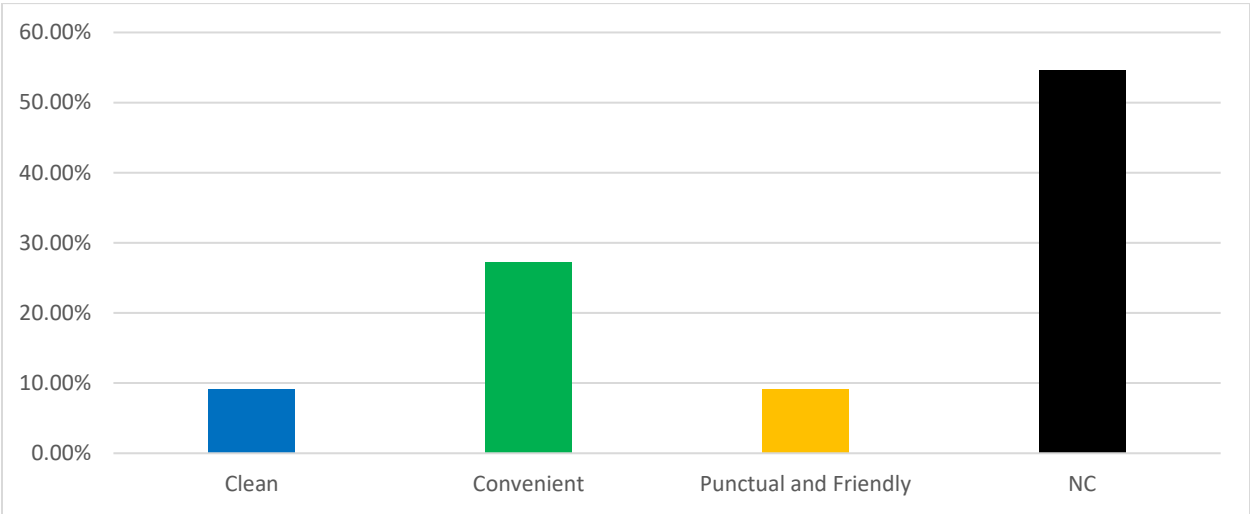


**7. What did you dislike about the public transportation service?**

Frequency:   45.45%
Timeliness:   45.45%
No comment:   9.09%

**8. Please provide a reason for not having used public transportation (Broward County Transit / BCT or Coral Springs Community Shuttle) to the Coral Springs Downtown area (check all that apply):**

| | |
|---|---|
| Schedule: | 6.57% |
| Frequency: | 5.16% |
| Bus pickup locations: | 7.04% |
| Bus destinations: | 3.29% |
| Cost to ride: | 0.47% |
| Not familiar with public transportation options: | 20.19% |
| Other (please specify): | 28.64% |

| | |
|---|---|
| Disabled: | 0.66% |
| Do not live in Coral Springs: | 0.66% |
| Don't need: | 4.61% |
| Have a car: | 29.61% |
| Not convenient: | 0.66% |
| Safety: | 1.32% |
| Walk: | 2.63% |
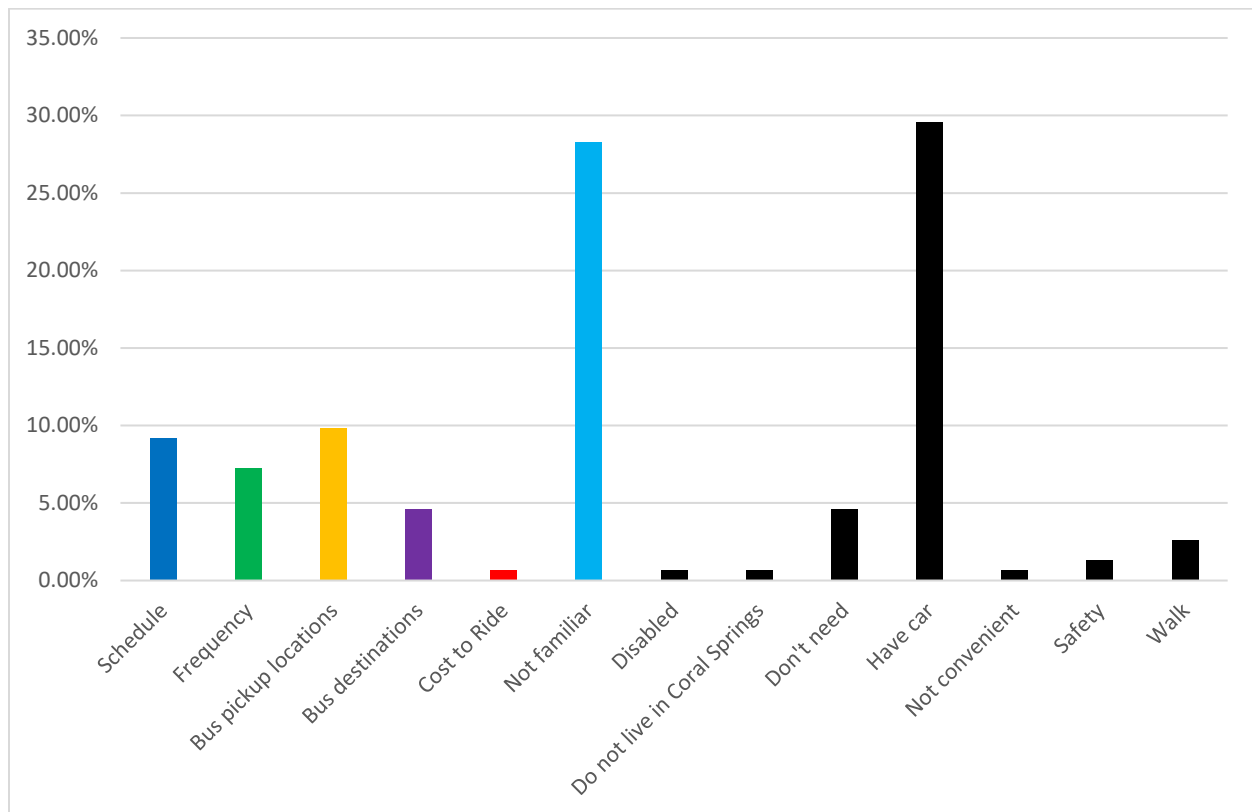
**9. If there were improvements to the reasons selected, would you be willing to use public transportation (BCT or Community Shuttle) to visit the Coral Springs Downtown area?**
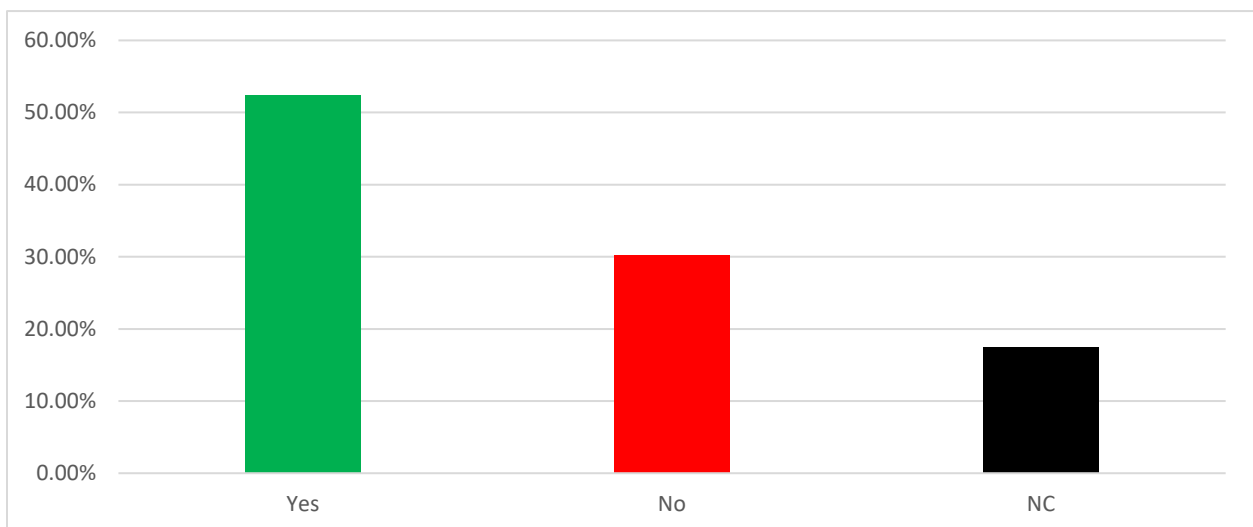
Yes:            35.51%
No:             49.28%
No comment:   15.22%
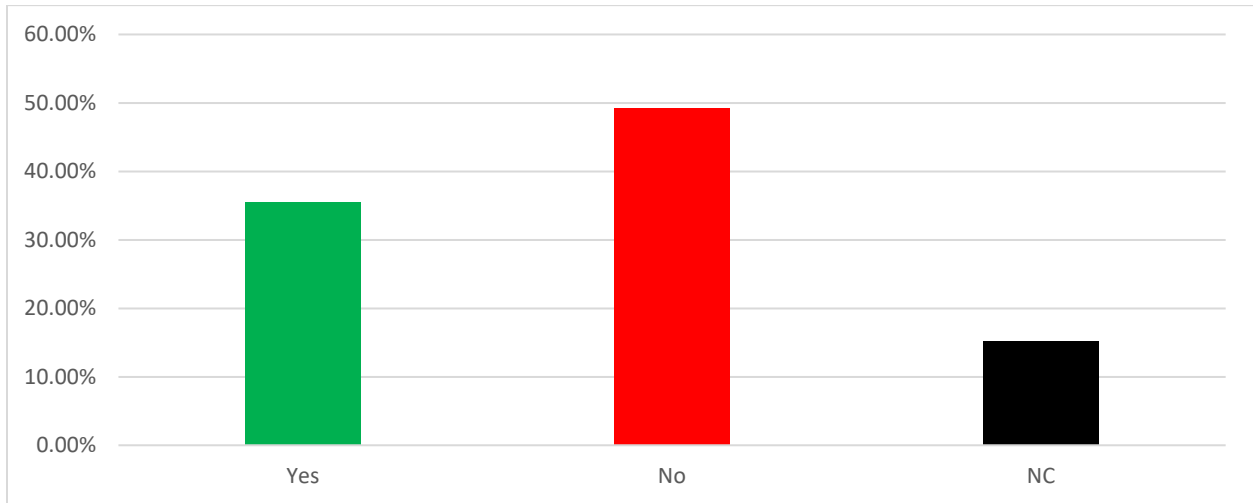


*Q10 – 13: All respondents*

**10. Do you use, or have you used, Transportation Network Companies (i.e., Uber, Lyft, etc.)?**

Yes:            52.35%
No:             30.20%
No Comment:   17.45%

**11. Do you live in Coral Springs?**

Yes:            81.88%
No:              1.34%
No comment:    16.78%
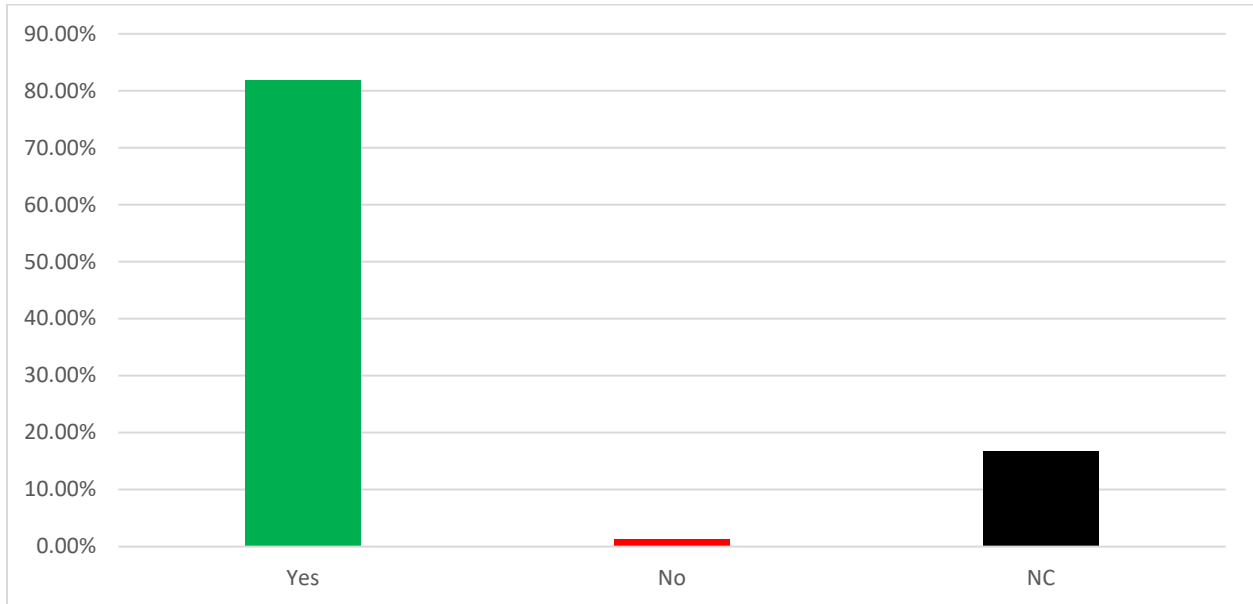


**12. Do you work in Coral Springs?**

Yes:            20.81%
No:             61.07%
No comment:    18.12%

*Q13, those who answered "No" to Q11 & Q12,*

**13. Have you ever visited Coral Springs?**

Yes:            0%
No:             50%
No comment:  50%

CITY OF CORAL SPRINGS
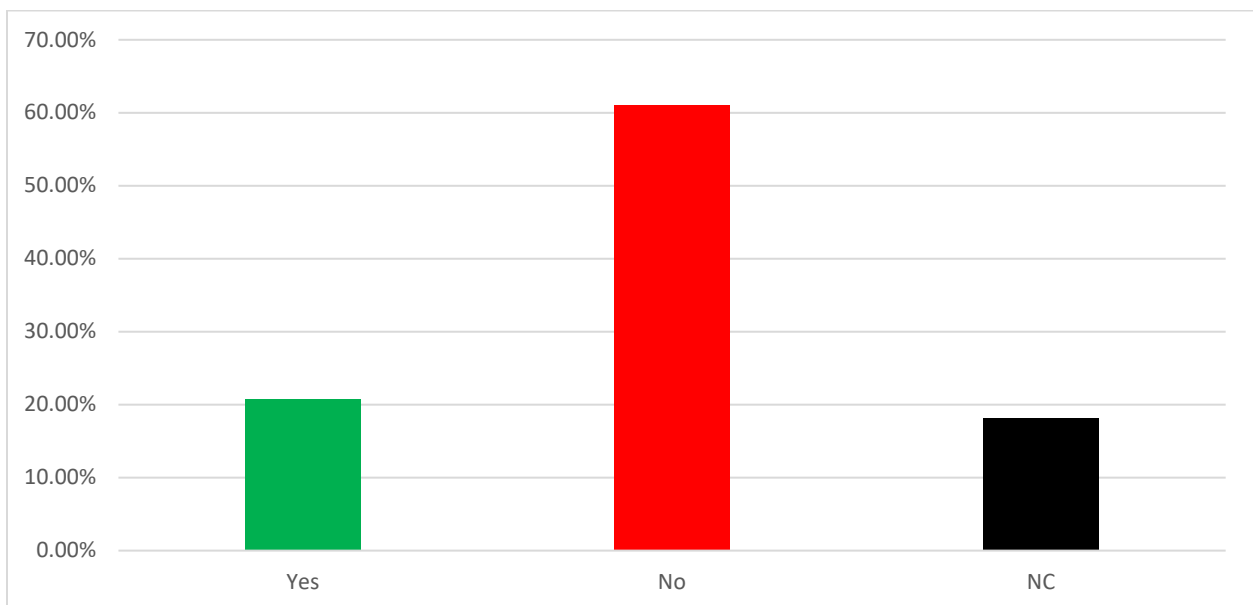MOBILITY HUB STUDY
TRANSIT RIDERSHIP SURVEY RESPONDENTS
MONDAY OCTOBER 21, 2019

Legend
CRA / Study Area
University Breeze
BCT Route 2
BCT Route 34
Shopping Center
City Hall
NW Regional Library
School

BCT Stop Responses
5.77%
5.78% - 14.42%
14.43% - 16.35%
16.36% - 20.19%
20.20% - 42.31%
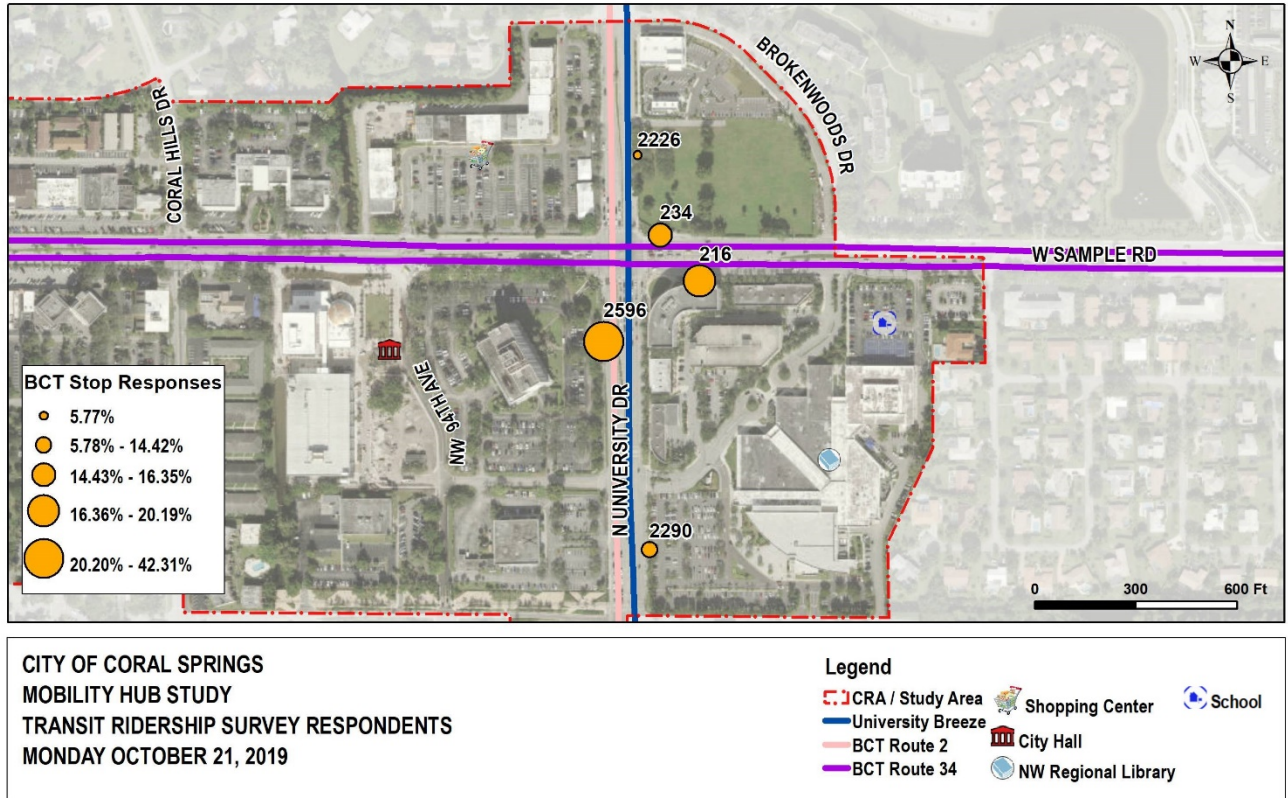
Broward County Transit Bus Route 34 heading eastbound at Sample Road and University Drive stop.



The starting and transfer location for the green and blue community shuttle routes has no signage or bus/shuttle markings. Many designated stops along the route also do not have signs.

Walking path created from passengers transferring from Bus Route 2 & 102 northbound to Bus Route 34 westbound.



Bus riders, including a cyclist, waiting at shaded shelter for BCT 34 eastbound.



Community shuttle route stop signs that were standing were mostly faded and unreadable.



The majority of Coral Springs community shuttle passengers spoke Haitian-Creole or Spanish.

**Coral Springs Bus In-Person Survey / Mobility Hub**

1. Enter Bus Route _____   2. Bus Stop Location   _____

2. For what purpose did you ride the bus to this location? _____
_____Work
_____School
_____Library
_____Hospital / Medical
_____Special Event
_____City Hall
_____Shop
_____Dine
_____Other (please specify) _____

3. Is this your final destination in the Downtown area?
_____Yes
_____No

    (If no) Where else will you be traveling to?
    _____Work
    _____School
    _____Library
    _____Hospital / Medical
    _____Special Event
    _____City Hall
    _____Shop
    _____Dine
    _____Other (please specify) _____

    And how will you get there?
    _____Walk
    _____Cycle
    _____Transportation Network Company (i.e. Uber, Lyft)
    _____Other (please specify) _____

4. In the last 30 days, how often did you ride the bus to this area?
_____First time
_____2 to 3 times
_____4 to 5 times
_____More than 5 times

5. What do you like about this service location?

_____

6. What do you dislike about this service location?

_____

**Coral Springs Community Shuttle Service Survey / Mobility Hub**

Route _____Blue _____Green

1. For what purpose did you ride the community shuttle today?
_____Work
_____School
_____Library
_____Hospital / Medical
_____Special Event
_____City Hall
_____Shop
_____Dine
_____Other (please specify) _____

2. Is this your final destination?
_____Yes
_____No

    (If no) Where else will you be going and how will you get there? _____(See Q2 list)_____ _____Walk
    _____Cycle
    _____Transportation Network Company (i.e. Uber, Lyft)
    _____Other (please specify) _____

3. In the last 30 days, how often did you ride the community shuttle?
_____First time
_____2 to 3 times
_____4 to 5 times
_____More than 5 times

4. What do you like about this service?

_____

5. What do you dislike about this service?

_____

### Downtown Coral Springs Online Mobility Survey

Help Us Plan Ways to Get Around Your Coral Springs Downtown
*Your Opinion Counts*

The City of Coral Springs is working with the Broward Metropolitan Organization (MPO) to identify short-term investments and longer-term initiatives to support mobility in the <u>Downtown</u> Coral Springs area.

Please take a moment to answer a few questions that will help us create a planning framework for <u>mobility hub</u> improvements.

The deadline to complete the survey is Friday, October 25. Thank you for your input.

1. <u>Do you use, or have you ever used, public transportation</u> (Coral Springs Community Shuttle Service or Broward County Transit / BCT) to visit <u>Coral Springs Downtown</u>?
_____Yes
_____No

     (If no) 1a. Please provide a reason for not having used public transportation (BCT or Community Shuttle) to the Coral Springs Downtown area (check all that apply):
     ____ Schedule
     ____ Frequency
     ____ Bus pickup locations
     ____ Bus destinations
     ____ Cost to ride
     ____ Not familiar with public transportation options
     ____ Other (please enter) _____

     1b. If there were improvements to the reasons selected, would you be willing to use public transportation (BCT or Community Shuttle) to visit the Coral Springs Downtown area?
     ____ Yes
     ____ No
          (Then take respondent to Q7-9)

     (If yes) 1c. Which public transportation system have you used?
     _____Coral Springs Community Shuttle Service
     _____Broward County Transit Bus
     _____Both

2. In the last 30 days, how often did you ride a bus and/or shuttle to the Downtown Coral Springs area?
_____One time
_____2 to 3 times
_____4 to 5 times

_____More than 5 times

3. What was/were your reason(s) for traveling to the Downtown Coral Springs area? (Select the top three that apply.)
_____Work
_____School
_____Library
_____Hospital / Medical
_____Special Event
_____City Hall
_____Shop
_____Dine
_____Other (please specify) _____

4. If you visited more than one destination while in the Downtown Coral Springs area, how did you get to your secondary destination?
_____Walk
_____Cycle
_____Transportation Network Company (i.e. Uber, Lyft)
_____Other (please specify) _____

5. What do you like about the public transportation service?
_____

6. What do you dislike about the public transportation service?
_____

(ALL) 7. Do you use, or have you used, Transportation Network Companies (i.e., Uber, Lyft, etc.)?
__ Yes
__ No

(ALL) 8. Do you live in Coral Springs?
__ Yes
__ No

(ALL) 9. Do you work in Coral Springs?
__ Yes
__ No
       (If no to both above questions):
       8/9a. Have you ever visited Coral Springs?
       __ Yes
       __ No

END OF SURVEY