

RESOLUTION 2011-238

A RESOLUTION OF THE BOARD OF COUNTY COMMISSIONERS OF ST. JOHNS COUNTY, FLORIDA, APPROVING THE 2012-2021 ST. JOHNS COUNTY TRANSIT DEVELOPMENT PLAN

WHEREAS, each recipient in Florida who receives State Block Grant funding for public transportation must prepare a Ten Year Transit Development Plan; and

WHEREAS, this 2012-2021 Transit Development Plan establishes a strategic focus and mission for transit services and can serve as a guide in the future development of transit in St. Johns County; and

WHEREAS, the Transit Development Plan integrates transit goals and objectives with those of other adopted plans; and

WHEREAS, the Transit Development Plan is a yearly requirement with a major update required every fifth year; and

WHEREAS, the last major update, The 2007-2016 St. Johns County Transit Development Plan, was accomplished and approved by Resolution 2006-445; and

WHEREAS, the Transit Development Plan meets the requirements sent forth by the Florida Department of Transportation; and

WHEREAS, the Transit Development Plan was developed using public input from the analysis of a passenger survey, a telephone survey of County residents, interview with community leaders and two discussion groups; and

WHEREAS, it is in the overall interests of St. Johns County to approve the Transit Development Plan; and


WHEREAS, the Chairman of the Board of County Commissioners authorizes the County Administrator or his designated representative to execute any other related documents and take any other actions necessary in connection with the submittal of the Transit Development Plan to the Florida Department of Transportation; and

NOW THEREFORE, BE IT RESOLVED by the Board of County Commissioners of St. Johns County, Florida, that:

1. The above Recitals are incorporated by reference into the body of this Resolution and such Recitals are adopted as findings of fact.
2. This plan establishes a strategic focus and mission for transit services and can serve as a guide in the future development of transit in St. Johns County.
3. The County Administrator or his designated representative is authorized to execute any other related documents and take any other actions necessary in connection with the submittal of the Transit Development Plan to the Florida Department of Transportation.
4. To the extent that there are typographical or administrative errors that do not change the tenor, or concept of this Resolution, then this Resolution may be revised without the subsequent approval of the Board of County Commissioners.

PASSED AND ADOPTED by the Board of County Commissioners of St. Johns County, State of Florida, this 16th Day of August 2011.

**BOARD OF COUNTY COMMISSIONERS
OF ST. JOHNS COUNTY, FLORIDA**

By: 

J. Ken Bryan, Chair

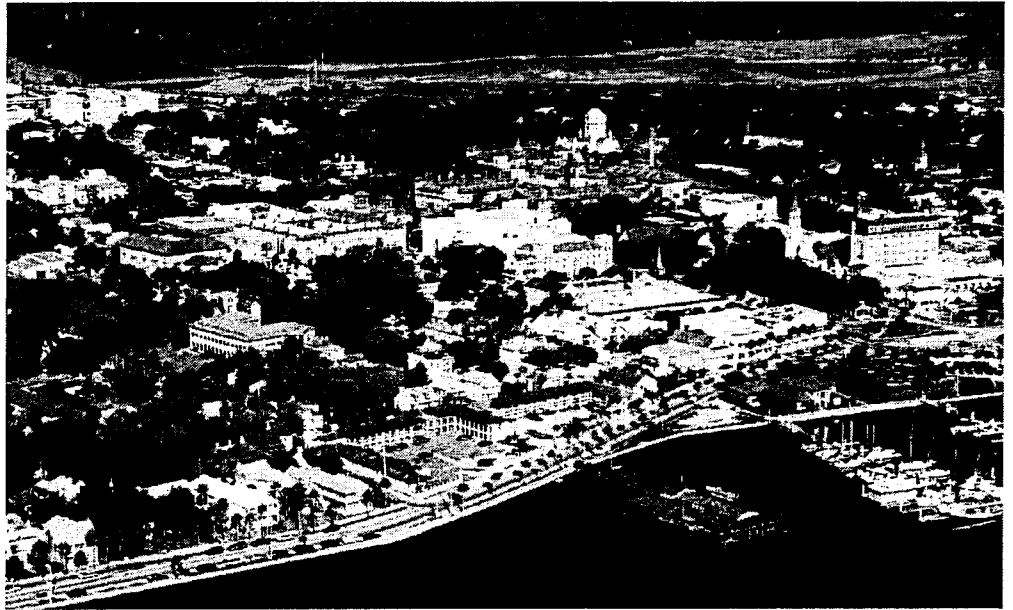
ATTEST: Cheryl Strickland, Clerk

By: 

Deputy Clerk

RENDITION DATE 8/17/11

ATKINS



2012-2021

St. Johns County Transit Development Plan



North Florida TPO
Transportation Planning Organization



Table of Contents

Chapter One:	Introduction	2
Chapter Two:	Demographic Information	3
Chapter Three:	Public Involvement	15
Chapter Four:	Existing Services and Performance Evaluation	26
Chapter Five:	Situation Appraisal	58
Chapter Six:	Vision, Mission, Goals, and Objectives	64
Chapter Seven:	Assessment of Transit Demand and Needs	70
Chapter Eight:	Financial Resources and Plan	80
Appendix A:	Public Involvement Plan	
Appendix B:	Telephone Survey Summary	
Appendix C:	Public Meeting Notice	
Appendix D:	Transportation Provider Directory	

Chapter One – Introduction

A Transit Development Plan (TDP) serves as the basis for identifying transit needs in a community, which is a prerequisite for receiving state transit funds. It serves as a strategic policy document, which includes involving the public in exploring community goals, identifying potential enhancements, and developing a plan for implementation. St. Johns County, supported by the St. Johns County Council on Aging (COA), is required by Sections 339.135 and 339.155, Florida Statutes, to produce a TDP on a regular basis. The TDP is most often a document with a ten-year planning horizon, which undergoes annual updates, as well as an overall re-write every five years.

The last full update to the St. Johns County TDP was completed in 2006, with a horizon year of Fiscal Year 2016. Since that time, annual updates have been produced which extended the horizon of the plan through Fiscal Year 2020. On behalf of St. Johns County, Atkins was contracted by the North Florida Transportation Planning Organization (TPO) to produce a full update of the St. Johns County TDP, extending out ten years through Fiscal Year 2021.

Study Area

St. Johns County is located in northeast Florida along the Atlantic coast. The county is part of the Jacksonville metropolitan area and is also bordered by Flagler County (Palm Coast metropolitan area) to the south. While there are several incorporated communities with St. Johns County, the primary city is St. Augustine. Founded in 1565, the city is the oldest continually occupied settlement in the United States, and much of its development pattern is from the pre-automobile period. This is contrasted by the newly developed, auto-oriented, areas in the northern portion of the county, such as Ponte Vedra and Fruit Cove. The northern portion of the county is also closely associated with Jacksonville, which presents unique opportunities and challenges for transit planning.

Organization of Report

The report is organized into the following sections:

- Chapter Two – Demographic Information
- Chapter Three – Public Involvement
- Chapter Four – Existing Services and Performance Evaluation
- Chapter Five – Situation Appraisal
- Chapter Six – Vision, Mission, Goals & Objectives
- Chapter Seven – Assessment of Transit Demand and Needs
- Chapter Eight – Financial Resources and Plan

Chapter Two – Demographic Information

This section of the report summarizes demographic and economic data for St. Johns County that is considered relevant for public transportation planning. Most of the data was obtained from the 2009 American Community Survey (ACS) estimates from the U.S. Census Bureau.

Population Characteristics

St. Johns County was reported to have 124,478 residents in the 2000 Census. Since then, the County is estimated to have grown 51% by 2009 to 187,436 residents. This is a higher growth rate than all the counties surrounding St. Johns with the exception of Flagler County, which is estimated to have grown 81% in population between 2000 and 2009 to 91,622 residents, as detailed in Table 2-1.

Table 2-1: County Population Comparisons

Jurisdiction:	July Population Estimates:			
	2000	2005	2009	2000-2009 % change
St. Johns County	124,478	160,508	187,436	51%
Florida	16,047,118	17,783,868	18,537,969	16%
Clay County	141,621	168,280	186,756	32%
Duval County	779,803	830,828	857,040	10%
Flagler County	50,560	75,420	91,622	81%
Putnam County	70,419	72,750	72,893	4%

Source: 2005-09 American Community Survey 5-Year Estimates, US Census Bureau.

Population Age Distribution

As shown in Table 2-2, the age of the population of St. Johns County closely mirrors the State of Florida. Youth (those aged 0-19) and the Elderly (65+) make up a significant portion of the population of St. Johns County, with 40% of the population in this age range. These groups are typically less likely to have access to a vehicle and are therefore more likely to use / be dependent upon transit.

Table 2-2: Population Age Distribution

Year	Age					
	0-19	20-34	35-54	55-64	65-84	85+
<i>St. Johns County</i>						
2005-2009 ACS Estimates	25%	16%	31%	13%	13%	2%
<i>State of Florida</i>						
2005-2009 ACS Estimates	24%	18%	28%	12%	16%	3%

Source: 2005-09 American Community Survey 5-Year Estimates, US Census Bureau.

Population Density

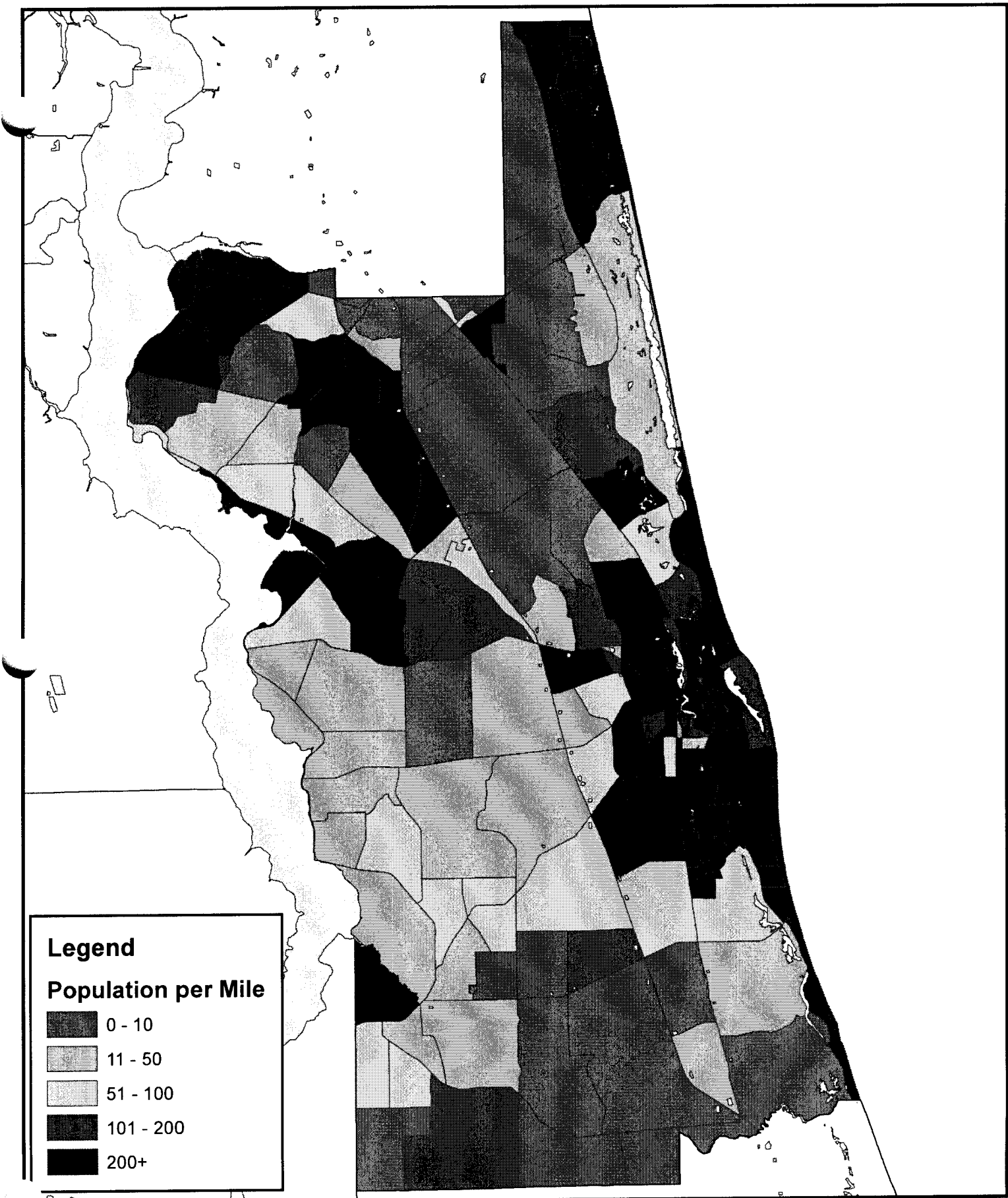
As shown on Figure 2.1, the densest areas of St. Johns County are in St. Augustine and St. Augustine Beach as well as the Ponte Vedra area in the northeast and the Fruit Cove area in the northwest portion of the county.

Housing Characteristics






For many years, St. Johns County has been considered one of the wealthier counties in Florida. This has had an effect on the type, availability, and prices of housing in the County. In 2008, the average value for a single-family home in St. Johns County was \$286,000, compared with \$204,000 statewide. Much of the growth in that has occurred in the county over the last ten years has been in the northwest and Ponte Vedra sections. St. Johns County is known in the area for its quality schools, and is thus attracting many young families. As a result, much of the new housing stock in the County is in single-family developments. As discussed below, the City of St. Augustine offers more diverse housing options and thus, higher densities.

Housing Density

Housing density, as shown on Figure 2.2, closely mirrors population density within the City of St. Augustine and surrounding areas. However, differences can be seen in the suburban areas of Fruit Cove and Ponte Vedra. While these areas are relatively dense in population, they are dominated by single-family residential developments, thereby minimizing the housing density.



Legend
Population per Mile

	0 - 10
	11 - 50
	51 - 100
	101 - 200
	200+

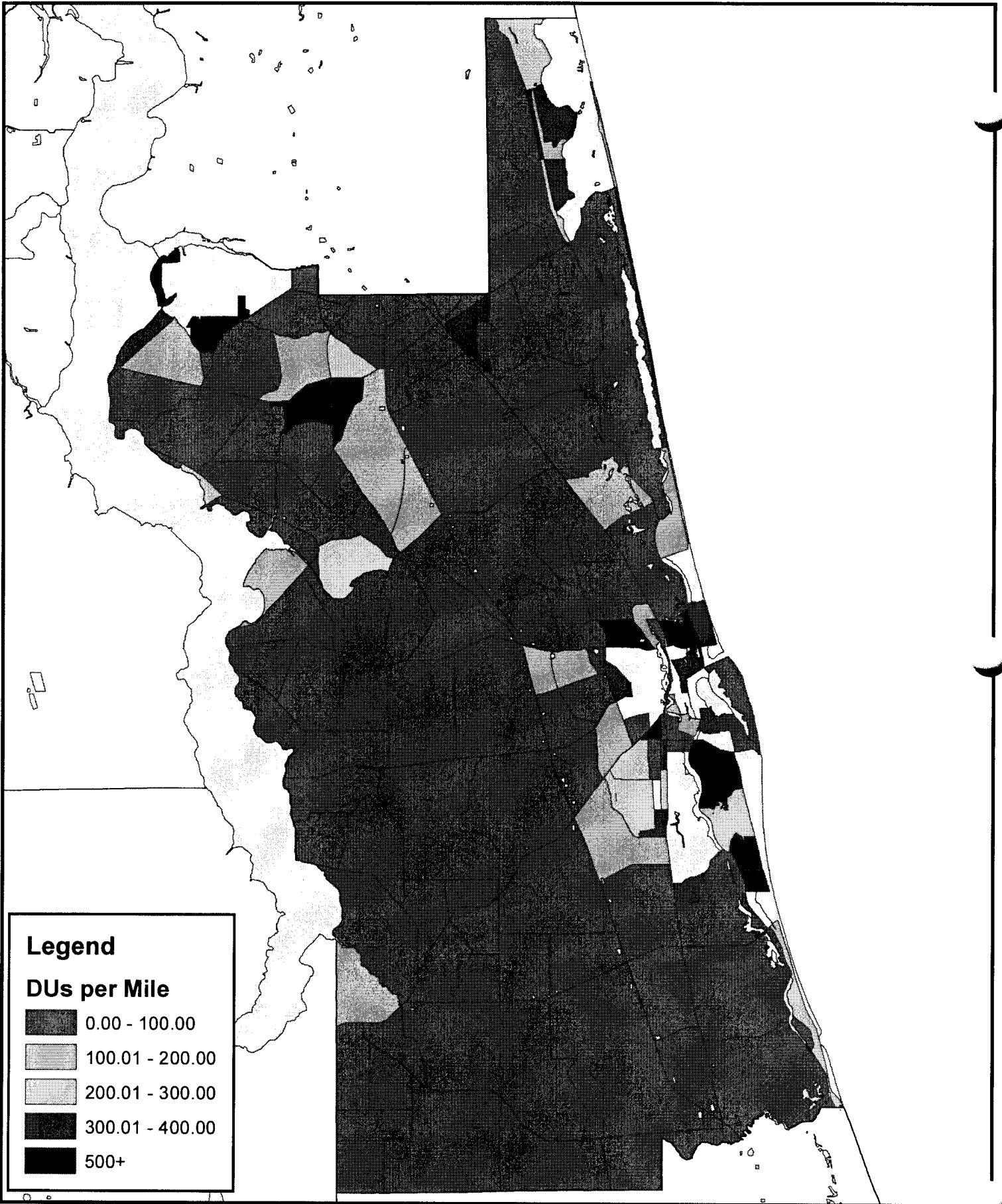


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Population Density






**St. Johns County
 Transit Development Plan Update**

Figure 2.1



Legend

DUs per Mile

	0.00 - 100.00
	100.01 - 200.00
	200.01 - 300.00
	300.01 - 400.00
	500+



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Housing Density

**St. Johns County
Transit Development Plan Update**

Figure 2.2

Employment Characteristics

Table 2-3 shows the published data from the 2005-2009 ACS. This data shows the majority of the 16+ population in St. Johns County is in the labor force (63.7%). A small percentage of those employed in the county, less than 1%, are in the Armed Forces.

Table 2-3: St. Johns County Employment Status

Employment Status	% of Population 16 years or older
In Labor Force	63.7%
Civilian Labor Force	63.1%
Employed	59.5%
Unemployed	3.7%
Armed Forces	0.5%
Not in Labor Force	36.3%

Source: 2005-09 American Community Survey 5-Year Estimates, US Census Bureau.

The ACS estimates unemployment to be 3.7%. However, more recent Local Area Unemployment Statistics data published by the federal Bureau of Labor Statistics estimate that between September 2009 and October 2010, the unemployment rate was 9.1% (8,678 unemployed persons) in St. Johns County (figures not seasonally adjusted). While the national recession officially ended in the summer of 2009, high unemployment has remained and is expected to continue for several years.

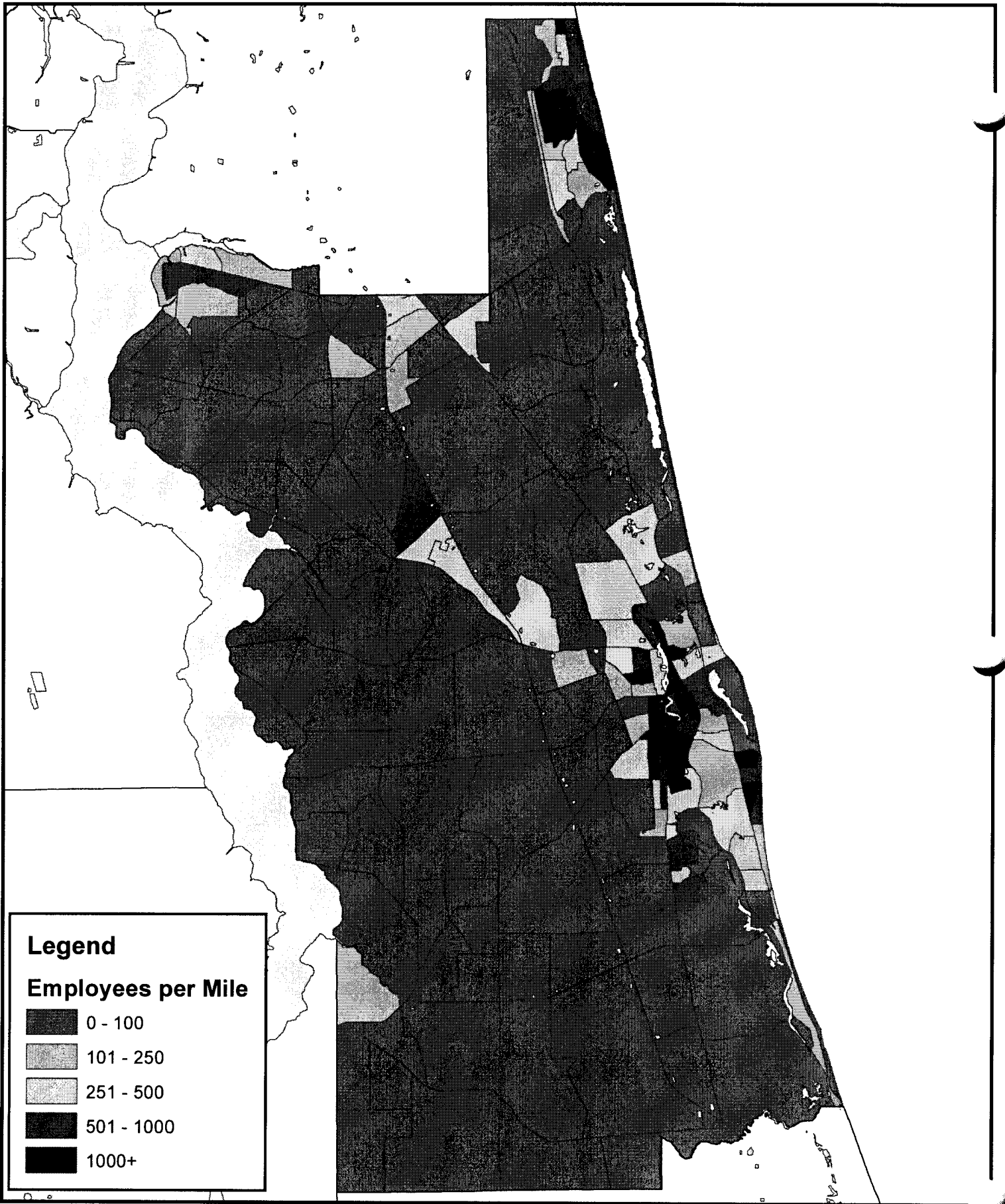
Employment Density

The largest concentration of employment within St. Johns County is in the City of St. Augustine and surrounding areas. However, as shown on Figure 2.3, there are other pockets of employment in the county. Specifically these areas include the St. Augustine Beach, World Golf Village, and Ponte Vedra areas.

Income






The per capita income for St. Johns County is \$36,198 in 2009 inflation-adjusted dollars. Also in 2009 inflation-adjusted dollars, the median household income is \$63,630 and the median family income is \$79,404.

Table 2-4 shows the income distribution for St. Johns County and the State of Florida. St. Johns County has a significantly higher household income than Florida. As a whole, more than 60% of households in St. Johns County have an income of more than \$50,000, versus 47.5% of Florida households.



Legend

Employees per Mile

-  0 - 100
-  101 - 250
-  251 - 500
-  501 - 1000
-  1000+



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Employment Density

**St. Johns County
Transit Development Plan Update**

Figure 2.3

Table 2-4: Household Income and Benefits

2009 Household Income	St. Johns % of Households	Florida % of Households
<\$10,000	4.5%	7.2%
\$10,000 to \$24,999	12.6%	17.5%
\$25,000 to \$49,999	22.6%	27.6%
\$50,000 to \$99,999	31.0%	30.4%
\$100,000 to \$199,999	21.7%	13.6%
\$200,000 or more	7.6%	3.5%

Source: 2005-09 American Community Survey 5-Year Estimates, US Census Bureau.

Journey to Work

Journey to work patterns can be analyzed in two different ways: by origin-destination and/or by mode of transportation. This section summarizes both.

Vehicle Availability

The availability of a vehicle for work has direct impacts on the demand for transit. St. Johns County is comparable to the surrounding counties in the northeast Florida region. As shown on Table 2-5, a small amount (2%) of the population of workers has no car available, and less than a quarter of those going to work have zero or one vehicles available. The majority of workers have two or less vehicles available, although approximately 30% of St. Johns County workers have three or more vehicles.

Table 2-5: Means of Transportation to Work by Vehicles Available, by County

No. of Vehicles:	St. Johns	Clay	Flagler	Duval	Putnam
Zero	2%	2%	1%	3%	3%
One	21%	17%	19%	24%	22%
Two	48%	47%	50%	47%	46%
Three+	29%	34%	30%	27%	30%

Source: 2005-09 American Community Survey 5-Year Estimates, US Census Bureau.

Means of Transportation to Work

Table 2-6 below shows the method by which workers in St. Johns and surrounding counties are getting to their jobs. The vast majority, 89%, of St. Johns County workers commute via car, truck and van, and of those, 81% drive alone. Eight percent carpool, and less than one percent take public transportation. Three percent either bike or walk to work, while 6% work at home.

This is representative of the surrounding counties, with the majority (80%+) of workers in Clay, Flagler, Duval, and Putnam counties also commuting alone to work.

Table 2-6: Means of Transportation to Work by County

Transportation Mode:	St. Johns	Clay	Flagler	Duval	Putnam
Car, Truck, or Van	89%	93%	91%	92%	94%
Drove Alone	81%	82%	81%	80%	80%
Carpool:	8%	11%	10%	12%	15%
2-person carpool	7%	9%	9%	9%	10%
3-person carpool	1%	1%	1%	1%	3%
4-person carpool	0.2%	0.3%	0.3%	1%	0%
5- or 6-person carpool	0.04%	0.1%	0.3%	0%	0%
7-or-more person carpool	0.02%	0.1%	0.1%	0%	0.6%
Public Transportation:	0.2%	0.2%	0.3%	2%	0.1%
Bus or trolley bus	0.2%	0.2%	0.3%	2%	0.1%
Streetcar or trolley car	0%	0.0%	0%	0%	0%
Subway or elevated	0%	0.0%	0%	0%	0%
Railroad	0%	0.0%	0%	0%	0%
Ferryboat	0%	0.0%	0%	0%	0%
Taxicab	0.5%	0.0%	0%	0%	0%
Motorcycle	0.7%	0.3%	1%	0%	0.3%
Bicycle	1.0%	0.3%	0.2%	0%	0.3%
Walked	2%	1.2%	1%	2%	1%
Other means	1%	1.0%	1%	1%	1%
Worked at home	6%	4%	6%	3%	3%

Source: 2005-09 American Community Survey 5-Year Estimates, US Census Bureau.

Travel Time to Work

The mean travel time to work in 2009 for St. Johns County workers was 25 minutes. The largest segment of St. Johns County workers have a commute lasting between 15 and 24 minutes (28%). However, almost a quarter of workers have a commute between 5 and 14 minutes (24%) while another 25% have commutes of between 25 and 39 minutes (25%). A smaller portion (14%) commutes between 40 minutes and one hour. Only 5% commute one hour or more to work, and only 4% commute less than 5 minutes. Overall, 44% of workers have commutes of 25 minutes or more. See Table 2-7 below.

Table 2-7: St. Johns County Travel Time to Work

Travel Time	% of Worker 16 years or older who do not work at home
Less than 5 minutes	3.6%
5 minutes to 14 minutes	24.3%
15 minutes to 24 minutes	27.8%
25 minutes to 39 minutes	25.0%
40 minutes to 59 minutes	14.4%
60 minutes to 89 minutes	3.5%
90 or more minutes	1.5%

Source: 2005-09 American Community Survey 5-Year Estimates, US Census Bureau.

Intra-County Commute Patterns

Table 2-8 presents the number of workers commuting between St. Johns and surrounding counties. While the largest number of St. Johns County workers who reside in St. Johns County also work there (35,000), almost 20,000 commute to Duval. In comparison, relatively few St. Johns County residents commute to Clay, Putnam, or Flagler counties.

Table 2-8: Intra-County Commute Patterns

Residence County	Workplace County	Count
St. Johns	St. Johns	35,438
St. Johns	Duval	19,929
St. Johns	Clay	830
St. Johns	Putnam	630
St. Johns	Flagler	315
Duval	St. Johns	7,134
Putnam	St. Johns	1,572
Flagler	St. Johns	1,141
Clay	St. Johns	957

Source: 2000 Census, US Census Bureau.

Though much larger in population, Duval County has many fewer residents commuting to St. Johns (7,134 Duval County residents commuting into St. Johns County versus 19,929 St. Johns residents commuting to Duval), as shown in Table 2-8.

Tourism and Visitor Information

2008 estimates show that the number of visitors to the State of Florida decreased by 0.4% from 2007 to 84.2 million. Of those, a little over half (51.5%) arrive by air while 13 million people took cruises out of one of the seven seaports of Florida. States with the highest rates of visitors to Florida are: Georgia (11.5%); New York (9.2%); and New Jersey (6.0%). Domestic visitors cite beach/waterfront activities, shopping, and touring or sightseeing as the most popular activities while in Florida.

International travel to Florida accounted for 9.6% of total state visitors in 2007, with 6.2% from overseas and 3.4% from Canada. Overseas visitors cite shopping, dining, and amusement and theme parks as the most popular activities that they engage in while in Florida.

Land Use

Figure 2.4 depicts the existing land uses for St. Johns County from 2004. The northern section of the county is dominated by residential uses, with some concentrations of commercial uses in the Ponte Vedra and World Golf Village areas. The central portion of the county, including the City of St. Augustine, contains a balance of residential and non-residential uses. This area also includes tourist-related uses, serving the historic district and beach communities. The southwestern portion of the community is dominated by agricultural uses, but also includes the communities of Hastings and Flagler Estates.

Figure 2.5 depicts the adopted future land use plan for 2025. In addition to continued growth in the northwestern portion of the county, the map includes the new town of Nocatee, which is planned for a mix of uses. It should also be noted that little growth is projected for the southern portion of the County, even though it is adjacent to fast-growing Flagler County.

Figure 2.4: Existing Land Uses

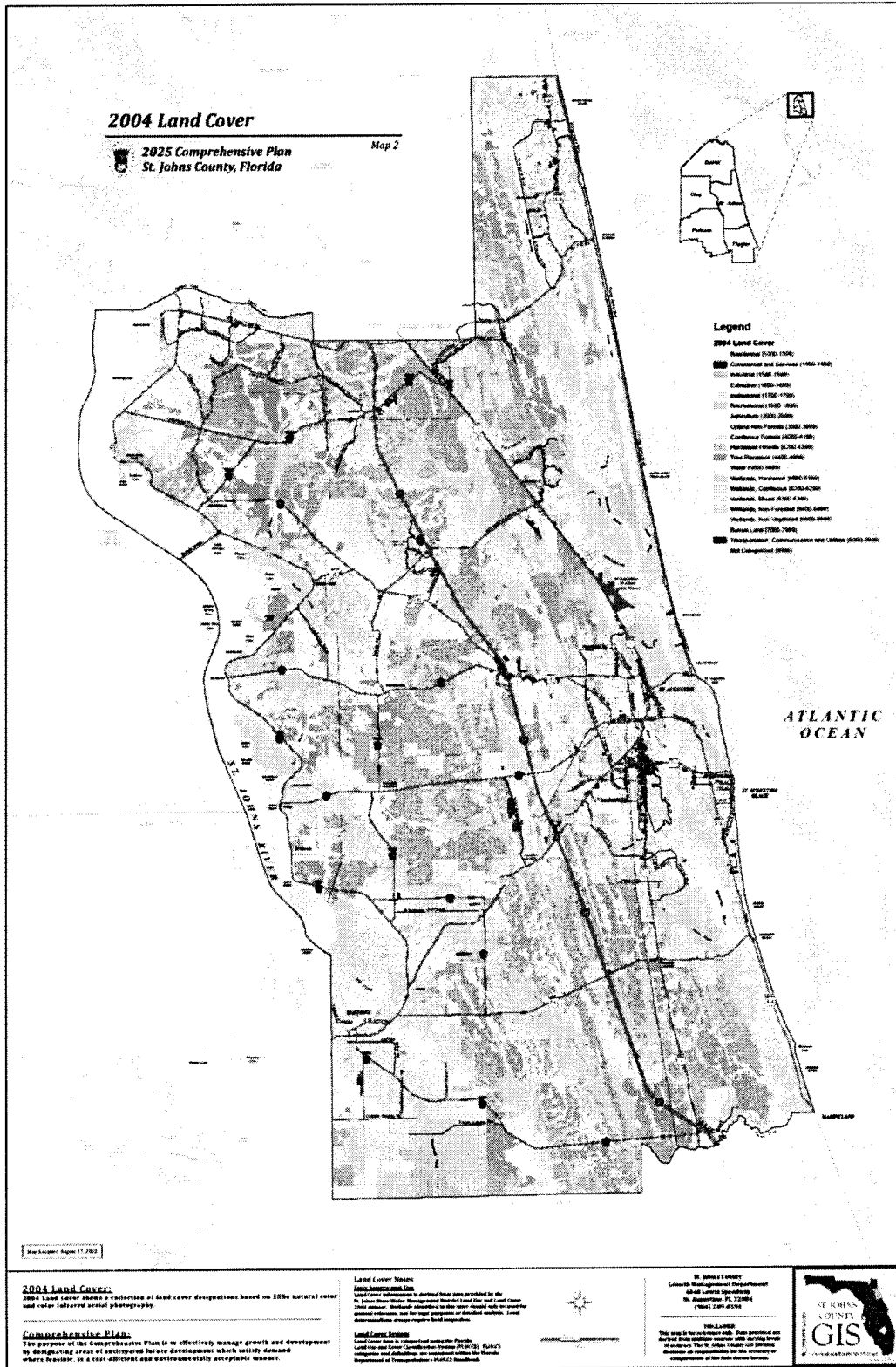
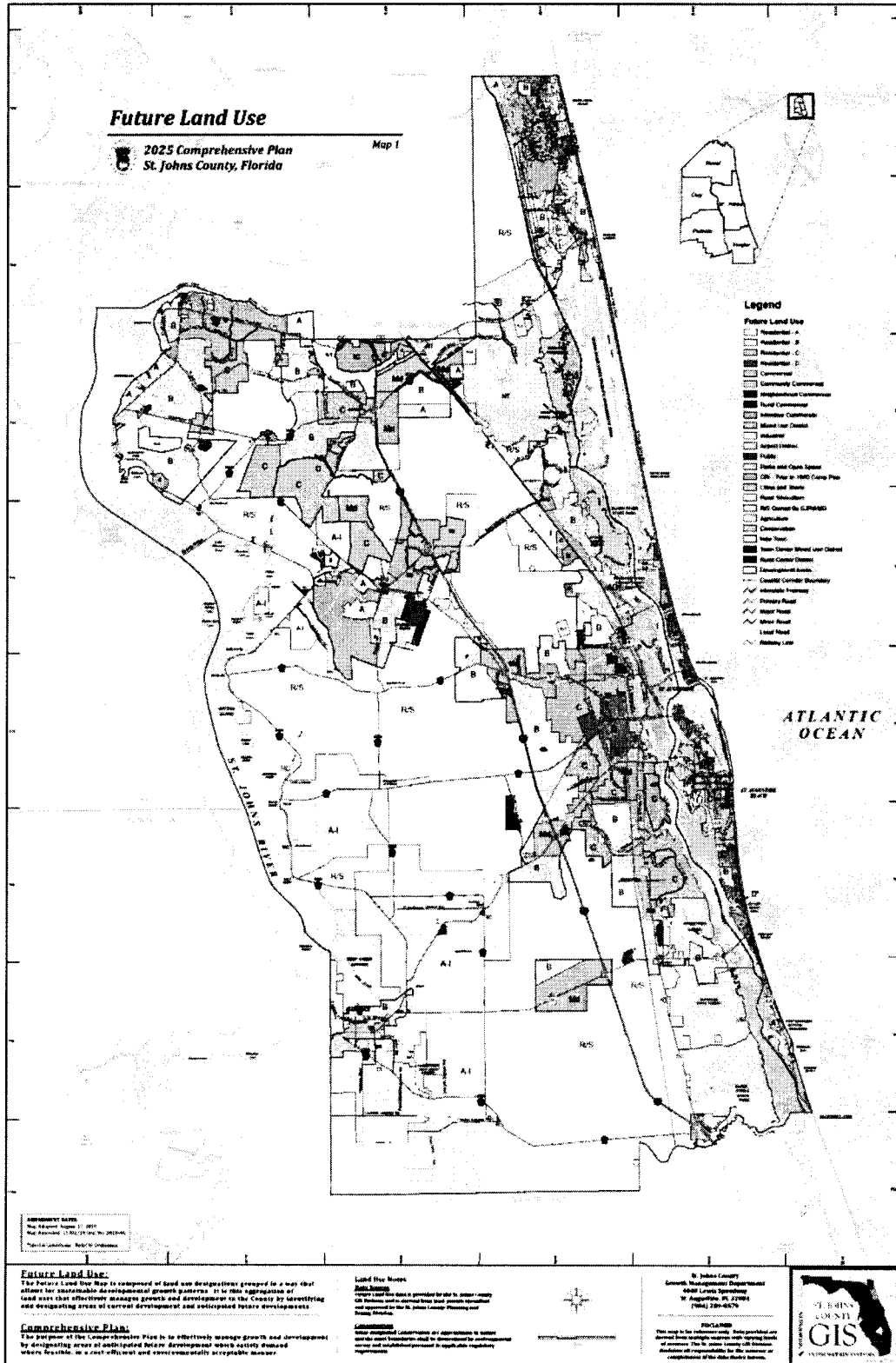


Figure 2.5: Future Land Use Plan



Chapter Three – Public Involvement

A key component of the TDP update is engaging the community. It is difficult to plan for enhancements to a transit system without knowing what the users and potential users of the system want and need. As part of this update, a Public Involvement Plan (PIP) was developed and reviewed by the transit provider, St. Johns County, and FDOT. The PIP noted that input would be collected through four primary means, including:

- Stakeholder Meetings
- Household Telephone Survey
- On-Board Ridership Survey
- Staff Meetings

The PIP is included in Appendix A.

Sunshine Bus On-Board Ridership Survey

On-board bus surveys were conducted between January 18th and January 25th, 2011. The purpose of these surveys was to gauge satisfaction with current Sunshine Bus service and to elicit opinion from current system users regarding service improvement(s). Each bus route was ridden a minimum of once, and every rider was asked to complete a survey. The time of day that the surveys were collected varied, with the earliest surveys collected on the 8:20 am Teal route and the latest surveys collected on the 5:30 pm Teal route.

A total of one hundred and twenty four (124) surveys were collected from Sunshine Bus riders. Table 3-1 shows the number of surveys collected on each route.

Table 3-1: Number of Surveys Collected by Route

Route	# of Surveys Collected	% of Total
Teal	13	10%
Purple	30	24%
Green	14	11%
Orange	15	12%
Blue	19	15%
Red	24	19%
Connector	9	7%
TOTAL	124	100%

Riders were given the option of having the survey administered to them or filling out the survey individually. The majority of riders chose to take the survey; however, some riders declined to provide their input. Some surveys had missing responses. All input provided were incorporated into this analysis.

The results of the surveys have been aggregated in order to uncover patterns in how the Sunshine Bus service is being used, what improvements riders would like to see in the service, and how satisfied riders are with the current service provided. These results are discussed more in-depth below.

RIDERSHIP DEMOGRAPHICS

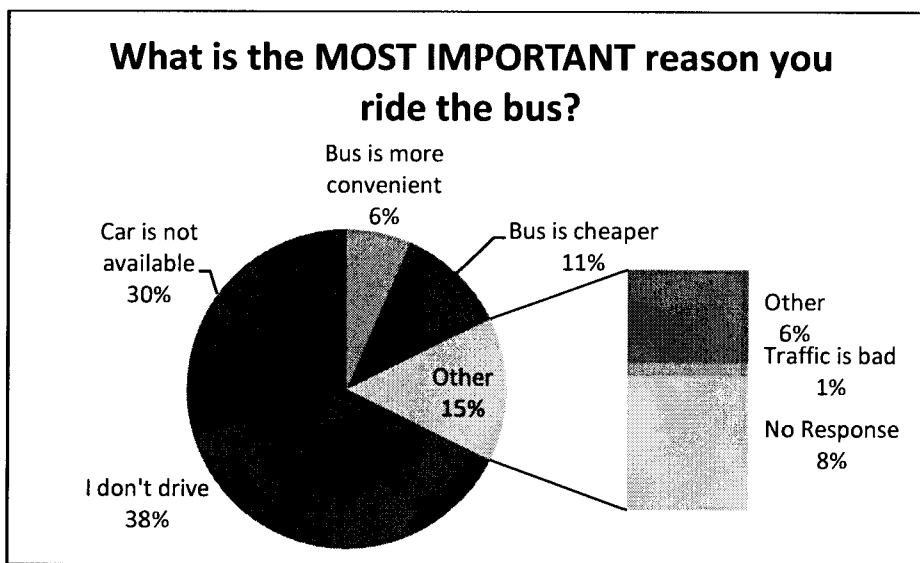
When asked about their ethnic heritage, the predominant answers were: 55% of riders said they are ‘White’ (68 respondents); 37% answered ‘Black/ African American’ (38 respondents); 6% said ‘Hispanic’ (8 respondents); and 2% said they are ‘Native American’ (3 respondents).

The majority of riders (75%) said they don’t speak any other languages besides English at home. Of those that do speak other languages at home, Spanish was the most commonly listed language.

WHY USE SUNSHINE BUS?

Almost 70% of respondents said that the *most important reason* they use Sunshine Bus is because they either don’t drive or do not have a car available. Less than 10% of riders are using the bus service for convenience reasons, including the bus being a more convenient mode or because of traffic. Eleven percent use the bus because of its cost-effectiveness. This data is summarized below in Figure 3.1.

Figure 3.1: Most Important Reason for Using Sunshine Bus



So how would riders make their trip if Sunshine Bus was not available? There was a mixture of responses to this question: 27% said they would travel by taxi; 18% said they would ride with someone; 23% said they would walk; 10% said they would bicycle; and 5% said they would drive. Fifteen percent of respondents would not be able to make their trip if not for Sunshine Bus, as shown in Table 3-2.

Table 3-2: Alternative travel modes riders would use

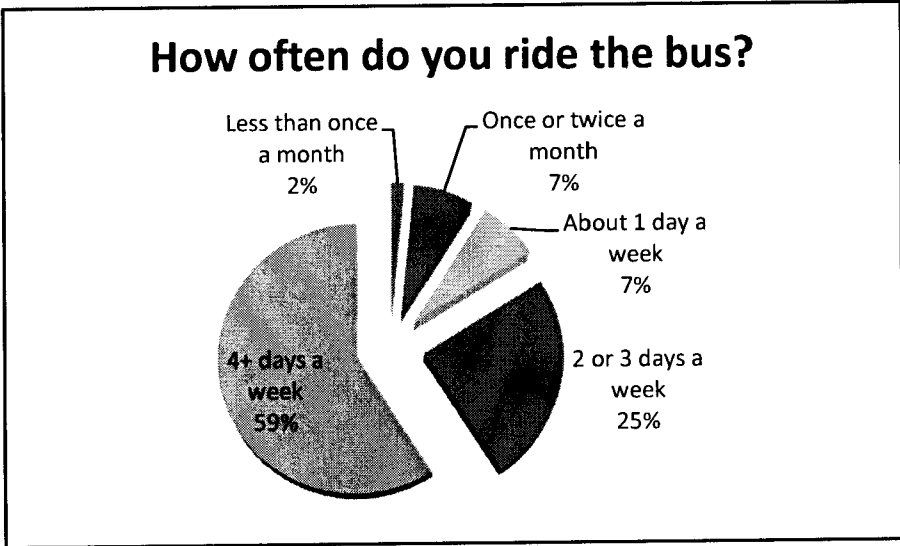
How would you make trip if not for Sunshine Bus?	
Taxi	27%
Walk	23%
Ride With Someone	18%
Wouldn't Make Trip	15%
Bicycle	10%
Drive	5%
Other	2%
No Response	2%

USE OF SUNSHINE BUS SERVICE

Frequency

As shown Figure 3.2, the majority of the riders (59%) are frequent riders, riding 4 or more days a week. Twenty five percent ride the Sunshine Bus 2-3 days per week.

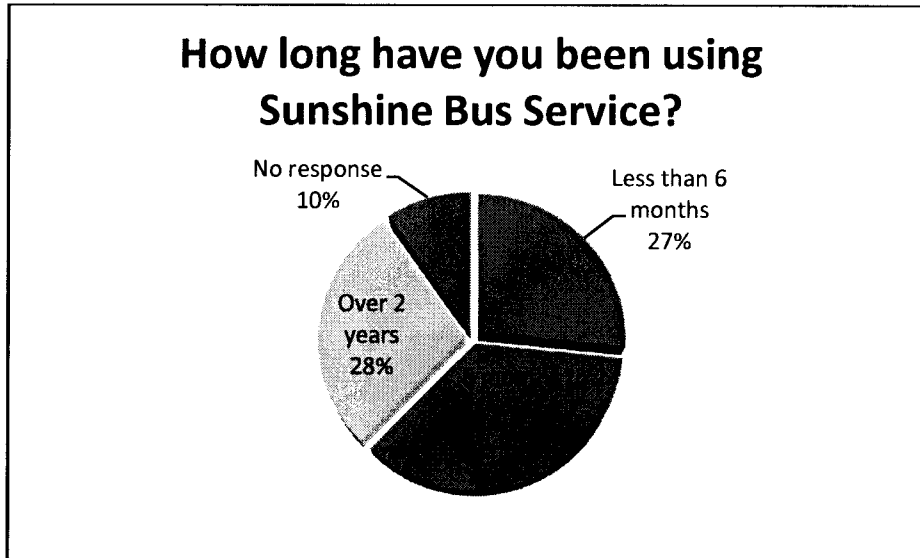
Figure 3.2: Frequency of Ridership



Length of Use

Approximately a third of respondents (35%) have been using the Sunshine Bus service for between 6 months and 2 years. 28% have been using Sunshine Bus for more than two years and about the same amount (27%) have used the bus service for less than 6 months, as shown in Figure 3.3.

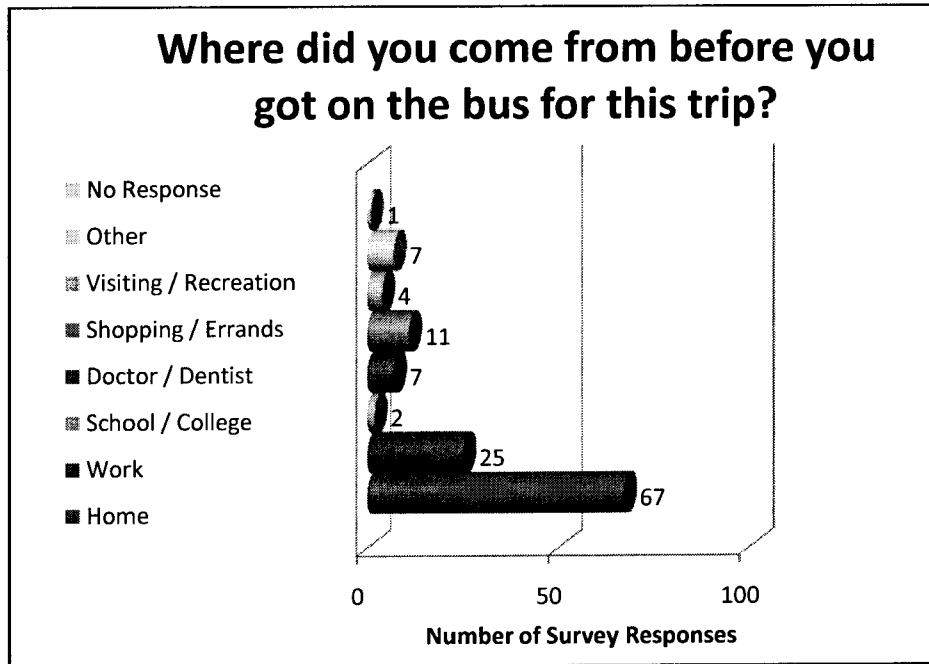
Figure 3.3: Length of Time Using Sunshine Bus



Trip Origin & Destination

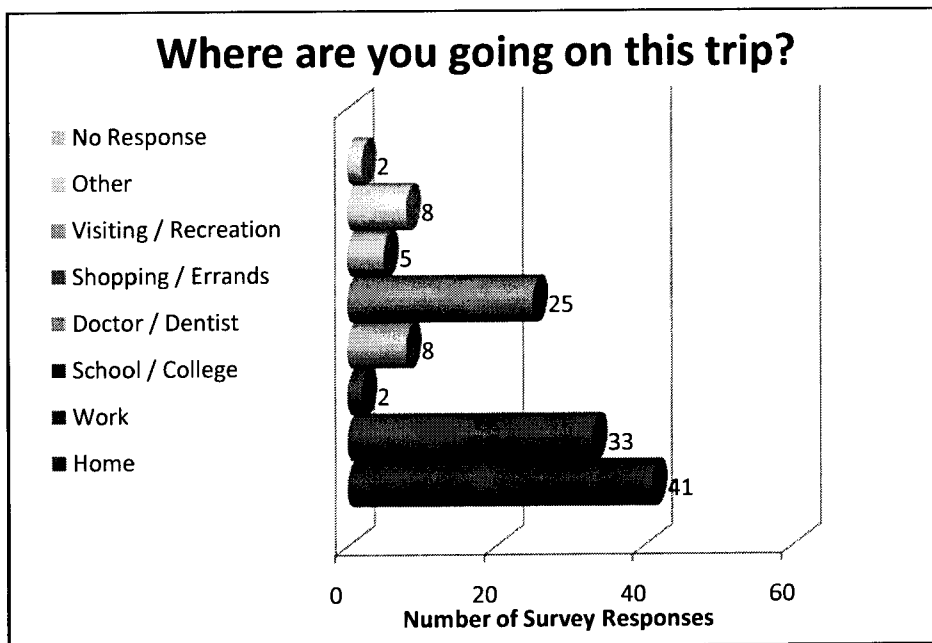
Most of the riders (54%) came from home before getting on the Sunshine Bus. Twenty percent of riders came from work, and 9% came from going shopping or doing errands, as shown below in Figure 3.4.

Figure 3.4: Trip Origination Responses



Approximately a third of riders were going home, 27% were going to work, and 20% were going shopping or running errands. This data is shown below in Figure 3.5.

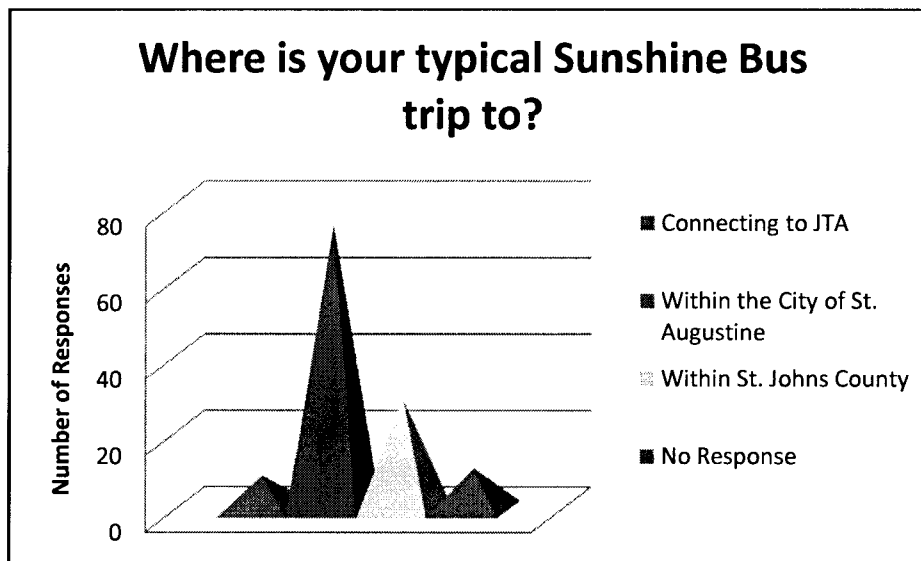
Figure 3.5: Trip Destination Responses



Trip Geography

Riders were asked whether their typical trips were in the City of St. Augustine, St. Johns County, or connecting to the Jacksonville Transportation Authority (JTA), and of the 90% that responded, the majority said they were within the city (60%). Approximately a quarter (23%) said their trips were within the county. Only seven percent said they typically connect to JTA. These results are depicted below in Figure 3.6.

Figure 3.6: Typical trip destination



Customer Service Contact

The vast majority of riders are not contacting Sunshine Bus' Customer Service for a route deviation. Only 13% said they contact Sunshine Bus' Customer Service for a route deviation for 25% or more of their trips.

SATISFACTION WITH CURRENT SERVICE

Respondents were asked to rate their satisfaction with various aspects of the Sunshine Bus service on a scale of 1 to 5, with 1 being very unsatisfied, 3 being neutral, and 5 being very satisfied. Therefore, the lower the aggregate score is for a particular aspect of service, the lower the overall satisfaction is from survey respondents.

An average score was calculated for each service characteristic. This calculation excluded any missing responses, which yields a score that is easy to compare between service characteristics. Below is the listing of average scores for each characteristic from highest to lowest. As stated above, a 5 (very satisfied) is the highest number of points possible and a 1 (very unsatisfied) is the lowest. The results are shown below in Table 3-3.

Table 3-3: Satisfaction Ratings for Bus Survey Characteristics by Average Score

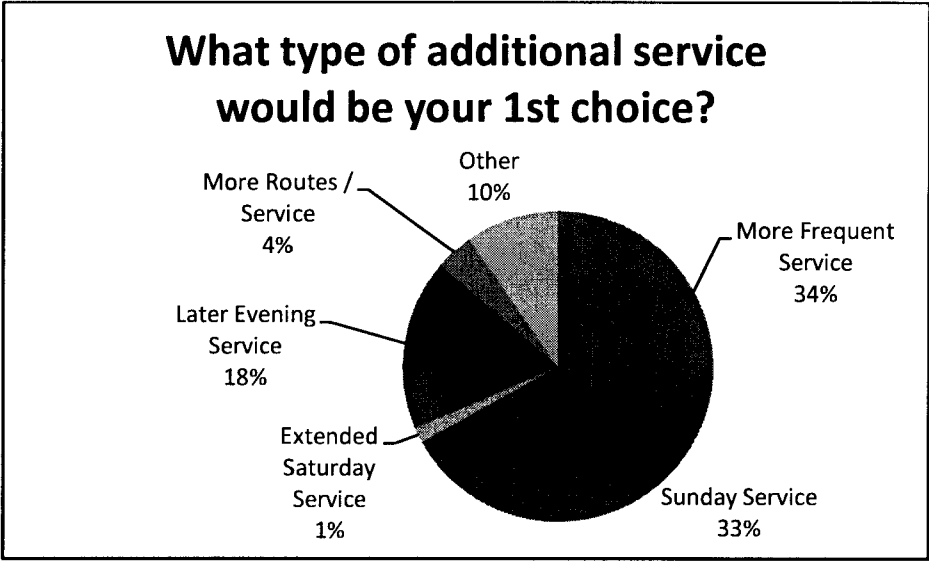
Characteristic of Bus Service	Average Score
Value of bus fare (service you get for what you pay)	4.80
The bus driver's ability to drive the bus	4.61
How easy it is to GET bus route and schedule information	4.58
Temperature inside the buses	4.54
The bus driver's courtesy	4.43
Overall Satisfaction with Sunshine Bus	4.46
Safety at the bus stop	4.40
How easy it is to USE bus route and schedule information	4.37
How clean the buses and bus stops are	4.32
The ability to get to where you want to go	4.28
The number of designated bus stops along the route	4.24
The time of day the EARLIEST buses run	4.11
The time a bus trip takes	3.94
How easy it is to transfer between Sunshine buses	3.93
Sunshine Bus' telephone customer survey	3.76
How easy it is to transfer to Jacksonville Transportation Authority	3.75
How often buses run	3.44
The time of day the LATEST buses run	2.98

The averaging of the scores show that in general, participants are at best very satisfied with the Sunshine Bus service (score of 5) and at worst neutral (score of 3) about some characteristics of service. However, no characteristics of service scored below the neutral range, indicating general overall satisfaction from bus survey respondents.

DESIRED SERVICE IMPROVEMENTS

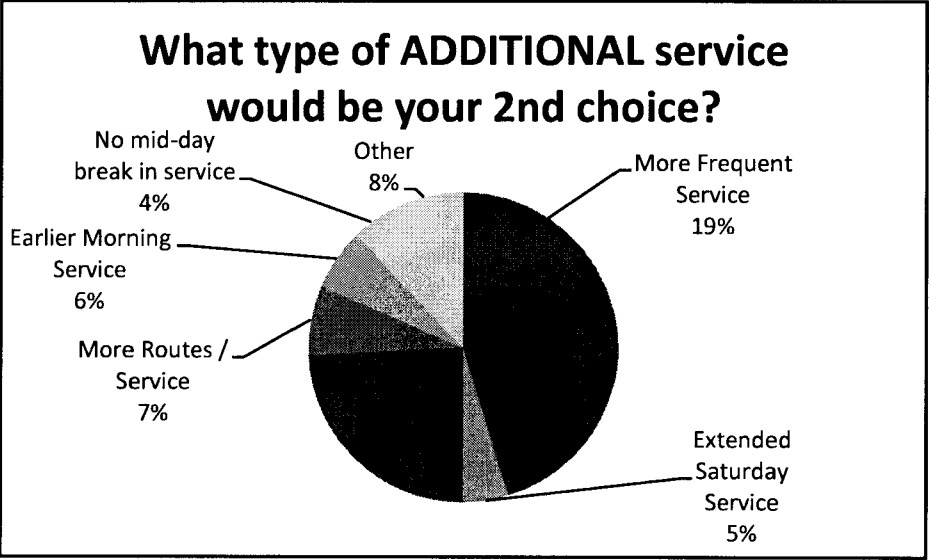
As illustrated in Figure 3.7, when asked what additional service would be their first choice, the leading responses were more frequent service and Sunday service. The next most popular response was later evening service. (Ending times suggested varied between 7 p.m. to 11 p.m.). Ten percent preferred extended Saturday service.

Figure 3.7: 1st Choice for Additional Services



When asked what additional service would be their second choice, 24% said later evening service; 15% said more frequent service; 13% said Sunday service; 9% said more routes; and 7% asked for no mid-day break in service. This is illustrated in Figure 3.8.

Figure 3.8: 2nd Choice for Additional Services



The primary purpose of this study was to discover the public's knowledge about and attitudes toward the St. Johns County Council on Aging and the Sunshine Bus Company and the services these entities provide. The research can be divided into several more specific areas:

- Measuring the level of awareness within St. Johns County for both the Council on Aging (COA) and the Sunshine Bus Company
- Determine the level of usage for the services that the COA provides
- Determine reasons for not using the services provided
- Find which ideas are more likely to increase the use of these services
- Evaluate the levels of importance regarding public transportation
- Determine how the COA and Sunshine Bus Company are regarded in terms of service and value to entire community
- Measure advertising effectiveness
- Determine attitudes about public transportation in general
- Create a demographic profile of the respondents

A research consultant, Ulrich Research Services of Orange Park, Florida, was contracted to conduct the survey. Data was collected via telephone surveys between February 24th and 28th of 2011. The requested sample size was 150 respondents, of which they all were required to be age 18 or older. The average interview lasted between 8 and 15 minutes and consisted of 33 questions. The results were compiled using the Statistical Package for Social Sciences (SPSS) computer software, and the range of error is +/-8% at a 95% level of confidence.

A summary of the respondent profile is below:

- A total of 150 St. Johns County residents were interviewed
- Respondents were generally white (86%), with 6% African American, 5% Asian, and 3% other minorities
- Nearly all (96%) reported to be year-round residents
- Nearly two-thirds (64%) are not employed outside the home, which is reflective of a high retirement population residing in St. Johns County
- The majority (86%) have an annual household income of \$30,000 or more
- The overall level of education is high, with 71% had attended at least some college, 42% achieving an Associate or Bachelor degree and 12% holding a Masters or PhD
- Most respondents did not have a child 8-18 in the home (74%)
- The majority have someone 65 or over living in their household (72%)
- Nearly all respondents (95%) have an automobile available for their use, indicating a population that is not dependent on public transportation

Summary of Findings

The St. Johns County Council on Aging (COA) and the Sunshine Bus Company both are well-known within St. Johns County. The Sunshine Bus Company easily had the highest unaided awareness of any transportation company in the survey (58%) as well as the highest total awareness (90%). The COA had the second highest unaided awareness of organizations serving St. Johns County (30%) and had a total awareness of 89%.

59% of respondents were able to name at least one service provided by the COA or Sunshine Bus Company. The services most likely to be mentioned were Sunshine Bus Company (25%), Elderly Transportation Service (17%), and Bus Service (16%). The level of awareness mentioned above is especially impressive considering that only 11% of those surveyed had ridden on a COA vehicle previously and only 10% of those surveyed had a family member who had used COA services.

However, this is contrasted against 80% of those surveyed not being able to recall any ads for anything relating to public transportation. Of those that recalled seeing advertising, 8% were in magazines, 5% in newspapers, and 4% the sides of transit vehicles.

COA services were rated highly by those who felt comfortable rating said services, with 39% rating the services as 'good' or 'very good,' while only 3% rated the services as 'poor' or 'very poor'. 51% were unable to give a general overall rating of COA services

Respondents looked very favorably on the value of a \$1 fare for a one-way ticket on the Sunshine Bus. 60% of those surveyed stated it was a 'very good' value and 19% stated that the value was 'good'. No respondent stated the value was 'poor' and only 6% rated the value as 'average'.

There was strong consensus on three strategies as the best way to improve St. Johns County's transportation system. The strategy that was most often thought of as the most important was "Expand public transportation services" (30%), however only 83% of respondents found this strategy to be 'very important' or 'somewhat important'. "Improve pedestrian facilities...and safety features" was the strategy most likely to be found 'very important' or 'somewhat important' (92%) but was only the second most likely strategy to be thought of as the most important (28%).

Among those surveyed, 90% agreed public transportation is an important service, 87% agreed that it should be improved to reduce congestion, and 86% agreed that it is important to the local economy. As expected, those surveyed were much more likely to agree with the importance of having a good public transportation system than to agree with the need to pay taxes to support such a system. But, even so, 52% agreed that taxpayer funding for transit services should be increased.

The telephone survey questionnaire can be found in Appendix A and a summary of the survey results are included in Appendix B.

Stakeholder and Staff Meetings

As part of the TDP update, meetings were held with Sunshine Bus operators, St. Johns County Council on Aging (COA) staff, the local workforce board (WorkSource), and St. Johns County Commissioner Ken Bryan, who chairs the Transportation Disadvantaged Local Coordinating Board. Comments received during these meetings were similar to those collected from the public, with one key exception. While many in the public like the current flag-down system, the bus operators are very concerned about the safety of the passengers and schedule adherence and feel that designating stops is a necessity.

Public Meeting

Finally, a general open-house style public meeting was held on June 21st to present the findings of the study and proposed enhancements to the transit system. The meeting was held at the COA's River House from 4pm – 6pm with notices posted on buses, on the North Florida TPO website, and in the Str. Augustine Record (advertisement included in Appendix C). In addition, a copy of the presentation made for the meeting was posted on the North Florida TPO website and the comment period was left open until July 5th. No comments were received on the website, at the meeting, or through any of the contact persons.

Chapter Four – Existing Services and Performance Evaluation

This chapter provides a brief history of transit services in St. Johns County, as well as an overview of the various public and private transportation services available in St. Johns County. This is followed by a performance evaluation of both the fixed-route and demand response systems, including a comparison of similar systems in Florida and throughout the country.

4.1 Existing Services

Public transportation can be defined in many terms, including any form of transportation where a person pays another party for transportation in a vehicle. For the purposes of this TDP, we will focus on the services provided by the St. Johns COA; however, all other services in the County will be documented.

St. Johns County COA

The COA is a private non-profit organization that offers paratransit (or door-to-door) mobility options and services for those over the age of 60 and for the transportation disadvantaged as well. The COA receives funding from many sources, including the State of Florida and St. Johns County. In its role as the Community Transportation Coordinator, the COA provided 87,000 passenger trips in 2010.

The COA also operates the Sunshine Bus Company, a public transportation system for riders of all ages. The Sunshine Bus Company is a fixed-route public transportation service that can accommodate some route deviation. The system was initiated in 2002 and operates Monday-Saturday with seven routes. Major areas served include the cities of St. Augustine and St. Augustine Beach, Hastings/Flagler Estates, the I-95 outlet mall area, and the US 1 corridor up to the Avenues Mall in Jacksonville.

Currently, the Sunshine Bus operates a deviated fixed-route system, whereby the bus can divert as much as $\frac{3}{4}$ of a mile off the regular route by calling in advance. The basic fare is \$1.00, with deviations costing an additional \$1.00. Daily and monthly passes are available, and discounts are provided for students, seniors, and those with disabilities.

The COA has made an effort to switch able-bodied riders from the demand response service to the fixed-route service. This initiative has been successful, as ridership on the demand response system has declined by 1/3 since 2004. Conversely, the fixed route system has seen significant growth in ridership, from 57,000 in 2004 to 186,000 in 2010.

St. Augustine Historic Downtown Shuttle

The City of St. Augustine, via a private operator, operates a shuttle connecting their satellite parking garage with visitor destinations. The shuttle is free of charge and runs seven days a week.

Jacksonville Transportation Authority (JTA) and Greyhound (Putnam County) Connection

Currently, users of transit services in St. Johns County can connect to services in neighboring Putnam and Duval counties. Putnam County uses Greyhound connection bus service that stops at the Kmart shopping center on US 1 and at the Greyhound station on A1A near the Visitor Center complex in downtown St. Augustine. This bus comes twice a day and costs \$1 to/from Palatka.

Connections to the JTA system can be made by taking the Sunshine Bus Purple route to the Avenues Mall. The Purple route currently goes from St. Johns County to the Avenues Mall and back four times a day and the fare is \$1. JTA works closely with the St. Johns County COA and provides some funding for several of the Sunshine Bus routes.

Amtrak

Intercity rail service last served St. Augustine in 1968, when the Florida East Coast Railway (FEC) discontinued its service. Over the past few years, there has been discussion about resuming passenger rail service, likely provided by Amtrak, and several studies have been completed. In 2010, FDOT submitted a stimulus grant application to the USDOT for the Amtrak/FEC corridor service. While the grant was not funded, FDOT and its partners continue to work to resume the service. As part of the grant application, FDOT and the City of St. Augustine identified a potential station location on US 1, just north of San Marco Avenue.

Private Carriers

As a tourist destination, there are a number of tour bus, trolley, and other carriers that transport visitors to points of interest in St. Augustine. Additional information on all the carriers in St. Johns County can be found in the Appendix D.

4.2 Performance Review

In order to evaluate the St. Johns County transit services (both fixed-route and demand response) a review of peer communities was conducted. Using information from the FY 2009/10 National Transit database (NTD), 5 peer communities in Florida and 4 others in the southeast were selected. They include:

- Fort Walton Beach - <http://rideoct.org/>
- Pensacola - <http://baytowntrolley.org/>
- Fort Pierce - http://www.stlucieco.gov/community/transportation_dept.htm
- Vero Beach - <http://www.golineirt.com/>
- Brooksville - <http://www.hernandobus.com/>
- Hagerstown, MD - http://www.washco-md.net/public_works/commuter/trans.shtm
- Huntsville, AL - http://www.hsvcity.com/Publictran/public_trans.php#blank
- Johnson City, TN - <http://www.johnsoncitytransit.org/rideguide.html>
- Greenville, SC - <http://www.greenvillesc.gov/RideGreenlink/>

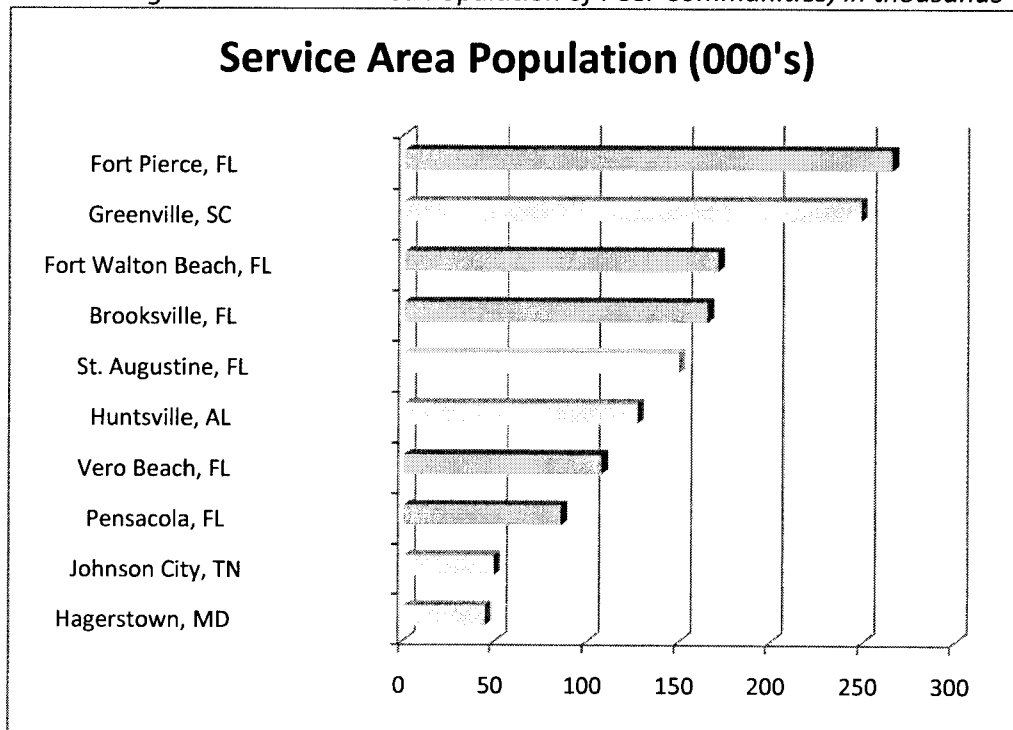
The fixed-route and demand response services were compared separately, and data from each will be detailed below. For both services, the following data was collected:

- Service Area
- Passenger Statistics
- Revenue Statistics
- Bus Fleet data
- Fare Information
- Operation and Maintenance Costs
- Farebox Recovery

Service Area

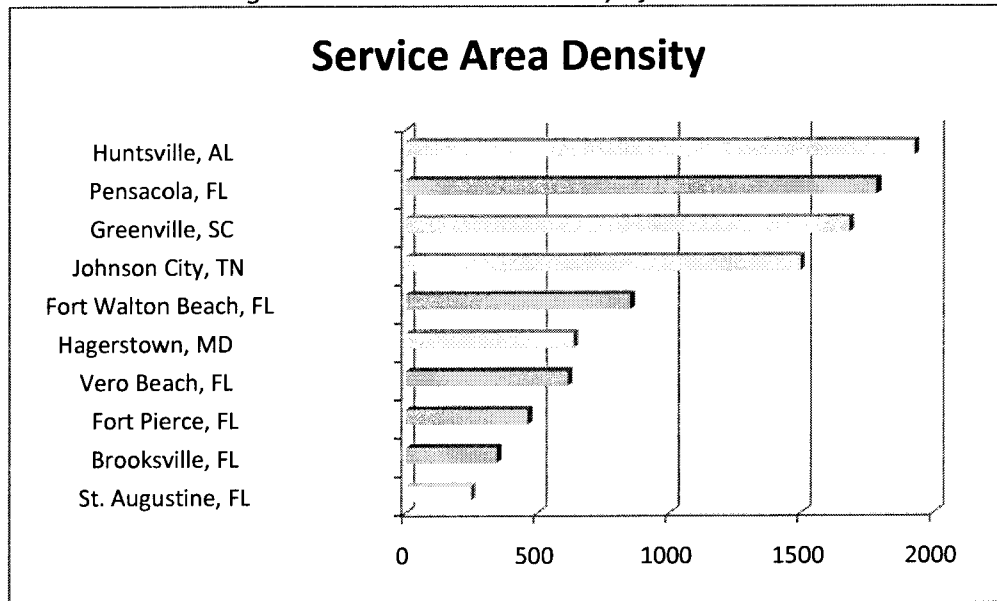
The service area is the same for the fixed route and demand response services. As shown below in Figure 4.1, the Sunshine Bus service area population is 149,300, which is in the mid-range of the peer transit communities. Four of the peer communities have a larger service area population, the largest of which is Fort Pierce, Florida (service area population 265,108). Five of the peer communities have a smaller service area population, the smallest of which is Hagerstown, Maryland, with a service area population of 44,608.

Figure 4.1: Service Area Population of Peer Communities, in thousands



The Service Area density, calculated by dividing the service area population by the number of square miles in the service area, is shown below in Figure 4.2. St. Augustine is the least dense of all the peer transit communities, with 249 people per square mile. By contrast, the Huntsville, Alabama service area has a density of 1,924 people per square mile. This is a result of St. Augustine having the largest service area: 600 square miles.

Figure 4.2: Service Area Density of Peer Communities



4.2.1 Fixed Route Service Comparisons:

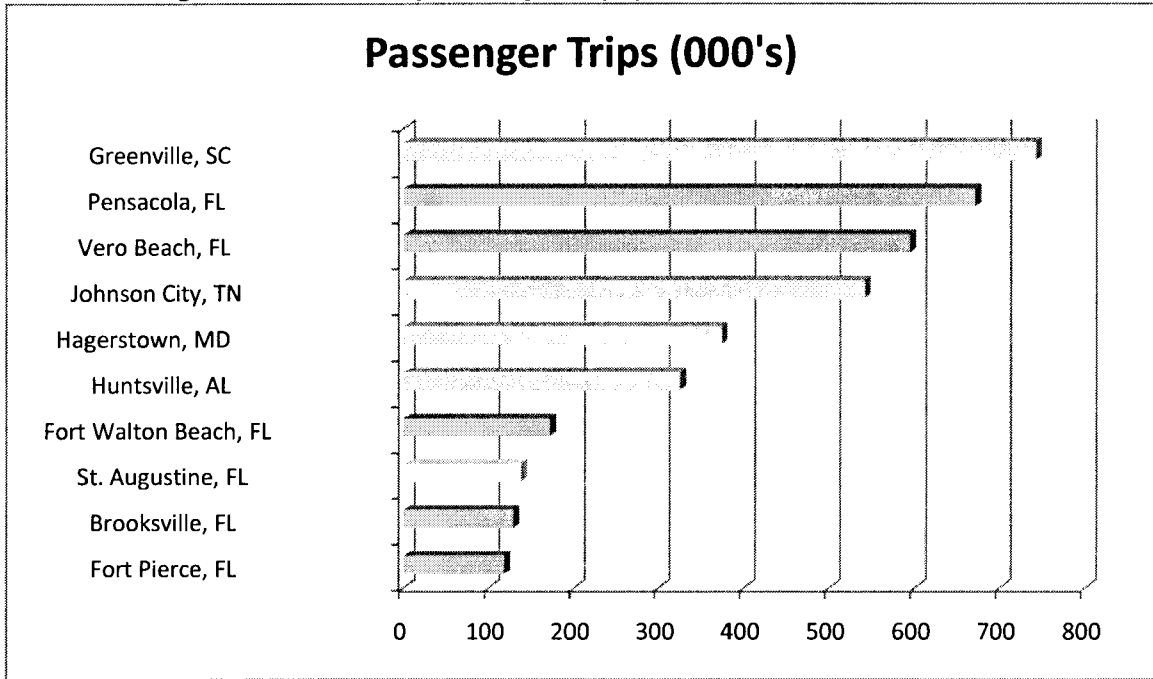
The statistics examined below convey characteristics of the fixed route transit service for the ten peer-reviewed communities.

Passenger Trip Statistics

The following figures detail passenger characteristics, including: passenger trips; passenger miles; passenger trips per capita; average passenger trip length; passenger trips per vehicle in maximum service; passenger trips per revenue mile; and passenger trip per revenue hour.

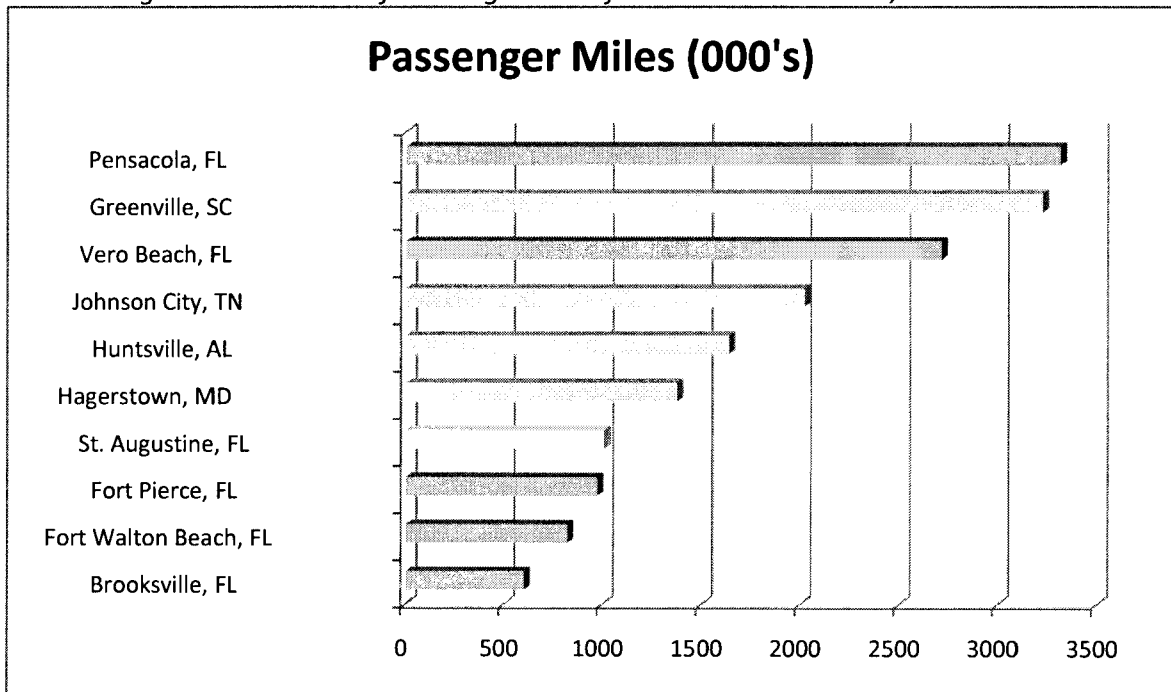
Figure 4.2 shows the total number of passenger trips in FY 09/10 in the peer reviewed communities. Greenville, SC had the highest number of passenger trips with 742,100, while St. Augustine had 137,928 in 2009/10.

Figure 4.3: Number of Passenger Trips for Fixed Route Service, in thousands



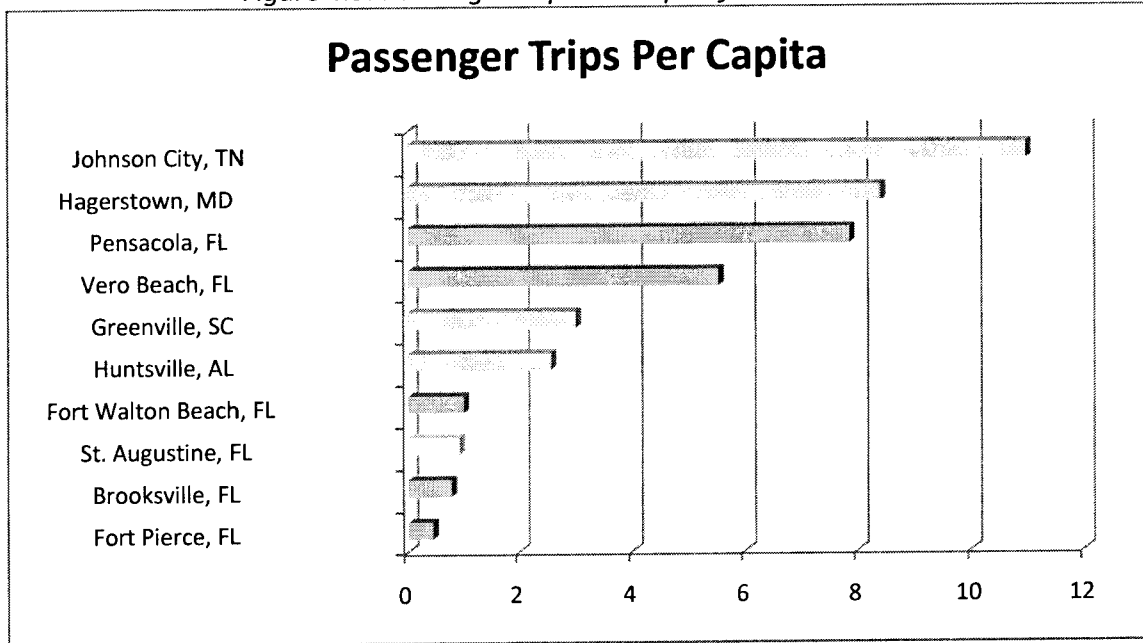
Shown below in Figure 4.4, St. Augustine falls in the mid range for total number of passenger miles with just over one million total passenger miles. Pensacola and Greenville lead the peer communities in total passenger miles, with 3,315,512 and 3,227,576, respectively.

Figure 4.4: Number of Passenger Miles for Fixed Route Service, in thousands



Passenger trips per capita were calculated for the peer review communities by dividing the number of passenger trips by the service area population. As shown below in Figure 4.5, St. Augustine was found to have one of the lower passenger trips per capita of the peer-reviewed communities for the fixed route service, with 0.92 passenger trips per capita.

Figure 4.5: Passenger Trips Per Capita for Fixed Route Service



The average passenger trip length shows how far the average transit rider travels on their transit trip. This measure is calculated by dividing the number of passenger miles by passenger trips. As detailed below in Figure 4.6, the results show that of the peer reviewed communities, St. Augustine has the second highest average passenger trip length of 7.33 miles. It is behind only Fort Pierce, which has an average passenger trip length of 8.23 miles.

Figure 4.6: Average Passenger Trip Length for Fixed Route Service

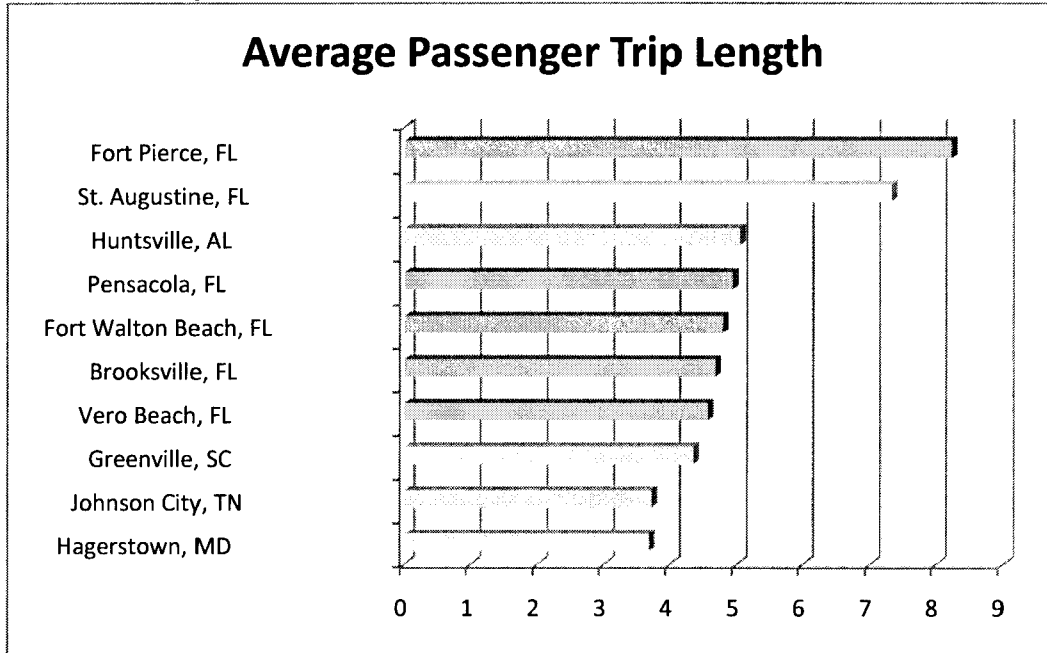


Figure 4.7 below shows the number of passenger trips divided by the number of vehicles in maximum service for each peer-reviewed community. St. Augustine only has 7 vehicles in maximum service, whereas other peer communities have a substantially higher number: for example, Greenville has 16 vehicles. Also, St. Augustine has one of the lower number of total passenger trips.

Figure 4.7: Passenger Trips per Vehicles in Maximum Service for Fixed Route Service

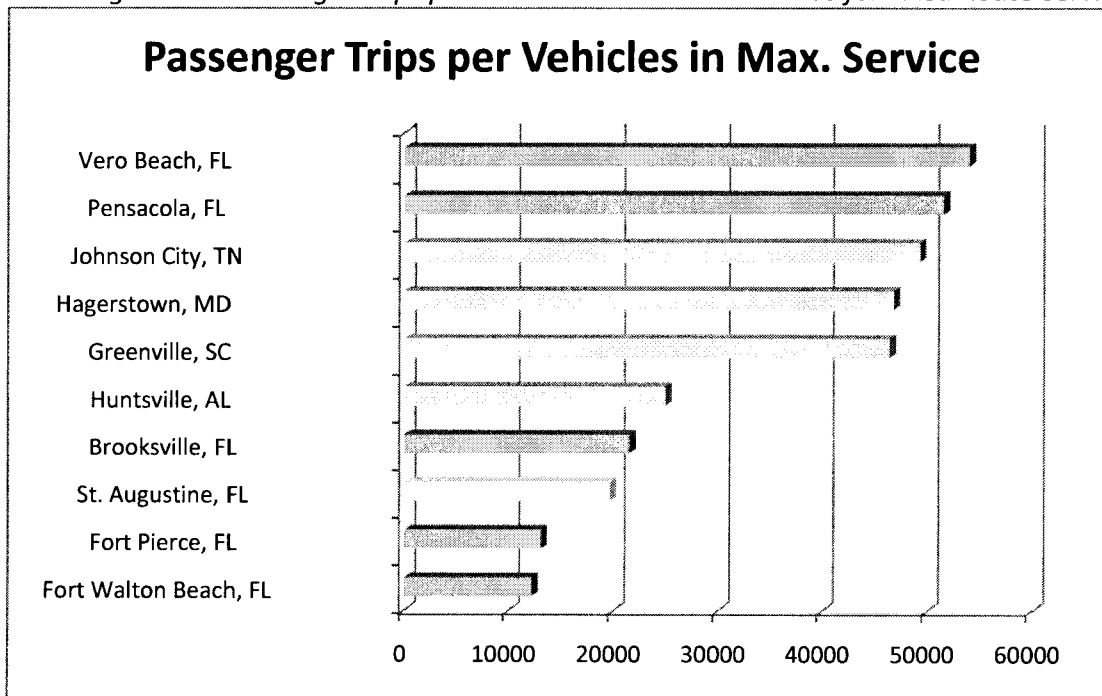


Figure 4.8 shows the number of passenger trips divided by the number of revenue miles for each peer-reviewed community. In this measure, St. Augustine also scores near the bottom, with 0.4 passenger trips per revenue mile.

Figure 4.8: Passenger Trips per Revenue Mile for Fixed Route Service

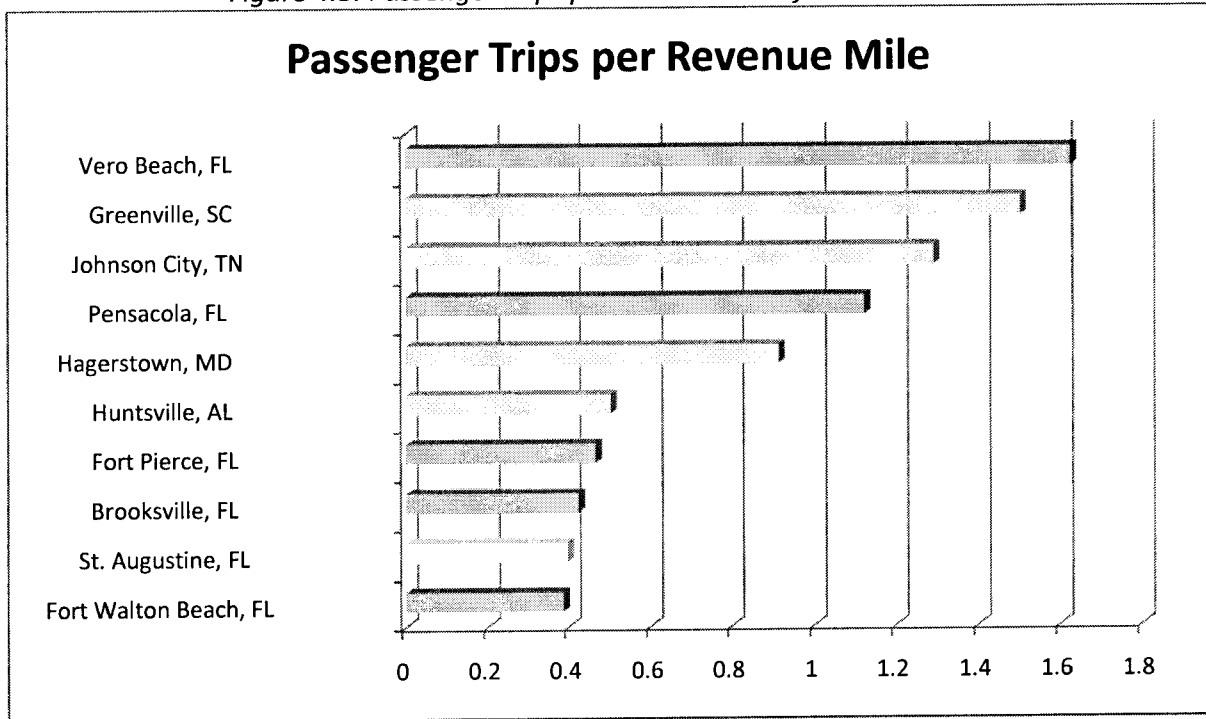
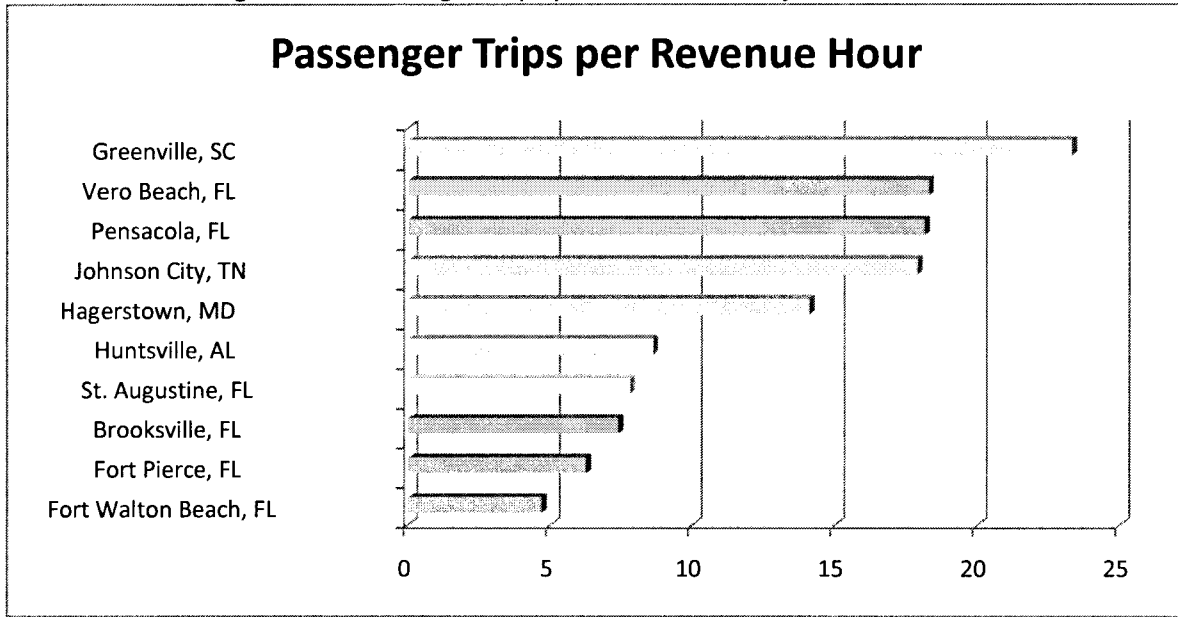


Figure 4.9 shows the number of passenger trips divided by the number of revenue hours for each peer-reviewed community. In this measure, St. Augustine also scores seventh out of the 10 peer-reviewed communities with 7.8 passenger trips per revenue hour.

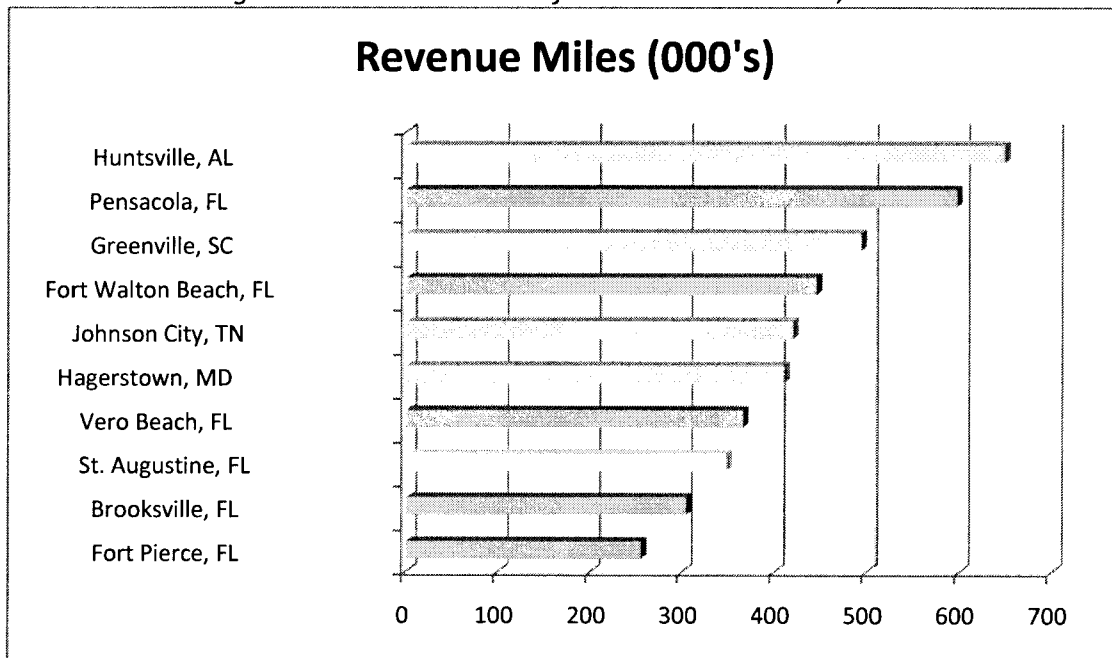
Figure 4.9: Passenger Trips per Revenue Hour for Fixed Route Service



Revenue Statistics

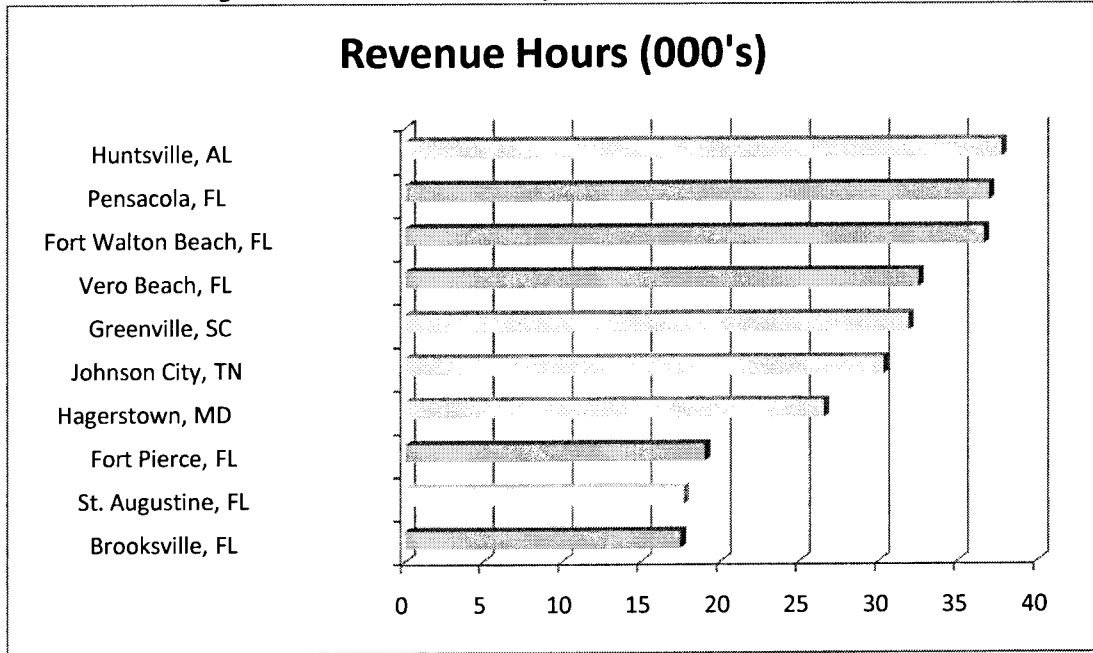
The tables below detail revenue characteristics for the ten reviewed communities for the fixed route service. Figure 4.10 showcases the number of revenue miles for the peer-reviewed communities. In this measure, St. Augustine comes in eighth with 347,987 revenue miles.

Figure 4.10: Revenue Miles for Fixed Route Service, in thousands



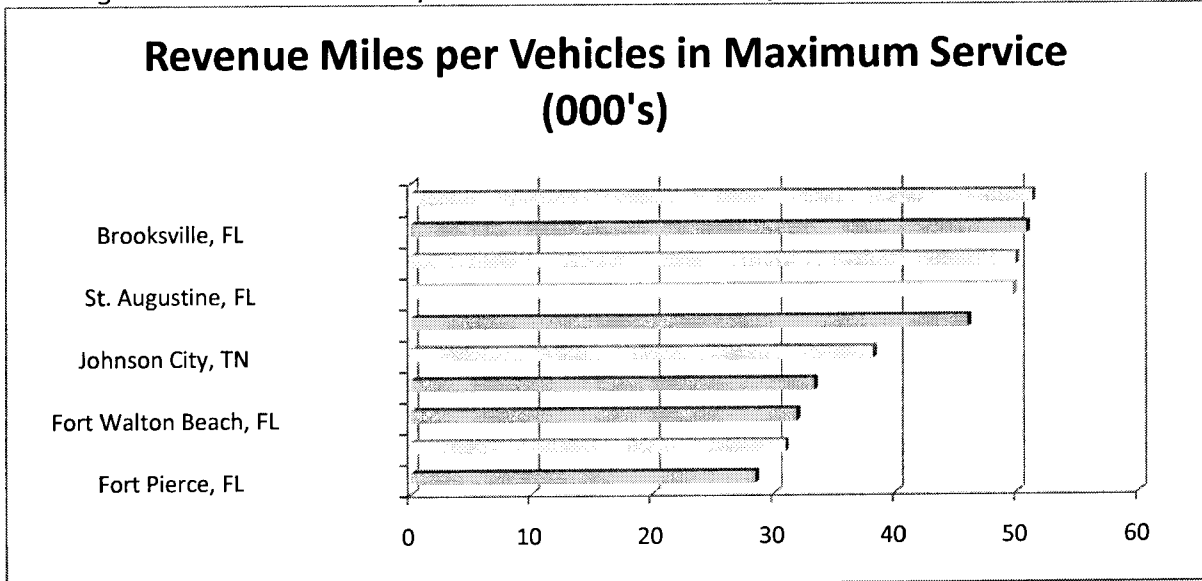
Concerning revenue hours, St. Augustine ranks second lowest, with 17,678 revenue hours reported in FY 2009/10. Huntsville, AL had the highest number, with 37,746 revenue hours. Figure 4.11 shows revenue hours for the 10 peer-reviewed communities.

Figure 4.11: Revenue Hours for Fixed Route Service, in thousands



Revenue miles per vehicles in maximum service are calculated by dividing total revenue miles by the number of vehicles in maximum service. For this characteristic, St. Augustine came out in the middle, with 49,712 revenue miles per vehicles in maximum service, as shown below in Figure 4.12.

Figure 4.12: Revenue Miles per Vehicles in Max. Service for Fixed Route Service, in thousands

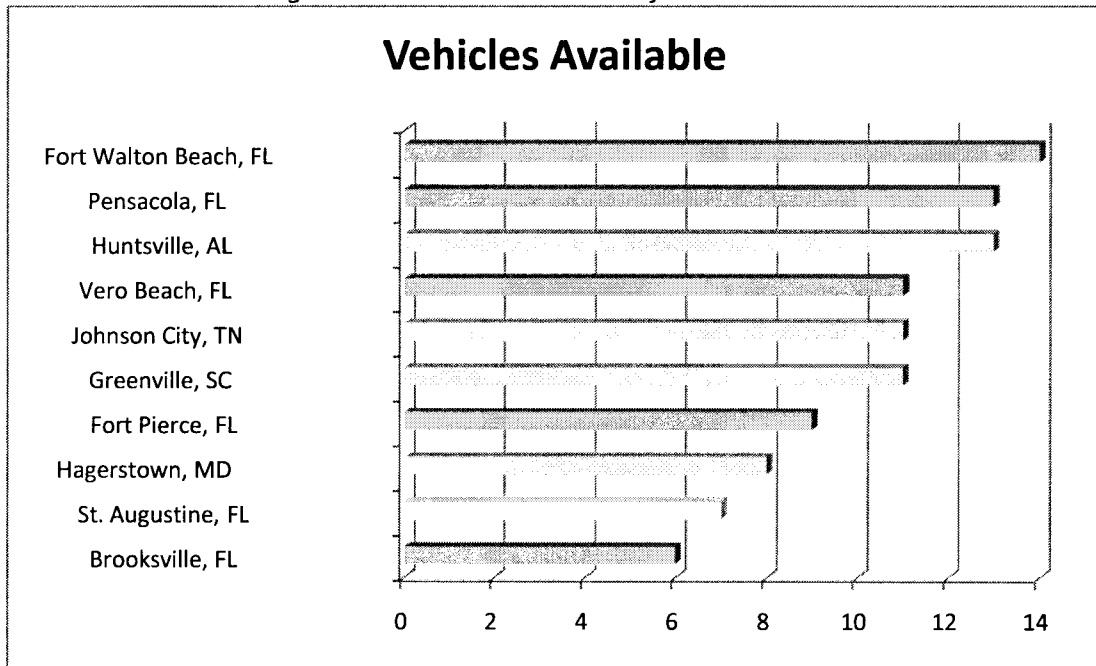


Bus Fleet data

Statistics assessing the condition of the transit fleet for the peer reviewed communities is available in the National Transit Database, including: availability of vehicles; number of vehicles in maximum service; the average age of the transit fleet; and the vehicle miles per capita. These characteristics are reviewed more in-depth below.

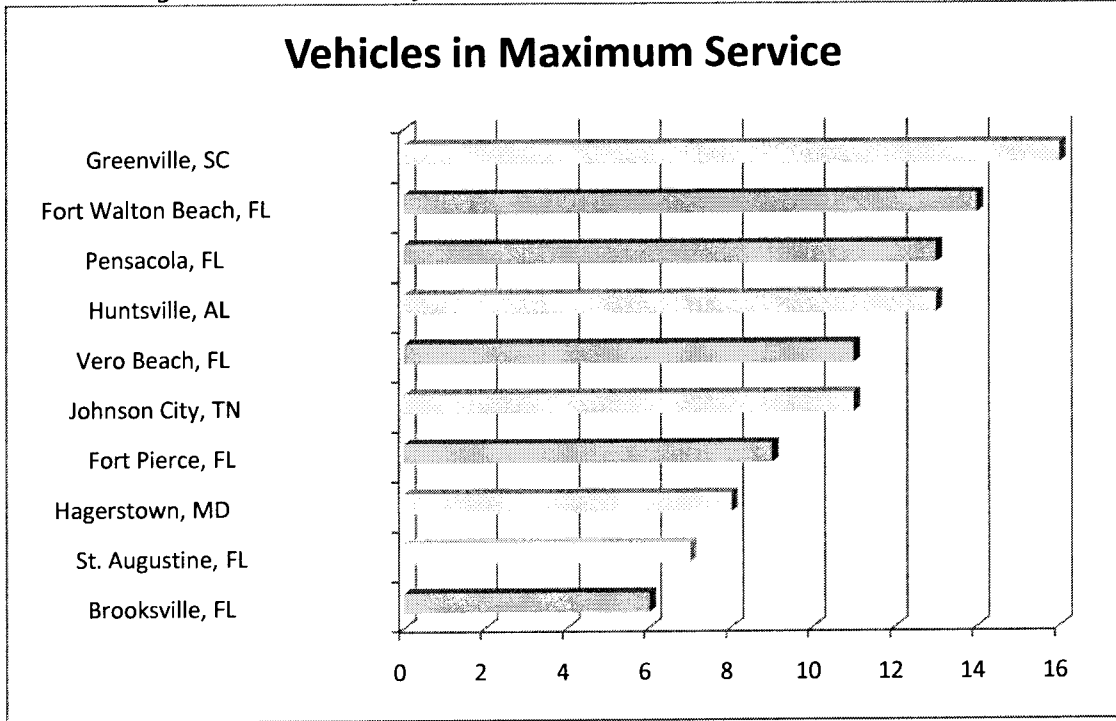
Figure 4.13 shows that as far as vehicle availability, St. Augustine ranks second to last of the ten peer-reviewed communities, with 7 available vehicles. By contrast, Ft. Walton Beach had 14 available vehicles in FY 09/10.

Figure 4.13: Vehicles Available for Fixed Route Service



Also assessed is the number of vehicles within a bus fleet used in maximum service, shown below in Figure 4.14. St. Augustine ranks ninth, with 7 vehicles listed as in maximum service.

Figure 4.14: Number of Vehicles in Maximum Service for Fixed Route Service



The average age of the fleet is an important indicator of bus fleet condition. St. Augustine is found to have one of the younger bus fleets, with an average age of 3.4 years. Hagerstown, MD has the oldest average age of 7.7 years, as shown below in Figure 4.15.

Figure 4.15: Average Age of Fleet in Years for Fixed Route Service

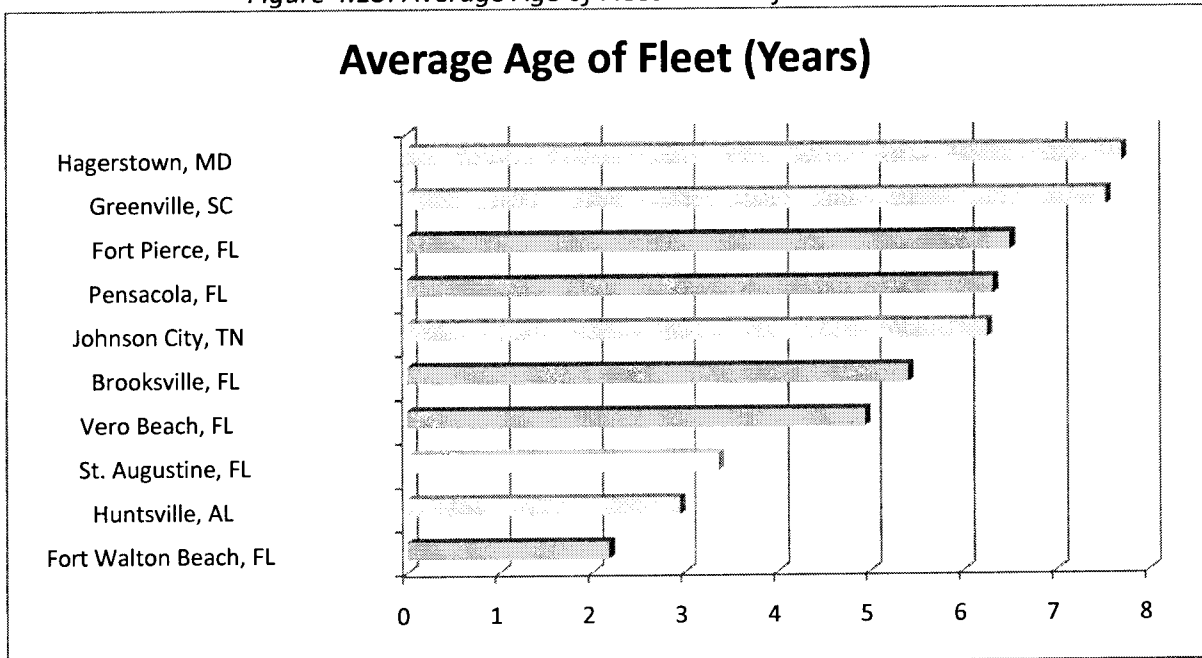
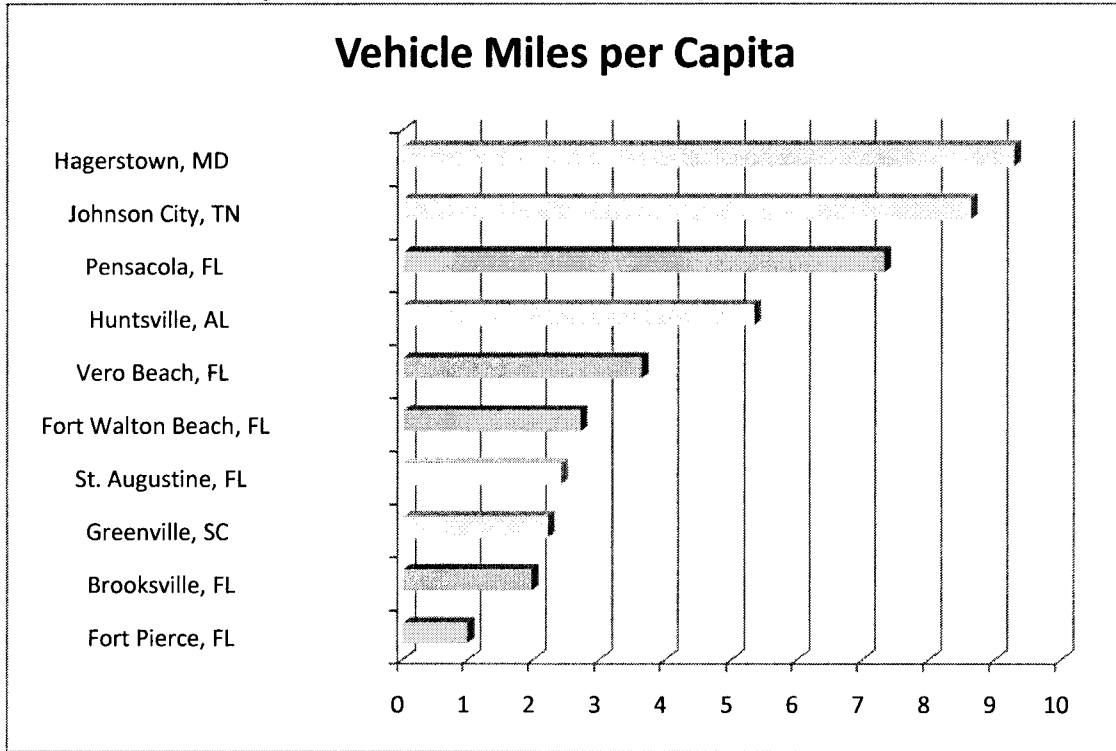


Figure 4.16 shows the number of vehicle miles per capita, which is the vehicle miles divided by the service area population. St. Augustine ranks seventh out of the ten peer-reviewed communities, with 2.4 vehicle miles per capita. Hagerstown, MD has the most vehicle miles per capita at 9.3.

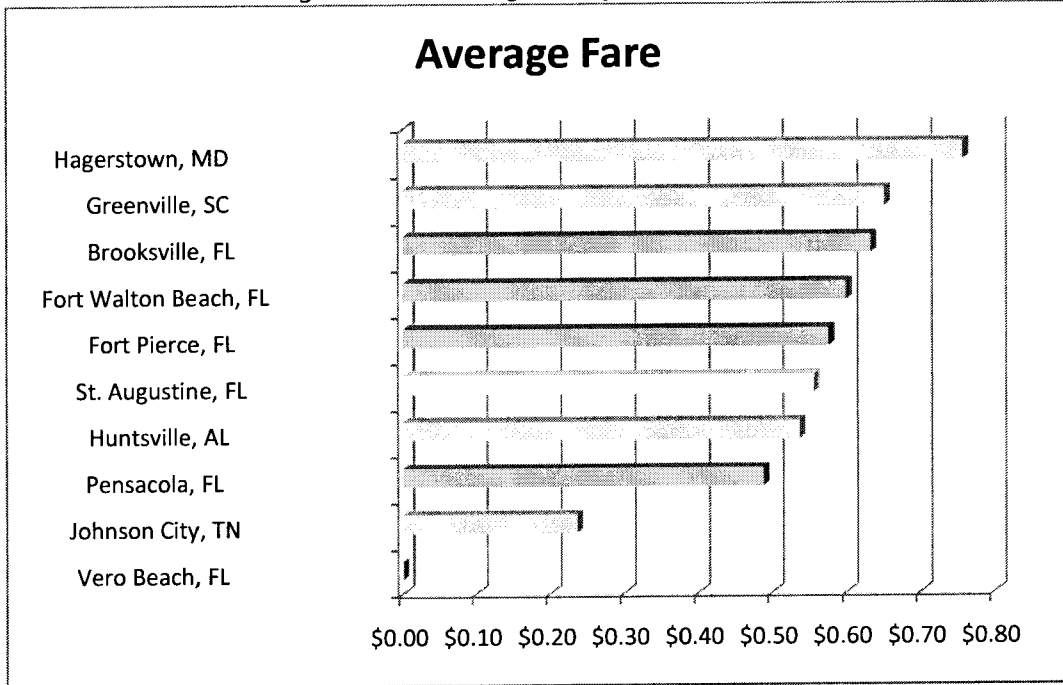
Figure 4.16: Vehicle Miles Per Capita for Fixed Route Service



Fare Information

As shown in Figure 4.17, St. Augustine had a mid-range average fare (\$0.56) as compared to the other peer-reviewed communities. The average fare was calculated by dividing the total fares earned by the number of passenger trips.

Figure 4.17: Average Fare for Fixed Route Service



Operating Expenses

The National Transit Database contains a number of indicators related to operation and maintenance expenses for fixed route transit services. How St. Augustine compares to its peer communities in terms of operation and maintenance costs is detailed below.

Figure 4.18 shows that St. Augustine had the lowest operating expenses in FY 2009/10 at \$311,000. Greenville, SC had the highest operating expenses at \$1,190,460 in FY 2009/10.

Figure 4.18: Operating Expenses for Fixed Route Service, in thousands

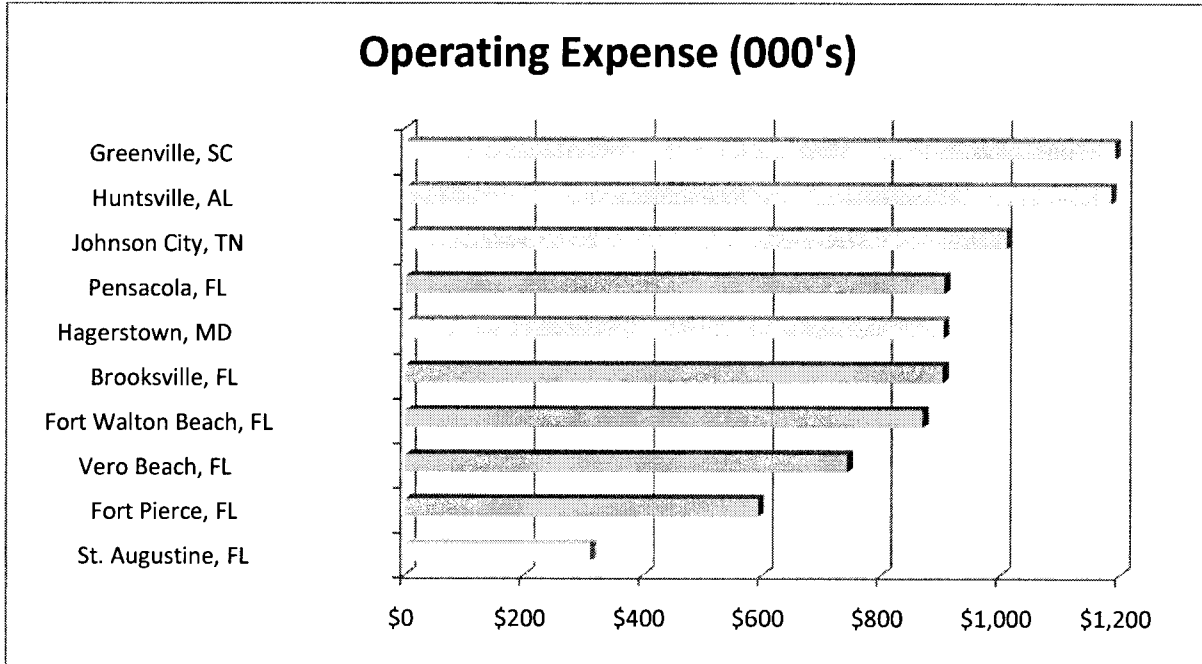
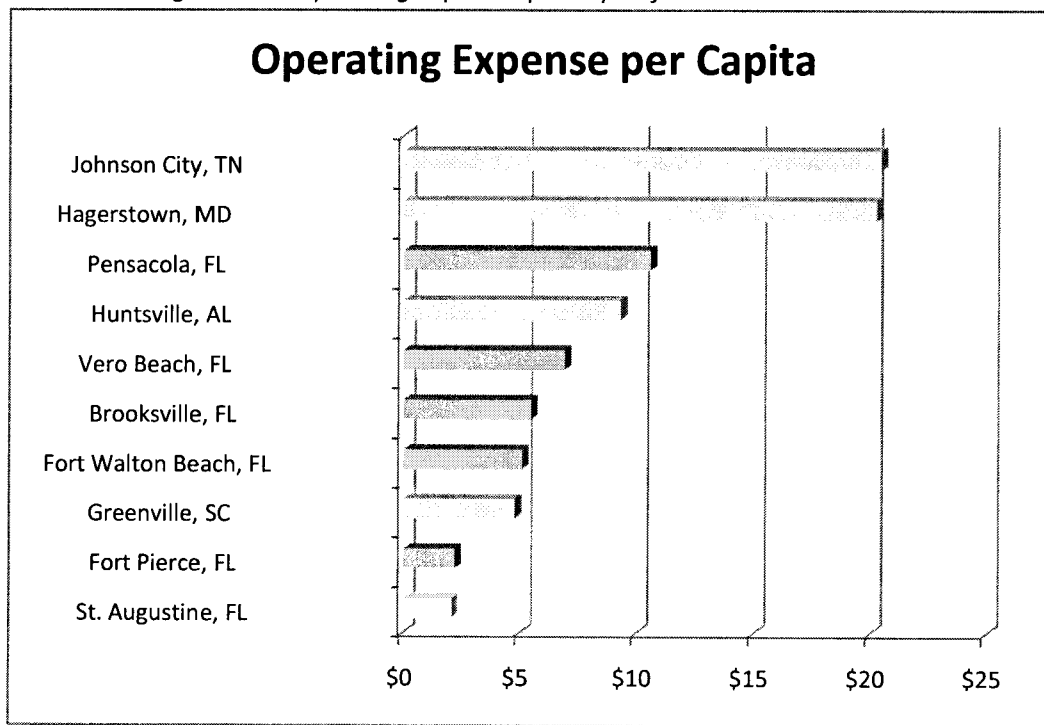


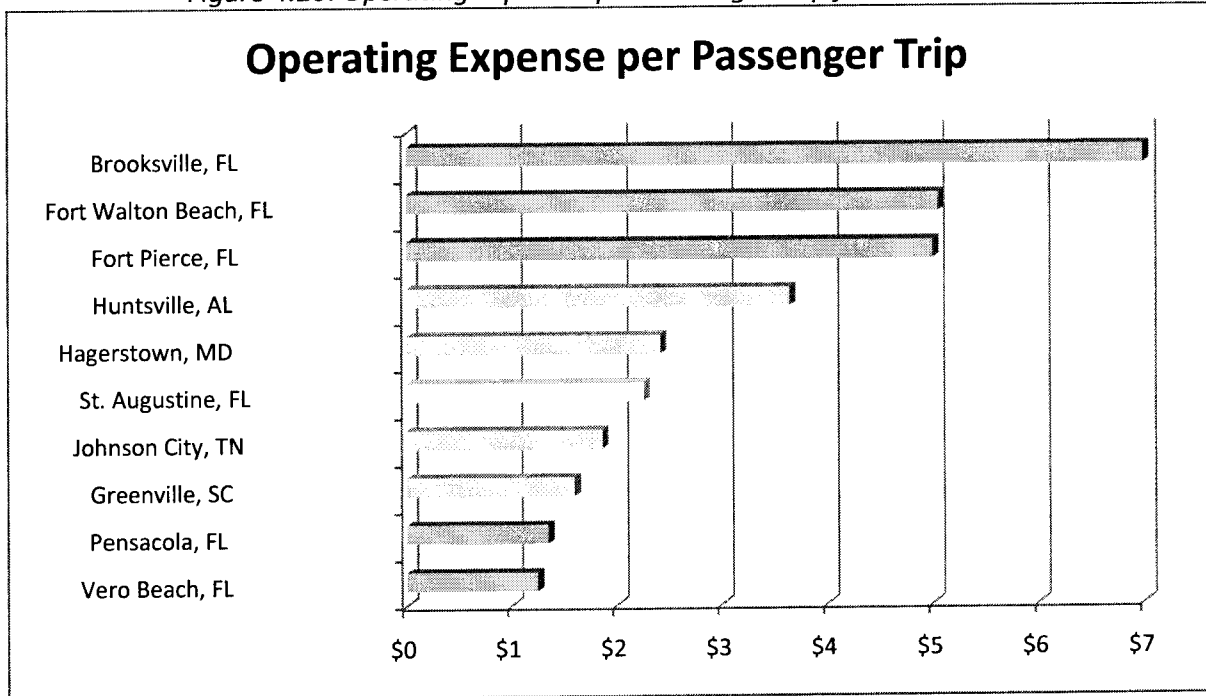
Figure 4.19 shows St. Augustine as having the lowest operating expense per capita (defined as total operating expenses divided by the service area population) of \$2.08. Johnson City, TN had the highest operating cost of \$20.46 per capita.

Figure 4.19: Operating Expenses per Capita for Fixed Route Service



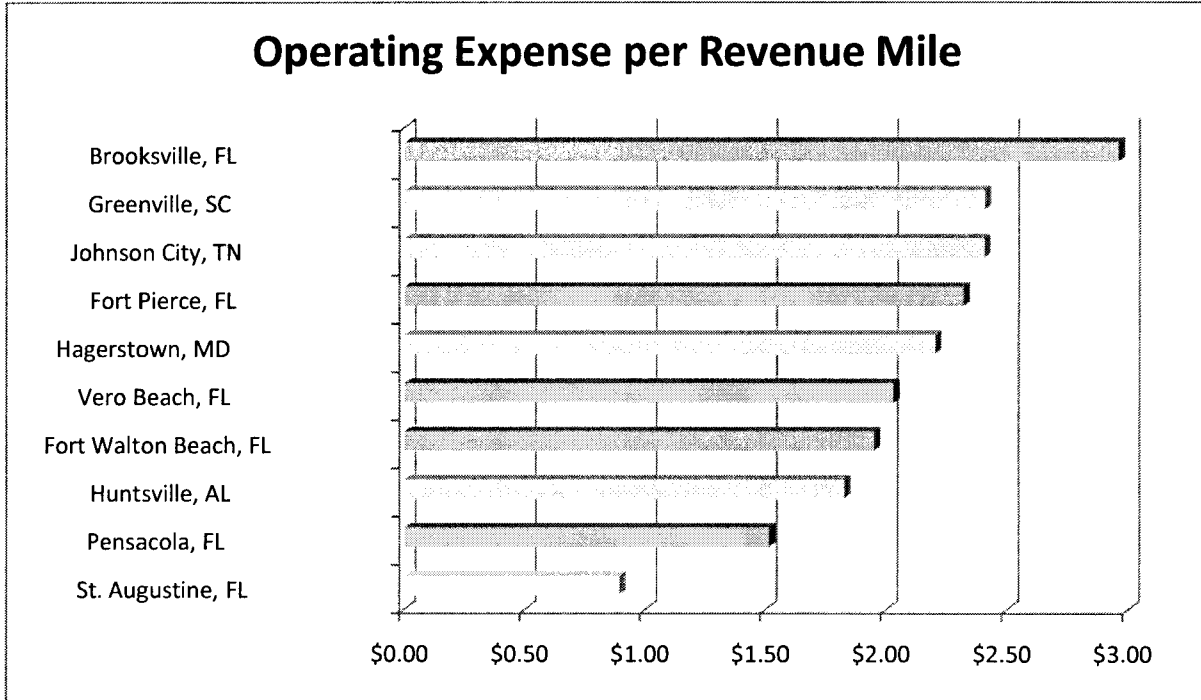
Also calculated is the operating expense per passenger trip, which is the operating expenses divided by the number of passenger trips. The results are shown below in Figure 4.20. In this measure, St. Augustine falls in the mid-range of the peer communities, with a figure of \$2.26 of operating expenses per passenger trip. Brooksville, FL had the highest operating expense per passenger trip (\$6.99) and Vero Beach, FL had the lowest (\$1.25).

Figure 4.20: Operating Expenses per Passenger Trip for Fixed Route Service



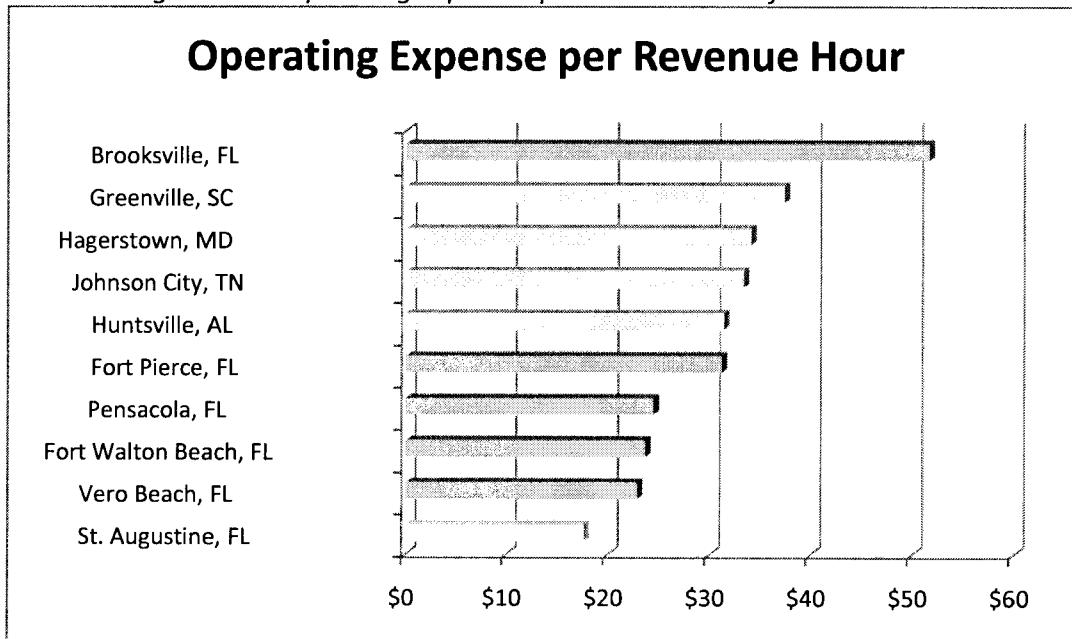
Shown below in Figure 4.21 is the operating expenses per revenue mile for the peer reviewed communities. St. Augustine had the lowest operating expenses per revenue mile at \$0.89.

Figure 4.21: Operating Expenses per Revenue Mile for Fixed Route Service



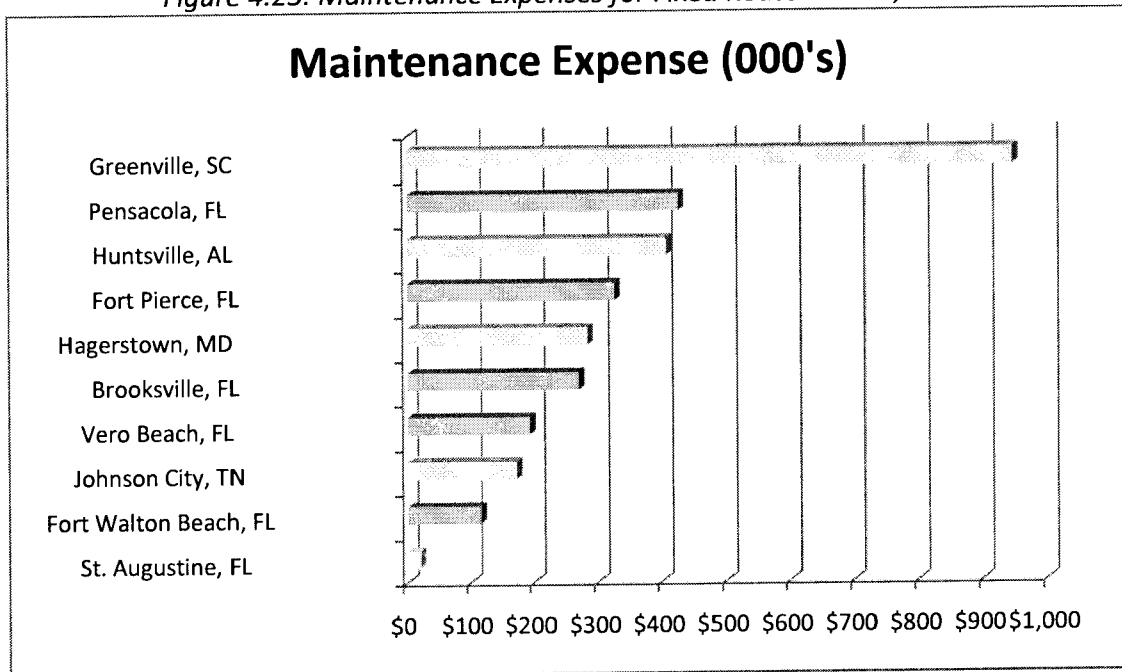
St. Augustine also measured the lowest on operating expense per revenue hour, as shown below in Figure 4.22. St. Augustine was found to have an operating expense per revenue hour of \$18 in FY 2009/10, whereas the highest operating expense per revenue hour was Brooksville, FL with a \$52 operating expense per revenue hour.

Figure 4.22: Operating Expenses per Revenue Hour for Fixed Route Service



St. Augustine also measured the lowest on maintenance expenses, as shown below in Figure 4.23. St. Augustine's maintenance expenses were \$19,000 in FY 2009/10, whereas the highest maintenance expenses were found in Greenville, SC at a cost of \$946,000.

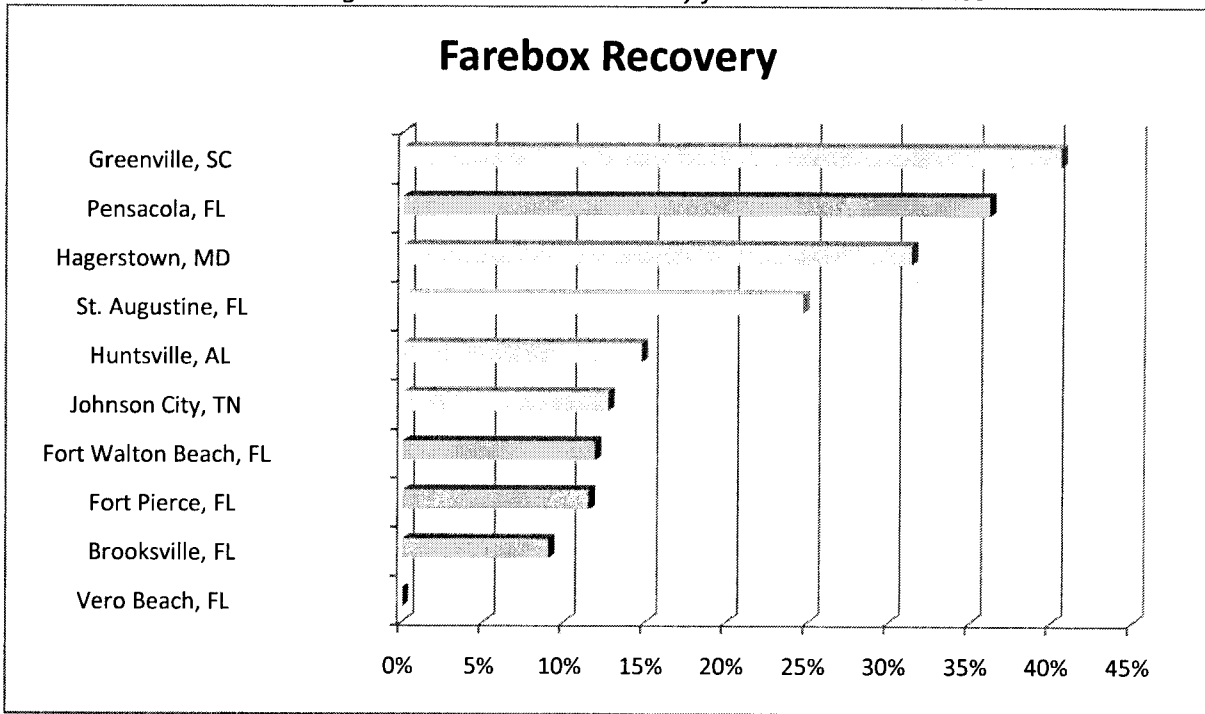
Figure 4.23: Maintenance Expenses for Fixed Route Service, in thousands



Farebox Recovery

The Farebox Recovery figure refers to how much of the operating expenses are covered by the fares collected. As shown in Figure 4.24, St. Augustine's farebox recovery accounts for approximately 25% of total operating expenses. Some peer communities, notably Greenville, SC, earned a much higher amount in fares (\$482,795 versus St. Augustine's \$76,705) and therefore had a higher farebox recovery.

Figure 4.24: Farebox Recovery for Fixed Route Service



4.2.2 Demand Response Service Comparisons:

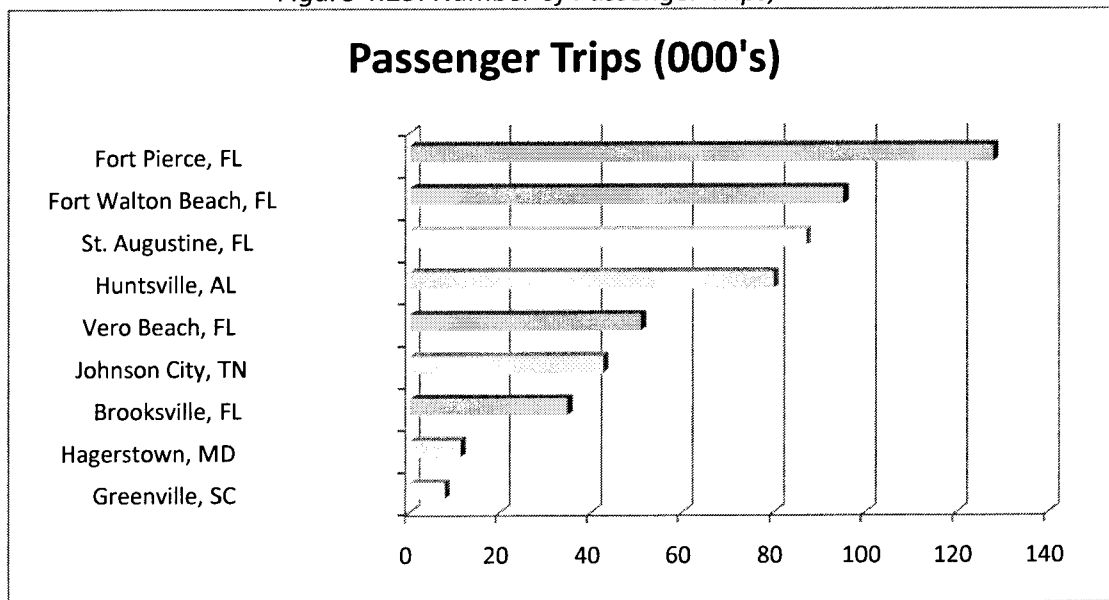
The statistics detailed below convey characteristics of the demand response service for the ten peer-reviewed communities.

Passenger Trip Statistics

The following figures detail passenger characteristics, including: passenger trips, passenger miles, passenger trips per capita, average passenger trip length, passenger trips per vehicle in maximum service, passenger trips per revenue mile, and passenger trip per revenue hour.

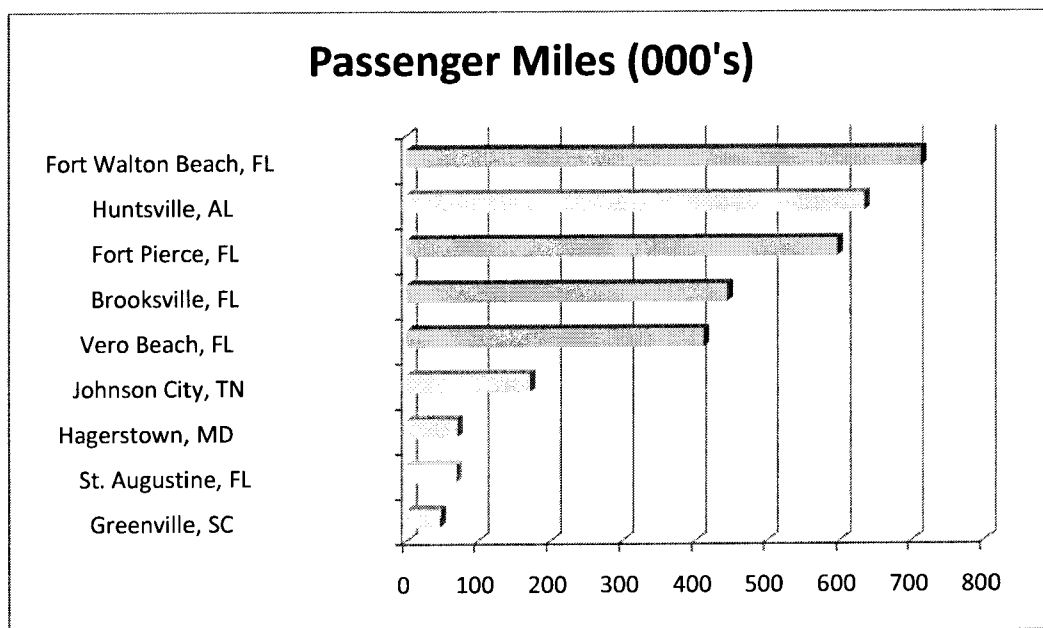
Figure 4.25 shows the total number of passenger trips in FY 09/10 in the peer reviewed communities. Fort Pierce, FL had the highest number of passenger trips with 127,875, while St. Augustine had above the mean with 87,000 trips in 2009/10.

Figure 4.25: Number of Passenger Trips, in thousands



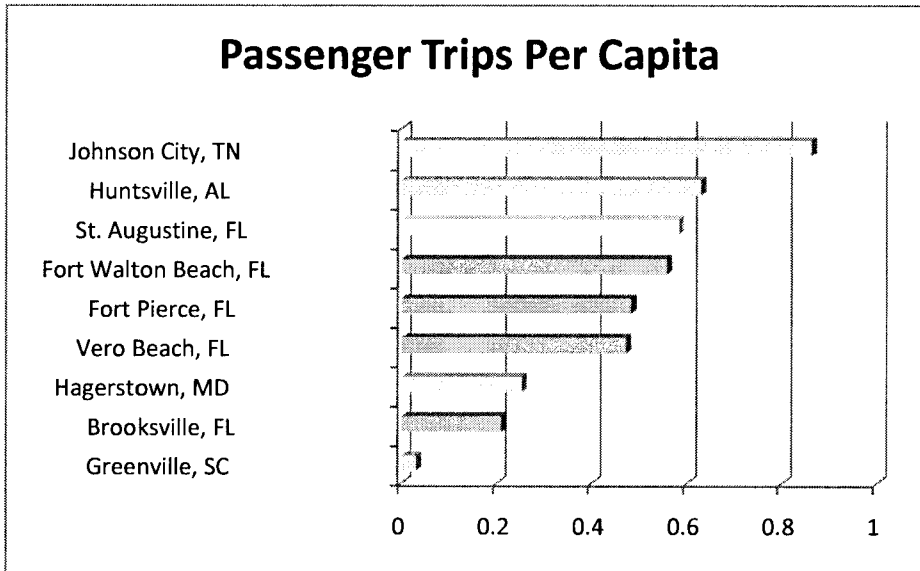
As shown below in Figure 4.26, St. Augustine is second to last for total number of passenger miles for the demand response system with 69,996 total passenger miles. However, based on a review of other statistics and discussion with staff, it seems likely that passenger miles were underreported in the NTD. Ft. Walton Beach, FL and Huntsville, AL lead the peer communities in total passenger miles, with 711,978 and 633,528, respectively.

Figure 4.26: Number of Passenger Miles, in thousands



Passenger trips per capita were calculated for the peer review communities by dividing the number of passenger trips by the service area population. As shown below in Figure 4.27, St. Augustine was found to be in the middle, with approximately 0.6 trips per capita.

Figure 4.27: Passenger Trips Per Capita for Demand Response Service



The average passenger trip length shows how far the average transit rider travels on their transit trip. This measure is calculated by dividing the number of passenger miles by passenger trips. As detailed below in Figure 4.28, the results show St. Augustine with an average trip length of less than one mile. This data may be flawed however, as it seems that passenger miles were underreported in the NTD.

Figure 4.28: Average Passenger Trip Length for Demand Response Service

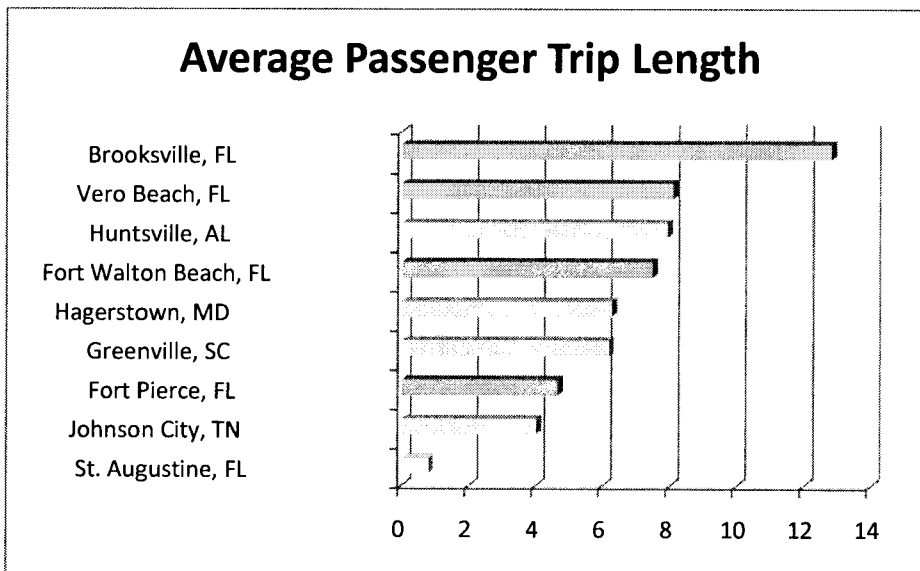


Figure 4.29 below shows the number of passenger trips divided by the number of vehicles in maximum service for each peer-reviewed community. As shown below, St. Augustine scores much higher than other peer communities; however, the number of vehicles in service may be underreported in the NTD.

Figure 4.29: Passenger Trips per Vehicles in Maximum Services for Demand Response Service

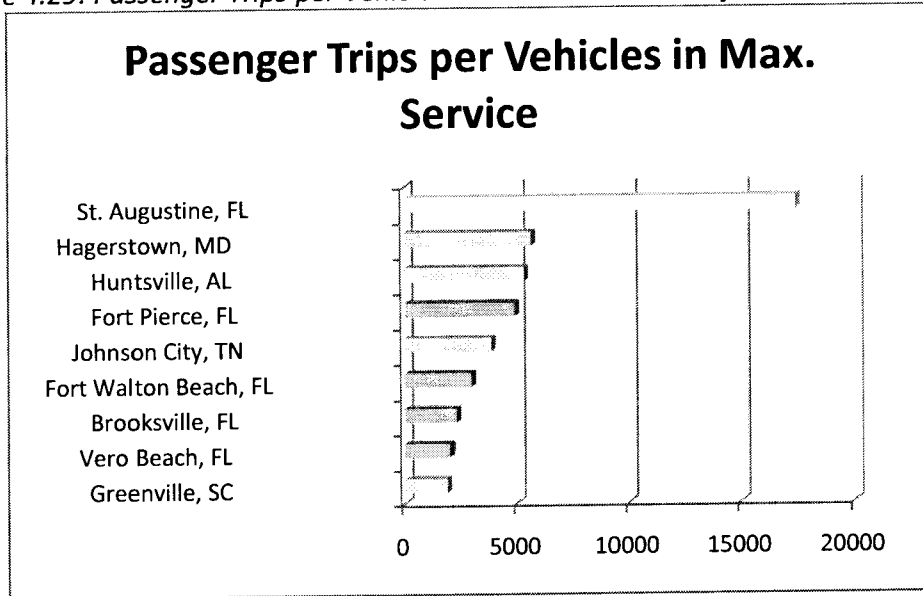


Figure 4.30 shows the number of passenger trips divided by the number of revenue miles for the demand response service. In this measure, St. Augustine scores much higher than the peer communities, but again this may be due to underreporting in the NTD.

Figure 4-30: Passenger Trips per Revenue Mile for Demand Response Service

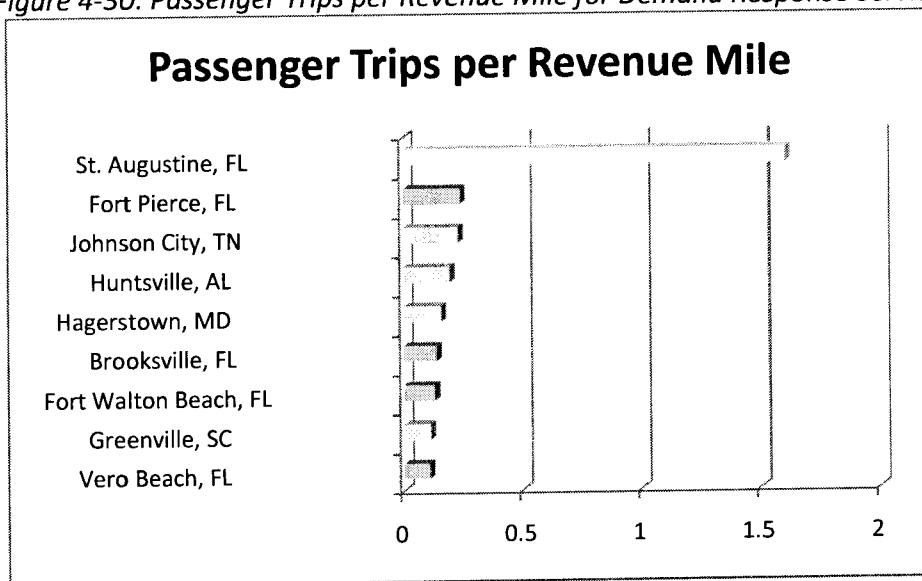
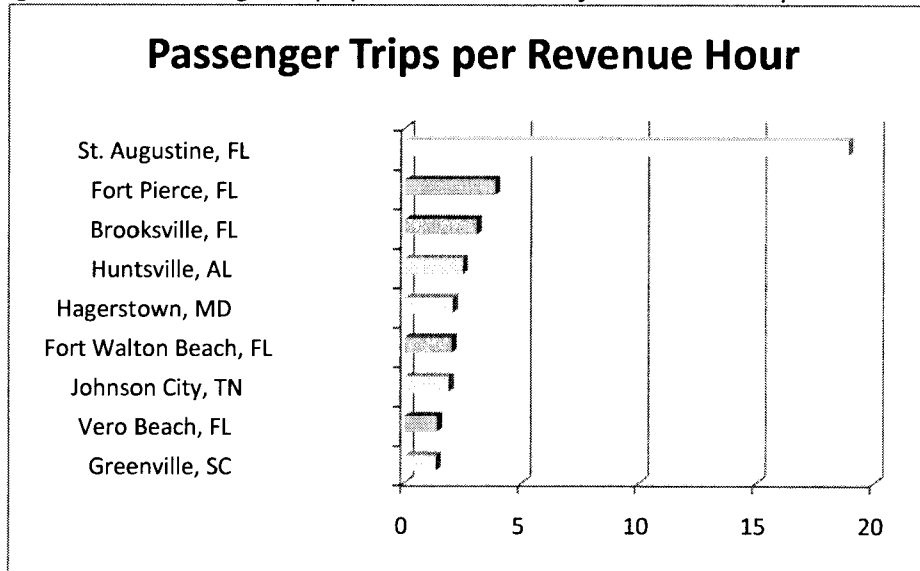


Figure 4.31 shows the number of passenger trips divided by the number of revenue hours for each peer-reviewed community. As with the charts above, St. Augustine rates much higher than its peer communities, but that is likely due to underreporting in the NTD.

Figure 4.31: Passenger Trips per Revenue Hour for Demand Response Service

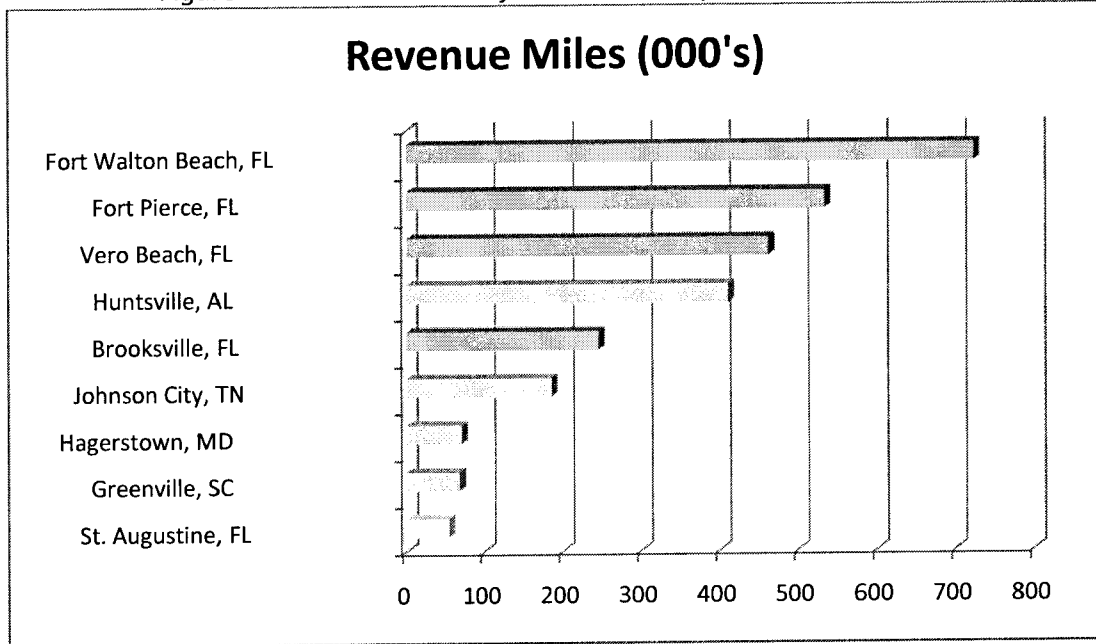


Revenue Statistics

Shown below are characteristics related to revenue for the ten peer-reviewed communities for the demand response transit service.

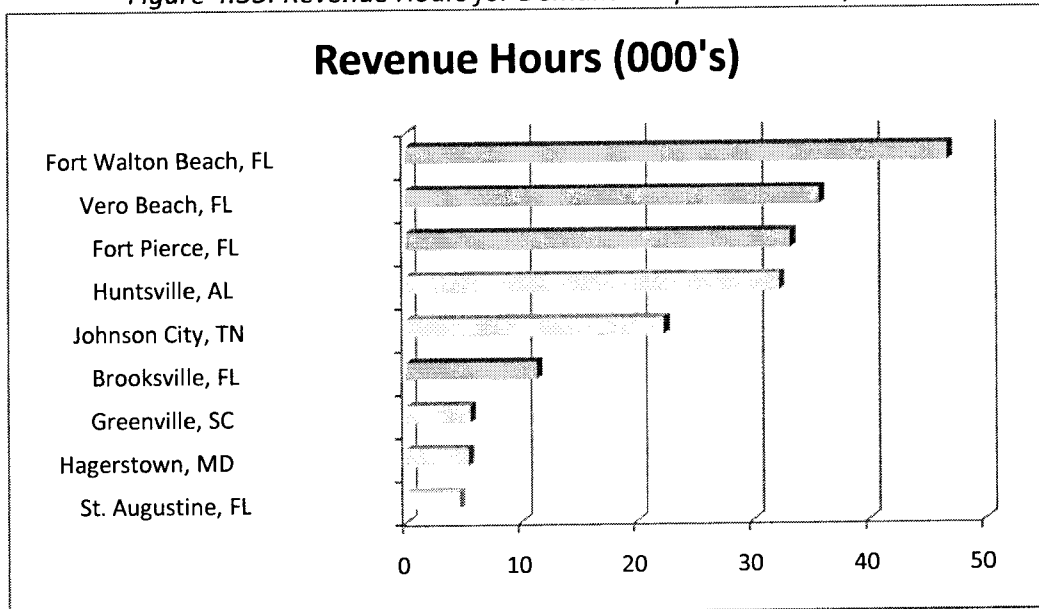
Figure 4.32 showcases the number of revenue miles for the peer-reviewed communities. St. Augustine had the smallest number of revenue miles at 54,207 in FY 2009/10, whereas Ft. Walton Beach had 723,544.

Figure 4.32: Revenue Miles for Demand Response Service, in thousands



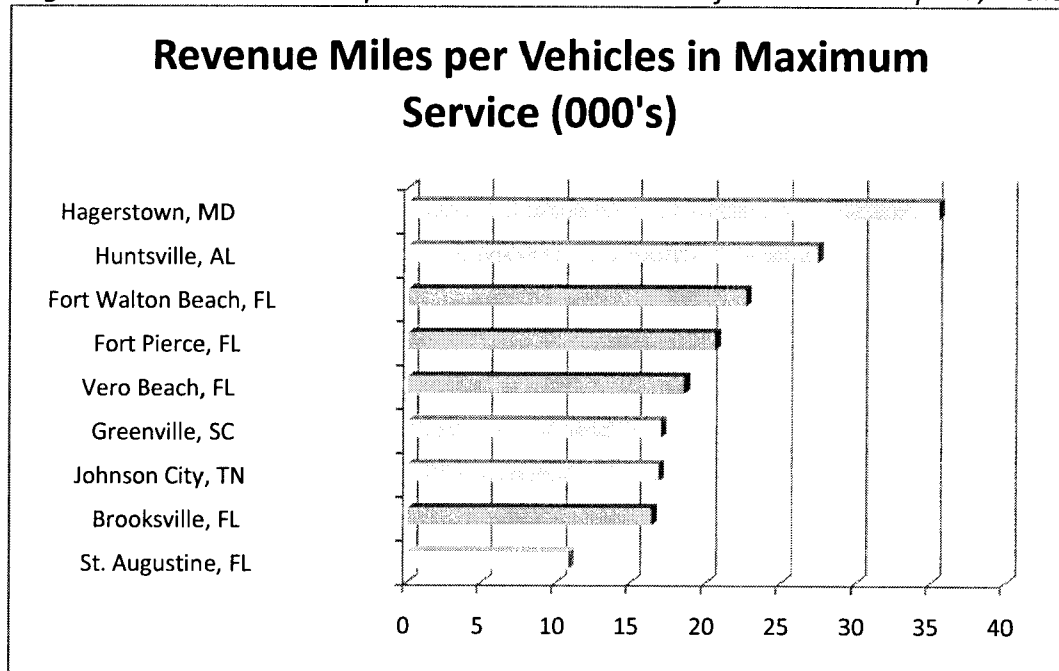
Concerning revenue hours, St. Augustine had the lowest number of revenue hours for the demand response system, with 4,603 revenue hours reported in FY 2009/10. Ft. Walton Beach, FL had the highest number, with 46,767 revenue hours. Figure 4.33 shows revenue hours for the 10 peer-reviewed communities.

Figure 4.33: Revenue Hours for Demand Response Service, in thousands



Revenue miles per vehicles in maximum service are calculated by dividing total revenue miles by the number of vehicles in maximum service. For this statistic, St. Augustine came in last, with 10,841 revenue miles per vehicles in maximum service, as shown below in Figure 4.34. The community with the highest number of revenue miles per vehicles in maximum service was Hagerstown, MD, with 35,487 in FY 2009/10.

Figure 4.34: Revenue Miles per Vehicles in Max. Service for Demand Respond, in thousands

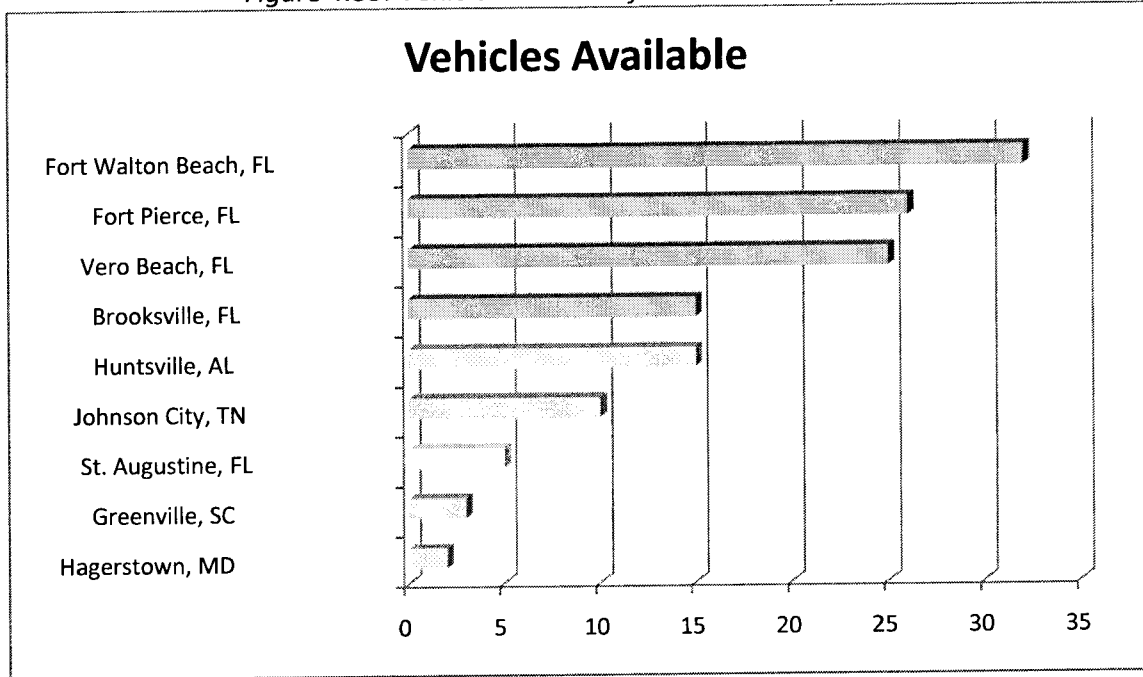


Bus Fleet data

The following data shows characteristics of the condition of the transit fleet for the demand response systems of the peer reviewed communities as available in the National Transit Database. The following data is discussed more in-depth below: availability of vehicles, number of vehicles in maximum service, the average age of the transit fleet, and the vehicle miles per capita.

Figure 4.35 shows that concerning vehicle availability, St. Augustine ranks third to last of the ten peer-reviewed communities for the demand response service, with 5 available vehicles. Based on a review of the system and discussion with staff, this number is likely underreported in the NTD. By contrast, Ft. Walton Beach had 32 available vehicles in FY 09/10.

Figure 4.35: Vehicles Available for Demand Response Service



Similarly, St. Augustine also has the third lowest number of vehicles in maximum service (5), as shown below in Figure 4.36.

Figure 4.36: Number of Vehicles in Maximum Service for Demand Response Transit

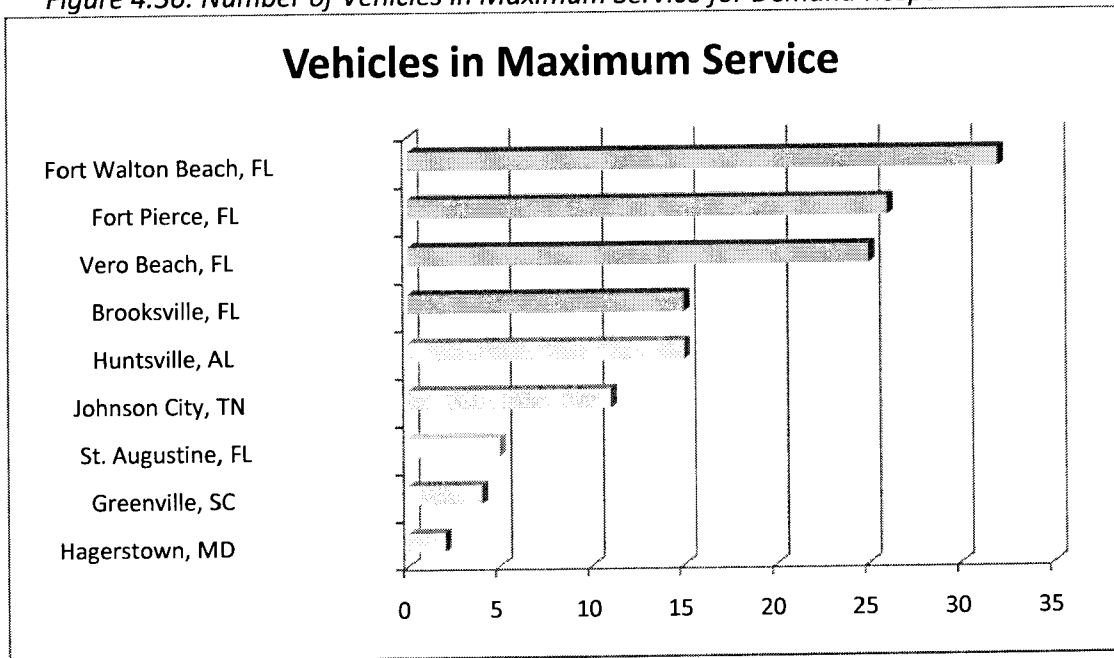
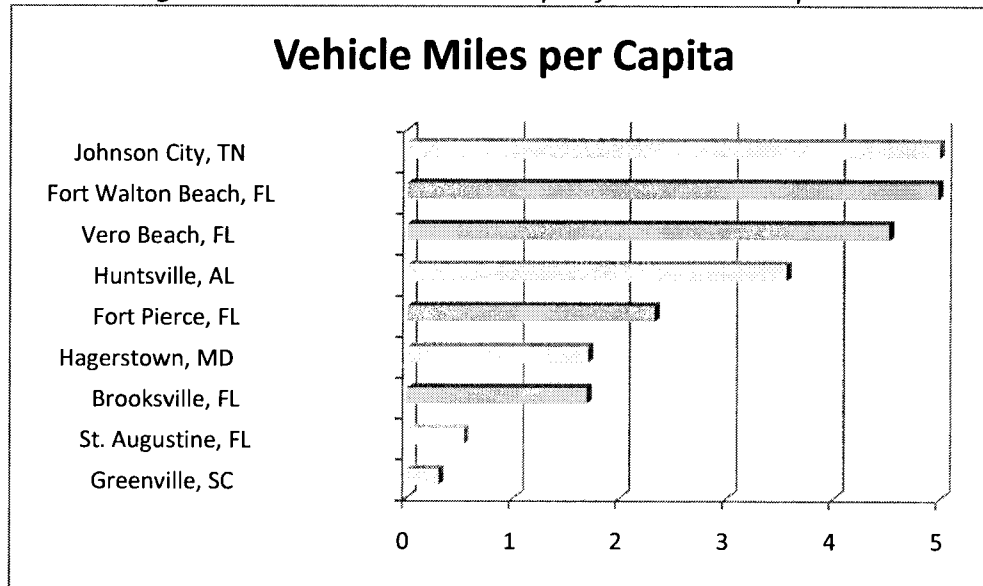


Figure 4.37 shows the number of vehicle miles per capita, which is the vehicle miles divided by the service area population. St. Augustine ranks eighth out of the ten peer-reviewed communities, with 0.54 vehicle miles per capita. Johnson City, TN has the most vehicle miles per capita at 4.98.

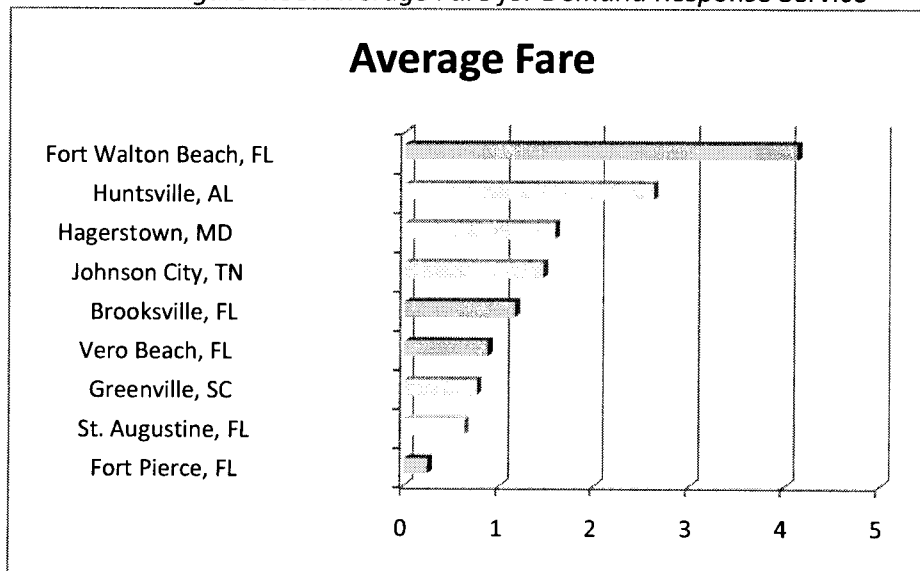
Figure 4.37: Vehicle Miles Per Capita for Demand Response Service



Fare Information

The average fare was calculated by dividing the total fares earned by the number of passenger trips. Figure 4.38 shows St. Augustine as having the second lowest average fare (\$0.63) for its demand response system as compared to the other peer-reviewed communities.

Figure 4.38: Average Fare for Demand Response Service



Operating Expenses

The National Transit Database contains a number of indicators related to operation and maintenance expenses for demand response transit services. St. Augustine is compared to its peer communities in terms of operation and maintenance costs below.

Figure 4.39 shows that St. Augustine had the second lowest operating expenses for its demand response service in FY 2009/10 at \$161,136. Fort Pierce, FL had the highest operating expenses at \$1,414,981 in FY 2009/10.

Figure 4.39: Operating Expenses for Demand Response Service, in thousands

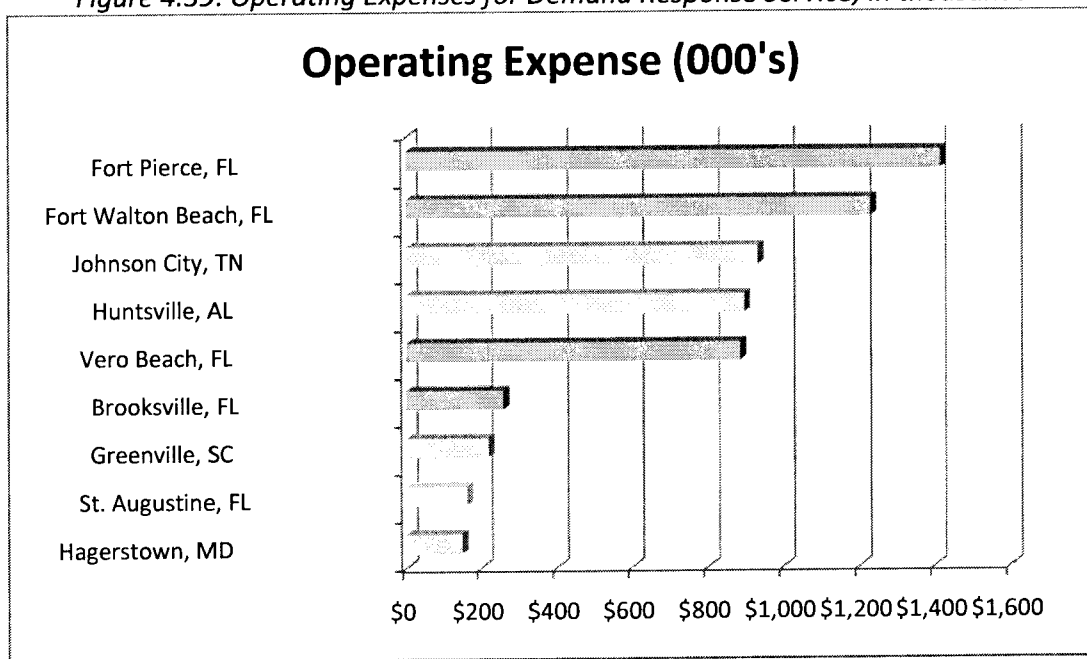
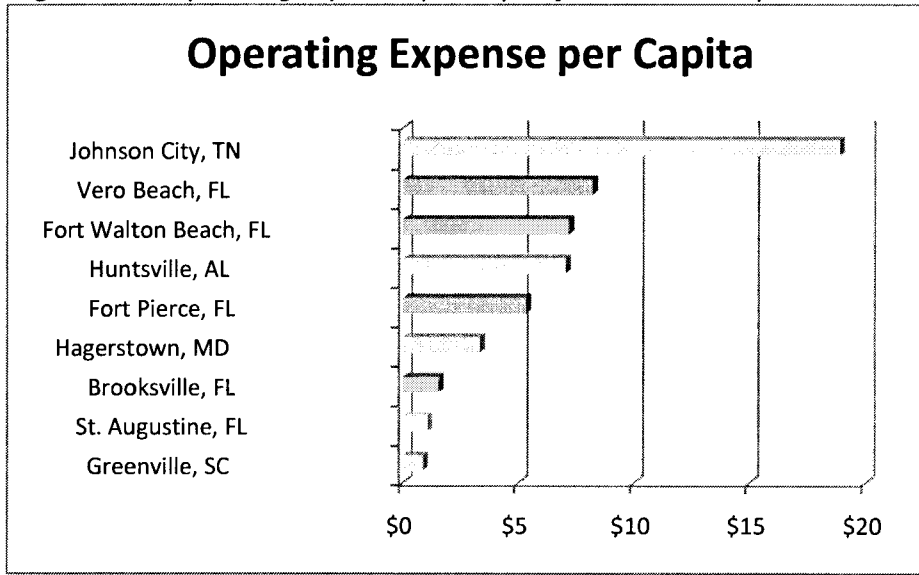


Figure 4.40 shows St. Augustine as having the second lowest operating expense per capita (defined as total operating expenses divided by the service area population) of \$1.08. Johnson City, TN had the highest operating cost of \$18.88 per capita.

Figure 4.40: Operating Expenses per Capita for Demand Response Service



Also calculated is the operating expense per passenger trip for the demand response system, which is the operating expenses divided by the number of passenger trips. The results are shown below in Figure 4.41. In this measure, St. Augustine had the lowest figure, with an average of \$1.85 of operating expenses per passenger trip. Based on review of the peer communities, this statistic may not be correct, meaning that operating expenses were likely underreported in the NTD.

Figure 4-41. Operating Expenses per Passenger Trip for Demand Response Transit Service

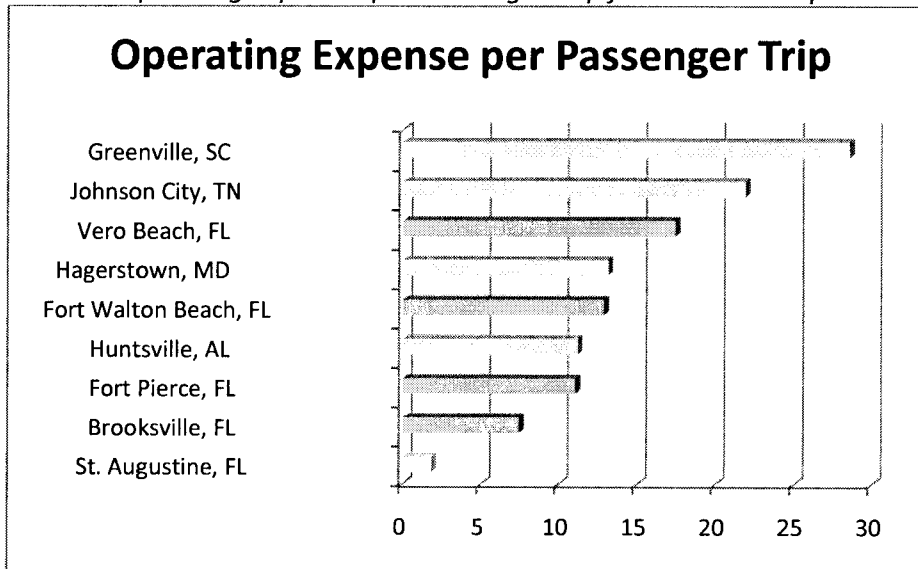
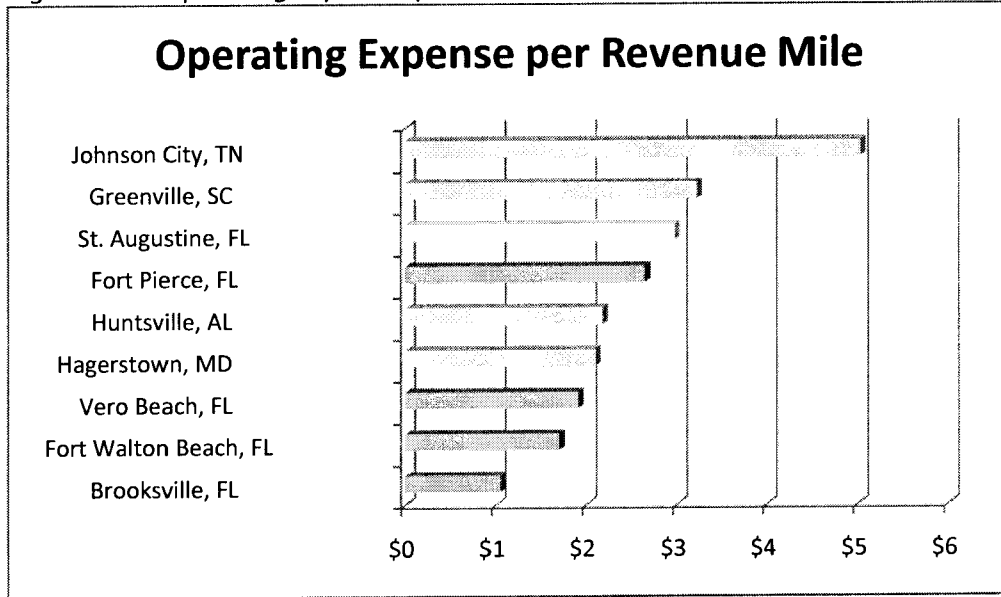


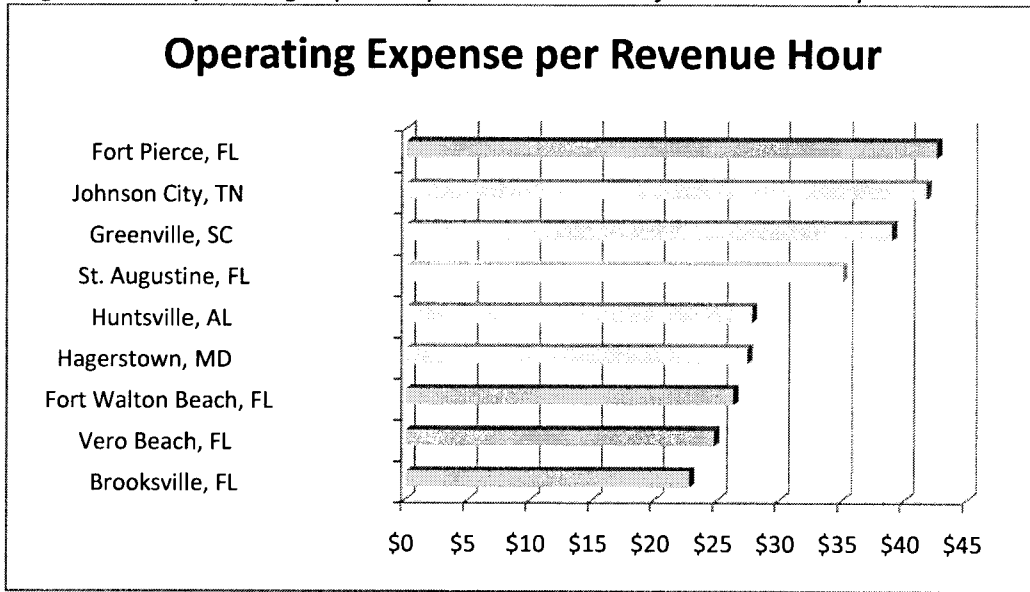
Figure 4.42 below shows the operating expenses per revenue mile for the demand response service for the peer reviewed communities. St. Augustine had the third highest operating expenses per revenue mile at \$2.97. Johnson City, TN had the highest operating expenses per revenue mile at \$5.02 while Brooksville, FL had the lowest operating expenses per revenue mile at \$1.05 in FY 2009/10.

Figure 4.42: Operating Expenses per Revenue Mile for Demand Response Service



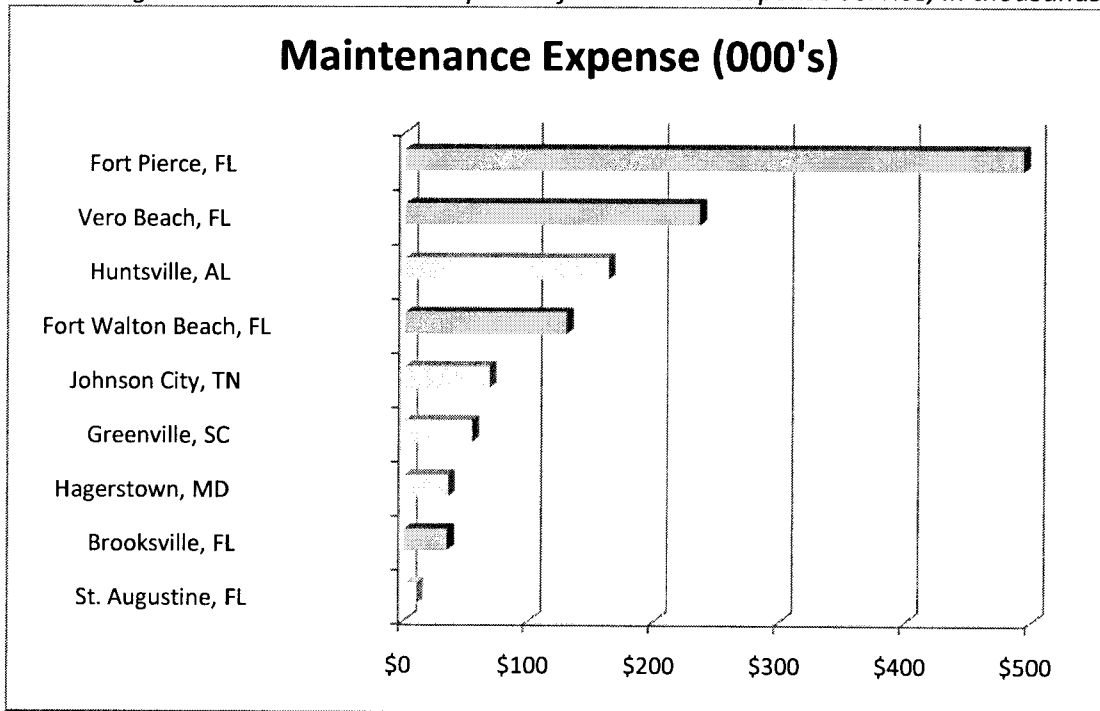
St. Augustine was in the mid-range on operating expense per revenue hour in FY 2009/10 for its demand response system, as shown below in Figure 4.43. St. Augustine had an operating expense per revenue hour of \$35, whereas the highest operating expense per revenue hour was Fort Pierce, FL with a \$42.56 operating expense per revenue hour.

Figure 4.43: Operating Expenses per Revenue Hour for Demand Response Service



St. Augustine measured the lowest on maintenance expenses, as shown below in Figure 4.44. St. Augustine's maintenance expenses were \$9,854 in FY 2009/10 for the demand response service, whereas the highest maintenance expenses were found in Fort Pierce, FL at a cost of \$493,397. It is likely that this data is not correct for many of the communities, including St. Augustine.

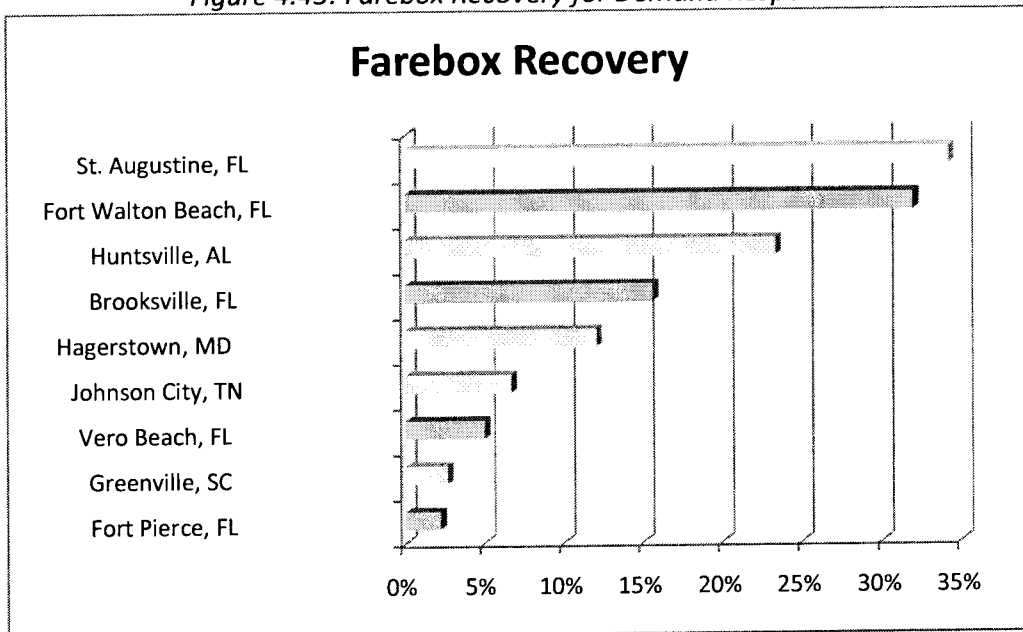
Figure 4.44: Maintenance Expenses for Demand Response Service, in thousands



Farebox Recovery

The Farebox Recovery figure refers to how many of the operating expenses are covered by the fares collected. As shown in Figure 4.45, St. Augustine's farebox recovery for the demand response service is approximately a third (34%). While this led the peer communities in pure percentage, some of the larger systems collected much more revenue. For example, Fort Walton Beach, FL, earned a much higher amount in fares (\$392,292 versus St. Augustine's \$55,025).

Figure 4.45: Farebox Recovery for Demand Response Service



Summary

Overall, the data shows that the fixed-route service in St. Johns County has expended significantly over the past five years. Even so, there is still room to grow in comparison with similar sized communities in the southeast. Due to the size of the service area, the average trip length on the fixed-route system is relatively high. Also worthy of note is that the bus fleet went from being one of the oldest in the last TDP to one of the newest. Average fares for the fixed-route system seem to be on par with the peer communities, while the demand response service fare is low in comparison.

One key area that needs improving is in reporting to the NTD. Some of the reporting is done by the St. Johns COA and some by the county itself. Better coordination and collaboration between these entities to ensure that the reporting is complete and accurate is necessary.

Chapter Five – Situation Appraisal

Changing demographic conditions in a community can have a significant impact on existing and potential transit services. Prior to estimating future demand and developing potential enhancements for transit in St. Johns County, it is first important to identify community policies and trends. This chapter provides a summary of local plans and recent planning efforts that might affect transit services.

Review of Local Plans

As part of the Transit Development Plan Update, a review of local, regional, and state plans was undertaken to identify trends and policies that might affect transit services over the ten-year planning horizon. Policies from FDOT and the North Florida TPO are highlighted in Chapter Six, so this section focuses on local plans.

Transportation Goals, Objectives, and Policies

The following goals, objectives, and policies related to transit can be found in the 2025 Comprehensive Plan for St. Johns County.

Goal B.1

The County shall provide countywide coordination and planning to achieve a balanced transportation system which consists of both public and private transportation networks and which provides for the safe and efficient movement of goods and people, including the transportation disadvantaged.

Objective B.1.7: Coordination with Other Transportation Agencies

The County shall continue to coordinate transportation activities with federal, state, regional, local agencies and local governments, having planning and implementation responsibilities for highway, mass transit, bicycle, multi-purpose greenways, multimodal transportation alternatives, railroad, air, and other transit facilities by implementing actions specified in the corresponding policies.

Policies

B.1.7.1: The County shall maintain its representation on the North Florida Transportation Planning Organization (TPO) to ensure transportation improvements and actions which are within the boundaries of the TPO are coordinated with the plans, programs and policies of the County. The County will work with the TPO in determining any extensions to the TPO boundaries as a result of the 2010 Census.

B.1.7.2: The County as a member of the North Florida TPO Technical Advisory Committee shall provide technical assistance in the development of the Long Range Transportation Plan. The County shall review all updates of the Long Range Transportation Plan and consider amendments to the County Comprehensive Plan, as necessary, to ensure consistency with the TPO Long Range Plan and inform the TPO of any inconsistencies and work with the TPO staff in resolving inconsistencies. The Northeast

Florida Regional Council conflict mediation process will be utilized for any inconsistencies which cannot be solved through negotiation.

B.1.7.3: The County shall continue to work with the North Florida TPO and FDOT as necessary in developing future population and employment projections by Traffic Analysis Zones (TAZs) for use in transportation modeling.

Objective B.1.8: Transportation Disadvantaged Services

Support continued operation of the County's transportation disadvantaged services by coordinating and supporting the planning activities of the Northeast Florida Regional Council and the operating activities of the St. Johns County Council on Aging as the designated Community Transportation Coordinator in St. Johns County.

Policies

B.1.8.1: As a member of the Local Coordinating Board, the County will participate in the Northeast Florida Regional Council's annual evaluation of the Community Transportation Coordinator as well as the annual update of the Transportation Disadvantaged Service Plan.

B.1.8.2: The County shall continue to support the St. Johns County Council on Aging, as the, local transportation disadvantaged Community Transportation Coordinator in obtaining state grant money by supporting the provision of local matching funds.

B.1.8.3: The County shall continue as the designated recipient of Federal Transit Administration funding to support the Community Transportation Coordinator in providing Transportation Disadvantaged services.

B.1.8.4: Minimum Level of Service Standards are established for transportation disadvantaged services provided within the County as follows: Disadvantaged Transit Service 95,000 one-way trips per year

Objective B.1.9: Public Transit Service

St. Johns County will develop public transportation services that address mobility needs of transit dependent customers and encourage the use of public transportation by all residents of St. Johns County and municipalities within.

Policies

B.1.9.1: The County shall work with the Jacksonville Transportation Authority on the results of the public transit study and its feasibility to St. Johns County and its municipalities and to determine the extent to which public transit, paratransit, and ridesharing is feasible for the County.

B.1.9.2: The County shall insure Future Land Use Maps support the development of public transit service.

B.1.9.3: The County shall continue to cooperate with the Jacksonville Transportation Authority in examining the potential for public transit service within the northern half of the County.

B.1.9.4: The County shall promote transit in new development by including provision of bus pullouts and paved areas for shelters, where applicable. These requirements shall be mandatory in

Developments of Regional Impact. The County shall develop standards for public transit facilities in non-DRI developments.

B.1.9.5: The County shall establish requirements for park and ride facilities in major developments that provide access to transit facilities.

B.1.9.6: The County shall develop policies and standards that will provide access to public transit through the use of bicycle and pedestrian systems and park and ride lots.

B.1.9.7: The County shall address the need to provide safe pedestrian and bicycle access to commercial generators and attractors from transit facilities located on public access roads.

B.1.9.8: St. Johns County shall continue to seek available funds authorized by Federal Transportation Acts as well as required matching funds to meet public transportation needs.

B.1.9.9: The County shall conduct yearly surveys to evaluate and accommodate public transit needs.

B.1.9.10: The County shall coordinate with FDOT and North Florida TPO to incorporate transit design and amenities when roadway improvements are made to state, county and local road segments.

B.1.9.11: The County shall strive to improve transit routes by minimizing headways.

B.1.9.12: The County shall develop a system and standards whereby the cost of providing transit service to large developments can be offset by developer's contributions.

Objective B.1.10: Transit Services Coordination

Coordinate transit plans and programs within St. Johns County.

Policies

B.1.10.1: The County shall work with the Northeast Florida Regional Planning Council, the St. Johns County Council on Aging as the Community Transportation Coordinator, jurisdictions within the County, and neighboring jurisdictions, including the Jacksonville Transportation Authority, in coordinating any transit plans and programs.

B.1.10.2: The County will continue to participate as a member of the Northeast Florida Mobility Coalition and participate in the development of the goals and objectives of the Northeast Florida Mobility Plan developed by the Coalition.

B.1.10.3: St. Johns County will continue to participate as a member of the First Coast Intelligent Transportation System coalition and support the goals and objectives of the First Coast Regional Intelligent Systems master Plan.

Transit-Supportive Land Use Policies

In addition to the transportation goals, objectives, and policies detailed above, there are other areas of the Comprehensive Plan that encourage development that is supportive of transit. Three policies found in the Land Use Element are detailed below.

Policies

A.1.2.2: The County shall promote infill residential development, within the Development Areas as depicted on the Future Land Use Map, near existing facilities by offering a Variable Density Factor for residential developments that are served by central water and central sewer consistent with the Variable Density Factors established through Policy A1.11.1.

A.1.2.5: All Comprehensive Plan amendments, including Small-Scale Plan Amendments, if determined by the County the Small Scale amendment warrants such review, amendments as defined by Chapter 163, F.S., shall provide justification for the need for the proposed amendment and demonstrate how the proposed amendment discourages urban sprawl and not adversely impact natural resources. In evaluating proposed amendments, the County shall consider each of the following:

(f) the extent to which the amendment will result in a sustainable development pattern through a balance of land uses that is internally interrelated; demonstrates an efficient use of land; ensures compatible development adjacent to agriculture lands; protects environmental qualities and characteristics; provides interconnectivity of roadways; supports the use of non-automobile modes of transportation; and appropriately addresses the infrastructure needs of the community.

A.1.2.8: The County shall encourage infill development. Infill development is development on a vacant parcel or parcels of land within Development Areas that are surrounded by an existing built area. Compatibility of the infill development shall be considered with the development review process. Infill development shall not be considered in R/S or A-I areas.

Land Use Trends

As was noted in Chapter Two, St. Johns County continues to grow, albeit at a slower pace than in the 1990s and early 2000s. The area experiencing most of the growth is in the northern portion of the County, where several large-scale communities are being built. Many of these communities, also called Developments of Regional Impact (DRI), have had land use entitlements for years and may take 20 or more years to build out.

That said, the design of these communities is rarely set in stone. Market fluctuations affect the size and style of residential neighborhoods, the amount of mixed-use that is developed, the type of commercial that is built, etc. Many believe that ever-increasing gas prices and consumer desires to “live green” will have a profound effect on how communities will develop in the future. This may yield higher densities, true mixed-use, and a demand for mobility options beyond the automobile.

Finally, it is important to note that St. Johns County has a dedicated transit planner in their Growth Development Review division. This individual reviews comprehensive plan amendments, rezoning, site plans, etc. to ensure that the County considers transit as development and redevelopment occurs. As a result, it is expected that County land use and urban form patterns will be more transit-friendly and transit-supportive in the future.

Regional Planning

Recently, the Northeast Florida Regional Council (NEFRC), in conjunction with the Urban Land Institute, undertook a regional visioning effort. Reality Check First Coast was an 18+ month process to envision what northeast Florida could look like in fifty years. Land use patterns following recent trends were developed and then the public was given opportunities to weigh in on whether this met their desires. Nearly 300 individuals convened in May 2009 to draw up alternatives to the trend. While the 30 tables each developed different concepts, the patterns centered around four themes: Corridors, Multiple Growth Centers, Dispersed, and Urban Compact. Polling revealed the two most popular patterns to be the Multiple Growth Centers (favored by 28%) and the Corridors (32%). Only 7% favored the Dispersed pattern. Another key theme was providing more employment in the suburban communities to create more balanced jobs-to-housing ratios.

Following the May 2009 event, additional roundtables were held throughout the region. More than 500 people attended these events, called County Checks, where urban form and policy changes were discussed. A key outcome of the regional visioning process was the realization that the community strongly desired sustainable growth through infill and mixed-use development, as well as multi-modal transportation and transit-oriented development (TOD). The NEFRC has converted Reality Check First Coast into a new process, called Region First 2060. This process will carry the discussion forward, ultimately resulting in a new Strategic Regional Policy Plan (SRPP) in 2013.

Commuter and Intercity Rail

Through recent planning efforts undertaken by the NEFRC (Reality Check First Coast), the North Florida TPO (Envision 2035), the JTA (Regional Transportation Study Commission), and the City of Jacksonville (2030 Mobility Plan), the development of a regional commuter rail system has been identified as a priority. Several years ago, JTA commissioned a pre-feasibility study, and now the agency is set to embark on an Alternatives Analysis (AA) study.

One of the potential commuter rail lines extends from downtown Jacksonville along US 1 down to St. Augustine. This line would parallel much of the existing Sunshine Bus Purple route. The pre-feasibility study identified five potential stations in St. Johns County. These are:

- Palencia
- St. Augustine/St. Johns County Airport
- St. Johns County Complex
- St. Augustine
- West Augustine

In addition, there are 3 stations proposed for southeast Duval County, including the Avenues, Old St. Augustine Road, and Racetrack Road, which are along the Purple route.

Since the pre-feasibility report was produced, there has been much discussion about providing intercity rail service along this same corridor, extending from Jacksonville to Miami. The City of St. Augustine and FDOT have identified a potential station location adjacent to US 1 just north of San Marco Avenue. As such, it is possible one of the commuter rail stops listed above could be moved/deleted or another station added.

Initiation of passenger rail along this corridor would likely have a profound impact on the region, St. Johns County, and the local transit system. The possibility of rail service has been included in the TDP implementation plan and the St. Augustine station has been identified as a potential transit hub. However, if this were to come to fruition, a review and potential redesign of some Sunshine Bus routes would be necessary.

Chapter Six – Vision, Mission, Goals, and Objectives

In order to develop goals and objectives for the Transit Development Plan, it is necessary to evaluate the needs of the community, support the plans and policies of local governmental agencies and identify areas where operating enhancements and efficiencies can be achieved. This chapter includes St. Johns County's 2006-2016 goals and objectives and the process and activities utilized in their development.

Data Collection and Evaluation

As outlined in the previous chapters of this plan, a significant amount of data collection was conducted to understand the environment in which transit operates in St. Johns County and to evaluate its strengths and weaknesses from the perspective of the community. First, a thorough analysis of St. Johns County demographic and socioeconomic data was conducted for purposes of identifying markets with high propensity for transit utilization, and potential new markets. Second, a comprehensive evaluation of how St. Johns County compares to its industry peers in terms of operating and financial performance to highlight strengths and weaknesses was conducted. Finally, a variety of market research activities were undertaken including: a telephone survey of St. Johns County residents, an on-board survey, and community leader interviews. These activities were designed to gain an understanding of the community's perceptions of St. Johns County Transit, the services it provides, the services most desired by users and non-users of the system and the community's vision for the future of transit in St. Johns County.

Consistency with Other Plans and Programs

During the development of the draft goals and objectives, many of the existing planning related government plans and programs were reviewed for consistency. Plans reviewed included: the St. Johns County Comprehensive Plan, the North Florida TPO's Envision 2035 Long Range Transportation Plan, the NEFRC's SRPP, JTA's Regional Transit Vision, and FDOT's 2060 Florida Transportation Plan.

The goals and objectives developed for the TDP address, for example, the need to pursue the development of transit friendly land use, policies, regulations and land development criteria. This is consistent with the St. Johns County Comprehensive Plan language related to the enforcement of land development regulations that promote transit use.

Recently, FDOT updated the Florida Transportation Plan (FTP) to a horizon year of 2060. The 2060 FTP identifies goals and objectives that will guide transportation decisions in Florida for the next fifty years. Six goals were identified in the plan, including:

- Invest in transportation systems to support a prosperous, globally competitive economy
- Make transportation decisions to support and enhance livable communities
- Make transportation decisions to promote responsible environmental stewardship
- Provide a safe and secure transportation system for all users
- Maintain and operate Florida’s transportation system proactively
- Improve mobility and connectivity for people and freight

Of these goals, three focus on the performance of the transportation system while the other three focus on using transportation to support Florida’s future prosperity and quality of life.

Similarly, The North Florida TPO’s Envision 2035 Long Range Transportation Plan (LRTP) Update includes goals and objectives. These ten goals helped shape the development of the LRTP, including an increased focus on public transportation services for the region. The goals include:

- GOAL A: TO PROVIDE A PROACTIVE TRANSPORTATION PLANNING PROCESS THAT IS OPEN, INCLUSIVE AND ACCESSIBLE TO ALL
- GOAL B: TO KEEP PEOPLE AND GOODS MOVING AND HELP OUR REGION’S ECONOMY GROW
- GOAL C: TO INCREASE THE ACCESSIBILITY OF OUR TRANSPORTATION SYSTEM
- GOAL D: PROMOTE CONSISTENCY WITH THE PLANS OF EACH CITY AND COUNTY, OTHER REGIONAL AGENCIES, AND THE STATE AND RECOGNIZE THE INTER-RELATIONSHIP BETWEEN LAND USE, TRANSPORTATION AND ECONOMIC DEVELOPMENT
- GOAL E: MAXIMIZE THE EXISTING TRANSPORTATION SYSTEM TO MEET THE NEEDS OF TODAY AND TOMORROW
- GOAL F: TO IMPROVE THE CONNECTIVITY OF OUR TRANSPORTATION SYSTEM BY BETTER CONNECTING TRAVEL MODES
- GOAL G: TO PROTECT OUR ENVIRONMENT, CONSERVE ENERGY AND ENHANCE OUR QUALITY OF LIFE
- GOAL H: TO MAKE OUR TRANSPORTATION SYSTEM SAFER
- GOAL I: TO MAKE OUR TRANSPORTATION SYSTEM MORE SECURE
- GOAL J: TO ECONOMICALLY, EFFICIENTLY, AND EQUITABLY EXPAND AND MAINTAIN OUR TRANSPORTATION SYSTEM

After reviewing the goals and objectives of other plans, the current St. Johns County TDP goals and objectives were reviewed for potential modifications, additions, and deletions. The revised goals and objectives can be found below.

2006 – 2016 TDP Goals and Objectives

GOAL #1:

Define Mobility Market Needs in St. John County and Design Feasible Service Plans.

Objective 1.1:

Develop public transportation services that address the mobility needs of transit dependent customers including major community destinations and medical and health care facilities.

Objective 1.2:

Develop public transportation services with a focus on employment sites.

Objective 1.3:

Develop services designed to link employment opportunities with affordable and workforce housing.

Objective 1.4:

Ensure compliance with the Americans with Disabilities Act (ADA).

GOAL #2:

Maintain and Continuously Improve Customer Focused Service and Products.

Objective 2.1:

Seek input from users and non-users of the system through periodic surveys, focus groups, etc. to evaluate needs and respond with enhancements to programs and services.

Objective 2.2:

Develop passenger amenities that best respond to local conditions.

GOAL #3:

Provide an Effective and Efficient Public Transportation System.

Objective 3.1:

Decrease wait and travel times.

Objective 3.2:

Create better connectivity and travel choices for customers using multiple transfer centers.

Objective 3.3:

Improve frequencies to system routes.

Objective 3.4:

Expand the hours of operation of the Sunshine Bus.

Objective 3.5:

Create greater accessibility to the transit system by placing bus stops throughout the service area.

Objective 3.6:

Increase passenger revenues per mile and per hour.

GOAL #4:

Enhance and Improve Multi-modal Connectivity throughout the Region.

Objective 4.1:

Seek opportunities to enhance transfer opportunities among COA services to promote travel efficiencies and effectiveness.

Objective 4.2:

Work cooperatively with neighboring communities to implement services that improve the connectivity between public transportation modes and services.

Objective 4.3:

Work cooperatively with the North Florida Transportation Planning Organization to ensure coordinated regional transportation planning and programming.

Objective 4.4:

Participate in the Northeast Florida Regional Mobility Coalition, a cooperative partnership formed to enhance access to transportation for all persons throughout northeast Florida.

GOAL #5:

Support St. Johns County's Community Visions for Quality of Life Issues Including Recreation, Growth Management and Overall Public Mobility and Accessibility.

Objective 5.1:

Decrease barriers to mobility and accessibility.

Objective 5.2:

Maintain consistency between transit programs and initiatives and local comprehensive plans.

Objective 5.3:

Pursue the development of transit friendly land use policies and land development criteria.

Objective 5.4:

Coordinate with roadway improvement projects to ensure transit friendly infrastructure is incorporated.

GOAL #6:

Communicate the Role of Transit in St. Johns County.

Objective 6.1:

Enhance the image and visibility of transit in the community

Objective 6.2:

Develop marketing programs with the goal of maintaining and increasing market penetration and developing new market segments for services.

Objectives 6.3:

Develop ongoing outreach programs designed to educate the public about available transportation alternatives.

GOAL #7:

Continue the cooperative culture between St. Johns County, the Council on Aging and other mobility service partners which values respect, integrity, accomplishments and open communication.

Objective 7.1:

Emphasize the team approach and provide a system of communication where information flow freely within and between the mobility service partners.

Objective 7.2:

Ensure employees have the tools and training necessary to fulfill their job responsibilities.

GOAL #8:

Establish the appropriate infrastructure necessary to maintain and expand fixed-route and paratransit services in the future.

Objective 8.1:

Secure land and professional services necessary for the design and construction of a new operating base.

Objective 8.2:

Acquire vehicles and associated equipment for fleet replacement and expansion.

Objective 8.3:

Establish passenger transfer locations in cooperation with property owners.

Objective 8.4:

Establish designated bus stops with signage and shelters as appropriate.

Chapter Seven – Assessment of Transit Demand and Needs

This chapter provides an assessment of the demand for transit services in St. Johns County, as well as factors that may affect potential demand. The chapter also includes recommendations on potential transit enhancements along with a proposed staging plan for implementation.

Ridership Trends

Ridership data provided by St. Johns County and the St. Johns County COA showed significant increases in ridership on the fixed route system. The increase is primarily due to the addition of the Connector and Teal routes as well as extension of the Purple route to the Avenues Mall in Jacksonville. These additions were made between 2006 and 2008. Over the past two years, ridership increases have slowed to a more reasonable level (less than 10% per year). This is also in direct correlation to the economic slowdown that has led to little population growth in St. Johns County and the state of Florida as a whole. Because of these issues, it is expected that ridership gains between 2010 and the base year for the TDP of 2012 will continue to be minimal.

As mentioned previously, a concerted effort has been made to shift able-bodied riders from the demand response service to the fixed route service. As a result, ridership on the demand response system has declined by 1/3 since 2004, although it has leveled off some over the past few years. It is expected that any decreases in ridership due to enhancements to the fixed route system will be offset by the aging of baby boomers, so ridership estimates for the 2012 base year remained constant with 2010 levels.

Table 7-1 summarizes the historical ridership trends and baseline forecasts for 2012.

Table 7-1: Ridership Trends

Year	Fixed-Route Ridership	Demand Response Ridership
2004	57,000	130,000
2010	186,000	87,000
2012 (est.)	198,000	87,000

Fare Elasticity

The Sunshine Bus fixed route service was established in 2002 with a base fare of \$1.00. Fares have not been increased since then, but potential fare increases were considered in this TDP. One way of evaluating the potential effects of fare changes on ridership is to use elasticities. Elasticities measure the sensitivity of a dependent variable (in this case ridership) to changes in an independent variable (in this case fares). The American Public Transportation Association (APTA) has published a report on fare elasticities that reveals 10% increase in transit fares will yield a 4% decrease in ridership.

Based on the fact that fares have not been raised since the system was initiated almost ten years ago and the need for additional revenues, this TDP assumes two fare increases. The first is proposed for 2013 and will increase all fares by 25%, with the base fare increasing from \$1.00 to \$1.25. This fare increase would also be applied to the demand response system. A second fare increase, only to the fixed-route system, would follow five years later. That increase would be approximately 20%, with base fares rising from \$1.25 to \$1.50. It is assumed that any decrease in ridership attributed to the fare increase would be offset by gains in ridership due to additional service hours and routes detailed below.

Fixed Route System Enhancements

Enhancements to routes, service hours and headways, and amenities for the fixed-route system were evaluated as part of this TDP. They are detailed in the subsections below.

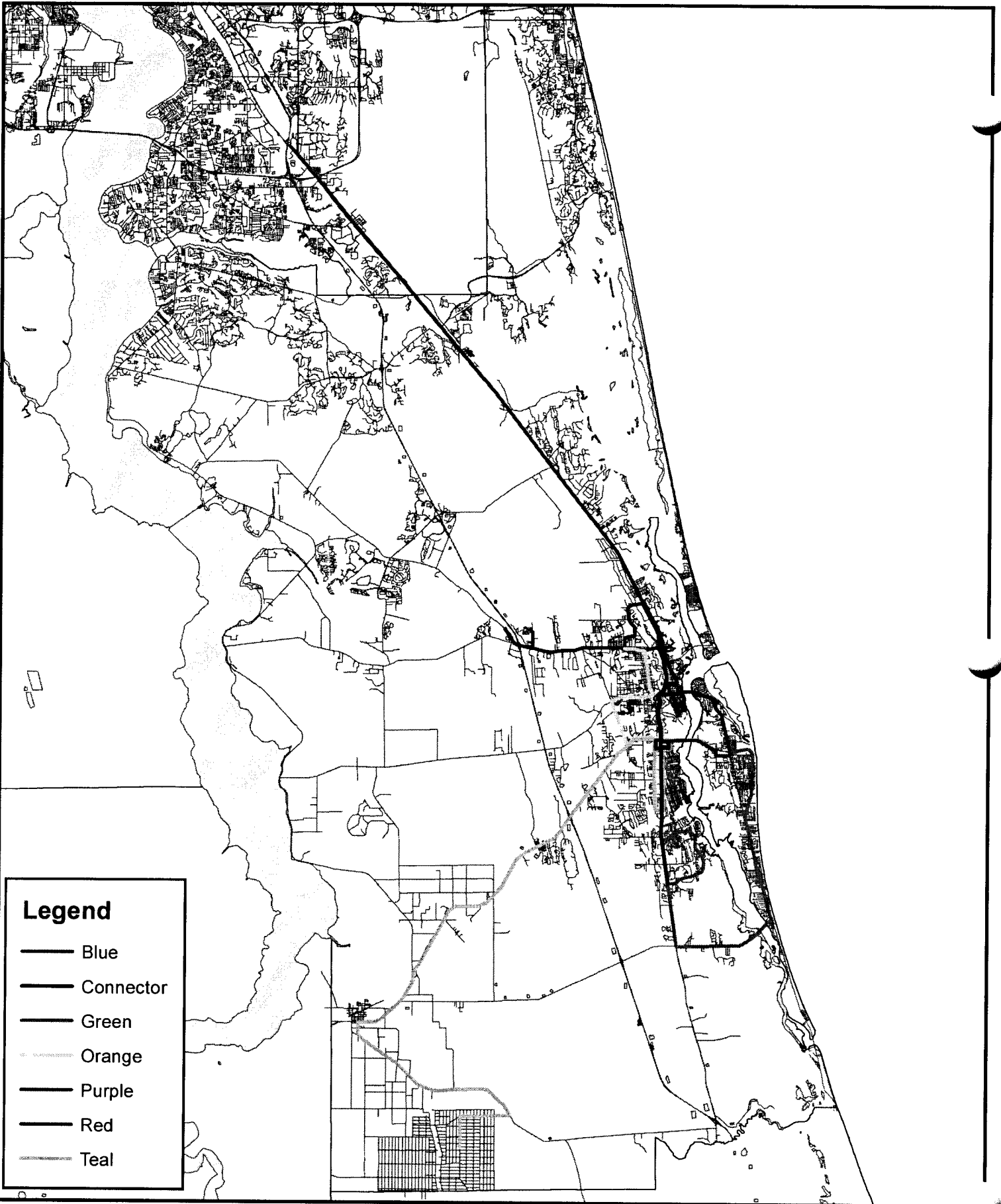
Fixed-Route System Expansion

As was described above, the last system expansion was several years ago with the addition of the Teal line serving Hastings and Flagler Estates. The current system is depicted on Figure 7.1. Based on discussions with passengers, bus operators, and local planners, there are several other areas of the County that could benefit from transit service. These include World Golf Village, Nocatee, South St. Augustine, and Vilano Beach.

At one time, the Purple route served the World Golf Village area, but ridership was light and the route was reconfigured. As the area continues to grow, extension of transit services should be attempted again. This is also the case with the Vilano Beach area, where a town center with a new Publix is under construction. The South St. Augustine area is currently served by routes along US 1, but additional service into the neighborhoods is desirable. Finally, as Nocatee begins to take shape, an extension of the Purple line into the community may be desirable.

Other areas looked at for potential expansions include northwest St. Johns and Ponte Vedra. While the northwestern portion of the County, including Julington Creek, is relatively dense, it may not be good candidates for transit service expansion as income and auto ownership levels are relatively high. It is also a good distance from the center of the system and would significantly add to the route miles of the system. The same issues also apply for the Ponte Vedra area.

After discussions and refinements, the TDP proposes that the Sunshine Bus fixed route system be expanded to create two new routes and to split one existing route into two. The proposed system is shown on Figure 7.2.

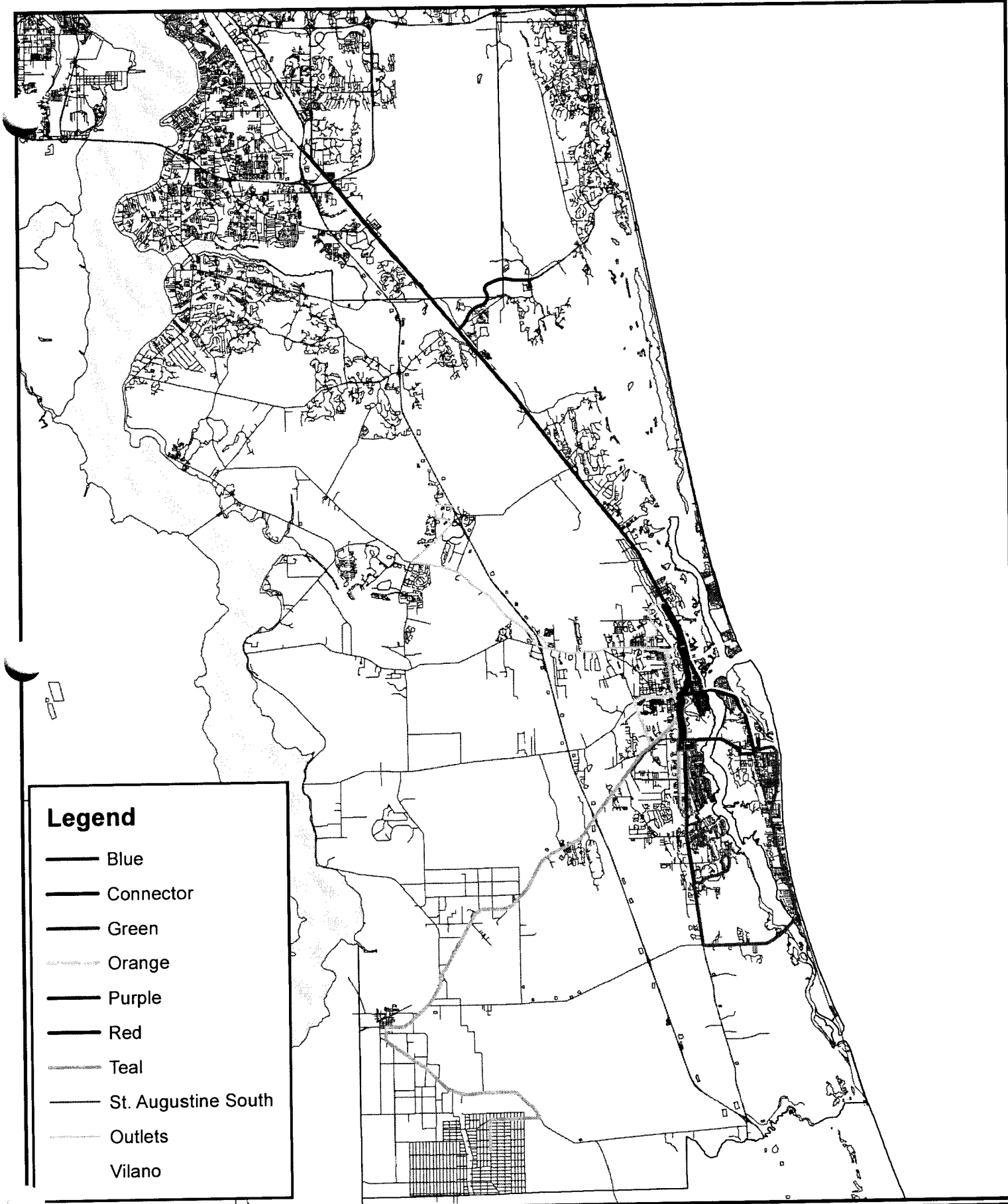


ATKINS

Current Route System

**St. Johns County
Transit Development Plan Update**

Figure 7.1



Legend

- Blue
- Connector
- Green
- Orange
- Purple
- Red
- Teal
- St. Augustine South
- Outlets
- Vilano



ATKINS

Proposed Route System

**St. Johns County
Transit Development Plan Update**

Figure 7.2

The first enhancement would be to reconfigure the Purple route to primarily serve the US 1 corridor. This would require the addition of a new route to serve the SR 16 corridor out to Outlet Malls. These two modifications are proposed to occur in 2012. Later, the Purple route would be extended into the Nocatee area and the Outlet Mall route would be extended out to World Golf Village. Both of these routes could run as frequently as every two hours, and after the extensions, every 2 1/2 hours. In 2013 a new route would be added serving the Vilano Beach area. This would then be followed in 2014 by a new route serving the South St. Augustine area.

In 2015, following installation of the new routes and amenities discussed below, all routes would be streamlined for improved headways Monday through Saturday. Currently, four of the seven routes run every 2 hours and 10 minutes. After streamlining, they would be able to run on 2 hour headways, as would the new Vilano Beach and South St. Augustine routes. Similarly, the Connector route would be streamlined to go from service every 70 minutes to service every hour. Finally, the Teal line would be restructured to minimize overlap, increasing its headways from every four hours to every three hours. More information on all the enhancements can be found in Chapter 8.

Fixed-Route System Service Hours and Headways

One of the key components of the ridership surveys was to identify potential service enhancements to the transit system. While passengers said they were generally very pleased with the overall Sunshine Bus system (average score of 4.46 out of 5), there are some enhancements they would like to see. 60% expressed a desire for Sunday service as one of their top two choices, followed by 53% for more frequent service, and 42% for later evening service.

As such, the TDP focuses on the potential for adding more service. Since the time the survey was conducted, the Sunshine Bus schedules have been modified slightly, with buses now running as late as 7:30pm. No additional modifications to later evening service are proposed in the TDP.

Transit Facilities and Amenities

Designated Stops

Based on conversations with bus operators, the concern about passenger safety and schedule adherence related to the current flag-down system is palpable. Sunshine Bus and the COA have been planning to move away from the flag-down system, at least in part, for several years. This TDP recommends that official bus stops be designated in the more urbanized areas of the system as well as at other key locations. The TDP assumes funding for the purchase and installation of 50 signs at designated stops between 2012 and 2014. It is understood that some of these may require concrete pads as well. In addition, as noted below, some of these locations will also have benches installed.

Shelters

Following the 2011 plan to install up to 14 shelters at key locations throughout the system, this TDP proposes installation of 20 additional shelters. These shelters, which would also include bicycle racks, trash receptacles, and in some cases lighting, would be installed in the first five years of the plan.

Benches

In addition to the 30+ locations that will have shelters, the TDP proposes installation of 30 benches at other stops in the system. These would be installed between 2012 and 2015.

Intermodal Centers

Currently, Sunshine Bus routes are centered around two hubs: the Depot on SR A1A at the beach and the Kmart on US 1. An additional center had been proposed in the past at the St. Augustine Parking Garage/Visitor Center, but issues have prevented this from occurring. As part of this TDP, it is recommended that the third hub be moved just outside the historic district to the proposed new Amtrak station off US 1 north of San Marco Avenue. The TDP assumes funding for the construction of small intermodal centers, including shelters, restrooms, and information/sales kiosks, at these locations. These centers would be constructed in 2013 (Depot), 2015 (Kmart), and 2017 (Amtrak).

Park & Ride Lots

Currently, the Sunshine Bus system mainly serves a transit dependent population. However, there is potential to capture choice riders, especially those commuting to and from other counties. The TDP recommends that the St. Johns COA work with business owners along the system on shared-use parking agreements. Potential locations include the Kmart on US 1, the Food Lion on US 1 South, and the Baptist Church in Flagler Estates.

In addition, JTA has developed a regional park & ride plan. Within St. Johns County, they have identified designated lots along US 1 at the County Government Center and at Race Track Road. Both of these facilities would serve the existing Purple line as well as potential express service between St. Augustine and Jacksonville. The TDP includes funding for construction of these two facilities, one in 2015 and the other in 2018.

TBEST Ridership Forecasts

Over the last ten years, FDOT's Public Transportation Office has been leading an effort to develop transit demand forecasting tools for use in TDPs as well as in its broader Transit Model Improvement Program. The latest tool developed is the Transit Demand Estimating Tool (TBEST), which provides stop-level ridership forecasting with full GIS-based functionality and network coding capability. TBEST ridership estimates are sensitive to planning factors such as socio-economic characteristics,

including population, employment, income, household size, and auto ownership. TBEST is also sensitive to transit attributes such as network connectivity, stop locations, fares, travel time, waiting time, and frequency.

The latest version of TBEST was used for the St. Johns County TDP and included socioeconomic forecasts out to the horizon year of 2021. One of the first tests conducted for this TDP was to forecast ridership based on the provision of more frequent service. Surprisingly, TBEST predicted that ridership would only increase by about 5% with a corresponding doubling of service such that buses ran every hour. Due to the extensive costs in purchasing and operating additional buses, the benefit-cost ratio for this was very low, and the idea was not included in the plan.

TBEST was also used to forecast potential ridership on the new routes described above and for potential Sunday service. Table 7-2 depicts the results of the TBEST model for 2012 and 2021. A review of these forecasts revealed that the model seemed to be overestimating potential ridership on Saturday routes serving area shopping malls (Purple and Outlets) while at the same time underestimating potential ridership on Sunday. Therefore, manual adjustments were made to the TBEST forecasts prior to their use in the financial calculations. The adjusted forecasts are depicted on Table 7-3.

Demand Response Service Enhancements

It is important to note that the St. Johns COA has been successfully migrating able-bodied passengers from the demand response system to the fixed route system over the past five years. This trend is expected to continue, albeit at a much smaller rate, for a few more years. As such, there was some discussion regarding the potential for savings by reducing service on the demand response system. However, it was noted that the aging of the baby boom population may offset this decline in the later years of the plan, so no service modifications to the demand response system are proposed.

Other Proposed Changes

In addition to the route/schedule modifications and new amenities, the TDP proposes that new and replacement vehicles will be purchased over the ten year period. Since the buses used on the fixed-route system are relatively new, it is assumed that no replacement buses will be needed for several years. Over the life of the plan, nine replacement buses are purchased, along with six new buses to serve the three additional routes. When these are purchased, consideration should be given to procuring larger buses (up to 28 passengers) to accommodate continued growth of the system. The TDP also assumes that twenty replacement buses and ten vans will be purchased for the demand response service, along with six cars that will be used as support vehicles. The plan also sets aside

Table 7-2: TBEST Ridership Projections

Route	Sunshine Bus Ridership Projections										
	Base Ridership (2012)		Base Ridership (2021)		Alternatives Ridership (2021)			Base Percent Increase		Alternatives Percent Increase	
	Weekday	Saturday	Weekday	Saturday	Weekday	Saturday	Sunday	Weekday	Saturday	Weekday	Saturday
Blue Line	104	78	113	83	123	175	17	8.7%	6.4%	18.3%	124.4%
Connector	98	73	103	73	106	64	4	5.1%	0.0%	8.2%	-12.3%
Green Line	97	81	99	81	133	217	20	2.1%	0.0%	37.1%	167.9%
Orange Line	118	91	123	115	129	192	19	4.2%	26.4%	9.3%	111.0%
Purple Line	99	85	101	89				2.0%	4.7%		
Purple Line - Avenues					179	425	7				
Purple Line - Outlets					170	367	6				
St Augustine South					77	60	2				
Red Line	111	93	116	101	140	198	19	4.5%	8.6%	26.1%	112.9%
Teal Line	31	14	32	14	50	2	2	3.2%	0.0%	61.3%	-85.7%
Villano Beach					147	143	3				
Total	658	515	687	556	1254	1843	99	4.4%	8.0%	90.6%	257.9%

Table 7-3: Adjusted Ridership Projections

Route	Sunshine Bus Ridership Projections										
	Base Ridership (2012)		Base Ridership (2021)		Alternatives Ridership (2021)			Base Percent Increase		Alternatives Percent Increase	
	Weekday	Saturday	Weekday	Saturday	Weekday	Saturday	Sunday	Weekday	Saturday	Weekday	Saturday
Blue Line	104	78	113	83	125	85	40	8.7%	6.4%	20.2%	9.0%
Connector	98	73	103	73	105	80	40	5.1%	0.0%	7.1%	9.6%
Green Line	97	81	99	81	135	100	60	2.1%	0.0%	39.2%	23.5%
Orange Line	118	91	123	115	130	120	70	4.2%	26.4%	10.2%	31.9%
Purple Line	99	85	101	89				2.0%	4.7%		
Purple Line - Avenues					180	150	50				
Purple Line - Outlets					170	150	50				
St Augustine South					75	60	30				
Red Line	111	93	116	101	130	115	50	4.5%	8.6%	17.1%	23.7%
Teal Line	31	14	32	14	50	15	10	3.2%	0.0%	61.3%	7.1%
Villano Beach					150	125	50				
Total	658	515	687	556	1250	1000	450	4.4%	8.0%	90.0%	94.2%

funding for new software, bus equipment, and preventive maintenance. Finally, the TDP allocates funding for administrative expenses, which includes a portion of the salary and benefits for the local transit planner.

More information on the funding and implementation for the proposed enhancements can be found in Chapter 8.

Chapter Eight – Financial Resources and Plan

Much of the transit enhancements identified in the previous chapter are termed as “needs” while potential costs and revenues have, in theory, not yet been considered. In reality, many of the proposed enhancements discussed in Chapter Seven were adjusted as the financial plan was developed. A TDP Financial Plan provides the opportunity to align transit needs with expected financial resources. The financial plan includes capital costs, operating costs, and financial resources for the ten-year planning period.

Development of the financial plan first entailed collecting data on recent financial expenditures for both the fixed-route and demand response transit systems for St. Johns County. The St. Johns COA provides information every year to the Florida Commission for the Transportation Disadvantaged. Data from this website, along with data provided by the County’s transit planner, the National Transit Database, and the North Florida TPO’s Transportation Improvement Program (TIP) were used to project financial resources.

Once this information was collected, the TDP Financial Plan Tool developed for FDOT was used to project costs and revenues through the planning period of 2012 to 2021. As shown on Table 8-1, all estimates were calculated in 2009 dollars and are adjusted to the proper year using a 3% annual inflation rate for operating costs and a 5% annual inflation rate for capital costs. Unless otherwise noted, all costs have been inflated from 2009 to 2012, the base year of the TDP.

Table 8-2 depicts service characteristics, including headways, revenue hours, and revenue miles for both the fixed-route and demand response systems. This table also includes adjustments for the service enhancements discussed in the previous chapter, but does not include any information on staging of the enhancements. Finally, this table also develops annual operating costs for existing and proposed services using the inputs provided in Table 8-1.

Table 8-3, depicting the implementation plan for the identified service enhancements, is used as an input for the cost estimating tables that follow. The implementation plan proposed in Chapter Seven is shown here, with all new routes in place by 2014 and service/headway modifications occurring in 2015. Annual operating costs for 2009 shown on this table and then carried forward.

Table 8-4 calculates operating costs over the ten year period for the existing system and proposed enhancements. As described above, the costs are inflated to year of expenditure dollars by 3% annually, based on calculations from Tables 8-1 and 8-2. Total operating costs from 2012 to 2021 for maintaining the existing fixed-route system are estimated to be approximately \$9.8 million, while the demand response service will cost \$21.7 million to operate. The fixed-route system, with enhancements, will cost \$12.9 million to operate.

*Table 8-1
Capital and Operating Assumptions*

Assumption	Cost For 2009	Notes/Source
Fixed-Route Operating Cost per Revenue Hour	\$29.15	St. Johns County for FY 2010 NTD
Fixed-Route Operating Cost per Revenue Mile	\$1.39	St. Johns County for FY 2010 NTD
ADA Paratransit Operating Cost per Revenue Hour	\$35.00	2009 NTD
ADA Paratransit Operating Cost per Revenue Mile	\$2.97	2009 NTD
Van Pool Operating Cost per Revenue Hour	\$0	Indicate Source/s
Van Pool Operating Cost per Revenue Mile	\$0	Indicate Source/s
Other Mode Operating Cost per Revenue Hour	\$0	Indicate Source/s
Other Mode Operating Cost per Revenue Mile	\$0	Indicate Source/s
Operating Costs Inflation Rate	3.0%	Indicate Source/s
Capital Cost Inflation Rate	5.0%	Indicate Source/s

Enter Current Year	2009
Enter TDP Base Year	2012

Table 8-5 depicts cost estimates for the capital enhancements identified in Chapter Seven. Unlike the other tables, this one uses unit costs in current year (2011) dollars. Estimated costs were developed in concert with the County's transit planner and St. Johns County COA staff. The costs are then inflated to year of expenditure dollars at a rate of 5% annually consistent with the implementation staging plan.

Table 8-6 brings the operating and capital costs together with potential revenue sources. Information is broken out annually as well as between existing fixed-route service, existing demand response service, and fixed-route service enhancements. Revenues identified are from Federal, state, local, and private sources. Estimates for 2012 are consistent with information provided by the St. Johns County COA and the local transit planner. As noted earlier in the report, some funds are allocated to St. Johns County through the JTA.

As Table 8-6 is a fairly complex and a bit difficult to read, Tables 8-7 and 8-8 provide summaries for TDP costs and revenues annually through 2021. As depicted, it will cost \$57.2 million over the ten year period to provide the proposed transit services. Revenues are anticipated to be \$57.1 million over the same period, leaving less than \$100,000 unfunded. Finally, it should be noted that some years show a surplus while other years show a deficit, so annual tracking of the budget and the plan are key to the success of the system.

Conclusion

The data collected, developed, and analyzed for this report should provide value to St. Johns County as they continue to grow the transit services offered in the community over the next ten years. Discussions with staff and the community led to the development of many of the concepts outlined in Chapter Seven, so the essential "buy-in" is there. Furthermore, as shown in this final chapter, these ideas are financially feasible. But it will take dedication to the plan, and its implementation schedule, to see these projects through to fruition.

As noted throughout the report, transit services in St. Johns County are relatively new. Fixed-route service was initiated less than ten years ago and has seen explosive growth. Neighboring Clay County began limited fixed-route service a few years ago and nearby Nassau County initiated their service in June 2011. As northeast Florida continues to grow and transit services are expanded, it will be essential for St. Johns County to continue working with its regional partners.

Table 8-5
Capital Needs & Costs for Fixed-Route/ADA Paratransit Services
St. Johns County TDP Update

Capital Needs	Unit Cost	10-Year Need	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021										
Vehicle Requirements																						
Fixed-Route/Fixed Guideway																						
Replacement Buses - Maintain Service (28 pass.)	\$125,000	9	0	\$0	0	\$0	1	\$151,938	1	\$159,535	2	\$335,024	2	\$351,775	1	\$184,682	1	\$193,916	1	\$203,612		
New Route - South Aug	\$125,000	2	0	\$0	0	\$0	1	\$144,703	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0		
New Route - Outlets/WGV	\$125,000	2	1	\$131,250	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	1	\$184,682	0	\$0	0	\$0		
New Route - Vilano	\$125,000	2	0	\$0	1	\$137,813	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	1	\$193,916	0	\$0		
Modify Purple	\$0	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0		
Modify Green	\$0	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0		
Modify Blue	\$0	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0		
Modify Orange	\$0	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0		
Modify Connector	\$0	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0		
Modify Teal	\$0	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0		
Modify Red	\$0	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0		
Total		15	1	\$131,250	1	\$137,813	1	\$144,703	1	\$151,938	2	\$159,535	2	\$335,024	2	\$351,775	2	\$369,364	2	\$387,832	2	\$407,224
Other Revenue Vehicles																						
Replacement ADA Buses - Maintain Existing Service	\$100,000	20	2	\$210,000	2	\$220,500	2	\$231,525	2	\$243,101	2	\$255,256	2	\$268,019	2	\$281,420	2	\$295,491	2	\$310,266	2	\$325,779
Vans for ADA Service	\$30,000	10	1	\$31,500	1	\$33,075	1	\$34,729	1	\$36,465	1	\$38,288	1	\$40,203	1	\$42,213	1	\$44,324	1	\$46,540	1	\$48,867
Spare Vans	\$0	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Total		30	3	\$241,500	3	\$253,575	3	\$266,254	3	\$279,566	3	\$293,545	3	\$308,222	3	\$323,633	3	\$339,815	3	\$356,805	3	\$374,646
Support Vehicles																						
Replacement Cars - Maintain Existing Service	\$20,000	4	0	\$0	1	\$22,050	0	\$0	1	\$24,310	0	\$0	0	\$0	1	\$28,142	0	\$0	1	\$31,027	0	\$0
Replacement Vans/Trucks - Maintain Existing Service	\$0	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Cars for New Service	\$20,000	2	1	\$21,000	0	\$0	0	\$0	0	\$0	1	\$25,526	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Vans/Trucks for New Service	\$0	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Total		6	1	\$21,000	1	\$22,050	0	\$0	1	\$24,310	1	\$25,526	0	\$0	1	\$28,142	0	\$0	1	\$31,027	0	\$0
Other Transit Infrastructure																						
Stop Signs	\$2,500	50	30	\$78,750	10	\$27,563	10	\$28,941	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Benches	\$750	30	12	\$9,450	6	\$4,961	6	\$5,209	6	\$5,470	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Shelters	\$15,000	20	4	\$63,000	4	\$66,150	4	\$69,458	4	\$72,930	4	\$76,577	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
New Park-and-Ride Lots	\$3,000,000	2	0	\$0	0	\$0	0	\$0	1	\$3,946,519	0	\$0	0	\$0	1	\$4,221,301	0	\$0	0	\$0	0	\$0
Intermodal Centers	\$750,000	3	0	\$0	1	\$826,875	0	\$0	1	\$911,630	0	\$0	1	\$1,005,072	0	\$0	0	\$0	0	\$0	0	\$0
Software Purchase/Installation/Upgrade	\$9,500	10	1	\$9,975	1	\$10,474	1	\$10,997	1	\$11,547	1	\$12,125	1	\$12,731	1	\$13,367	1	\$14,036	1	\$14,738	1	\$15,474
Automatic Vehicle Location (AVL) Unit Upgrades	\$0	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Bus Shelter Equipment	\$8,000	10	1	\$8,400	1	\$8,820	1	\$9,261	1	\$9,724	1	\$10,210	1	\$10,721	1	\$11,257	1	\$11,820	1	\$12,411	1	\$13,031
Administrative Expenses	\$67,000	10	1	\$70,350	1	\$73,868	1	\$77,561	1	\$81,439	1	\$85,511	1	\$89,786	1	\$94,276	1	\$98,990	1	\$103,939	1	\$109,136
Preventive Maintenance	\$143,000	10	1	\$150,150	1	\$157,658	1	\$165,540	1	\$173,817	1	\$182,508	1	\$191,634	1	\$201,215	1	\$211,276	1	\$221,840	1	\$232,932
Other Capital (specify)	\$0	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Other Capital (specify)	\$0	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Other Capital (specify)	\$0	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Other Capital (specify)	\$0	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Other Capital (specify)	\$0	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Other Capital (specify)	\$0	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Other Capital (specify)	\$0	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Other Capital (specify)	\$0	0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Total				\$390,875		\$1,176,368		\$366,967		\$4,913,076		\$366,931		\$1,309,843		\$4,541,417		\$336,121		\$352,927		\$370,574
Total Vehicle Cost - Maintain Existing				\$210,000		\$242,550		\$231,525		\$419,350		\$414,792		\$603,043		\$661,337		\$480,173		\$535,208		\$529,391
Total Other Transit Infrastructure Cost				\$390,875		\$1,176,368		\$366,967		\$4,913,076		\$366,931		\$1,309,843		\$4,541,417		\$336,121		\$352,927		\$370,574
Total Vehicle Cost - New Service				\$183,750		\$170,888		\$179,432		\$36,465		\$63,814		\$40,203		\$42,213		\$229,006		\$240,456		\$252,479
Total Capital Cost				\$783,825		\$1,589,805		\$777,924		\$5,368,891		\$845,537		\$1,953,189		\$5,244,867		\$1,045,300		\$1,128,591		\$1,152,443

Table 8-6
TDP Costs & Revenues by Source
St. Johns County TDP Update

Source	2013				2014				2015				2016				2017				2018				10-Year Total					
	%	Operating	TOTAL	Operating	CAPITAL	TOTAL	Operating	CAPITAL	TOTAL	Operating	CAPITAL	TOTAL	Operating	CAPITAL	TOTAL	Operating	CAPITAL	TOTAL	Operating	CAPITAL	TOTAL	Operating	CAPITAL	TOTAL	Operating	CAPITAL	TOTAL			
																												Operating	Capital	Total
Building Fund (Base)	17%	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000	1,001,000

Table 8-7
 10-Year TDP Cost Summary
 St. Johns County TDP Update

Alternatives	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Total
Existing Fixed Route Service	\$ 1,242,017	\$ 2,075,917	\$ 1,270,792	\$ 6,020,264	\$ 1,485,334	\$ 2,632,601	\$ 5,938,597	\$ 1,568,584	\$ 1,657,084	\$ 1,685,776	\$ 25,576,965
Existing TD Service	\$ 2,104,073	\$ 2,171,396	\$ 2,240,948	\$ 2,312,806	\$ 2,387,053	\$ 2,463,769	\$ 2,543,043	\$ 2,624,963	\$ 2,709,621	\$ 2,797,115	\$ 24,354,787
Increase - Proposed Fixed Route	\$ 477,309	\$ 615,638	\$ 779,650	\$ 620,788	\$ 665,666	\$ 660,111	\$ 680,718	\$ 886,666	\$ 917,846	\$ 950,190	\$ 7,254,581
TOTAL EXPENSES	\$ 3,823,399	\$4,862,951	\$4,291,389	\$8,953,859	\$4,538,053	\$5,756,481	\$9,162,358	\$5,080,212	\$5,284,551	\$5,433,082	\$57,186,334

*Table 8-8
10-Year TDP Revenue Summary
St. Johns County TDP Update*

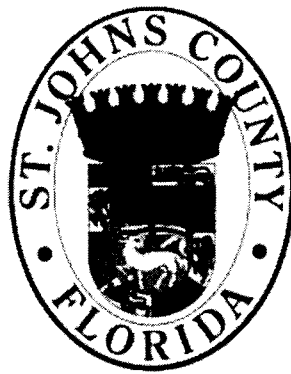
Revenue Source	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Total
Federal	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
FTA 5307	\$ 661,000	\$ 681,000	\$ 700,000	\$ 722,000	\$ 744,000	\$ 766,000	\$ 789,000	\$ 812,000	\$ 813,000	\$ 837,000	\$ 7,525,000
FTA 5308	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
FTA 5309	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
FTA 5311	\$ 315,000	\$ 324,000	\$ 334,000	\$ 344,000	\$ 355,000	\$ 365,000	\$ 376,000	\$ 387,000	\$ 399,000	\$ 411,000	\$ 3,610,000
STP	\$ 250,000	\$ 250,000	\$ 250,000	\$ 250,000	\$ 250,000	\$ 250,000	\$ 250,000	\$ 250,000	\$ 250,000	\$ 250,000	\$ 2,500,000
CMAQ	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Enhancement Funds	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
JARC	\$ 344,000	\$ 354,000	\$ 365,000	\$ 376,000	\$ 387,000	\$ 399,000	\$ 411,000	\$ 423,000	\$ 436,000	\$ 449,000	\$ 3,944,000
Other Federal 2	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
ARRA Stimulus Funding	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
State	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
State Block Grant	\$ 400,000	\$ 412,000	\$ 424,000	\$ 437,000	\$ 450,000	\$ 464,000	\$ 475,000	\$ 481,000	\$ 507,000	\$ 500,000	\$ 4,550,000
FDOT Urban Corridor	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
FDOT Intermodal	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
FDOT WAGES	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
FDOT Safety	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
FDOT Service Development	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
FDOT Urban Transit Capital	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TD Commission	\$ 650,000	\$ 669,000	\$ 689,000	\$ 710,000	\$ 731,000	\$ 754,000	\$ 776,000	\$ 799,000	\$ 824,000	\$ 848,000	\$ 7,450,000
Other State 1 (AHCA/DCA)	\$ 684,000	\$ 705,000	\$ 726,000	\$ 748,000	\$ 770,000	\$ 793,000	\$ 817,000	\$ 842,000	\$ 867,000	\$ 893,000	\$ 7,845,000
Other State 2 (P&R Lots)	\$ -	\$ -	\$ -	\$ 3,650,000	\$ -	\$ -	\$ 4,200,000	\$ -	\$ -	\$ -	\$ 7,850,000
Other State 3 (5307 match)	\$ 277,000	\$ 285,000	\$ 293,000	\$ 302,000	\$ 311,000	\$ 321,000	\$ 330,000	\$ 340,000	\$ 350,000	\$ 361,000	\$ 3,170,000
Other State 3 (5307 match)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other State 3 (5307 match)	\$ 178,000	\$ 220,000	\$ 230,000	\$ 270,000	\$ 270,000	\$ 270,000	\$ 300,000	\$ 300,000	\$ 310,000	\$ 310,000	\$ 2,658,000
Other State 3 (5307 match)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Directly-Generated (non-fare)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Gas Tax	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Sales Tax	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Property Tax	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Local General Revenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other Local 1 (inc. private)	\$ 522,000	\$ 538,000	\$ 554,000	\$ 571,000	\$ 588,000	\$ 605,000	\$ 624,000	\$ 642,000	\$ 662,000	\$ 681,000	\$ 5,987,000
Other Local 2	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other Local 3	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Private	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TOTAL REVENUE	\$4,281,000	\$4,438,000	\$4,565,000	\$8,380,000	\$4,856,000	\$4,987,000	\$9,348,000	\$5,276,000	\$5,418,000	\$5,540,000	\$57,089,000
TOTAL COST	\$3,823,399	\$4,862,951	\$4,291,389	\$8,953,859	\$4,538,053	\$5,756,481	\$9,162,358	\$5,080,212	\$5,284,551	\$5,433,082	\$57,186,334
TOTAL UNFUNDED NEEDS	\$457,601	-\$424,951	\$273,611	-\$573,859	\$317,947	-\$769,481	\$185,642	\$195,788	\$133,449	\$106,918	-\$97,334

Appendix A

Public Involvement Plan

St. Johns County Transit Development Plan
Major Update for 2012-2021

Public Involvement Plan



Produced By:

ATKINS

May 2011

Introduction

St. Johns County is undertaking a major update of the St. Johns County Transit Development Plan (TDP). The TDP outlines a transit agency's vision, goals, and objectives, and the major update assesses these directives as well as existing services and future needs. The major update to the TDP will include recommendations for service changes, potential funding sources, and a ten year implementation program.

A major update to the TDP is conducted every five years, with minor updates conducted annually. This update will cover the 2012-2021 time frame.

The purpose of this Public Involvement Plan is to document the public outreach efforts to be conducted as a part of the major update to the TDP. Outreach efforts are an essential part of gaining input into the functionality of the St. Johns County Transit system. The public involvement process for this TDP update is a multi-pronged process that will include stakeholder meetings, household telephone surveys, an on-board transit survey, and other efforts. A detailed description of these public involvement efforts is found below.



Major Update Public Involvement Efforts

Public outreach and solicitation of input regarding the Sunshine Bus transit system is crucial to crafting a TDP Update that is relevant and accurately reflects the performance of the Sunshine Bus service. The objective of the public involvement efforts proposed is to utilize multiple forms of outreach in order to effectively reach the target audience, which includes current and potential users and operators of the system. To meet this objective, the following efforts will be undertaken:

- **Stakeholder Meetings**: PBS&J will conduct stakeholder meetings in one-on-one meetings and/or a group setting with the Transportation Disadvantaged Local Coordinating Board, senior citizens who use the Sunshine Bus system, the local workforce board, and other groups such as key local officials and community leaders. These meetings will take place between December 2010 and March 2011 with notes taken during the meeting summarized in the TDP report.
- **Household Telephone Survey**: A random household telephone survey will be conducted of St. Johns County residents to determine their existing awareness, opinions, and needs regarding public transportation services. The survey is expected to be collected in February and March of 2011, and at least 150 surveys will be completed. The survey questionnaire is included in the appendix.
- **On-Board Transit Survey**: Riders of Sunshine Bus will have an on-board survey administered to assist in identifying transit needs, desires, issues & concerns. The survey will collect travel information about Sunshine bus riders, and also assess their level of satisfaction with aspects of the Sunshine Bus Service. The survey will cover all bus routes and a minimum of 100 surveys will be completed. It is expected that the survey will be collected during January and February 2011. The survey questionnaire is included in the appendix.

- Survey of Council on Aging Staff & Bus Operators: Council on Aging staff & bus operators will also be interviewed regarding their perception of needs, issues, and concerns with the Sunshine Bus system. These interviews are expected to be held in January and February 2011, with notes taken summarized in the TDP report.
- Origin / Destination Analysis: An origin-destination analysis of a sampling of trips will be conducted to determine general travel patterns and peak travel times.
- Outreach to Limited English Proficiency (LEP) individuals: Steps will be taken to ensure that public input is solicited from LEP individuals. Specifically, four steps have been outlined to be completed:
 1. Determine the number or proportion of LEP individuals eligible to be served or likely to be served by transit.
 2. Determine the frequency with which LEP individuals come in contact with transit.
 3. Determine the relative importance of transit provided by St. Johns County to people's lives.
 4. Assess available resources to the transit system.
- Public Meeting: A publicly advertised meeting will be held to present the draft report, including: the public involvement efforts to date; the peer system review; the draft vision, mission, and goals; the draft service enhancement recommendations; and the draft implementation schedule. This workshop is expected to be held in June 2011, with notice publicly advertised no less than 28 days before the meeting. The meeting will be held in a location accessible by transit and notices will be posted on all Sunshine Bus Company buses. Specific agencies, such as FDOT, North Florida TPO, and Worksource will be notified directly of the meeting. Comments received at the meeting (and up to two weeks after the meeting) will be incorporated into the final TDP report.



Public Involvement Requirements

Requirements for the Public Involvement Process for updating or creating a TDP is outlined in Florida Administrative Code Chapter 14-73.0001(2)(a), and includes:

- Opportunities for public involvement as outlined in a TDP public involvement plan.
- The PIP should be approved by the Department of Transportation, or the local Metropolitan Planning Organization's (MPO) Public Involvement Plan, approved by both the Federal Transit Administration and the Federal Highway Administration.
- The provider is authorized to establish time limits for receipt of comments.
- The TDP shall include a description of the process used and the public involvement activities undertaken.
- As required by Section 341.052, F.S., comments must be solicited from regional workforce boards established under Chapter 445, F.S.
- The Department, the regional workforce board, and the MPO shall be advised of all public meetings where the TDP is to be presented or discussed, and shall be given an opportunity to review and comment on the TDP during the development of the mission, goals, objectives, alternatives, and ten-year implementation program.



Appendix A: PIP Participants (Stakeholders)

St. Johns County Planning staff

St. Johns County Public Works staff

City of St. Augustine

City of St. Augustine Beach

FDOT District Two Transit staff

Jacksonville Transportation Authority staff

St. Johns County Council on Aging staff

Sunshine Bus Company staff

St. Johns County Commissioner Ken Bryan

Worksource



Appendix B: COA Staff / Driver Questionnaire



COA/Sunshine Bus Staff Questionnaire – TDP Major Update (2012-2021)

1. What do you see as the strengths and weaknesses of the current system?
2. Can we streamline routes and/or run a staggered schedule...if so, how?
3. Can we combine the connector and Purple routes in some way?
4. How important is it to have designated stops w/ signage?
5. What do you think of the flag-down service?
6. What is more important....extended hours or more frequency?
7. Are there other areas of the County that currently or may, in the future, need service?
8. Do you see a market/need for special services (beach trolley in summer, tourist trolley downtown)?
9. Does the system attract choice riders....can it....if so, how?

Appendix C: On-Board Transit Survey



Sunshine Bus Company 2011 Customer Survey

Dear Sunshine Bus Customer:

Please help us improve our bus service by sharing information about your trip and your opinions. Participation is completely voluntary, and your responses will be combined with the responses of other riders will not in any way identify you personally. Thank you.

1. Where did you come from before you got on the bus for this trip? (Please check only one).			
1. <input type="checkbox"/> Home	3. <input type="checkbox"/> School/ College	5. <input type="checkbox"/> Shopping/ Errands	7. <input type="checkbox"/> Other (Specify)
2. <input type="checkbox"/> Work	4. <input type="checkbox"/> Doctor / Dentist	6. <input type="checkbox"/> Visiting/Recreation	

2. Where are you going on this trip? (Please check only one).			
1. <input type="checkbox"/> Home	3. <input type="checkbox"/> School/ College	5. <input type="checkbox"/> Shopping/ Errands	7. <input type="checkbox"/> Other (Specify)
2. <input type="checkbox"/> Work	4. <input type="checkbox"/> Doctor / Dentist	6. <input type="checkbox"/> Visiting/Recreation	

3. How often do you ride the bus? (Please check only one).	
1. <input type="checkbox"/> 4 or more days/ week	4. <input type="checkbox"/> Once or twice a month
2. <input type="checkbox"/> 2 or 3 days a week	5. <input type="checkbox"/> Less than once a month
3. <input type="checkbox"/> About 1 day a week	

4. How long have you been using Sunshine Bus Service? (Please check only one).	
1. <input type="checkbox"/> This is my first time	3. <input type="checkbox"/> 6 months to 2 years
2. <input type="checkbox"/> Less than 6 months	4. <input type="checkbox"/> Over 2 years

5. What type of ADDITIONAL service would be your FIRST CHOICE? (Please check only one).	
1. <input type="checkbox"/> More frequent service	5. <input type="checkbox"/> Earlier morning service (from what time?)
2. <input type="checkbox"/> Sunday service	6. <input type="checkbox"/> More routes/ service (from where?)
3. <input type="checkbox"/> Extended Saturday Service	7. <input type="checkbox"/> No mid-day break in service
4. <input type="checkbox"/> Later evening service (until what time?)	8. <input type="checkbox"/> Other (please specify)

6. What type of ADDITIONAL service would be your SECOND CHOICE? (Please check only one).	
1. <input type="checkbox"/> More frequent service	5. <input type="checkbox"/> Earlier morning service (from what time?)
2. <input type="checkbox"/> Sunday service	6. <input type="checkbox"/> More routes/ service (from where?)
3. <input type="checkbox"/> Extended Saturday Service	7. <input type="checkbox"/> No mid-day break in service
4. <input type="checkbox"/> Later evening service (until what time?)	8. <input type="checkbox"/> Other (please specify)

7. Do you speak any other language(s) besides English at home? (Please check only one).	
1. <input type="checkbox"/> Yes	2. <input type="checkbox"/> No

8. What is your ethnic heritage? (Please check only one).		
1. <input type="checkbox"/> White	3. <input type="checkbox"/> Hispanic	5. <input type="checkbox"/> Native American
2. <input type="checkbox"/> Black / African American	4. <input type="checkbox"/> Asian	6. <input type="checkbox"/> Other (specify)

9. How would you make this trip if not by Sunshine Bus? (Please check only one).		
1. <input type="checkbox"/> Drive	4. <input type="checkbox"/> Walk	7. <input type="checkbox"/> Other (please specify)
2. <input type="checkbox"/> Ride with someone	5. <input type="checkbox"/> Taxi	
3. <input type="checkbox"/> Bicycle	6. <input type="checkbox"/> Wouldn't make the trip	

Please turn page over

Sunshine Bus Company 2011 Customer Survey (continued from previous page)

10. Where is your typical Sunshine Bus trip to? (Please check only one).

1. ___ Within the City of St. Augustine	2. ___ Within St. Johns County	3. ___ Connecting to Jacksonville Transportation Authority (JTA)
---	--------------------------------	--

11. How often do you contact Customer Service for a route deviation? (Please check only one).

1. ___ For 50% or more of my trips	2. ___ For 25-50% of my trips	3. ___ For 0-25% of my trips
------------------------------------	-------------------------------	------------------------------

12. What is the MOST IMPORTANT reason you ride the bus? (Please check only one).

1. ___ I don't drive	3. ___ Bus is cheaper	5. ___ Bus is more convenient	6. ___ Other (specify)
2. ___ Car is not available	4. ___ Traffic is too bad		

13. How satisfied are you with each of the following? (Please circle a number)

	Very Satisfied ☺	4	Neutral ☹	2	Very Unsatisfied ☹
A. Your overall satisfaction with Sunshine Bus	5	4	3	2	1
B. How often buses run	5	4	3	2	1
C. The ability to get to where you want to go	5	4	3	2	1
D. How easy it is to transfer between Sunshine buses	5	4	3	2	1
E. How easy it is to transfer to Jacksonville Transportation Authority service	5	4	3	2	1
F. The time a bus trip takes	5	4	3	2	1
G. Value of bus fare (service you get for what you pay)	5	4	3	2	1
H. How easy it is to GET bus route and schedule information	5	4	3	2	1
I. How easy it is to USE bus route & schedule information	5	4	3	2	1
J. The time of day the EARLIEST buses run	5	4	3	2	1
K. The time of day the LATEST buses run	5	4	3	2	1
L. How clean the buses and bus stops are	5	4	3	2	1
M. Safety at the bus stop	5	4	3	2	1
N. The number of designated stops along the route	5	4	3	2	1
O. Temperature inside the buses	5	4	3	2	1
P. The bus driver's ability to drive the bus	5	4	3	2	1
Q. The bus driver's courtesy	5	4	3	2	1
R. Sunshine Bus' telephone customer service	5	4	3	2	1

Thank you for completing this survey.

Appendix D: Telephone Survey Questionnaire



BEGIN: _____ END: _____

St. Johns County Transportation Survey

QNUM: _____ INTERVIEWER: _____ DATE: ____/____/____ 2011

SAMPLE ID: _____

Hello, this is ___ with Ulrich Research Services in Orange Park. We're conducting a study about transportation needs in St. Johns County. I want to assure you that this is strictly a research study and there will be no solicitation of any kind. Your responses will be anonymous.

1. In your opinion, what is the most important issue facing St Johns County residents? (RECORD RESPONSE VERBATIM.)

99-DK/REFUSED

- 2a. When you think of organizations that provide public transportation services in the St. Johns County area, what names come to your mind? (DO NOT READ. CIRCLE FIRST NAME MENTIONED IN COLUMN A. RECORD ALL OTHER NAMES MENTIONED IN COLUMN B.)

- 2b. Can you think of any others? (CIRCLE ALL NAMES MENTIONED IN COLUMN B.)

- 2c. Have you ever heard of . . . (READ ALL NAMES NOT YET MENTIONED AND CIRCLE RESPONSE IN COLUMN C.)

	ORGANIZATION	A-FIRST MENTIONED	B-OTHERS MENTIONED	C-AIDED RECALL
a	St. Johns County Government	1	1	
b	St. Johns County Council on Aging	2	2	2
c	Sunshine Bus Company	3	3	3
d	Jacksonville Transportation Authority	4	4	4
e	Old Town Trolley	5	5	5
f	OTHER	6	6	
g	OTHER	7	7	
h	OTHER	8	8	
	NONE/DK/REFUSED	99		

3. Have you heard seen or read any advertising or other messages related to public transportation during the last 6 months?

- 1 Yes
- 2 No → SKIP TO Q6
- 3 DON'T KNOW/REFUSED → SKIP TO Q6

4. Where did you see or hear this public transportation advertising? (DO NOT READ. ACCEPT MULTIPLE RESPONSES.)

- 1 Newspaper
- 2 Radio
- 3 Television
- 4 At work
- 5 On the sides of transit vehicles
- 6 Outdoor/Billboards
- 7 From friends/family
- 8 Special Event
- 9 Other (Describe below)
- 10 DON'T RECALL/REFUSED

OTHER: _____

5. What message do you recall from this public transportation advertising?

99-DK/REFUSED

6. As far as you know, what transportation services are provided by the St. Johns County Council on Aging? (DO NOT READ. ACCEPT MULTIPLE RESPONSES.)

- 1 Bus service
- 2 Door-to-door service
- 3 Elderly transportation service
- 4 Meals on Wheels
- 5 Sunshine Bus Company
- 6 Other (Describe below)
- 7 None
- 8 DON'T KNOW/REFUSED

OTHER: _____

7. The St. Johns County Council on Aging provides the Sunshine Bus Company services to the county's residents. Overall, how would you rate the public transportation services provided by the Council on Aging? Would you say the service is very good, good, adequate, poor, or very poor?

- 1 Very Good → SKIP TO Q9
- 2 Good → SKIP TO Q9
- 3 Adequate → SKIP TO Q9
- 4 Poor
- 5 Very Poor
- 6 (DO NOT READ) Can't say/Not familiar enough → SKIP TO Q9
- 7 (DO NOT READ) REFUSED → SKIP TO Q9

8. Why do you feel the service is (POOR/VERY POOR)?

99-DK/REFUSED

9. Have you ever ridden a Council on Aging transit vehicle?

- 1 Yes → SKIP TO Q11
- 2 No → ASK Q10
- 3 DON'T KNOW/REFUSED → SKIP TO Q14

10. What would you say is the main reason you have never ridden a Council on Aging vehicle? (DO NOT READ. ACCEPT MULTIPLE RESPONSES. AFTER RECORDING, SKIP TO Q14.)

- 1 I have a car
- 2 Public transportation doesn't operate when I need to travel
- 3 Public transportation is inconvenient
- 4 I carpool
- 5 Public transportation is unreliable
- 6 Public transportation is too expensive
- 7 I don't know where the public transportation services go
- 8 Public transportation isn't safe
- 9 Other (DESCRIBE BELOW)
- 99 DON'T KNOW/REFUSED

OTHER: _____

11. What Council on Aging services have you used? (DO NOT READ. ACCEPT MULTIPLE RESPONSES.)

- 1 Door-to-Door
- 2 Sunshine Bus
- 3 Other (Describe below)
- 4 DON'T KNOW/REFUSED

OTHER: _____

12. About how often do you ride the Council on Aging's public transportation system? Would you say every day, 1 to 4 days per week, several times per month, once every few months, or once per year or less?

- 1 Every day → SKIP TO Q14
- 2 1 to 4 days per week → SKIP TO Q14
- 3 Several times per month → SKIP TO Q14
- 4 Once every few months → SKIP TO Q14
- 5 Once per year or less → SKIP TO Q14
- 6 (DO NOT READ) Don't ride anymore → ASK Q13
- 7 (DO NOT READ) DON'T KNOW/REFUSED → SKIP TO Q14

13. What would you say is the main reason you no longer ride public transportation? (DO NOT READ. ACCEPT MULTIPLE RESPONSES.)

- 1 Work hours changed
- 2 Moved and public transportation is no longer available
- 3 Moved and public transportation is no longer convenient
- 4 Work site changed and public transportation is no longer available
- 5 Work site changed and public transportation is no longer convenient
- 6 Bought or gained access to a car
- 7 Began carpooling
- 8 Public transportation was unreliable
- 9 Public transportation wasn't safe
- 10 Had to start taking kids to school/daycare
- 11 Other (Describe below)
- 12 DON'T KNOW/REFUSED

OTHER: _____

14. Other than yourself, do any members of your household use public transportation services in St. Johns County?

- 1 Yes → ASK Q15
- 2 No → SKIP TO Q16
- 3 DON'T KNOW/REFUSED → SKIP TO Q16

15. Which services do they use? (DO NOT READ. ACCEPT MULTIPLE RESPONSES.)

- 1 Door-to-Door
- 2 Sunshine Bus
- 3 Other (Describe below)
- 4 DON'T KNOW/REFUSED

OTHER: _____

16. With a standard Council on Aging Sunshine Bus fare of \$1.00 each way, how would you rate the value of service? Very good, good, average, or poor?

- 1 Very good
- 2 Good
- 3 Average
- 4 Poor
- 5 (DO NOT READ) DON'T KNOW/REFUSED

17. Next, I'm going to read a list of four strategies for improving St Johns County's transportation system. For each one, tell me if you think it is very important, somewhat important, not very important, or not at all important for St. Johns County to do. (READ EACH STATEMENT AND RECORD RESPONSE.)

18. Which strategy do you think is **most important** for St. Johns County? (READ AGAIN IF NECESSARY.)

	Very Impt	Smwt Impt	Not Very Impt	Not at All Impt	DK/REF	B. Most Impt
a. Build new roads or bridges	1	2	3	4	5	1
b. Improve pedestrian facilities such as sidewalks, bicycle paths, and safety features.....	1	2	3	4	5	2
c. Expand public transportation services...	1	2	3	4	5	3
d. Improve existing roadways	1	2	3	4	5	4
(DO NOT READ) Don't know/Refused						5

19. Next, I'm going to read a few statements concerning transportation in St. Johns County. As I read each one, please tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree.

	STRONGLY AGREE	SMWT AGREE	NEITHER	SMWT DISAGREE	STRONGLY DISAGREE	DK/ REF
a. Public transportation is an important service for St Johns County's residents and visitors.....	1	2	3	4	5	6
b. An effective public transportation system is important for the local economy.	1	2	3	4	5	6
c. Public transportation should be improved to attract more people out of their cars to reduce congestion	1	2	3	4	5	6
d. I would support increased taxpayer funding to improve St. Johns County's public transportation system	1	2	3	4	5	6

20. I am going to read a series of statements describing changes that might be made to the public transportation system and how they might affect your willingness to ride public transportation in St. Johns County. For each of the statements please tell me whether you strongly agree, somewhat agree, are neutral, somewhat disagree, or strongly disagree that these changes would encourage you to use public transportation.

	STRONGLY AGREE	SMWT AGREE	NEUTRAL	SMWT DISAGREE	STRONGLY DISAGREE	DK/ REF
a. More regularly scheduled bus routes were available.....	1	2	3	4	5	6
b. Public transportation was cleaner and more comfortable.	1	2	3	4	5	6
c. Connections with adjoining county public transportation services were provided.....	1	2	3	4	5	6
d. There was public transportation service available later at night.....	1	2	3	4	5	6
e. There was public transportation service available on Sundays	1	2	3	4	5	6
f. There was better information about public transportation service and schedules.....	1	2	3	4	5	6

21. How many months of the year do you live in St Johns County? (DO NOT READ. CIRCLE THE NUMBER OF MONTHS.)

1	2	3	4	5	6	7	8	9	10	11	12	DK/REF 99
---	---	---	---	---	---	---	---	---	----	----	----	--------------

22. Do you have a working automobile available for your use?

- 1 Yes
- 2 No
- 3 DON'T KNOW/REFUSED

23. Do you have access to the Internet?

- 1 Yes
- 2 No
- 3 DON'T KNOW/REFUSED

24. While living in St. Johns County are you employed outside the home?

- 1 Yes
- 2 No → SKIP TO Q28
- 3 DON'T KNOW/REFUSED → SKIP TO Q28

25. Is your employment outside the home located (READ)

- 1 Within St. Johns County
- 2 In Jacksonville or Duval County
- 3 Or in some other county? (SPECIFY BELOW)
- 4 (DO NOT READ) DON'T KNOW/REFUSED

COUNTY: _____

26. Do your work hours fall outside the "typical 8 to 5 work day" shift?

- 1 Yes
- 2 No
- 3 DON'T KNOW/REFUSED

27. Please tell me the number of days in a typical week that you travel to work using the following means of transportation: (CIRCLE THE NUMBER OF DAYS FOR EACH TYPE. IF THE RESPONDENT MENTIONS SOME OTHER MEANS OF TRANSPORTATION OR A COMBINATION, DESCRIBE BELOW.)

	None								DK/Ref
a. Drive alone.....	0	1	2	3	4	5	6	7	99
b. Carpool	0	1	2	3	4	5	6	7	99
c. Public transportation	0	1	2	3	4	5	6	7	99
d. Bicycle	0	1	2	3	4	5	6	7	99
e. Walk.....	0	1	2	3	4	5	6	7	99

OTHER: _____

28. These final questions are for statistical and classification purposes only. Do you have any children between the ages of 8 and 18 living in your household?

- 1 Yes
- 2 No
- 3 DON'T KNOW/REFUSED

29. Do you have anyone 65 years of age or over living in your household?

- 1 Yes
- 2 No
- 3 DON'T KNOW/REFUSED

30. Please stop me when I reach the category describing the highest level of education you have completed: (READ)

- 1 Less than high school
- 2 High School graduate or equivalent
- 3 Vocational or Technical school
- 4 Some college
- 5 Associate or Bachelor's degree
- 6 Masters or PhD degree
- 7 (DO NOT READ) DON'T KNOW/REFUSED

31. How do you describe your ethnic identification? (READ)

- 1 White
- 2 African-American
- 3 Hispanic
- 4 Asian
- 5 Native American
- 6 Multi-racial
- 7 Other (describe) _____
- 8 (DO NOT READ) DON'T KNOW/REFUSED

32. Into which of the following ranges does your age fall? (READ)

- 1 18 to 24
- 2 25 to 34
- 3 35 to 44
- 4 45 to 54
- 5 55 to 64
- 6 65 to 74
- 7 75 or older
- 8 (DO NOT READ) REFUSED

33. Into which of the following ranges does your annual household income fall? (READ)

- 1 Under \$10,000
- 2 \$10,000 but less than \$30,000
- 3 \$30,000 but less than \$50,000
- 4 \$50,000 but less than \$70,000
- 5 \$70,000 or more
- 6 (DO NOT READ) DON'T KNOW/REFUSED

Those are all my questions. Thank you very much for your time!

Appendix B

Telephone Survey Summary



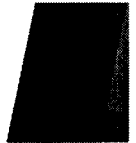


The
Sunshine Bus
Company



St. Johns County Transportation Study

Prepared for PBS&J
Prepared by The Hester Group
March 22, 2011



Introduction & Background

- ▶ The primary purpose of this study was to discover the public's knowledge about and attitudes toward the St. Johns County Council on Aging and the Sunshine Bus Company and the services these entities provide
- ▶ The research can be divided into several more specific areas:
 - Measuring the level of awareness within St. Johns County for both the Council on Aging (COA) and the Sunshine Bus Company
 - Determine the level of usage for the services that the COA provides
 - Determine reasons for not using the services provided
 - Find which ideas are more likely to increase the use of these services
 - Evaluate the levels of importance regarding public transportation
 - Determine how the COA and Sunshine Bus Company are regarded in terms of service and value to entire community
 - Measure advertising effectiveness
 - Determine attitudes about public transportation in general
 - Create a demographic profile of the respondents

Methodology

- ▶ Research Consultant: Ulrich Research Services, located in Orange Park, Florida
- ▶ Data Collection: Telephone
- ▶ Data Processing: SPSS
- ▶ Dates: Interviews were conducted February 24-28, 2011
- ▶ Sample: Listed sample targeting households in St. Johns County
- ▶ Screening Criteria: Residents 18 years and older
- ▶ Sample Size: Quota of 150
- ▶ Range of Error: +/-8% at a 95% level of confidence
- ▶ Average Interview Length: Ranged from 8 to 15 minutes

Respondent Profile

- ▶ A total of 150 St. Johns County residents were interviewed
- ▶ Respondents were generally white (86%), with 6% African American, 5% Asian, and 3% other minorities
- ▶ Nearly all (96%) reported to be year-round residents
- ▶ Nearly two-thirds (64%) are not employed outside the home, which is reflective of a high retirement population residing in St. Johns County
- ▶ The majority (86%) have an annual household income of \$30,000 or more
- ▶ The overall level of education is high.
 - 71% had attended at least some college, with 42% achieving an Associate or Bachelor degree and 12% holding a Masters or PhD
 - Less than 2% did not obtain a high school diploma
- ▶ Most respondents did not have a child 8-18 in the home (74%),
- ▶ The majority have someone 65 or over living in their household (72%)
- ▶ Nearly all respondents (95%) have an automobile available for their use, indicating a population that is not dependent on public transportation

Summary of Findings

- ▶ The St. Johns County Council on Aging (COA) and the Sunshine Bus Company both are well-known within St. Johns County
 - The Sunshine Bus Company easily had the highest unaided awareness of any transportation company in the survey (58%) as well as the highest total awareness (90%)
 - The COA had the second highest unaided awareness of organizations serving St. Johns County (30%) and had a total awareness of 89%
- ▶ 59% of respondents were able to name at least one service provided by the COA or Sunshine Bus Company
 - The services most likely to be mentioned were Sunshine Bus Company (25%), Elderly Transportation Service (17%), and Bus Service (16%)
- ▶ This is contrasted against 80% of those surveyed not being able to recall any ads for anything relating to public transportation
 - The advertising forums where ads were most likely to be remembered were magazines (8%), newspapers (5%), and the sides of transit vehicles (4%)
- ▶ The level of awareness mentioned above is especially impressive considering that only 11% of those surveyed had ridden on a COA vehicle previously and only 10% of those surveyed had a family member who had used COA services

Summary of Findings *continued....*

- ▶ COA services were rated highly by those who felt comfortable rating said services
 - ▶ 51% were unable to give a general overall rating of COA services
 - ▶ 39% rated the services as 'good' or 'very good,' while only 3% rated the services as 'poor' or 'very poor'
- ▶ Respondents looked very favorably on the value of a \$1 fare for a one-way ticket on the Sunshine Bus
 - ▶ 60% of those surveyed stated it was a 'very good' value and 19% stated that the value was 'good'
 - ▶ No respondent stated the value was 'poor' and only 6% rated the value as 'average'
- ▶ There was strong consensus on three strategies as the best way to improve St. Johns County's transportation system
 - ▶ The strategy that was most often thought of as the most important was "Expand public transportation services" (30%), however only 83% of respondents found this strategy to be 'very important' or 'somewhat important'
 - ▶ "Improve pedestrian facilities...and safety features" was the strategy most likely to be found 'very important' or 'somewhat important' (92%) but was only the second most likely strategy to be thought of as the most important (28%)

Summary of Findings *continued....*

- ▶ As one would expect, those surveyed were much more likely to agree with the importance of having a good public transportation system than to agree with the need to pay taxes to support such a system
 - Among those surveyed, 90% agreed public transportation is an important service
 - 87% agreed that it should be improved to reduce congestion
 - 86% agreed that it is important to the local economy
 - However only 52% agreed that taxpayer funding should be increased

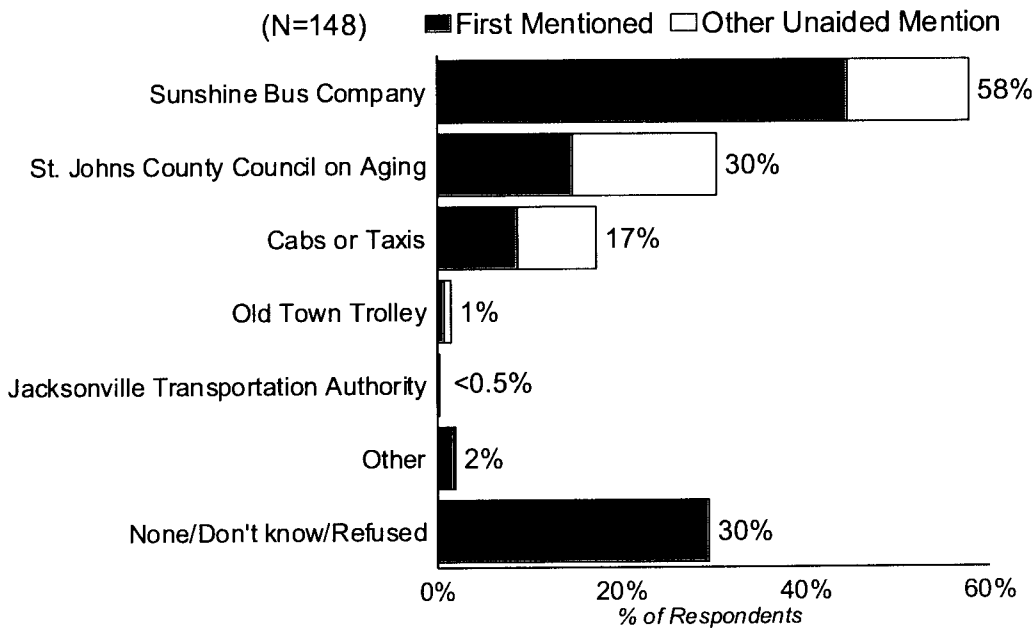


Graphic Illustration of Survey Data

- ▶ The following slides illustrate the survey data for each question
- ▶ This data has been weighted to accurately reflect the targeted population in St. Johns County
- ▶ When appropriate, charts are annotated
- ▶ Each survey question, as it was administered during the interview, is included with each slide

Public Transportation Entities – Unaided Awareness

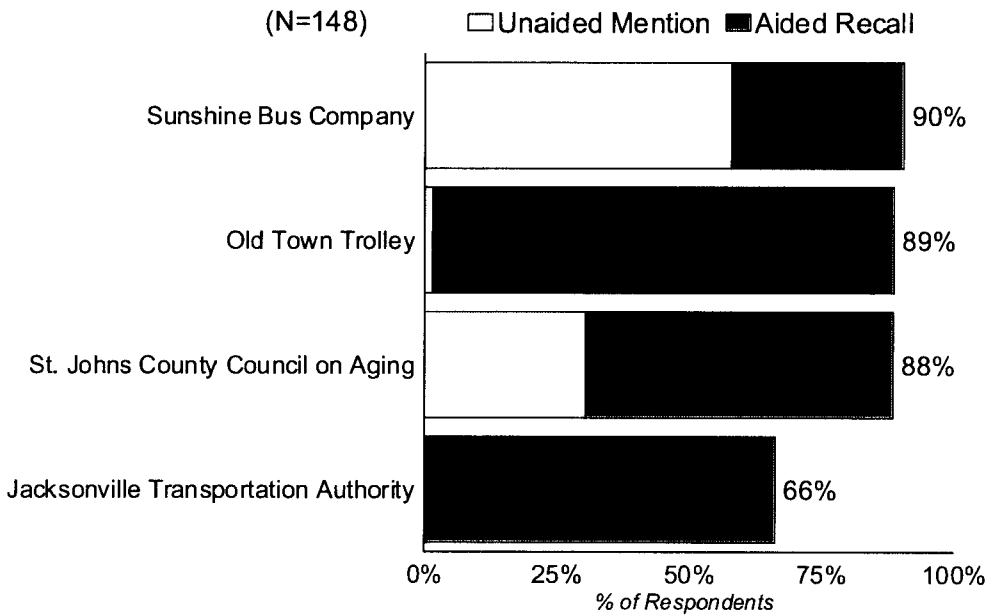
Q2a. When you think of organizations that provide public transportation services in the St. Johns County area, what names come to mind?
 Q2b. Can you think of any others?



- Sunshine Bus Company had a total unaided recall of 58%, the highest of any public transportation entity
- The St. Johns County Council on Aging had the second highest total unaided recall (30%)
- 70% of those surveyed named at least one entity that provides public transportation

Public Transit Entities – Total Awareness

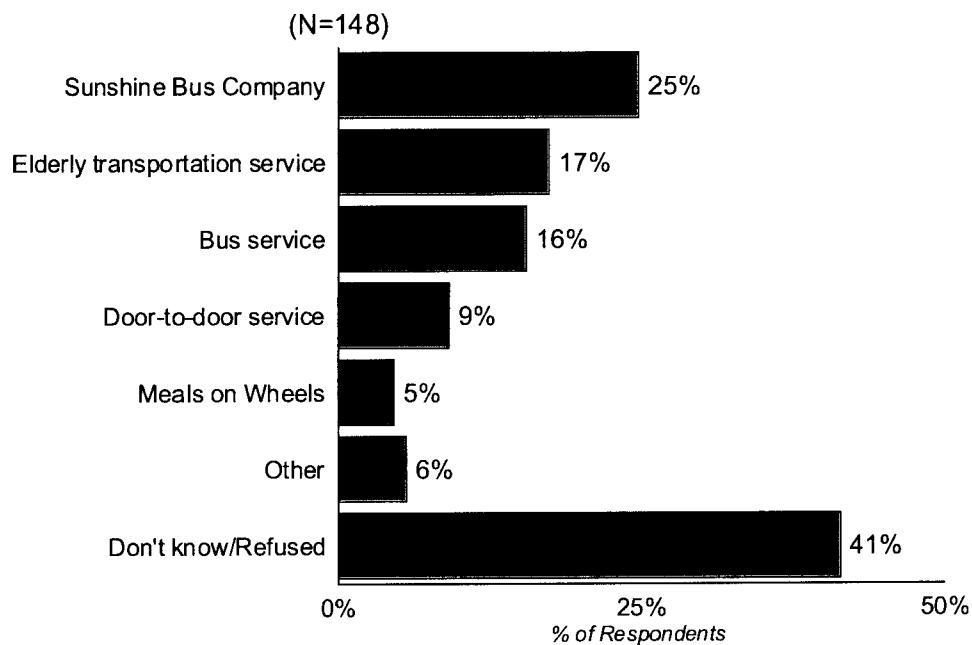
Q2a. When you think of organizations that provide public transportation services in the St. Johns County area, what names come to mind?
 Q2b. Can you think of any others?
 Q2c. Have you ever heard of _____ ?



- Three of the entities that provide public transportation had virtually identical total awareness levels
- Jacksonville Transportation Authority (66%) was the only entity that did not have a total awareness level of approximately 90%

Awareness of Services Provided by COA

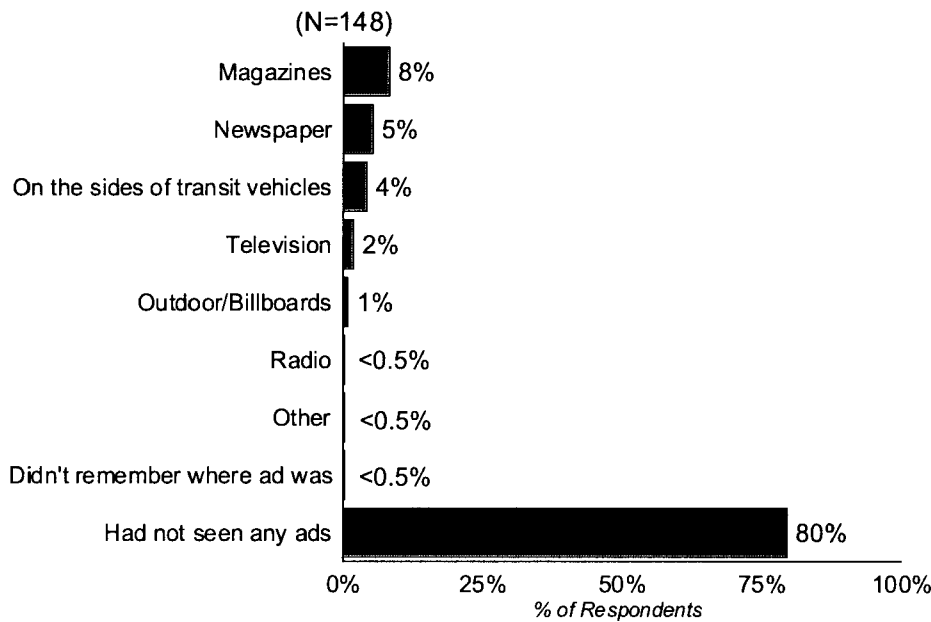
Q6. As far as you know, what transportation services are provided by the St. Johns County Council on Aging?



- 41% of those surveyed were unable to name any services provided by the Council on Aging
- Sunshine Bus Company was the service most likely to be mentioned by respondents (25%)
- The service least likely to be mentioned was Meals on Wheels (5%)

Awareness of Advertising Related to Public Transportation

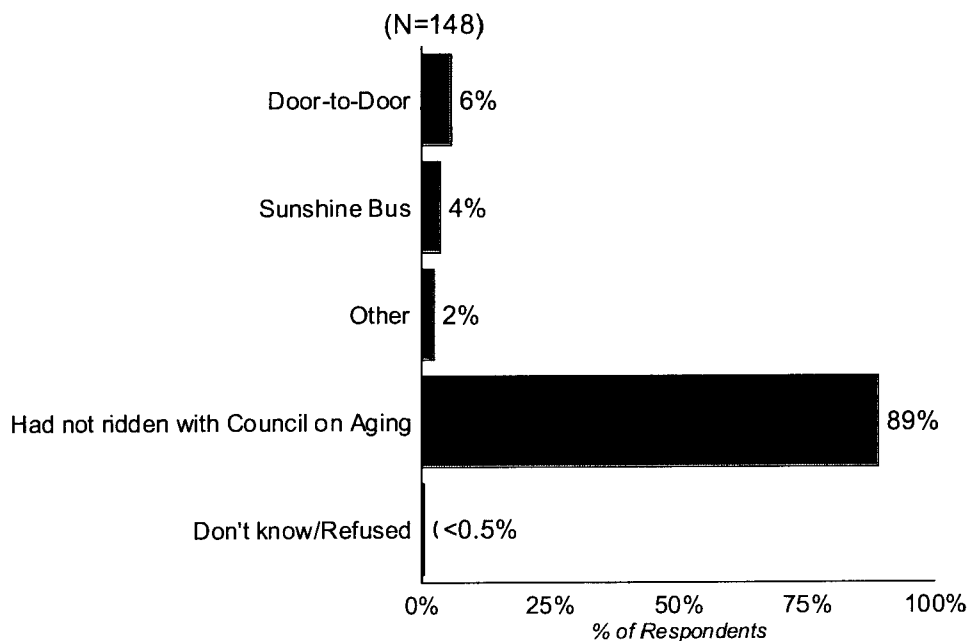
Q3. Have you heard, seen, or read any advertising or other messages related to public transportation during the last 6 months?
Q4. Where did you see or hear this public transportation advertising?



- The vast majority of respondents (80%) had not seen any recent ads related to public transportation
- Of those who had seen ads, the most likely medium to be remembered was magazines (8%) closely followed by the newspaper (5%) and the sides of transit vehicles (4%)

Use of COA's Transportation Services

Q9. Have you ever ridden a Council on Aging transit vehicle?
Q11. What Council on Aging services have you used?

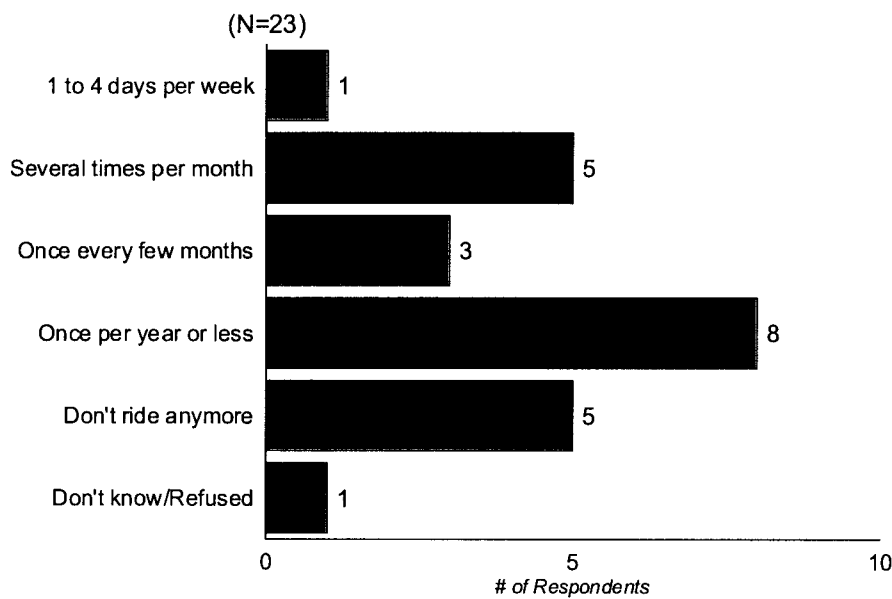


- Most respondents had not ridden a Council on Aging transit vehicle (89%)
- Especially on this question, it is important to remember that the data in this survey was weighted to match the approximate age distribution in St. Johns County
- This means a typical telephone survey, which tends to trend older, may have a much higher incidence of use of the COA services but be less accurate to the actual adult population

Frequency of Use of COA's Transportation System

Q12. About how often do you ride the Council on Aging's public transportation system? Would you say every day, 1 to 4 days per week, several times per month, once every few months, or once per year or less?

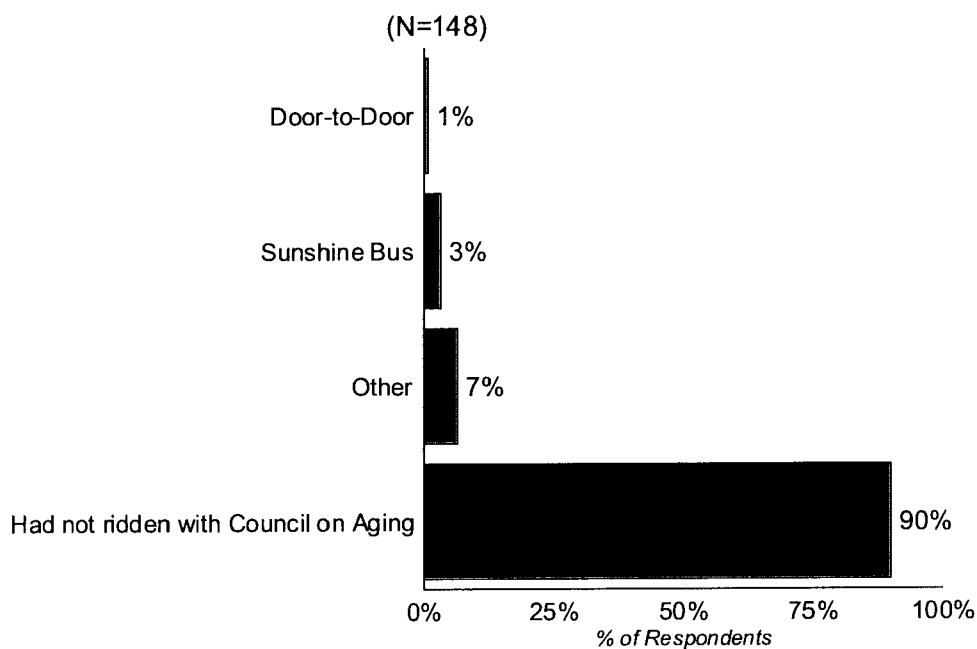
Base: Those who said they have ridden a Council on Aging transit vehicle



- Note that the numbers in this chart are not percentages, but are actual counts of respondents
- This is because the total number of respondents who answered this question was too small to make weighting reliable
- Very few of the respondents rode COA vehicles on a regular basis

Use of Public Transportation Services by Family Members

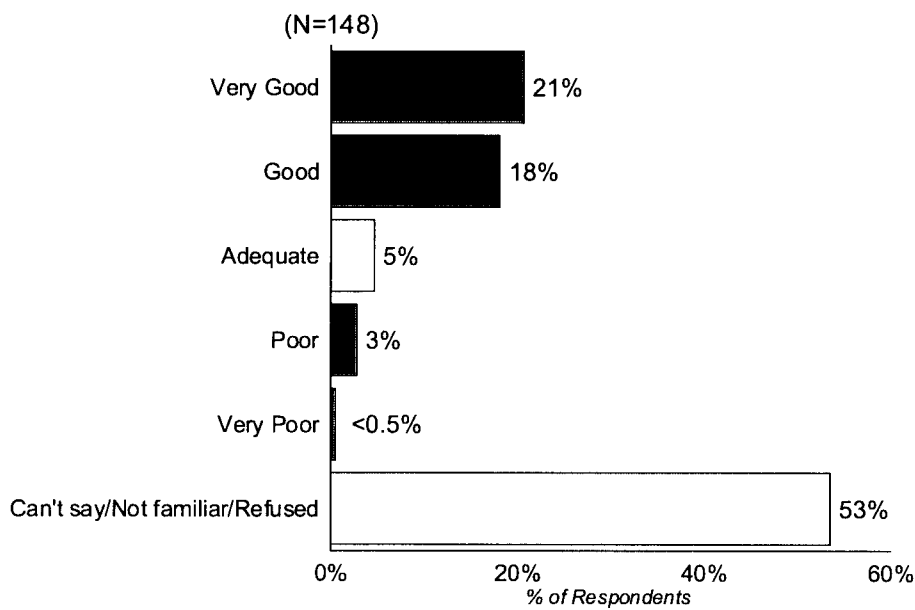
Q14. Other than yourself, do any members of your household use public transportation services in St. Johns County?
Q15. Which services do they use?



- Similarly, very few respondents (10%) had relatives who had made use of the public transportation services in St. Johns County

Overall Rating of Services Provided by COA

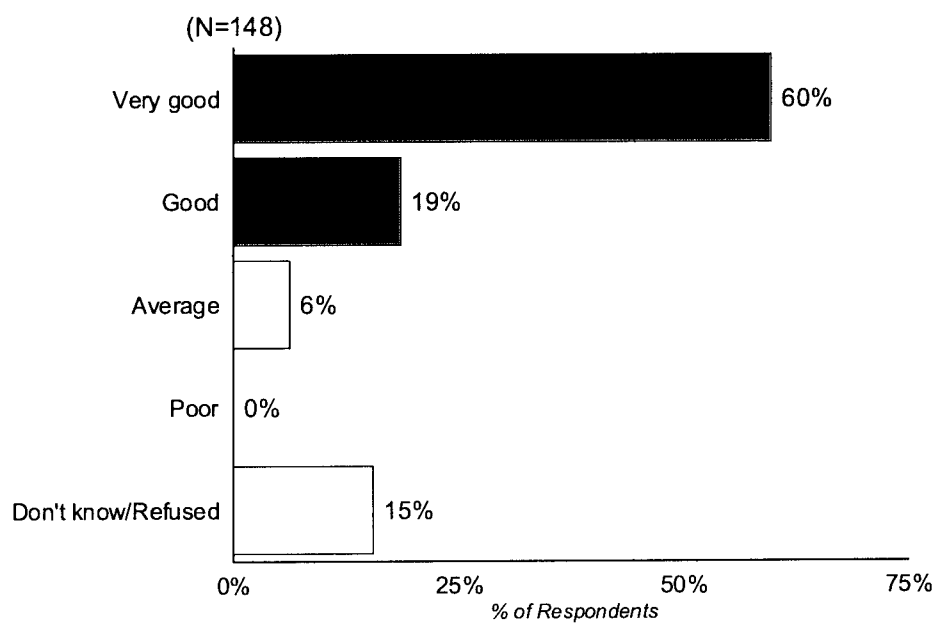
Q7. Overall, how would you rate the public transportation services provided by the Council on Aging? Would you say that the service is very good, good, adequate, poor, or very poor?



- Respondents who felt comfortable rating the COA transportation services overall gave positive feedback
- 21% stated that the services were 'very good' while an additional 18% stated the services were 'good'

Value of the Sunshine Bus

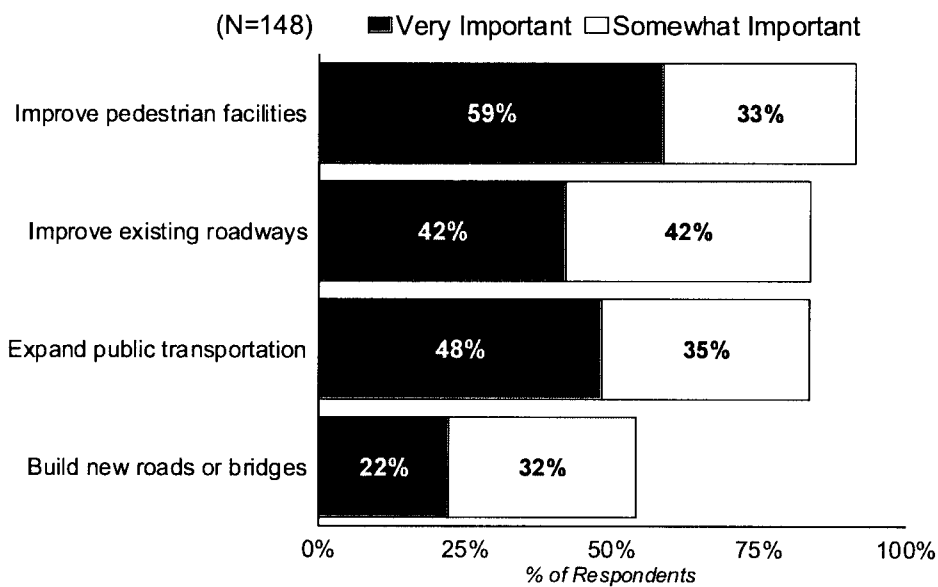
Q16. With a standard Council on Aging Sunshine Bus fare of \$1.00 each way, how would you rate the value of service?



- About three fifths of those surveyed (60%) felt that the value provided by the Sunshine Bus was 'very good'
- 19% felt the value was 'good' and no respondent said the value was 'poor'

Importance of Improving St. Johns County's Transit System

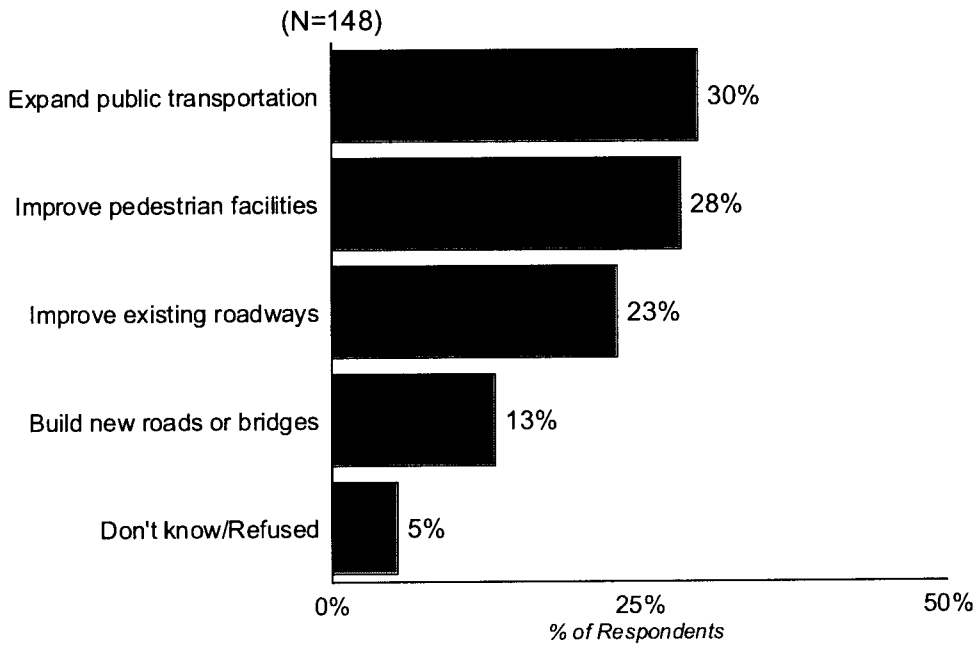
Q17. Next I'm going to read a list of four strategies for improving St. Johns County's transportation system. For each one, tell me if you think it is very important, somewhat important, not very important, or not at all important for St. Johns County to do.



- Improving pedestrian facilities (92% total) surfaced as the most likely strategy to be thought of as important for improving St. Johns County's transportation system
- By far the strategy that was least likely to be thought of as important was building new roads or bridges (54% total), primarily because of the need to increase taxes among a population who has its own means of private transportation

Improving St. Johns County's Transit System – Most Important

Q18. Which strategy do you think is most important for St. Johns County?

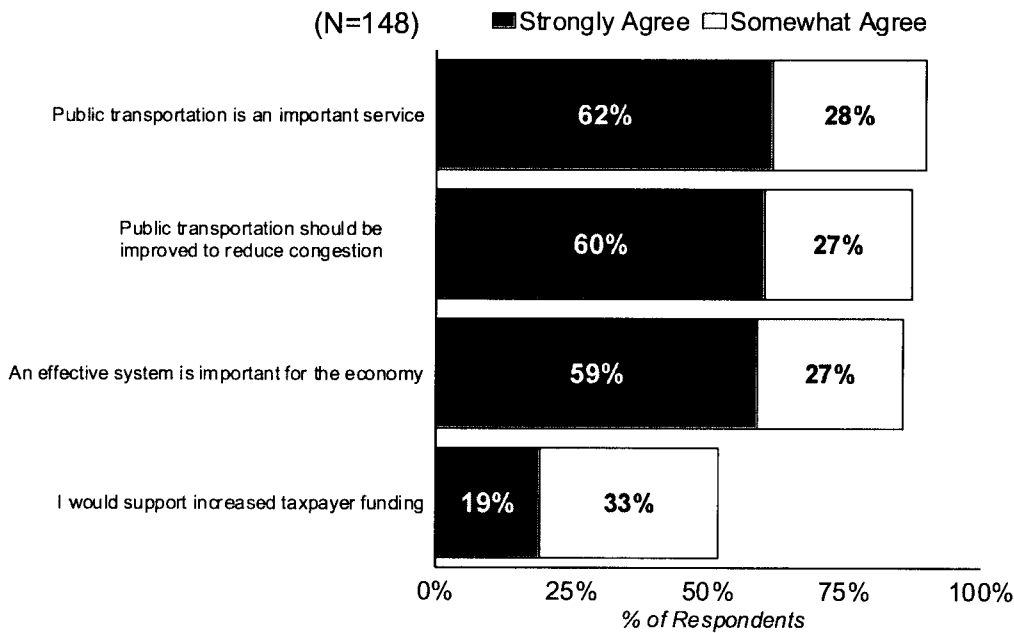


- Contrary to the previous slide, the strategy that the most respondents considered most important was expanding public transportation (30%)
- Once again, however, building new roads or bridges (13%) was a distant 4th place because of the resistance to fund the need with public dollars



Attitudes Towards Public Transportation

Q19. Next, I'm going to read a few statements concerning transportation in St. Johns County. As I read each one, please tell me whether you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree, or strongly disagree.

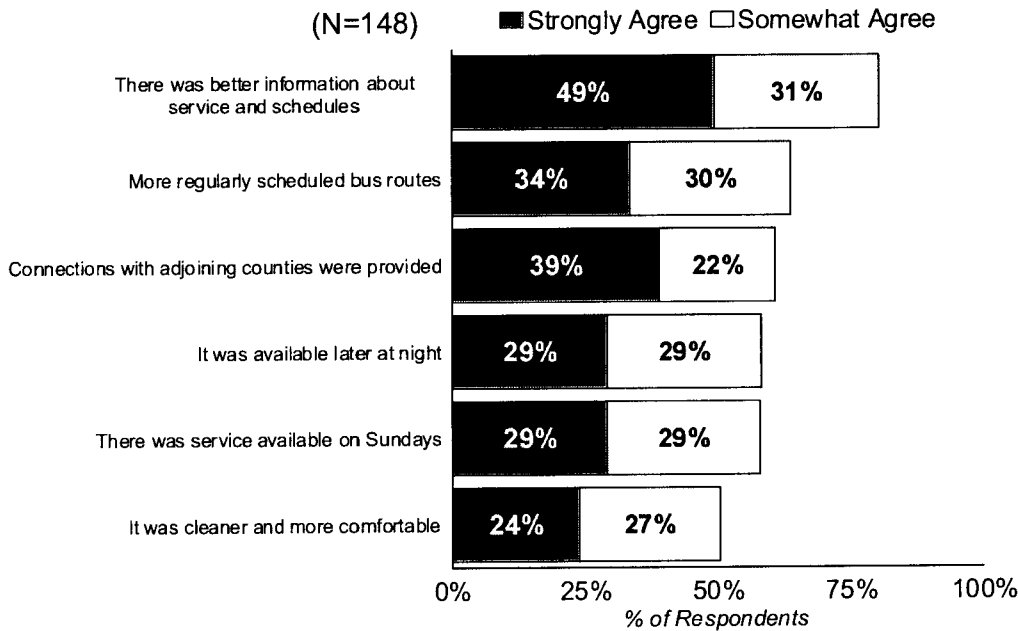


- The statements in the chart are summaries of the statements in the survey
- 85%-90% of those surveyed agreed with the top three statements regarding the affect of public transportation on the community
- In each case the majority "strongly agreed" with the perceived need and overall importance of public transportation and an effective transportation system



Getting Residents to Use Public Transit

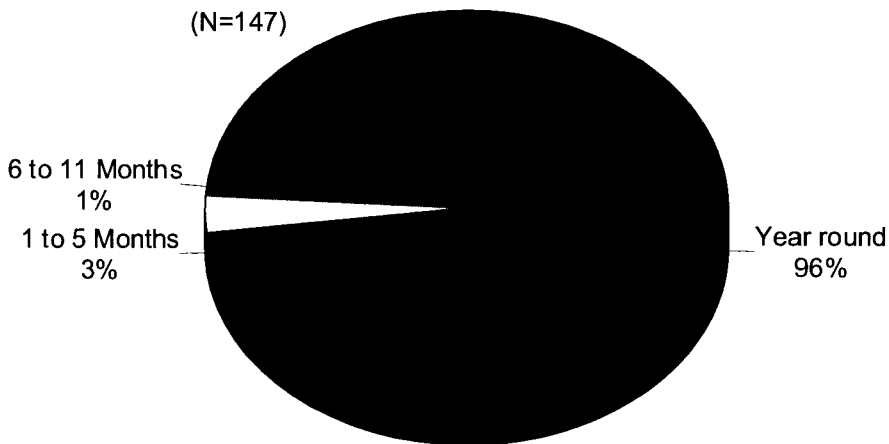
Q20. I am going to read a series of statements describing changes that might be made to the public transportation system and how they might affect your willingness to ride public transportation in St. Johns County. For each of the statements please tell me whether you strongly agree, somewhat agree, are neutral, somewhat disagree, or strong disagree that these changes would encourage you to use public transportation.



- Those surveyed stated that the most likely way to encourage people to use public transportation is to provide better information about services and schedules (80%)
- Other ideas that were agreed with by over 60% of the respondents were the need for more regularly scheduled bus routes (64%) and connections with adjoining counties (61%)

Months Lived in St. Johns County

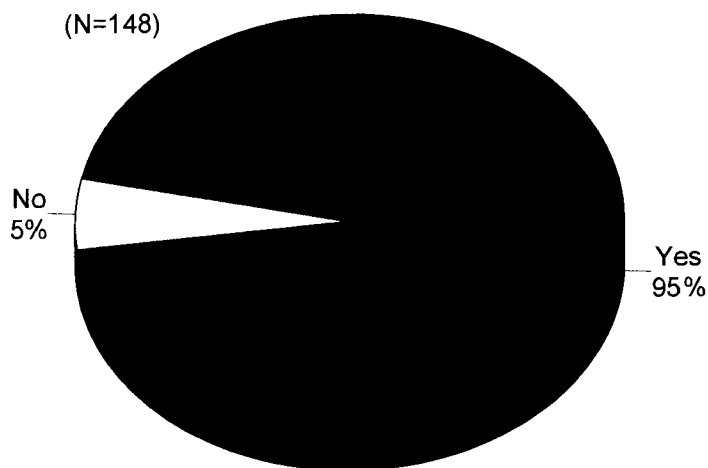
Q21. How many months of the year do you live in St. Johns County?



- 96% of those surveyed live year-round in St. Johns County

Access to a Car

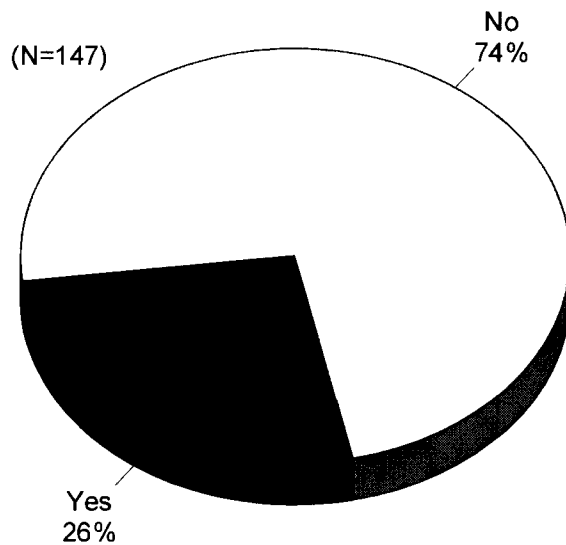
Q22. Do you have a working automobile available for your use?



- 95% have their own personal form of transportation and are more likely not to require public transportation
- This does not take into account the ever-increasing cost of fuel
- Although the vast majority have access to a car, it is unclear how likely they would be to use public transportation if it were more readily available with expanded transit routes and improved time schedules

Children 8 to 18 in the Household

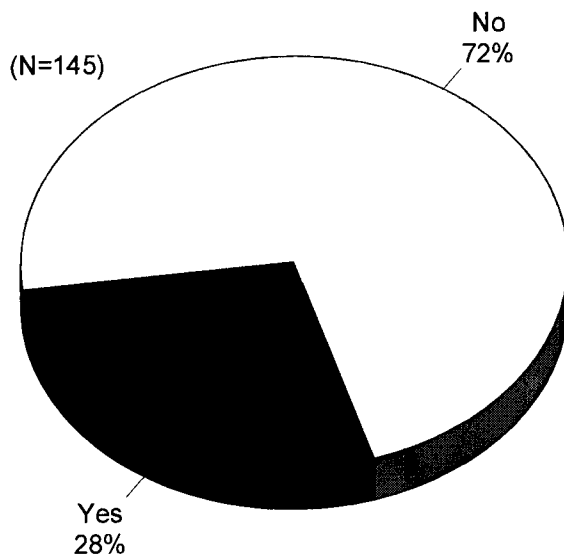
Q28. Do you have any children between the ages of 8 and 18 living in your household?



- About three fourths (74%) of respondents do not have a child between the ages 8 to 18 residing in the home
- This reflects on a dominate empty-nester and retired community

Seniors 65 and Up in the Household

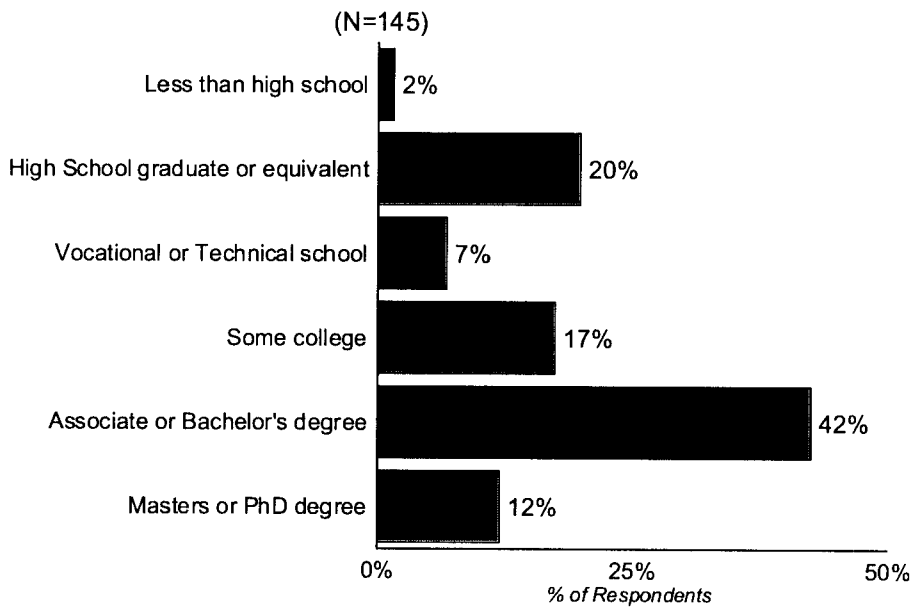
Q29. Do you have anyone 65 years of age or over living in your household?



- Most respondents (72%) did not live with someone 65 or over

Education

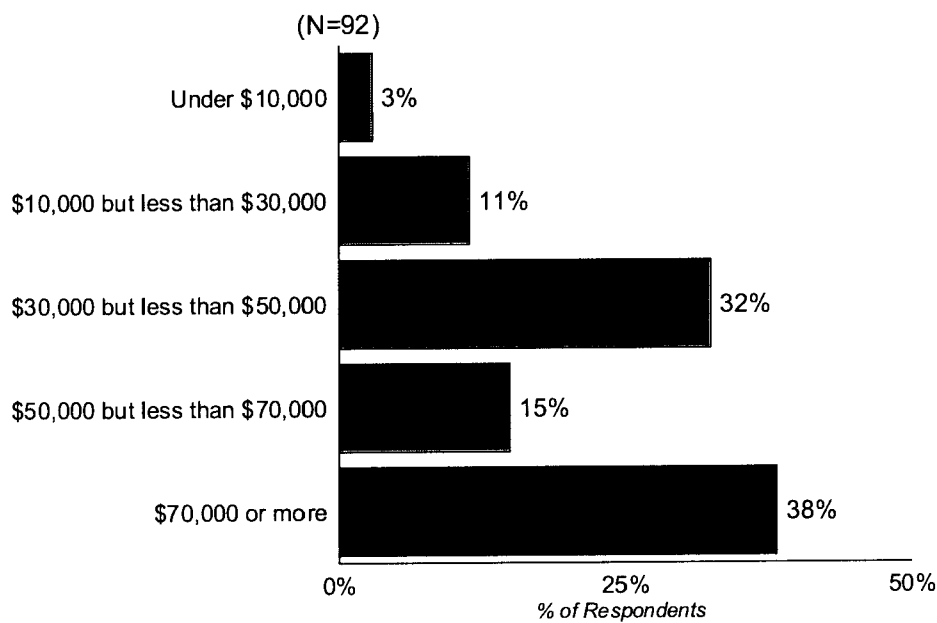
Q30. Please stop me when I reach the category describing the highest level of education you have completed:



- St. Johns County can boast a well-educated community
- About half of the respondents (54%) had graduated with some degree from college
- Only 2% have not graduated from high school or possess a GED

Annual Household Income

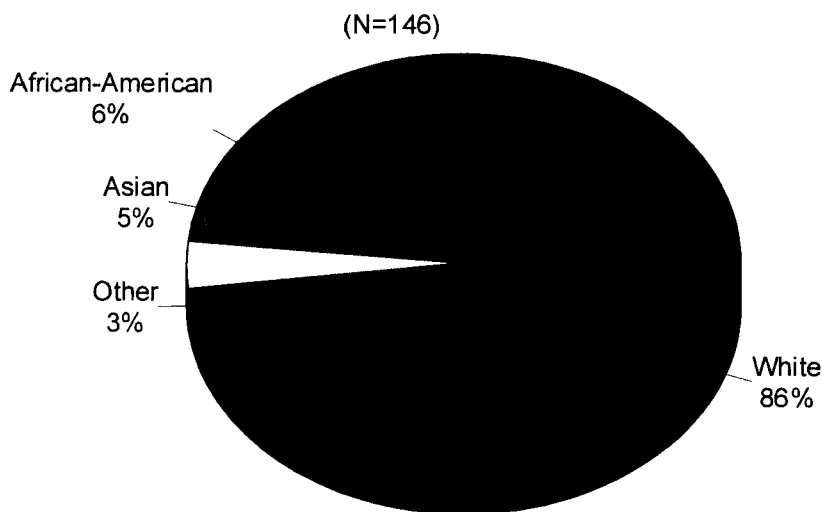
Q33. Into which of the following ranges does your annual household income fall?



- Respondents had a wide variety of incomes with no single bracket dominating the sample
- These numbers have been adjusted to reflect only those persons who answered this question; all refusals have been deleted from the sample size of 150

Ethnicity

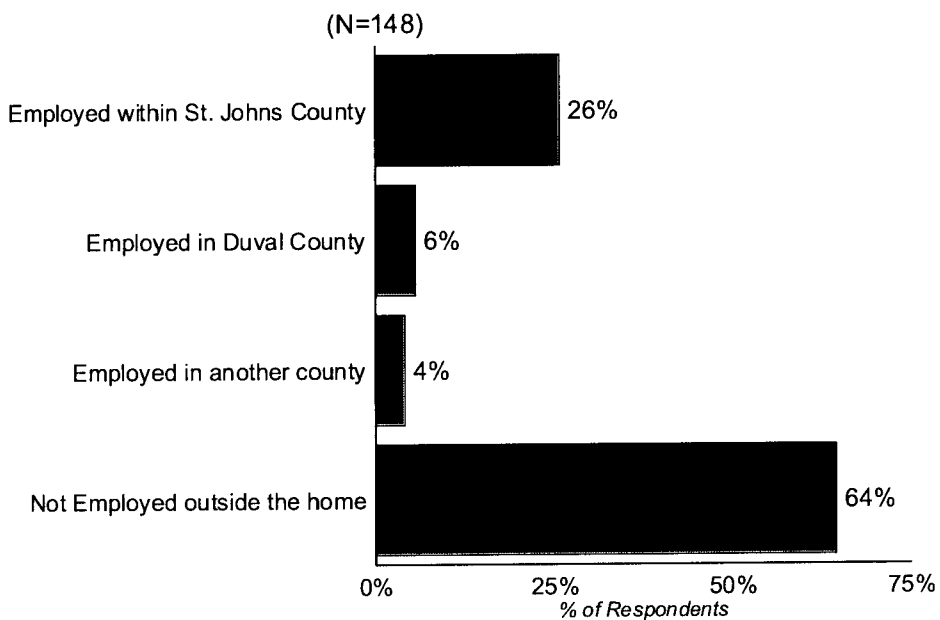
Q31. How do you describe your ethnic identification?



- The vast majority of respondents were white (86%)
- African-Americans comprised 6% of the sample
- Asians (5%) and other minorities (3%) rounded out the ethnic profile

Employment Status

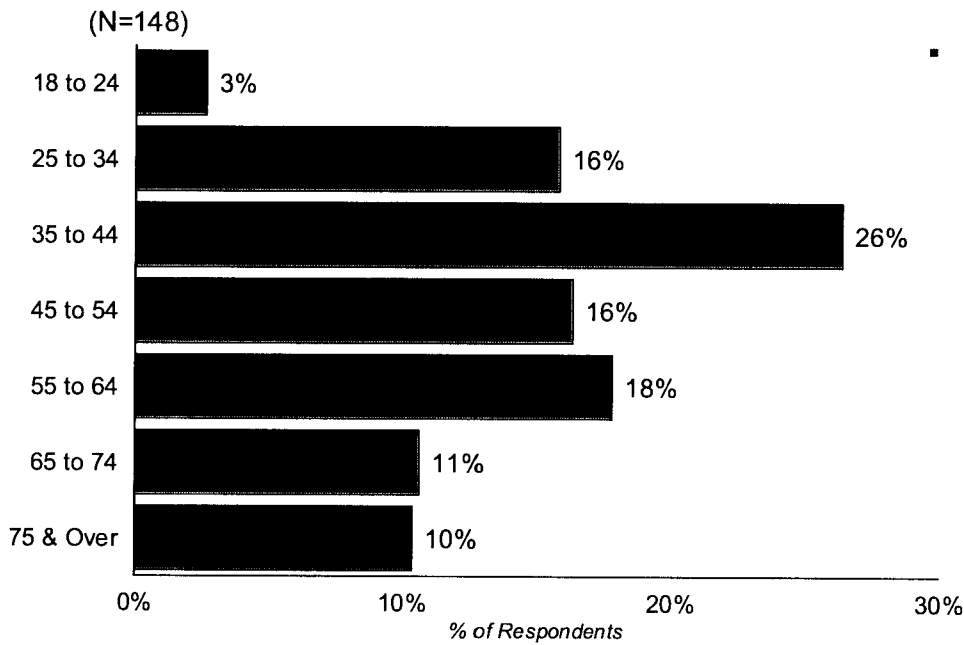
Q24. While living in St. Johns County are you employed outside the home?
Q25. Is your employment outside the home located (read options below)



- Among those who are employed outside the home (36%), the majority are employed within St. Johns County (26%)

Age

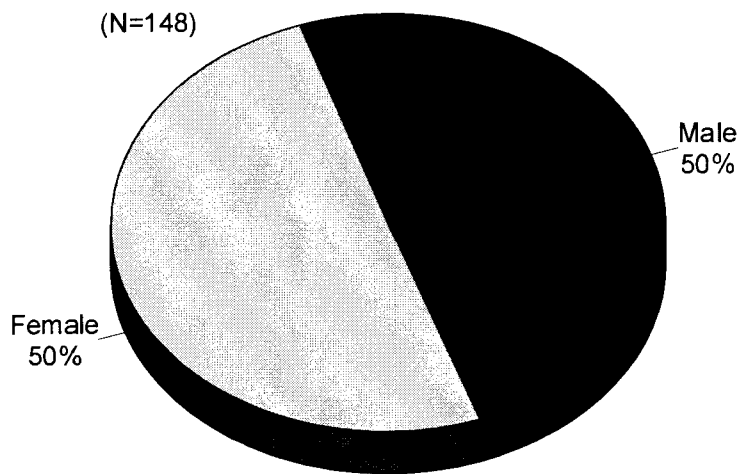
Q32. Into which of the following ranges does your age fall?



- This age profile data was weighted to as closely reflect the actual age distribution within St. Johns County

Gender

Gender by observation.



- After weighting for age, the distribution among the two genders was split almost exactly down the middle

Appendix C

Public Meeting Notice

Public Information Meeting

North Florida TPO – St. Johns County Transit Development Plan

Tuesday, June 21, 4-6 p.m.
St. Johns County Council on Aging
River House, 179 Marine Street, St. Augustine

The North Florida TPO invites you to a public information meeting to discuss the 2012-2021 St. Johns County Transit Development Plan. The meeting will be held from 4-6 p.m. Tuesday June 21, 2011 at the St. Johns County Council on Aging River House at 179 Marine Street, St. Augustine, FL 32084. The public will have the opportunity to view and comment on transit enhancements being considered for the community. The meeting will be open house format, with a short presentation at 5 p.m.

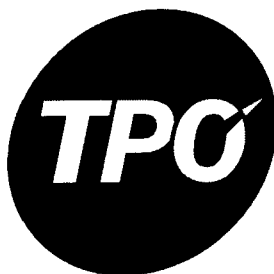
A draft of the report, including a description of the vision for public transportation services in St. Johns County, potential route and schedule modifications, and a staged implementation program, will be available for review. Items presented at the meeting will be available on the North Florida TPO website at www.northfloridatpo.com

Public participation is solicited without regard to race, color, national origin, age, sex, religion, disability, or family status. Persons who require special accommodations under the Americans with Disability Act or persons who require translation services (free of charge) should contact Marci Larson at 904-306-7513 or mlarson@northfloridatpo.com at least 72 hours prior to the meeting.

North Florida

Transportation Planning Organization

PLAN • FUND • MOBILIZE



www.northfloridatpo.com

(904) 306-7500 • fax (904) 306-7501

TDD (904) 306-7502

1022 Prudential Drive, Jacksonville, FL 32207

Appendix D

Transportation Provider Directory



St. Johns County Florida Transportation Providers

Provider	Type of Organization
A Plus Airport Shuttle	For-profit
A Dream Limousine	For-profit
ABC Cab Company	For-profit
Abraxi-Taxi	For-profit
Ace Taxi	For-profit
Action Transport Inc.	For-profit
Affordable Elegance Limousine & Transportation Service	For-profit
Airport Express	For-profit
Airport Shuttle of St Augustine Inc.	For-profit
Al's Airport Shuttle	For-profit
Ancient Cab	For-profit
Any Occasion Transportation Company	For-profit
BTS Limo	For-profit
Checker Taxi	For-profit
Coastal Cab	For-profit
Comfort Cab Company	For-profit
Dial a Ride	For-profit
Etiquette Limousine	For-profit
Greyhound Bus Lines	For-profit
I Cab Company	For-profit
Island Airport Shuttle	For-profit
Kingsbrook Airport Shuttle	For-profit
Old Town Trolley Tours of St. Augustine	For-profit
Posey Transporters	For-profit
Ripley's Sightseeing Trains	For-profit
St. Augustine Taxi	For-profit
St Augustine Sightseeing and Tours	For-profit
Sunshine Bus Company	Not-for-profit
Yellow Cab	For-profit