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Pensacola Bay Area Attraction Shuttle Study

Prepared for:
Pensacola Urbanized Area Metropolitan Planning Organization

By:
Center for Urban Transportation Research
College of Engineering • University of South Florida

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The Center for Urban Transportation Research (CUTR) has been approached by the Pensacola Urbanized Area Metropolitan Planning Organization to help evaluate the potential of operating a trolley service in conjunction with proposed ferry service to link downtown Pensacola, Pensacola Beach, Fort Pickens, and the Naval Air Station/Naval Aviation Museum. Visitors and employees at these locations would be provided with transportation alternatives other than a personal vehicle during the tourist season. Additionally, permanent residents would have this alternative year round.

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EXECUTIVE SUMMARY

The Pensacola Bay area encompasses the City of Pensacola, Pensacola Beach, Gulf Breeze (in Santa Rosa County), the Fort Pickens area of Gulf Islands National Seashore, and the Pensacola United States Naval Air Station. This area is presented in Figure i. Pensacola Beach and the Fort Pickens area are located on Santa Rosa Island, a barrier island separated from the City of Pensacola by a three-mile bridge, a congested three-mile stretch of State Highway 98 which serves as the local main street in Gulf Breeze, and finally by the Bob Sikes toll bridge, the primary access to Pensacola Beach. The Naval Air Station (NAS) is located directly across from Fort Pickens at the entrance to Pensacola Bay.

During the peak tourist season from May to August, traffic demands to/from and among these four attraction areas cause periodic vehicular congestion and parking problems. Recent roadway projects in the vicinities of the four attraction areas have alleviated traffic problems, but have not solved the peak season traffic saturation. Parking expansion projects under consideration at Pensacola Beach and in downtown Pensacola will alleviate some parking problems, but the cost of parking relative to other city and beach-related needs is so high that construction of facilities to serve peak volumes may not be financially feasible for either jurisdiction.

Studies of potential transportation options in the bay area have been completed, but not as a priority and not as a component of a regional system. The Master Plan for Economic Development for Escambia and Santa Rosa Counties offered the possibility of a regional approach to tie together the tourist attractions of the Pensacola bay area through a water transportation system. Additionally, a study recently completed for downtown Pensacola indicated that a trolley shuttle service might be utilized by employees and visitors, and could alleviate some traffic congestion and parking problems.

This study will consider the role that a closed-loop transit shuttle or trolley service could provide in meeting the transportation needs of employees and visitors in the Pensacola Bay area, during both the tourist season and for year-round residents.

CUTR was assigned five tasks in this study. In Task 1, a review of literature on beach and downtown community transportation problems and transit shuttle services (statewide and locally/regionally) was completed. The objective of Task 2 was to evaluate existing transportation capacity and demands for Pensacola, the NAS, Pensacola Beach, and Fort Pickens. Transit service options that mitigate traffic to the beach and help to meet travel demands were developed in Task 3. Service cost and funding options for trolleys were evaluated in Tasks 4 and
Figure i
Pensacola Bay Area
5. This included an evaluation of special service features, policies, or conditions that may influence the attractiveness of transit. These elements are summarized below, and are presented in greater detail in Chapters 1 through 3.

Chapter 1 presents information gathered in Task 1 of the Pensacola Bay Area Attraction Shuttle Study. The chapter begins with a brief overview of the study and is followed by a discussion on the need for conducting the study. Information from the City of Pensacola and Santa Rosa Island Authority (SRIA) staffs about local and regional beach and downtown transportation problems is reviewed, including studies that considered using transit or trolley service to mitigate these problems.

A section in Chapter 1 presents information from a survey of other beach cities in the State of Florida, concerning beach communities and their transportation needs. This information builds on a previous CUTR study for the City of Deerfield Beach. In general, the beach communities surveyed reported traffic circulation problems resulting from residents and visitors traveling to the beach. Many cities surveyed are on a barrier island, which is typical of most beach communities in Florida, and have limited access to/from the mainland, similar to Pensacola Beach. For most of these communities access from the mainland is by a state or county road which is usually a major transportation facility on the island. Several communities reported that traffic congestion occurs on these roads, especially on the segments which access the island. Efforts to mitigate traffic in these communities include: interconnected signal systems, transit, anti-cruising ordinance, manual override of traffic signals, and Transportation Management Associations.

Additionally, the City of Pensacola surveyed downtown trolley services in other cities in the southeast region of the United States. Several caveats emerged from the responses to the survey. The survey results suggest that it would not be prudent to rely on private funds to support a trolley system. Except in large cities, the survey indicated that tourists contribute a small portion of the revenues to a trolley system. Some cities indicated that using trolley vehicles for unconventional service (i.e., weddings or private parties) is a factor that contributes to the success of a system. Lastly, the need to advertise massively was a recurring theme in successful trolley systems. Detailed responses to the survey from individual cities are provided in Appendix A.

Chapter 2 presents information gathered in Tasks 2 and 3 of the Pensacola Bay Area Attraction Shuttle Study. The chapter begins with an analysis of roadway volumes and capacity on state and county roadways in the Pensacola Bay area. The analysis identifies roadway segments that are operating below an acceptable level-of-service and segments where roadway improvements are
planned. Roadways that serve attraction sites in the Bay area are included in this analysis. Information from the Roadway Congestion Management System study and the Pensacola Urbanized Area Transportation Improvement Program (TIP) FY 95/96 is reviewed to identify transportation improvement projects for the study area. Information from the TIP on the five year implementation program for major roadway projects is also presented.

In addition to the information on roadway volumes and capacity, Chapter 2 provides an analysis of parking capacity and demand for downtown Pensacola, Pensacola Beach, Fort Pickens, and the National Museum of Naval Aviation.

City of Pensacola

The City of Pensacola reports that a total inventory of 5,343 off-street and on-street reserved parking spaces are available to meet the Pensacola Land Development Code (LDC) parking requirements in the Central Business District (CBD). The cost of parking in the CBD ranges from $.05 to $1.00 for hourly parking, from $.50 to $6.00 for daily parking, and $6.00 to $50.00 for monthly parking. Based on potential development and approved transportation system modifications, the City Planning Department projects the parking inventory to increase to 6,351 by the year 2000, which includes 6,095 off-street and 256 on-street spaces "reserved" for government building visitors. This is approximately a 16 percent increase in parking inventory in the CBD.

The Pensacola Urbanized Area Transportation Study (PUATS) estimates that a total of 5,208 employees need parking spaces in the CBD. This is based on the 1990 Census statistics of "means of transportation to work." Data on parking in the CBD show a total of 5,190 public and private off-street parking spaces for employees only, which results in a slight deficit of parking spaces in the CBD. The PUATS estimates that employment in the CBD will increase to 6,684 by 2000. If the same percentages of employees will need parking spaces, then 5,819 parking spaces will be required for employees in 2000. The estimated number of public and private off-street parking spaces is expected to increase to 6,095. If all these spaces were available exclusively for employees, there would be a slight surplus of employee parking for the CBD.

Pensacola Beach and Fort Pickens

Information about parking at Pensacola Beach and Fort Pickens was provided by the Santa Rosa Island Authority and the National Park Service. Santa Rosa Island Authority reports a total of 2,076 parking spaces at Pensacola Beach. Public, off-street parking spaces are included in this...
inventory. Most of the parking spaces at the beach are located in the Casino Parking lot. This parking lot is located at the intersection of Pensacola Beach Road (CR 399) and Via De Luna and is contiguous to the beach. An additional 50 public, off-street parking spaces are located at the Navarre parking lot which is east of the central beach area. Besides the existing parking spaces at the Casino location, the Santa Rosa Island Authority added another 179 parking spaces at this location in September 1995, bringing the total inventory of parking spaces at this location to 1,306.

The National Park Service reports a total of 120 parking spaces at Fort Pickens park, 50 spaces at the Langdon Beach area and 70 spaces at the Fort Pickens Visitor Center. The Park Service is not planning to expand its supply of paved parking lots before the year 2000.

**National Museum of Naval Aviation**

National Museum of Naval Aviation reports an inventory of 250 parking spaces. This will increase to 425 parking spaces in November 1995. Parking at the museum is free.

The final section of Chapter 2 presents information from the surveys that were conducted in the Bay area. Three types of surveys were completed.

**Pensacola Visitor Information Center Survey** - The Visitor Information Center survey revealed information about visitor’s interest in using a ferry or trolley service while visiting a Bay Area Attraction Site. A vast majority of respondents said they would use water ferry/trolley bus service. Independent of a water ferry service, most respondents said they would park their vehicle at a specific location in Pensacola and use a trolley to places of interest. Similarly, a significant number of respondents said they would use a trolley service that is independent of a water ferry service while visiting Pensacola Beach.

**Employee Survey** - The survey of employees in downtown Pensacola provided important information about employee’s interest in using shuttle or trolley service to work or special places of interest. The data from the survey suggests that a significant share (58%) of employees said that it was "very likely or somewhat likely" that they would use the service. The remaining 42 percent said that it was "not likely" they would use the service. Additionally, the survey showed that 56 percent of the employees that responded said they would not use the service from a park and ride location.
**Visitor/Tourist Survey** - The Visitor/Tourist Survey revealed information about visitor/tourist interest in using a shuttle or trolley, and possible ferry service, while visiting the Pensacola area. The survey showed that most respondents said they would "definitely" use a water ferry/trolley bus service; 51 percent of respondents said they would "probably" take the service.

Chapter 3 provides a review of the limited trolley service that was operated during summer months along Pensacola Beach, and during September in downtown Pensacola. The Pensacola Beach trolley cost approximately $147,451 to operate; total ridership on the service was 89,193. For the downtown trolley service, the service cost was approximately $4,466; ridership on the service was 2,079. Several recommendations for improving the trolley service along Pensacola Beach and in downtown Pensacola beyond the demonstration periods are also presented in this section.

In addition to the review of the demonstration service, the report provides a recommendation for shuttle service at NAS, and cost considerations for this service are presented. A shuttle at the NAS would shuttle visitors to the National Museum of Naval Aviation from the proposed ferry landing. The Naval Aviation Museum is at the west end of the NAS. The shuttle would follow the same route that is used by two routes that are operated by Escambia County Area Transit (ECAT). For conceptual purposes, operating cost for the NAS shuttle is estimated using the average cost per mile for ECAT fixed-route service, since the service will be considered as part of the transit agency’s local service. Average cost per mile for ECAT fixed-route service is approximately $3.44. The annual cost estimate for the proposed NAS shuttle, assuming 136 daily miles for service from June through August, is approximately $43,041.

Chapter 3 concludes with a review of service considerations for the trolley service in the Pensacola Bay area and provides financing options that are possible from public and private sources to help support the trolleys. Marketing considerations and additional strategies that may increase the success of the transit shuttle service are also presented.
CHAPTER 1

Summary of Literature Review

INTRODUCTION

This chapter presents a summary of information gathered in Task 1. It begins with a brief overview of the Pensacola Bay Area Attraction Shuttle Study and is followed by a discussion on the need for conducting the study. Information from the City of Pensacola and SRIA staffs about local and regional beach and downtown transportation problems is reviewed. The information included a review of studies that considered using transit or trolley service to mitigate these problems. Information from a survey of other cities in the State of Florida concerning their transportation needs is presented. This information was originally gathered as part of a previous study at CUTR. Additionally, the City of Pensacola surveyed downtown trolley services in other cities in the southeast region of the United States. Several caveats emerged from the responses to the survey and are presented in this chapter. Detailed responses to the survey from individual cities are also provided in Appendix A.
LOCAL AND REGIONAL STUDIES

As part of their assignment to the Bay Area Attraction Project, staff from the City of Pensacola and Escambia County Area Transit (ECAT) are responsible for collecting information about local and regional efforts to support a transit shuttle or trolley system. This section presents studies and reports that have been conducted. This information is summarized below.

The Master Plan for Economic Development for Escambia and Santa Rosa Counties

This plan proposes the expansion of the area’s tourism industry and suggests that a feasibility study be conducted with particular focus on the transportation system. It gives specific reference to developing linkages between each of the major sites around Pensacola Bay using various kinds of water and ground transportation. The plan states: "A water taxi system complemented by helicopter and seaplane rides, ferry service, and on-land trolley systems will move tourists around and through the various attractions while also easing car traffic in sensitive or over-burdened areas such as Fort Pickens and the Pensacola Bay Bridge." Additionally, the plan makes reference to the passenger ferry in Gulf Islands National Seashore that links Biloxi and Gulfport, Mississippi to Ship Island. The plan suggests that if this model is used for the Pensacola Bay area then it will be important to determine if the transportation system will be under the direction of a single entity. This type of structure offers continuity of service while also enabling visitors to pay one transportation fee for their visit.

Transportation Study for Gulf Islands National Seashore

In 1978, a study was completed for the National Park Service to determine the feasibility of providing a public transportation service linking the Florida units of Gulf Islands. Basic modes of transportation were assessed to determine which was most feasible. The following modes were considered: private automobile, van/bus, conventional boats, air cushion boats, hydrofoils, and helicopters. The report concluded that: "Based upon the projections and assumptions contained within this report, there will be sufficient potential visitor interest and use to assure that the first most viable alternative (150-passenger conventional boats serving Naval Live Oaks Reservation, Fort Pickens, and Pensacola Forts) can be offered at a cost of about $4.00 per visitor. The other three alternatives would require a subsidy to operate at a cost of $4.00 per visitor."
Ferry Service Feasibility Study

Conducted by the National Park Service in 1989, this study is a review and update of the transportation study that was completed in 1978. It presents an evaluation of the cost effectiveness of developing a passenger ferry service connecting four locations: Naval Live Oaks; Downtown Pensacola; Fort Pickens; and Fort Barrancas (NAS). The study showed that the service would be cost effective using the following fare structure for a day’s pass: $3.50 for children; $6.50 for adults; and $5.50 for senior citizens and the disabled. The study also estimated annual ridership for the service at 60,500 passengers.

1993 Gulf Islands National Seashore Evaluation of Visitor Use, Florida District

This study of visitor attitudes revealed that 53.2 percent or 215 respondents would be willing to use a passenger ferry to Fort Pickens and pay an average of $6.00 per round trip.

Service Development Project Proposal

Escambia County submitted a proposal in 1995 to the Florida Department of Transportation to fund a bus/trolley service along Pensacola Beach between Memorial Day and Labor Day weekends. The proposal was funded. ECAT provided the service and monitored revenues and costs to measure the success of meeting an established criteria. The ultimate goal of the service was the reduction in beach traffic and parking congestion. This is a subjective evaluation; however, ridership counts provide the major indication of the success of the project.

Pensacola CBD Parking Study

In February 1995 the City of Pensacola Planning Staff, the Community Redevelopment Agency (CRA), and Hamilton, Smith and Associates completed a study of parking capacity and demand in the downtown area. The study presented parking occupancy counts and results from a survey of motorists parking in the CBD. This information was analyzed in relation to existing and future parking demand. Recommendations were developed and scheduled within a five-year time frame which would position the downtown for continued growth and revitalization. A recommendation in the study was for a trolley/shuttle service in the form of a stand-alone fixed route loop, or in combination with a city transit system and/or park-n-ride lots.
SURVEY OF TRANSPORTATION PROBLEMS IN BEACH COMMUNITIES

Introduction

This section summarizes the results from a statewide survey of Florida beach cities (communities) with significant beach population and visitors. The section begins with a presentation of the cities that were surveyed. This is followed by an overview of the methodology used in the survey to gather information. Information obtained on mobility and parking issues in these cities and the effort made by these communities to mitigate these problems, is presented. Transit service in the communities surveyed and its attractiveness as a method to resolve traffic issues, are provided in this section. Additionally, studies being conducted by these communities to resolve traffic circulation and parking problems are discussed.

Methodology of Survey

The initial step in this task was to identify appropriate cities to include in the survey. The following cities were surveyed:

- Anna Maria
- Fort Myers Beach
- Sanibel Island
- Boca Raton
- Hollywood
- St. Petersburg Beach
- Boynton Beach
- Indian Rocks
- Treasure Island
- Clearwater Beach
- Jacksonville Beach
- Cocoa Beach
- Lake Worth
- Daytona Beach
- Madeira Beach
- Deerfield Beach
- Miami Beach
- Fort Lauderdale
- Palm Beach Shores

4
The State of Florida Department of Community Affairs's Directory of Planning Officials was used to identify the appropriate city official to contact for the survey. The directory includes the names of Mayors, City Commissioners, Planning Directors, and Traffic Engineers that are responsible for transportation planning in Florida cities. For the cities that were included in the survey, the appropriate official was contacted by telephone and asked to respond to a series of questions about traffic and parking problems that result from residents and visitors traveling to beach areas in their city. Information collected about beach communities includes road and/or parking capacity problems, transit service in the community, and the approaches used to resolve traffic circulation problems.

In addition, copies of the traffic circulation and/or mass transit elements of the City Comprehensive Plan were requested. Copies of these elements were received from most of the cities surveyed. However, information from these documents is omitted for cities that did not provide a copy of a Plan.
Mobility Issues

In general, the beach communities surveyed reported traffic circulation problems resulting from residents and visitors traveling to the beach. Many cities surveyed are on a barrier island, which is typical of most beach communities in Florida. Several of Florida's barrier islands have a length of between one and five miles; the widths of these islands are typically one to two miles. This limited land space hinders opportunities for improving traffic circulation by increasing capacity on local roads.

Many of these barrier islands have limited access to/from the mainland, similar to Pensacola Beach. For most of these communities access from the mainland is by a state or county road which is usually a major transportation facility on the island. Several communities reported that traffic congestion occurs on these roads, especially on the segments which access the island. For example, in the City of Cocoa Beach, State Road (SR) 520 is a major access to the central beach area, and intersects with SR A1A which is another major road on the island. The most recent Traffic Circulation element of the City of Cocoa Beach Comprehensive Plan reported that the segment of SR 520 which accesses the island and is adjacent to SR A1A functions at Level of Service (LOS) F. A recent draft of the Pensacola Urbanized Area Congestion Management System FY 1994/95 reported that the segment of US 98 which accesses Pensacola Beach from the mainland functions at LOS E. Few communities reported that tolls are applied to access roads to the island.

In addition to having access to/from the mainland by one road, which for many beach communities serves as the major east-west road, most of the communities have one or two major road(s) that provide north-south traffic movement. On Santa Rosa Island, County/State Road 399 is the only major road which provides east-west traffic movement on the island. The county or state is typically responsible for maintenance and improvements to these roads. This limits the amount of control that these cities have to make improvements to mitigate congestion or to make changes to increase capacity. The major north-south road in many of these barrier island communities provides the only continuous transportation linkage between access point(s) from the mainland and the local street network.

Unlike the Pensacola Bay area which has its peak tourist season from May to August, for most communities surveyed, traffic volumes and congestion are highest from November to March, or Easter. During this period, traffic congestion occurs on the weekends and during special events. Many cities reported that congestion on the weekends occur from approximately 10:00am to 1:00pm and from 4:00pm to 6:00pm. The City of Daytona Beach reported that congestion is at its worst during Spring Break, and when activities are convened at the Ocean Center and Peabody Auditorium concurrently. However, an extreme example of congestion in a beach community
was reported by the City of Anna Maria. Despite the adequate traffic circulation system, traffic in the City is at its peak on weekdays between 10:30 am and 12:00 pm, for mail pickup at the Post Office. In the City of Palm Beach, the beaches are popular with surfers in south Florida, and traffic is usually related to this market. Thus, traffic congestion is a problem when weather conditions include high winds and surfs and, ironically, when a hurricane approaches the east coast of Florida.

Cities with acceptable LOS on state roads operating within their limits, and with no traffic congestion reported, are not considering any plans to improve traffic circulation. Several barrier island communities surveyed are accessed from the mainland by state roads, which also serve as a principal road on the island. Because of this, planning efforts to resolve traffic congestion are usually initiated by the Florida Department of Transportation (FDOT). Thus, the city's role would be one of coordinating with FDOT and the Metropolitan Planning Organization (MPO) on proposed projects. The role of these cities is revealed in objectives and policies of the Traffic Circulation Element of The City Comprehensive Plan, vis-a-vis the Intergovernmental Coordination Objective.

However, a few of the cities have introduced some of their own approaches to mitigating traffic congestion. To relieve pressure on the local road network, the City of Cocoa Beach implemented an interconnected signal system to improve traffic flow along SR A1A. A transit route has also been established for visitors and residents to augment traffic flow. The City of Clearwater Beach uses various methods to alleviate traffic congestion including preemption patterns for bridge openings, an anti-cruising ordinance, manual override of traffic signals for police department control, barricades and turn restrictions enforced at critical locations by police aides (non-officers), "BEACH LOTS FULL" signs, and a rain gauge sensor on the beach that will adjust the timing pattern of traffic signals to allow for maximum outflow of traffic from the beach when it begins to rain. To alleviate traffic and parking problems on the island, over the past few years the City of Miami Beach has increased the amount of public parking for visitors and residents. A Transportation Management Association (TMA) has been established to mitigate traffic impacts in the City. TMA's are partnerships between business and local government designed to help solve local transportation problems associated with rapid suburban growth. The regional transit operator, Metro-Dade Transit, has also increased service on the island.

Using the intergovernmental coordination approach has also been effective in providing solutions to congestion. The City of Madeira Beach's most recent Traffic Element of the City Comprehensive Plan (1989) revealed that within the City, the segment of Gulf Boulevard (SR 699) from the northern City limit to the Welch Causeway was functioning at LOS E. Since then,
this section of the Gulf Boulevard has been reconstructed to a four-lane divided facility, alleviating the capacity deficiency.

Parking Issues

Most beach communities reported on-street parking, in parallel and angle spaces. Several cities provide on-street parking at beach accesses, and provide public lot parking near the beach. Pensacola Beach is more reliant on off-street parking at the large, centrally located parking lot.

Parking near the beach in Pensacola Beach is free. Parking in the cities surveyed is usually controlled by meters, but there are some cities that charge a flat rate for lot parking. There are some cities that allow residents with permits to park free, in on-street and lot parking. In the City of St. Petersburg Beach, City employees are given permits to park in metered spaces.

Meter controlled parking in the cities surveyed ranged from $0.25 for 15 minutes to a flat rate of $1.00 for 60 minutes. Some cities also use daily parking rates in public lots. Various control methods are used in the cities surveyed. Selected variations are provided below.

- In the City of Boynton Beach, lot pricing for visitors is $5.00 per day during the off-peak season and $10.00 during peak season.

- Lots in the City of Clearwater Beach were converted several years ago from metered to pay when exiting the lot. Lot pricing is $1.00 per hour with a $7.00 per day maximum.

- In the City of Daytona Beach, on-street and lot parking at the beach is available for residents and visitors. Parking meters are not used to control spaces. Beach visitors and residents can park in on-street spaces for an unlimited amount of time. Lot pricing is $4.00 a day. Residents can purchase parking decals for $5.00 per year or $12.00 for three years.

- Parking on the barrier island in the City of Deerfield Beach includes on-street angle parking along 21st Avenue (Ocean Way Avenue), at four parking lots, and a number of side streets that are perpendicular to Ocean Way Avenue. On-street and lot parking is controlled by meters; parking is priced at $0.25 for 15 minutes. During the peak season (October to March), approximately 100 parking spaces in the lot at 21st Avenue and Southeast 1st Street are reserved for residents with parking permits.
The City of Miami Beach provides on-street parallel parking in the beach area and garage parking at major activity centers near the beach. On-street parking is controlled by meters and is priced at $0.25 for 15 minutes. Garage parking is priced at $1.00 for 60 minutes.

Parking at lots near the beach is provided to residents and visitors in the City of Palm Beach Shores. Residents and visitors are required to have a permit to park in the lot. Permits are priced at $10.00 per year for residents. Visitors have the option of paying $100.00 for a seasonal permit, or parking in the City of Riviera Beach and walking to the beach in the City of Palm Beach Shores; the distance is approximately one mile.

The City of Sanibel Island offers lot parking to residents and visitors. Lot parking is priced at $3.00 a day. A parking permit that is valid for one year can be purchased by permanent residents and visitors that own property in the City of Sanibel Island for $5.00. Visitors that do not own property in the City can purchase a similar parking permit for $30.00.

As mentioned in the introduction of this section, the limited land space available to barrier island communities contributes to congestion, and restricts efforts to increase parking capacity. Thus, the survey of beach island communities revealed that additional parking for most cities is not a viable option. However, there are some exceptions. The City of Fort Lauderdale is evaluating the potential of building a parking garage near the beach. To increase parking for residents and visitors, the City of Hollywood constructed a four-level parking facility near the central area of the beach. Additional parking lots were also established in the south and north beach areas. For now, the City has concluded that additional parking is not advisable but may consider building another multi-level parking facility in the future. Additionally, the City of Indian Rocks in Pinellas County is planning to add between 100 and 150 parking spaces on Gulf Boulevard (SR 699).

Transit Service

Transit service in most of the Pensacola Bay area is provided by the Escambia County Area Transit (ECAT). The service area for ECAT, however, does not include Gulf Breeze, Pensacola Beach, and Fort Pickens. Transit services in many cities surveyed are provided by a county transit system. For most beach cities, the operator provides fixed route service, using one or two routes, to connect the island community with services and activities on the mainland. Service is usually on a one hour headway, along one principal road on the island, using typical transit
vehicles (buses). Generally, the hours of service are Monday through Saturday from approximately 6:00am to 7:00pm. Fares for a one-way trip range from $0.75 to $1.25; discounted fares are usually provided for senior citizens, disabled riders, and youth. Additionally, the routes have strong connections with other fixed routes in the system.

Attempts by many cities surveyed to include transit in mitigating traffic congestion have had to be coordinated with the transit operator, MPO, and FDOT. The City of Cocoa Beach has been successful in using this process with Space Coast Area Transit (SCAT) to provide exclusive service on the island. Congestion in the City of Cocoa Beach is generated by work trips from the mainland to large employment sites on the island. The route provides service to shopping centers, hotels, condominiums, public, and recreational facilities. While service is not provided to the beach, the route operates within walking distance of the beach. Ridership on the service has been marginal and since the service was intended to provide mobility for permanent and seasonal residents, its impact on reducing traffic congestion caused by work trips has been minimal.

Given that it is usually difficult to justify spending limited resources to accommodate, in most cities, an insignificant transit market, developing more transit service through this process has not been successful for most island communities in the past.

The survey revealed that many cities have made efforts to contract or operate their own transit system as a means to alleviate traffic congestion, rather than rely solely on established transit service in their area. Some notable exceptions to the intergovernmental coordination process are provided below.

- **Besides the service provided by Pinellas Suncoast Transit Authority (PSTA) in the City of Clearwater Beach, a public/private entity operates the Jolley Trolley. The system is a distinctive rubber-tired trolley that provides fixed-route service from Downtown Clearwater, around Clearwater Beach, and across the Clearwater Pass Bridge to Sand Key. Jolley Trolley reports 350 average daily passenger trips on the trolley. The trolley is governed by the Jolley Trolley Executive Committee and is partially subsidized by the City of Clearwater Beach. Another public transportation service being provided is waterborne. The Clearwater Ferry provides service from Coachman Park, adjacent to Downtown Clearwater to the Clearwater Harbor side of Clearwater Beach.**

- **In the City of Fort Myers Beach, Lee County Transit (LeeTran) operates a free rubber tire trolley service in Fort Myers Beach and Bonita Springs at the south end of the island.**
The trolley operates from park-and-ride lots on the mainland to recreational, retail, and business locations on the island. Connections with regular fixed route service are available at park-and-ride lots on the mainland. The service is available to residents and visitors. Service is operated from approximately 7:00am to 6:00pm. Lee County Transit reports that the trolley has been successful in reducing traffic congestion on the island. LeeTran reports approximately 3,500 daily passenger trips on the trolley during peak season, and 2,500 during off-peak season. Transit representatives have also stated that during the peak season the trolley has standing room only. Visible signs marketing the service are located throughout the City of Fort Myers Beach.

In the City of Hollywood, a trolley provides service between downtown Hollywood and the beach area. Service is free and available to residents and visitors. The trolley is operated by The City of Hollywood Community Redevelopment Agency. Service is provided Monday from 11:00am to 10:00pm, Friday 12:00pm to 11:00pm, and from 11:00am to 5:00pm the remaining days of the week. The service operates on a 60 minute headway. The City reports 375 daily passenger trips on the trolley during peak season, and 175 passenger trips during the off-peak season.

The Lake Worth Trolley, which is operated by the City of Lake Worth, provides trolley service throughout the City and to the beach area from the mainland. The service includes three trolleys. One connects the mainland and the beach area, while the remaining two trolleys are used exclusively for mainland service. Service is operated Monday to Saturday, from 9:00am to 5:00pm, and operates on a 60 minute headway. Limited service is provided Sunday, and includes a three-hour headway. The base fare is $1.00. Riders under 18 years of age, seniors, and the disabled can ride for $0.50. The service also connects with Palm Beach County Transit (PalmTran) at locations on the mainland. The trolley service is available to residents and visitors. The City of Lake Worth reports approximately 266 average daily passenger trips on the trolley.

In the City of Sanibel, a privately operated trolley service is provided by The Sanibel Transit Company. This service operates along Periwinkle Way and provides service to stops along the beach, including shopping centers in the City, and to stops on the mainland. The service is operated Monday through Friday. The company reported average daily ridership between 25 to 50.

The City of St. Petersburg Beach contracts with Bats Transit to operate fixed route service on the island and to the mainland. Bats Transit uses minibuses and service is provided
to stops along the beach and to major retail and tourist locations on the island. Additionally, the service connects with Treasure Island Transit and with PSTA service on the mainland. Residents and visitors use the service. Weekday and Saturday service is operated from approximately 7:00am to 6:00pm. Sunday service is provided from approximately 7:45am to 6:00pm. The regular fare for each one-way trip is $1.00. The reduced fare for senior citizens and people with disabilities is $0.75, and for youth is $0.50. Bats reports approximately 270 average daily passenger trips on the transit service.

Treasure Island Transit operates service in the City of Treasure Island. It connects with Bats Transit in the City of St. Petersburg Beach to the south and with PSTA service on the mainland. The service uses regular buses, and residents and visitors are permitted to use the service. Service is operated each day of the week from approximately 8:00am to 5:00pm. The regular fare for a one-way trip is $1.00 and discounted fares are offered to senior citizens, disabled persons, and youth. Treasure Island Transit reports approximately 40 average daily passenger trips on the service.

In addition to the cities that contract or operate transit service to the beach, some cities reported having transit service to the beach that is operated by the private sector. These services are provided by a local business and are not funded by public resources. Two examples of this type of transit service are presented below.

- In addition to the beach service operated by the Palm Beach County Transportation Authority (PalmTran) in the City of Boca Raton, the Royal Palm shuttle operates between the Royal Palm shopping center, hotels in Boca Raton, and the beach. The shuttle also makes stops along the beach in the City of Deerfield Beach. Service is operated by the owners of the shopping center and service is free to shoppers and hotel guests.

- The Wave Line, in the City of Fort Lauderdale, operates along the beach. The service is operated mainly for tourists and plans are being considered to extend service to downtown Fort Lauderdale. The regular fare is $1.00. Service is provided Monday through Saturday from 10:00am to 8:00pm, and Sunday from 10:00am to 6:00pm. However, City officials and trolley operators concede that the Wave Line has not been as successful as planned and ridership is significantly lower than projected. Ridership figures show approximately 100 average daily passenger trips on the Wave Line in 1994. Besides the Wave Line, two beach restaurants have started operating a free train - a replica of an old steamer - along the beach and Las Olas Boulevard for their customers.
Several cities indicated that developing a transit system is not feasible. However, the City of Boynton Beach is developing plans to operate its own system with service to the beach. In addition, the Jolley Trolley Company in the City of Clearwater has recently expanded service and plans to increase headways to five minutes during peak service periods. Four additional vehicles are needed to accomplish this. In support of this effort, the PSTA has submitted a Section 3 application for $400,000 to be used to purchase four trolley-type vehicles to be leased to the Jolley Trolley Company.

Studies

City officials surveyed were asked if any studies were being completed on methods to mitigate traffic congestion and parking problems. In addition, copies of the traffic circulation and/or mass transit elements of the City Comprehensive Plan were requested to augment responses about plans to resolve transportation problems in these cities.

Except for the City of Deerfield, many officials indicated that no studies are being conducted on this subject. A description of this study is presented below.

- In 1994, CUTR conducted a study for the City of Deerfield Beach to develop transportation alternatives for meeting transportation demands to the beach areas located on the barrier island. CUTR’s research revolved around two major activities. The first was to survey a number of other beach communities in the state to determine how they dealt with their traffic problems. Particular emphasis was put on researching transit alternatives that had been implemented. The second major activity was to survey people who used Deerfield’s beach to determine beach use patterns and people’s perceptions of transportation problems associated with the beach. The survey was also intended to determine if people would use a convenient transit service to access the beach. Two surveys of beach visitors were performed and a survey of vehicles using City owned parking was conducted. Several recommendations were submitted to the City for consideration, including establishing a limited but high quality shuttle service between the beach and a park and ride facility on the mainland near U.S. 1.

Selected responses by city officials, and information reviewed in Comprehensive Plan elements that can be applied to transportation problems in the beach areas of the Pensacola Bay area, are presented below.
Review of the Traffic Circulation Element of the City of Anna Maria’s Comprehensive Plan indicates that: "As an ongoing objective, the City shall encourage the utilization of a multi-modal transportation system." Policy 1.5.1 states that: "Through the continued distribution of bus schedules and senior citizen discount cards, the City shall encourage the increased use of available public transportation."

The Traffic Circulation Element of the City of Boynton Beach Comprehensive Plan shows that the City is making an effort to mitigate traffic congestion on Boynton Beach Boulevard. This effort will improve access to the beach and dovetails with the city’s future traffic circulation plans. Policy 2.2.7 states: "the City shall cooperate with and support the Florida Department of Transportation and the Palm Beach Metropolitan Planning Organization on implementing the extension of Boynton Beach Boulevard across the Intracoastal Waterway.

As part of the City of Hollywood’s redevelopment plans for the beach area, the city is studying opportunities to expand parking to facilitate commercial development. The impacts on beach traffic will be included in the plans for this area.

Policy TC.1.11.2 of the City of Jacksonville Beach’s Traffic Element states: "As a major population center in the Jacksonville metropolitan area, the Beach areas, including Jacksonville Beach, will join together to seek a seat on the governing board of the Metropolitan Planning Organization through direct contact with the current members, FDOT and other state administrative officials, federal agencies, and legislative officials to secure an additional venue for presenting the transportation needs of the beach areas to those making the transportation funding decisions."
SURVEY OF DOWNTOWN TROLLEY SERVICES OPERATING IN CITIES IN SOUTHEAST REGION OF UNITED STATES

Introduction

This section summarizes the results from a survey of nine cities in the southeast region of the United States that have downtown trolley services. The survey was completed by the City of Pensacola staff. Cities that responded to the survey were asked the following questions:

1. How did your trolley - shuttle system get started?
2. Has it performed to expectations?
3. If you could start the trolley system all over again, what would you do differently?
4. What is the annual ridership of your trolley system?
5. What are the annual operations and maintenance costs of your trolley system?

Several caveats emerged from the responses to the survey, which may give insight to factors ensuring a successful trolley service and contributing toward the failure of an unsuccessful one. This information is presented below. Detailed information on the cities in the survey is presented in Appendix A.

Private Funds - The information suggests that it would not be prudent to rely on private funds to support a trolley system. There were three specific cases where the trolley system was requested by a private or semiprivate organization that subsequently ceased to exist. The private organizations involved stated that they would pay a portion of the total bill (both capital and operating) for a specified period of time and then turn over authority to the local government. Subsequently, the private sponsor disappeared after no more than a year's worth of contributions, leaving the local entity to pay the entire operating cost.

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1This information is presented as reported in a memo from John Baxter, City of Pensacola, to Jennifer Fleming and Peggy Fowler, City of Pensacola. The memo presents results obtained from a phone survey conducted by the City in March - April 1995.
Tourism (ridership) - Except in large cities with numerous historic sites, i.e., Charleston, SC and Nashville, TN, tourists contribute a small portion of the revenues to the trolley system. In cities close to Pensacola’s size, the bulk of the sponsorship and revenues come from downtown firms and their employees utilizing the shuttle service between the CBD and perimeter lots.

Charters and Special Events - Some cities indicated that using trolley vehicles for unconventional service is a factor that contributes to the success of a system. While one city warned of overusing the novelty value of a trolley system, most of them garnered a significant chunk of their revenues from renting out the trolleys for weddings, private parties, and politicians campaigning downtown.

Advertisements - Although overblown, the need to advertise massively is a recurring theme in successful trolley systems. Businesses covet having signs on the trolley and being able to have a small trolley display inside their place of business. The relationship between business and trolley systems is a mutually beneficial one - businesses get more customers and the trolley system gains more riders.
SUMMARY

This chapter presents information gathered in Tasks 1 of the Pensacola Bay Area Attraction Shuttle Study. The chapter begins with a brief overview of the Pensacola Bay Area Attraction Shuttle Study and is followed by a discussion on the need for conducting the study. Information from the City of Pensacola and SRIA staffs about local and regional beach and downtown transportation problems are reviewed, including studies that considered using transit or trolley service to mitigate these problems.

A section in the chapter presents information from a survey of other beach cities in the State of Florida, concerning beach communities and their transportation needs. This information builds on a previous CUTR study for the City of Deerfield Beach. In general, the beach communities surveyed reported traffic circulation problems resulting from residents and visitors traveling to the beach. Many cities surveyed are on a barrier island, which is typical of most beach communities in Florida, and have limited access to/from the mainland, similar to Pensacola Beach. For most of these communities access from the mainland is by a state or county roads which is usually a major transportation facility on the island. Several communities reported that traffic congestion occurs on these roads, especially on the segments which access the island. Efforts to mitigate traffic in these communities include: interconnected signal systems, transit, anti-cruising ordinance, manual override of traffic signals, and Transportation Management Associations.

Additionally, the City of Pensacola surveyed downtown trolley services in other cities in the southeast region of the United States. Several caveats emerged from the responses to the survey. The survey results suggest that it would not be prudent to rely on private funds to support a trolley system. Except in large cities, the survey indicated that tourists contribute a small portion of the revenues to a trolley system. Some cities indicated that using trolley vehicles for unconventional service is a factor that contributes to the success of a system. Lastly, the need to advertise massively was a recurring theme in successful trolley systems. Detailed responses to the survey from individual cities are also provided in Appendix A.
CHAPTER 2
Evaluation of Transportation Capacity and Demand

INTRODUCTION

In this chapter an evaluation of transportation capacity and demand for the Pensacola Bay area is presented. Additionally, information from surveys of residents, employees, and visitors in the Bay area is provided.

The first section of the chapter, *Roadway Analysis*, presents data on roadway volumes and capacity in the Bay area, including state and county roadways. This section identifies roadway segments that are operating below an acceptable level-of-service and where roadway improvements are planned. The *Parking Analysis* section presents parking capacity and demand for downtown Pensacola, Pensacola Beach, Fort Pickens, and the National Museum of Naval Aviation. The final section of the chapter, *Pensacola Bay Area Surveys*, presents information from surveys that were conducted in the Bay area. Three types of surveys were completed. Visitors to the Pensacola Visitor Information Center were surveyed to determine their interest in using water ferry and trolley service while visiting the area. A similar survey was also conducted of employees in the City of Pensacola and visitors to Pensacola, Pensacola Beach, and the Naval Aviation Museum. Copies of the surveys are provided in Appendix B. Detailed information from the surveys is presented in Appendices C and E. Detailed responses to the survey questions on passenger fares for using a trolley and ferry service are presented in Appendix D.

In general the information provided includes a great deal of tabular and graphical information. Text is limited to introducing subjects and noting or interpreting findings.
ROADWAY ANALYSIS

This section provides data on roadway volumes and capacity in the Bay Area Attraction Study Area, including state and county roadways. Data from the 1994 Pensacola Urbanized Area Roadway Congestion Management System study was reviewed to determine level-of-service (LOS) on roadway segments serving attraction sites in the study area. Additionally, this section identifies roadway segments that are operating below acceptable LOS, and where roadway improvements are planned.

In addition to the Roadway Congestion Management System study, the Pensacola Urbanized Area Transportation Improvement Program (TIP) FY 95/96 was reviewed to identify transportation improvement projects for the study area. Information from the TIP on the five year implementation program for major roadway projects is also presented in this section.

1994 Pensacola Urbanized Areas Roadway Congestion Management System

The following tables present state and county roadways in Escambia and Santa Rosa Counties that have existing deficiencies and projected deficiencies in the year 2000. Information contained in these tables include: road and segment; class; segment length; LOS and maximum volume; 1995 annual average daily total (AADT); and projected volume in the year 2000. Figures 1 and 1-A depict the roadway segments that are deficient in Escambia County in 1995 and 2000, respectively. In Santa Rosa County, a segment of SR 30 (US 98) is the only roadway that is deficient in 1995 and 2000 that serves attraction sites in the study area. This information is presented in Figure 2.
Table 1
1993 Level of Service Analysis
on State Roads - Escambia County
(Selected Roadways)

<table>
<thead>
<tr>
<th>STATE ROAD AND SEGMENT</th>
<th>CLASS</th>
<th>SEG. LTH.</th>
<th>LOS AREA</th>
<th>LOS &amp; MAX VOL.</th>
<th>(LOS) 1995 AADT</th>
<th>(LOS) 2000 VOLUME</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>US 90 (Mobile Hwy.)</strong> Fairfield Dr. to St. Louis and San Francisco R.R. crossing</td>
<td>Principal Arterial</td>
<td>1.5</td>
<td>Urban</td>
<td>(D) 34,200</td>
<td>(D) 34,172</td>
<td>(F) 35,292</td>
</tr>
<tr>
<td><strong>US 98 (Dr. Farin Dr.)</strong> Fairfield Dr. to Navy Blvd.</td>
<td>Principal Arterial</td>
<td>2.2</td>
<td>Urban</td>
<td>(D) 16,100</td>
<td>(F) 20,984</td>
<td>(F) 25,944</td>
</tr>
<tr>
<td><strong>US 98 (Bayfront Parkway Bay Bridge)</strong> Chase St. to Gulf Breeze City Limits</td>
<td>Principal Arterial</td>
<td>3.9</td>
<td>Urban</td>
<td>(C) 36,700</td>
<td>(E) 44,512</td>
<td>(E) 47,042</td>
</tr>
<tr>
<td><strong>SR 290</strong> 9th Ave. to Davis Hwy.</td>
<td>Minor Arterial</td>
<td>2.0</td>
<td>Urban</td>
<td>(D) 16,100</td>
<td>(E) 16,120</td>
<td>(F) 17,670</td>
</tr>
<tr>
<td><strong>SR 292 (Gulf Beach Highway)</strong> Navy Blvd. to Fairfield Dr.</td>
<td>Minor Arterial</td>
<td>3.6</td>
<td>Urban</td>
<td>(D) 16,502</td>
<td>(F) 17,616</td>
<td>(F) 19,406</td>
</tr>
<tr>
<td><strong>SR 292 (Sorrento Road)</strong> Blue Angel Pkwy. to Doug Ford Drive</td>
<td>Minor Arterial</td>
<td>4.9</td>
<td>Trans.</td>
<td>(C) 14,000</td>
<td>(C) 12,694</td>
<td>(D) 16,304</td>
</tr>
<tr>
<td><strong>SR 295</strong> W St. to Mobile Hwy. Interchange</td>
<td>Principal Arterial</td>
<td>1.6</td>
<td>Urban</td>
<td>(D) 34,200</td>
<td>(F) 36,654</td>
<td>(F) 41,289</td>
</tr>
<tr>
<td><strong>SR 295 (New Warrington Rd.)</strong> Mobile Highway Interchange to Navy Blvd.</td>
<td>Principal Arterial</td>
<td>1.6</td>
<td>Urban</td>
<td>(D) 34,200</td>
<td>(D) 33,512</td>
<td>(F) 38,542</td>
</tr>
<tr>
<td><strong>SR 295 (Navy Boulevard)</strong> New Warrington Rd. to Barrancas Ave.</td>
<td>Principal Arterial</td>
<td>1.10</td>
<td>Urban</td>
<td>(D) 29,400</td>
<td>(F) 34,102</td>
<td>(F) 39,357</td>
</tr>
<tr>
<td><strong>SR 727 (Fairfield Drive)</strong> SR 295 to Mobile Hwy.</td>
<td>Minor Arterial</td>
<td>0.5</td>
<td>Urban</td>
<td>(D) 34,200</td>
<td>(F) 35,360</td>
<td>(F) 38,760</td>
</tr>
</tbody>
</table>

SOURCE: Roadway Congestion Management System for Escambia and Santa Rosa Counties, FY 1994/95
### Table 2
1993 Level of Service Analysis on County Roads - Escambia County
(Selected Roadway)

<table>
<thead>
<tr>
<th>STATE ROAD AND SEGMENT</th>
<th>CLASS</th>
<th>SEG. LTH.</th>
<th>LOS AREA</th>
<th>LOS &amp; MAX VOL.</th>
<th>(LOS) 1995 AADT</th>
<th>(LOS) 2000 VOLUME</th>
</tr>
</thead>
<tbody>
<tr>
<td>CR 296 (Saufley Field Road) Mobile Hwy to Blue Angel Pkwy.</td>
<td>Minor Arterial</td>
<td>.67</td>
<td>Urban</td>
<td>(D) 16,100</td>
<td>(F) 20,412</td>
<td>(F) 23,942</td>
</tr>
<tr>
<td>CR 399 (Fort Pickens Rd.) Fort Pickens to Pensacola Beach Blvd.</td>
<td>Collector</td>
<td>1.4</td>
<td>Urban</td>
<td>(D) 16,100</td>
<td>(D) 15,080</td>
<td>(F) 16,530</td>
</tr>
<tr>
<td>CR 453 Beverly Pkwy. to Pensacola Blvd.</td>
<td>Collector</td>
<td>1.5</td>
<td>Urban</td>
<td>(D) 34,200</td>
<td>(C) 28,956</td>
<td>(F) 34,596</td>
</tr>
<tr>
<td>CR 1870 (12th Avenue) Fairfield Dr. to Bayou Blvd.</td>
<td>Minor Arterial</td>
<td>.8</td>
<td>Urban</td>
<td>(D) 16,100</td>
<td>(F) 18,936</td>
<td>(F) 22,526</td>
</tr>
</tbody>
</table>

SOURCE: Roadway Congestion Management System for Escambia and Santa Rosa Counties, FY 1994/95

### Table 3
1993 Level of Service Analysis on State Roads - Santa Rosa County
(Selected Roadway)

<table>
<thead>
<tr>
<th>STATE ROAD AND SEGMENT</th>
<th>CLASS</th>
<th>SEG. LTH.</th>
<th>LOS AREA</th>
<th>LOS &amp; MAX VOL.</th>
<th>(LOS) 1995 AADT</th>
<th>(LOS) 2000 VOLUME</th>
</tr>
</thead>
<tbody>
<tr>
<td>SR 30 (US 98) Escambia County Line to Fairpoint Road</td>
<td>Principal Arterial</td>
<td>2.2</td>
<td>Urban</td>
<td>(C) 36,700</td>
<td>(E) 44,848</td>
<td>(E) 48,218</td>
</tr>
</tbody>
</table>

SOURCE: Roadway Congestion Management System for Escambia and Santa Rosa Counties, FY 1994/95

21
Figure 1
1995 Roadway Deficiencies in Escambia County
Figure 2
1995 and 2000 Roadway Deficiencies in Santa Rosa County
Pensacola Urbanized Area Transportation Improvement Program

The Transportation Improvement Program (TIP) is a planning document that is developed in response to the transportation needs in the urbanized portions of Escambia and Santa Rosa Counties. The TIP updates and advances the five year implementation program for all modes of transportation. It also contains major transportation improvements scheduled to accommodate projected urban growth. This document includes projects which have been identified in short term transportation systems management (TSM) studies, as well as in the long range Pensacola Urban Area Transportation Study (PUATS).

Table 4 contains major projects for Escambia County from the previous TIP that were implemented in some phase in FY 94/95 and projects to be implemented in the next five years, FY 95/96 to FY99/00. The same information is provided in Table 5 for Santa Rosa County. This information is also presented in Figures 3 and 4 for Escambia and Santa Rosa Counties, respectively. The reader should note that the project numbers that are bolded will not be programmed for construction in the next five years.

Table 4
TIP
Major Street and Highway Projects
for Escambia County

<table>
<thead>
<tr>
<th>Project Number</th>
<th>Project Name or Designation</th>
<th>From</th>
<th>To</th>
<th>Work Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3111779</td>
<td>US 29 (SR 95 Pensacola Blvd.)</td>
<td>SR 286 (Brent Lane)</td>
<td>SR 8 (I-10)</td>
<td>Construct six-lane road with appropriate bicycle and pedestrian considerations.</td>
</tr>
<tr>
<td>3111855</td>
<td>SR 292 (Pace Blvd.)/ Barrancas</td>
<td>New bridge and alignment at the Bayou Chico Bridge</td>
<td>Replace drawbridge with six-lane high rise bridge, with appropriate bicycle and pedestrian considerations.</td>
<td></td>
</tr>
<tr>
<td>3111863</td>
<td>SR 30 (US 98) (Dr. Farin Drive)</td>
<td>Sr 173 (Blue Angel Parkway)</td>
<td>SR 295 (Navy Boulevard)</td>
<td>Construct four-lane road with appropriate bicycle and pedestrian considerations.</td>
</tr>
</tbody>
</table>

### Table 4
TIP
Major Street and Highway Projects
for Escambia County
(Cont.)

<table>
<thead>
<tr>
<th>Project Number</th>
<th>Project Name or Designation</th>
<th>From</th>
<th>To</th>
<th>Work Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3111869</td>
<td>SR 292 (Gulf Beach Hwy./Sorrento Rd./Perdido Bay Dr.)</td>
<td>Old River Road</td>
<td>Navy Blvd.</td>
<td>Construct four-lane road with appropriate bicycle and pedestrian considerations.</td>
</tr>
<tr>
<td>3111996</td>
<td>SR 289 (9th Ave.)</td>
<td>I-10 (Beau Terra Ln.)</td>
<td>Olive Rd.</td>
<td>Construct four-lane road with appropriate bicycle and pedestrian considerations.</td>
</tr>
<tr>
<td>3121545</td>
<td>Airport Boulevard</td>
<td>CR 95A (Old Palafox)</td>
<td>SR 291 (Davis Hwy.)</td>
<td>Construct four-lane road with appropriate bicycle and pedestrian considerations.</td>
</tr>
<tr>
<td>3142547</td>
<td>SR 8A (I-110)</td>
<td>SR 8 (I-10)</td>
<td>SR 10 (Nine Mile Rd.)</td>
<td>Construct multi-lane urban road to extend I-110</td>
</tr>
<tr>
<td>3142561</td>
<td>SR 8 (I-10)</td>
<td>Davis Hwy.</td>
<td>Ramp</td>
<td>Construct interstate on-ramp from southbound Davis to westbound I-10</td>
</tr>
<tr>
<td>Local</td>
<td>Main St.</td>
<td>Tarragona St.</td>
<td>Clubbs St.</td>
<td>Construct four lane road</td>
</tr>
<tr>
<td>Local</td>
<td>Via De Luna Rd.</td>
<td>Pensacola Beach Rd.</td>
<td>2/3 Mile east</td>
<td>Construct four lane road</td>
</tr>
</tbody>
</table>

Figure 3
Major Street and Highway Projects for Escambia County
<table>
<thead>
<tr>
<th>Project Number</th>
<th>Project Name or Designation</th>
<th>From</th>
<th>To</th>
<th>Work Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3118027</td>
<td>SR 89 (Church Street)</td>
<td>SR 10 (US 90)</td>
<td>SR 87 (Stewart St.)</td>
<td>Construct four-lane road with appropriate bicycle and pedestrian considerations.</td>
</tr>
<tr>
<td>3118043</td>
<td>SR 87 (Holley/Navarre)</td>
<td>SR 30 (US 98)</td>
<td>SR 10 (US 90)</td>
<td>Construct multi-lane road with appropriate bicycle and pedestrian considerations.</td>
</tr>
<tr>
<td>Local</td>
<td>Garcon Point Bridge</td>
<td>Garcon Point</td>
<td>Redfish Point</td>
<td>Construct two-lane bridge with connector roads, and appropriate bicycle/pedestrian considerations.</td>
</tr>
</tbody>
</table>

Figure 4
Major Street and Highway Projects for Santa Rosa County
This section provides an evaluation of parking capacity and demands for downtown Pensacola, Pensacola Beach, Fort Pickens and the National Museum of Naval Aviation.

**Analysis of Parking in Downtown Pensacola**

Data in this analysis of parking in downtown Pensacola is provided from the City of Pensacola Planning Staff. The analysis presents information from a study on parking in the Central Business District (CBD) of the City of Pensacola. The study was completed in February 1995 by the City of Pensacola Planning Department and Hamilton Smith and Associates, Inc. (HSA). Data from the Pensacola Urbanized Area Transportation Study on employment, and employee parking in the CBD, is also presented in this analysis.

**Downtown Pensacola**

The area of downtown Pensacola that was evaluated in the parking study is bounded by Wright Street to the north, Tarragona Street to the east, Spring Street to the west and the Palafox Street corridor south of Main Street to Cypress Street. Ten Traffic Analysis Zones (TAZ) are located in this area. The City of Pensacola reports a total inventory of 6,419 parking spaces in the CBD including 4,291 private off-street spaces; 1,229 on-street spaces (including metered and unmetered spaces); and 899 public off-street spaces (including short-term and long-term parking lots or garages). The cost of parking in the CBD ranges from $.05 to $1.00 for hourly parking; from $.50 to $6.00 for daily parking; and $6.00 to $50.00 for monthly parking.

Table 6 lists existing parking inventory and Figure 5 depicts the TAZ for existing parking capacity in downtown Pensacola.
Table 6
Existing Parking Spaces
Downtown Pensacola
(1994)

<table>
<thead>
<tr>
<th>TAZ</th>
<th>Private Off-Street</th>
<th>Public On-Street</th>
<th>Public Off-Street</th>
<th>Total Inventory</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>330</td>
<td>81</td>
<td>183</td>
<td>594</td>
</tr>
<tr>
<td>2</td>
<td>480</td>
<td>74</td>
<td>0</td>
<td>554</td>
</tr>
<tr>
<td>3</td>
<td>315</td>
<td>58</td>
<td>67</td>
<td>440</td>
</tr>
<tr>
<td>4</td>
<td>435</td>
<td>126</td>
<td>298</td>
<td>859</td>
</tr>
<tr>
<td>5</td>
<td>176</td>
<td>83</td>
<td>53</td>
<td>312</td>
</tr>
<tr>
<td>6</td>
<td>106</td>
<td>108</td>
<td>119</td>
<td>333</td>
</tr>
<tr>
<td>7</td>
<td>724</td>
<td>127</td>
<td>20</td>
<td>871</td>
</tr>
<tr>
<td>11</td>
<td>588</td>
<td>230</td>
<td>100</td>
<td>918</td>
</tr>
<tr>
<td>12</td>
<td>605</td>
<td>261</td>
<td>0</td>
<td>866</td>
</tr>
<tr>
<td>305</td>
<td>532</td>
<td>81</td>
<td>59</td>
<td>672</td>
</tr>
<tr>
<td>Total</td>
<td>4,291</td>
<td>1,229</td>
<td>899</td>
<td>6,419</td>
</tr>
</tbody>
</table>

SOURCE: 1995 Pensacola CBD Parking Study
Figure 5
Existing Parking Spaces Downtown Pensacola

Existing Parking Spaces
Year 1994
- 871 to 918
- 859 to 871
- 554 to 859
- 312 to 554
Demand for parking is generated by various purposes, including working, shopping, conducting business, medical or professional visits, recreation, dining or other similar activities. The amount of parking needed for a particular development depends on the type and intensity of land use, its location, accessibility, and the availability of other transportation alternatives. The City of Pensacola Land Development Code (LDC) specifies off-street parking requirements that include the elements that generate parking demand and factor in the average number of employees and customers/clients generally associated with individual land uses.

To determine existing parking demand for the CBD in Pensacola, City Planning Staff conducted a field survey to document the land use for all buildings in this area. Square footage figures for the individual buildings were estimated using data compiled by the Escambia County Tax Appraiser’s office. Parking requirements for existing buildings which were fully or partially occupied, were calculated assuming full building occupancies. Information about the number of employees, rooms or other units required to assess parking demand was acquired by field survey if possible, or by contacting individual businesses.

Parking capacity in the CBD was calculated using the number of public and private off-street parking spaces located in each TAZ. Because other on-street parking spaces are not available to meet LDC parking requirements, they were not considered in the parking capacity computation. Such on-street spaces meet short-term requirements for business and retail patrons. The total number of available parking spaces was compared to the total number of LDC-required spaces for each TAZ. The conclusions from this comparison formed the basis to determine the parking capacity for each TAZ. Table 7 presents parking requirements for activities in the CBD of downtown Pensacola. Figure 6 depicts variations in parking capacity for the CBD in 1994.

Based on potential development and approved transportation system modifications, the City Planning Department projects the parking inventory to increase to 6,351 by the year 2000, which includes 6,095 off-street and 256 on-street spaces "reserved" for government building visitors. This is approximately a 16 percent increase in parking inventory in the CBD. This projection with parking variations for the year 2000 is also provided in Table 7 and Figure 6.
Table 7
Comparisons of Existing and Future Parking Capacity in Downtown Pensacola

<table>
<thead>
<tr>
<th>Year 1994</th>
<th>Year 2000</th>
</tr>
</thead>
<tbody>
<tr>
<td>TAZ</td>
<td>Spaces Provided</td>
</tr>
<tr>
<td>1</td>
<td>513</td>
</tr>
<tr>
<td>2</td>
<td>480</td>
</tr>
<tr>
<td>3</td>
<td>382</td>
</tr>
<tr>
<td>4</td>
<td>733</td>
</tr>
<tr>
<td>5</td>
<td>229</td>
</tr>
<tr>
<td>6</td>
<td>225</td>
</tr>
<tr>
<td>7</td>
<td>744</td>
</tr>
<tr>
<td>11</td>
<td>688</td>
</tr>
<tr>
<td>12</td>
<td>661</td>
</tr>
<tr>
<td>350</td>
<td>688</td>
</tr>
<tr>
<td>TOTAL</td>
<td>5,343</td>
</tr>
</tbody>
</table>

*Reflects parking spaces as required by the Pensacola LDC.
SOURCE: 1995 Pensacola CBD Parking Study
Figure 6
Comparisons of Existing and Future Parking Capacity Downtown Pensacola

Surplus and Deficiencies of Spaces
Year 1994
- 249 to 450
- 0 to 250
- -349 to -1
- -770 to -350

Surplus and Deficiencies of Spaces
Year 2000
- 430 to 620
- 0 to 430
- -380 to -1
- -850 to -380
Besides the parking requirements that were estimated for 1994, the Pensacola Urbanized Area Transportation Study (PUATS) estimated that a total of 5,208 employees needed parking spaces in the CBD. Data on parking in the CBD showed a total of 5,190 public and private off-street parking spaces for employees only, resulting in a slight deficit of parking spaces in the CBD. Table 8 shows the comparison of parking spaces to employees in the CBD. The TAZs with employee parking deficiencies is provided in Figure 7.

The PUATS estimated that the employment in the CBD will increase to 6,684 by the year 2000. If the same percentages of employees will need parking spaces, then 5,819 parking spaces will be required for employees in the year 2000. The estimated number of public and private off-street parking spaces is expected to increase to 6,095. If all these spaces were available exclusively for employees, there would be a slight surplus of employee parking for the CBD. The comparison between parking spaces and employees for the year 2000 is provided in Table 8. The TAZs with employee parking deficiencies in the year 2000 is provided in Figure 7.

Table 8
Comparisons of Existing and Future Employee Parking Capacity

<table>
<thead>
<tr>
<th>TAZ</th>
<th>Year 1994</th>
<th>Year 2000</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Spaces Provided</td>
<td>Spaces Required</td>
</tr>
<tr>
<td>-----</td>
<td>----------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>1</td>
<td>513</td>
<td>388</td>
</tr>
<tr>
<td>2</td>
<td>480</td>
<td>61</td>
</tr>
<tr>
<td>3</td>
<td>382</td>
<td>466</td>
</tr>
<tr>
<td>4</td>
<td>733</td>
<td>522</td>
</tr>
<tr>
<td>5</td>
<td>229</td>
<td>991</td>
</tr>
<tr>
<td>6</td>
<td>225</td>
<td>175</td>
</tr>
<tr>
<td>7</td>
<td>744</td>
<td>261</td>
</tr>
<tr>
<td>11</td>
<td>688</td>
<td>660</td>
</tr>
<tr>
<td>12</td>
<td>605</td>
<td>966</td>
</tr>
<tr>
<td>350</td>
<td>591</td>
<td>718</td>
</tr>
<tr>
<td>Overall</td>
<td>5,190</td>
<td>5,208</td>
</tr>
</tbody>
</table>

SOURCE: 1995 Pensacola CBD Parking Study
Figure 7
Comparisons of Existing and Future Employee Parking Capacity

Existing Employee Parking Capacity
Year 1994

- 200 to 490
- 0 to 199
- -450 to -1
- -770 to -450

Future Employee Parking Capacity
Year 2000

- 260 to 620
- 0 to 260
- -395 to -1
- -850 to -400
Analysis of Parking on Santa Rosa Island

Pensacola Beach

An analysis of parking on Santa Rosa Island includes parking spaces at Pensacola Beach and Fort Pickens. Both locations are being considered as attraction sites in the Bay Area Attraction Study. This information was provided from the Santa Rosa Island Authority and the National Park Service.

Santa Rosa Island Authority reports a total of 1,897 parking spaces at Pensacola Beach. Public, off-street parking spaces are included in this inventory. Most of the parking spaces at the beach are located along Pensacola Beach Road (CR 399), and at the intersection of Pensacola Beach Road and Via De Luna which is contiguous to the beach. An additional 50 public, off-street parking spaces are located at the Navarre parking lot which is east of the central beach area.

Table 9 presents the inventory of parking spaces in the vicinity of Pensacola Beach. This data is also provided on Figure 8.

<table>
<thead>
<tr>
<th>Parking area</th>
<th>Number of spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boy on a Dolphin</td>
<td>20</td>
</tr>
<tr>
<td>Fishing Bridge</td>
<td>15</td>
</tr>
<tr>
<td>Boat Launch</td>
<td>50</td>
</tr>
<tr>
<td>Lil Quietwater</td>
<td>50</td>
</tr>
<tr>
<td>Mooring</td>
<td>35</td>
</tr>
<tr>
<td>Quietwater</td>
<td>245</td>
</tr>
<tr>
<td>Triangle</td>
<td>88</td>
</tr>
<tr>
<td>Circle K</td>
<td>117</td>
</tr>
<tr>
<td>Casino</td>
<td>1,306&lt;sup&gt;1&lt;/sup&gt;</td>
</tr>
<tr>
<td>Via De Luna Shopping Center</td>
<td>100</td>
</tr>
<tr>
<td>Navarre</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2,076</strong></td>
</tr>
</tbody>
</table>

<sup>1</sup> Approximately 179 parking spaces were added to the Casino parking area in September 1995.

Source: Santa Rosa Island Authority
Figure 8
Inventory of Parking Spaces for Pensacola Beach

- Fishing Bridge (15)
- Boy on a Dolphin (20)
- Boat Launch (50)
- Lil Quietwater (50)
- Circle "K" (117)
- Triangle (88)
- Casino (1,127)
- Via DeLuna Shopping Center (100)
- Fort Pickens Road
- Navarre (50)
The National Park Service reports a total of 120 parking spaces at Fort Pickens park, 50 spaces at the Langdon Beach area and 70 spaces at the Fort Pickens Visitor Center. These locations are presented on Figure 9. The Park Service reported that an average of 720 vehicles entered Fort Pickens park daily between January and June 1995. This brief analysis suggest that an insufficient supply of parking spaces exist at Fort Pickens.

Besides existing parking facilities, visitors touring Fort Pickens are permitted to park either in several grass/gravel areas which accommodate approximately 65 automobiles or on the road adjacent to Pensacola Bay where about 50 automobiles can park. These parking areas are also used by Park Service employees, visitors, and fishers. Visitors also park randomly on the shoulder of the park road and in any available grass/gravel areas. The Park Service is not planning to expand its supply of paved parking lots before the year 2000. This decision is somewhat supported by responses to a 1993 survey of visitor characteristics. The survey showed that 94 percent of respondents rated parking and access at the Fort Pickens Visitor Center as good or excellent; 88 percent of respondents rated parking and access at Langdon Beach the same.
Figure 9

Inventory of Parking Spaces for Fort Pickens
National Museum of Naval Aviation

The National Museum of Naval Aviation reports an inventory of 250 parking spaces. This will increase to 425 parking spaces in November 1995. Parking at the Museum is free. There are approximately 2,000 daily visitors to the Museum.
PENSACOLA BAY AREA SURVEYS

Surveys were conducted of residents, employees, and visitors/tourists in downtown Pensacola, Pensacola Beach, Fort Pickens and the NAS about their opinions on transit shuttle or trolley service options. Three types of surveys were completed as part of this effort. Each survey is described briefly below.

**Pensacola Visitor Information Center Survey** - The Visitor Information Center maintains an ongoing survey of visitors to the area during the months of April, May, and June. Six transit oriented questions, including some questions about water ferry service, were added to the survey while it was being conducted from April 3 through April 21, 1995.

**Employee Survey** - Employment sites in the City of Pensacola, with more than ten employees, were surveyed to determine employee interest in using a transit shuttle loop, transit shuttle or trolley service. This survey was conducted from June 12 through June 30, 1995.

**Visitor/Tourist Survey** - Visitors and tourists to downtown Pensacola, Pensacola Beach, Fort Pickens, and the NAS were surveyed about their interest in using a trolley service while visiting the Bay area. The survey was conducted from July 3 through July 28, 1995.

An analysis of the surveys is presented in this section. The surveys are analyzed separately and include detailed information about sample size and administration of the survey. Copies of the surveys are provided in Appendix B.
Pensacola Visitor Information Center Survey

The results of this survey represent a cross-section of the tourists who came through Pensacola and stopped at the Visitor Information Center during the survey period. A description of the proposed trolley or transit service was included in the survey.

The survey was designed by the City of Pensacola Planning Department to be "self" administered. Questionnaires were handed out by employees of the Center to visitors or when an employee was responding to a question from a visitor about activities in the Bay area. Surveys were also made available at strategic locations throughout the Center. Ninety-two responses were completed. Data entry and analysis of the survey was originally completed by the City of Pensacola Planning Department. The data is being included as part of the effort by CUTR to present survey results that were conducted in the Bay Area Attraction Study. The results are analyzed using written and tabular information below.
Survey Question #1 - If the Bay Area Attraction water ferry/trolley bus service were available would you take it?

When asked about using some type of transit service, while visiting the bay area, almost all respondents (98%) said they would use the service. Only 2 percent of respondents said they would not use the service if it was available. The results are presented in Figure 10.

Figure 10

If the Bay Area Attraction water ferry/trolley bus service were available would you take it?

Yes: 98%
No: 2%
Survey Question #2 - What do you think is a reasonable price for this service per person? (One price would include water ferry service to all locations and the shuttle or trolley bus service at each location.)

When asked to give a reasonable price for using a water ferry/trolley service, the largest share of respondent (64%) said that between $1.00 and $5.00 was reasonable. The most common response to this question was $5.00, approximately 32 percent of respondents said this was the most reasonable price. This information and other price categories that were provided by respondents is presented in Figure 11.

Figure 11

What do you think is a reasonable price for this service per person?

- $1.00 - $5.00: 64%
- $6.00 - $10.00: 20%
- $11.00 - $15.00: 7%
- >$15.00: 4%
- No answer: 5%
Survey Question #3 - Independently of the water ferry sightseeing tour, would you drive your vehicle to Downtown Pensacola and park at a specific location (free parking), then take the trolley to places of interest?

Almost all respondents (96%) said they would be willing to park their vehicle at a location in downtown Pensacola and use a trolley while visiting Pensacola. Only 4 percent of respondents to this question said that they would not be willing to park their vehicle and use the trolley. This data is presented Figure 12.

Figure 12

Independently of the water ferry sightseeing tour, would you drive your vehicle to Downtown Pensacola and park at a specific location, then take the trolley to places of interest?

Yes 96%

No 4%

0% 20% 40% 60% 80% 100%
Survey Question #4 - What do you think would be a reasonable price to pay for just the downtown Pensacola Trolley shuttle service. (Parking would be free, and the price would be good for all day service.)

Most respondents (87%) said that between $1.00 and $5.00 was a reasonable price to pay for using a trolley shuttle for just downtown Pensacola. The most common response to this question was $5.00, approximately 24 percent of respondents said this was the most reasonable price for this type of service. Figure 13 provides the distribution of responses to this question.

Figure 13

What do you think would be a reasonable price to pay for just the downtown Pensacola Trolley shuttle service?

<table>
<thead>
<tr>
<th>Price Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1.00 - $5.00</td>
<td>87%</td>
</tr>
<tr>
<td>$6.00 - $10.00</td>
<td>4%</td>
</tr>
<tr>
<td>$11.00 - $15.00</td>
<td>1%</td>
</tr>
<tr>
<td>&gt;$15.00</td>
<td>0%</td>
</tr>
<tr>
<td>No answer</td>
<td>8%</td>
</tr>
</tbody>
</table>
Survey Question #5 - Independently of the water ferry sightseeing tour, if a trolley shuttle service were available at Pensacola Beach and Ft. Pickens (at free parking lots or hotel parking lots) would you use it?

Most respondents (89%) said they would be willing to use a trolley service while visiting Pensacola Beach and Ft. Pickens. Nine percent of respondents to this question said they would not be willing to use the service. Two percent of respondents gave no answer to this question. This information is provided in Figure 14.

Figure 14

Independently of the water ferry sightseeing tour, if a trolley shuttle service were available at Pensacola Beach and Ft. Pickens would you use it?

Yes 89%
No 9%
No answer 2%

0% 20% 40% 60% 80% 100%
Survey Question #6 - What do you think would be a reasonable price to pay for just the Pensacola Beach and Ft. Pickens trolley shuttle service. (The price would be good for all-day service.)

Approximately 80 percent of respondents to this question said they would be willing to pay between $1.00 and $5.00 for a trolley shuttle while visiting Pensacola Beach and Ft. Pickens. The most common response to this question was $3.00, approximately 15 percent of respondents said this was the most reasonable price. This information is presented in Figure 15.

Figure 15

What do you think would be a reasonable price to pay for just the Pensacola Beach and Ft. Pickens trolley shuttle service?

- Free: 1%
- $1.00 - $5.00: 80%
- $6.00 - $10.00: 7%
- $11.00 - $15.00: 2%
- > $15.00: 1%
- No answer: 9%
Summary

The Visitor Information Center survey revealed information about visitor’s interested in using a ferry or trolley service while visiting a Bay Area Attraction Site. A vast majority of respondents said they would use water ferry/trolley bus service. Independent of a water ferry service, most respondents said they would park their vehicle at a specific location in Pensacola and use a trolley to places of interest. Similarly, a significant number of respondents said they would use a trolley service that is independent of a water ferry service while visiting Pensacola Beach and Fort Pickens. Most respondents believe that between $1.00 and $5.00 is a reasonable price to pay for water ferry/trolley bus service, and for a trolley to places of interest in the Bay area. The most common price given for both types of service was $5.00. While many respondents also said that between $1.00 and $5.00 is a reasonable price to pay for trolley service at Pensacola Beach and Fort Pickens, the most common price given for that service was $3.00.
Employee Survey

The employee survey was developed by the City of Pensacola Planning Department and CUTR to be "self" administered. The sample size included employers with more than ten employees, and resulted in 1,885 responses. Surveys were printed and delivered to employers by the City Planning Department. Besides being "self" administered, the methodology for getting employees to complete the survey was the responsibility of the employers. Thus, it is not really known if the surveys were handed out to employees, included with their paychecks, or mailed to their residences. Employers in the sample were grouped by Traffic Analysis Zone (TAZ) in the CBD of Pensacola. Additionally, a description of the proposed trolley or transit service was included in the survey.

All completed questions were included in the analysis regardless of whether the entire questionnaire was filled out. The surveys were reviewed by data entry staff who entered responses into a Lotus 123 format. These files were then reviewed and processed using the statistical software "SPSS."

In general, the information provided includes a great deal of graphical information. Text is limited to introducing subjects and noting or interpreting findings. An analysis of the survey questions on employees work schedule, travel behavior, and on their attitudes toward shuttle or trolley service are provided below.

Questions #6 and #7 are not included in the analysis. These questions ask respondents to report the nearest major intersection to their work and home. Since an analysis of this information requires geo-coding, which is not included in the workscope, the results are not included in the report.

Appendix C presents a list of the employers that were surveyed. An analysis of the survey questions for each TAZ is also provided in this Appendix.
Work Schedule

Question #1 - What is your present employment status?

Practically all of the respondents (90%) were Permanent, Full-time Employees.

Question #3 - Which days of the week do you usually work?

Ninety-five percent of employees surveyed said the days of the week that they worked were from Monday to Friday, the normal five day work week. Only five percent of employees said their work week included Saturday and Sunday.
Question #2 - What is your work schedule?

Seventy-eight percent of employees that responded to this question begin their work between the hours of 7:00am and 8:00am. Similarly, 79 percent of employees in the survey end their work between 3:00pm and 5:00pm. This information is provided in Figure 16.

Figure 16

Work start time

<table>
<thead>
<tr>
<th>Time</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:00am-6:45am</td>
<td>2%</td>
</tr>
<tr>
<td>7:00am-8:00am</td>
<td>78%</td>
</tr>
<tr>
<td>8:15am-12:00pm</td>
<td>18%</td>
</tr>
<tr>
<td>12:30pm-11:00pm</td>
<td>2%</td>
</tr>
</tbody>
</table>

Work end time

<table>
<thead>
<tr>
<th>Time</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00am-11:45am</td>
<td>1%</td>
</tr>
<tr>
<td>12:00pm-3:00pm</td>
<td>3%</td>
</tr>
<tr>
<td>3:15pm-5:00pm</td>
<td>79%</td>
</tr>
<tr>
<td>5:15pm-11:45pm</td>
<td>17%</td>
</tr>
</tbody>
</table>
Travel Behavior

Question #4 - How do you usually travel to work?

Most employees (94%) drive alone to work, approximately four percent choose to carpool, and only one percent use public transit. This information is presented in Figure 17.

Figure 17

How do you usually travel to work?

- Drive alone: 94%
- Public Transit: 1%
- Carpool: 4%
- Vanpool: < 1%
- Other: 1%
Question #5 - If you usually drive, carpool, or vanpool to work, what type of parking do you use?

Seventy-four percent of employees that responded to this question, use private off-street parking. The remaining share of respondents use either public on-street or off-street parking.

Figure 18

What type of parking do you use?

- Private off-street: 74%
- Public on-street: 15%
- Public off-street: 11%
Eighty-seven percent of employees that responded to this question said they use their car for other purposes during the day or at lunch. Eighty-five percent of respondents that said "yes" to this question indicated that they use their car for "lunch." The purpose with the next highest response rate (5%) was "work related."

**Figure 19**

Do you use your personal car for other purposes during the work day or at lunch?

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunch/Dinner</td>
<td>85%</td>
</tr>
<tr>
<td>Shopping</td>
<td>4%</td>
</tr>
<tr>
<td>Doctor/Dentist</td>
<td>1%</td>
</tr>
<tr>
<td>Banking</td>
<td>2%</td>
</tr>
<tr>
<td>Pick up child</td>
<td>1%</td>
</tr>
<tr>
<td>Visiting/Recreation</td>
<td>1%</td>
</tr>
<tr>
<td>Work related</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>
Attitude Toward Shuttle or Trolley Service

Question #9 - If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?

When presented with a question about using a shuttle or trolley service, a significant share (58%) of employees said that it was "very likely" or "somewhat likely" that they would use the service. Forty-two percent of employees said that it was "not likely" they would use the service. Table 10 presents this information. Additionally, the percent responses for each TAZ in the CBD of Pensacola are shown on a map in Figure 20.

<table>
<thead>
<tr>
<th>Very Likely</th>
<th>Somewhat Likely</th>
<th>Not Likely</th>
</tr>
</thead>
<tbody>
<tr>
<td>19%</td>
<td>39%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Question #10 - Would you be willing to park at specific locations in downtown (free parking), then take a shuttle or trolley service to work or places of interest?

Respondents were also asked about their willingness to use a shuttle or trolley service from a park and ride lot to work or places of interest. Fifty-six percent of respondents said they would not use the service. The remaining share of respondents (44%) said they would use the service. Table 11 presents this information. The percent responses for each TAZ in the CBD of Pensacola are also shown in the map in Figure 20-A.

<table>
<thead>
<tr>
<th>No</th>
<th>Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>56%</td>
<td>44%</td>
</tr>
</tbody>
</table>
Figure 20

If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?
Would you be willing to park at specific locations in downtown (free parking), then take a shuttle or trolley service to work or places of interest?
Question #11 - Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a one-way trip?

Over half the employees (59%) that responded to this question said $0.25 is a reasonable fare for a one-way trip. Thirty-seven percent said that $0.50 was a reasonable fare to pay. The distribution of responses to this question is shown in Figure 21.

Figure 21

What type of fare would you find reasonable for a one-way trip?

- $0.25: 59%
- $0.50: 37%
- $0.75: 3%
- $1.00: 1%
Question #12 - Let's say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?

When asked about frequency of service, slightly more than half the respondents (53%) said that the service frequency should be "every 15-20 minutes."

Figure 22

What service frequency would you find most convenient for all-day service?

- Every 10 minutes: 33%
- Every 15-20 minutes: 53%
- Every 30 minutes: 14%
Seven factors relating to shuttle or trolley service were identified as providing the best indication of what employees considered important in choosing whether to use the service. They include: hours of service; frequency of service; cost (fare); travel time; distance from work to shuttle or trolley stop; reliability; and security and safety. The following table and figures summarize each of these factors.

**Table 12**

<table>
<thead>
<tr>
<th>FACTORS</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Important</th>
<th>Not Important</th>
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<tbody>
<tr>
<td>Hours of service</td>
<td>78%</td>
<td>14%</td>
<td>6%</td>
<td>2%</td>
</tr>
<tr>
<td>Frequency of service</td>
<td>78%</td>
<td>15%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Cost (fare)</td>
<td>60%</td>
<td>28%</td>
<td>9%</td>
<td>3%</td>
</tr>
<tr>
<td>Travel time</td>
<td>63%</td>
<td>25%</td>
<td>9%</td>
<td>3%</td>
</tr>
<tr>
<td>Distance from work to shuttle or trolley stop</td>
<td>65%</td>
<td>23%</td>
<td>8%</td>
<td>4%</td>
</tr>
<tr>
<td>Reliability</td>
<td>83%</td>
<td>10%</td>
<td>5%</td>
<td>2%</td>
</tr>
<tr>
<td>Security/safety</td>
<td>76%</td>
<td>14%</td>
<td>8%</td>
<td>2%</td>
</tr>
</tbody>
</table>
Comments

Selected comments were chosen out of the pool of responses and are presented below.

- Good idea! Keep it cheap and make sure it links historic and scenic areas.

- I feel there should not be a fare to ride a shuttle. The City should take parking into consideration before approving any plans. Shuttles should be very frequent because of outside weather conditions, waiting five to ten minutes is acceptable.

- I would be really interested if there was no charge like Pensacola Beach.

- Make more parking spaces where all the grass and extra wasted space is.

- I know a lot of people who could use this service who have to hunt for a parking place. I would use it to points of interest the weeks I don’t drive. Because of limited parking space at the Judicial Building, a downtown trolley or shuttle could be a possible solution for transporting jurors to and from the Judicial Center from off-sight parking.

- I don’t think that I would have enough time to accomplish everything that I need to take care of on my lunch hour by using this service.

- I love my car and I think that mass-transit is too restricting and depersonalizing to use on a regular basis.

- Would there be guarded parking lots for people to leave their cars to go on the shuttle?

- Not interested in trolley transport, during work hours, because time does not permit such use. After hours, five to nine would spark an interest in a shuttle.

- Fifteen minutes between route service would be very fair considering that we only have 30 minutes for lunch.

- I think that a trolley would be great specially for tourists visiting the historical sites, and since Pensacola has had trolleys in the past.

- The only concern I have with the trolley services is that it may hinder the flow of traffic.
• Would consider purchase of season pass which include discounts and/or meals at local vendors.

• It's a good idea, however, with a 30 minute lunch period this service will not benefit me.

• I would use it only at lunch time.
Summary

The Employee Survey reveals important information about employee's interest in using shuttle or trolley service to work or special places of interest. Practically all of the respondents were Permanent, Full-time Employees and work the normal five day work week. Most respondents to the survey start work between 7:00am and 8:00am, and end work between 3:00pm and 5:00pm. Almost all of the employees that responded to the survey drive alone to work and use private off-street parking. Most respondents also use their car for other purposes during the work day, usually for lunch. The data from the survey suggest that 58 percent of employees are "very or somewhat likely" to use the service. Additionally, the survey showed that more than half of the employees that responded said they would not use the service from a park and ride location. Over half the employees that responded said $0.25 is a reasonable fare for a one-way trip and that service frequency should be "every 15-20 minutes."
Visitor/Tourist Survey

The Visitors/Tourist Survey was conducted from July 3 through July 28, by representatives from CUTR. The survey was designed by the City of Pensacola Planning Department and the Pensacola Urbanized Area Metropolitan Planning Organization staff. Respondents to the survey were chosen at random from visitors to Pensacola, Pensacola Beach, Fort Pickens, and the NAS. Because respondents were randomly selected, the sample includes responses from permanent residents in the Pensacola Bay area, as well as visitors and tourists. The survey resulted in a sample size of 839; approximately 45 percent of the surveys were completed by permanent residents of the area. A description of the proposed trolley or transit service was included in survey.

Since the objective of the survey was to determine tourists and visitors interest in using a trolley service, and possible ferry service, while visiting the Bay area, the analysis of the survey includes only the information provided by respondents that said they were not permanent residents (Question #5). This results in a sample size of 459. Additionally, the reader should note that an analysis of survey Question #5, which asks respondents if they are permanent residents of the Pensacola area, was not completed.

All completed questions were included in the analysis regardless of whether the entire questionnaire was filled out. Responses to the survey questions were reviewed and processed using the statistical software "SPSS." The analysis of the survey includes graphical information. Text is limited to introducing subjects and noting or interpreting findings.

An analysis of the survey questions is provided below. Appendix E presents an analysis of the survey questions for Pensacola, Pensacola Beach, Fort Pickens, and the NAS.
Question #1 - If the Bay Area Attraction water ferry/trolley bus service were available would you take it?

When asked about using a water ferry/trolley bus service while visiting a bay area attraction, most respondents said they would "definitely" take the service. Fifty-one percent of respondents said they would "probably" take the service. The distribution of responses to this question is presented in Figure 24.

**Figure 24**

If the Bay Area Attraction water ferry/trolley bus service were available would you take it?

- Definitely: 51%
- Probably: 40%
- Probably Not: 7%
- Definitely Not: 2%
Question #2 - What do you think is a reasonable price for this service per person?

When asked to give a reasonable price for ferry/trolley bus service per person, 63 percent said that between $1.00 and $5.00 was a reasonable price. Twenty-two percent of respondents said that between $5.25 and $10.00 was a reasonable price for the service. The lowest price given by a respondent to this question was $0.25, and the highest price given was $20.00. The most common response to this question was $5.00, approximately 26 percent of respondents said this was the reasonable price. This information and other price categories are presented in Figure 25. A detailed analysis of the responses to this question is provided in Appendix D.

Figure 25
What do you think is a reasonable price for this service per person?

<table>
<thead>
<tr>
<th>Price Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No answer</td>
<td>5%</td>
</tr>
<tr>
<td>$0.25 - $0.50</td>
<td>2%</td>
</tr>
<tr>
<td>$1.00 - $5.00</td>
<td>63%</td>
</tr>
<tr>
<td>$5.25 - $10.00</td>
<td>22%</td>
</tr>
<tr>
<td>$10.50 - $15.00</td>
<td>7%</td>
</tr>
<tr>
<td>&gt; $15.00</td>
<td>1%</td>
</tr>
</tbody>
</table>
Question #3 - Independently of the water ferry sightseeing tour, would you drive your vehicle to Downtown Pensacola, park at a specific location, then take the trolley to places of interest?

A significant share of respondents (87%) said they would take a trolley bus from a park and ride lot in Downtown Pensacola. Forty-five percent of respondents said they would definitely take a trolley bus. Forty-two percent said they would probably use the service from a park and ride facility.

**Figure 26**

Independently of the water ferry sightseeing tour, would you drive your vehicle to Downtown Pensacola and park at a specific location, then take the trolley to places of interest?

- Definitely: 45%
- Probably: 42%
- Probably Not: 9%
- Definitely Not: 4%

[Bar chart showing the distribution of responses]
Question #4 - What do you think would be a reasonable price to pay, per person, per one-way trip for just the Downtown Pensacola trolley shuttle service?

Approximately 71 percent of respondents to this question said that between $1.00 and $5.00 was a reasonable price to pay for the service. The distribution of response rates to this question is smaller than in Question #2. The lowest price given by a respondent was $.25, and the highest price given was $10.00. The price with highest rate of response was $1.00. Thirty-one percent of respondents said this was a reasonable price. A detailed analysis of the responses to this question is provided in Appendix D.

Figure 27

What do you think would be a reasonable price to pay for just the downtown Pensacola Trolley shuttle service?

- No answer: 6%
- $0.25 - $0.50: 17%
- $1.00 - $5.00: 71%
- $5.00: 6%
Question #6 - How did you travel to Pensacola?

Of those respondents that said they were either visitors or tourists to the Pensacola area, 82 percent said they arrived by "personal vehicle." The distribution of responses to this question is presented in Figure 28.

Figure 28

How did you travel to Pensacola?

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal vehicle</td>
<td>82%</td>
</tr>
<tr>
<td>Train</td>
<td>0%</td>
</tr>
<tr>
<td>Bus</td>
<td>1%</td>
</tr>
<tr>
<td>Rental Car</td>
<td>6%</td>
</tr>
<tr>
<td>Airline</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>
Question #7 - If you are a visitor, what is the purpose of your visit to Pensacola?

Over half (59%) of respondents said the purpose of their visit to Pensacola was for vacation. Approximately 22 percent said they were visiting relatives and 16 percent said the purpose of their visit to the Pensacola area was for business. This information is presented in Figure 29.

Figure 29

If you are a visitor, what is the purpose of your visit to Pensacola?

- Business: 16%
- Visit relatives: 22%
- Vacation: 59%
- Other: 3%
Question #8 - Did you bring a bicycle with you on this trip?

An overwhelming share of respondents (92%) said they did not bring a bicycle.

Figure 30

Did you bring a bicycle with you on this trip?

Yes 8%
No 92%
Question #9 - What attractions have you seen, or may be planning to see in the Pensacola area?

Respondents were given a list of the attractions in the Pensacola area, and asked to indicate which sites they planned to visit. This information revealed that two attraction sites had the highest response rates. Approximately 81 percent of respondents said they planned to visit the National Museum of Naval Aviation, and another 83 percent said they planned to visit Pensacola Beach. The distribution of response rates for the attraction sites in the Pensacola area is presented in Figure 31.
Question #10 - What mode of transportation did you use (or will you use) to travel to these attractions?

Approximately 83 percent of respondents said they used a "personal vehicle" to travel to attractions in the Pensacola area.

Figure 32

What mode of transportation did you use to travel to these attractions?

- Personal vehicle: 83%
- Rental vehicle: 12%
- Bus: 1%
- Other: 4%

0% 20% 40% 60% 80% 100%
Summary

The Visitor/Tourist Survey revealed information about visitor/tourist interest in using shuttle or trolley, and possible ferry, service while visiting the Pensacola area. The survey showed that most respondents said they would "probably" take the service; 51 percent of respondents said they would "definitely" take the service. Sixty-three percent of respondents said that between $1.00 and $5.00 was a reasonable price, per person, for water ferry/trolley bus service.

A significant share of respondents (88%) said they would take a trolley bus from a park and ride lot in Downtown Pensacola. Approximately 71 percent of respondents to this question said that between $1.00 and $5.00 was a reasonable price to pay for the service.

Of those respondents that said they were either visitors or tourists to the Pensacola area, 82 percent said they arrived by "personal vehicle." Over half (59%) of respondents said the purpose of their visit to Pensacola was for vacation. An overwhelming share of respondents (92%) said they did not bring a bicycle. Approximately 81 percent of respondents said they planned to visit the Naval Aviation Museum, and another 83 percent said they planned to visit Pensacola Beach. Approximately 83 percent of respondents said they used a "personal vehicle" to travel to attractions in the Pensacola area.
CHAPTER 3

Evaluation of Service Cost and Financing

INTRODUCTION

This chapter presents a review of the limited trolley service that was operated during summer months along Pensacola Beach, and during September in downtown Pensacola. The cost for operating the beach and downtown trolley service, ridership on these routes, and route miles are also provided. Recommendations for improving the trolley services beyond the demonstration periods are discussed. Additionally, a recommendation for shuttle service at NAS and cost considerations for this service are presented.

Besides presenting service considerations for trolley service in the Pensacola Bay area, the chapter provides financing options that are possible from public and private sources to help support the trolleys. Marketing considerations and additional strategies that may increase the success of the trolley service are also presented.
TROLLEY SERVICE IN THE PENSACOLA BAY AREA

Initially, the activities in Task 3 of the study included a recommendation from CUTR on the most effective transit option to combine with the proposed ferry service. The recommendation would have included service considerations, i.e., routing and hours of service. However, shortly after this study was started, limited trolley service was started along Pensacola Beach, and most recently, in downtown Pensacola. A review of these demonstration projects are presented in this section. The service costs, ridership, and route miles are also reviewed. Lastly, a proposal for trolley service at NAS is presented with a cost estimate for operating the service.

Pensacola Beach

On May 25 the Santa Rosa Island Authority (SRIA), in conjunction with the Escambia County Area Transit (ECAT), began operating trolley service along Pensacola Beach. This service was jointly funded by a grant from the Florida Department of Transportation Service Development Program and the SRIA. ECAT was responsible for operating the service and for monitoring the costs attributed to the service. The trolley service along Pensacola Beach was discontinued on Labor Day, October 1.

Four trolleys, which operated on two routes, linked the center of Santa Rosa Island with residential and recreation areas five miles to the east and west. The routes allowed visitors and residents to travel at no charge to and from beaches, island shopping, restaurants, and attractions. The trolleys operated on 15 to 30 minute headway. The trolley routes are presented in Figure 33.
Figure 33
Pensacola Beach Trolley
The trolleys, which were acquired on a lease basis, seated 28 passengers with capacity for 15 to 18 standing passengers. The vehicles were leased for approximately $16,000 per month for six months. Two of the trolleys were equipped with wheelchair lifts. Except for the extended hours for holiday weekends, the trolleys were operated every Friday, Saturday, and Sunday from 10:00 a.m. to 3:00 a.m.

SRIA and ECAT consider the trolley service to be a successful demonstration project. This evaluation is based on the criteria in the service development grant application. The goal of the service was the reduction in beach traffic and parking congestion. While this is a subjective evaluation, ridership counts provide the most reliable measure of success.

Table 13 presents the cost per mile, route miles, and ridership statistics for the trolley service along Pensacola Beach during the three months of summer.

<table>
<thead>
<tr>
<th>Table 13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pensacola Beach Trolley Statistics</td>
</tr>
<tr>
<td>Total Cost</td>
</tr>
<tr>
<td>Cost per mile</td>
</tr>
<tr>
<td>Total route miles</td>
</tr>
<tr>
<td>Average daily route miles(^1)</td>
</tr>
<tr>
<td>Total ridership</td>
</tr>
<tr>
<td>Average daily ridership(^1)</td>
</tr>
</tbody>
</table>

\(^1\) Reflects service on weekends and holidays from May 25 to October 1, 1995.

SOURCE: Escambia County Area Transit

Recommendations

In view of the success of the Pensacola Beach trolley during the past summer months, only recommendations for improvements are provided below.

- ECAT and SRIA should consider providing covered trolley stops along Fort Pickens Road and Via De Luna. Capital funding and maintenance for trolley stops may be funded by
advertising. However, any serious consideration of this concept will need to be studied and meet building and sign regulation requirements for Pensacola Beach.

- Officials should explore the possibility of expanding the service to include a route from Pensacola to Santa Rosa Island. This route would serve stops in the City of Gulf Breeze and park and ride lots along US 98 and SR 399. The idea of providing off-island parking will increase parking capacity for special events on Santa Rosa Island. Besides extending the service to Pensacola, an extension of the service beyond the entrance to the Fort Pickens area of Gulf Islands National Seashore, i.e., to Fort Pickens Visitors Center and camp grounds, will also aid in reducing traffic and parking congestion from visitors to the park.

Officials will need to study these recommendations more closely, since they will involve Gulf Islands National Seashore and other communities and may impact residential areas. Additionally, the proposed extensions will also increase the costs of service delivery along Pensacola Beach. Figure 34 presents the proposed service extensions to the beach trolley service.

- In addition to providing alternative transportation along Pensacola Beach, the trolley service will need to be linked to the proposed ferry landing on Santa Rosa Island. In view of this, the service will eventually need to be restructured to a stop for passengers that use the proposed water ferry.
Figure 34

Proposed Changes to Pensacola Beach Trolley
Downtown Pensacola

Trolley service was also operated in downtown Pensacola as a demonstration project this September. The service was operated from September 5 to September 28. Service was operated every 15 minutes from 10:00 a.m. to 2:00 p.m., from Monday to Thursday. The trolley vehicles that were operated along Pensacola Beach by ECAT were used to operate the downtown trolley service. The service was free and operated by ECAT. The service included stops at the Pensacola Civic Center, Bayfront Auditorium, Historic District, and along the main corridors of the Central Business District (CBD). Figure 35 presents the route of the downtown trolley service.

Funding for the downtown trolley was provided from the City of Pensacola Community Redevelopment Agency (CRA). Table 14 provides the cost per mile, route miles, and ridership statistics for the downtown trolley during the four week period of operation.

| Total Cost | $4,466 |
| Cost per mile | $3.50 |
| Total ridership | 2,079 |
| Average daily ridership | 139 |

*Reflects service from September 5 to September 28, approximately 15 days.

SOURCE: Escambia County Area Transit
Figure 35
Downtown Trolley
Recommendations

Recommendations for improvements to the downtown trolley are presented below.

- The trolley service operated in one direction, looping around most of the CBD. It traversed the historic area and extended to the many restaurants along Chase and Gregory Streets. The trolley service was constrained to travel in one direction because of the one-way streets in the CBD. This may have been viewed as a barrier to using the service since it required passengers to ride the entire route to make a round-trip. In the future, as the service matures and additional resources become available, it may be possible to combine this route with a second route that would serve the Palafox corridor exclusively. This inner loop would follow Palafox and Jefferson Streets and allow passengers to transfer at cross streets where the current route and the proposed route intersect. The proposed route change is displayed in Figure 36.

- While the trial route provided adequate coverage of downtown Pensacola, there are two segments of the route that officials should change. The segment of the route that travels east on Government Street, between Spring and Palafox Streets, should be eliminated. The service should continue south on Spring Street, east on Main Street, and south on Palafox Street. This routing would provide better service to City Hall, and the parking area near City Hall along Main Street. This change is included in Figure 36.

- Another routing change includes the segment that travels east on Romana Street then north on 9th Avenue and then Chase Street. Notwithstanding the dilapidated housing project on Romana Street and the empty lots along 9th Avenue, there is marginal ridership demand along this segment. However, the City’s plans for a residential housing project on this site may generate a potential ridership base. Instead, the route should continue north on Alcaniz Street and east on Chase Street. This route change may increase the operating speed of the trolley service. These changes are also presented in Figure 36.

- ECAT and the City of Pensacola should consider if any changes to the current route will be needed to serve the proposed ferry landing in downtown Pensacola.
**Proposed NAS Shuttle**

A shuttle at the NAS would shuttle visitors to the National Museum of Naval Aviation from the proposed ferry landing. The Naval Aviation Museum is at the west end of the NAS, near the intersection of Taylor and Radford Roads. The location of the proposed ferry landing is approximately two miles east of the museum, near East Avenue.

Figure 37 depicts the proposed NAS shuttle route. This shuttle would follow the same route that is used by two routes that are operated by ECAT. Route 14 (Naval Air Station) links the NAS, Corry Field, Navy Hospital, the Navy Exchange Shopping Center, the Warrington and Navy Boulevard areas, and the ECAT Transfer Center in Pensacola. The route operates on a 60 minute headway. Route 18 (Blue Angel Express) operates in limited-stop service from Pensacola Regional Airport to the Naval Air Station during peak morning and afternoon hours. It is intended to be an express route to NAS. Route 18 makes four morning trips and three afternoon trips on weekdays. There is no weekend service.

At a minimum, the shuttle service would operate between the hours of 9:00 a.m. and 5:00 p.m., the same hours of the museum, with a 30 minute headway. The shuttle service at the NAS should be initiated as a demonstration project and the service should be provided during the summer months. After the demonstration period, the service can be restructured as a permanent part of the tourism attractions in the Pensacola Bay area. Service changes will also need to meet the proposed ferry schedule, when the ferry service begins.
Cost Considerations

For conceptual purposes, operating cost for the NAS shuttle is estimated using the average cost per mile for ECAT fixed-route service, since the service will be considered as part of the transit agency’s local service. Average cost per mile for ECAT fixed-route local service is approximately $3.44. Table 15 presents a cost per mile estimate for the proposed NAS shuttle, assuming approximately 136 miles of service per day.

<table>
<thead>
<tr>
<th>Cost Per Mile</th>
<th>Number of miles</th>
<th>Number of round-trips</th>
<th>Number of days</th>
<th>Number of Vehicles</th>
<th>Annual Operating Cost</th>
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<tr>
<td>$3.44</td>
<td>8.5</td>
<td>16</td>
<td>92</td>
<td>1</td>
<td>$43,041</td>
</tr>
</tbody>
</table>

1Approximate round-trip miles.
2Number of round-trips between 9:00 a.m. and 5:00 p.m.
3Reflects service from June through August.

In addition to the above information, ECAT estimates the purchase of a new shuttle vehicle to be between $120,000 and $150,000.

Additional Considerations

Aspects that need to be considered before implementing the proposed NAS shuttle service are presented below.

- A disadvantage of the proposed shuttle service is that it may duplicate ECAT’s existing fixed-route service to the NAS. In view of this, ECAT has indicated that it is willing to split Route 14. A new route would serve the NAS exclusively and Route 14 would stop at the entrance of the NAS, where the two routes would meet. The new route would follow the same route for Route 14 at the NAS. It would include designated stops at the proposed ferry landing and the museum.

A similar recommendation is included in the 1995 ECAT Transit Improvement Strategy. It states that Route 14 "... would be helped if the Navy were to operate a shuttle covering part or all of the NAS." The Plan reports that Route 14 takes 28 minutes to travel through the various sections of the NAS. Therefore, it is possible to operate the new route on a 30 minute headway. Additionally, ECAT reports that while Route 14
serves the largest employer in Escambia County, and ranks first in average passengers per trip, the largest share of its riders makes trips to and from locations that are not on the NAS. These locations include Corry Field, the Navy Hospital and Exchange Shopping Center, and the Warrington and Navy Boulevard areas.

Before this service options can be considered, ECAT will need to explore the potential impacts on operating cost and ridership for the Route 14.

- While ECAT is supportive of operating a shuttle or a new route at the NAS, the agency would be limited to funding the service at the same level for Route 14. Thus, if ECAT were to split Route 14, the operating cost for the new route and Route 14 would have to remain at the current level of funding, at least in the near-term.

- In addition to providing transportation between the ferry landing and the museum for visitors, a shuttle or new route at the NAS will need to be able to provide transportation for military and civilian personnel. NAS is currently undergoing considerable construction for a new education center. The Navy will schedule multiple classes during the year and is expecting approximately 3,500 students in each class. These will be young personnel without vehicles and they will be seeking transportation around the Bay area. Since it is an operational Air Station, the Navy is also discouraging shuttles and would prefer to have regular bus routes, i.e., professional appearance, no circus atmosphere.
FINANCING OPTIONS

This section provides an evaluation of the financing for shuttle service in the Pensacola Bay area.

- The Florida Department of Transportation (FDOT) Service Development Program was enacted by the Florida Legislature to provide initial funding for special projects such as a shuttle system. The program is selectively applied to determine whether a new or innovative technique or measure can be used to improve or expand public transit. These include the use of new technologies, services, routes, or vehicle frequencies, the purchase of special transportation services, and other such techniques for increasing service to the riding public as are applicable to specific localities and transit user groups. Funds may be used for capital and operating costs. Funds under this program are subject to specified times of duration, but no more than three years.

Similar funding was used to operate the Pensacola Beach shuttle during the summer. ECAT should also apply for this type of funding for the downtown and NAS transit shuttle. The shuttle service that operates in the City of Fort Myers Beach began as a demonstration project using funds from this program. Local officials will need to confer with the District Three staff of FDOT and submit its proposal for a service development program grant to FDOT and the Pensacola Urbanized MPO.

- The City of Pensacola may consider designating the geographic area in the CBD that will be served by the shuttle service as a special assessment district. Funds derived from this assessment may provide adequate funds for capital and operating expenses. Typically, an assessment district is used to assess an equitable portion of a service's cost from property owners who benefit from the improvements. Property owners are then assessed their fair share of the annual debt service. A special assessment district was established in Tampa to support a shuttle service in the Westshore business area. In 1983, the Dade County Board of Commissioners approved an enabling ordinance that established a special benefit assessment district to support the initial phase of the downtown Miami Metromover system. In addition, a bed-tax on hotels and motels in the Escambia and Santa Rosa Counties that are served by the shuttles should be considered.

- Funds to support the proposed service are also possible from the farebox, if a fare is charged for passenger trips. The surveys of residents, visitors, and employees have indicated that respondents are willing to pay a fare for a shuttle to places of interest in the bay area.
• Contributions from the City of Pensacola business community should be sought to encourage a public-private participation on this project, thus, making the success of this project dependent on both the City and the business community. Funding should also be encouraged from the NAS.

• Potential funding opportunities for shuttle service in the Bay area also exist if a regional authority is established, pursuant to Chapter 163.565 of the State of Florida Statutes as a "Regional Transportation Authority." This legislation allows any two or more contiguous counties, municipalities, other political subdivisions, or combinations to develop a charter under which a regional transportation authority may be constituted, composed, and operated. This statute allows any Regional Transportation Authority created under this statute to be deemed a special tax district and authorized to levy an ad valorem tax based on full valuation of real property not to exceed 3 mills in the areas affected by the authority as approved by a majority of its members and by referendum.

• In addition to the possible funding sources listed, federal, state, and local sources of transportation funding for transit should be investigated through ECAT. These sources are listed below in Table 17.

Table 16
Federal, State, and Local Sources of Funding

<table>
<thead>
<tr>
<th>Federal Funding</th>
<th>State Funding</th>
<th>Local Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Federal Highway Administration (FHWA) Trust Fund</td>
<td>• State Transportation Trust Fund (STTF)</td>
<td>• Individual County Transportation Trust Funds</td>
</tr>
<tr>
<td>• Mass Transit Account ISTEA of 1991, Flexible Funds</td>
<td>• One-Cent Gas Tax Revenues</td>
<td>• Local Option Sales Tax</td>
</tr>
<tr>
<td></td>
<td>• State Sales Tax Revenues</td>
<td></td>
</tr>
</tbody>
</table>

SOURCE: 1995 ECAT Transit Improvement Strategy

ADDITIONAL SERVICE CONSIDERATIONS

Aspects that need to be considered before implementing the proposed shuttles are presented below.

• Marketing opportunities for the shuttles include: special promotions, such as periodic prize drawings and contests, discounts from retail locations to patrons that use transit to
make their trip; transit subsidies from employers to employees who use transit for work trips; and marketing transit service to tourist and visitors via hotels (handouts placed in hotel rooms) in the area.

- The shuttle operator will need to consider a policy for carry-on items, i.e., bikes, rollerskates/blades, surfboards, coolers, and wet swimsuits. This is especially important for the NAS service.

- The American with Disabilities Act (ADA) requires that transit vehicles be designed to accommodate people with disabilities. The shuttle operator will need to make sure that the vehicles that are used for the service will meet ADA requirements, i.e., wheelchair lifts and facilities for sight and hearing impaired.

- Depending on the type of financing strategy that is used to support the proposed shuttles, a fare structure should be considered. A simple structure might include regular fare for adults and discounted fares for children, seniors, and disabled persons. Additionally, transfer policies with ECAT should be considered.

SUMMARY

This chapter provides a review of the limited shuttle service that was operated during summer months along Pensacola Beach, and during September in downtown Pensacola is presented. The cost for operating the beach and downtown shuttle service, ridership on these routes, and route miles are also provided. Recommendations for improvements of the shuttle service beyond the demonstration period are discussed. Additionally, a recommendation for shuttle service at NAS and cost considerations for this service is presented.
APPENDIX A

Survey of Downtown Trolleys Operating in Cities in the Southeast Region of United States
APPENDIX A

Appendix A presents detailed responses to the survey of cities in the southeast region of the United States that operate downtown trolleys.
Charleston, WV

Contact: Richard Dawson  
Phone: (304) 343-3840  
City Population: 65,000  
Years of Operation: 10  
Number of Trolleys: 3  
Ridership: not received  
O&M Costs: not received  

Richard Dawson, Director of the Metropolitan Transportation Authority, said the system was started up by a request of the city merchants in 1985 to connect the CBD with a mall that had been built 10 blocks away. The city gave responsibility of operating the system to the MTA. The City and downtown merchants purchased a total of some ten trolleys for running the route. However, after the initial expense of shelling out some $130,000 per trolley (in 1985) for three Chance Trolleys (which Richard described as the Cadillac of trolleys) the City and merchants reneged on their promise. The MTA was left with the trolleys and a torrent of criticism for buying ones that were so expensive (apparently the City’s and the merchants’ role in all of this was forgotten). Over the years though, Richard says the criticism has died down to be replaced with praise.

The City has three sponsors of the trolley system (two banks and a public utility) and three levels of support: $10,000, $5,000, and a newly added $1,000. The first two are for major sponsors. The last is for restaurants and other small businesses that wish to sponsor the system. Richard said that there had been cases where small businesses teamed up with the major sponsors to support S-10 employees so that they could take advantage of the shuttle.

The trolleys use a 60/40 natural gas/diesel mix. When one fuel source runs out, the other takes over. He says that the trolleys using several tanks can get up to 150 miles (round-trip) before the cost of using and refilling tanks becomes too cumbersome. The city had also examined getting all methanol powered trolleys but went with the hybrids because they could get some 4 1/2 miles per gallon as opposed to 1 mile per gallon with methanol.

Richard stated the trolleys run every 40 minutes at a given stop (they had planned on 10-15 with ten trolleys) and cost fifty cents for a round trip. Coupon books are available at the trolley kiosks. He said the trolley cost $225 to rent out for a minimum of three hours for private
functions, with an additional $75 for each hour thereafter. Richard observed that you cannot count on tourists to provide the support for the trolleys. Instead, it is the sponsors and their employees that provide the bulk of the ridership. He also said that the City was able to achieve a high level of interest and participation when it had a name that trolley contest (which gave each trolley a name after some historical feature).
Tallahassee, FL

Contact: Paul Rothenberg
Phone: (904) 891-5200
City Population: 131,683
Years of Operation: 5
Number of Trolleys:
Ridership: not received
O&M Cost: not received

Paul Rothenberg, Assistant Director of City Transportation in Tallahassee, reported that his system consisted of one trolley going around a route that had both perimeter lots and historical sites on it. Paul said the system started at the request of city employees who had experienced a severe parking problem in the downtown area. Paul said that the City pays for and runs the trolley free of charge to all riders. He further says that the city coordinated with the local historic board when designing the route to achieve the maximum circulation possible for sightseers.

Paul stated the trolley is diesel powered and that he would like to add more. However, due to an unusual rule that existed as part of the City’s code the trolley was forbidden to conduct any type of advertising, thus severely crimping any private sources of funding. He did say that despite this lack of advertising, ridership had consistently increased over the five years the trolley had been in operation. Paul concluded by saying that if he had to start the system all over, he would strike down the no advertising rule and coordinate more closely with the local visitor’s bureau and historic societies.
Savannah, GA

Contact: Tulley Lopez
Phone: (305) 296-3609
City Population: 155,000
Years of Operation: 7
Number of Trolleys: 7
Ridership: not received
O&M Costs: not received

Savannah uses a private contractor to operate the trolley shuttle system. The company’s headquarters are in Key West, Florida and the Relations Representative, Tulley Lopez. Mrs. Lopez, said that her firm operated trolley systems in some seven cities in the southeast region.

She said that it was the localities’ job to pay for capital costs while leaving operation of a local trolley system to her firm. Mrs. Lopez said that the operation in Savannah provided free shuttle service in the morning, the regular service cost $14.00 per ride that included a round trip and admission to a museum. She said that the seven trolleys in Savannah stopped at any given stop every 30 minutes and that they were available for charter and private parties. Mrs. Lopez did not state what the costs for the charter service were.
Charleston, SC

Contact: Susan Richards  
Phone: (803) 724-7458  
City Population: 80,000  
Years of Operation: 8  
Number of Trolleys: 7  
Ridership: 514,000 (1994)  
O&M Costs: $127,000 (does not include salaries and admin.)

Susan Richards, is the Transit Coordinator of the Downtown Area Shuttle (DASH). Unlike many other cities, Charleston was very helpful in providing the history and costs of DASH. She supplemented the poll answers with an information packet that arrived in a short period and proved extremely informative.

DASH operates some 5 routes in the city of Charleston. Most of the routes are aimed at tourists, but three of the routes make at least five stops at or near off-street parking facilities. All shuttles stop every five or ten minutes and come back to any one stop within 30 minutes. Four of the routes charge 75 cents per ride, with $1.00 for an all day pass and 25 cents per ride for children and senior citizens age 55 or older. The Cumberland Shuttle route is free to all passengers and is a square-shaped circulator around the old Charleston CBD. All of the routes are inter-linked except one, which is no more than a block away from a stop on another route.

Susan said that Charleston had about four or five sponsors who put up some $5,000 a year to take advantage of the shuttle from off street parking to the CBD. She also said that most businesses and parking garages have a display that sells DASH passes and will soon offer 3 day and monthly passes as well. Susan said that although there have been no overt statements of support or criticism, the decision a year ago to reroute a shuttle route from both sides of a large outdoor market to just one caused a large amount of protest from the merchants that were now no longer serviced by that route.

Susan suggested that if she had the opportunity to do anything different, she would have expanded the system even further and see if she could not find more creative ways to get DASH public notice.
Montgomery, AL

Contact: Cleve Loflin
Phone: (205) 241-2737
City Population: 200,000 (approximate)
Years of Operation: 10
Number of Trolleys: 4
Ridership: not received
O&M Costs: not received

In Montgomery, Paul Queen is Transportation Administrator and Cleve Loflin is Transportation Planner with the city. Paul said that much of the costs of operating a system could be found out by talking to Kenny Westbrook in ECAT, who Paul knows quite well.

Mr. Loflin provided a wealth of knowledge about the history of the Montgomery trolley system. Mr. Loflin said that the trolley system was requested by the Committee for a Downtown Trolley (CDT), an organization of private merchants that are committed to acquiring a trolley system. Apparently, the CDT said that they would contribute to the buying of trolleys and operation of the system for the first five years. However, after paying their share for a year and a half, the CDT folded leaving the City to pay for the service. Also, the State of Alabama, which had said that they would pick up one third of the costs experienced a budget crisis, leaving the city to shoulder the entire burden of picking up the costs for the trolley system.

Mr. Loflin said that despite this, the trolley system has done well. Although they have not received any public affirmations of support, when they tried to reroute a line that went through a large market, there were numerous protests from the merchants no longer on the line.

Loflin said that they used diesel powered trolleys and were waiting for trolleys run by fuel cells to become available (he did not state when that would occur). He said the trolleys cost 25 cents per ride as opposed to the usual bus fare of 75 cents. When I told him about other cities renting out trolleys on a charter basis, he seemed surprised.

The most memorable quotation of the entire survey came from Mr. Queen. He said that the most important thing to keep in mind in running a trolley is "don't underfund it."
Dania, FL

Contact: Dan Oyler
Phone: (305) 921-8700
City Population: 17,340
Years of Operation: N/A
Number of Trolleys:
Ridership: not received
O&M Costs: not received

Damon Adams in the Ft. Lauderdale Sun-Sentinel had depicted trolleys as the great experiment of South Florida, designed to reduce traffic congestion, parking problems, and ferry tourists into the interior of Dania's CBD. Unfortunately, Dania’s trolley was no longer in service.

Although, the trolley was experiment, it was requested for and funded by the merchants of downtown Dania. Talking to Mr. Oyler and Mr. Lopez in Ft. Lauderdale pointed out two of the reasons why the experiment failed.

First, the merchants backed out after seeing what the annual costs of running a trolley would be. Apparently, their numbers and the individual shares of splitting roughly $100,000 among them gave them second thought.

Second, Mr. Lopez mentioned that a major problem in the area was the overproliferation of "tourist traps." Unlike downtown Pensacola, most of South Florida’s beach and tourist areas have an extremely heavy emphasis on gift, curio, and knick-knack shops and a corresponding paucity of restaurants, professional offices, and other specialty shops.

Mr. Oyler did not believe that Dania was going to attempt to start up another trolley-shuttle system. He feels that the cost and the lack of ridership are too much for his small town to bear.
Fort Lauderdale, FL

Contact: Jimmy Perez
Phone: (407) 429-3100
City Population: 150,000
Years of Operation: 12
Number of Trolleys: 4
Ridership: 432,000
O&M Costs: $350,000

Mr. Perez is an employee of the Fort Lauderdale Downtown Trolley Company, which operates the trolleys in Fort Lauderdale and Hollywood. His company is part of an umbrella of organizations that provide operation, consulting, and trolley sales to cities all over the United States and the world.

Mr. Perez said that his local representative was Flammer-Beckford Ford and that his trolleys were as well built if not cheaper than the trolleys of Chance out of Kansas. He said that a 34 passenger trolley with air conditioning and a wheelchair lift would run between $90,000 and $100,000. He also stated that he was in the used trolley business (I believe Mr. Westbrook purchased some of these used trolleys for Pensacola Beach) and that he was willing to lease the trolleys for a reasonable fee.

Getting into the nuts and bolts of Fort Lauderdale’s system, he stated that the four trolleys in the system generate some $2,000 per month each and that the monthly ridership on each trolley was some 8,000-10,000. Mr. Perez said that his greatest regret was that the city had confined his trolleys to specific geographic areas within the city (the Beach area for example), which made linking the service together a difficult experience. He felt the city could achieve higher ridership and greater profits if its trolleys were integrated as part of a large system instead of isolated on individual routes.
Nashville, TN

Contact: John Cannon
Phone: (615) 242-4433
City Population: 525,716
Years of Operation: 6
Number of Trolleys: 12
Ridership: 583,000
O&M Costs: Marginal operating cost (?) $2,839 annually per vehicle

Frank Cannon, is a transportation planner with the Metropolitan Transit Authority. Mr. Cannon said that Nashville benefits greatly from being the Country Music Capital of the world and that it draws in several tourists. However, Mr. Cannon stated the trolley shuttle system is less aimed at ferrying those tourists around the CBD and out to locations such as Opryland than it is at alleviating downtown parking problems. There are 3 routes for tourists while there are 9 dedicated to parking shuttles.

Mr. Cannon stated it cost about $25 an hour to operate the vehicles and that they garnered revenue by charging 85 cents per ride for the tour circulator and 25 cents per ride for the parking shuttle. Mr. Cannon said that Nashville did have a thriving charter business and that it costs $150 the first hour (minimum), and $75 each additional hour.

Mr. Cannon said that one parking shuttle route was state subsidized, but the costs for the remainder came out of the MTA’s budget and user fees. He said that the two lunchtime trolley routes the MTA ran got up to 100 passengers per hour while one parking shuttle route was not doing well at all.
APPENDIX B

Survey Instruments

- Visitor's Information Center Survey
- Employer/Employee Survey
- Visitor/Tourist Survey
PENSACOLA BAY AREA ATTRACTION

Downtown Pensacola, Pensacola Beach, Gulf Islands National Seashore and the Naval Aviation Museum are participating in the development of a sightseeing tour of Pensacola Bay. This tour will include a ferry service linking these four areas by sea, with individual shuttle or trolley bus routes to link the water ferry terminals to each land attraction, as shown in the map below.

Would you please take a minute to answer the following questions?

1. If the Bay Area Attraction water ferry/trolley bus service were available would you take it?
   
   Yes ____ No ____

2. What do you think is a reasonable price for this service per person? (One price would include water ferry service to all locations and the shuttle or trolley bus service at each location.)
   
   $ __________

3. Independently of the water ferry sightseeing tour, would you drive your vehicle to Downtown Pensacola and park at a specific location (free parking), then take the trolley to places of interest?
   
   Yes ____ No ____

4. What do you think would be a reasonable price to pay for just the Downtown Pensacola trolley shuttle service. (Parking would be free, and the price would be good for all-day service.)
   
   $ __________

5. Independently of the water ferry sightseeing tour, if a trolley shuttle service were available at Pensacola Beach/Ft. Pickens (at free parking lots or hotel parking lots) would you use it?
   
   Yes ____ No ____

6. What do you think would be a reasonable price to pay for just the Pensacola Beach/Ft. Pickens trolley shuttle service. (The price would be good for all-day service.)
   
   $ __________

Thank you for answering this questionnaire.
Enjoy your stay in the Pensacola Community!
DEAR EMPLOYEE: The City of Pensacola is conducting a study to determine your interest in using shuttle or trolley service in downtown Pensacola. We would appreciate your completing this questionnaire. Check (✓) the correct box or write out your answers.

1. What is your present employment status?
   a □ Permanent, Full-time Employee
   b □ Permanent, Part-time Employee
   c □ Temporary Employee

2. What is your work schedule?
   ______ : ______ AM/PM to ______ : ______ AM/PM

3. Which days of the week do you usually work? (If your shift rotates, please indicate the days you work this week.)
   a □ Monday b □ Tuesday c □ Wednesday d □ Thursday
   e □ Friday f □ Saturday g □ Sunday

4. How do you usually travel to work?
   a □ Drive alone b □ Public Transit c □ Carpool
   d □ Vanpool d □ Other

5. If you usually drive, carpool, or vanpool to work, what type of parking do you use?
   a □ Private off-street parking
   b □ Public on-street parking (including metered and unmetered)
   c □ Public off-street parking (including short-term and long-term parking lots and garages)

6. What is the nearest major intersection to your work?
   ________________________________ & ________________________________
   (streets names or numbers)

7. What is the nearest major intersection to your home?
   ________________________________ & ________________________________
   (streets names or numbers)

8. Do you use your personal car for other purposes during the work day or at lunch?
   a □ No b □ Yes
   If yes, how many days a week _____
   For what purpose?
   1 □ Lunch/Dinner 2 □ Shopping
   3 □ Doctor/Dentist 4 □ Banking
   5 □ Pick up child 6 □ Visiting/Recreation
   7 □ Work related 8 □ Other

9. If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?
   a □ Very likely b □ Somewhat likely c □ Not likely

10. Would you be willing to park at specific locations in downtown (free parking), then take a shuttle or trolley service to work or places of interest?
    a □ No b □ Yes

11. Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a one-way trip?
    a □ 0.25 b □ $0.50 c □ $0.75 d □ $1.00

12. Let's say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?
    a □ Every 10 minutes b □ Every 15-20 minutes c □ Every 30 minutes

13. In deciding whether to use shuttle or trolley service what factors would be important to you?

<table>
<thead>
<tr>
<th>Factor</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Important</th>
<th>Not Important</th>
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</thead>
<tbody>
<tr>
<td>a. Hours of service</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>b. Frequency of service</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>c. Cost (fare)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>d. Travel time</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>e. Distance from work to shuttle or trolley stop</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>f. Reliability</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
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<tr>
<td>g. Security/safety</td>
<td>1</td>
<td>2</td>
<td>3</td>
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</tr>
</tbody>
</table>

14. COMMENTS: ____________________________________________________________

THANK YOU

Please return survey to your Human Resource Director or Personnel Manager.
PENSACOLA BAY AREA ATTRACTION

Downtown Pensacola, Pensacola Beach, Gulf Islands National Seashore and the Naval Aviation Museum are participating in the development of a self-directed tour of Pensacola Bay attractions. This tour will include a ferry service linking these four areas by sea, with individual shuttle or trolley bus routes to link the water ferry terminals to each land attraction, as shown in the map below. Would you please take a minute to respond to this short survey. Thank you.

1. If the Bay Area Attractions water ferry/trolley bus service were available would you take it?
   1____ Definitely  2____ Probably
   3____ Probably Not  4____ Definitely Not

2. What do you think is a reasonable price for this service per person? (One price would include water ferry service to all locations, shuttle/trolley bus service at each location and entrance fee to Ft. Pickens)

   $________

3. Independently of the water ferry sightseeing tour, would you drive your vehicle to Downtown Pensacola, park at a specific location, then take the trolley to places of interest?
   1____ Definitely  2____ Probably
   3____ Probably Not  4____ Definitely Not

4. What do you think would be a reasonable price to pay, per person, per one-way trip for just the Downtown Pensacola trolley shuttle service?
   $________

5. Are you a visitor or a permanent resident of the Pensacola area?
   1____ Permanent resident (please skip to question #9)
   2____ Visitor (please continue with question #6)

6. How did you travel to Pensacola?
   1____ Personal vehicle  2____ Train  3____ Bus
   4____ Rental Car  5____ Airline  6____ Other

7. If you are a visitor, what is the purpose of your visit to Pensacola? (please check all that apply)
   1____ Business  2____ Visit relatives  3____ Vacation
   4____ Other

8. Did you bring a bicycle with you on this trip?
   1____ Yes  2____ No

9. What attractions have you seen, or may be planning to see in the Pensacola area? (please check all that apply)
   1____ T.T. Wentworth Museum  2____ Naval Aviation Museum
   3____ The Wall South  4____ Ft. Pickens
   5____ Historic Pensacola Village  6____ Big Lagoon State Park
   7____ Naval Live Oaks  8____ Pensacola Beach
   9____ Johnson Beach  10____ Other

10. What mode of transportation did you use (or will you use) to travel to these attractions?
    1____ Personal vehicle  2____ Rental vehicle
    3____ Bus  4____ Other

Thank you for completing this questionnaire.
Enjoy your stay in the Pensacola Community!
APPENDIX C

Employer/Employee Survey Results
APPENDIX C

Appendix C presents a list of the employers that were surveyed. This is followed by an analysis of survey questions that address employees' travel behavior, and attitude about water ferry/trolley service in the Pensacola Bay area. A list of the employers is provided below.
**EMPLOYEE SURVEY DISTRIBUTION/COLLECTION SCHEDULE**

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<thead>
<tr>
<th>TAZ</th>
<th>Name of Business</th>
<th># of Employees</th>
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<tbody>
<tr>
<td>1</td>
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</tr>
<tr>
<td>1</td>
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# Employee Survey Distribution/Collection Schedule

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## EMPLOYEE SURVEY DISTRIBUTION/COLLECTION SCHEDULE

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This section of Appendix C includes an analysis of some of the questions from the employee survey. The information is presented graphically by TAZ. The survey questions listed below are included in the analysis.

Question #4: How do you usually travel to work?

Question #5: If you usually drive, carpool, or vanpool to work, what type of parking do you use?

Question #8: Do you use your personal car for other purposes during the work day or at lunch?

Question #9: If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?

Question #10: Would you be willing to park at specific locations in downtown (free parking), then take a shuttle or trolley service to work or places of interest?

Question #11: Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a one-way trip?

Question #12: Let’s say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?
How do you usually travel to work?

- Drive alone: 94%
- Public Transit: 1%
- Carpool: 5%
- Vanpool: 0%
- Other: 0%

What type of parking do you use?

- Private off-street: 58%
- Public on-street: 32%
- Public off-street: 10%

Do you use your personal car for other purposes during the work day or at lunch?

- Lunch/Dinner: 84%
- Shopping: 3%
- Doctor/Dentist: 2%
- Banking: 2%
- Pick up child: 1%
- Visiting/Recreation: 1%
- Work related: 6%
- Other: 1%
TAZ 1

If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?

- Very likely: 14%
- Somewhat likely: 27%
- Not likely: 59%

Would you be willing to park at specific locations in downtown, then take a shuttle or trolley service to work or places of interest?

- No: 61%
- Yes: 39%

Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a one-way trip?

- $0.25: 69%
- $0.50: 26%
- $0.75: 4%
- $1.00: 1%

Let's say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?

- Every 10 minutes: 44%
- Every 15-20 minutes: 45%
- Every 30 minutes: 11%
How do you usually travel to work?

- Drive alone: 97%
- Public Transit: 3%
- Carpool: 0%
- Vanpool: 0%
- Other: 0%

What type of parking do you use?

- Private off-street: 89%
- Public on-street: 7%
- Public off-street: 4%

Do you use your personal car for other purposes during the work day or at lunch?

- Lunch/Dinner: 91%
- Shopping: 3%
- Doctor/Dentist: 1%
- Banking: 1%
- Pick up child: 1%
- Visiting/Recreation: 2%
- Work related: 1%
- Other: 0%
If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?

- Very likely: 24%
- Somewhat likely: 40%
- Not likely: 36%

Would you be willing to park at specific locations in downtown, then take a shuttle or trolley service to work or places of interest?

- No: 53%
- Yes: 47%

Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a one-way trip?

- $0.25: 58%
- $0.50: 39%
- $0.75: 3%
- $1.00: 0%

Let's say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?

- Every 10 minutes: 36%
- Every 15-20 minutes: 50%
- Every 30 minutes: 14%

C - 13
How do you usually travel to work?

- Drive alone: 95%
- Public Transit: 3%
- Carpool: 2%
- Vanpool: 0%
- Other: 0%

What type of parking do you use?

- Private off-street: 47%
- Public on-street: 19%
- Public off-street: 34%

Do you use your personal car for other purposes during the work day or at lunch?

- Lunch/Dinner: 70%
- Shopping: 8%
- Doctor/Dentist: 2%
- Banking: 2%
- Pick up child: 3%
- Visiting/Recreation: 3%
- Work related: 12%
- Other: 0%
If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?

- Very likely: 28%
- Somewhat likely: 42%
- Not likely: 30%

Would you be willing to park at specific locations in downtown, then take a shuttle or trolley service to work or places of interest?

- No: 35%
- Yes: 65%

Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a one-way trip?

- $0.25: 54%
- $0.50: 40%
- $0.75: 4%
- $1.00: 2%

Let's say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?

- Every 10 minutes: 28%
- Every 15-20 minutes: 62%
- Every 30 minutes: 10%
How do you usually travel to work?

- Drive alone: 96%
- Public Transit: 2%
- Carpool: 2%
- Vanpool: 0%
- Other: 0%

What type of parking do you use?

- Private off-street: 82%
- Public on-street: 2%
- Public off-street: 16%

Do you use your personal car for other purposes during the work day or at lunch?

- Lunch/Dinner: 76%
- Shopping: 4%
- Doctor/Dentist: 0%
- Banking: 0%
- Pick up child: 0%
- Visiting/Recreation: 0%
- Work related: 20%
- Other: 0%
If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?

- Very likely: 20%
- Somewhat likely: 30%
- Not likely: 50%

Would you be willing to park at specific locations in downtown, then take a shuttle or trolley service to work or places of interest?

- No: 70%
- Yes: 30%

Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a one-way trip?

- $0.25: 56%
- $0.50: 40%
- $0.75: 2%
- $1.00: 2%

Let's say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?

- Every 10 minutes: 21%
- Every 15-20 minutes: 43%
- Every 30 minutes: 36%
How do you usually travel to work?

- Drive alone: 100%
- Public Transit: 0%
- Carpool: 0%
- Vanpool: 0%
- Other: 0%

What type of parking do you use?

- Private off-street: 100%
- Public on-street: 0%
- Public off-street: 0%

Do you use your personal car for other purposes during the work day or at lunch?

- Lunch/Dinner: 90%
- Shopping: 0%
- Doctor/Dentist: 0%
- Banking: 0%
- Pick up child: 0%
- Visiting/Recreation: 0%
- Work related: 10%
- Other: 0%
If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?

- Very likely: 8%
- Somewhat likely: 25%
- Not likely: 67%

Would you be willing to park at specific locations in downtown, then take a shuttle or trolley service to work or places of interest?

- No: 83%
- Yes: 17%

Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a one-way trip?

- $0.25: 42%
- $0.50: 50%
- $0.75: 0%
- $1.00: 8%

Let's say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?

- Every 10 minutes: 27%
- Every 15-20 minutes: 73%
- Every 30 minutes: 0%
How do you usually travel to work?

- Drive alone: 94%
- Public Transit: 3%
- Carpool: 3%
- Vanpool: 0%
- Other: 0%

What type of parking do you use?

- Private off-street: 44%
- Public on-street: 25%
- Public off-street: 31%

Do you use your personal car for other purposes during the work day or at lunch?

- Lunch/Dinner: 83%
- Shopping: 0%
- Doctor/Dentist: 0%
- Banking: 7%
- Pick up child: 3%
- Visiting/Recreation: 0%
- Work related: 7%
- Other: 0%
If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?

- Very likely: 34%
- Somewhat likely: 29%
- Not likely: 37%

Would you be willing to park at specific locations in downtown, then take a shuttle or trolley service to work or places of interest?

- No: 36%
- Yes: 64%

Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a won-way trip?

- $0.25: 56%
- $0.50: 41%
- $0.75: 3%
- $1.00: 3%

Let's say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?

- Every 10 minutes: 28%
- Every 15-20 minutes: 69%
- Every 30 minutes: 3%
How do you usually travel to work?

- Drive alone: 90%
- Public Transit: 0%
- Carpool: 5%
- Vanpool: 0%
- Other: 5%

What type of parking do you use?

- Private off-street: 78%
- Public on-street: 10%
- Public off-street: 11%

Do you use your personal car for other purposes during the work day or at lunch?

- Lunch/Dinner: 86%
- Shopping: 2%
- Doctor/Dentist: 0%
- Banking: 2%
- Pick up child: 0%
- Visiting/Recreation: 0%
- Work related: 9%
- Other: 1%
If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?

- Very likely: 27%
- Somewhat likely: 49%
- Not likely: 24%

Would you be willing to park at specific locations in downtown, then take a shuttle or trolley service to work or places of interest?

- No: 56%
- Yes: 44%

Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a round-trip?

- $0.25: 51%
- $0.50: 43%
- $0.75: 2%
- $1.00: 4%

Let's say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?

- Every 10 minutes: 37%
- Every 15-20 minutes: 42%
- Every 30 minutes: 21%
How do you usually travel to work?

<table>
<thead>
<tr>
<th>Mode</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive alone</td>
<td>92%</td>
</tr>
<tr>
<td>Public Transit</td>
<td>1%</td>
</tr>
<tr>
<td>Carpool</td>
<td>5%</td>
</tr>
<tr>
<td>Vanpool</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>

What type of parking do you use?

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private off-street</td>
<td>81%</td>
</tr>
<tr>
<td>Public on-street</td>
<td>8%</td>
</tr>
<tr>
<td>Public off-street</td>
<td>11%</td>
</tr>
</tbody>
</table>

Do you use your personal car for other purposes during the work day or at lunch?

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunch/Dinner</td>
<td>84%</td>
</tr>
<tr>
<td>Shopping</td>
<td>6%</td>
</tr>
<tr>
<td>Doctor/Dentist</td>
<td>1%</td>
</tr>
<tr>
<td>Banking</td>
<td>1%</td>
</tr>
<tr>
<td>Pick up child</td>
<td>1%</td>
</tr>
<tr>
<td>Visiting/Recreation</td>
<td>0%</td>
</tr>
<tr>
<td>Work related</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
</tr>
</tbody>
</table>
If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?

- Very likely: 15%
- Somewhat likely: 42%
- Not likely: 43%

Would you be willing to park at specific locations in downtown, then take a shuttle or trolley service to work or places of interest?

- No: 61%
- Yes: 39%

Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a one-way trip?

- $0.25: 61%
- $0.50: 34%
- $0.75: 4%
- $1.00: 1%

Let's say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?

- Every 10 minutes: 26%
- Every 15-20 minutes: 58%
- Every 30 minutes: 16%
How do you usually travel to work?

- Drive alone: 100%
- Public Transit: 0%
- Carpool: 0%
- Vanpool: 0%
- Other: 0%

What type of parking do you use?

- Private off-street: 98%
- Public on-street: 2%
- Public off-street: 0%

Do you use your personal car for other purposes during the work day or at lunch?

- Lunch/Dinner: 86%
- Shopping: 8%
- Doctor/Dentist: 0%
- Banking: 0%
- Pick up child: 2%
- Visiting/Recreation: 2%
- Work related: 2%
- Other: 0%
If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?

- Very likely: 11%
- Somewhat likely: 48%
- Not likely: 41%

Would you be willing to park at specific locations in downtown, then take a shuttle or trolley service to work or places of interest?

- No: 65%
- Yes: 35%

Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a round-trip?

- $0.25: 54%
- $0.50: 40%
- $0.75: 6%
- $1.00: 0%

Let's say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?

- Every 10 minutes: 48%
- Every 15-20 minutes: 44%
- Every 30 minutes: 8%
How do you usually travel to work?

- Drive alone: 97%
- Public Transit: 0%
- Carpool: 2%
- Vanpool: 0%
- Other: 1%

What type of parking do you use?

- Private off-street: 73%
- Public on-street: 15%
- Public off-street: 12%

Do you use your personal car for other purposes during the work day or at lunch?

- Lunch/Dinner: 90%
- Shopping: 2%
- Doctor/Dentist: 2%
- Banking: 1%
- Pick up child: 0%
- Visiting/Recreation: 0%
- Work related: 2%
- Other: 3%
If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?

- Very likely: 22%
- Somewhat likely: 37%
- Not likely: 41%

Would you be willing to park at specific locations in downtown, then take a shuttle or trolley service to work or places of interest?

- No: 52%
- Yes: 48%

Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a one-way trip?

- $0.25: 56%
- $0.50: 39%
- $0.75: 3%
- $1.00: 2%

Let's say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?

- Every 10 minutes: 26%
- Every 15-20 minutes: 58%
- Every 30 minutes: 16%
How do you usually travel to work?

- Drive alone: 98%
- Public Transit: 1%
- Carpool: 1%
- Vanpool: 0%
- Other: 0%

What type of parking do you use?

- Private off-street: 81%
- Public on-street: 15%
- Public off-street: 4%

Do you use your personal car for other purposes during the work day or at lunch?

- Lunch/Dinner: 85%
- Shopping: 4%
- Doctor/Dentist: 3%
- Banking: 1%
- Pick up child: 1%
- Visiting/Recreation: 1%
- Work related: 4%
- Other: 1%
If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?

- Very likely: 21%
- Somewhat likely: 36%
- Not likely: 43%

Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a one-way trip?

- $0.25: 51%
- $0.50: 44%
- $0.75: 3%
- $1.00: 2%

Would you be willing to park at specific locations in downtown, then take a shuttle or trolley service to work or places of interest?

- No: 56%
- Yes: 44%

Let's say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?

- Every 10 minutes: 34%
- Every 15-20 minutes: 53%
- Every 30 minutes: 13%
How do you usually travel to work?

- Drive alone: 100%
- Public Transit: 0%
- Carpool: 0%
- Vanpool: 0%
- Other: 0%

What type of parking do you use?

- Private off-street: 100%
- Public on-street: 0%
- Public off-street: 0%

Do you use your personal car for other purposes during the work day or at lunch?

- Lunch/Dinner: 94%
- Shopping: 6%
- Doctor/Dentist: 0%
- Banking: 0%
- Pick up child: 0%
- Visiting/Recreation: 0%
- Work related: 0%
- Other: 0%
If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?

- Very likely: 24%
- Somewhat likely: 57%
- Not likely: 19%

Would you be willing to park at specific locations in downtown, then take a shuttle or trolley service to work or places of interest?

- No: 52%
- Yes: 48%

Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a way trip?

- $0.25: 30%
- $0.50: 70%
- $0.75: 0%
- $1.00: 0%

Let's say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?

- Every 10 minutes: 33%
- Every 15-20 minutes: 53%
- Every 30 minutes: 14%
**How do you usually travel to work?**

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive alone</td>
<td>95%</td>
</tr>
<tr>
<td>Public Transit</td>
<td>0%</td>
</tr>
<tr>
<td>Carpool</td>
<td>4%</td>
</tr>
<tr>
<td>Vanpool</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
</tr>
</tbody>
</table>

**What type of parking do you use?**

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private off-street</td>
<td>70%</td>
</tr>
<tr>
<td>Public on-street</td>
<td>30%</td>
</tr>
<tr>
<td>Public off-street</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Do you use your personal car for other purposes during the work day or at lunch?**

- Lunch/Dinner: 88%
- Shopping: 0%
- Doctor/Dentist: 1%
- Banking: 6%
- Pick up child: 1%
- Visiting/Recreation: 0%
- Work related: 2%
- Other: 2%
If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?

- Very likely: 24%
- Somewhat likely: 44%
- Not likely: 32%

Would you be willing to park at specific locations in downtown, then take a shuttle or trolley service to work or places of interest?

- No: 58%
- Yes: 42%

Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a one-way trip?

- $0.25: 61%
- $0.50: 37%
- $0.75: 2%
- $1.00: 0%

Let's say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?

- Every 10 minutes: 31%
- Every 15-20 minutes: 59%
- Every 30 minutes: 10%
### How do you usually travel to work?

<table>
<thead>
<tr>
<th>Method</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drive alone</td>
<td>94%</td>
</tr>
<tr>
<td>Public Transit</td>
<td>0%</td>
</tr>
<tr>
<td>Carpool</td>
<td>6%</td>
</tr>
<tr>
<td>Vanpool</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
</tr>
</tbody>
</table>

### What type of parking do you use?

<table>
<thead>
<tr>
<th>Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private off-street</td>
<td>70%</td>
</tr>
<tr>
<td>Public on-street</td>
<td>27%</td>
</tr>
<tr>
<td>Public off-street</td>
<td>3%</td>
</tr>
</tbody>
</table>

### Do you use your personal car for other purposes during the work day or at lunch?

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lunch/Dinner</td>
<td>92%</td>
</tr>
<tr>
<td>Shopping</td>
<td>0%</td>
</tr>
<tr>
<td>Doctor/Dentist</td>
<td>4%</td>
</tr>
<tr>
<td>Banking</td>
<td>4%</td>
</tr>
<tr>
<td>Pick up child</td>
<td>0%</td>
</tr>
<tr>
<td>Visiting/Recreation</td>
<td>0%</td>
</tr>
<tr>
<td>Work related</td>
<td>0%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
</tr>
</tbody>
</table>
If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?

- Very likely: 9%
- Somewhat likely: 60%
- Not likely: 31%

Would you be willing to park at specific locations in downtown, then take a shuttle or trolley service to work or places of interest?

- No: 65%
- Yes: 35%

Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a round-trip?

- $0.25: 50%
- $0.50: 47%
- $0.75: 3%
- $1.00: 0%

Let's say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?

- Every 10 minutes: 72%
- Every 15-20 minutes: 17%
- Every 30 minutes: 11%
How do you usually travel to work?

- Drive alone: 100%
- Public Transit: 0%
- Carpool: 0%
- Vanpool: 0%
- Other: 0%

What type of parking do you use?

- Private off-street: 82%
- Public on-street: 0%
- Public off-street: 18%

Do you use your personal car for other purposes during the work day or at lunch?

- Lunch/Dinner: 88%
- Shopping: 0%
- Doctor/Dentist: 0%
- Banking: 0%
- Pick up child: 0%
- Visiting/Recreation: 0%
- Work related: 12%
- Other: 0%
If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?

- Very likely: 8%
- Somewhat likely: 25%
- Not likely: 67%

Would you be willing to park at specific locations in downtown, then take a shuttle or trolley service to work or places of interest?

- Yes: 33%
- No: 67%

Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a one-way trip?

- $0.25: 70%
- $0.50: 20%
- $0.75: 10%
- $1.00: 0%

Let's say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?

- Every 10 minutes: 8%
- Every 15-20 minutes: 67%
- Every 30 minutes: 25%
How do you usually travel to work?

- Drive alone: 100%
- Public Transit: 0%
- Carpool: 0%
- Vanpool: 0%
- Other: 0%

What type of parking do you use?

- Private off-street: 91%
- Public on-street: 0%
- Public off-street: 9%

Do you use your personal car for other purposes during the work day or at lunch?

- Lunch/Dinner: 92%
- Shopping: 0%
- Doctor/Dentist: 0%
- Banking: 8%
- Pick up child: 0%
- Visiting/Recreation: 0%
- Work related: 0%
- Other: 0%
If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?

- Very likely: 7%
- Somewhat likely: 57%
- Not likely: 36%

Would you be willing to park at specific locations in downtown, then take a shuttle or trolley service to work or places of interest?

- No: 57%
- Yes: 43%

Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a won-way trip?

- $0.25: 31%
- $0.50: 69%
- $0.75: 0%
- $1.00: 0%

Let's say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?

- Every 10 minutes: 0%
- Every 15-20 minutes: 93%
- Every 30 minutes: 7%
How do you usually travel to work?

- Drive alone: 100%
- Public Transit: 0%
- Carpool: 0%
- Vanpool: 0%
- Other: 0%

What type of parking do you use?

- Private off-street: 100%
- Public on-street: 0%
- Public off-street: 0%

Do you use your personal car for other purposes during the work day or at lunch?

- Lunch/Dinner: 89%
- Shopping: 0%
- Doctor/Dentist: 0%
- Banking: 0%
- Pick up child: 0%
- Visiting/Recreation: 0%
- Work related: 11%
- Other: 0%
If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?

- Very likely: 0%
- Somewhat likely: 32%
- Not likely: 68%

Would you be willing to park at specific locations in downtown, then take a shuttle or trolley service to work or places of interest?

- No: 80%
- Yes: 20%

Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a one-way trip?

- $0.25: 50%
- $0.50: 43%
- $0.75: 7%
- $1.00: 0%

Let’s say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?

- Every 10 minutes: 50%
- Every 15-20 minutes: 31%
- Every 30 minutes: 19%
How do you usually travel to work?

- Drive alone: 92%
- Public Transit: 1%
- Carpool: 6%
- Vanpool: 0%
- Other: 1%

What type of parking do you use?

- Private off-street: 59%
- Public on-street: 23%
- Public off-street: 18%

Do you use your personal car for other purposes during the work day or at lunch?

- Lunch/Dinner: 85%
- Shopping: 6%
- Doctor/Dentist: 3%
- Banking: 2%
- Work related: 3%
- Other: 1%

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If the City of Pensacola operated a shuttle or trolley service in downtown and to places of interest, how likely would you be to use the service?

- Very likely: 15%
- Somewhat likely: 39%
- Not likely: 46%

Would you be willing to park at specific locations in downtown, then take a shuttle or trolley service to work or places of interest?

- Yes: 50%
- No: 50%

Assuming that you would use a shuttle or trolley service for traveling around downtown Pensacola, what type of fare would you find reasonable for a one-way trip?

- $0.25: 69%
- $0.50: 29%
- $0.75: 2%
- $1.00: 0%

Let's say shuttle or trolley service was operated in downtown Pensacola to parking lots, restaurants, and places of interest. What service frequency would you find most convenient for all-day service?

- Every 10 minutes: 42%
- Every 15-20 minutes: 46%
- Every 30 minutes: 12%
APPENDIX D

Breakdown of responses to fare questions
APPENDIX D

Appendix D presents detailed responses to the survey questions that address visitors and tourists attitudes about passengers fares for ferry/trolley service in the Pensacola Bay area. The survey questions were included in the Visitor/Tourist Survey and are listed below with the responses.
Question #2: What do you think is a reasonable price for this service per person (one price would include water ferry service to all locations, shuttle/trolley bus service at each location and entrance fee to Ft. Pickens)?

Table 1

<table>
<thead>
<tr>
<th>Value</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
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<td>free</td>
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</tr>
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<td>1</td>
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<td>$0.50</td>
<td>9</td>
<td>2%</td>
</tr>
<tr>
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<td>0.4%</td>
</tr>
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<td>0.4%</td>
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<td>0.4%</td>
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<tr>
<td>$9.00</td>
<td>8</td>
<td>1.7%</td>
</tr>
<tr>
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</tr>
<tr>
<td>$10.00</td>
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</tr>
</tbody>
</table>
Table 1  
(cont.)

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<thead>
<tr>
<th>Value</th>
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<tbody>
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<td>$10.50</td>
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<td>1.7%</td>
</tr>
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<tr>
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</tr>
<tr>
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<td>0.2%</td>
</tr>
<tr>
<td>Total</td>
<td>461</td>
<td>100%</td>
</tr>
</tbody>
</table>
Question #4: What do you think would be a reasonable price to pay, per person, per one-way trip for just the downtown Pensacola trolley shuttle service?

Table 2

<table>
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<tr>
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</tr>
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</tr>
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</tr>
<tr>
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<td>0.4%</td>
</tr>
<tr>
<td>$1.50</td>
<td>18</td>
<td>3.9%</td>
</tr>
<tr>
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<td>1.1%</td>
</tr>
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</tr>
<tr>
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<td>3</td>
<td>0.7%</td>
</tr>
<tr>
<td>$2.50</td>
<td>18</td>
<td>3.9%</td>
</tr>
<tr>
<td>$2.75</td>
<td>1</td>
<td>0.2%</td>
</tr>
<tr>
<td>$3.00</td>
<td>28</td>
<td>6.1%</td>
</tr>
<tr>
<td>$3.50</td>
<td>2</td>
<td>0.4%</td>
</tr>
<tr>
<td>$3.75</td>
<td>1</td>
<td>0.2%</td>
</tr>
<tr>
<td>$4.00</td>
<td>10</td>
<td>2.2%</td>
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<tr>
<td>$4.50</td>
<td>2</td>
<td>0.4%</td>
</tr>
<tr>
<td>$4.75</td>
<td>1</td>
<td>0.2%</td>
</tr>
<tr>
<td>$5.00</td>
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<td>5%</td>
</tr>
<tr>
<td>$6.00</td>
<td>5</td>
<td>1.1%</td>
</tr>
<tr>
<td>$6.50</td>
<td>1</td>
<td>0.2%</td>
</tr>
<tr>
<td>$7.00</td>
<td>11</td>
<td>2.4%</td>
</tr>
<tr>
<td>$8.00</td>
<td>3</td>
<td>0.7%</td>
</tr>
<tr>
<td>$10.00</td>
<td>6</td>
<td>1.3%</td>
</tr>
<tr>
<td>Total</td>
<td>461</td>
<td>100%</td>
</tr>
</tbody>
</table>
APPENDIX E

Visitor/Tourist Survey Results
APPENDIX E

Appendix E presents an analysis of the survey questions for Pensacola, Pensacola Beach, Fort Pickens, and the NAS. It includes information from respondents that are not permanent residents in the Pensacola Bay area. This information is presented graphically in the Appendix.
VISITOR INFORMATION CENTER

If the Bay Area Attraction water ferry/trolley bus service were available, would you take it?

- Definitely: 46%
- Probably: 40%
- Probably Not: 9%
- Definitely Not: 5%

What do you think is a reasonable price for this service per person?

- $0.00 - $0.50: 14%
- $1.00 - $5.00: 48%
- $5.25 - $10.00: 23%
- $10.25 - $15.00: 15%
- > $15.00: 0%

Independently of the water ferry sightseeing tour, would you drive your vehicle to Downtown Pensacola, park at a specific location, then take the trolley to places of interest?

- Definitely: 43%
- Probably: 40%
- Probably Not: 11%
- Definitely Not: 6%

What do you think is a reasonable price to pay, per person, per one-way trip for just the Downtown Pensacola trolley shuttle service?

- $0.00 - $0.75: 32%
- $1.00 - $5.00: 65%
- > $5.00: 3%
VISITOR INFORMATION CENTER

How did you travel to Pensacola?

- Personal vehicle: 83%
- Train: 0%
- Bus: 3%
- Rental Car: 8%
- Airline: 4%
- Other: 3%

If you are a visitor, what is the purpose of your visit to Pensacola?

- Business: 21%
- Visit relatives: 21%
- Vacation: 57%
- Other: 1%

Did you bring a bicycle with you on this trip?

- Yes: 7%
- No: 93%

What attractions have you seen, or may be planning to see in the Pensacola area?

- T.T. Wentworth: 28%
- Naval Museum: 68%
- The Wall South: 55%
- Ft. Pickens: 51%
- Historic Village: 51%
- Big Lagoon: 14%
- Naval Live Oaks: 22%
- Pensacola Beach: 91%
- Johnson Beach: 21%
- Other: 7%

What mode of transportation did you use to travel to these attractions?

- Personal vehicle: 86%
- Rental vehicle: 8%
- Bus: 1%
- Other: 5%
NAVAL AVIATION MUSEUM

If the Bay Area Attraction water ferry/trolley bus service were available, would you take it?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely</td>
<td>54%</td>
</tr>
<tr>
<td>Probably</td>
<td>40%</td>
</tr>
<tr>
<td>Probably Not</td>
<td>5%</td>
</tr>
<tr>
<td>Definitely Not</td>
<td>1%</td>
</tr>
</tbody>
</table>

What do you think is a reasonable price for this service per person?

<table>
<thead>
<tr>
<th>Price Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.00 - $0.50</td>
<td>3%</td>
</tr>
<tr>
<td>$1.00 - $5.00</td>
<td>42%</td>
</tr>
<tr>
<td>$5.25 - $10.00</td>
<td>29%</td>
</tr>
<tr>
<td>$10.25 - $15.00</td>
<td>6%</td>
</tr>
<tr>
<td>&gt;$15.00</td>
<td>0%</td>
</tr>
</tbody>
</table>

Independently of the water ferry sightseeing tour, would you drive your vehicle to Downtown Pensacola, park at a specific location, then take the trolley to places of interest?

<table>
<thead>
<tr>
<th>Option</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definitely</td>
<td>52%</td>
</tr>
<tr>
<td>Probably</td>
<td>49%</td>
</tr>
<tr>
<td>Probably Not</td>
<td>9%</td>
</tr>
<tr>
<td>Definitely Not</td>
<td>0%</td>
</tr>
</tbody>
</table>

What do you think is a reasonable price to pay, per person, per one-way trip for just the Downtown Pensacola trolley shuttle service?

<table>
<thead>
<tr>
<th>Price Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.00 - $0.75</td>
<td>21%</td>
</tr>
<tr>
<td>$1.00 - $5.00</td>
<td>71%</td>
</tr>
<tr>
<td>&gt;$5.00</td>
<td>8%</td>
</tr>
</tbody>
</table>
NAVAL AVIATION MUSEUM

How did you travel to Pensacola?

- Personal vehicle: 86%
- Train: 0%
- Bus: 1%
- Rental Car: 5%
- Airline: 5%
- Other: 3%

If you are a visitor, what is the purpose of your visit to Pensacola?

- Business: 20%
- Visit relatives: 18%
- Vacation: 56%
- Other: 5%

Did you bring a bicycle with you on this trip?

- Yes: 6%
- No: 94%

What attractions have you seen, or may be planning to see in the Pensacola area?

- T.T. Wentworth: 20%
- Naval Museum: 37%
- The Wall South: 31%
- Ft. Pickens: 48%
- Historic Village: 16%
- Big Lagoon: 20%
- Naval Live Oaks: 20%
- Pensacola Beach: 66%
- Johnson Beach: 20%
- Other: 4%

What mode of transportation did you use to travel to these attractions?

- Personal vehicle: 89%
- Rental vehicle: 8%
- Bus: 0%
- Other: 3%
If the Bay Area Attraction water ferry/trolley bus service were available, would you take it?

- Definitely: 51%
- Probably: 39%
- Probably Not: 8%
- Definitely Not: 2%

What do you think is a reasonable price for this service per person?

- $0.00 - $0.50: 8%
- $1.00 - $5.00: 69%
- $5.25 - $10.00: 14%
- $10.25 - $15.00: 5%
- >$15.00: 4%

Independently of the water ferry sightseeing tour, would you drive your vehicle to Downtown Pensacola, park at a specific location, then take the trolley to places of interest?

- Definitely: 49%
- Probably: 38%
- Probably Not: 10%
- Definitely Not: 3%

What do you think is a reasonable price to pay, per person, per one-way trip for just the Downtown Pensacola trolley shuttle service?

- $0.00 - $0.75: 20%
- $1.00 - $5.00: 71%
- >$5.00: 9%
How did you travel to Pensacola?

- Personal vehicle: 78%
- Train: 0%
- Bus: 1%
- Rental Car: 6%
- Airline: 14%
- Other: 3%

If you are a visitor, what is the purpose of your visit to Pensacola?

- Business: 10%
- Visit relatives: 27%
- Vacation: 61%
- Other: 2%

Did you bring a bicycle with you on this trip?

- Yes: 13%
- No: 87%

What attractions have you seen, or may be planning to see in the Pensacola area?

- T.T. Wentworth: 41%
- Naval Museum: 71%
- The Wall South: 60%
- Ft. Pickens: 75%
- Historic Village: 68%
- Big Lagoon: 28%
- Naval Live Oaks: 46%
- Pensacola Beach: 97%
- Johnson Beach: 28%
- Other: 3%

What mode of transportation did you use to travel to these attractions?

- Personal vehicle: 76%
- Rental vehicle: 18%
- Bus: 2%
- Other: 4%