



# Transit Plan 2025

*City of Hollywood*



*prepared for*

**City of Hollywood**  
(with support from Florida Department of Transportation District Four)



*prepared by*

**Cambridge Systematics, Inc.**



*draft plan*

# Transit Plan 2025

*City of Hollywood*



*prepared for*

**City of Hollywood**

*prepared by*

**Cambridge Systematics, Inc.**

2101 West Commercial Boulevard, Suite 3200  
Fort Lauderdale, FL 33309

*date*

**March 12, 2025**

---





## Table of Contents

<b>Executive Summary.....</b>	<b>1</b>
Next Steps.....	2
<b>1.0 Review of Prior Studies.....</b>	<b>1-1</b>
1.1 Socioeconomic Evaluation.....	1-1
1.2 Public Outreach Summary .....	1-2
1.3 Transit Plan Recommendations.....	1-2
Fixed-Route Community Shuttle .....	1-2
Fixed-Route Community Shuttle with Microtransit Service.....	1-3
On-Demand Microtransit Service .....	1-4
1.4 Updates on Prior Study .....	1-6
<b>2.0 Community Engagement.....</b>	<b>2-1</b>
2.1 Survey Methodology .....	2-1
2.2 Survey Results.....	2-2
General Public Transit Survey.....	2-2
Demographics.....	2-2
Local Public Transportation Awareness .....	2-3
Factors to Increase Ridership .....	2-1
Holly-Go Community Shuttle Survey .....	2-3
Demographics.....	2-3
Route Utilization .....	2-4
Service Satisfaction .....	2-7
Fare Charge.....	2-8
Factors to Increase Ridership .....	2-8
Sun Shuttle Survey .....	2-10
Demographics.....	2-10
Route Utilization .....	2-11
Service Satisfaction .....	2-14
Fare Charge.....	2-15
Factors to Increase Ridership .....	2-16
2.3 Conclusion .....	2-17

<b>3.0</b>	<b>GIS Inventory and Assessments .....</b>	<b>3-1</b>
3.1	GIS Inventory .....	3-1
3.2	Bus Stop Assessment.....	3-2
	Holly-Go Fixed Route Service.....	3-2
	Red Line (The A1A Loop).....	3-2
	Orange Line (The East Central Loop - BCT Route 766).....	3-3
	Blue Line (The Southeast Loop) .....	3-3
	Green Line (The Southwest Loop) .....	3-3
	About the Assessment .....	3-4
	Method.....	3-4
	General Amenities .....	3-5
	National Practices: .....	3-5
	Florida Practices:.....	3-6
	Holly-Go General Amenities.....	3-6
	Accessibility and ADA Compliance .....	3-9
	Safety Features.....	3-12
<b>4.0</b>	<b>Developing Performance Measure Inventory .....</b>	<b>4-1</b>
4.1	City of Hollywood Transit Goals.....	4-1
4.2	Best Practices and Peer Review.....	4-2
	Microtransit.....	4-2
	Fixed-Route Shuttle .....	4-3
4.3	Recommended Performance Measures.....	4-4
	Sun Shuttle Microtransit .....	4-4
	Fixed-Route Shuttle, Holly-Go .....	4-5
<b>5.0</b>	<b>Evaluation of Microtransit.....</b>	<b>5-1</b>
5.1	Introduction and Background .....	5-1
5.2	Ridership and Usage .....	5-2
	Total Ridership .....	5-2
	Passengers per Ride and Percent Pooled Rides .....	5-4
	Volume of Unique Users .....	5-6
	Ridership by Day of Week.....	5-7
	Ridership by Time of Day.....	5-9
5.3	Demographics.....	5-11

Existing User Demographics .....	5-11
Average Rider Age .....	5-11
Riders Aged 64 and Older.....	5-12
Smart Phone Usage .....	5-13
Socioeconomic Characteristics of Residents in Service Zones.....	5-14
Existing Population .....	5-14
Zero-Car Households .....	5-16
Below Poverty Level.....	5-18
Employment .....	5-19
Limited English Proficiency.....	5-20
Summary .....	5-21
5.4 Connectivity.....	5-22
Top Pick-Up and Drop-Off Locations .....	5-22
East Zone .....	5-22
West Zone.....	5-23
Connections to Other Transit Services.....	5-25
Top Locations Served.....	5-26
Summary .....	5-30
5.5 Customer Experience .....	5-30
Service Wait Time .....	5-30
Average Wait Time .....	5-30
Wait Time Interval.....	5-31
Service Satisfaction.....	5-32
Average Driver Ratings .....	5-32
Summary .....	5-33
5.6 Conclusion.....	5-33
<b>6.0 Next Steps .....</b>	<b>6-1</b>
6.1 Transit Level of Service.....	6-1
Seasonal allocation of microtransit resources.....	6-1
Consider tailored adjustments of the microtransit zone boundaries .....	6-2
Allocate microtransit vehicles by day of week.....	6-3
Re-allocate Sun Shuttle operations to synergistically align with Holly-Go service.....	6-3

Consider changing hours of operation of microtransit's West Zone on weekdays 6-3	
Right-size microtransit vehicles to save resources .....	6-3
6.2 Community Engagement.....	6-3
Public Awareness.....	6-4
Rider Satisfaction .....	6-4
6.3 Coordination with Other Transit Agencies .....	6-5
South Florida Regional Transportation Authority (SFRTA).....	6-5
Neighboring Cities' Community Shuttles .....	6-5
Broward County Transit.....	6-6
6.4 Potential Funding Opportunities .....	6-6
Current Funding.....	6-6
Federal Funding Opportunities .....	6-6
State Funding Opportunities.....	6-7
Local Funding Opportunities .....	6-8
6.5 Mode Shift.....	6-8
6.6 Fare Structure .....	6-10
Holly-Go Community Shuttle.....	6-10
Sun Shuttle Microtransit .....	6-11
Offer programs for recurring users.....	6-11
6.7 Technologies.....	6-12
<b>Appendix A. Community Engagement Survey Results.....</b>	<b>A-1</b>
A.1 Public Transit Survey.....	A-1
A.2 Holly-Go Community Shuttle Survey .....	A-40
A.3 Sun Shuttle Survey .....	A-77
<b>Appendix B. Bus Stop Assessment Detailed Results .....</b>	<b>B-1</b>
<b>Appendix C. Transit Performance Measures Peer Comparison .....</b>	<b>C-1</b>

## List of Tables

Table 2.1 Rate the Comfort and Cleanliness of the Service and Transit Stops.....	2-7
Table 3.1 GIS Data Inventory Table .....	3-1
Table 3.2 Holly-Go Community Shuttle Routes.....	3-2
Table 3.3 Bus Stops to Potentially Benefit from Adding Midblock Crossing .....	3-14
Table 4.1 Performance Measures Recommended for 'Sun Shuttle' in the City of Hollywood, FL .....	4-4
Table 4.2 Performance Measures Recommended for Holly-Go Shuttle in the City of Hollywood, FL.....	4-5
Table 5.1 Top Four Suggested Locations by Respondents.....	5-29
Table 5.2 Percentage of Trips with Different Wait Times.....	5-32



## List of Figures

Figure 1.1 Southwest Loop Proposed by the City of Hollywood .....	1-1
Figure 1.2 Recommended Community Shuttle Route .....	1-3
Figure 1.3 Proposed Microtransit Service Zone with the Recommended Community Shuttle Route .....	1-4
Figure 1.4 Microtransit Service Zones Proposed by the City.....	1-5
Figure 1.5 Proposed Microtransit Service Zone Options .....	1-6
Figure 2.1 Total Responses Per Survey .....	2-1
Figure 2.2 General Transportation Survey Respondent Demographics .....	2-3
Figure 2.3 How do you currently travel within the City of Hollywood? (check all that apply). ..	2-4
Figure 2.4 Are you aware that there are local transit options (Holly-Go a free fixed-route shuttle bus and Sun Shuttle an app based, on-demand shuttle) within the City of Hollywood, FL? .....	2-4
Figure 2.5 Are you aware of the Holly-Go Community Shuttle routes? .....	2-1
Figure 2.6 Do you know where to board the Holly-Go Community Shuttle? .....	2-1
Figure 2.7 Do you know how to reserve a ride for the Sun Shuttle?.....	2-1
Figure 2.8 Are you aware of the places that the Sun Shuttle goes? .....	2-1
Figure 2.9 Factors to Increase Non-Rider Utilization of the Holly-Go Community Shuttle .....	2-2
Figure 2.10 Factors to Increase Non-Rider Utilization of the Sun Shuttle .....	2-2
Figure 2.11 Holly-Go Community Shuttle Survey Respondent Demographics .....	2-4
Figure 2.12 Which route do you utilize most?.....	2-5
Figure 2.13 What time do you usually take this service? (check all that apply).....	2-5
Figure 2.14 What type of place are you traveling to? (check all that apply).....	2-6
Figure 2.15 How often do you use this service?.....	2-6
Figure 2.16 How important is this service to you? .....	2-7
Figure 2.17 How satisfied are you with this service? .....	2-7
Figure 2.18 Would you still use the service if there was a fare charge?.....	2-8
Figure 2.19 What are you willing to pay for the fixed route service? .....	2-8
Figure 2.20 What is the most important factor that would lead you to use the service more, or be more satisfied (select all that may apply)?.....	2-9
Figure 2.21 Which times during the weekday would you like to use the service that is not available now? (check all that apply) .....	2-9

Figure 2.22 Which times during the weekend would you like to use the service that is not available now? (check all that apply) .....	2-10
Figure 2.23 Sun Shuttle Survey Demographics.....	2-11
Figure 2.24 Which Sun Shuttle locations do you use most often?.....	2-12
Figure 2.25 What time do you usually take this service? .....	2-12
Figure 2.26 How long did you wait between requesting the ride and boarding?.....	2-13
Figure 2.27 What type of place do you travel to with this service?.....	2-13
Figure 2.28 How often do you use this service?.....	2-14
Figure 2.29 How important is this service to you? .....	2-14
Figure 2.30 How would you rate your experience using the "Ride Circuit" app?.....	2-15
Figure 2.31 How satisfied are you with the Sun Shuttle service? .....	2-15
Figure 2.32 Do you perceive a good value for the cost of this trip?.....	2-15
Figure 2.33 What are you willing to pay for the Sun Shuttle?.....	2-16
Figure 2.34 What are the most important factors that would lead you to use the service more or to be more satisfied? .....	2-16
Figure 2.35 Which times during the weekday would you like to use the service that is not available now?.....	2-17
Figure 2.36 Which times during the weekday would you like to use the service that is not available now?.....	2-17
Figure 3.1 GIS Online Map .....	3-1
Figure 3.2 Holly-Go Bus Routes and Stop Locations .....	3-4
Figure 3.3 Google Street View of Bus Stop Example .....	3-5
Figure 3.4 Holly-Go Bus Stop Amenity Score Distribution .....	3-7
Figure 3.5 Red Route Bus Stop #2 .....	3-8
Figure 3.6 Orange Route Bus Stop #2.....	3-8
Figure 3.7 Red Route Bus Stop #7 .....	3-9
Figure 3.8 Example of Bus Stop ADA/Accessibility Improvement by Lynx in Orlando, FL... 3-10	
Figure 3.9 Example of Poor Pavement Sidewalk/Ramp Connections, Green Line New England Mobile Park Stop.....	3-11
Figure 3.10 Holly-Go Bus Stop ADA Scores Distribution.....	3-12
Figure 3.11 Example of Bus Stop Location Warranting Midblock Crossing Study, Green Line Stop on Washington Street at S 37th Ave .....	3-13
Figure 5.1 Microtransit Service Zones.....	5-1
Figure 5.2 Total Monthly Rides and Ridership .....	5-3
Figure 5.3 Total Quarterly Rides and Ridership .....	5-3



Figure 5.4 Total Monthly Rides and Ridership, by Zone .....	5-4
Figure 5.5 Share of Pooled Rides.....	5-5
Figure 5.6 Average Monthly Number of Passengers per Ride, by Zone.....	5-5
Figure 5.7 Average Monthly Number of Unique Users, by Zone.....	5-6
Figure 5.8. Average Monthly Rides per User, by Zone.....	5-7
Figure 5.9 Day of Week Ridership Trends by Year .....	5-8
Figure 5.10 Day of Week Ridership Share, by Zone .....	5-8
Figure 5.11 West Zone Day of Week Ridership Trends (Before and After Time Adjustment) 5-9	
Figure 5.12 East Zone Average Hourly Ridership.....	5-10
Figure 5.13 West Zone Average Hourly Ridership (Before and After Time Adjustment).....	5-11
Figure 5.14 Monthly Average Rider Age and Hollywood Resident Median Age .....	5-12
Figure 5.15 Monthly Percentages of Riders Aged 64 and Older.....	5-13
Figure 5.16 Smart Phone Accessibility and Knowledge of Sun Shuttle Trip Request Process..5-14	
Figure 5.17 Total Population at Census Block Group Level .....	5-15
Figure 5.18 Percentage of Population Aged 65 and above at Census Block Group Level ..	5-16
Figure 5.19 Percentage of Zero-Car Households at Census Block Group Level .....	5-17
Figure 5.20 Median Household Income at Census Block Group Level.....	5-18
Figure 5.21 Percentage of Households with Income below Poverty Level at Census Block Group Level .....	5-19
Figure 5.22 Employment at Census Block Group Level.....	5-20
Figure 5.23 Percentage of Households with Limited English Proficiency at Census Tract Level .....	5-21
Figure 5.24 Top Pick-Up and Drop-Off Locations in the East Zone (2023).....	5-22
Figure 5.25 Top Pick-Up and Drop-Off Locations in the East Zone (2024).....	5-23
Figure 5.26 Top Pick-Up and Drop-Off Locations in the West Zone (2023).....	5-24
Figure 5.27 Top Pick-Up and Drop-Off Locations in the West Zone (2024).....	5-25
Figure 5.28 Transit Connectivity Usage by Sun Shuttle Riders.....	5-25
Figure 5.29 Transit Services Connected To Using Sun Shuttle .....	5-26
Figure 5.30 Top Pick-Up/Drop-Off Locations in 2023.....	5-27
Figure 5.31 Top Pick-Up/Drop-Off Locations in 2024.....	5-28
Figure 5.32 Suggested Locations to Expand Service by Response Frequency .....	5-29
Figure 5.33 Monthly Average Wait Time .....	5-31
Figure 5.34 Monthly Average Driver Ratings .....	5-32

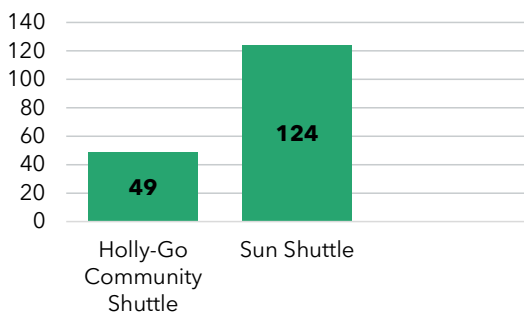
Figure 6.1 Microtransit Areas for Potential Reconsideration .....	6-2
Figure 6.2 Transit and Taxi Commute Shares in Hollywood and in South Florida from 2018 to 2023.....	6-9

## Executive Summary

The purpose of this Plan is to **document a series of planning efforts** conducted on behalf of the City of Hollywood in late 2024 and early 2025. This included reviewing a major prior study, conducting community engagement surveys, inventorying GIS assets, establishing performance measures, and evaluating the City's microtransit service. The Plan also includes concluding recommendations, **final takeaways from the Plan as potential next steps**.

- From November 2024 to January 2025, City of Hollywood **administered three (3) public surveys, two of which were targeted to riders** of the Sun Shuttle and Holly-Go Shuttle services, and **one open to the whole public**. These surveys aimed to gauge the public and transit users' overall experience and attain insights on how to best operate the service.

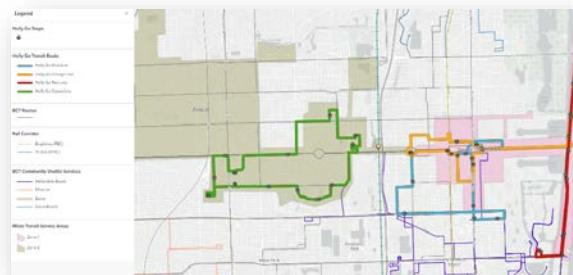
**Figure ES 1 Number of Respondents by Survey**

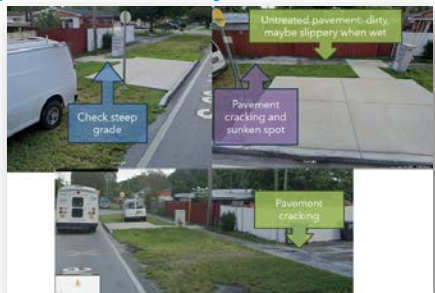


The results of the survey helped to understand 1) the **importance of the two services**, the overwhelming satisfaction with them, the value they provide the community and how needed they are; and 2) impactful insights into **how the services can be improved**, where the public most wants to see changes.

- About a dozen geographic information system (GIS) data items were collected from City of Hollywood and other sources during the course of the Plan. Mapping of all the services, other regional transit options, and relevant geographical boundaries was **consolidated into a hosted GIS Online Map**. All other GIS data collected during other assessments was compiled and documented.

**Figure ES 2 GIS Online Hosted Map**



**Figure ES 3 Bus Stop Assessment Notes**

- A **bus stop assessment** found that all of City of Hollywood's Holly-Go bus stops were ADA compliant and almost all scored very well using an ADA and accessibility measure. The bus stops were mixed in scoring for general amenity measures, like shelter, lighting, benches, etc. Some locations were also recommended for further study for midblock crossing feasibility to improve safety.

of the City's transit goals, a **set of performance measures were proposed** for each service. These were developed with the intention of **regular system assessment, to evaluate the service** and make improvements as necessary.

- An **extensive evaluation of the Sun Shuttle microtransit service produced valuable insights**

on ridership and usage, connectivity and accessibility, demographics, and customer experience. This effort shed light on the importance of the service to its users, including the overwhelming majority of survey respondents that said they perceived a good value for their fare. Based on feedback and analysis, there are several key takeaways that are discussed as potential improvements.

**Figure ES 4 Microtransit Connectivity Evaluation**

### Next Steps

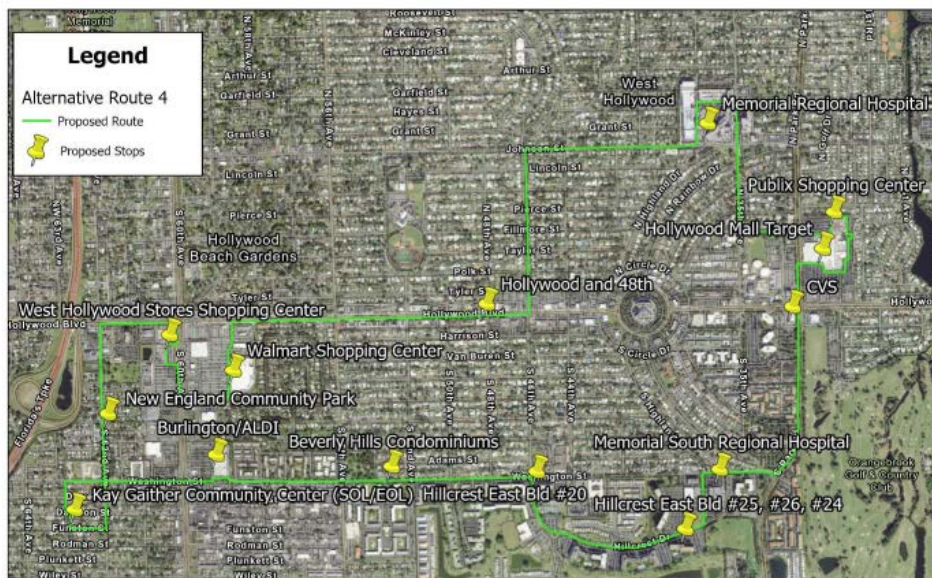
Upon conclusion of this plan, the document offers forward many potential items for improvement for the City of Hollywood transit services, including how they can work better together to address City goals. The next steps range from improving level of service, coordination with other agencies, funding opportunities, fare structure, and technologies.

This Plan should help the City of Hollywood move forward changes and conversations regarding the transit service it operates.

## 1.0 Review of Prior Studies

To improve access and connectivity to the West Hollywood communities, the City of Hollywood sought to provide a new community shuttle and microtransit service for residents located in Districts 4, 5, 6 and part of District 3 (West Hollywood area). In 2021, the city submitted three proposed routes in those areas to Broward County Transit (BCT) for funding consideration for new and expanded community shuttle services, but none were selected. In 2023, the city re-submitted a service application for the Southwest loop (as shown in Figure 1.1), and commissioned Kimley Horn to conduct a study<sup>1</sup> to help redesign a community shuttle route that complies with Broward County Transit Community Shuttle Program requirements while promoting an alternate transportation option.

**Figure 1.1 Southwest Loop Proposed by the City of Hollywood**



Source: Kimley Horn Report

The study provided an overview of the socioeconomic characteristics evaluation, a summary of public outreach input, and preliminary recommendations for a newly expanded fixed route community shuttle and new micro-transit service zones for the West Hollywood community.

### 1.1 Socioeconomic Evaluation

To assess the current travel market and establish the need for transit services, the study first analyzed the socioeconomic characteristics of census block groups in the West Hollywood

<sup>1</sup> City of Hollywood Community Shuttle "Fixed Route" and On-Demand "MicroTransit" Analysis. Kimley Horn. 2023.

area using the 2020 American Community Survey (ACS) 5-year estimates data. The socio-economic characteristics considered in the study included total population, residents over 65, the number of zero-car households, median household income, and employment. Based on this data, the transit propensity of each census block group was evaluated using the following criteria:

- Block groups with a population greater than 1,620 people
- Block groups with at least 34 households without a vehicle
- Block groups with at least 280 residents aged 65 and above
- Block groups with a median income of \$48,000 or less
- Block groups with at least 860 employed individuals aged over 16

The areas with the highest transit propensity identified by the analysis include the western half of Hollywood Beach Gardens, east of Florida's Turnpike; the primarily single-family housing development segments along Taft Street and Johnson Street; the northwest part (Driftwood) and the central south part (Hillcrest) of the study area; and the residential neighborhoods surrounding South Rainbow Drive in Hollywood Hills.

## 1.2 Public Outreach Summary

Since the initial funding application was developed without public input, a series of neighborhood association meetings were hosted to gather feedback from residents. Additionally, an engagement survey and an interactive map were developed and distributed. The survey, available in English and Spanish, included 4 questions designed to understand existing travel behavior and residents' attitudes towards the proposed transit services.

A total of 186 surveys were received. The survey results indicated that approximately 80% of respondents drive within the city, and the most popular categories of destinations in the city are Stores/Shopping Centers followed by Restaurants. Common destinations for transit trips included YMCA, TY Park, Tri-Rail, beach, post office, and Publix. Among the incentive options provided in the survey, 'Easier connection to other bus routes' was found to be the least likely to encourage respondents to use new transit services.

## 1.3 Transit Plan Recommendations

Based on the transit propensity evaluation results and public input, three transit plans were developed to improve accessibility and connectivity among the West Hollywood communities.

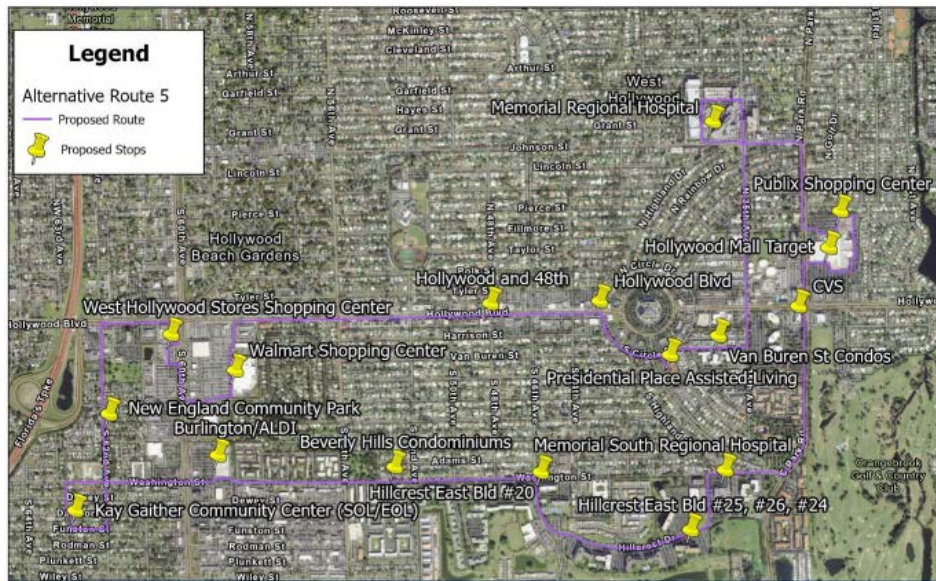
### *Fixed-Route Community Shuttle*

The first plan was to provide a fixed-route community shuttle service in the project area. With the existing BCT bus stops taken into consideration, five alternative routes were proposed, and the route that showed the greatest potential to satisfy the BCT Community Shuttle



Program requirements while maximizing accessibility and mobility for the community was selected. For this route, 17 stops were identified to provide connections between densely populated and transit-dependent residential areas with commercial centers, civic necessities, and medical services, as demonstrated in Figure 1.2.

**Figure 1.2 Recommended Community Shuttle Route**

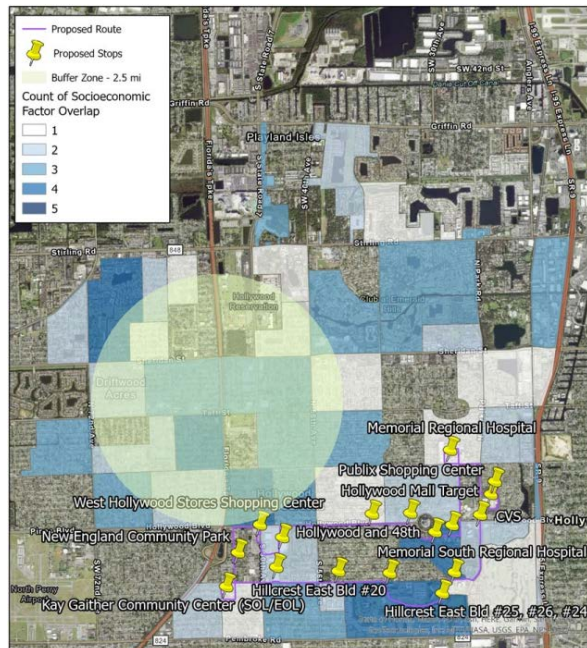


Source: Kimely Horn Report

### *Fixed-Route Community Shuttle with Microtransit Service*

The second plan was to provide a fixed-route community shuttle supplemented by a micromobility buffer zone. Two microtransit service zones were evaluated for implementation alongside the recommended fixed-route shuttle service. Based on census blocks' transit propensity levels, the most effective microtransit service area was determined as the 2.5-mile service zone placed in the northwest region of the coverage area to fill in the gaps not supported by the fixed-route shuttle in the dense central-south locations. Figure 1.3 shows the specific location of this service zone.

**Figure 1.3 Proposed Microtransit Service Zone with the Recommended Community Shuttle Route**



Source: Kimely Horn Report

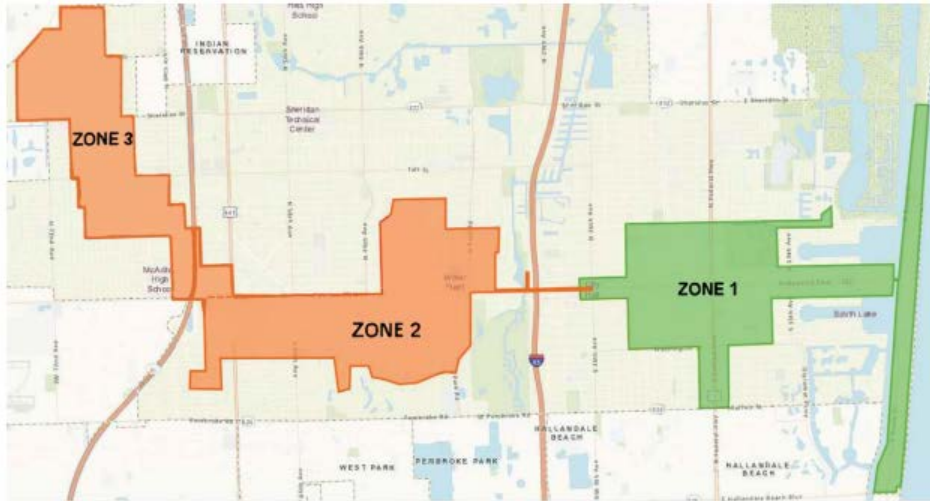
### On-Demand Microtransit Service

Prior to the study, a pilot test for on-demand microtransit was performed in West Hollywood from March 27, 2023 to May 31, 2023 in partnership with the rideshare service Circuit. Throughout the pilot test, 169 rides were completed by 186 passengers, with an average wait time of 12 minutes and an average driver rating of five stars. Most rides occurred between 2:00 pm and 4:00 pm, with Friday being the busiest day, followed by Thursday. The primary users of this service were residents aged 64 and above, as well as young adults between the age of 18 and 22.

During the study period, the City of Hollywood operated a microtransit service in the East Hollywood zone (Zone 1 in Figure 1.4). Starting September 1, 2023, the city planned to expand the service to cover Zones 2 and 3, with Zone 3 operating under a six-month pilot test. Given the existing and proposed microtransit services, the third plan suggested providing on-demand microtransit services only to serve as extensions of the existing microtransit zones.

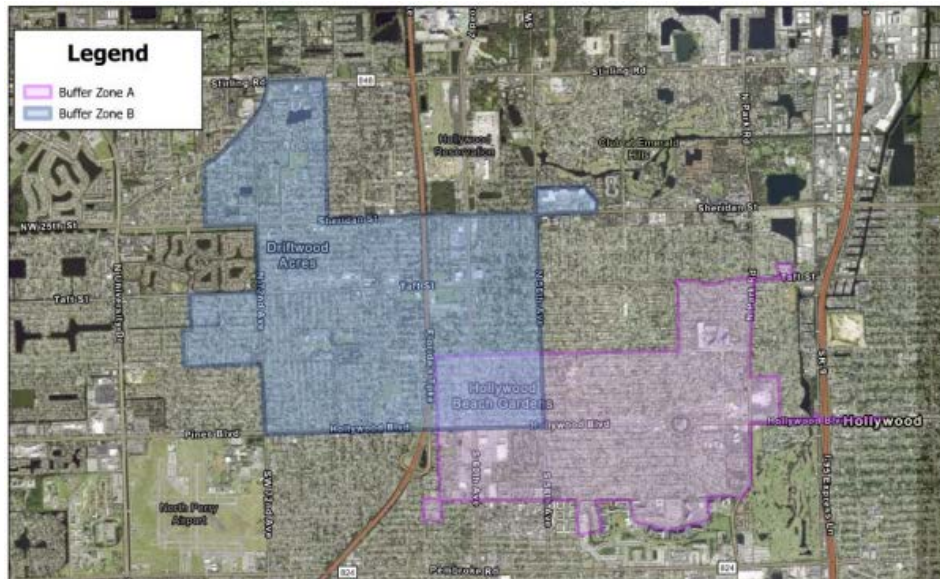


**Figure 1.4 Microtransit Service Zones Proposed by the City**



Source: Kimely Horn Report

Two coverage options were proposed and the number of total daily trips served by microtransit were estimated if either option were to be implemented. Detailed coverage areas of both zones are shown in Figure 1.5. Overall, Option A was recommended for implementation because it covers a balanced mix of residential and commercial areas in the central part of the western Hollywood and is more efficient, capturing more trips per square mile than Option B.

**Figure 1.5 Proposed Microtransit Service Zone Options**

Source: Kimely Horn Report

#### 1.4 Updates on Prior Study

After the completion of this project, the City of Hollywood expanded the microtransit service to better accommodate the western area of the city. Starting on September 1, 2023, the service was extended from the East Hollywood zone to include the newly established West Hollywood zone. This zone was created by merging the two initially proposed expansion areas (**Zone 2 and Zone 3 in Figure 1.5**), incorporating adjustments based on feedback from the commissioner and transit users during the pilot phase.

After the project, the City of Hollywood also secured funding from BCT to operate four community shuttle routes that were scheduled to begin service in Fall 2024. Because the City needed to submit new shuttle routes to BCT for funding consideration before the study's completion to meet the submission deadline, the alternative route, recommended by the study, was not submitted in time for review. Instead, the Southwest loop got reviewed, modified, and approved by BCT for implementation. The approved route has an estimated cycle time of 54 minutes.

Given the differences between the microtransit and community shuttle services originally proposed in the study and those actually implemented, a performance evaluation of the newly deployed transit services in both the East and West Hollywood zones is necessary. To gain a better understanding of public attitudes towards these services, additional input could be gathered by distributing new on-board, in-person, and web-based surveys after service implementation.

## 2.0 Community Engagement

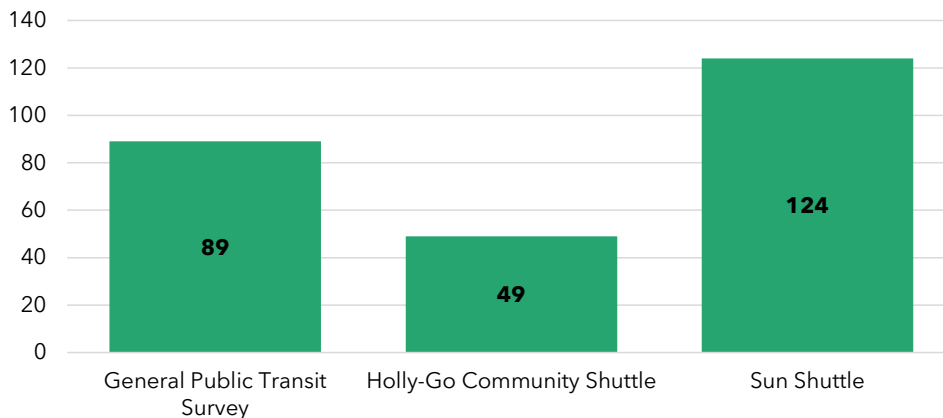
### 2.1 Survey Methodology

Community engagement surveys were designed to evaluate public perceptions of the transit systems in the City of Hollywood, Florida. The primary objective of these surveys was to collect detailed feedback from residents, and transit riders about their experiences with the Holly-Go Community Shuttle and the Sun Shuttle. Additionally, a General Transportation Survey was created to gather insights from individuals who are not using local transit services.

Project flyers with a quick response (QR) code to the surveys were created to promote community engagement surveys throughout the transit system. The flyers were posted on transit buses, social media and on the City of Hollywood's website. Physical copies of the surveys were made available on transit vehicles, and at some public events. The online surveys were hosted through the online survey platform Survey Monkey. A Spanish version of the online and physical surveys was created to ensure engagement from diverse demographics.

The survey period ran from November 1, 2024, to January 31, 2025, and 262 responses were collected across the three surveys. Figure 2.1 shows the total number of responses per survey. The Holly-Go Community Shuttle was launched less than one month before the start of the data collection, and its ridership continues to grow. The Sun Shuttle, the primary public transportation system in Hollywood, has the highest ridership among the local transit options.

**Figure 2.1 Total Responses Per Survey**



## 2.2 Survey Results

### General Public Transit Survey

The General Transportation Survey aims to understand why residents and stakeholders choose not to utilize the Holly-Go Community Shuttle or the Sun Shuttle. To reach the non-rider demographic, the survey was marketed through the City of Hollywood's website and social media. The survey had 89 respondents, and a completion rate of 71.

### Demographics

The demographics of the survey respondents who took the City of Hollywood General Transportation Survey are shown in Figure 2.2:

- **Gender:** 57% of the survey respondents identified as female, while 43% identified as male. In comparison, the City of Hollywood's residents are 49% female and 51% male.
- **Age:** The survey did not have any representation from residents aged 20 or below. Most respondents were between 30 and 39, accounting for 30% of the respondents. The Census data for the City of Hollywood reveals that 25% of the residents are over 60 years old, which makes up 24% of the respondents of the General Transportation Survey.
- **Race and Ethnicity:** The racial demographics of the survey respondents were broken down by white alone and non-white. Most of the respondents were non-white, which accounted for 55% of the respondents. The White-alone demographic was comparable to the City of Hollywood demographic, which is 45%.

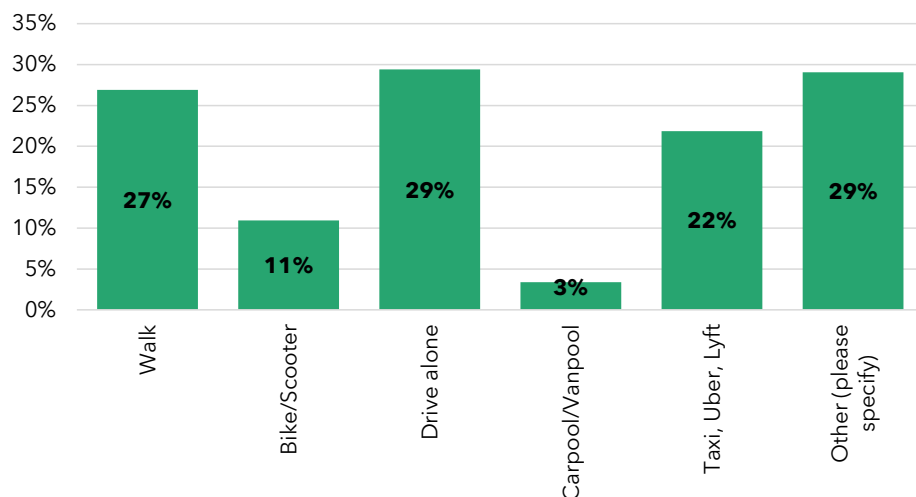
**Figure 2.2 General Transportation Survey Respondent Demographics**

### Local Public Transportation Awareness

The survey included several questions to understand the travel methods and awareness of local public transportation options of residents who choose not to take public transportation in Hollywood, Florida.

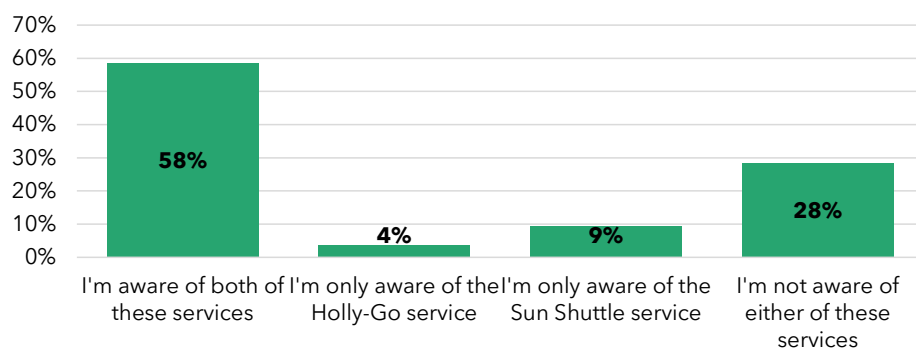
The preferred method of travel of residents is to drive alone (29%), to use other transportation options like rideshare (29%), or to walk (27%), which is shown in Figure 2.3. The other transportation options consist of taking the Ride Circuit.

**Figure 2.3 How do you currently travel within the City of Hollywood?  
(check all that apply)**

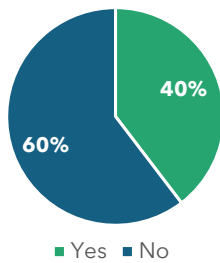


The survey revealed that residents are unaware of the local public transportation options like the Sun Shuttle and the Holly-Go Community Shuttle. 58% of respondents are unaware of the local public transportation options in Hollywood, Florida, as shown in Figure 2.4. Furthermore, 60% of respondents are unaware of Holly-Go Community Shuttle Routes, and 67% of respondents do not know where to board the shuttle (Figure 2.5 and Figure 2.6). The responses are similar for the Sun Shuttle. 49% of respondents do not know how to reserve a ride, and 53% are unaware of the service area of the Sun Shuttle (Figure 2.7 and Figure 2.8).

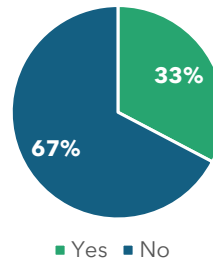
**Figure 2.4 Are you aware that there are local transit options (Holly-Go a free fixed-route shuttle bus and Sun Shuttle an app based, on-demand shuttle) within the City of Hollywood, FL?**



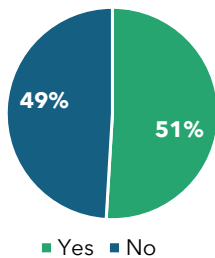
**Figure 2.5 Are you aware of the Holly-Go Community Shuttle routes?**



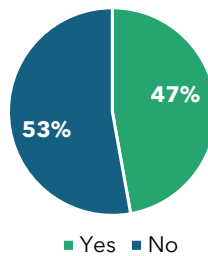
**Figure 2.6 Do you know where to board the Holly-Go Community Shuttle?**



**Figure 2.7 Do you know how to reserve a ride for the Sun Shuttle?**



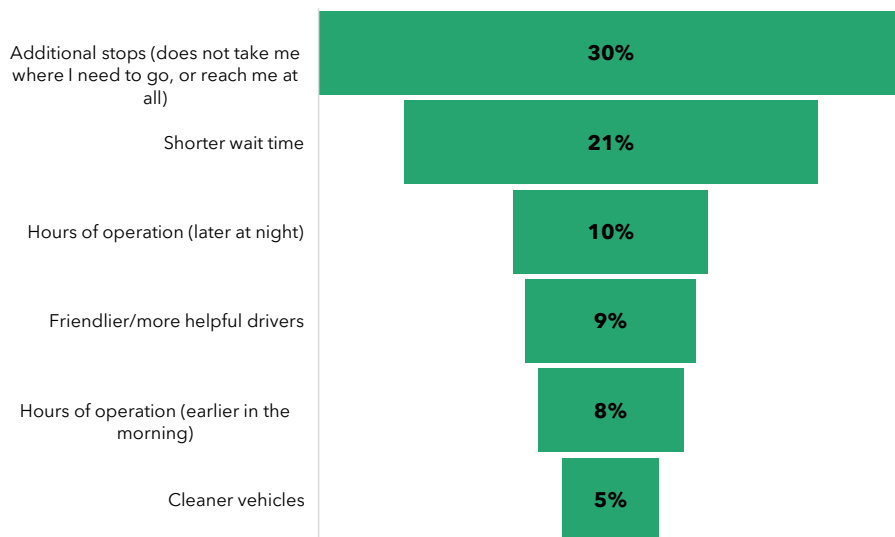
**Figure 2.8 Are you aware of the places that the Sun Shuttle goes?**



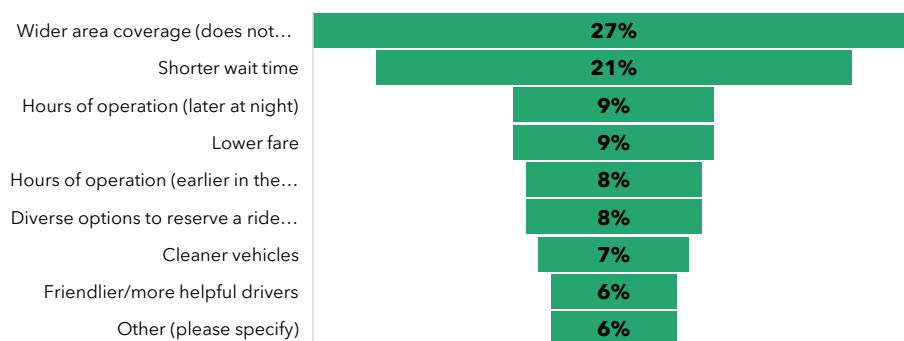
### Factors to Increase Ridership

However, the respondents indicated factors that could contribute to them utilizing the Sun Shuttle and the Holly-Go Community Shuttle, as shown in Figure 2.9 and Figure 2.10. Both charts reveal that the primary factors that would increase ridership for the Sun Shuttle and the Holly-Go Community Shuttle are expansion of the coverage area to include additional stops, decreasing the wait time for riders, and hours of operation.

**Figure 2.9 Factors to Increase Non-Rider Utilization of the Holly-Go Community Shuttle**



**Figure 2.10 Factors to Increase Non-Rider Utilization of the Sun Shuttle**





### Holly-Go Community Shuttle Survey

The Holly-Go Community Shuttle (Community Shuttle) is a free fixed-route transit service that was launched in November of 2024. The service was designed to take riders to hot spots in Hollywood and to make connections to other transit services like Broward County Transit (BCT), Sun Shuttle, Tri-Rail, etc. Moreover, a feedback survey was conducted to collect rider feedback to improve the routes, and connections and to increase accessibility. The survey was promoted on the shuttles, and bus operators had physical copies available for riders. The 49 riders completed the survey and the completion rate was 70%.

### Demographics

The demographics of the survey respondents who took the Holly-Go Community Shuttle survey are shown in Figure 2.11:

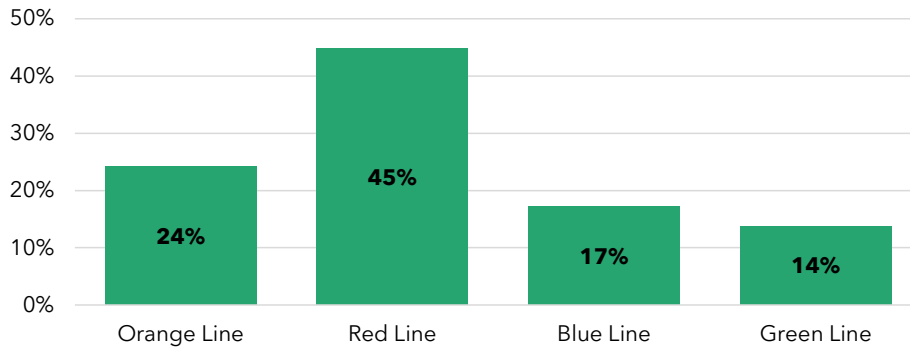
- **Race and Ethnicity:** 48% of survey respondents identify as White alone, which is comparable to the City of Hollywood residents. 52% of respondents identify as non-white, which is 14% higher than the City of Hollywood's non-white population.
- **Income:** 62% of survey respondents income is between \$15,000 to \$74,999, which is also the highest income demographic (46%) for the City of Hollywood.
- **Age:** 30% of the survey respondents are between the ages of 30-39 and 50-59. The 30-39 age demographic is 15% higher than the City of Hollywood, and the 50-59 age demographic is 17% higher than the City of Hollywood population.
- **Gender:** 55% of survey respondents identify as female, and 45% of survey respondents identify as male. 51% of the City of Hollywood residents are male.
- **Preferred Language:** 38% of survey respondents preferred language is English, followed by Spanish (31%), and Other Indo-European Languages (17%). The majority of the City of Hollywood residents speak English (49%), Spanish (33%), and Other Indo-European Languages (14%).

**Figure 2.11 Holly-Go Community Shuttle Survey Respondent Demographics**

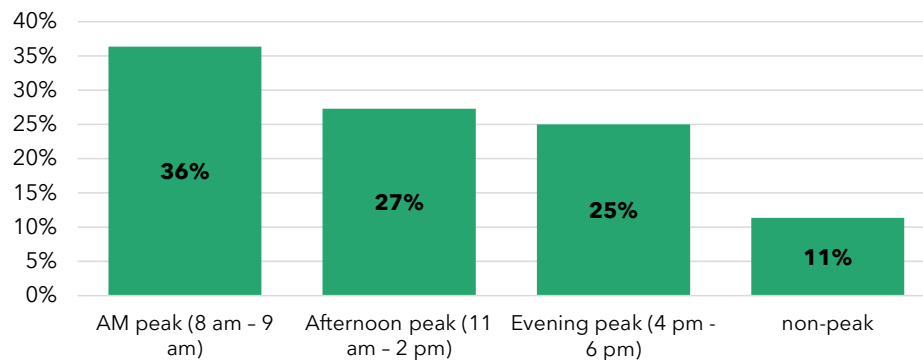


## Route Utilization

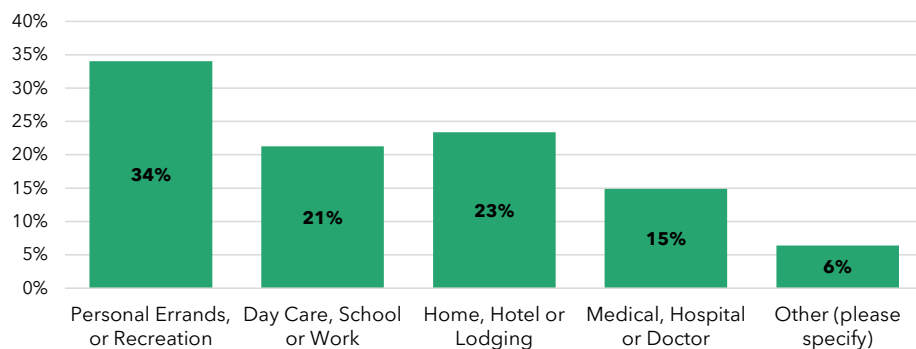
The survey response rate correlates with the hours of operation for the Holly-Go routes shown in Figure 2.12. The Red Line operates longer than the other routes and has the highest response rate (45%) in comparison to the other routes. Specifically, during the peak season the Red Line is operational from 8 am to 8 pm during weekends, and non-peak weekdays from 8 am to 6 pm and weekends from 8 am to 7 pm. 24% of respondents utilize the Orange Line, which is operational during the weekdays from 8 am to 5 pm, and on weekends from 9 am to 5 pm. The Blue (17%) and the Green (14%) Lines have similar hours of operation from 9 am to 5 pm daily.

**Figure 2.12 Which route do you utilize most?**

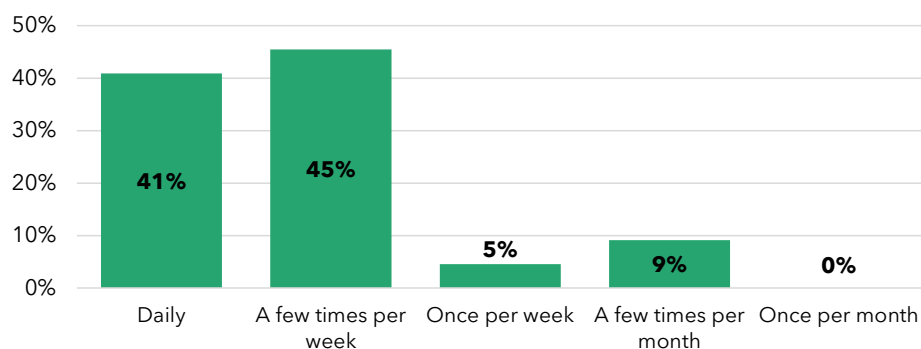
The respondents indicated the time that they usually take the Community Shuttle, as shown in Figure 2.13. 36% of the respondents stated that they take the Sun Shuttle during the AM Peak from 8 to 9 am, and 27% stated that they take the Sun Shuttle from 11 am to 2 pm.

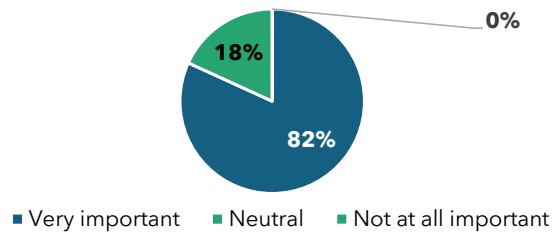
**Figure 2.13 What time do you usually take this service? (check all that apply)**

Additionally, the survey revealed that respondents depend on the Community Shuttle to take them to conduct personal errands (34%), home, lodging, or hotel (23%), and to work, school, or to drop their child off at daycare (21%), which are shown in Figure 2.14.

**Figure 2.14 What type of place are you traveling to? (check all that apply)**

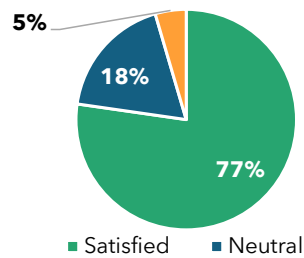
The Community Shuttle is an important resource that connects riders to job centers, schools, and popular attractions within Hollywood. 45% of survey respondents indicated that they utilize the services a few times per week, and 41% of respondents indicated that they take the service daily shown in Figure 2.15. Furthermore, 82% of survey respondents indicated that the service is “Very Important” to them (shown in Figure 2.16).

**Figure 2.15 How often do you use this service?**

**Figure 2.16 How important is this service to you?**

### Service Satisfaction

77% of survey respondents stated that they are satisfied with the Holly-Go Community Shuttle (Figure 2.17). 18% stated that they were neutral, and 5% indicated that they were dissatisfied. To further understand their experience with the service, the survey inquired about the comfort and cleanliness of the buses and transit stops (Table 2.1). Cleanliness of seats (71%), Comfort of bus seats (76%), friendliness of drivers (70%), cleanliness of bus stops (60%), safety of transit stops (71%), comfort of seating at the bus stops (65%), and safety of the bus stop waiting areas (47%) all have excellent ratings.

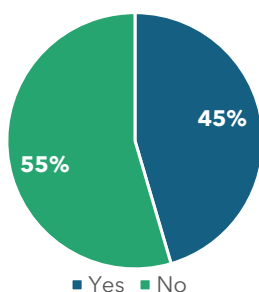
**Figure 2.17 How satisfied are you with this service?****Table 2.1 Rate the Comfort and Cleanliness of the Service and Transit Stops**

	1 (Unsatisfactory)	2	3 (Neutral)	4	5 (Excellent)
Cleanliness of Bus Seats	14%	0%	5%	10%	71%
Comfort of Bus Seats	10%	0%	14%	0%	76%
Friendliness of Driver	10%	0%	10%	10%	70%
Cleanliness of Bus Stops	5%	0%	10%	25%	60%
Safety of Bus Stop	5%	0%	10%	20%	71%
Comfort of Seating at Bus Stops	20%	0%	10%	10%	65%
Comfort Bus Stop Waiting Area	15%	0%	46%	23%	47%

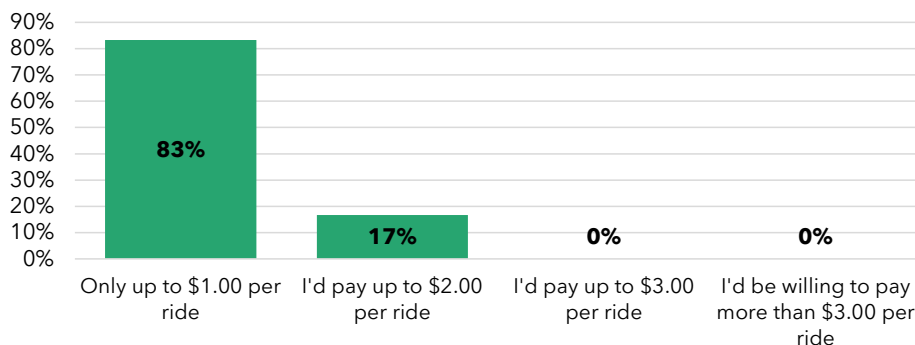
## Fare Charge

55% of survey respondents stated that they would still use the service if there was a fare charge, as shown in Figure 2.18. Furthermore, Figure 2.19 reveals that 83% of riders would be interested in paying up to \$1.00 for the service.

**Figure 2.18 Would you still use the service if there was a fare charge?**



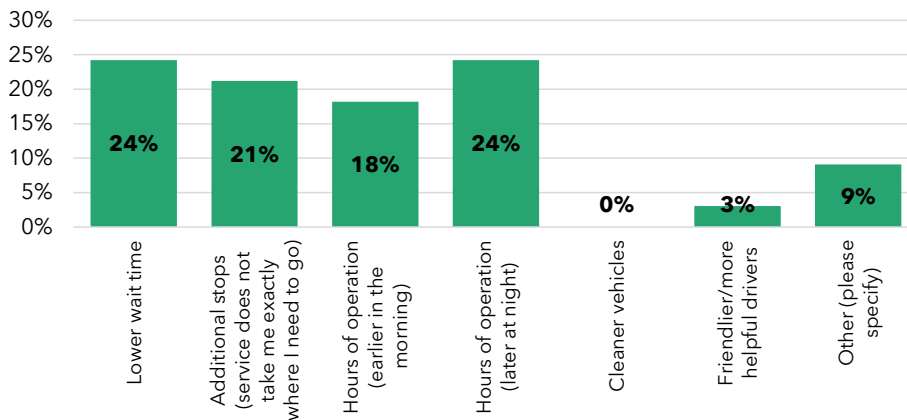
**Figure 2.19 What are you willing to pay for the fixed route service?**



## Factors to Increase Ridership

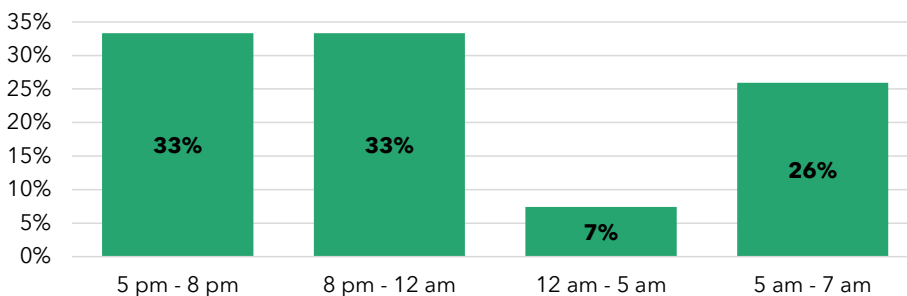
In Figure 2.20, the respondents identified that hours of operation (later at night) (24%), lower wait time (24%), and additional stops (service does not take me exactly where I need to go) (21%) are the top factors to increase their usage of the system.

**Figure 2.20 What is the most important factor that would lead you to use the service more, or be more satisfied (select all that may apply)?**

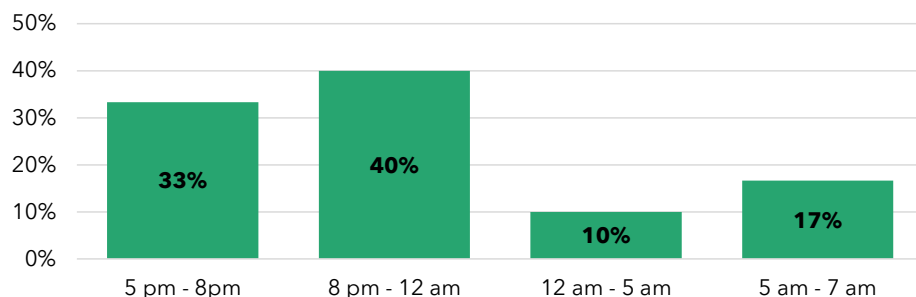


Additionally, 42% of riders indicated that extending the hours to earlier in the morning or later at night would benefit them. Furthermore, Figure 2.21 and Figure 2.22 state the specific weekday and weekend hours that the riders would take the Community Shuttle if it was available. 66% of respondents stated that they would like to have the service extended to at least 8 pm weekdays. About a quarter (26%) of respondents stated that they would like the service to start at 5 a.m. on weekends. As for weekends, 73% of respondents would like the service extended to 8 pm.

**Figure 2.21 Which times during the weekday would you like to use the service that is not available now? (check all that apply)**



**Figure 2.22 Which times during the weekend would you like to use the service that is not available now? (check all that apply)**



### Sun Shuttle Survey

The Sun Shuttle is an on-demand, electric shuttle service that operates independently in two zones (Zone 1 - East, and Zone 2 - West), which connects riders to Downtown Hollywood, Hollywood Beach, and Federal Highway. Riders download the Ride Circuit App to book the shuttle at \$2.00 per ride.

A feedback survey was conducted to collect rider feedback to improve the on-demand service and assess average wait times, and usability of the Rider Circuit App. The survey was promoted on the shuttles, and bus operators had physical copies available for riders. 124 riders completed the survey, and it had a 69% completion rate.

### Demographics

The demographics of the survey respondents who took the Holly-Go Community Shuttle survey are shown in Figure 2.23:

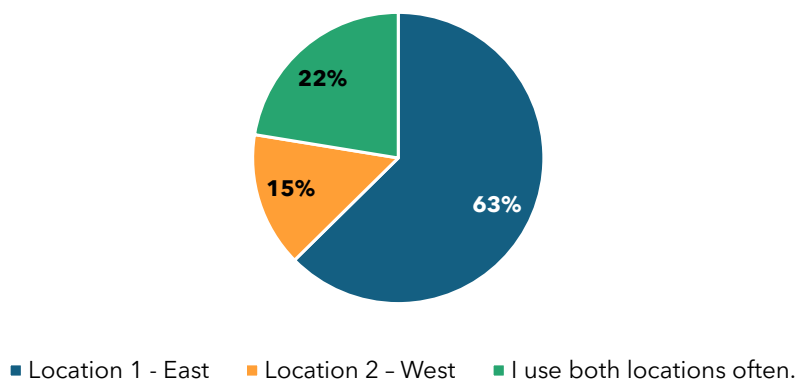
- **Race and Ethnicity:** 50% of the survey respondents were White, which is comparable to the City of Hollywood's White population (46%). The non-White rider demographic is 12% higher than Hollywood's non-White population.
- **Income:** 43% of survey respondents' income ranges between \$15,000 to \$74,999, which is 3% lower than the City of Hollywood's average. 10% of survey respondents have an income lower than \$15,000.
- **Age:** 20% of survey respondents are between the ages of 40 to 49 years old.
- **Gender:** 58% of survey respondents are female, while the City of Hollywood female average is 49%.
- **Preferred Language:** 85% of survey respondents speak English, while 12% speak Spanish.



**Figure 2.23 Sun Shuttle Survey Demographics**

## Route Utilization

The East Zone operates longer than the West Zone, and has the highest ridership response rate, as shown in Figure 2.24. The East Zone operates weekdays from 10 am to 9 pm, and weekends from 10 am to 10 pm. The West Zone operates weekdays from 7 am to 6 pm and weekends from 11 am to 7 pm. 22% of riders shared that utilize both zones of the Sun Shuttle.

**Figure 2.24 Which Sun Shuttle locations do you use most often?**

The respondents indicated the time of day that they usually take the Sun Shuttle, as shown in Figure 2.25. 37% of survey respondents stated that they take the service during evening peak (3 pm – 6 pm), and 35% take the service midday (11 am to 2 pm).

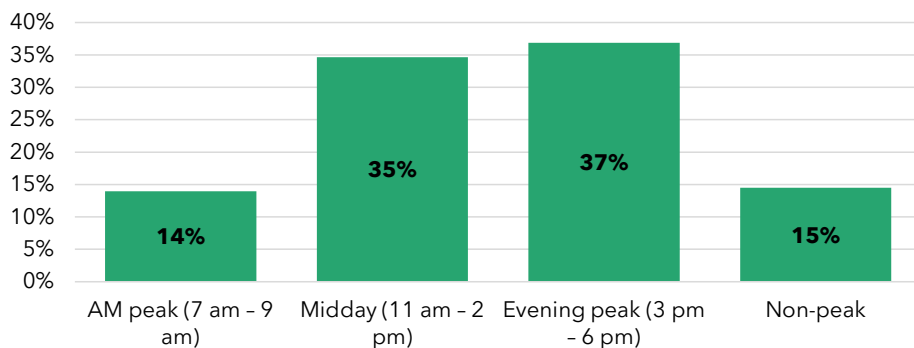
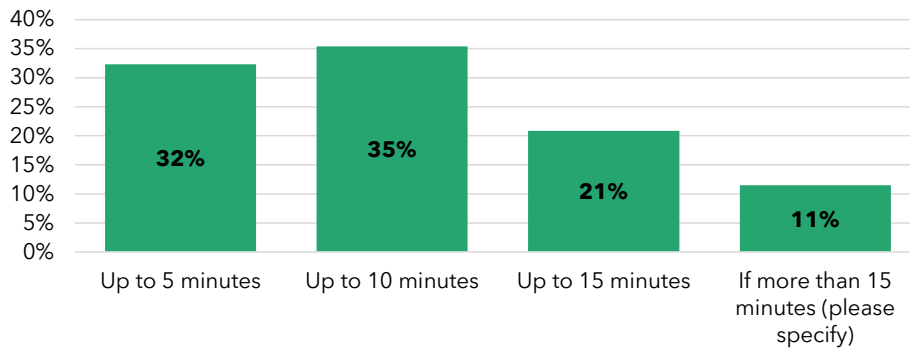
**Figure 2.25 What time do you usually take this service?**

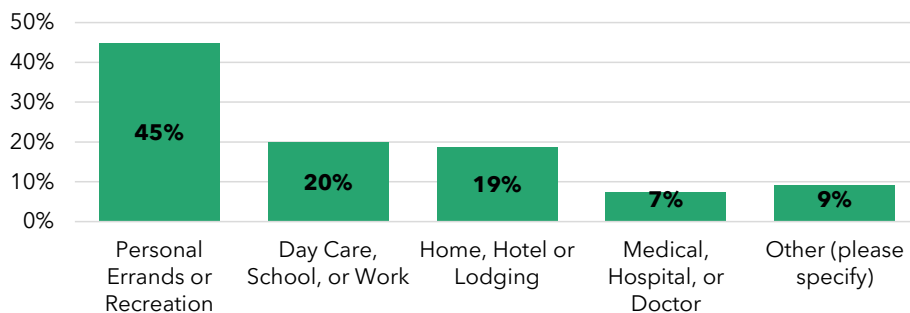
Figure 2.26 shows the length of time that riders are waiting between requesting and boarding the shuttle. 35% of riders wait up to ten (10) minutes between requesting and boarding the shuttle. However, about 31% of riders wait longer than fifteen (15) minutes between requesting and boarding the shuttle.

**Figure 2.26 How long did you wait between requesting the ride and boarding?**

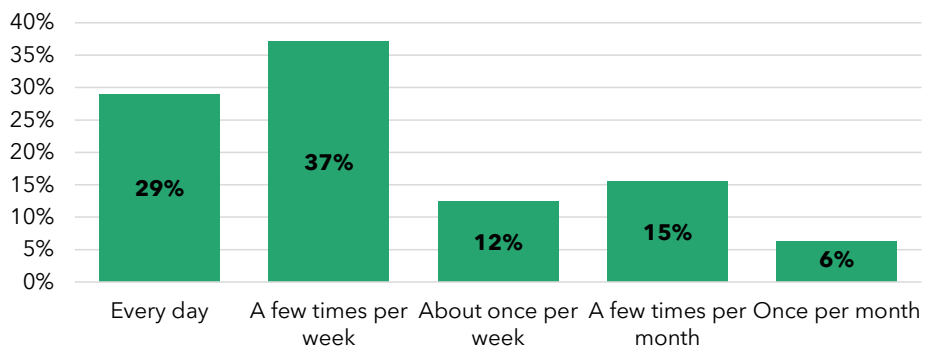
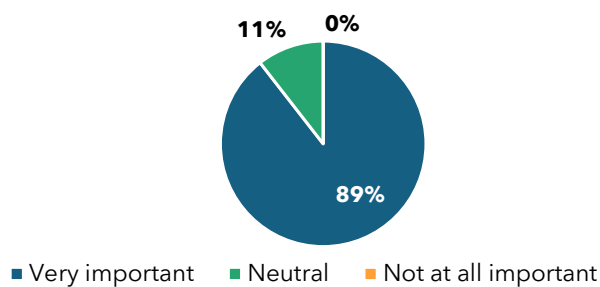


The survey revealed that riders depend on the Sun Shuttle to take them to conduct personal errands (45%), Day Care, School or Work (20%), and Home, Hotel, or Lodging (19%), which are shown in Figure 2.27.

**Figure 2.27 What type of place do you travel to with this service?**



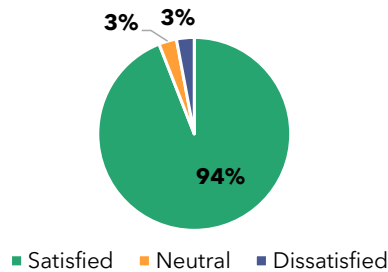
The Sun Shuttle is an important resource that connects riders to leisure activities, job centers, schools, lodging, and popular local attractions. 37% of survey respondents indicated that they take the Sun Shuttle a few times per week, and 29% of riders take the service daily, as shown in Figure 2.28. Furthermore, 89% of riders indicated that the service is "Very Important" to them (shown in Figure 2.29).

**Figure 2.28 How often do you use this service?****Figure 2.29 How important is this service to you?**

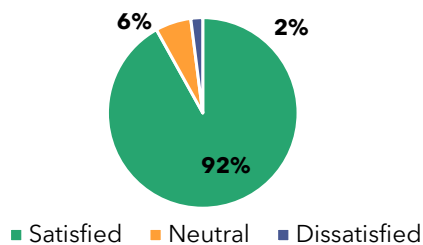
### Service Satisfaction

92% of riders stated that they were satisfied with the Sun Shuttle (Figure 2.31). 6% stated that they were neutral, and 2% indicated that they were dissatisfied. To further understand their rider experience, the survey inquired about the Ride Circuit app, which is used to book the service. As shown in Figure 2.30, 94% of riders are satisfied with the app.

**Figure 2.30 How would you rate your experience using the "Ride Circuit" app?**



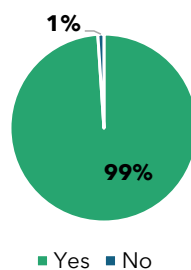
**Figure 2.31 How satisfied are you with the Sun Shuttle service?**

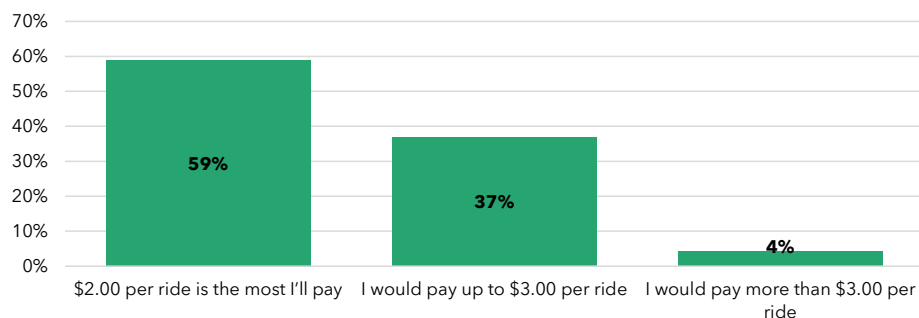


### Fare Charge

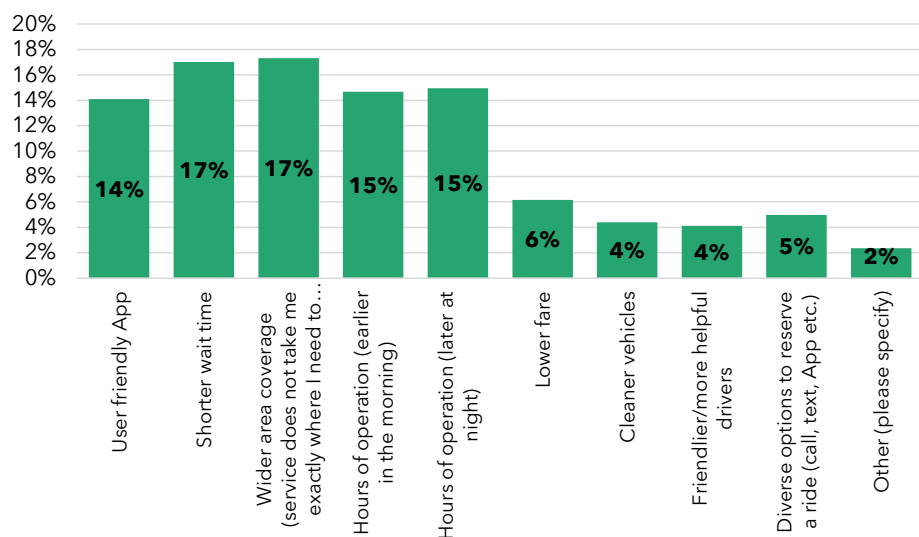
99% of survey respondents believe the \$2.00 fair for the Sun Shuttle is a good value for the trip (Figure 2.32). Furthermore, 59% of riders stated that \$2.00 is the most that they are willing to pay for the service. However, 41% of riders are willing to pay \$3.00 or more for the service, as shown in Figure 2.33.

**Figure 2.32 Do you perceive a good value for the cost of this trip?**



**Figure 2.33 What are you willing to pay for the Sun Shuttle?****Factors to Increase Ridership**

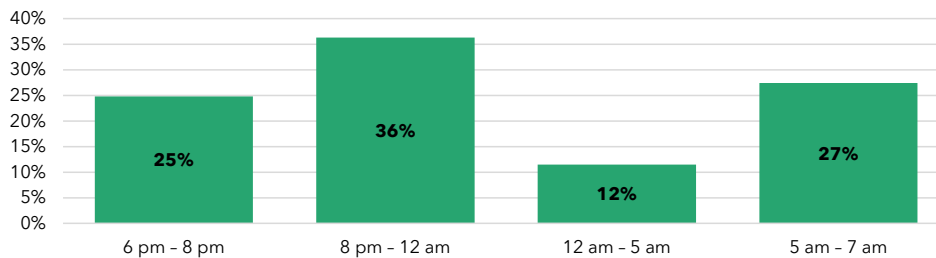
In Figure 2.34, the respondents identified that shorter wait times (17%), extending the coverage area (17%), and extending the hours of operation to earlier in the morning (15%) and later in the evening (15%) would increase utilization and satisfaction with the service.

**Figure 2.34 What are the most important factors that would lead you to use the service more or to be more satisfied?**

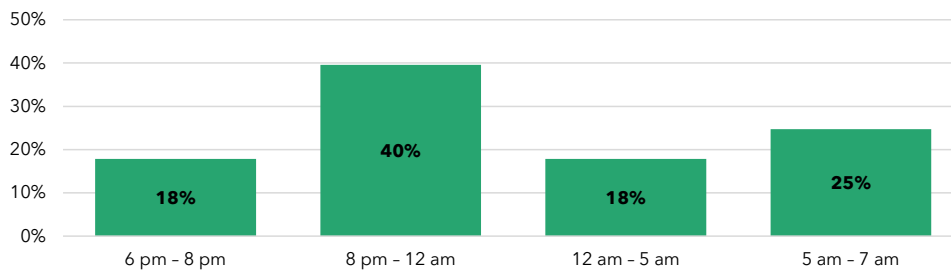
Additionally, 30% of riders indicated that extending the hours to earlier in the morning or later at night would benefit them. Furthermore, Figure 2.35 and Figure 2.36 state the specific weekday and weekend hours that the riders would take the service if it was available. 61% of

respondents stated that they would like to have the service extended to at least 8 pm weekdays. 27% of respondents stated that they would like the service to start at 5 a.m. on weekdays. As for weekends, 58% of respondents would like the service extended to 8 pm, and a quarter (25%) of riders would like to have service start at 5 am.

**Figure 2.35 Which times during the weekday would you like to use the service that is not available now?**



**Figure 2.36 Which times during the weekday would you like to use the service that is not available now?**



## 2.3 Conclusion

The Community Engagement Surveys provided insights into improving the Sun Shuttle, and Holly-Go Community Shuttle. Overall, the riders of both services were extremely well-satisfied. Both services show to be important and good value for City of Hollywood residents and visitors who use them. However, there is a general lack of awareness among residents in the City of Hollywood about both services. The services see heavy recurring use - the same cohort of well-established riders make up a vast majority of trips served.

Some of the demographics are striking - such as the level of English as a language preference as low as 38 percent on the Holly-Go, while Spanish preference made up 30 percent of respondents. Also, in the General Public Transportation survey, only 29 percent of responses from the question asking how people travel within the City indicated "drive alone" - with walking at 22 percent and taxi/Uber/Lyft at 22 percent. The people of City of Hollywood are in a good position to receive transit as very useful, and those who use transit

service are pleased, but challenges remain in reaching all people, making the services accessible, and effectively promoting the services so everyone is aware of how and when to use them. More concrete 'next steps' for improvement are discussed in Section 6.0 Next Steps.

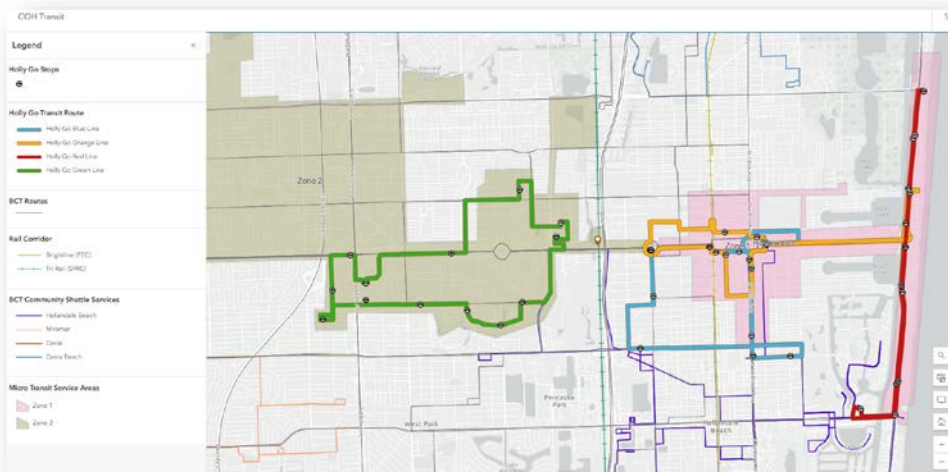


## 3.0 GIS Inventory and Assessments

### 3.1 GIS Inventory

Across the plan efforts, shapefiles and other data was collected to create a GIS inventory. This standard practice of identifying all relevant GIS data helps with all future analysis efforts. The basic GIS information for the City's transit services was displayed on a single hosted [GIS Online Map](#). A screenshot of that map is shown in Figure 3.1

**Figure 3.1 GIS Online Map**



A list of the GIS data compiled during the Plan efforts is shown in Table 3.1.

**Table 3.1 GIS Data Inventory Table**

Data Name	Geometry Type	Received or Created	Shapefile File Name
City of Hollywood Boundary	Polygon	Received	Hollywood City Boundary
Holly-Go Stops	Point	Received	Holly-Go Stops
Holly-Go Routes	Polyline	Received	Holly-Go Routes
BCT Stops	Point	Received	BCT Stops
BCT Routes	Polyline	Received	BCT Routes
Broward County Community Shuttle Services	Polyline	Received	BCT Community Shuttle services
Sun Shuttle Service Zones	Polygon	Received	Sun Shuttle Zones

Data Name	Geometry Type	Received or Created	Shapefile File Name
Survey Results: Residence Zip Codes	Polygon	Created	ZIP_Residence
Survey Results: Workplace Zip Codes	Polygon	Created	ZIP_Workplace
Top Ten Pick-up/Drop-off Locations	Point	Created	Top Pick-Up Drop-off Locations Sun Shuttle
SFRC Railway	Polyline	Received	FEC Rail

### 3.2 Bus Stop Assessment

One planning effort as part of this Plan was an assessment of Holly-Go bus stops, with the primary goal to ensuring adherence to ADA and accessibility guidance. The effort extended to counting all the relevant amenities at each bus stop to create an inventory for future use.

#### *Holly-Go Fixed Route Service*

The Holly-Go service enhances existing public transportation services in Hollywood, extending access to more travelers within and to the city. The service began in November 2024. There are four routes in service and each route has a designated schedule with specific bus stops. Some of these stops are preexisting Broward County Transit (BCT) stops, and some are new, built specifically for the Holly-Go service. There are a couple of stops planned but not yet in service. Each of these stops has a certain level of amenities, and some are missing some key bus top staple amenities. This assessment illustrates an inventory of the bus stops and amenities available. The stops were also reviewed for the availability of amenities required by ADA.

**Table 3.2 Holly-Go Community Shuttle Routes**

Route	Number of Stops	Note
Red Line	13	Shares one stop with orange route.
Orange Line	11	Shares two stops with blue route, one stop with red route.
Blue Line	13	Shares two stops with orange route.
Green Line	15	-

#### **Red Line (The A1A Loop)**

Red line operates between the Walmart Super Center on East Hallandale Boulevard and Hollywood North Beach Park on A1A with 13 stops. Two vehicles are operated 7 days per week with seasonal hours of operation.

### **Orange Line (The East Central Loop - BCT Route 766)**

Orange line operates between City Hall/Central Library and the Margaritaville Beach Resort with 11 stops. One vehicle is operated between Monday through Friday between 8 am and 5 pm and between 9 am and 5 pm on weekends.

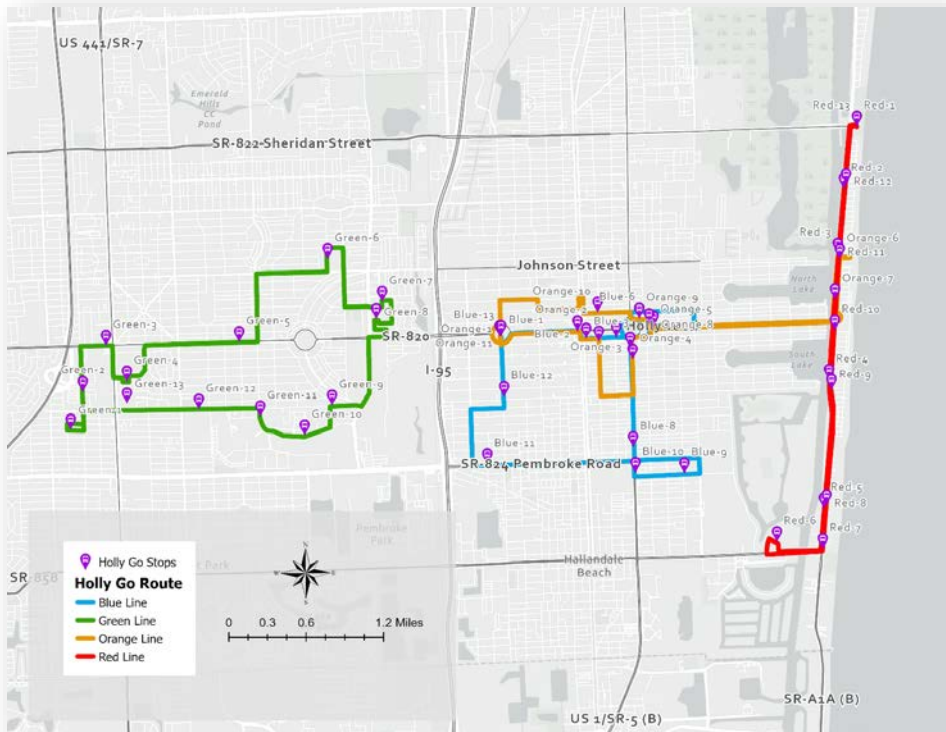
### **Blue Line (The Southeast Loop)**

Blue line operates between City Hall/Central Library, Young Circle, and Pembroke Road with 13 stops. One vehicle is operated 7 days per week between 9 am and 5 pm.

### **Green Line (The Southwest Loop)**

Green line operates between the Kay Gaither Community Center and Memorial Regional Hospital North and South with 15 stops. One vehicle is operated 7 days per week between 9 am and 5 pm.

A map of all four routes and their associated bus stops is shown below in Figure 3.2.

**Figure 3.2 Holly-Go Bus Routes and Stop Locations**

### About the Assessment

#### Method

All bus stops were evaluated for the presence of specific amenities. Most stops were assessed visually using Google Street View, utilizing 2024 or latest available imagery. When images from 2023 or more recent were unavailable, field assessments were conducted to validate the bus stop conditions. An example of Google Street View as a source of information on a bus stop can be seen in Figure 3.3.

**Figure 3.3 Google Street View of Bus Stop Example**



Source: Google Maps Street View, November 2024. Green Line Stop 10; Hillcrest East (4200 Hillcrest Drive).

The evaluation included the availability of the following staple amenities:

- benches,
- bike racks,
- shelters, and
- trash receptacles.

Lighting conditions were assessed based on the presence of streetlights or other nearby light sources. Additionally, the bus stops were examined for the presence of a designated concrete platform and their connectivity to adjacent sidewalks. Sidewalk pavement conditions were reviewed to determine their accessibility – scored lower if the pavement quality or roughness might present challenges for older riders/pedestrians or wheelchair users. Nearby vegetation and landscaping were assessed from two perspectives. First, to identify any potential obstructions to bus stop usage, such as overgrown grass or other encroachments. Second, well-maintained landscaping was documented as a positive feature contributing to the overall usability and aesthetics of the bus stop. The presence of nearby crosswalks and any other relevant safety observations were also documented.

### *General Amenities*

#### **National Practices:**

Transit agencies and municipalities have their own guidelines on how to provide bus-stop amenities. Piedmont Authority for Regional Transportation (PART), in North Carolina, installs

amenities based on the number of passenger boardings at bus stops and Park & Ride lots along the route. These amenities include, but are not limited to, the following: seating, benches, shelters, canopies, informational signs, maps and schedules, digital and electronic signs, escalators and waste receptacles.<sup>2</sup> The Calvert-St Mary's Metropolitan Planning Organization (C-SMMPO), in California, provides stop amenities based on the type of stops (basic, enhanced, transit center etc.), number of boardings, service time, etc. For example, lighting is recommended for evening services, shelter is recommended for 25+ boardings per day, system maps and schedules are contingent on shelter.<sup>3</sup> Berkeley-Charleston-Dorchester Council of Governments (BCDCOG), in South Carolina, publishes transit and bus stop design guidelines. According to the guidelines, a bus stop may have amenities like landing pads (concrete platforms), signs, lighting, trash cans, real-time information, benches, shelters, bike racks, safety and security equipment, etc. Some of these are required, some are preferred, and some are optional based on the type of bus stop (standard stop, high activity stop, BRT station, transfer stop, transit center, etc.)<sup>4</sup>.

### Florida Practices:

A study<sup>5</sup> that took place in Alachua County, Florida showed that passengers value all of the amenities highlighted: shelters, benches, visual appeal, lighting, bike storage, and trash receptacles.

FDOT also published a design handbook<sup>6</sup> for bus passenger facilities in 2023. That handbook mentioned in detail each of these amenities as suggested components of bus stop design, stating their significance to passengers.

Broward MPO published a Complete Streets Guidelines document in 2012, with one chapter dedicated to transit accommodations (chapter 10)<sup>7</sup>. This document is a handy resource to refer to regarding appropriate design of transit stops.

**Commented [MJ1]:** BCT also has a document on BCT design - consider including/referencing

**Commented [KL2R1]:** I could not find a BCT document. I did find Broward MPO Complete Streets Guide which covers the topic.

### Holly-Go General Amenities

Amenities provided on the Holly-Go stops include, but not limited to, benches, bike rack, shelter, lighting, trash receptacle. All the stops were assessed based on the availability of each of these amenities. A score of 0 or 1 assigned for each of these amenities to each stop

<sup>2</sup> Piedmont Authority for Regional Transportation (PART), 2016. Accessed February 28, 2025, <https://www.partnc.org/DocumentCenter/View/308/PART-Bus-Stop-and-Shelter-Design-Manual-PDF>.

<sup>3</sup> Calvert-St Mary's Metropolitan Planning Organization (C-SMMPO). Accessed February 28, 2025, <https://calvert-stmarysmpo.com/DocumentCenter/View/337/--Tech-Memo-3--Bus-Stop-Guidelines-for-Passenger-Amenities-and-Improvements>.

<sup>4</sup> BCDCOG transit and bus stop design guidelines. Accessed February 28, 2025, <https://bcdcog.com/wp-content/uploads/2021/11/5.-Bus-Stop-Amenities.pdf>.

<sup>5</sup> [The Influence of Bus Stop Amenities on Riders' Willingness to Utilize Bus Transit: Gainesville, Florida's Regional Transit System \(RTS\) as a Case Study](#), 2018.

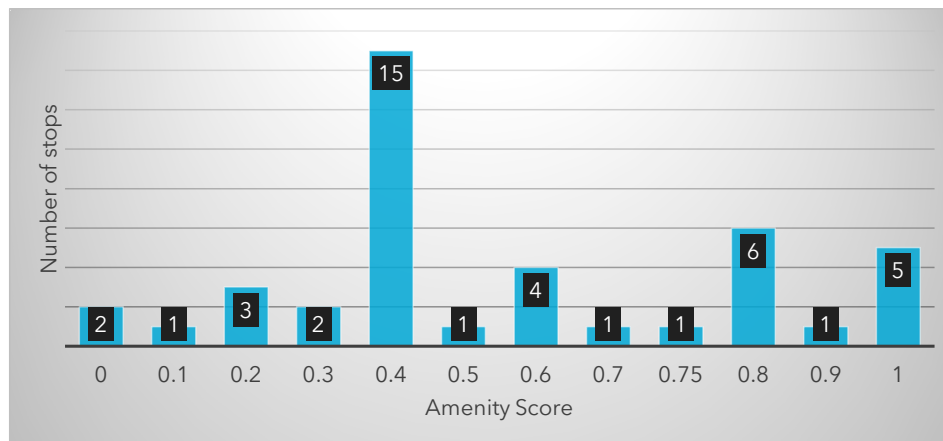
<sup>6</sup> [Accessing Transit: Design Handbook for Florida Bus Passenger Facilities](#), 2023.

<sup>7</sup> Broward MPO, 2012. *Broward Complete Streets Guidelines*. [Chapter 10: Transit Accommodations](#).

based on whether they are available. A score of 0.5 is assigned when said amenity is available nearby, but not on the stop itself. For lighting, good lighting received a score of 1, poor lighting received 0.5 and no lighting received 0. All these scores were then averaged equally for a final amenity score.

Figure 3.4 illustrates the distribution of amenity score for the bus stops. Most of the stops received an average amenity score of 0.4. Twelve stops were assessed with a score between 0.8 and 1. Two Green Route stops have none of the six listed amenities and hence received a score of 0. These findings were corroborated with the City of Hollywood Holly-Go Community Shuttle Survey conducted as part of the Plan effort from November 2024 through January 2025. The survey revealed that 35 percent of the respondents were moderately satisfied with the waiting area amenities, with only 47 percent of the respondents highly satisfied with the waiting area amenities.

**Figure 3.4 Holly-Go Bus Stop Amenity Score Distribution**



Tables showing the specific components of each bus stop's general amenity score, broken into each route, can be found in Appendix B.



**Figure 3.5 Red Route Bus Stop #2**



Example of bus stop with poor amenity score. The only available amenity is lighting and a bus stop sign.

**Figure 3.6 Orange Route Bus Stop #2**



Example of bus stop with moderate amenity score. The bus stop has a shelter and a bench. Light source is far away, and no other amenities are available.



**Figure 3.7 Red Route Bus Stop #7**

Example of bus stop with the highest amenity score. The bus stop has all six amenities available, including a solar powered light source just above the bus stop.

### *Accessibility and ADA Compliance*

Ensuring bus stops are both accessible and compliant with ADA regulatory guidance is highly important, allowing all passengers, including those with mobility challenges, to board and exit transit services safely. Any new or upgraded bus stops must meet the accessibility standards set by the Americans with Disabilities Act (ADA) of 1990 and the ADA Accessibility Guidelines (ADAAG).<sup>8,9</sup> Bus boarding and alighting areas must have a firm, stable surface. The bus stop also should connect to streets, sidewalks, or pedestrian paths via an accessible route that complies with ADA standards. Shelters should provide a clear floor space within and be connected by an accessible route to the boarding and alighting area. These are some key ADA requirements for bus stop accessibility.<sup>10</sup> The required elements for accessible bus stops are: boarding and alighting area is clear of obstacles, accessible route to the stop, connectivity and proper signage. Amenities like shelter, bench, waste container mentioned in the previous section are optional elements for accessible bus stops.<sup>11</sup>

The Florida Department of Transportation (FDOT) Design Manual Section 225: Public Transit Facilities includes details about boarding and alighting area design standards. It says:

<sup>8</sup> [Accessing Transit: Design Handbook for Florida Bus Passenger Facilities](#), 2023.

<sup>9</sup> [About PROWAG](#), U.S. Access Board.

<sup>10</sup> ADA-Compliance.com. Accessed February 28, 2025, <https://www.ada-compliance.com/ada-compliance/810-transportation-facilities>.

<sup>11</sup> Florida Public Transportation Association. ADA Requirements at Bus Stops presented by Don Kloehn, AI/PE. October 2010. <https://planfortransit.com/wp-content/ADA-Requirements-at-Bus-Stops.pdf>.

*“Boarding and alighting areas help to create an accessible bus stop by providing a raised platform that is compatible with a bus that kneels or extends a ramp. A boarding and alighting area must have a firm, stable, and slip-resistant surface with a minimum clear length of 8 feet (measured perpendicular to the curb or roadway edge), and a minimum clear width of 5 feet (measured parallel to the roadway). Firm, stable, and slip resistant boarding and alighting areas are required if amenities such as benches or shelters are added to a bus stop. Boarding and alighting areas are not required at bus stops on flush shoulder roadways where only a bus stop sign is provided. Coordinate with the appropriate public transit provider(s) to determine compatibility with equipment and transit vehicles. The slope of the boarding and alighting area parallel to the roadway should be the same as the roadway. For drainage purposes, a maximum slope of 1:50 (2%) (Measured perpendicular to the roadway is allowed).”*

**Figure 3.8 Example of Bus Stop ADA/Accessibility Improvement by Lynx in Orlando, FL**



Figure 3.3.4 | Before accessibility improvements.

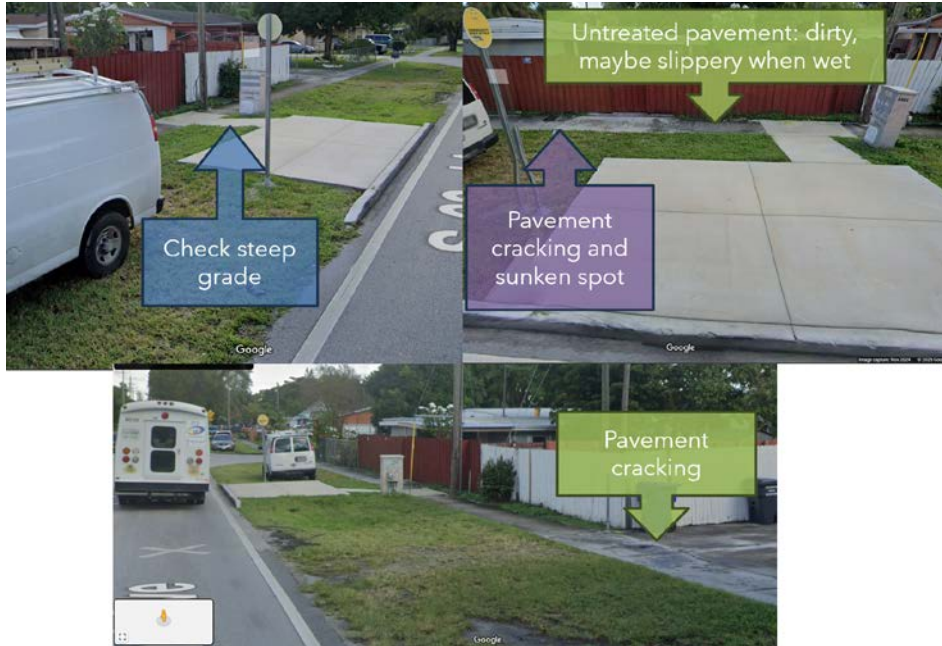


Figure 3.3.5 | After accessibility improvements and adding the bus shelter.

This example from LYNX shows an improvement in *pavement quality* and *sidewalk connectivity*, two of our ADA scoring components.

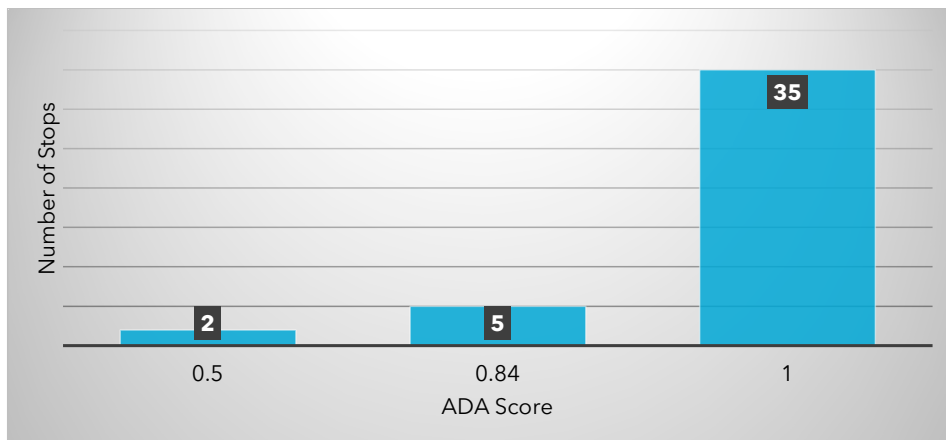
The Holly-Go bus stops were assessed for accessibility and ADA compliance and an ADA score was assigned. The three criteria assessed were, presence of an ADA compliant platform (0 or 1), ramp sidewalk connection (0 for disconnected, 0.5 for connection that is functional, 1 for excellent connectivity), and sidewalk pavement quality (0 for poor, 0.5 for fair, and 1 for good pavement condition). These scores were then averaged for a final ADA score for each bus stop. Figure 3.9 shows an example of one of the few bus stops that scored low on ADA/accessibility.

**Figure 3.9 Example of Poor Pavement Sidewalk/Ramp Connections, Green Line New England Mobile Park Stop**



Note: The Green Line #2 New England Community bus stop was scored as 0.5/1.0 on ramp/sidewalk connectivity and 0/1.0 on sidewalk pavement quality, due to a questionably high sidewalk grade leading from the sidewalk to the concrete slab, and heavy cracking, rutting, and sunken utility covers on the narrow sidewalk in the direct vicinity of the stop.

Figure 3.10 illustrates the distribution of ADA scores for the bus stops. Most of the stops received excellent ADA scores. There are two bus stops that would be improved by better pavement quality on the walkways connecting to the bus stop area, and a platform stricter to the ADA requirements. Tables with full scoring breakdown for each stop, listed by route, can be found in Appendix B.

**Figure 3.10 Holly-Go Bus Stop ADA Scores Distribution**

### Safety Features

During the assessment, one noticeable potential improvement was that lack of a crosswalk nearby some stops where one seemed warranted. Take, for example, the Green Line bus stop on Washington Street at Highland Drive/S 37<sup>th</sup> Ave shown in Figure 3.11. The bus stop is located across a small, two-lane road from a medical center in a neighborhood setting. Although the road is not a high speed or multilane road, it would provide some pedestrian safety and comfort to add a midblock crosswalk adjacent to the bus stop. There were a handful of instances where we noticed this same opportunity.

**Figure 3.11 Example of Bus Stop Location Warranting Midblock Crossing Study, Green Line Stop on Washington Street at S 37th Ave**



Crosswalk installations do require coordination and proper studies in order to verify need and program improvements. We recommend that the City of Hollywood conduct its own internal review of these locations and proceed with necessary coordination with Broward County or Florida Department of Transportation, as warranted. Locations identified for potential crosswalk installations are listed in Table 3.3.

**Table 3.3 Bus Stops to Potentially Benefit from Adding Midblock Crossing**

Route	Stop Description	Amenity Score	ADA Score
Blue	*N 17th Ave and Young Circle, located at BCT bus bay across from Walgreens	1.00	1.00
Blue	*US 1 at Fletcher St**	1.00	1.00
Blue	Located at Atlantic Shores Boulevard and NE 12th Ave	.040	1.00
Green	Washington St & St 37 Ave - Memorial South Regional Hospital	0.75	1.00
Green	Hillcrest East - Blds. #24, #25, #26 4200 Hillcrest Dr, Hollywood, FL 33021	0	1.00
Green	Hillcrest East - Bld. # 20 919 Hillcrest Dr, Hollywood, FL 33021	0	1.00
Green	Washington St & St 54 Ave Beverly Hills Condominiums	0.40	0.83

\*Denotes stops being shared with Broward County Transit routes.

\*\*This stop is located at a signalized intersection with no crosswalk at the *Presidente Supermarket* plaza entrance.

Another feature, which was included in the general amenity score average, lighting, can also relate to passenger safety. Lighting provides two main safety benefits - reducing vulnerability to crime, and pedestrian visibility to motor vehicle drivers around bus stops. These are especially important in nighttime hours of operation. Currently, Holly-Go operates from 8AM or 9AM to 5PM-8PM (depending on route, season, and day of week). During parts of the year, the PM service extends into dusk and evening on certain days. In the future, the hours may expand to include earlier AM hours as well. Therefore, it is important to consider lighting at bus stops as not only an amenity but also a safety feature.



## 4.0 Developing Performance Measure Inventory

### 4.1 City of Hollywood Transit Goals

The City of Hollywood has established a set of microtransit performance goals based on an evaluation of several factors, including the socioeconomic trends and travel patterns observed in the city, the existing transit plans and policies, available fundings, and community feedback. While these goals were developed particularly for the implementation of the 'Sun Shuttle' microtransit program, they can also be applied to the 'Holly-Go' fixed-route shuttle service. The Holly-Go shuttle has one standing enumerated goal - that is to achieve 7.5 riders per passenger hour for each route - which it must attain within one year to maintain its interlocal agreement (ILA) with Broward County. For each goal outlined in the following section, specific objectives have also been identified. Together, these performance goals and objectives can help determine appropriate performance measures to evaluate the success of transit programs.

- **Goal 1: Achieved desired average riders per hour**

Holly-Go's goal as stated is to achieve 7.5 riders per passenger hour on each route. The current microtransit service within the City of Hollywood has an average of 3.34 riders per hour in the East Zone (Zone 1), and an average of 1.48 riders per hour in the West Zone (Zone 2). Given the existing service condition, the overall performance goal set for the 'Sun Shuttle' is to achieve a minimum of 4.66 riders per hour per month in the East Zone, and 3.5 riders per hour per month in the West Zone by October 2025.

To support this goal, the city has proposed four objectives:

- 1) Maintain the current level of service as the baseline for ridership without fleet expansion.
- 2) Adjust service resources, including relocating vehicles, modifying zone configurations, and optimizing service times, as necessary to help maintain the service levels.
- 3) Conduct marketing campaigns to increase brand awareness, and follow up with surveys to measure the increase in ridership resulted from the increase in awareness.
- 4) Minimize the loss of service due to vehicle mechanical and/or charging issues to enhance service reliability and increase transit ridership.

- **Goal 2: Zero accidents**

Since safety has been a major concern for transit riders, one primary goal of the 'Sun Shuttle' service is to achieve zero accident during its operation. To accomplish this safety goal, operators must ensure strict compliance with safety regulations, and promptly report any near-miss incidents or accidents.

- **Goal 3: Reduce environmental impact**

The 'Sun Shuttle' service, which is operated in partnership with the rideshare service company 'Circuit', uses a fleet of electric vans and electric sedans to help reduce vehicle miles traveled (VMT) and vehicle emissions. Accordingly, the overall goal is to reduce environmental impacts, and the objectives determined for the goal include:

- 1) Reduce vehicle miles traveled (VMT) by a minimum of 144,000 per year by driving a minimum of 12,000 miles per month with the Electric Vehicle (EV) fleet.
- 2) Prevent an annual estimate of 58 tons of CO<sub>2</sub> with the utilization of Circuit EV fleet.
- 3) Increase ridership during peak hours within both the East and West Hollywood Zones to reduce the number of vehicles with single passenger, and to further reduce vehicle emissions.

- **Goal 4: Budget/Financials**

For the budget/financial goal, considering the differences in ridership and socioeconomic trends between the East and West Hollywood Zones, the city has set specific objectives for each zone to ensure operation efficiency:

- 1) Keep the operating cost of the 'Sun Shuttle' at \$7.03 per rider or lower in the East Zone, and \$12.46 per rider or lower in the West Zone per month.
- 2) From a systemwide perspective, limit the annual microtransit operating costs to \$1,173,195.53 or lower by collecting fare revenue to offset expenses while maintaining the level of service.

- **Goal 5: Improve service and performance**

As the microtransit service performance can directly impact customer satisfaction and future ridership, various objectives were identified to help the agency become responsive to users' experiences and complaints:

- 1) For the customer feedback rating, strive to obtain an average customer feedback rating of 5.0 on a 5-point scale.
- 2) For the microtransit service, limit the average wait time per rider to 13 minutes or less per month in both zones.

## 4.2 Best Practices and Peer Review

### Microtransit

Microtransit is a technology-enabled, on-demand transit service that features dynamic routing and scheduling, typically operating in designated service areas. Due to its small-scale, flexible nature, microtransit has become increasingly popular as an efficient solution for expanding public transit access. As transit agencies began to implement microtransit services



through pilot programs, they have explored a combination of traditional performance measures used for transit system progress reporting, along with emerging measures tailored to microtransit's unique characteristics.

To establish effective measurement strategies and ensure meaningful performance assessment for microtransit, previously proposed and utilized performance measures from various transit agencies were reviewed. These measures can generally be classified into eight categories based on their focus areas, including financial performance, effectiveness, level of service, connectivity, accessibility, safety, environmental impacts, and customer experience. Additionally, performance data reported by each vendor was summarized to establish a baseline understanding of microtransit service performance.

Among the studied microtransit programs, fares per trip ranged from \$0 to \$5. While most programs reported an operating cost per passenger trip that varied significantly between \$10 and \$57 (average: \$24.5), the 'OC Flex' program in Orange County, California, was the only one to disclose its subsidy per trip, which was \$35 in 2021. Regarding the level of service, reported average wait times varied from 8 minutes for 'Ride on Flex' in Montgomery County, Maryland, to 16 minutes for 'Pickup by Capital Metro' in Austin, Texas. Further details on each reviewed performance measure can be found in Appendix C Table 3.

Given that operational characteristics, such as operating hours, coverage area size, and vehicle fleet size, can significantly impact the service level of microtransit due to its on-demand feature, specific operational information for each reviewed microtransit program is also provided in Appendix C Table 2 for context.

### *Fixed-Route Shuttle*

For fixed-route transit systems, since each public transit provider is required to publish the productivity and performance assessment results of the existing transit services annually in the transit development plans (TDP), a set of standard reporting system was established by the National Transit Database (NTD) using uniform categories to collect the financial and operating information. To assist Florida transit agencies, the Florida Department of Transportation (FDOT) also created a toolbox of candidate performance measures that represents the best practices in transit performance evaluation.

Common effective performance measures for fixed-route transit service evaluation generally fall into five categories: general performance, service effectiveness, service efficiency (financial), level of service, and environmental benefits. Examples of fixed-route services with performance data reported from the most-recent TDP are also provided in Appendix C Table 3 for each performance measure to serve as a benchmark for transit systems similar to the services reviewed in the table.

For the selected fixed-route services, operating expense per passenger trip ranged from \$3.1 for 'GoLine' in Indian River County, Florida (serving a population of 163,662) to \$38.1 for 'Motor Bus' in Citrus County, Florida (serving a population of 30,858). In terms of operational effectiveness, passenger trips per revenue hour reported by the transit agencies ranged from 6 to 24, while passenger trips per capita varied from 1.1 to 7.3.

### 4.3 Recommended Performance Measures

#### Sun Shuttle Microtransit

Based on the operational characteristics of the Sun Shuttle microtransit service and the performance goals and objectives set by the City of Hollywood, a list of performance measures was created to help evaluate the system condition on an annual basis. For each measure, the detailed definition, category, and potential sources to obtain data for the measure calculation can be found in Table 4.1.

**Table 4.1 Performance Measures Recommended for ‘Sun Shuttle’ in the City of Hollywood, FL**

Measure	Definition	Goal	Data Sources	Evaluation Frequency
Average number of riders per hour per zone	Average number of unique passengers that use microtransit services per hour per zone	Achieve desired average riders per hour for each zone	Vendor	Monthly
Total unlinked trips provided per hour per zone	Total number of unlinked trips <sup>12</sup> provided by the microtransit services per hour per zone	Achieve desired average riders per hour for each zone	Vendor	Monthly
Safety incidents per 100,000 vehicle miles traveled	Number of incidents conducted with police involvement divided by every 100,000 total vehicle miles	Zero accidents	Vendor	Annually
Vehicle miles traveled reduction	Number of vehicle miles traveled reduced due to the microtransit usage	Reduce environmental impact	Vendor	Annually
Greenhouse gas emission reduction	Amount of greenhouse gas emission reduced due to the microtransit usage	Reduce environmental impact	Multiply VMT replacement by standard GHG rate <sup>13</sup>	Annually
Subsidy per passenger trip by zone	Subsidy <sup>14</sup> given by the transit agency to offer passengers to use services at reduced rates	Budget/Financial	Vendor and financial modeling	Monthly

<sup>12</sup> Unlinked trip is defined by FTA as the number of passengers who board public transportation vehicles.

<sup>13</sup> [According to the Environmental Protection Agency \(EPA\)](#), a typical passenger vehicle emits about 4.6 metric tons of CO<sub>2</sub> per year.

<sup>14</sup> Subsidy is calculated as the difference between the operating cost per passenger trip and the collected fare per passenger trip.

Measure	Definition	Goal	Data Sources	Evaluation Frequency
Percent of average wait time exceeding 13 minutes	Percent of passenger trips with over 13 minutes of average wait time	Improve service & performance	Vendor	Monthly
Percent of repeating customers	Percentage of passengers who returned to the service after their first trip	Improve service & performance	Vendor	Monthly
Customer feedback score/ driver rating	A rating system for passengers to rate their experience, normally expressed by choosing a max of five or a minimum of one star in the app	Improve service & performance	App based feedback score	Monthly

#### Fixed-Route Shuttle, Holly-Go

Given the operational characteristics of the fixed-route Holly-Go Shuttle and the performance goals and objectives established by the city, a set of performance measures was developed to help quantify its service quality based on the common measures used for transit system progress tracking. Table 4.2 outlines each performance measure, along with the definitions and possible data sources so that the proposed measures can be updated annually for ongoing performance assessment.

**Table 4.2 Performance Measures Recommended for Holly-Go Shuttle in the City of Hollywood, FL**

Measure	Definition	Goal	Data Sources	Evaluation Frequency
Riders per bus per hour	Total number of unique passengers per bus per hour	Achieve an average of 7.5 riders per hour on each route	Transit agency ridership and service data	Monthly
Total unlinked passenger trips per hour	Total number of unlinked passenger trips provided by the bus per hour	Achieve desired average trips per hour	Transit agency	Monthly
Safety incidents per 100,000 Vehicle Miles	Number of safety incidents divided by every 100,000 total vehicle miles	Zero accidents	Transit agency and police reports	Annually

Measure	Definition	Goal	Data Sources	Evaluation Frequency
Vehicle miles traveled reduction	Number of vehicle miles traveled reduced due to the transit bus usage	Reduce environmental impact & traffic congestion improvement	Transit agency	Annually
Greenhouse gas emission reduction	Amount of greenhouse gas emission reduced due to the transit bus usage	Reduce environmental impact	VMT replacement and standard GHG rates of vehicles <sup>15</sup>	Annually
Operating expense per passenger trip	Operating expense divided by passenger trips to evaluate the efficiency of transporting riders	Efficiency/ Utilization	Transit agency	Monthly
Percent of stops meeting ADA accessibility standards	Percentage of transit stops that meet ADA accessibility standards <sup>16</sup> among all transit stops that reflects infrastructure compliance with ADA	Improve service & performance	Bus stop locations inventory and field assessment	Annually
Population & employment covered by zones	Number of population/ jobs in the service zones covered by the microtransit service	Improve service & performance	Census and LEHD or other employment data	Annually
Passenger trips per capita	Transit boardings divided by the population in the service area to understand the transit utilization	Improve service & performance	Transit agency and census data	Monthly
Customer complaints per 100,000 passenger miles	Number of received customer complaints divided by every 100,000 total passenger miles	Zero Complaints	Transit agency	Annually
Reliability, Loss of Service	Hours in which a bus is out of service on a route due to revenue vehicle system failures as a share of total scheduled operating time	Less than 2 percent per route average	Transit agency	Monthly

<sup>15</sup> According to the Department of Energy, the average annual CO2 equivalent emission of propane light duty trucks is 4,854 kg based on the assumption that the average annual vehicle Miles traveled is 11,400. According to the Environmental Protection Agency (EPA), a typical passenger vehicle emits about 4.6 metric tons of CO2 per year.

<sup>16</sup> Americans with Disabilities Act: Guidance | FTA. <https://www.transit.dot.gov/regulations-and-programs/fta-circulars/americans-disabilities-act-guidance>.

These measures are thus recommended to be used to evaluate each service of the City of Hollywood. An inventory of data should be established to track these metrics and ample analysis conducted on a recurring basis to ensure these performance measures are current.

These measures can be documented in a GIS Story Map or app to host all the performance measures data in a visually understandable fashion, with the option of making it public facing. The City should also present and discuss these measures in regular, recurring Transit Plans.

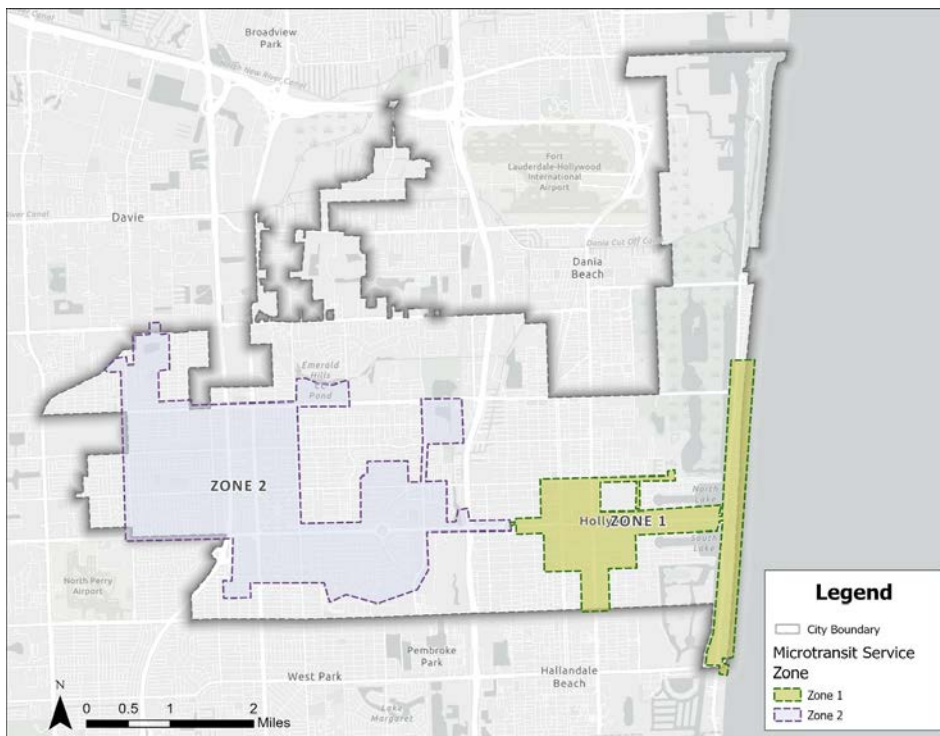


## 5.0 Evaluation of Microtransit

### 5.1 Introduction and Background

The City of Hollywood, in collaboration with the Hollywood Community Redevelopment Agency (CRA) and Circuit Transit, Inc., provides the 'Sun Shuttle', an on-demand microtransit service for residents and visitors. The service operates independently in two zones: the East Zone (Zone 1), serving East Hollywood, Downtown, and the Hollywood Beach area since 2019, and the West Zone (Zone 2), covering approximately 4.6 square miles since 2023. The two zones are connected at City Hall; Figure 5.1 illustrates the service boundaries.

**Figure 5.1 Microtransit Service Zones**



In the East Zone, the service operates from 10:00 am to 9:00 pm on weekdays, and from 10:00 am to 10:00 pm on weekends. The fleet includes one 12-passenger electric van and seven to nine all-electric 5-passenger GEM vehicles, depending on the seasons. In the West Zone, the service runs Monday through Friday from 7:00 am to 6:00 pm, and Saturday through Sunday from 11:00 am to 7:00 pm. The fleet consists of one ADA-accessible 12-passenger all-electric van and one 4-passenger electric sedan. Riders can access the service

by downloading the 'Ride Circuit' application to request trips. During operating hours, they can also request a ride by texting or calling a driver, or simply hail a vehicle and pay the fare by scanning the QR code inside.. Fares for all trips within each zone are \$2.00 per person each way.

While the East Zone has been operational since 2019, the West Zone service is much more recent. To further improve access and connectivity for the West Hollywood communities, a mobility study was then conducted to redesign microtransit service areas based on transit market assessment and public input. Following the study, the City of Hollywood incorporated feedback from commissioners and transit users during the pilot phase, making adjustments to better accommodate the western area of the city. As a result, on September 1, 2023, the Sun Shuttle service was expanded from the East Hollywood zone to include the newly established West Hollywood zone (Zone 2 in Figure 5.1).

To assess the effectiveness of this expansion and overall service performance, Circuit prepares monthly performance reports to track microtransit operational conditions. Based on these performance reports, this memo aims to evaluate the performance of the Sun Shuttle service in both the East and West Zones using various performance measures aligned with the performance goals and objectives set by the City of Hollywood. The evaluation is structured around four key topics: Ridership and Usage, Demographics, Connectivity, and Customer Experience. Additionally, to gain deeper insights into rider characteristics and public perceptions of the service, surveys were distributed following the implementation of the new transit services, and their results are also discussed in this memo.

## 5.2 Ridership and Usage

Ridership, a fundamental performance measure in transit analysis, represents the total number of boardings onto the microtransit. It differs from the number of unique passengers, as the same individual may take multiple trips throughout the day, week, or month. Tracking ridership would assist Hollywood city in assessing demand, optimizing services, and improving resource allocation. This section examines ridership patterns across different timeframes – monthly, quarterly, and annually – as well as variations between the East and West Zones.

Beyond total ridership, several key performance indicators provide deeper insights into system usage. These include ridership trends by day of the week, peak travel times throughout the day, the average number of unique users per month, and passengers per ride. Measuring these factors is crucial in understanding when and how riders use the system, ensuring service adjustments align with actual demand.

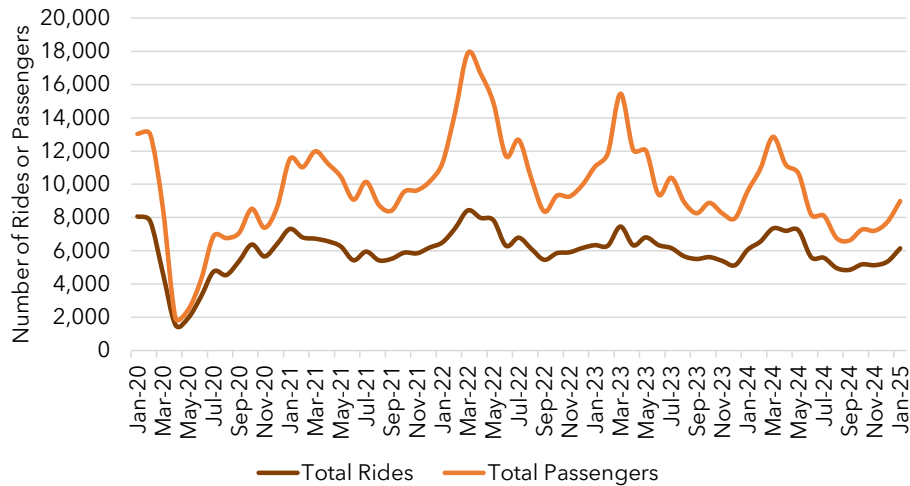
### Total Ridership

Figure 5.2 presents the moving monthly average time series for total ridership from January 2020 to January 2025 for the Sun Shuttle system. The highest total ridership was recorded in March and the lowest in September. The March peak is likely due to increased tourism during the spring season. In contrast, ridership drops in September as schools and universities resume, leading to fewer tourists. It should be noted that the sharp decline in rides and ridership in April 2020 was due to the COVID-19 pandemic and stay-at-home orders. During



this period, the passenger-to-ride ratio was close to 1 due to COVID-19 fears and social distancing guidelines. However, starting in January 2021, passengers became more comfortable sharing rides, as shown by the increase in the passenger-to-ride ratio.

**Figure 5.2 Total Monthly Rides and Ridership**



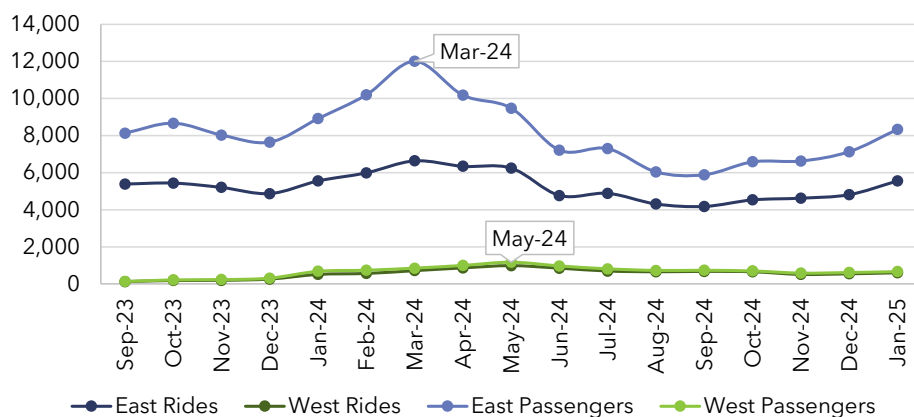
**Figure 5.3 Total Quarterly Rides and Ridership**



The quarterly ridership trends are shown in Figure 5.3. Q1 and Q2 consistently had the highest ridership, slightly surpassing each other every year. In 2022 and the first half of 2023, ridership remained high, with the second quarter of 2023 reaching its peak as over 50,000 passengers used the Sun Shuttle microtransit. Also, the lowest ridership varied by year, with either Q3 or Q4 recording the lowest numbers in different years. Ridership patterns in 2024 mirrored those of 2021, with quarterly ridership ranking from highest to lowest as Q1, Q2, Q4, and Q3. However, 2024 had slightly lower ridership volumes than previous years, except in Q4, where ridership was up compared to 2023. This may be due to general trends in tourist activity, which boomed in the wake of the COVID-19 pandemic (pent-up demand), but may be resuming to normal levels.

There are significant differences in ridership trends between east and West Zones. The East Zone accounted for over 90 percent of the city's total ridership. In 2024, the East Zone averaged 267 passengers per day and approximately 8,130 passengers per month, while the West Zone had about 800 passengers per month. Figure 5.4 indicates that peak month in the East Zone is March, while in the West Zone is May.

**Figure 5.4 Total Monthly Rides and Ridership, by Zone**

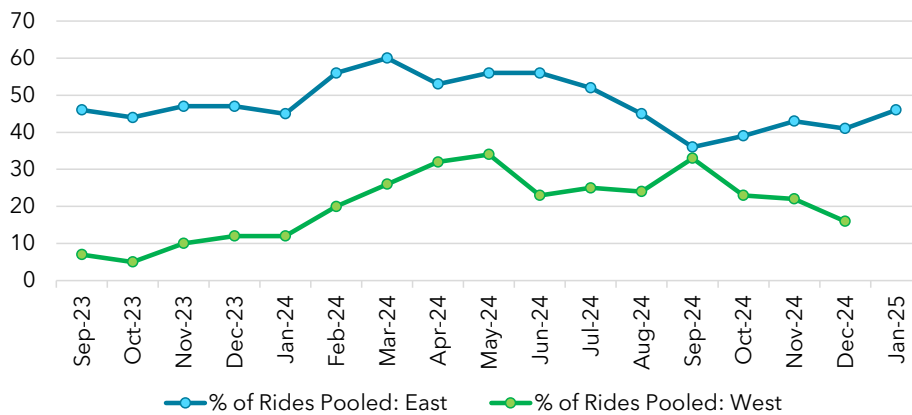


#### Passengers per Ride and Percent Pooled Rides

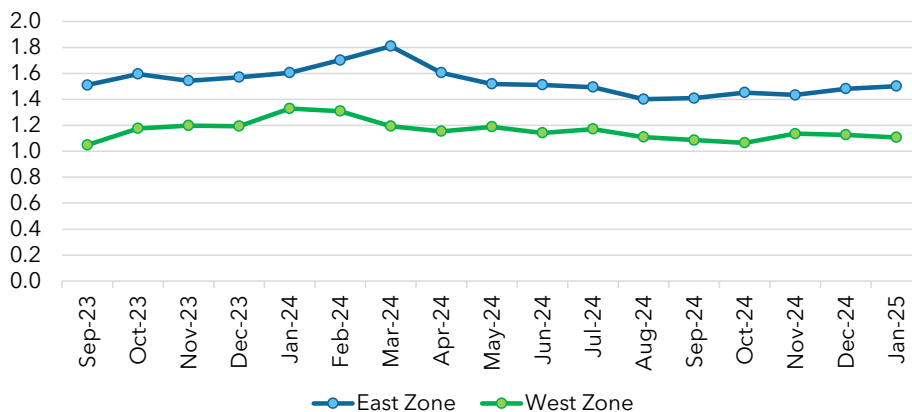
Passengers per ride is the average number of riders sharing a single vehicle trip. Monthly passenger-to-ride ratios in the East and West Zones are shown in **Error! Reference source not found.** The average passenger-to-ride ratio is approximately 1.6 in the East Zone and 1.2 in the West Zone. Like ridership trends, peak months vary between zones. In the East Zone, March 2024 recorded the highest ratio at 1.8 passengers per ride, while in the West Zone, January and February had the highest values at 1.3 passengers per ride. The lowest passenger-to-ride ratios were observed in November 2024 (1.4) and September 2023 (1.5) in the East Zone. Similarly, in the West Zone, October 2024 and September 2023 recorded the lowest ratios, both at approximately 1 passenger per ride.

Figure 5.5 shows the percentage of pooled rides for both zones. A pooled ride is a shared ride where two or more requestors traveling in the same general direction or to the same location are grouped together in a single vehicle. There is a significant difference between the east and west zones in terms of pooled ride percentages. In the east zone, pooled rides account for 48% of total trips, whereas the west zone records a significantly lower share of just 19%. Additionally, the peak periods for pooled rides vary by zone. In the east zone, pooled rides peak in March at 60%, while in the west zone, the highest share occurs in June at 34%. Overall, the east zone exhibits some correlation between the percentage of pooled rides and the passengers-per-ride trend, suggesting that higher passenger volumes align with a greater share of pooled rides. However, this pattern is not observed in the west zone, where the two trends appear distinct and uncorrelated.

**Figure 5.5 Share of Pooled Rides**



**Figure 5.6 Average Monthly Number of Passengers per Ride, by Zone**



## Volume of Unique Users

The number of unique users in a transit system is distinct from total ridership in that it measures the actual number of individuals using the service within a given period, regardless of how frequently they ride. While total ridership captures the number of boardings – including repeat trips by the same passengers – unique users focus on distinct passengers, counting each individual only once even if they use the service multiple times. This metric provides valuable insight into how many different people rely on the system rather than just how many trips are being taken.

Figure 5.7 displays the number of unique transit users by month and by zone, providing insight into ridership stability and variability. In the West Zone, the number of unique users remained relatively stable from March 2024 to January 2025, fluctuating between 109 and 137 users, with a peak in May 2024. In contrast, the East Zone experienced significantly higher fluctuations, with March 2024 recording the highest number of unique users at over 2,074, while September 2024 saw the lowest count at 1,096. This pattern closely mirrors total ridership trends, suggesting that the East Zone primarily serves transient users, possibly tourists, while the West Zone has a more consistent user base.

**Figure 5.7 Average Monthly Number of Unique Users, by Zone**

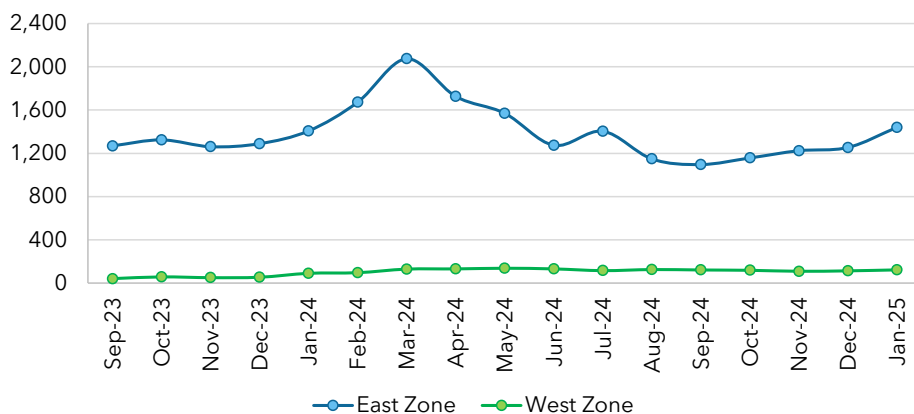
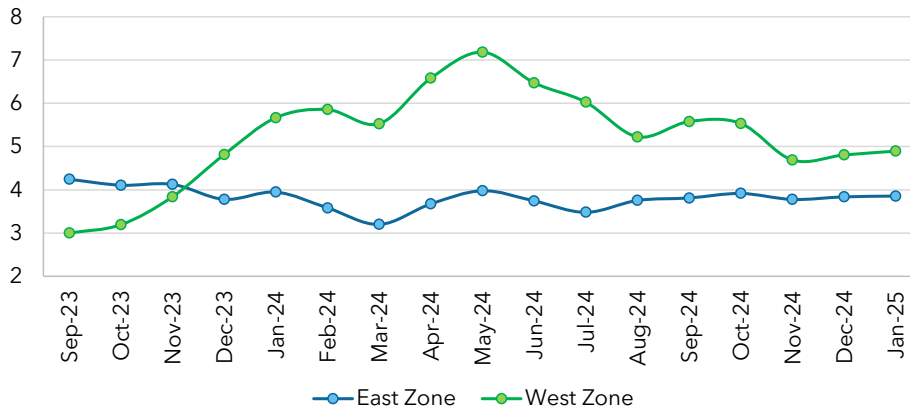


Figure 5.8 further explores ridership behavior by illustrating the average number of rides taken per user each month. The data reveals a stark contrast between the two zones. In 2024, East Zone users averaged 3.7 rides per month, whereas West Zone users made significantly more trips, averaging 5.7 rides per user. Monthly variations also differed between the zones. In the East Zone, March had the lowest average monthly rides per user, despite being the month with the highest overall ridership and number of unique users. Conversely, in the West Zone, the highest monthly rides per user occurred between April and May, with greater fluctuations across the year.

**Figure 5.8. Average Monthly Rides per User, by Zone**

Higher average monthly rides per user in the West Zone implies that a smaller, loyal customer base is making frequent trips, which could be beneficial in terms of reliability but may indicate a lack of new users adopting the system. However, lower numbers in the East Zone suggests broad accessibility and appeal, indicating that the system attracts a diverse ridership base, including occasional riders and first-time users.

Overall, there was more unique users and lower average number of rides taken per user in the East Zone. The reverse was found in the West Zone. The higher monthly rides per user in the West Zone suggest a smaller but loyal ridership base that relies on the system for frequent trips. While this indicates reliability and consistent demand, it may also signal limited system expansion or a lack of new users adopting the service. In contrast, the lower average rides per user in the East Zone imply broader accessibility, with the system attracting a more diverse ridership, including occasional and first-time users. This suggests that while the East Zone successfully serves a wider audience, increasing rider retention could be an area of focus.

### *Ridership by Day of Week*

Figure 5.9 illustrates the average number of passengers per day of the week from 2021 to 2024. Ridership remains stable on weekdays but increase on weekends. For instance, in 2022 – the year with the highest ridership – Monday through Thursday saw passenger counts between 360 and 400, which then climbed to nearly 470 on Friday before peaking at 501 on Saturday. The lowest ridership days are typically Wednesday, followed by Tuesday. While all the years collected in the data show higher weekend ridership compared to weekdays, the busiest day is not always Saturday. In 2024, for example, ridership peaked on Friday at 404 passengers, slightly surpassing Saturday's total of 395 passengers.

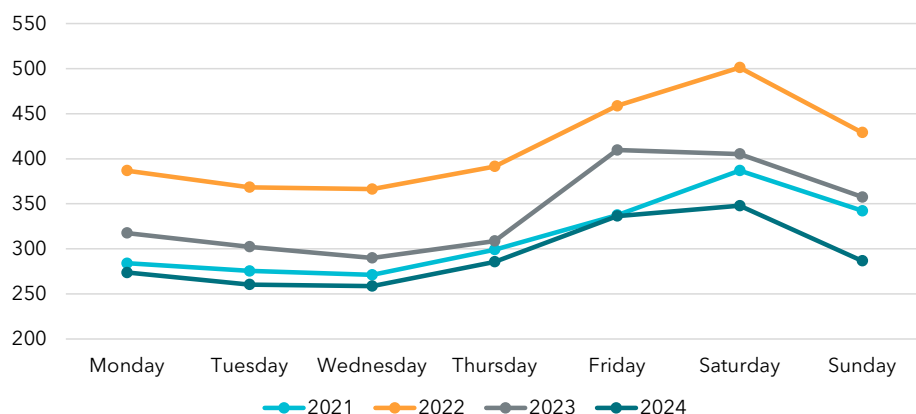
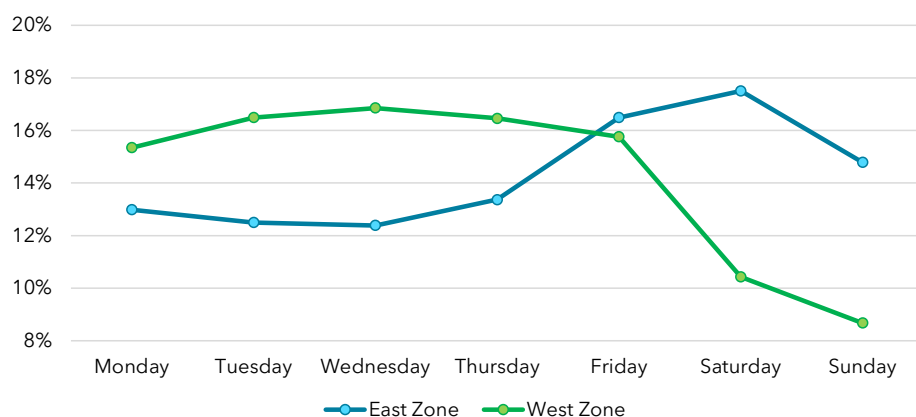
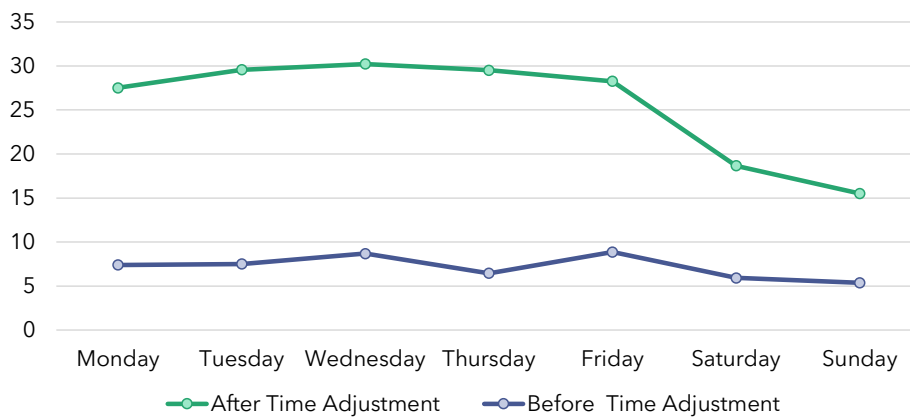
**Figure 5.9 Day of Week Ridership Trends by Year**

Figure 5.10 illustrates the distribution of ridership across the days of the week, highlighting distinct trends between the East and West Zones. In the East Zone, ridership is more concentrated toward the weekend, with Friday, Saturday, and Sunday collectively accounting for 49 percent of total ridership. In contrast, the West Zone sees a significantly lower share on these days, with only 35 percent of ridership occurring between Friday and Sunday. The disparity is particularly evident on Saturdays and Sundays, where the West Zone records just 10 percent and 9 percent of its ridership, respectively – far below the corresponding shares in the East Zone. As has been stated repeatedly in this memo, these differences can be attributed to the demographics of users and the purposes for which the transit service is used in the two zones.

**Figure 5.10 Day of Week Ridership Share, by Zone**

In the West Zone, adjustments to the Sun Shuttle’s operating hours had a significant impact on ridership patterns. In 2023, the service initially operated from 10:00 AM to 6:00 PM, but later, the schedule was expanded to start at 7:00 AM while maintaining the same closing time. Figure 5.11 illustrates the ridership trends before and after this change, highlighting a remarkable increase in usage following the extended service hours.

**Figure 5.11 West Zone Day of Week Ridership Trends (Before and After Time Adjustment)**



Before the adjustment, ridership remained relatively stable, averaging 8 passengers per weekday (Monday through Friday) and 6 per day on weekends. However, after the service began operating earlier in the morning, weekday ridership surged to an average of 29 passengers, while weekend ridership increased to 18 passengers per day. This threefold increase suggests that expanding service hours to better align with commuter schedules and travel needs made the Sun Shuttle a more viable and reliable transportation option.

Overall, the substantial ridership growth following the time adjustment in the West Zone underscores the importance of service availability in attracting and retaining users. By accommodating early morning commuters, the Sun Shuttle likely became a more practical alternative for residents traveling to work, school, or other essential destinations. This trend suggests that future service improvements should consider not only frequency and coverage but also operating hours that align with peak travel demand.

### Ridership by Time of Day

Figure 5.12 illustrates hourly ridership trends from September 2023 through January 2025 in the East Zone, highlighting peak travel periods and off-peak times. In the East Zone, ridership consistently peaks between 4:00 PM and 5:00 PM, reaching a high of 30 passengers. This suggests that late afternoon hours are the busiest, likely reflecting a combination of work-related commutes, tourist activities, and evening outings. Ridership remains relatively strong between 1:00 PM and 8:00 PM, indicating sustained demand throughout the afternoon and

early evening. However, a sharp decline occurs between 8:00 PM and 9:00 PM, even though service continues until 10:00 PM. The sharp ridership decline in the late evening suggests an opportunity to reassess resource allocation - whether by reducing service frequency in the final operating hour or exploring strategies to encourage ridership later in the evening.

**Figure 5.12 East Zone Average Hourly Ridership**

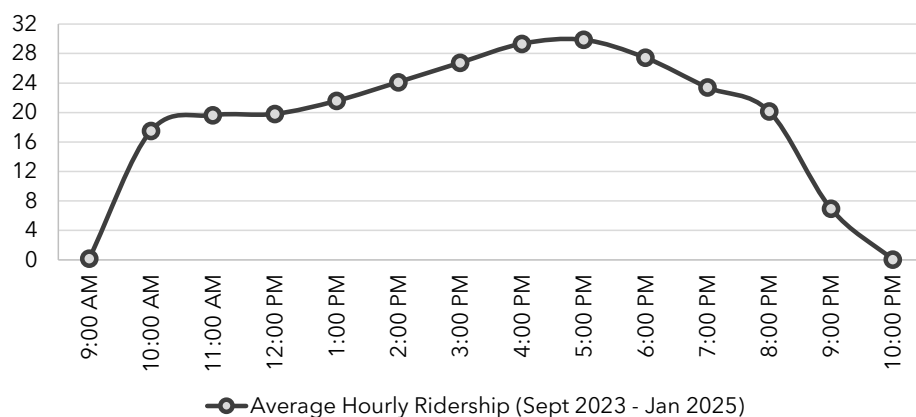
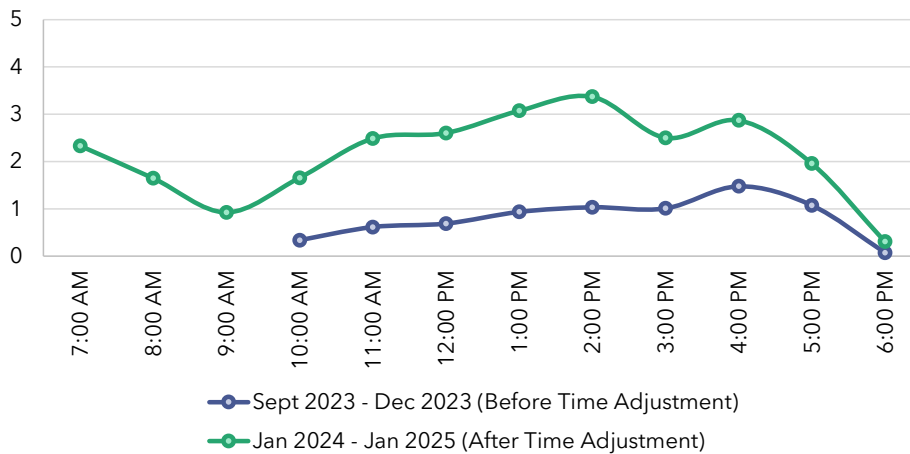


Figure 5.13 hourly ridership trends in the West Zone, highlighting changes before and after the service time adjustment. Prior to the adjustment, ridership remained low throughout the day, peaking at just over one passenger at 4:00 PM. This suggests minimal engagement with the transit system, likely due to the limited operational hours that did not align well with commuter needs. However, after the time adjustment, ridership patterns shifted significantly. The addition of early morning service from 7:00 AM to 8:00 AM led to a notable increase in ridership, indicating that the service began attracting first-time commuters who found the expanded schedule more convenient. This shift likely strengthened user loyalty, as commuters began relying on the Sun Shuttle as a viable transportation option.



**Figure 5.13 West Zone Average Hourly Ridership (Before and After Time Adjustment)**



Although the morning hours saw an increase, the most significant ridership growth occurred in the afternoon, with steady demand between 11:00 AM and 4:00 PM, peaking at 2:00 PM. This pattern differs from the East Zone, where ridership peaks later in the day, between 4:00 PM and 5:00 PM. The contrast in usage patterns between the two zones suggests differing travel behaviors – while the West Zone transit primarily supports commuters and midday travelers, the East Zone serves a mix of work commuters, tourists, and recreational users.

### 5.3 Demographics

Due to the on-demand nature, microtransit services aim to accommodate every rider's needs within a designated area without a fixed route or schedule. As a result, the demographic characteristics of the potential user base and the socioeconomic profile of the community are often taken into consideration during the process of determining operational hours, service coverage zones, and fleet sizes of the microtransit services to help improve the operational efficiency and service accessibility.

#### Existing User Demographics

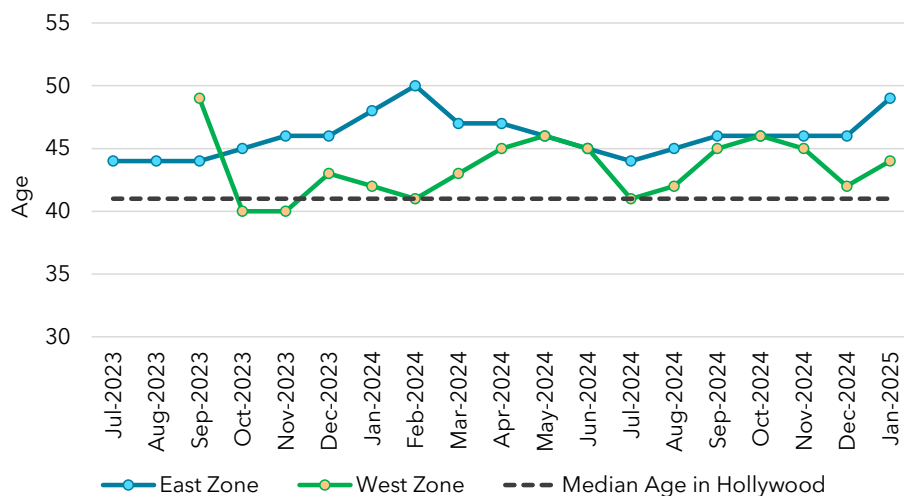
The demographic information of existing service users was collected through both monthly performance reports and the public transportation survey.

#### Average Rider Age

From July 2023 to January 2025, the average rider age remained relatively stable each month in both zones, as shown in Figure 5.14. According to the 2023 ACS 5-year estimates, the median age of the population in the City of Hollywood was 41. In comparison, the average rider age in the East and West Zones was 46 and 43 respectively, which suggests

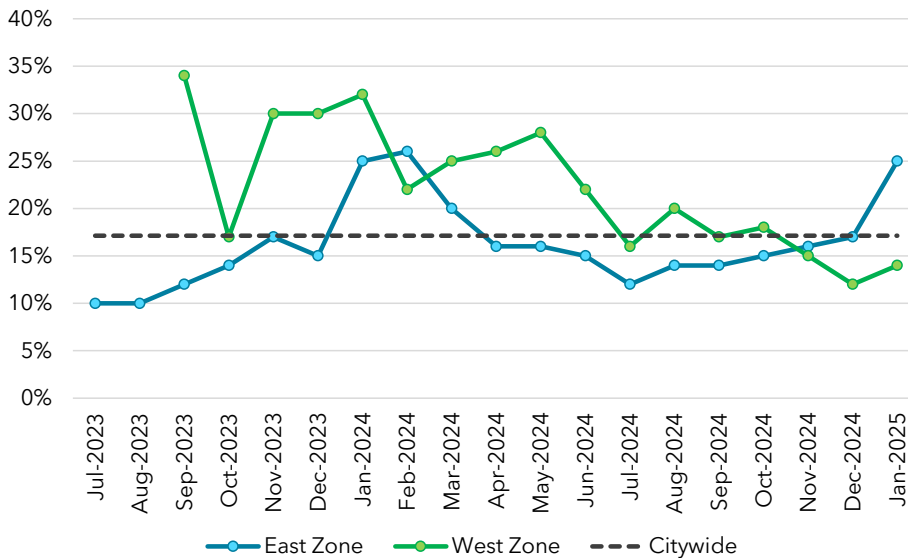
that the microtransit service attracts a higher proportion of senior riders than the general population.

**Figure 5.14 Monthly Average Rider Age and Hollywood Resident Median Age**



### Riders Aged 64 and Older

To further validate the observation, rider ages were grouped into 5-year intervals, and the monthly distribution of riders across all age groups was recorded separately for the East and West zones from July 2023 to January 2025. Figure 5.15 illustrates the monthly percentages of riders aged 64 and older in both zones, alongside the citywide percentage.

**Figure 5.15 Monthly Percentages of Riders Aged 64 and Older**

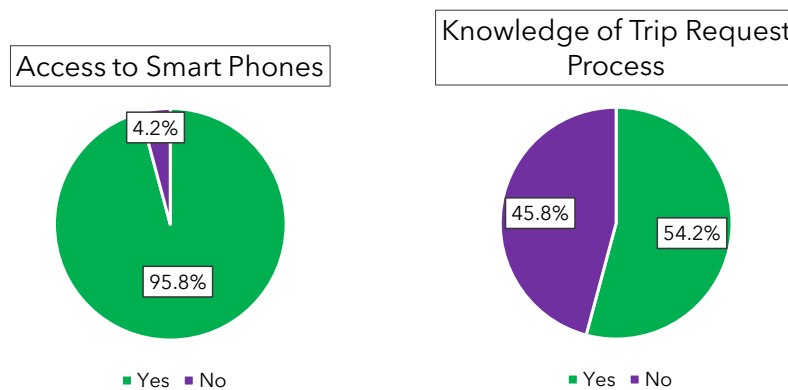
For the East Zone, with the exception of the off-peak season (January - February), the percentage of senior riders was generally lower than the citywide average. This is likely because of the East Zone's service coverage of multiple tourist destinations, which tend to attract more visitors than local residents. On the contrary, the percentage of senior riders in the West Zone was significantly higher than the citywide percentage. Given this trend, it is important to improve service accessibility in the West Zone through targeted outreach events, driver training, and the deployment of ADA-accessible vehicles.

### Smart Phone Usage

Given that around 20 percent of residents in both zones are aged 64 and above, and that most trip requests are made through a smart phone app, smart phone accessibility is a key factor in determining ridership. According to the public transportation survey, 3 out of 53 survey respondents (5.7 percent) reported not having easy access to a smart phone, all of whom are aged 60 and older (Figure 5.16). Thus, it is important to maintain the option to request trips via text or phone call, particularly in areas with a high concentration of senior residents.

Despite most residents having access to smart phones, a general citywide survey indicated that approximately 46 percent of respondents do not know how to reserve a ride on the Sun Shuttle (Figure 5.16). This suggests a need for more targeted outreach events and driver training to increase public awareness of trip reservation process. Additionally, enhancing the user interface of the 'Ride Circuit' app could make it more accessible for older residents.

**Figure 5.16 Smart Phone Accessibility and Knowledge of Sun Shuttle Trip Request Process**



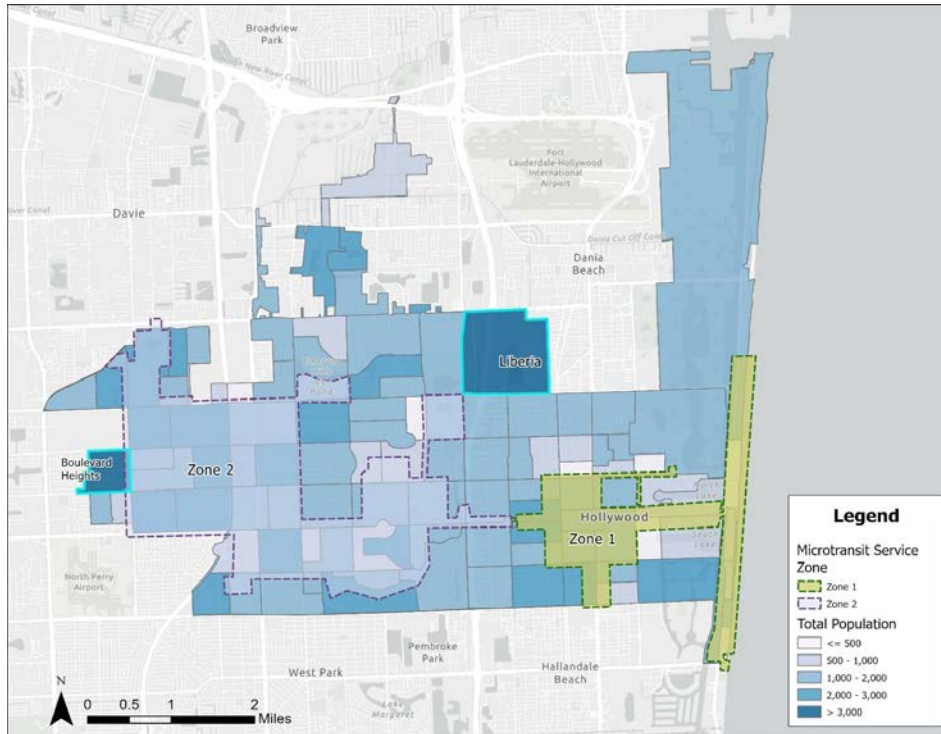
### *Socioeconomic Characteristics of Residents in Service Zones*

To assess the potential need for microtransit services, socioeconomic characteristics of census block groups in the current microtransit service zones, as well as the City of Hollywood, were analyzed using the 2023 American Community Survey (ACS) 5-year estimate data.

### **Existing Population**

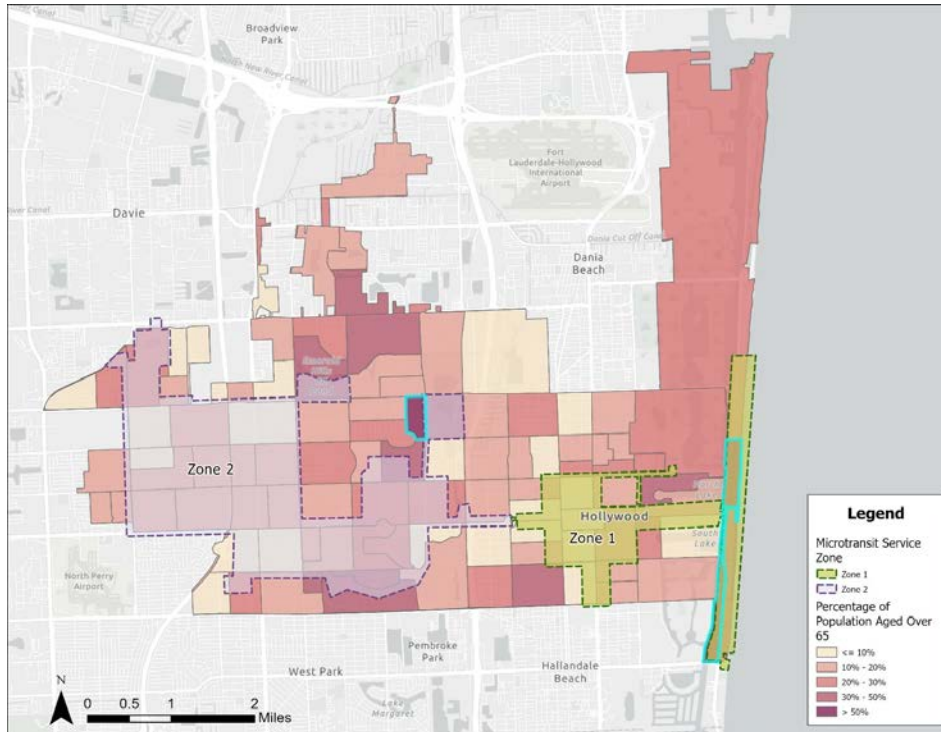
The East Zone has a total population of 45,900, with a density of 0.17 persons per 100 square ft, significantly lower than the citywide population density of 0.31 persons per 100 square ft. In contrast, the West Zone has a population of 100,440 with a density of 0.29 persons per 100 square ft, which is similar to the citywide density.

The highest population block groups are in the Liberia and Boulevard Heights neighborhoods, both of which are outside of the current microtransit service zones, as highlighted in Figure 5.17.

**Figure 5.17 Total Population at Census Block Group Level****Population over 65**

The average percentage of the population aged over sixty-five is 21.8 percent in the East Zone and 17 percent in the West Zone, compared to a citywide average of 18.8 percent. As indicated in Figure 5.18 the highest concentration of senior residents is located along State Road A1A in the South Central Beach area and in the Northeast area of the Hollywood Hills neighborhood. While the beach area falls within the East Zone, the high-density senior population in Hollywood Hills is not served by the West Zone service.

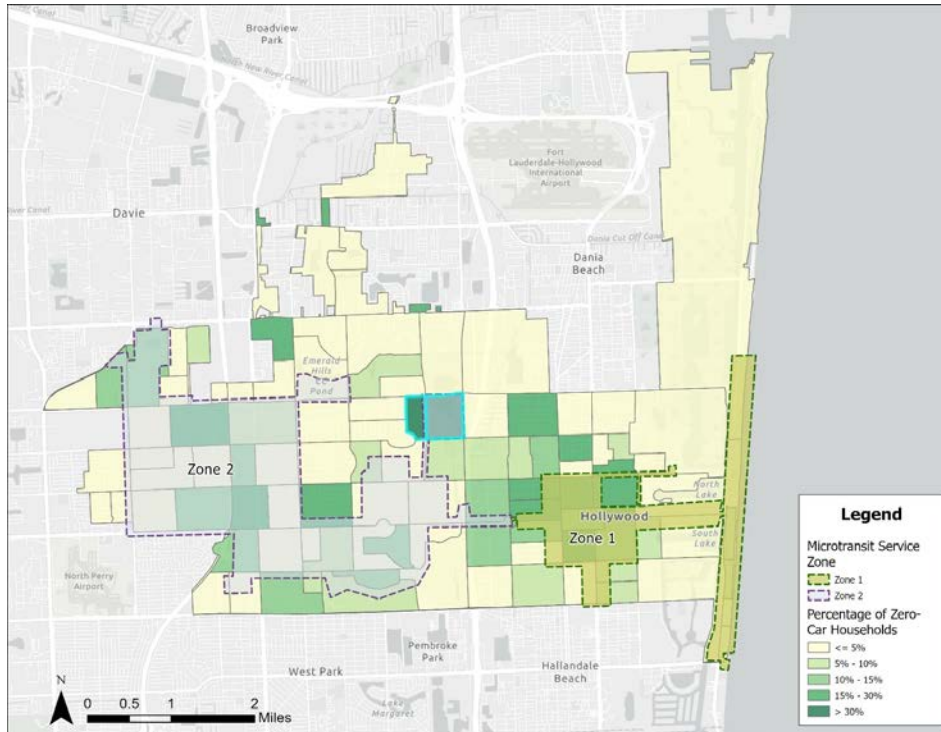
**Figure 5.18 Percentage of Population Aged 65 and above at Census Block Group Level**



### Zero-Car Households

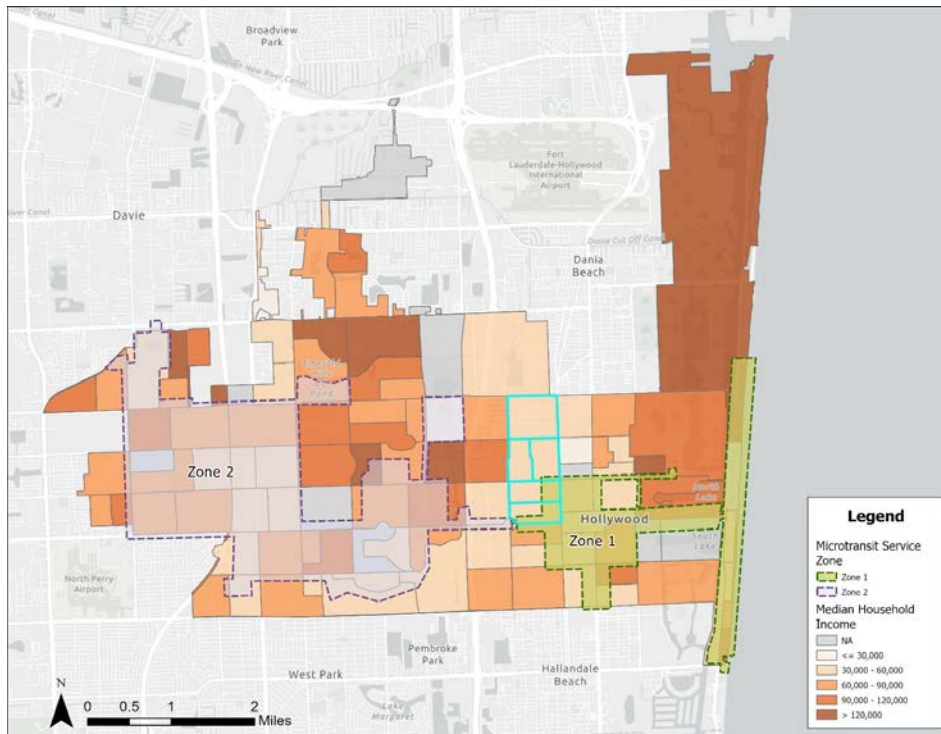
The average percentage of households without a car is 8.6 percent in the East Zone and 6.9 percent in the West Zone, both of which are similar to the citywide average of 8 percent. In the West Zone, the northeast area of Hollywood Hills also has a high percentage of zero-car households, along with a significant senior population, yet it remains outside the service coverage of the West Zone.

**Figure 5.19 Percentage of Zero-Car Households at Census Block Group Level**



### Median Household Income

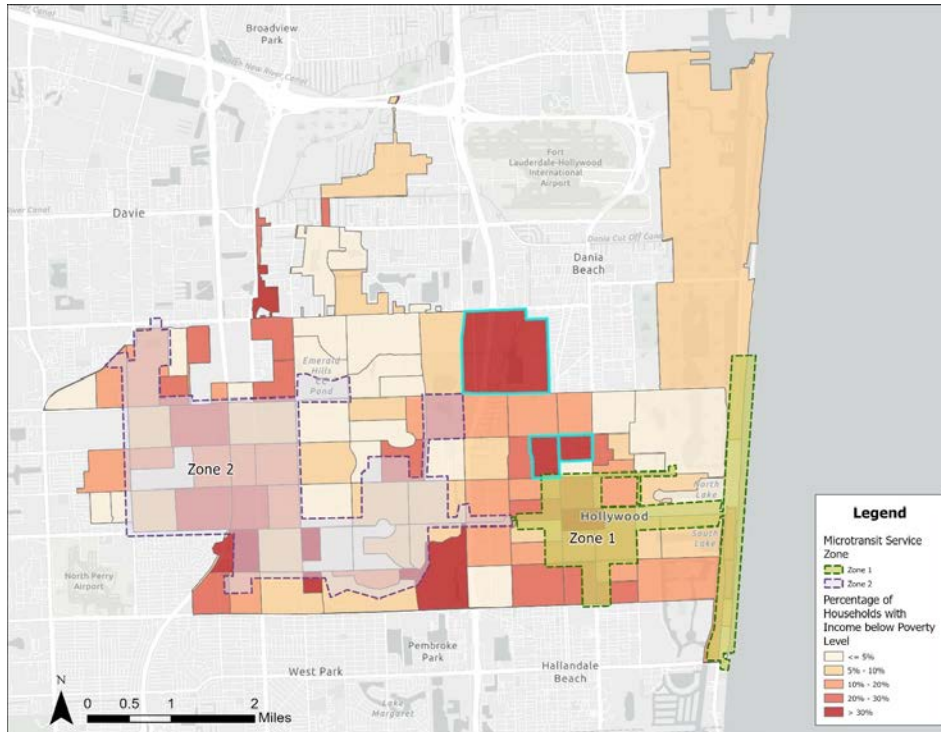
The average median household income is \$70,430 in the East Zone and \$75,400 in the West Zone, compared to a citywide average of \$70,650. The eastern half of the North Central neighborhood has a significant concentration of households with a median income below \$30,000 per year and is not served by any current service zones.

**Figure 5.20 Median Household Income at Census Block Group Level****Below Poverty Level**

The average percentage of households with incomes below poverty level is 14 percent in the East Zone and 13.2 percent in the West Zone, while the citywide average is 14.6 percent. High concentrations of low-income households are found in the Liberia neighborhood, and the central parts of the North Central and Royal Poinciana neighborhoods, all of which are not covered by the East Zone.

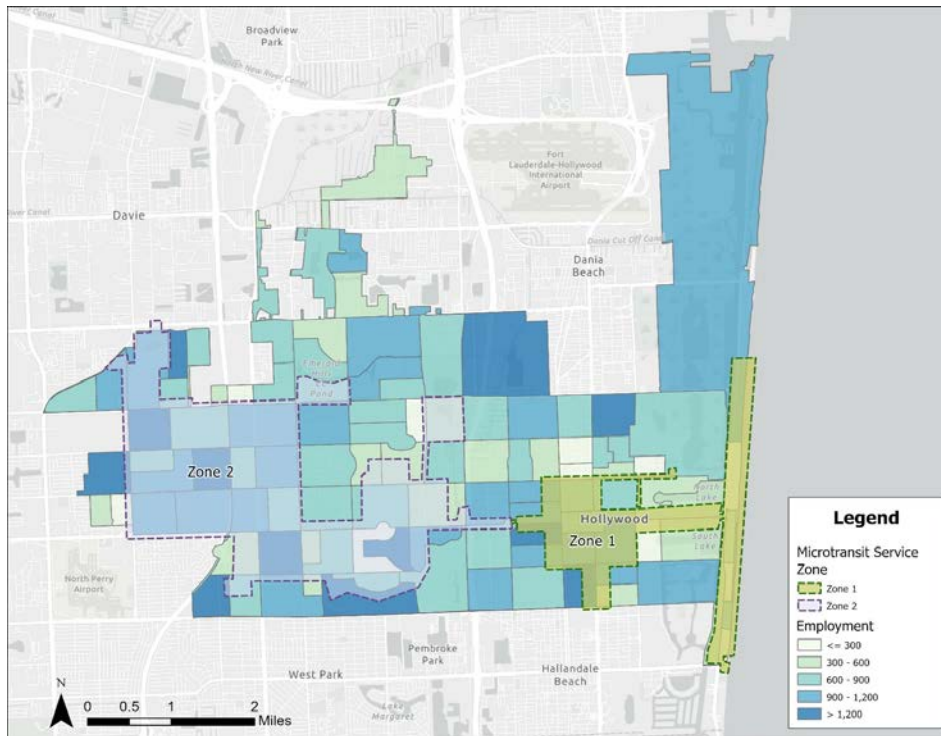


**Figure 5.21 Percentage of Households with Income below Poverty Level at Census Block Group Level**



## Employment

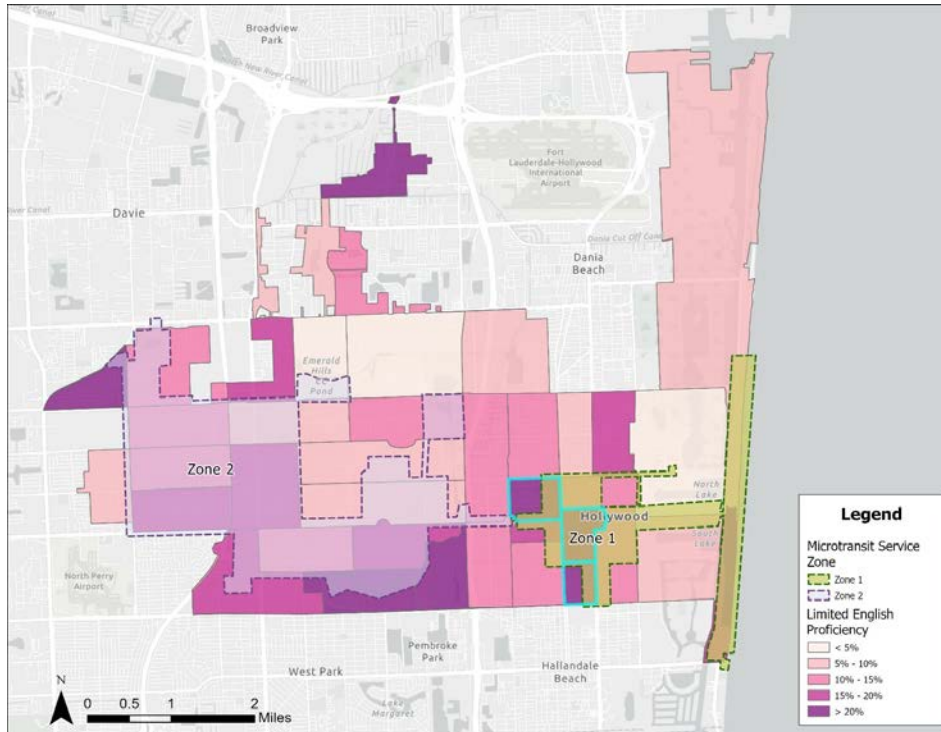
The percentage of employed residents is 58.9 percent in the East Zone and 63 percent in the West Zone, with a citywide average of 61.6 percent. The total number of employed residents is 23,770 in the East Zone and 52,000 in the West Zone, almost double the employment in the East Zone. As a result, residents in the West Zone may have a greater need for microtransit services to connect to major bus or rail stations.

**Figure 5.22 Employment at Census Block Group Level**

### Limited English Proficiency

Due to the ACS data availability, the number of households with limited English proficiency was collected at census tract level. The average percentage of such households is 16.4 percent in the East Zone and 15 percent in the West Zone, compared to a citywide average of 15.5 percent. The southeastern part of the North Central neighborhood and the Park Side neighborhood have high concentrations of households that speak English less than 'very well', both of which are partially covered by the East Zone.

**Figure 5.23 Percentage of Households with Limited English Proficiency at Census Tract Level**



### Summary

Through the analysis of monthly performance reports and a public transportation survey, it was observed that the average rider age for the Sun Shuttle service is higher than the citywide average, particularly in the West Zone, where the percentage of riders aged 64 and above is significantly greater than in both the East Zone and the entire city. Although over 95 percent of survey respondents have access to smartphones, nearly half of them are unfamiliar with how to request a ride, which emphasizes the need for targeted outreach events and driver training to increase the service accessibility.

Socioeconomic characteristics were also analyzed at the census block group level within the existing service zones and across the city. Compared to both the West Zone and the citywide averages, block groups within the East Zone generally have lower population density and median household incomes, but a higher percentage of senior population, zero-car households, and population with limited English proficiency. These factors all suggest that

East Zone residents could benefit more from the on-demand transit services. However, some areas like the northeast area of Hollywood Hills neighborhood and the eastern half of the North Central neighborhood, which potentially have high demand for microtransit services, are not currently covered by any service zones.

## 5.4 Connectivity

Public transit is essential for connecting people to key destinations, shaping urban mobility, and driving economic activity. The Sun Shuttle transit system plays a crucial role in ensuring accessibility to jobs, schools, healthcare facilities, retail centers, and major transfer points. Understanding where Sun Shuttle riders travel most frequently provides valuable insight into network efficiency, passenger needs, and opportunities for service improvements.

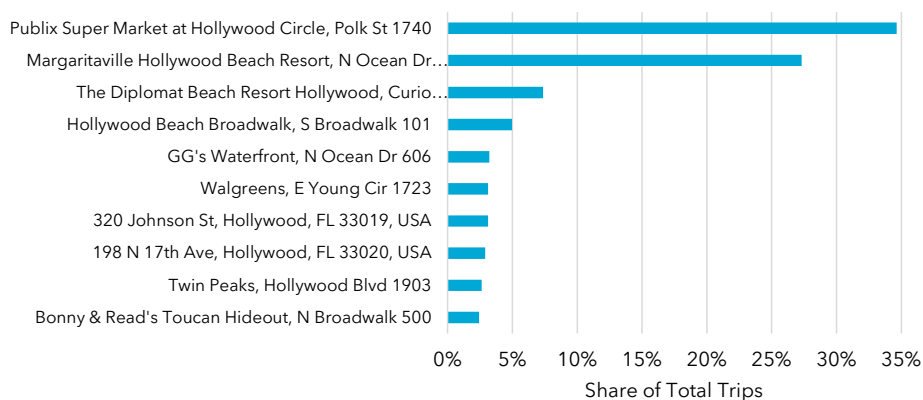
This section analyzes data on the top 10 most-visited locations, offering a comparative view of connectivity levels across different years and the two zones. The data is limited to pickup and drop-off frequencies for the top 10 locations each year, meaning the percentages shown reflect only these destinations. Due to data constraints, figures before 2023 are unavailable, and for 2025, only January data is included. As a result, this section primarily focuses on 2023 and 2024, helping to identify high-demand areas, accessibility gaps, and ways to optimize transit services.

### Top Pick-Up and Drop-Off Locations

#### East Zone

Figure 5.24 presents the share of each of the top 10 most-visited locations in the East Zone for year 2023. *Publix Super Market at Hollywood Circle* was the most frequented destination, accounting for 35 percent of all top 10 locations. *Margaritaville Hollywood Beach Resort* follows, making up 27 percent, while *The Diplomat Beach Resort* ranks third.

**Figure 5.24 Top Pick-Up and Drop-Off Locations in the East Zone (2023)**



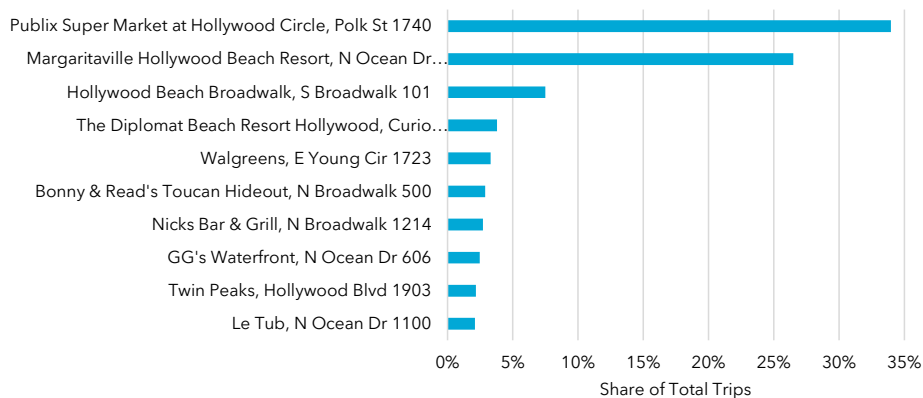
The dominance of a shopping center as the most visited location suggests that many riders use the Sun Shuttle for grocery shopping. Additionally, the high ranking of *Margaritaville Hollywood Beach Resort* and *The Diplomat Beach Resort*, which together account for 35 percent of ridership among the top locations, indicates that many riders are tourists/visitors. Apartments, representing residential locations, account for just 3 percent, reinforcing the conjecture that the system primarily serves visitors rather than residents. Hollywood Beach Broadwalk, a major tourist attraction, ranks as the fourth most-visited location.

Three restaurants appear (*GG's Waterfront*, *Twin Peaks*, and *Bonny & Read's Toucan Hideout*) in the top 10, along with one apartment complex and a pharmacy store (*Walgreens*). This suggests that the Sun Shuttle primarily caters to tourists lodging in or visiting Hollywood Beach hotels, who use the Sun Shuttle to visit the beach, shopping centers, and nearby restaurants.

Figure 5.25 presents similar results for 2024, with *Publix Super Market* at Hollywood Circle and *Margaritaville Hollywood Beach Resort* remaining the top two most-visited locations. However, their combined share slightly declined from 62 percent in 2023 to 60 percent in 2024. Notably, the rankings of *The Diplomat Beach Resort* and *Hollywood Beach Broadwalk* were reversed in 2024, with the latter moving up to third place. Similarly, *Walgreens* rose from 6th place in 2023 to 5th in 2024.

The last five locations on the list are restaurants, with no apartment complexes appearing in the top 10 in 2024, reinforcing the trend that Sun Shuttle is used most often by visitors and by residents for leisure trips. Overall, the comparison between 2023 and 2024 shows consistency or minimal changes in the most-visited locations in the East Zone.

**Figure 5.25 Top Pick-Up and Drop-Off Locations in the East Zone (2024)**



## West Zone

The top 10 locations in the West Zone in 2023 are presented in Figure 2.26. Unlike the East Zone, the top pickup and drop-off locations in the West Zone are highly diverse, reflecting a

different ridership demographic. *Hollywood City Hall*, the city's government office, ranks first but accounts for only 15 percent of the top 10 locations, indicating no single dominant destination. *Walmart Supercenter* follows at 13 percent, while a condominium and a public library share the third and fourth spots, each making up 12 percent and 11 percent, respectively.

The remaining six locations include another condo, the *Hollywood Tri-Rail Station*, a grocery store, a hospital, a hardware store, and a restaurant, with each contributing 7 percent or less. This diversity suggests that West Zone transit riders in 2023 were primarily local residents rather than visitors, as they frequent government offices, residential buildings, and essential service locations rather than hotels or tourist attractions.

**Figure 5.26 Top Pick-Up and Drop-Off Locations in the West Zone (2023)**

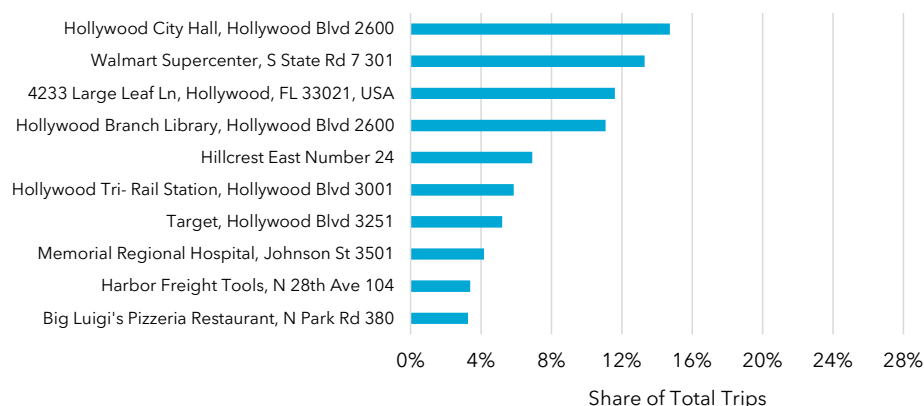
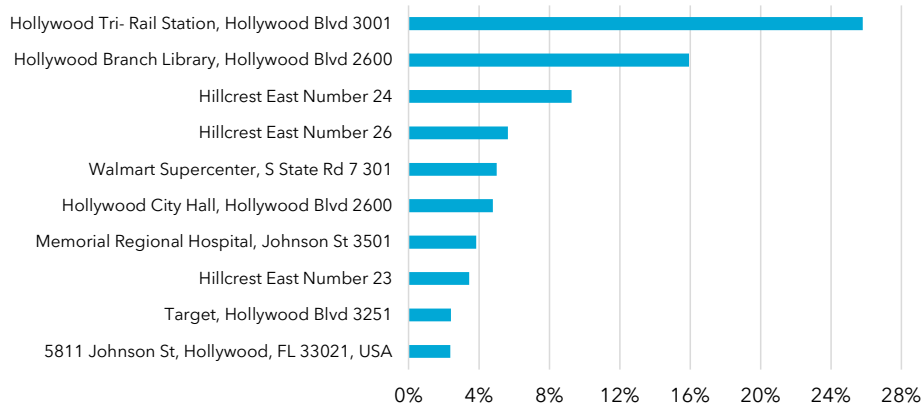
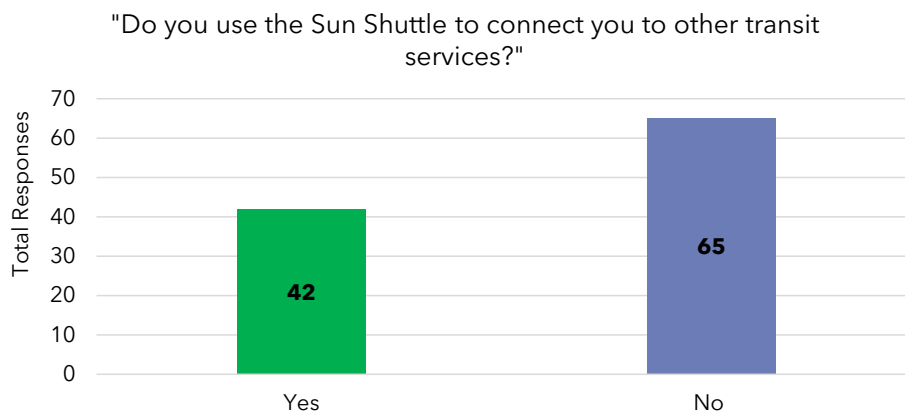


Figure 2.27 displays the results for 2024 in the West Zone. In 2024, the *Hollywood Tri-Rail Station* emerged as the most-visited location in the West zone, accounting for 26 percent of all top 10 locations - more than quadruple its share in 2023 (6 percent to 26 percent). The *Hollywood Branch Library* ranked second with 16 percent, while *Hillcrest 24 East*, one of four condominiums in the top 10, placed third. Notably, visits to *Hollywood City Hall* declined significantly, with its share dropping by nearly half from 11 percent in 2023 to just 5 percent in 2024. Meanwhile, *Walmart* and *Target*, the top retail stores, collectively accounted for only 7 percent of the top locations. Although the West Zone still exhibits a more varied distribution of destinations than the East Zone, the difference is less pronounced in 2024 than in 2023.

**Figure 5.27 Top Pick-Up and Drop-Off Locations in the West Zone (2024)**

### Connections to Other Transit Services

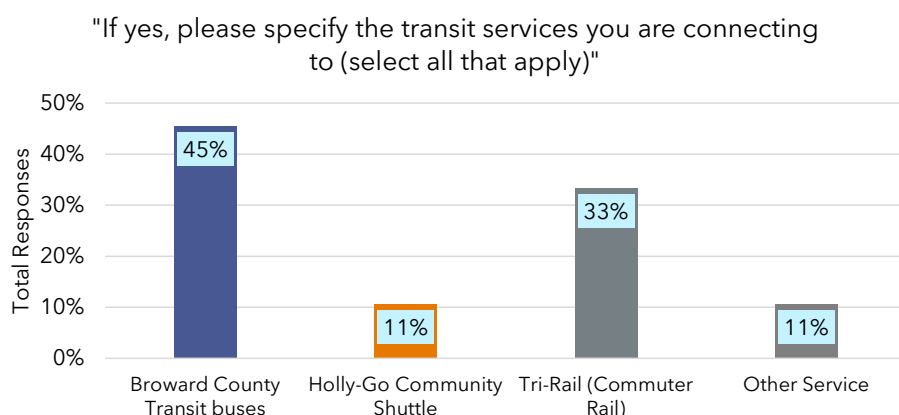
One of the important features of the Sun Shuttle is that it can connect riders to other public transit services as a first-mile/last-mile solution. Figure 5.28 shows the distribution of “Yes” and “No” responses to a question in a survey of Sun Shuttle riders: “Do you use the Sun Shuttle to connect you to other transit services?” Nearly 40 percent replied “Yes”, highlighting the importance of the Sun Shuttle as a means of connecting riders to the places they travel – especially people with mobility restraints relying on public transit.

**Figure 5.28 Transit Connectivity Usage by Sun Shuttle Riders**

Moreover, Figure 5.29 highlights the specific transit services used by the 40 percent of respondents who indicated they connect to other services. The largest cohorts of such

respondents use the Sun Shuttle to connect to Broward County Transit (BCT) buses (45 percent) or the Tri-Rail system (33 percent), while the remaining 22 percent of respondents use the Sun Shuttle to connect to the Holly-Go community shuttle or other services. BCT and the Tri-Rail serve not only Hollywood, but connect commuters to other regions like Fort Lauderdale, Pompano Beach, West Palm Beach, and Miami.

**Figure 5.29 Transit Services Connected To Using Sun Shuttle**



Note: this survey was conducted between November 2024 and January 2025, while the Holly-Go Community Shuttle service had just begun (in November 2024).

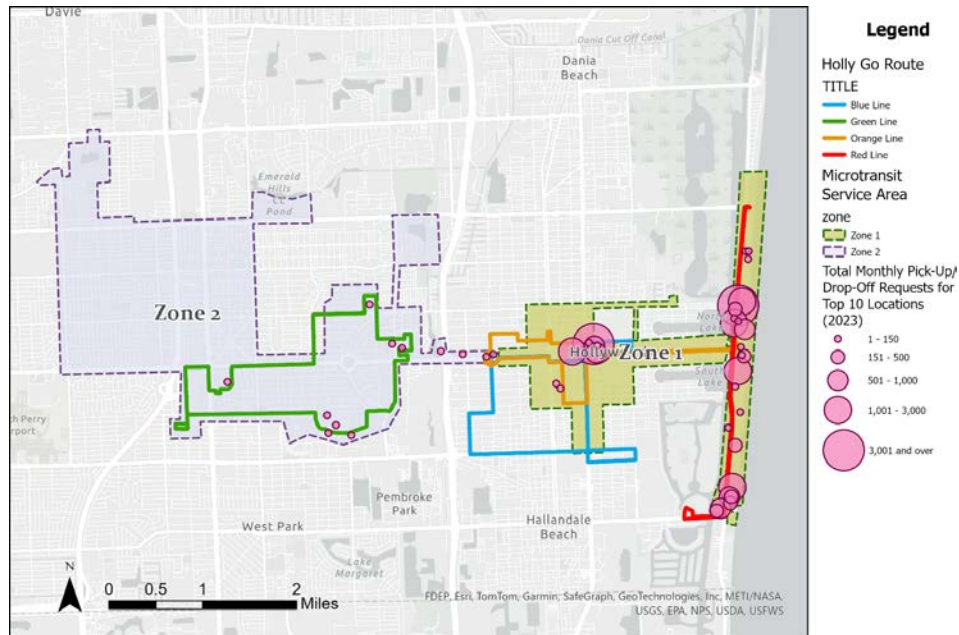
Although only 11 percent of respondents who use the Sun Shuttle to connect to other transit services answered that they connect to the Holly-Go Community Shuttle, this figure will probably increase in time as the Holly-Go becomes more established. On the other hand, it could signal that the average Sun Shuttle rider and Holly-Go rider have fundamentally different mobility needs. Since one is a paid service and the other is free, it may make sense that different cohorts respond to the different services. Discussion on the implications of the overlap between the two services serving the same geography is discussed more in Section 6-16.0 Next Steps.

### Top Locations Served

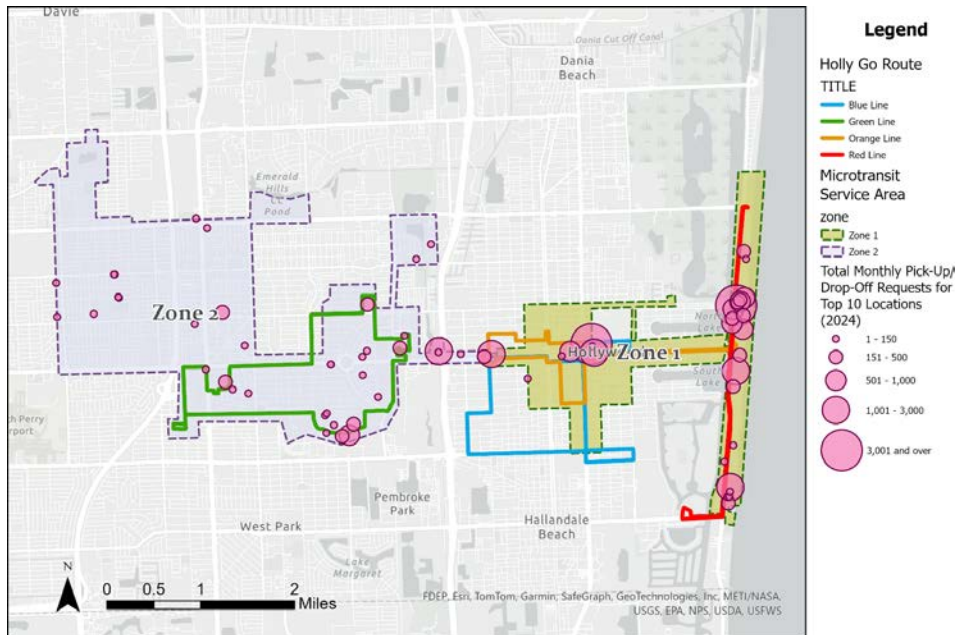
As discussed in the previous subsections, Figure 5.30 shows that in 2023, the East Zone recorded a higher number of trips than the West Zone. However, trip distribution within the West Zone was uneven, with a higher concentration in the eastern portion compared to the western portion. Notably, trip activity increased in the western area of the West Zone in 2024 (Figure 5.31), indicating higher microtransit usage in that area. Again, this increase may be attributed to the time adjustment implemented in 2024, which attracted more commuters.



**Figure 5.30 Top Pick-Up/Drop-Off Locations in 2023**



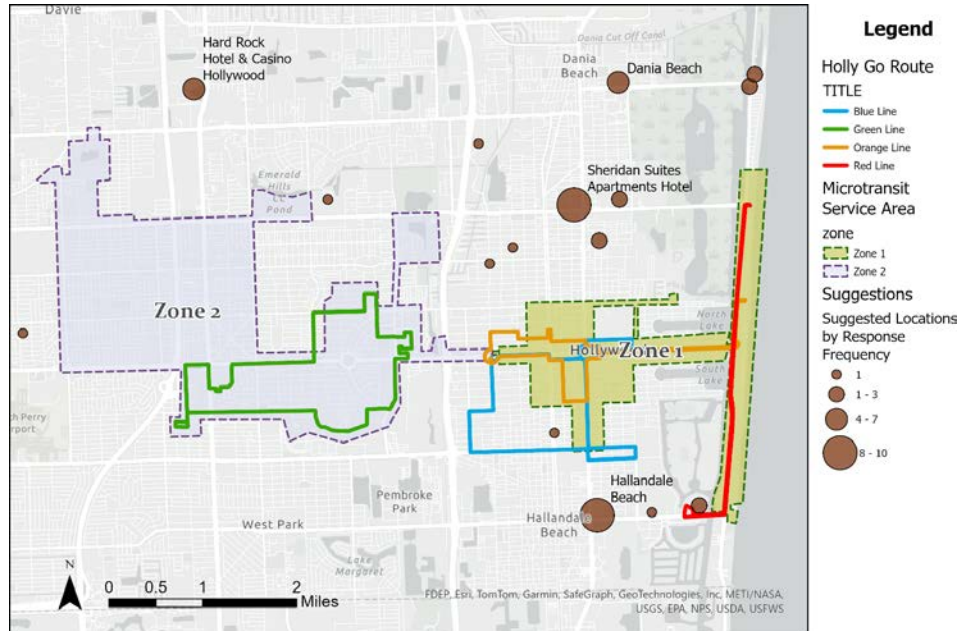
Note: The totals shown for pick-up/drop-off are sums across the year for instances in which the location was listed in the top 10 for a month.

**Figure 5.31 Top Pick-Up/Drop-Off Locations in 2024**

Note: The totals shown for pick-up/drop-off are sums across the year for instances in which the location was listed in the top 10 for a month.

To gather public input on potential service expansions, a survey was conducted where respondents were asked to suggest areas they wished the transit system would reach. Nearly 70 respondents provided one or two location suggestions, either based on personal preference or feedback from others. Generic or out-of-region responses (e.g., "Miami" or "everywhere") were excluded, and no more than two suggestions were recorded per respondent. In total, 59 feasible locations were identified.

**Figure 5.32 Suggested Locations to Expand Service by Response Frequency**



Note: Based on responses from the question in Sun Shuttle rider survey, "What areas would you like for the Sun Shuttle to service that are currently outside the area of service?"

**Table 5.1 Top Four Suggested Locations by Respondents**

	Top Recommendations	Freq
1	Sheridan Street (including <i>Walmart</i> nearby)	12
2	Dania Beach area (including <i>Dania Beach Pier</i> , <i>Dania Pointe</i> , and <i>Tiki Tiki</i> )	11
3	Hallandale Beach area	8
4	<i>Hard Rock</i> area	6

Figure 5.32 displays the geographic locations of the suggested expansion areas, while Table 5.1 highlights the four most frequently mentioned locations. Sheridan Street (represented as a point location in *Sheridan Suites Apartments Hotel*) received the highest number of suggestions for service expansion, with 10 responses. Additionally, two respondents specifically mentioned *Walmart* on Sheridan Street as a desired transit stop. It should be noted that some respondents suggested extending service westward along Sheridan Street

from the easternmost service point. Others preferred a route starting at Hollywood Circle and continuing northward until reaching Sheridan Street.

Another highly suggested expansion area was Dania Beach. One respondent remarked, "From people I know who come to or work off Hollywood, Dania seems like a constant want." When consolidating responses for Dania Beach, *Dania Beach Pier*, and the nearby *Tiki Tiki* restaurant, a total of 11 respondents recommended expanding service to this area. Hallandale Beach was the only location south of the current service area to rank among the top four recommendations, showing 8 suggestions. Lastly, the *Hard Rock* area was the fourth most frequently suggested location (6 suggestions) for service expansion.

### Summary

The findings highlight distinct demographic differences between the two zones. In the East Zone, ridership is largely tourism and leisure driven, with visitors staying at *Margaritaville Hollywood Beach Resort* and *The Diplomat Beach Resort* frequently and/or traveling to *Publix* for shopping, the beach for recreation, and nearby restaurants for dining. This pattern remained consistent in both 2023 and 2024.

In contrast, the West Zone serves a more diverse mix of local residents, with trips originating from condominiums and apartments to destinations such as the *Hollywood Tri-Rail Station*, *Hollywood City Hall*, and other locations offering a broader range of services. The greater variety of trip purposes in the West Zone contrasts with the more tourism-focused East Zone. While travel patterns in the West Zone make it difficult to identify a single priority location, key destinations include the *Hollywood Tri-Rail Station*, *City Hall*, *Hillcrest 24 East*, *Walmart*, *Hollywood Branch Library*, and *Memorial Regional Hospital*.

## 5.5 Customer Experience

Rider satisfaction is a key factor to providing a successful transit service. To maintain and increase ridership and user base, it is important for microtransit service providers to prioritize adapting to the community's needs by regularly collecting customer feedback and responding to user requests. Considering the availability of operational data from vendors, performance measures related to service wait times and service satisfaction were used to track customer experience overtime.

### Service Wait Time

#### Average Wait Time

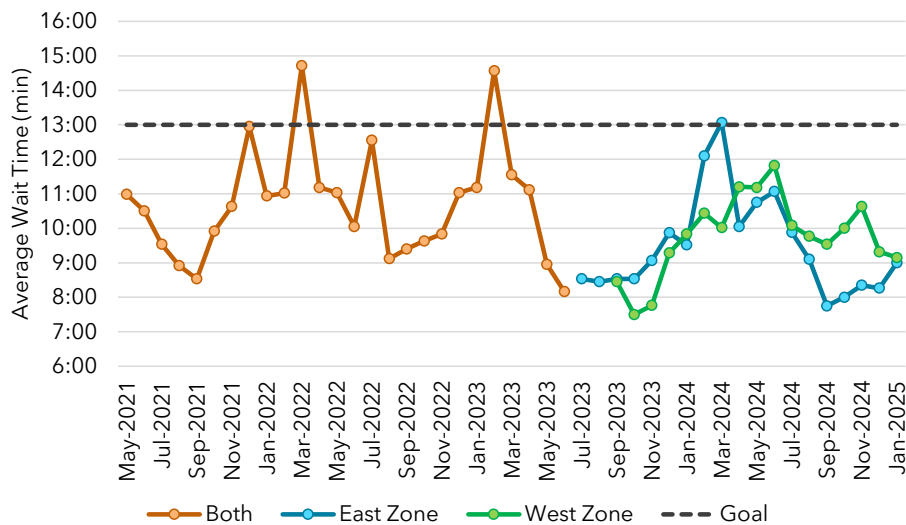
The average wait time is defined as the average amount of time between a trip request and the vehicle's arrival to pick up a customer. Figure 5.33 shows the monthly average wait time per ride for the Sun Shuttle service from May 2021 to January 2025, based on the operational data provided by the vendor.

From May 2021 to June 2023, the average wait time across both zones was 10 minutes and 41 seconds. However, due to differences in user demographics, service coverage areas, and fleet sizes, wait time data has been recorded separately for the East and West zones since

June 2023. Over the analysis period, the average wait time in the East Zone was 9 minutes and 28 seconds, only slightly shorter than the 9 minutes and 45 seconds recorded in the West Zone. However, during peak season, monthly average wait times in the East Zone were significantly higher than in the West Zone, especially in March, when the East Zone's monthly average wait time was 3 minutes longer. Outside peak seasons, the East Zone's monthly average wait times remained close to or lower than those in the West Zone.

For the Sun Shuttle service, the City of Hollywood has set an operational objective of limiting the average wait time per ride to 13 minutes or less per month in both zones under the goal of improving service performance. While current average wait times in both zones remain well below this threshold, the West Zone has experienced a steady increase since October 2023, surpassing the East Zone in April 2024. Although average wait times in the West Zone began to decline in June 2024, they have consistently remained higher than those in the East Zone. This trend may be addressed through vehicle allocation strategies, which are further discussed in Section 6.0 Next Steps.

**Figure 5.33 Monthly Average Wait Time**



### Wait Time Interval

While the average wait time of the Sun Shuttle service indicates that the current service effectively meets overall trip demand, it is also important to capture the percentage of trips with significant wait times to ensure service quality and customer satisfaction. To analyze this, wait times were categorized into 5-minute intervals, and the percentages of trips with wait times exceeding 10 minutes, 15 minutes, and 30 minutes were calculated for each zone and listed in Table 5.2.

**Table 5.2 Percentage of Trips with Different Wait Times**

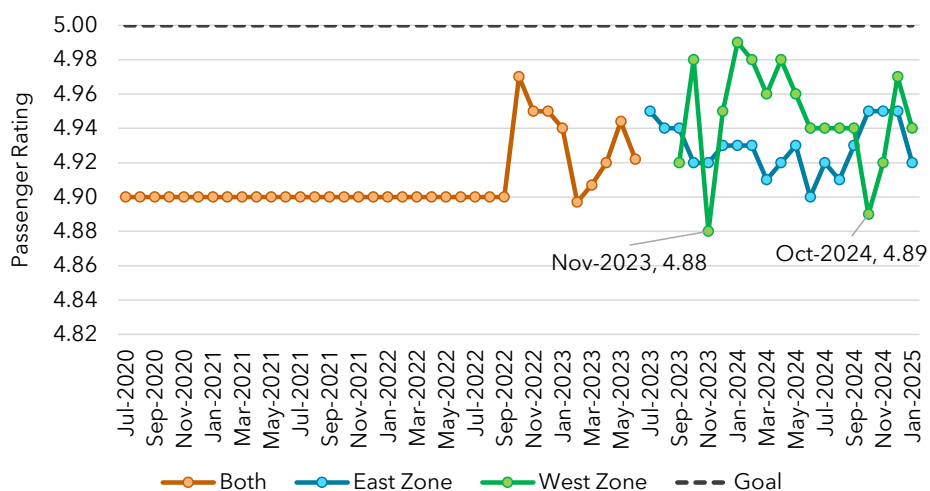
Zones	Percentage of Trips with Wait Times > 10 minutes	Percentage of Trips with Wait Times > 15 minutes	Percentage of Trips with Wait Times > 30 minutes
East Zone	34%	16%	1.8%
West Zone	38%	19%	2.2%

Since the West Zone has a higher percentage of trips with wait times exceeding 10, 15, and 30 minutes compared to the East Zone, it can be inferred that West zone users are more likely to experience long wait times.

### Service Satisfaction

#### Average Driver Ratings

To help assess customer satisfaction with the Sun Shuttle service, riders will be asked to rate drivers on a 5-point scale and comment on their trip experiences in the app after completing a ride. Figure 5.34 shows the monthly trend of average driver ratings from July 2020 to January 2025. It should be noted that before September 2022, the app only allowed only one decimal place for ratings; after that, it switched to two decimal places.

**Figure 5.34 Monthly Average Driver Ratings**

The City of Hollywood aims to achieve an average customer rating of 5.0 for the Sun Shuttle service. Overall, monthly average driver ratings in both zones have remained at or above 4.9, with the exception of November 2023 and October 2024 in the West Zone, where the average ratings dropped to 4.88 and 4.89 respectively. While this performance falls slightly short of the goal, it can be concluded that riders in both zones are generally very satisfied with the microtransit service.

### Summary

During the analysis period from July 2023 to January 2025, monthly average wait times in the East Zone were significantly higher than in the West Zone during peak season, especially from February to March, but dropped to being closer to those of the West Zone outside the peak season. On average, wait times in the East Zone throughout the year were slightly shorter than in the West Zone, possibly due to the West Zone's larger coverage area and smaller vehicle fleet.

While current average wait times in both zones remain well below the performance threshold of 13 minutes, the West Zone has experienced a steady increase from October 2023 through Jun 2024, and has consistently remained higher than those in the East Zone since April 2024. Additionally, the breakdown of wait times also indicates that the West Zone users are more likely to experience significantly longer wait times. This highlights the need for proactive vehicle reallocation between zones to accommodate seasonal variations in demand.

In terms of overall service satisfaction, the monthly average driver ratings in both zones have remained at or above 4.9 on a 5-point scale, suggesting that riders in both zones are generally satisfied with the microtransit service despite the varying wait times.

## 5.6 Conclusion

In conclusion, the Sun Shuttle microtransit service has shown to be a valuable resource for City of Hollywood residents and visitors. Although the service has done well, there are some potential areas for improvement discussed in Section 6.0 Next Steps. All of those strategies may not be feasible or appropriate, depending on City of Hollywood's own goals, procedures, financial constraints, or contractual obligations. But this can be used as a reference for future planning initiatives and changes.





## 6.0 Next Steps

Based on the efforts conducted and data collected in this Plan, the following section outlines main conclusions leading to **potential means of improvement** relative to the goals of the City for its transit service.

### 6.1 Transit Level of Service

According to the FDOT 2023 *Multimodal Quality/Level of Service Handbook*<sup>17</sup>, level of service (LOS) is a quantitative stratification of a performance measure or measures that represent quality of service, typically measured on an A-F scale, with A representing the best operating conditions from the travelers perspective and LOS F representing the worst.

The handbook further outlines factors that contribute to level of service in transit systems. For fixed route services, it identifies the following: **frequency, hours of service, service coverage, passenger load, reliability, and transit/auto travel time**. For demand response (DRT) services, it identifies: response time, span of service, service coverage, on-time performance, trips not served, and DRT/auto travel time. Improvements to these areas can improve transit LOS for the respective services.

According to all three surveys, the factors that would generate the largest improvement to the transit services are the basics:

- longer hours of operation,
- more frequent service (fixed-route) and lower wait times (microtransit)
- service coverage (additional/more stops for fixed route and more area coverage for microtransit)

To achieve the City's goals and provide higher quality transit level of service, there are some strategies identified as potential means of improvement. All of these operational strategies were identified for the Sun Shuttle microtransit service. Since the Holly-Go service has only just started and been operational for a few months, there were no operational improvement strategies identified at this time. However, the service should continue to focus on delivering mobility in accordance with the aforementioned factors, and they should be considered in goal-setting for the Holly-Go Community Shuttle.

#### *Seasonal allocation of microtransit resources*

This can include increasing vehicle allocation and therefore service frequency by zone in **peak months, like March for the East Zone and May for the West Zone**, to efficiently handle peak demand. This can be focused to **specific peak days, like weekends for the East or weekdays for the West**, if it requires reducing available vehicles in the other zone. If

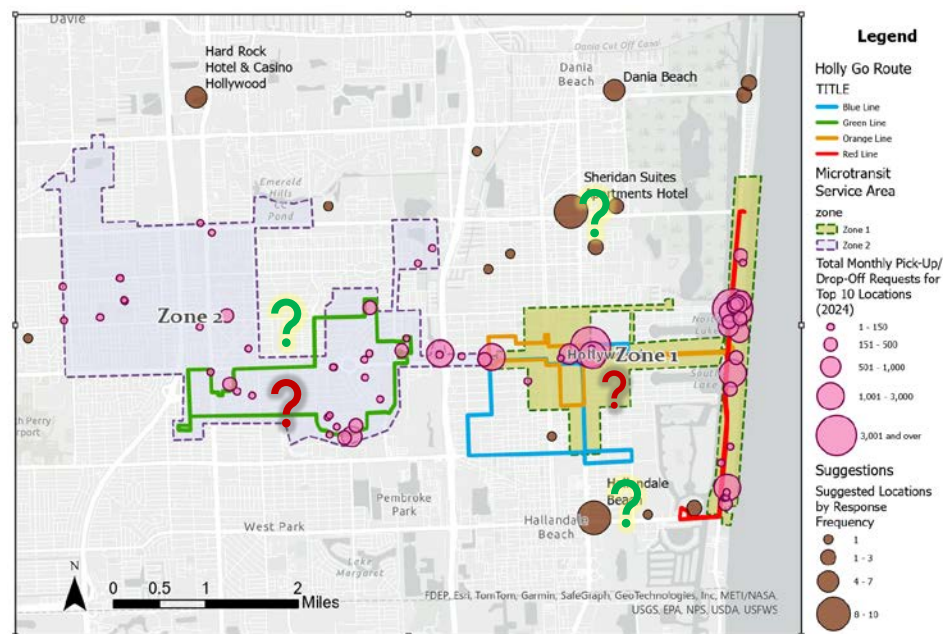
<sup>17</sup> [2023 Multimodal Quality/Level of Service Handbook](#).

contractually possible, resources can be allocated for both zones away from low ridership months, like September, to accompany the increase in vehicle availability in peak months.

### Consider tailored adjustments of the microtransit zone boundaries

Some of the evaluation suggests potential changes to service zone boundaries. One major insight **is the overlap of service between the new Holly-Go Green Route and the portion of the West Zone south of Hollywood Blvd.** With Holly-Go serving some of the destinations riders used Sun Shuttle to access most in 2024, the City may consider limiting the extent of the microtransit West Zone in that area. Secondly, there were two main areas that Sun Shuttle riders responded to in the survey when asked what areas they would like served that were already served by either zone. Those two areas were Hallandale Beach Blvd between US 1 and Walmart, and Sheridan St near US 1. Extending service to those areas may not be feasible, but investigating the possibilities further, either through amended Holly-Go routes or Sun Shuttle zone coverage, would be recommended. Additionally, an opportunity for improvement concerning the Sun Shuttle zone coverage is to consider removing service area from private/gated communities (like Carriage Hills), as it causes inconvenience for drivers to request access to these areas. In Figure 6.1, green question marks are areas suggested for investigation to expand zone boundaries and red question marks are areas suggested to restrict zone boundaries. One of the areas suggested for reallocating away from is the West Zone south of Hollywood Blvd, and another is neighborhoods in the East Zone around Jefferson Park.

**Figure 6.1 Microtransit Areas for Potential Reconsideration**



### *Allocate microtransit vehicles by day of week*

Based on peak day demand, and how the two zones' peaks are on opposing days, one potential improvement could be **allocating one vehicle from West Zone to East Zone on weekends to accommodate weekend peak demand, and considering shifting one vehicle from the East Zone to the West Zone during weekday peak periods.**

### *Re-allocate Sun Shuttle operations to synergistically align with Holly-Go service*

Currently, the East Zone Sun Shuttle operates along a narrow, direct corridor on the beach during the daytime coincident with Holly-Go's Red Line, which operates along the same corridor with good headways. This overlap in service may not be the best use of resources, especially during the daytime hours when Sun Shuttle ridership is not at peak. We recommend restricting Sun Shuttle service in East Zone (particularly beachside) during morning and midday hours when the Holly-Go Red and Orange lines are in operation. This may allow extension of Sun Shuttle service to times that riders frequently responded they would appreciate – later in the evening.

This is being tested in the Spring of 2025 with partial fleet operations starting at 10am and the full fleet running later in the day. This demo of the strategy will provide key insights into this strategy's success.

### *Consider changing hours of operation of microtransit's West Zone on weekdays*

Consider extending service hours during the morning peak and evening peak periods in the West Zone to better serve commuters. The top pick-up/drop-off location in the East Zone in 2024 was the Hollywood Tri-Rail station! Also, 25 percent of non-home trip purposes is to go to school or work for West Zone surveyed riders. Making it easier for workers to use the Sun Shuttle as a first-mile/last-mile or commuting solution can improve and enhance mobility given this trend. This may be accommodated by limiting midday service, especially in areas served by the Holly-Go Green line.

### *Right-size microtransit vehicles to save resources*

Based on the ridership and pooling percentage, we don't believe the van vehicles are needed for passenger capacity. If they are not needed where deployed for ADA accommodation, we recommend investigating the cost savings of substituting vans for smaller vehicles. The level of need for passenger capacity should be verified by operators through the vendor, or from conducting observations at peak times.

## **6.2 Community Engagement**

Successful transit service is grounded with a sincere connection to the public and its needs. Potential improvements in community engagement can be deduced by the results from the Public Transit Survey, Holly-Go Community, and Sun Shuttle surveys. The next steps are focused on improving the rider experience, and increasing public awareness of the local transit systems.

## Public Awareness

**Preferred language:**  
Over 30 percent of Holly-Go survey respondents chose Spanish. 23 percent chose French or Haitian Creole. Only 38 percent chose English.

About 28% of respondents to the Public Transit Survey indicated they are unaware of the local transit services. Furthermore, the City of Hollywood has a growing Spanish-speaking population and at least 10% of survey respondents across the surveys indicated that they primarily speak Spanish. To increase public awareness of the local transit services, all marketing materials should be translated into Spanish (at least, and other languages like French and Haitian-Creole also, as

feasible), and materials should be posted at transit centers and along transit corridors. This can be done in coordination with Broward County Transit.

Additionally, **any changes to service as a result of this plan or other planning efforts should be aptly communicated in advance to the community**, using the following means:

- Ensure the website and rider applications have an easily accessible section for service updates. Place them on the homepage or in a noticeable banner and allow passengers to subscribe to specific routes or service alerts.
- Use social media platforms (Twitter, Facebook, Instagram, etc.) to notify passengers about changes.
- Print revised maps, and transit services flyers and post in prominent areas, transit stops, on transit vehicles.

## Rider Satisfaction

Rider Feedback surveys are essential in improving transit services and maintaining rider satisfaction. Riders should have opportunities to share their experiences, feedback, and concerns with the transit providers. Implement multiple communication channels for riders, such as:

- Develop a mechanism in the Ride Circuit app to allow passengers to conduct a post-ride survey that includes categories like service reliability, cleanliness, timeliness, and overall satisfaction. This goes beyond the existing one-question response on rating the driver.
- Include a short ongoing feedback survey on the transit department's website that includes categories like service reliability, cleanliness, timeliness, and overall satisfaction.
- **Conduct a targeted feedback survey for the Holly-Go Community Shuttle in one year** to set a benchmark of rider demographics, satisfaction, and experience.

### 6.3 Coordination with Other Transit Agencies

By nature of the services provided and operated by City of Hollywood, coordination with other agencies and stakeholders is absolutely critical. Major stakeholders revealed during this Plan development are: Broward County, Broward County Transit, Florida Department of Transportation, neighboring cities' community shuttle operators, Tri-Rail, and local business leaders.

#### *South Florida Regional Transportation Authority (SFRTA)*

It is clear that Tri-Rail, the commuter rail service operated by SFRTA, is a major partner for the City of Hollywood's transit service. The transit customers in Hollywood and Tri-Rail riders have significant crossover. The *Hollywood Tri-Rail Station* was the top ride request location in the West Zone for the Sun Shuttle in 2024. About 15 percent of responses from the question "which transit services do you use in Hollywood, FL?" indicated Tri-Rail for both the Holly-Go and Shuttle surveys. Meanwhile, 33 percent of responses on the public transportation survey (open to the public) indicated Tri-Rail for that question.

The Sun Shuttle in particular can currently be viewed as a first-mile/last-mile service for Tri-Rail riders within the microtransit zones. Currently, only the West Zone carried direct access to the Tri-Rail station, although the East Zone can drop passengers off about a half mile from the station (albeit the walk includes crossing under the I-95 interchange). As discussed in

**Extending the Orange Line to the Tri-Rail station would create a link between the commuter rail service and Hollywood Beach, opening access to the City's beach for riders across the region.**

Section 6.4, this coordination can include discussions on funding vehicles through SFRTA's grants capacity. However, the City of Hollywood could also engage in a mutually beneficial promotion agreement.

It may improve transit connectivity and mobility choice if the Holly-Go community shuttle accessed the Tri-Rail station directly. Currently, the Green Line, Orange Line, and Blue Line all have stops located within a half-mile from the station. Extending the Orange Line from City Hall to the Tri-Rail station would create a link between the commuter rail service and Hollywood Beach, opening access to the City's beach for riders across the region.

#### *Neighboring Cities' Community Shuttles*

Some of the feedback from the transit rider survey suggests that transit riders desire better connectivity to nearby cities. Currently, City of Hallandale Beach community shuttle routes extend into Hollywood and access both Sun Shuttle and Holly-Go accessible places. Thus, the City of Hollywood should **coordinate with Hallandale Beach** to ensure their services are working together as best as they can to increase the quality of transit mobility for both communities.

City of Dania Beach, neighboring to the north of Hollywood, also operates a community shuttle service. However, there is no overlap between any Dania Beach shuttle routes or key locations and Holly-Go or Sun Shuttle service. Numerous survey respondents expressed the

wish that Hollywood's transit services provided a connection to places like *Dania Pointe* and *Dania Beach Pier*. **Improvements to connectivity between Hollywood's and Dania Beach's major attractions may be aided by coordinating** services between the two cities.

### *Broward County Transit*

Broward County Transit (BCT) service operates extensively throughout the Hollywood area, and many residents and visitors use Hollywood's transit services alongside BCT bus service. In fact, 14 percent of Holl-Go Community Shuttle survey respondents indicated that they use the shuttle to connect to BCT bus services. 15 percent of Sun Shuttle riders indicated likewise. The Holly-Go also shares many of its bus stops with BCT bus stops. Therefore, coordination with BCT on service, operations, capital improvements to stops, and community engagement are all necessary next steps.

## 6.4 Potential Funding Opportunities

### *Current Funding*

Currently, the community shuttle (Holly-Go) is funded through County surtax fund distribution in conjunction with an interlocal agreement (ILA) with Broward County. The microtransit (Sun Shuttle) is provided through City funding via gasoline tax receipts, partially offset by the fare revenue.

Because of the funding structure of the services, there are financial vulnerabilities with risk for service disruption. These include the impacts of any future economic slowdowns that can impact both county surtax and city gasoline tax revenue. Long-term, there is the risk associated with EV adoption and increasing auto fuel efficiency disrupting gasoline tax revenue. Thus, it is always ideal to have a cohort of funding methods, and additional options.

### *Federal Funding Opportunities*

Attaining federal grants would require partnering with the County, FDOT, or some other agency already receiving federal funds as sponsor entities to apply for competitive grants relating to innovative mobility solutions. This could entail partnering together with other municipalities and lobbying such entities as a group to coordinate services.

Below are some FTA's current programs that might be relevant to microtransit:

- [Accelerating Innovative Mobility](#) (AIM): Eligible activities include all activities leading to the development and testing of innovative mobility. Example: *The City of Wilson in rural central North Carolina will receive funding to replace its fixed-route transit service with on-demand, rural microtransit to provide more targeted service and solve first/last mile connections. The microtransit system will include accessible vehicles, phone booking and lower fares.; Pinellas County in Florida has been able to offer its services fare-free through their FTA AIM grant;*

- [Integrated Mobility Innovation](#) (IMI): Wake County (NC) Human Services will receive funding to will launch microtransit services that provide a "first five-mile, last five-mile" approach to connect rural residents with more distant services.
- [Enhancing Mobility Innovation](#) (EMI): In 2025, Monterey-Salinas Transit will receive \$449,860 to demonstrate an innovative method to test and verify the eligibility for rider discounts in contactless payment systems.
- [Mobility on Demand Sandbox Program](#): Eligible activities include all activities leading to the demonstration of the innovative MOD and transit integration concept. Example: *Dallas Area Rapid Transit (DART) First and Last Mile Solution project - The project facilitated collaboration with a microtransit provider and Transportation Network Company (TNC) to provide more transit trip choices for riders in a low-density area that was difficult to serve.*
- [Enhanced Mobility of Seniors & Individuals with Disabilities](#) - Section 5310: Programs for capital projects planned, designed and carried out to meet special needs of elderly and individuals with disabilities.
- [Innovative Coordinated Access and Mobility Grants](#): Competitive grant funding for projects that improve access to vital services for older adults, people with disabilities, and in low-income communities.
- [Low or No Emission Grant Program](#) - 5339(c): Provides funding to state and local governmental authorities for the purchase or lease of zero-emission and low-emission transit buses as well as acquisition, construction, and leasing of required supporting facilities.

USDOT competitive grants:

- [Advanced Transportation Technologies and Innovation](#) (ATTAIN)/ [Advanced Transportation Technologies and Innovative Mobility Deployment](#) (ATTIMD): provides competitive grants to deploy, install, and operate advanced transportation technologies to improve safety, mobility, efficiency, system performance, intermodal connectivity, and infrastructure return on investment.

### State Funding Opportunities

- [Innovative Service Development \(ISD\) Grant](#) Program
- The [City of Stuart in Florida](#) received an FDOT grant in the amount of \$35,000 for historic tours, marketing the program and to encourage ridership. They used the microtransit vehicle (tram) to provide 92 historic tours in 2024. The tram was also rented for private events which generated revenue.
- **Tri-rail ride partner service** example: [Freebee at Cypress Creek Station](#) (Freebee service (an on-demand electric microtransit service) to and from the Cypress Creek Station in the Freebee Service Area is available for FREE thanks to a one-year demonstration grant from the Florida Department of Transportation (funded by the FTA Public Transportation COVID-19 Research Demonstration Program and matching

funds from FDOT). The Sun Shuttle West Zone has some features that could be presented as a peer service to this example.

### Local Funding Opportunities

Some common funding measures by peer places to finance transit are listed below. City of Hollywood is already using some of these, but others may require strategic development.

- From the '[Evaluation of East Gainesville Florida Microtransit Mobility Project](#)' report:
  - Ballot measures on a local level could generate funding for a specific project such as microtransit
  - Gas tax revenues: Gainesville Regional Transit System (RTS), managed by the City of Gainesville, receives funding from UF, Santa Fe College, Alachua County, FDOT, and the FTA. Currently, the microtransit system in Gainesville is funded using gas tax revenues.
  - Local partnership with employment/activity centers or universities or foundations: The Albany microtransit system created a partnership with the University of Albany to generate funds and increase ridership. The City of Gainesville currently has a partnership with UF and Santa Fe College. However, RTS could partner with UF and Santa Fe College and other regional partners to provide microtransit services for neighborhoods that have a large enough population to support direct service from areas not well served by transit to major regional employment and activity centers.
  - Tourist Development Tax/Partnership – since the transit services are used by visitors, it may be in the interest of the City and the tourism industry stakeholders, like hotels, to partner together in promoting and funding the services.

## 6.5 Mode Shift

Providing quality transit contributes to mode choice for residents and visitors. Shifting travelers to transit instead of personal automobiles provides some key benefits from a planning perspective. Bus transit, when used extensively, is efficient at moving people without contributing as much to traffic volumes. This **can improve congestion and level of service on key roadways**. Detailed ridership information is needed to evaluate the extent of this benefit at existing levels of Holly-Go ridership.

Providing quality transit... can improve congestion and level of service on key roadways...and reduce urban setting emissions.

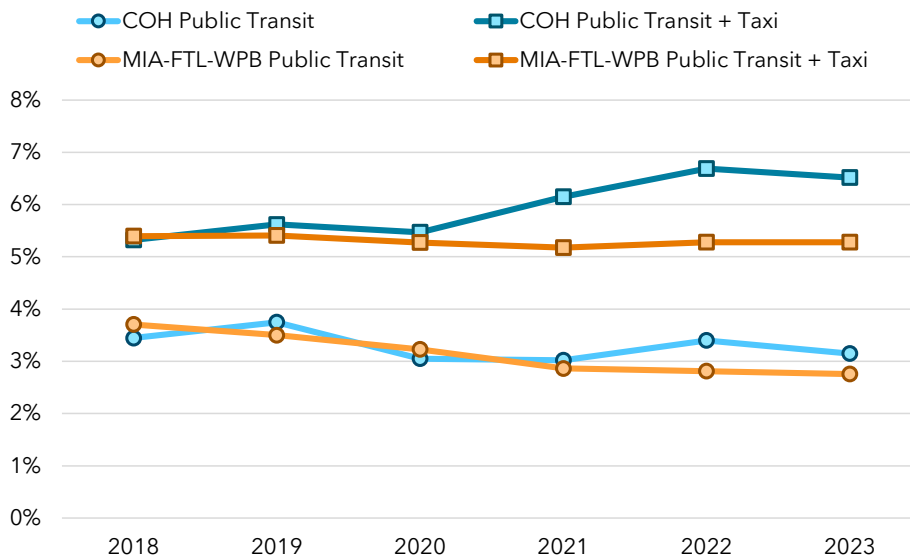
Another benefit is reduced emissions. Every Sun Shuttle ride that replaces a gasoline powered automobile trip reduces negative impacts from emissions – as the Sun Shuttle vehicles are much smaller and more energy efficient, and the vehicles are electrically powered, preventing urban setting emissions. At roughly 80,000 annual Sun Shuttle trips, the



impact is arguably significant, with 50 percent of survey respondents claiming they would use an automobile mode to make the trip in the absence of the service. Assuming conservatively 2 miles per trip, **that equates to 80,000 annual vehicle miles of travel (VMT) converted to an energy-efficient, clean mobility solution.** 80,000 VMT is about 3,200 gallons of gasoline, or 76 barrels of oil.

Data from 2018 to 2023 suggests that the Sun Shuttle, or City of Hollywood's transit initiatives in total, may have made an impact on mode shift within the City. When compared to the whole Miami-Ft. Lauderdale-West Palm Beach metropolitan area, Hollywood resident worker commute share using transit and taxi (which may have been a response chosen by Sun Shuttle riders) has outperformed, according to the American Community Survey (Figure 6.2). During a time of broader falling transit mode share through the COVID-19 pandemic, Hollywood commuters (excluding work-from-home) transit rider share decreased much less than the benchmark. Including taxi commute share, Hollywood saw an increase of 1.2 percent while the region faced a decline of 0.1 percent. This trend is supported also by the rates at which people used the Sun Shuttle to access other transit services - one-third of survey respondents claimed they did. Also, the Hollywood Tri-Rail station received over 1,600 pick-up and drop-off requests in the Sun Shuttle West Zone, equating to 135 monthly connections to the regional commuter rail service.

**Figure 6.2 Transit and Taxi Commute Shares in Hollywood and in South Florida from 2018 to 2023**



Source: American Community Survey, 5-year estimates.

## 6.6 Fare Structure

The fare structure of the City of Hollywood transit services is well-enjoyed by its riders. Currently, the Holly-Go Community Shuttle is a free service to all riders, and the Sun Shuttle's fare per trip is \$2.00. This compares well to other regional transit options – fixed-route Broward County regular and premium bus fares are \$2.00 and \$2.65, respectively, with discounted \$1.00 fares for youth, senior, disabled, and Medicare recipient riders. Likewise, Tri-Rail fixed route commuter rail fares range from \$2.50 to \$8.75 depending on the day and destination.

### Holly-Go Community Shuttle

**Free-to-ride transit is a major benefit to Holly-Go riders**, especially as the service is beginning and the community is gaining awareness of the service. Maintaining fare-free service is recommended for the foreseeable future, in accordance with the City's Interlocal Agreement (ILA) with Broward County and Broward County Transit.

60 percent of Holly-Go riders had no vehicle available in their household... and 83 percent claimed the Holly-Go service is "very important" to them.

The rider demographic and trip purposes support keeping this service widely available as a social and mobility service. Over 30 percent of respondents to the Holly-Go survey did not have a driver's license. Additionally, over 60 percent of respondents had no vehicle available for use in their household and almost 90 percent had fewer than two vehicles available.

Although 45 percent of respondents said they would still use the service if there was a fare charge, only 17 percent were willing to pay more than \$1.00 to ride it. 57 percent had an annual household income below \$50,000. Given all of this context, and that 86 percent of respondents said they use the service "a few times per week" or more, and that 83 percent claimed that the Holly-Go service was "very important" to them, the benefit of maintaining it as free to ride seems very important.

Momentum behind fare-free transit service nationally has been building in recent years. There is an extensive record of free transit service in Florida, including the GoLine in Indian River County, Area Regional Transit in St. Lucie, and the standard free service of Broward County's community shuttle service across over 18 other municipalities. Based on these examples, some key benefits of offering free transit include:

- Reducing capital cost from fare collection devices
- Reduced administration cost of offering discounted fares and tracking revenue financials
- Decreased "dwell time" at each bus stop, reducing delay and allowing more stops efficiently

However, offering free transit comes with some challenges. Those that have been experienced by other agencies are:

- Dealing with “free riders” who stay on the bus aimlessly, causing disruption
- Ensuring ADA service is required as per complementary cost requirements
- Foregoing rider investment as a component of funding mechanism

### *Sun Shuttle Microtransit*

The Sun Shuttle is a very unique service with a favorable fare compared to its quality. **There is some data from the survey that suggests a potential to charge higher Sun Shuttle fares,** at least for some riders or during peak times.

When asked “What are you willing to pay for the Sun Shuttle?”, 40 percent of respondents to the rider survey answered that they would pay more than the current \$2.00 fare. More striking, 95 of 96 (99%) respondents said they perceived a good value for the trip. When asked about factors that would lead to riders using the service more or be more satisfied, only six percent of responses indicated lower fares. These all support that the value of the service is not overpriced, by and large.

The rider demographic also implies a higher degree of financial flexibility and mobility options among Sun Shuttle users. 84 percent of riders have a driver’s license, 74 percent were employed, 32 percent had an annual household income over \$75,000, and 63 percent had at least one vehicle available in their household.

One potential means of improvement is to **explore increasing the fare for use during peak times, or for non-residents**. Peak times could be identified by zone, especially in the East Zone where a higher level of usage is for recreation, lower level of usage is for medical/hospital/doctor, and more respondents claimed their alternative mode in the absence of the service would be taxi/Uber/Lyft. Residents could be distinguished from non-residents (visitors) through a registration system in the application, by providing proof of linking to payment/billing information.

Increasing fares in certain cases could provide additional revenue for the Sun Shuttle, increasing its financial sustainability as a valuable service for everyone.

Increasing fares in certain cases could provide additional revenue for the Sun Shuttle, increasing its financial sustainability as a valuable service for everyone.

### *Offer programs for recurring users*

As established, the Sun Shuttle user base is largely recurring, and a solid core of riders comprise a large share of usage. Over two-thirds of Sun Shuttle riders surveyed say they use the service more than a few times per week. This level of recurring user base could be better served by features that target them – such as discounted bulk fare rates, reloadable pre-payment features, and improved application user interface. Three-fourths of Sun Shuttle riders surveyed said they would be interested in a pre-payment or subscription wallet feature in the vendor app. This is discussed further in Section 6.7.

## 6.7 Technologies

Technology is an important part of public transit service but especially for microtransit. The median user age of the Sun Shuttle tends to be higher than that of the City resident population, and during parts of the year, over one quarter of all riders are over the age of 65. Therefore, one potential improvement would be for the City coordinate closely with the microtransit vendor to **optimize the user interface (UI) of the Sun Shuttle application**. The easier and more user friendly the application is to request a ride, the more accessible the service will be.

Building on this theme, other improvements of the Sun Shuttle vendor application can improve user experience and increase recurring ridership. One such potential improvement could be including **a more integrated payment feature - possibly a prepaid loadable wallet feature**. In the Sun Shuttle rider survey, nearly three-fourths of respondents said they would be interested in a “pre-payment or subscription wallet feature” in the vendor application that were accompanied with a discounted rate. This would align well with the level of recurring users on the Sun Shuttle. The average unique user takes 4 to 5 trips per month with the service, and there is a heavy recurring user base of about 1,500 to 2,000 unique users. These users could benefit from consolidating their payments in larger transfers instead of multiple frequent smaller charges. This improvement would rely largely on the capabilities of the vendor and its application. Coordination is needed.

Regarding the Holly-Go, a vast array of technologies are available to develop the efficiency and usability of the shuttle. These can include **passenger information systems** through an application, which can inform riders on the live schedule of specific routes and even real-time bus location information. This would involve in-vehicle location transponders, and some well-integrated application support.

On another level, Holly-Go could improve some of its operations and data accuracy by **installing automated passenger counting counters (APCs) on the vehicles**. This would absolve the bus operators of the responsibility of counting passengers, improving their focus on safely operating the vehicles.

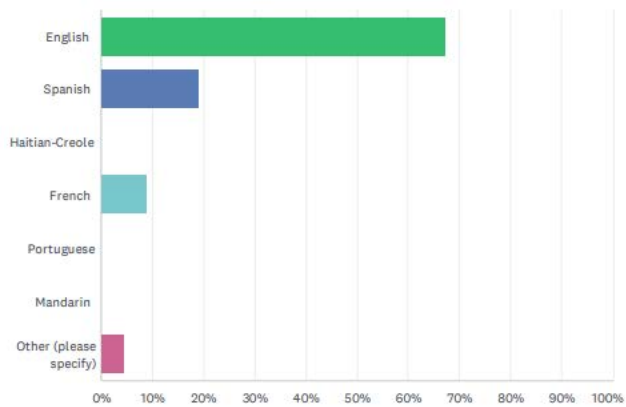
These technologies improvements can be evaluated for feasibility and effectiveness as the services mature in their development.

## Appendix A. Community Engagement Survey Results

### A.1 Public Transit Survey

#### Q1 What is your preferred language?

Answered: 89 Skipped: 0

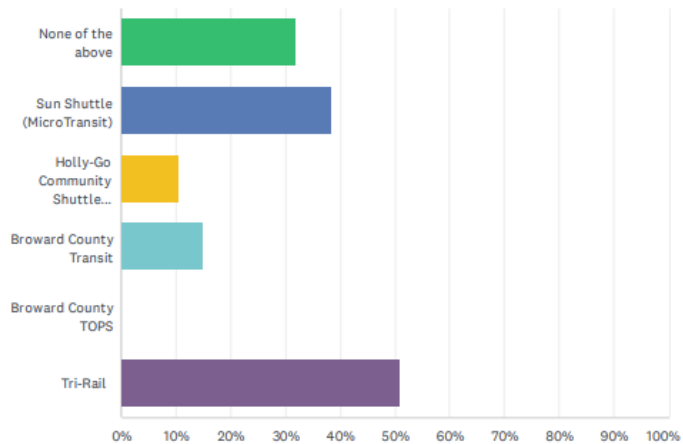


ANSWER CHOICES	RESPONSES	
English	67.42%	60
Spanish	19.10%	17
Haitian-Creole	0.00%	0
French	8.99%	8
Portuguese	0.00%	0
Mandarin	0.00%	0
Other (please specify)	4.49%	4
<b>TOTAL</b>		<b>89</b>

#	OTHER (PLEASE SPECIFY)	DATE
1	German	1/12/2025 6:36 PM
2	russian	1/10/2025 10:54 PM
3	Rassian	12/8/2024 9:34 AM
4	Russian	11/29/2024 12:35 PM

## Q2 Which transit services do you use in Hollywood, FL? (check all that may apply)

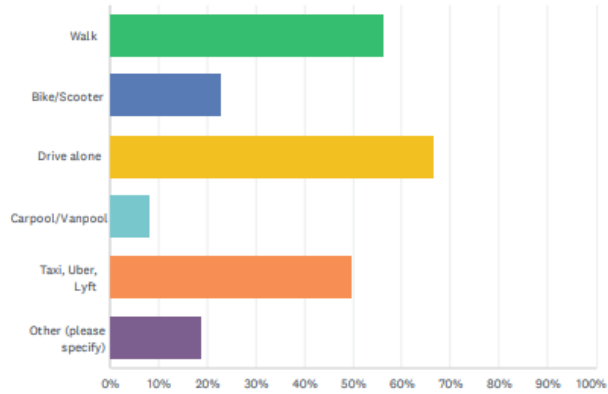
Answered: 47 Skipped: 42



ANSWER CHOICES	RESPONSES	
None of the above	31.91%	15
Sun Shuttle (MicroTransit)	38.30%	18
Holly-Go Community Shuttle (fixed-route bus)	10.64%	5
Broward County Transit	14.89%	7
Broward County TOPS	0.00%	0
Tri-Rail	51.06%	24
Total Respondents: 47		

### Q3 How do you currently travel within the City of Hollywood? (check all that apply)

Answered: 48 Skipped: 41



ANSWER CHOICES	RESPONSES	
Walk	56.25%	27
Bike/Scooter	22.92%	11
Drive alone	66.67%	32
Carpool/Vanpool	8.33%	4
Taxi, Uber, Lyft	50.00%	24
Other (please specify)	18.75%	9
Total Respondents: 48		

#	OTHER (PLEASE SPECIFY)	DATE
1	Circuit shuttle	1/27/2025 2:12 AM
2	Public transportation	1/10/2025 10:11 PM
3	car	1/6/2025 10:42 AM
4	I used the circuit when it first came out.	11/27/2024 7:08 AM
5	Ride circuit	11/26/2024 5:24 PM
6	Circuit	11/13/2024 9:47 PM
7	bus	11/13/2024 4:42 PM

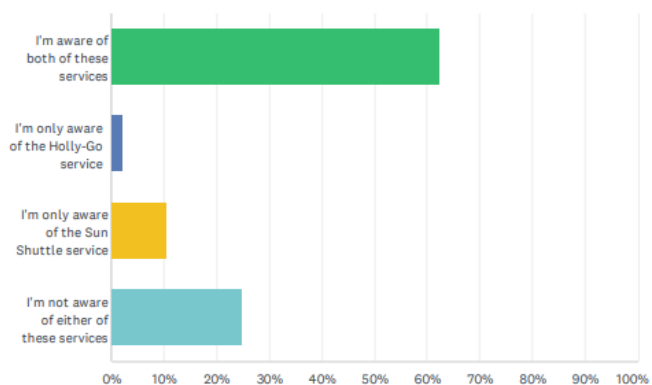
3 / 53

#### City of Hollywood Transportation Survey

8	Ride Circuit	11/13/2024 4:32 PM
9	Sun Shuttle	11/12/2024 11:06 AM

**Q4 Are you aware that there are local transit options (Holly-Go a free fixed-route shuttle bus and Sun Shuttle an app based, on-demand shuttle) within the City of Hollywood, FL?**

Answered: 48 Skipped: 41

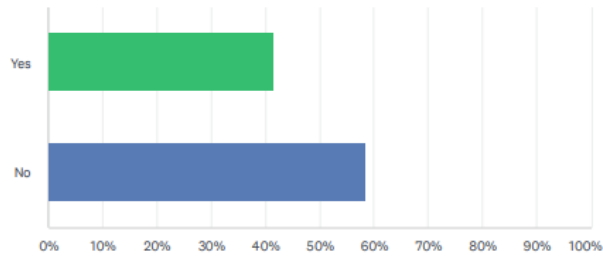


ANSWER CHOICES	RESPONSES	
I'm aware of both of these services	62.50%	30
I'm only aware of the Holly-Go service	2.08%	1
I'm only aware of the Sun Shuttle service	10.42%	5
I'm not aware of either of these services	25.00%	12
TOTAL		48



### Q5 Are you aware of the Holly-Go Community Shuttle routes?

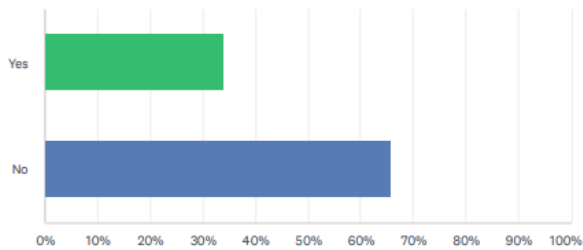
Answered: 48 Skipped: 41



ANSWER CHOICES	RESPONSES	
Yes	41.67%	20
No	58.33%	28
TOTAL		48

### Q6 Do you know where to board the Holly-Go Community Shuttle?

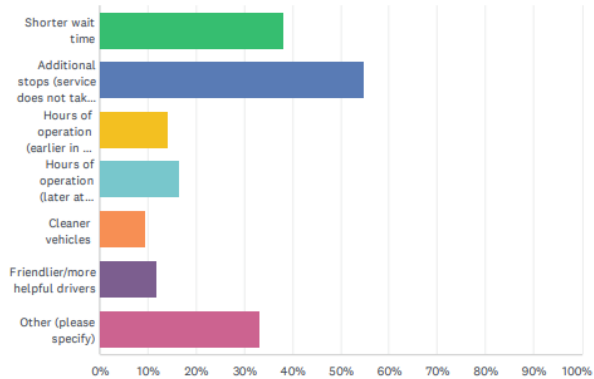
Answered: 47 Skipped: 42



ANSWER CHOICES	RESPONSES	
Yes	34.04%	16
No	65.96%	31
TOTAL		47

### Q7 What is the most important factor that would lead you to use the Holly-Go Community Shuttle? (Please choose one)

Answered: 42 Skipped: 47



ANSWER CHOICES	RESPONSES	
Shorter wait time	38.10%	16
Additional stops (service does not take me exactly where I need to go, or reach me at all)	54.76%	23
Hours of operation (earlier in the morning)	14.29%	6
Hours of operation (later at night)	16.67%	7
Cleaner vehicles	9.52%	4
Friendlier/more helpful drivers	11.90%	5
Other (please specify)	33.33%	14
Total Respondents: 42		

#	OTHER (PLEASE SPECIFY)	DATE
1	Prefer circuit	1/27/2025 2:12 AM
2	Where are there and stops	1/11/2025 6:45 PM
3	Already useful	1/10/2025 10:11 PM
4	I can't access the maps to see the routes - it wants me to sign in to enlarge maps!	1/6/2025 10:42 AM
5	Supporting local stays local	12/8/2024 9:58 PM
6	Do not know they exist and I have lived here 20 plus years	11/27/2024 7:06 AM

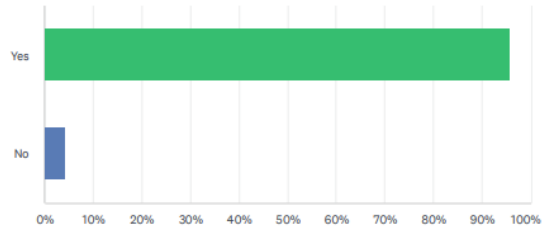
8 / 53

#### City of Hollywood Transportation Survey

7	If I knew it existed	11/24/2024 5:25 PM
8	Ability to get where I need to go in a timely manner & safely: waiting & riding	11/24/2024 8:55 AM
9	No shuttles serving the NE part of Hollywood near sherdan	11/19/2024 12:47 PM
10	Important to many who need to rely on different means of transportation.	11/15/2024 1:15 PM
11	It's not clear how to grab one of these shuttles, when first launched the routes and times were released but it wasn't very clear	11/14/2024 11:05 AM
12	where are stop signs?	11/13/2024 4:42 PM
13	More user friendly buses. Routes that actually go in North Central, through my neighborhood. No Sun Shuttle or Holly Go bus routes. I live in	11/13/2024 2:38 PM
14	Microtransit is very not a very good transit solution. If you want to get more ridership, you have to run buses more frequently. Most people are willing to wait 15 minutes at most. Consider asking BCT to run more frequency in Hollywood if it's not possible for Holly Go.	11/13/2024 2:30 PM

## Q8 Do you have a Smart Phone?

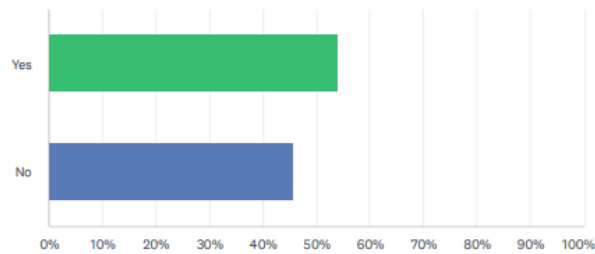
Answered: 48 Skipped: 41



ANSWER CHOICES	RESPONSES	
Yes	95.83%	46
No	4.17%	2
TOTAL		48

## Q9 Do you know how to reserve a ride for the Sun Shuttle?

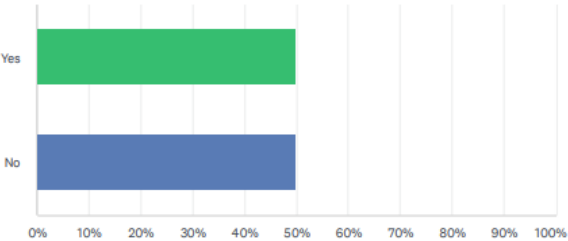
Answered: 48 Skipped: 41



ANSWER CHOICES	RESPONSES	
Yes	54.17%	26
No	45.83%	22
TOTAL		48

Q10 Are you aware of the places that the Sun Shuttle go?

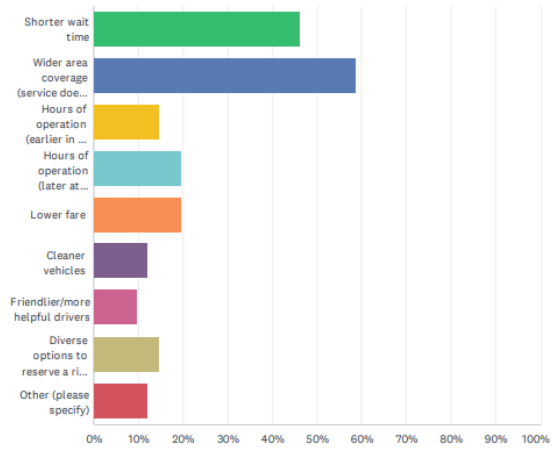
Answered: 48 Skipped: 41



ANSWER CHOICES	RESPONSES	
Yes	50.00%	24
No	50.00%	24
TOTAL		48

**Q11 What are the most important factors that would lead you to use the Sun Shuttle? (Please choose one)**

Answered: 41 Skipped: 48



ANSWER CHOICES	RESPONSES	
Shorter wait time	46.34%	19
Wider area coverage (service does not take me exactly where I need to go, or reach me at all)	58.54%	24
Hours of operation (earlier in the morning)	14.63%	6
Hours of operation (later at night)	19.51%	8
Lower fare	19.51%	8
Cleaner vehicles	12.20%	5
Friendlier/more helpful drivers	9.76%	4
Diverse options to reserve a ride (call, text, App etc.)	14.63%	6
Other (please specify)	12.20%	5
Total Respondents: 41		

#	OTHER (PLEASE SPECIFY)	DATE
---	------------------------	------

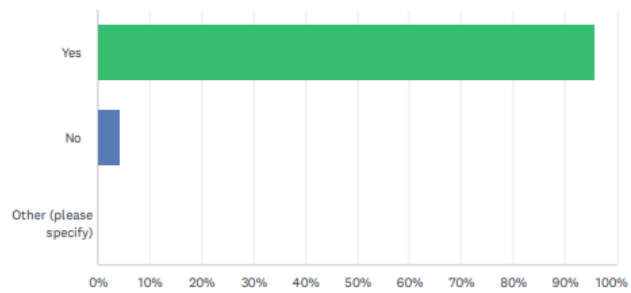
13 / 53

City of Hollywood Transportation Survey

1	Already Useful	1/10/2025 10:11 PM
2	tried once & driver gave aggravation for not having used a smart phone	1/6/2025 10:42 AM
3	Do not know they exist as public transport	11/27/2024 7:08 AM
4	Already addressed	11/15/2024 1:15 PM
5	Free services for residents. Fort Lauderdale doesn't charge.	11/13/2024 4:32 PM

## Q12 Do you have a valid driver's license?

Answered: 47 Skipped: 42



ANSWER CHOICES		RESPONSES	
Yes		95.74%	45
No		4.26%	2
Other (please specify)		0.00%	0
TOTAL			47

#	OTHER (PLEASE SPECIFY)	DATE
There are no responses.		

## Q13 Which zip code do you reside in?

Answered: 47 Skipped: 42

#	RESPONSES	DATE
1	33029	2/3/2025 8:31 AM
2	33021	1/30/2025 4:20 PM
3	33019	1/27/2025 2:12 AM
4	33020	1/11/2025 6:45 PM
5	33312	1/10/2025 10:11 PM
6	33009	1/10/2025 10:08 PM
7	33168	1/10/2025 10:06 PM
8	33063	1/10/2025 10:04 PM
9	33009	1/10/2025 10:00 PM
10	3313	1/10/2025 9:57 PM
11	33019	1/6/2025 10:42 AM
12	33020	12/24/2024 4:06 PM
13	33020	12/9/2024 5:58 PM
14	33020	12/8/2024 12:40 PM
15	33019	11/29/2024 12:37 PM
16	33020	11/27/2024 7:08 AM
17	33021	11/26/2024 9:46 PM
18	33009	11/26/2024 7:49 PM
19	33020	11/26/2024 5:24 PM
20	33020	11/24/2024 5:25 PM
21	33020	11/24/2024 8:55 AM
22	33021	11/21/2024 10:08 AM
23	33020	11/18/2024 12:47 PM
24	33021	11/18/2024 9:47 AM
25	33024	11/16/2024 7:52 PM
26	33020	11/15/2024 2:28 PM
27	33020	11/15/2024 1:15 PM
28	33020	11/15/2024 12:40 PM
29	33020	11/14/2024 10:48 PM
30	33021	11/14/2024 1:12 PM
31	33024	11/14/2024 12:02 PM
32	33019	11/14/2024 11:05 AM
33	33021	11/14/2024 10:16 AM
34	33020	11/14/2024 6:06 AM
35	33019	11/13/2024 9:47 PM
36	33024	11/13/2024 8:36 PM
37	33019	11/13/2024 8:09 PM
38	33021	11/13/2024 4:42 PM
39	33020	11/13/2024 4:32 PM
40	33020	11/13/2024 4:08 PM
41	33020	11/13/2024 4:07 PM
42	33487	11/13/2024 4:01 PM
43	33020	11/13/2024 3:09 PM
44	33024	11/13/2024 3:01 PM
45	33020	11/13/2024 2:38 PM
46	33020	11/13/2024 2:30 PM
47	33009	11/12/2024 11:06 AM

## Q14 Which zip code do you work in?

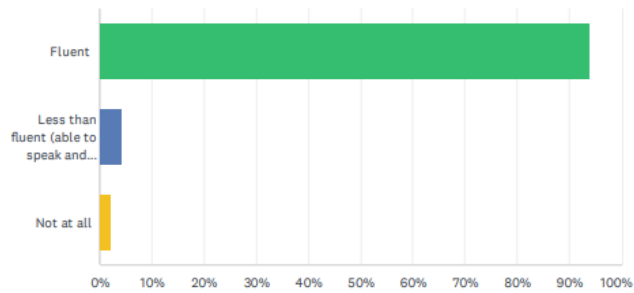
Answered: 38 Skipped: 51

#	RESPONSES	DATE
1	33019	2/3/2025 8:31 AM
2	33021	1/30/2025 4:20 PM
3	33125	1/27/2025 2:12 AM
4	33009	1/11/2025 6:45 PM
5	33022	1/10/2025 10:11 PM
6	33020	1/10/2025 10:08 PM
7	33020	1/10/2025 10:06 PM
8	33020	1/10/2025 10:04 PM
9	33324	1/10/2025 10:01 PM
10	na	1/6/2025 10:42 AM
11	N/A	12/24/2024 4:06 PM
12	33004	12/9/2024 5:58 PM
13	33328	12/8/2024 12:40 PM
14	33312	11/27/2024 7:08 AM
15	33010	11/26/2024 7:49 PM
16	33020	11/26/2024 5:24 PM
17	Retired	11/24/2024 5:25 PM
18	33166 & 33020	11/24/2024 8:55 AM
19	33020, 33019, 33024	11/18/2024 9:47 AM
20	33020	11/15/2024 2:28 PM
21	33020	11/14/2024 10:48 PM
22	33146	11/14/2024 1:12 PM
23	33168	11/14/2024 12:02 PM
24	33324	11/14/2024 11:05 AM
25	33009	11/14/2024 10:16 AM
26	33020	11/14/2024 6:06 AM
27	33019	11/13/2024 9:47 PM
28	Retired	11/13/2024 8:36 PM
29	33172	11/13/2024 8:09 PM
30	33019	11/13/2024 4:42 PM
31	33020	11/13/2024 4:32 PM
32	33301	11/13/2024 4:08 PM
33	33004	11/13/2024 4:07 PM
34	33020	11/13/2024 4:01 PM
35	33020	11/13/2024 3:09 PM
36	I am retired.	11/13/2024 2:38 PM
37	33021	11/13/2024 2:30 PM
38	33008	11/12/2024 11:06 AM



### Q15 How well do you speak English?

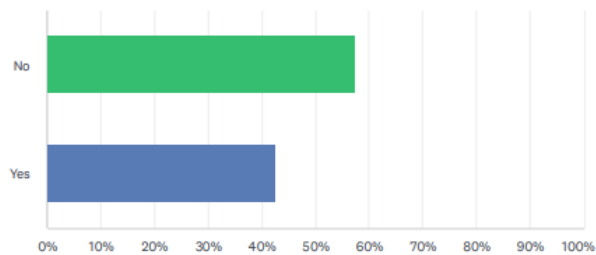
Answered: 48 Skipped: 41



ANSWER CHOICES	RESPONSES	
Fluent	93.75%	45
Less than fluent (able to speak and understand some English words)	4.17%	2
Not at all	2.08%	1
TOTAL		48

### Q16 Do you speak a language other than English at home?

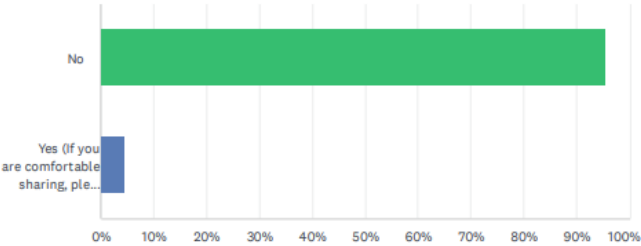
Answered: 47 Skipped: 42



ANSWER CHOICES	RESPONSES	
No	57.45%	27
Yes	42.55%	20
TOTAL		47

Q17 Do you have any disabilities or chronic conditions that affect your ability to travel? (Optional)

Answered: 45 Skipped: 44

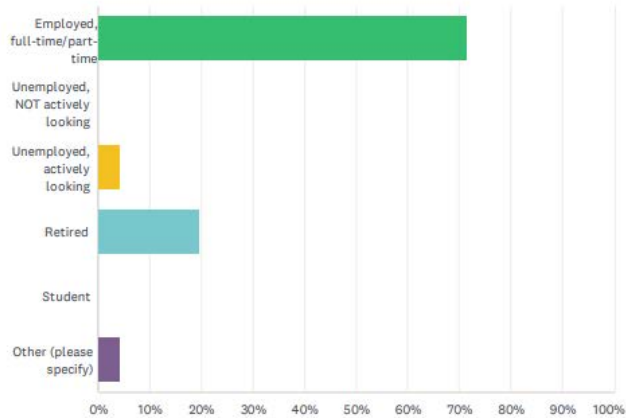


ANSWER CHOICES		RESPONSES	
No		95.56%	43
Yes (If you are comfortable sharing, please specify)		4.44%	2
Total Respondents: 45			

#	YES (IF YOU ARE COMFORTABLE SHARING, PLEASE SPECIFY)	DATE
1	I do not wish to answer	11/15/2024 1:15 PM
2	Auto immune	11/14/2024 12:02 PM

## Q18 What is your employment status?

Answered: 46 Skipped: 43

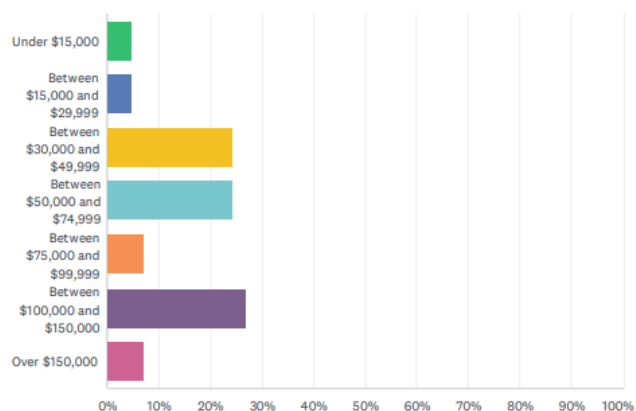


ANSWER CHOICES		RESPONSES	
Employed, full-time/part-time		71.74%	33
Unemployed, NOT actively looking		0.00%	0
Unemployed, actively looking		4.35%	2
Retired		19.57%	9
Student		0.00%	0
Other (please specify)		4.35%	2
TOTAL			46

#	OTHER (PLEASE SPECIFY)	DATE
1	self employed	2/3/2025 8:31 AM
2	I do not wish to answer	11/15/2024 1:15 PM

### Q19 What is your annual household income? (optional)

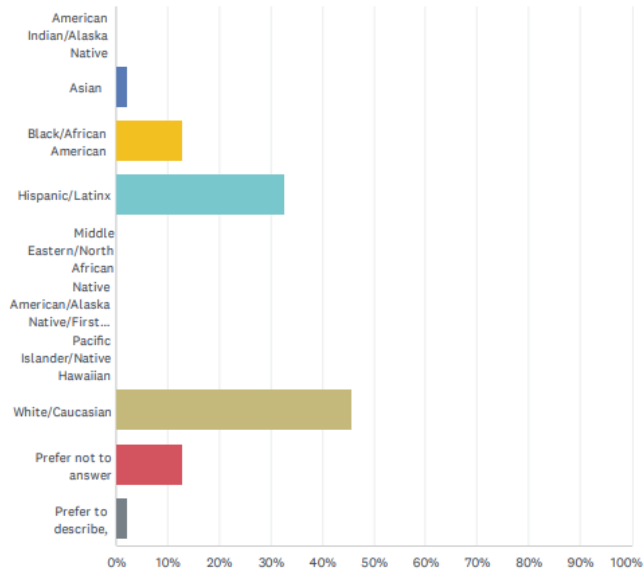
Answered: 41 Skipped: 48



ANSWER CHOICES	RESPONSES	
Under \$15,000	4.88%	2
Between \$15,000 and \$29,999	4.88%	2
Between \$30,000 and \$49,999	24.39%	10
Between \$50,000 and \$74,999	24.39%	10
Between \$75,000 and \$99,999	7.32%	3
Between \$100,000 and \$150,000	26.83%	11
Over \$150,000	7.32%	3
<b>TOTAL</b>		<b>41</b>

## Q20 What is your race/ethnicity? (check all that apply)

Answered: 46 Skipped: 43

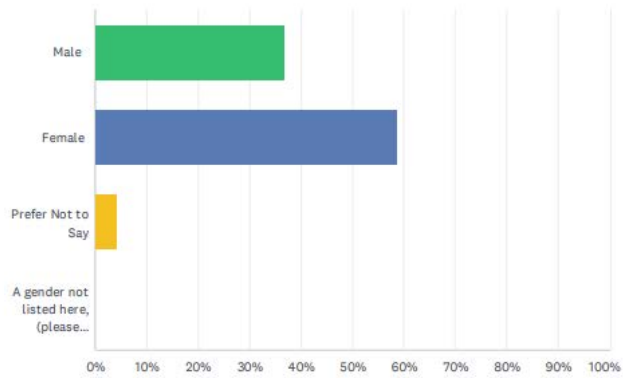


ANSWER CHOICES		RESPONSES	
American Indian/Alaska Native		0.00%	0
Asian		2.17%	1
Black/African American		13.04%	6
Hispanic/Latinx		32.61%	15
Middle Eastern/North African		0.00%	0
Native American/Alaska Native/First Nations		0.00%	0
Pacific Islander/Native Hawaiian		0.00%	0
White/Caucasian		45.65%	21
Prefer not to answer		13.04%	6
Prefer to describe,		2.17%	1
Total Respondents: 46			

#	PREFER TO DESCRIBE,	DATE
1	Mixed	11/24/2024 8:55 AM

## Q21 What is your gender?

Answered: 46 Skipped: 43

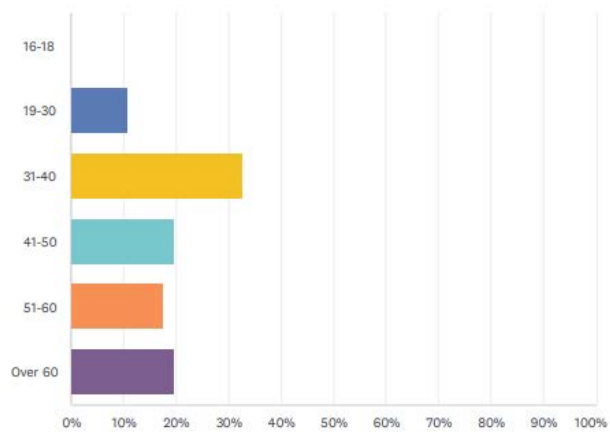


ANSWER CHOICES		RESPONSES	
Male		36.96%	17
Female		58.70%	27
Prefer Not to Say		4.35%	2
A gender not listed here, (please specify)		0.00%	0
TOTAL			46

#	A GENDER NOT LISTED HERE, (PLEASE SPECIFY)	DATE
There are no responses.		

## Q22 What is your age?

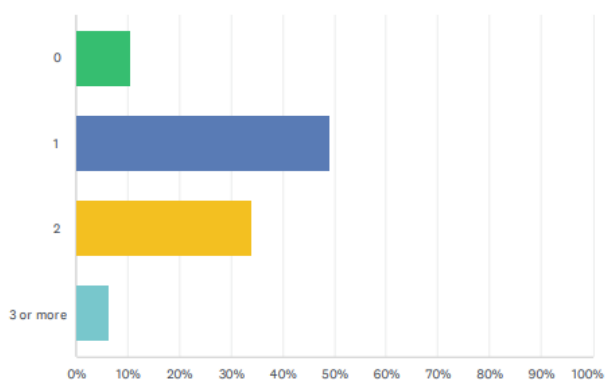
Answered: 46 Skipped: 43



ANSWER CHOICES	RESPONSES	
16-18	0.00%	0
19-30	10.87%	5
31-40	32.61%	15
41-50	19.57%	9
51-60	17.39%	8
Over 60	19.57%	9
TOTAL		46

### Q23 How many cars are available for use at your household?

Answered: 47 Skipped: 42

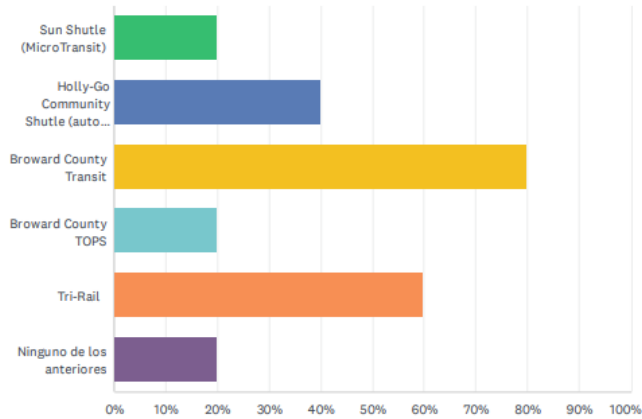


ANSWER CHOICES	RESPONSES	
0	10.64%	5
1	48.94%	23
2	34.04%	16
3 or more	6.38%	3
TOTAL		47



Q24 ¿Qué servicios de tránsito utiliza en Hollywood, FL? (marque todo lo que pueda aplicar)

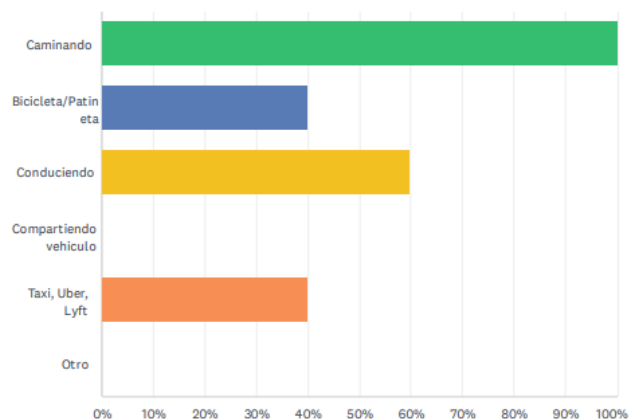
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Sun Shuttle (MicroTransit)	20.00%	1
Holly-Go Community Shuttle (autobús de ruta fija)	40.00%	2
Broward County Transit	80.00%	4
Broward County TOPS	20.00%	1
Tri-Rail	60.00%	3
Ninguno de los anteriores	20.00%	1
Total Respondents: 5		

## Q25 ¿Cómo viaja actualmente dentro de la ciudad de Hollywood? (Marque todo lo que pueda aplicar)

Answered: 5 Skipped: 84

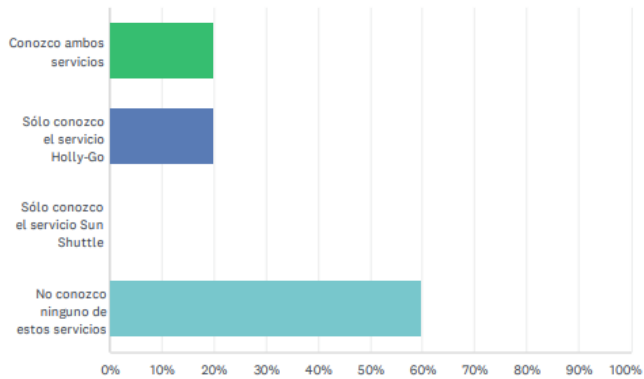


ANSWER CHOICES	RESPONSES	
Caminando	100.00%	5
Bicicleta/Patineta	40.00%	2
Conduciendo	60.00%	3
Compartiendo vehiculo	0.00%	0
Taxi, Uber, Lyft	40.00%	2
Otro	0.00%	0
Total Respondents: 5		

#	OTRO	DATE
There are no responses.		

Q26 ¿Sabe que existen opciones de transporte local (Holly-Go, un autobús gratuito de ruta fija y Sun Shuttle, un servicio de transporte a pedido basado en una aplicación) dentro de la ciudad de Hollywood, FL?

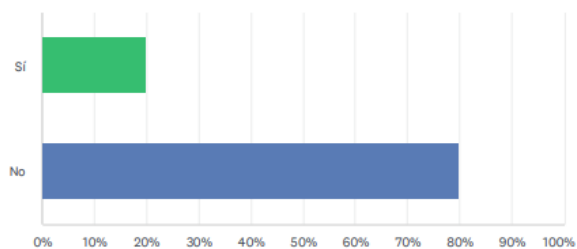
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Conozco ambos servicios	20.00%	1
Sólo conozco el servicio Holly-Go	20.00%	1
Sólo conozco el servicio Sun Shuttle	0.00%	0
No conozco ninguno de estos servicios	60.00%	3
TOTAL		5

### Q27 ¿Conoce las rutas de Holly-Go Community Shuttle?

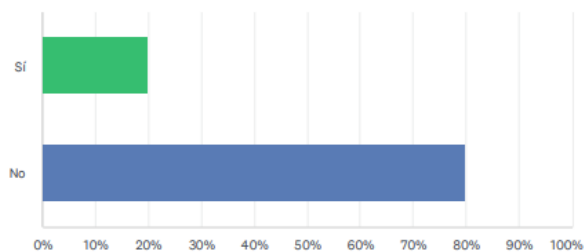
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES
Sí	20.00% 1
No	80.00% 4
TOTAL	5

### Q28 ¿Sabe dónde abordar el servicio de transporte comunitario Holly-Go?

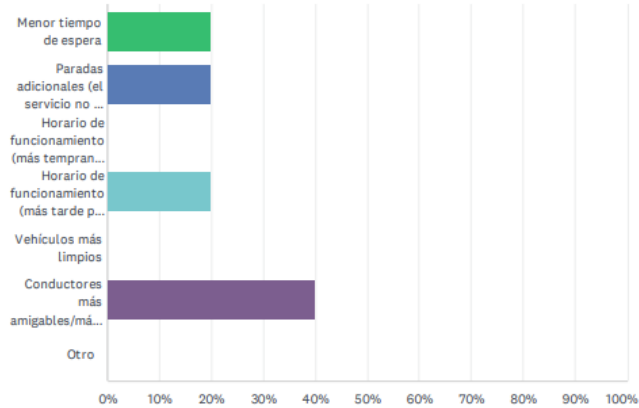
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES
Sí	20.00% 1
No	80.00% 4
TOTAL	5

**Q29 ¿Cuál es el factor más importante que le llevaría a utilizar el servicio de transporte comunitario Holly-Go? (Por favor elija uno.)**

Answered: 5 Skipped: 84

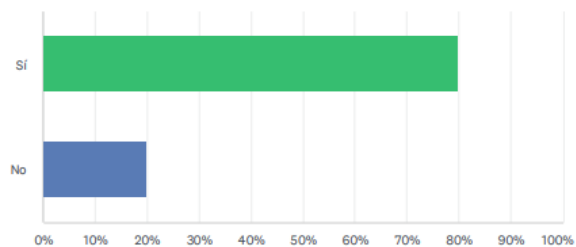


ANSWER CHOICES		RESPONSES
Menor tiempo de espera	20.00%	1
Paradas adicionales (el servicio no me lleva exactamente a donde necesito ir o no me llega del todo)	20.00%	1
Horario de funcionamiento (más temprano en la mañana)	0.00%	0
Horario de funcionamiento (más tarde por la noche)	20.00%	1
Vehículos más limpios	0.00%	0
Conductores más amigables/más serviciales	40.00%	2
Otro	0.00%	0
<b>TOTAL</b>		<b>5</b>

#	OTRO	DATE
	There are no responses.	

### Q30 ¿Tienes un teléfono inteligente?

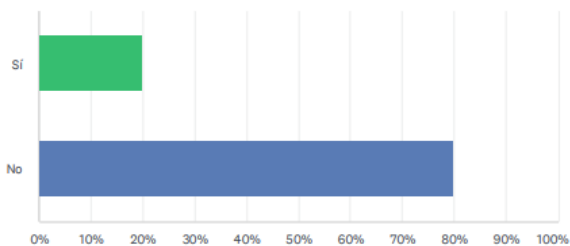
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Sí	80.00%	4
No	20.00%	1
TOTAL		5

### Q31 ¿Sabes cómo reservar un viaje en el Sun Shuttle?

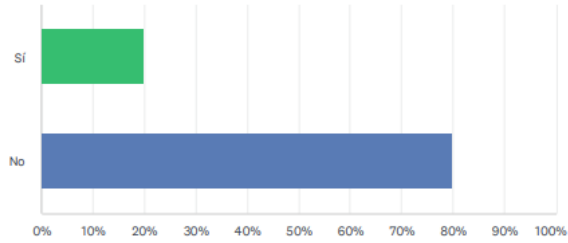
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Sí	20.00%	1
No	80.00%	4
TOTAL		5

## Q32 ¿Conoce las áreas de servicio de Sun Shuttle?

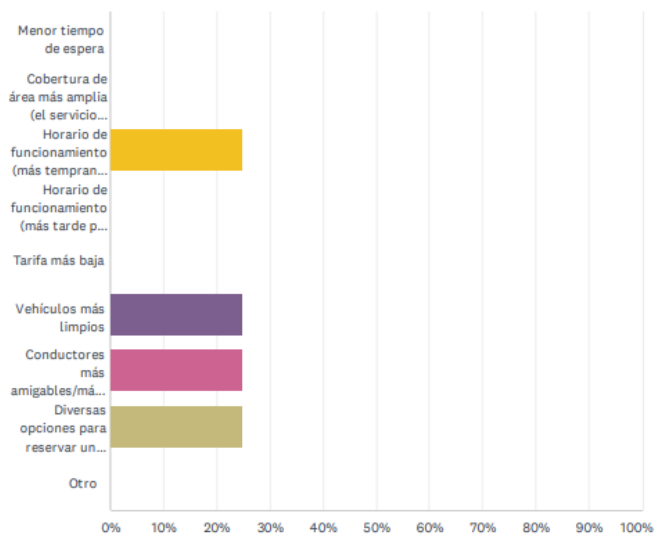
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Si	20.00%	1
No	80.00%	4
TOTAL		5

### Q33 ¿Cuál es el factor más importante que le llevaría a utilizar el Sun Shuttle? (Por favor elija uno)

Answered: 4 Skipped: 85

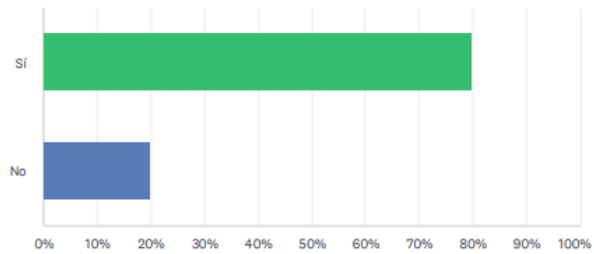


ANSWER CHOICES	RESPONSES	
Menor tiempo de espera	0.00%	0
Cobertura de área más amplia (el servicio no me lleva exactamente a donde necesito ir o no me llega del todo)	0.00%	0
Horario de funcionamiento (más temprano en la mañana)	25.00%	1
Horario de funcionamiento (más tarde por la noche)	0.00%	0
Tarifa más baja	0.00%	0
Vehículos más limpios	25.00%	1
Conductores más amigables/más serviciales	25.00%	1
Diversas opciones para reservar un viaje (llamada, mensaje de texto, aplicación, etc.)	25.00%	1
Otro	0.00%	0
<b>TOTAL</b>		<b>4</b>



## Q34 ¿Tiene una licencia de conducir válida?

Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Si	80.00%	4
No	20.00%	1
TOTAL		5

## Q35 ¿En qué código postal reside?

Answered: 4 Skipped: 85

#	RESPONSES	DATE
1	33020	12/9/2024 6:00 PM
2	33020	12/9/2024 5:15 PM
3	33020	11/30/2024 8:33 PM
4	33020	11/27/2024 7:23 AM

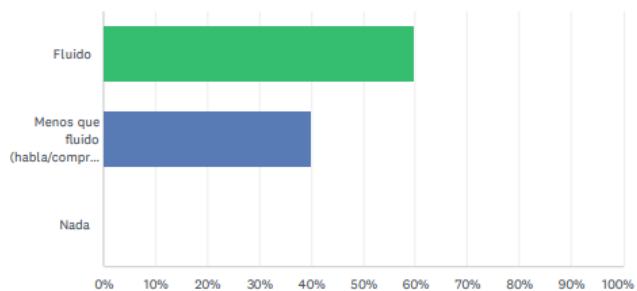
### Q36 ¿En qué código postal trabajas?

Answered: 1 Skipped: 88

#	RESPONSES	DATE
1	33004	12/9/2024 6:00 PM

### Q37 ¿Qué tan bien hablas inglés?

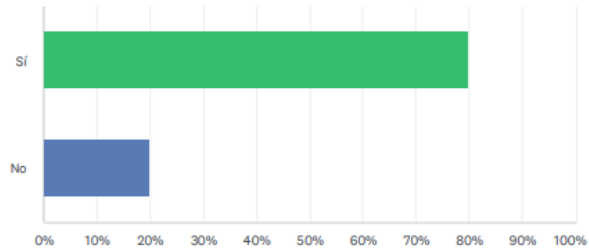
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES
Fluido	60.00% 3
Menos que fluido (habla/comprende algo de inglés)	40.00% 2
Nada	0.00% 0
TOTAL	5

## Q38 ¿Hablas otro idioma además del inglés en casa?

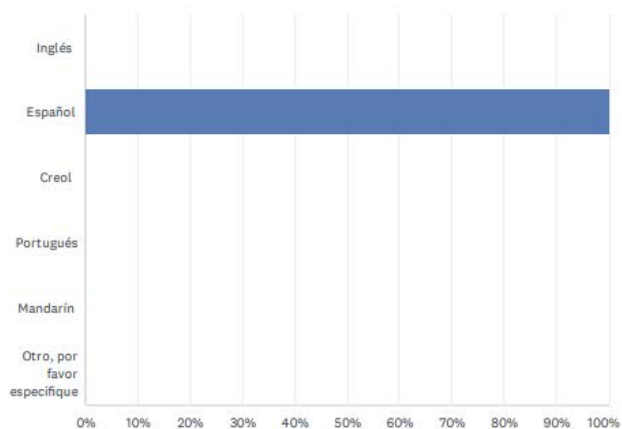
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Sí	80.00%	4
No	20.00%	1
TOTAL		5

### Q39 ¿Cuál es tu idioma preferido?

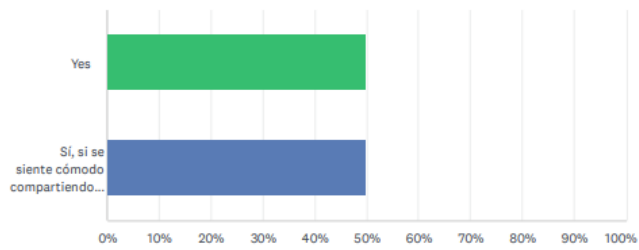
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Inglés	0.00%	0
Español	100.00%	5
Creol	0.00%	0
Portugués	0.00%	0
Mandarín	0.00%	0
Otro, por favor especifique	0.00%	0
<b>TOTAL</b>		<b>5</b>

#### Q40 ¿Tiene alguna discapacidad o condición crónica que afecte su capacidad para viajar? (Opcional)

Answered: 2 Skipped: 87

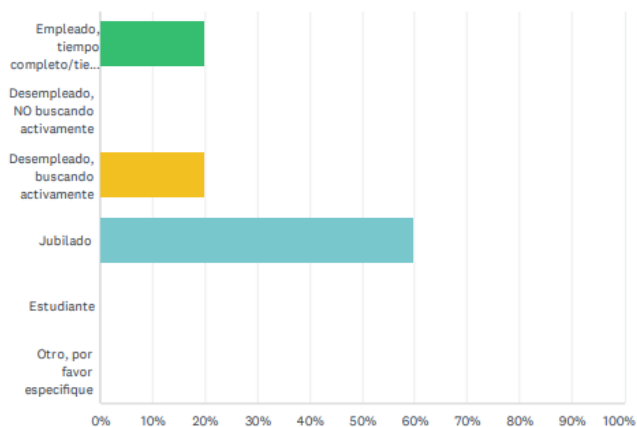


ANSWER CHOICES		RESPONSES	
Yes		50.00%	1
Sí, si se siente cómodo compartiendo, especifique.		50.00%	1
TOTAL			2

#	SÍ, SI SE SIENTE CÓMODO COMPARTIENDO, ESPECIFIQUE.	DATE
1	None	12/9/2024 6:00 PM

## Q41 ¿Cuál es su situación laboral?

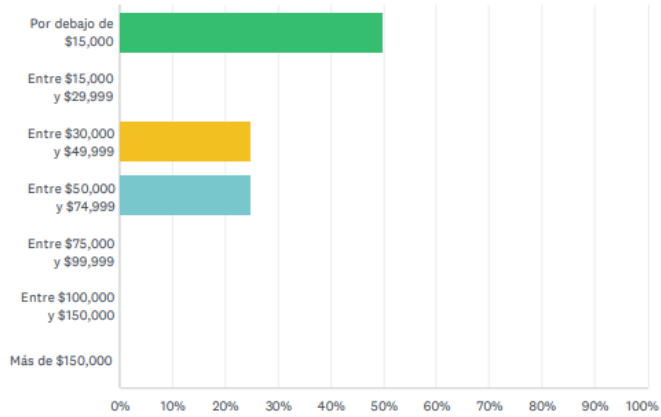
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Empleado, tiempo completo/tiempo parcial	20.00%	1
Desempleado, NO buscando activamente	0.00%	0
Desempleado, buscando activamente	20.00%	1
Jubilado	60.00%	3
Estudiante	0.00%	0
Otro, por favor especifique	0.00%	0
<b>TOTAL</b>		<b>5</b>

### Q42 ¿Cuál es tu ingreso anual familiar? (opcional)

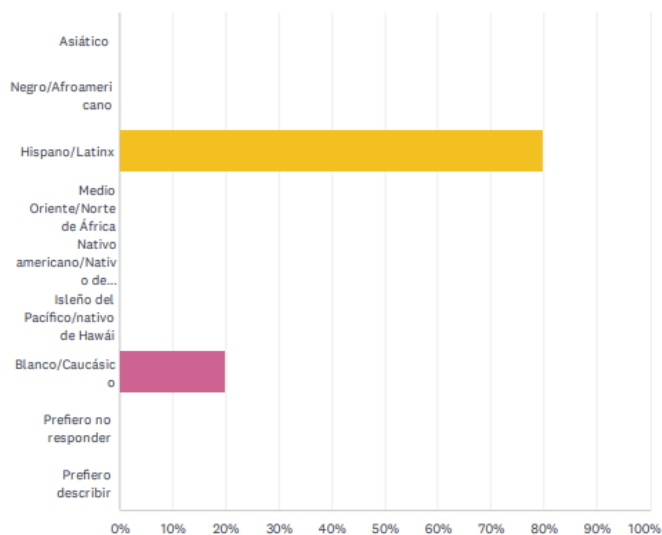
Answered: 4 Skipped: 85



ANSWER CHOICES	RESPONSES	
Por debajo de \$15,000	50.00%	2
Entre \$15,000 y \$29,999	0.00%	0
Entre \$30,000 y \$49,999	25.00%	1
Entre \$50,000 y \$74,999	25.00%	1
Entre \$75,000 y \$99,999	0.00%	0
Entre \$100,000 y \$150,000	0.00%	0
Más de \$150,000	0.00%	0
<b>TOTAL</b>		<b>4</b>

### Q43 ¿Cuál es tu raza/etnia? (marque todo lo que corresponda)

Answered: 5 Skipped: 84

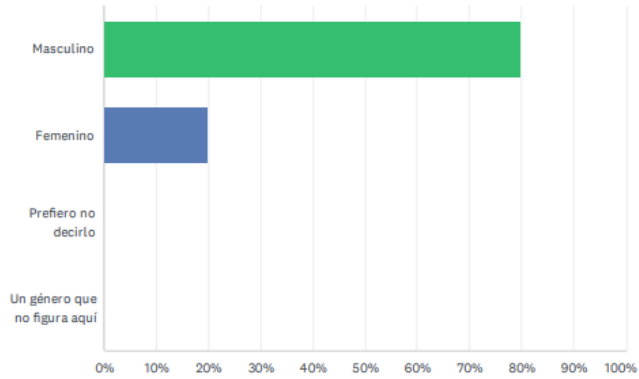


ANSWER CHOICES	RESPONSES	
Asiático	0.00%	0
Negro/Afroamericano	0.00%	0
Hispano/Latinx	80.00%	4
Medio Oriente/Norte de África	0.00%	0
Nativo americano/Nativo de Alaska/Primeras Naciones	0.00%	0
Isleño del Pacífico/nativo de Hawái	0.00%	0
Blanco/Caucásico	20.00%	1
Prefiero no responder	0.00%	0
Prefiero describir	0.00%	0
Total Respondents: 5		



## Q44 ¿Cuál es tu género?

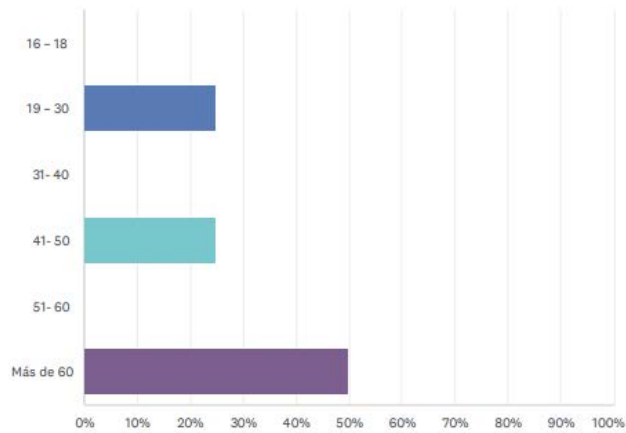
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Masculino	80.00%	4
Femenino	20.00%	1
Prefiero no decirlo	0.00%	0
Un género que no figura aquí	0.00%	0
TOTAL		5

## Q45 ¿Cuál es su edad?

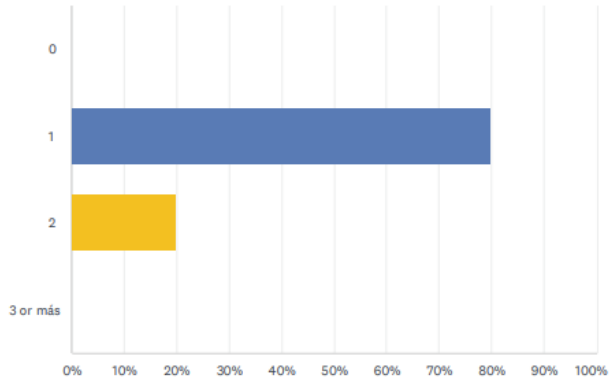
Answered: 4 Skipped: 85



ANSWER CHOICES	RESPONSES	
16 - 18	0.00%	0
19 - 30	25.00%	1
31 - 40	0.00%	0
41 - 50	25.00%	1
51 - 60	0.00%	0
Más de 60	50.00%	2
<b>TOTAL</b>		<b>4</b>

## Q46 ¿De cuántos coches dispone su hogar?

Answered: 5 Skipped: 84

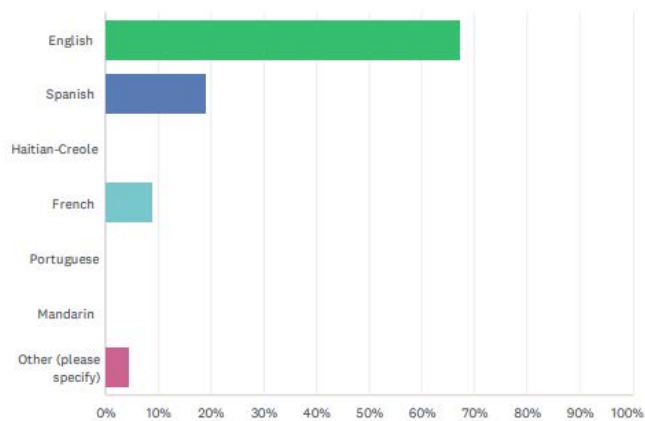


ANSWER CHOICES	RESPONSES	
0	0.00%	0
1	80.00%	4
2	20.00%	1
3 or más	0.00%	0
TOTAL		5

## A.2 Holly-Go Community Shuttle Survey

### Q1 What is your preferred language?

Answered: 89 Skipped: 0

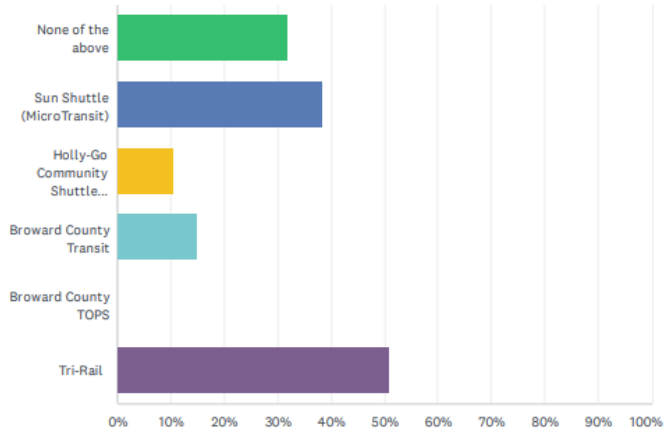


ANSWER CHOICES		RESPONSES	
English		67.42%	60
Spanish		19.10%	17
Haitian-Creole		0.00%	0
French		8.99%	8
Portuguese		0.00%	0
Mandarin		0.00%	0
Other (please specify)		4.49%	4
TOTAL			89

#	OTHER (PLEASE SPECIFY)	DATE
1	German	1/12/2025 6:36 PM
2	russian	1/10/2025 10:54 PM
3	Rassian	12/8/2024 9:34 AM
4	Russian	11/29/2024 12:35 PM

## Q2 Which transit services do you use in Hollywood, FL? (check all that may apply)

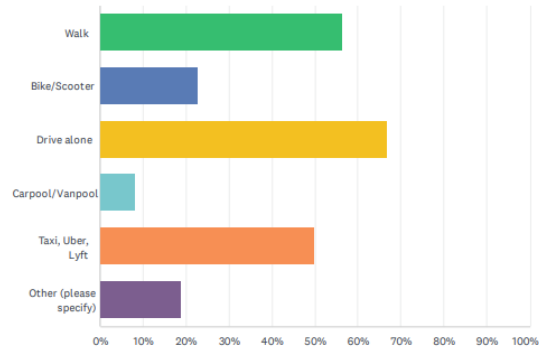
Answered: 47 Skipped: 42



ANSWER CHOICES	RESPONSES	
None of the above	31.91%	15
Sun Shuttle (MicroTransit)	38.30%	18
Holly-Go Community Shuttle (fixed-route bus)	10.64%	5
Broward County Transit	14.89%	7
Broward County TOPS	0.00%	0
Tri-Rail	51.06%	24
Total Respondents: 47		

### Q3 How do you currently travel within the City of Hollywood? (check all that apply)

Answered: 48 Skipped: 41



ANSWER CHOICES	RESPONSES	
Walk	56.25%	27
Bike/Scooter	22.92%	11
Drive alone	66.67%	32
Carpool/Vanpool	8.33%	4
Taxi, Uber, Lyft	50.00%	24
Other (please specify)	18.75%	9
Total Respondents: 48		

#	OTHER (PLEASE SPECIFY)	DATE
1	Circuit shuttle	1/27/2025 2:12 AM
2	Public transportation	1/10/2025 10:11 PM
3	car	1/6/2025 10:42 AM
4	I used the circuit when it first came out.	11/27/2024 7:08 AM
5	Ride circuit	11/26/2024 5:24 PM
6	Circuit	11/13/2024 9:47 PM
7	bus	11/13/2024 4:42 PM

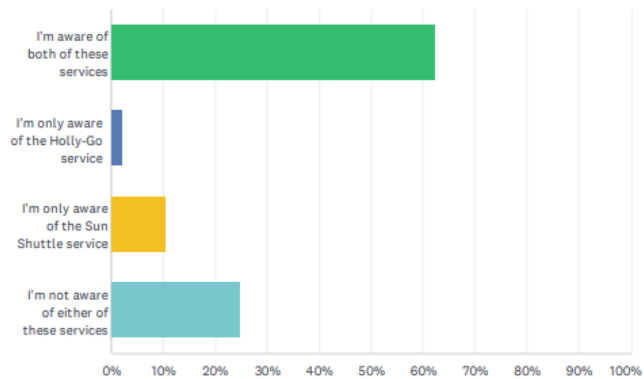
3 / 53

#### City of Hollywood Transportation Survey

8	Ride Circuit	11/13/2024 4:32 PM
9	Sun Shuttle	11/12/2024 11:06 AM

**Q4 Are you aware that there are local transit options (Holly-Go a free fixed-route shuttle bus and Sun Shuttle an app based, on-demand shuttle) within the City of Hollywood, FL?**

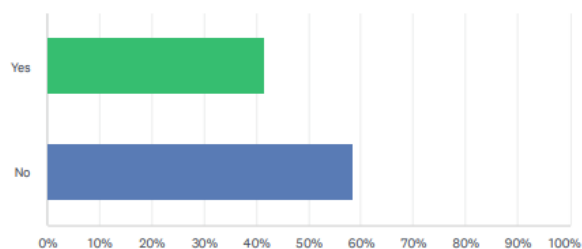
Answered: 48 Skipped: 41



ANSWER CHOICES	RESPONSES	
I'm aware of both of these services	62.50%	30
I'm only aware of the Holly-Go service	2.08%	1
I'm only aware of the Sun Shuttle service	10.42%	5
I'm not aware of either of these services	25.00%	12
<b>TOTAL</b>		<b>48</b>

### Q5 Are you aware of the Holly-Go Community Shuttle routes?

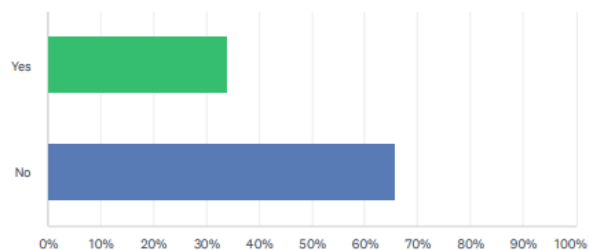
Answered: 48 Skipped: 41



ANSWER CHOICES	RESPONSES	
Yes	41.67%	20
No	58.33%	28
TOTAL		48

### Q6 Do you know where to board the Holly-Go Community Shuttle?

Answered: 47 Skipped: 42

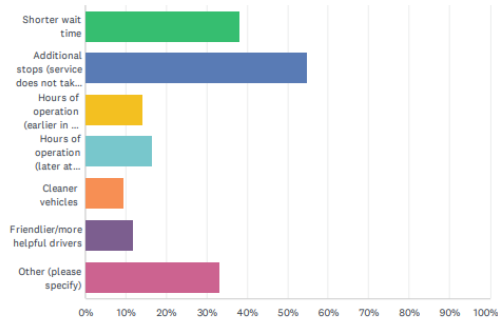


ANSWER CHOICES	RESPONSES	
Yes	34.04%	16
No	65.96%	31
TOTAL		47



Q7 What is the most important factor that would lead you to use the Holly-Go Community Shuttle? (Please choose one)

Answered: 42 Skipped: 47



ANSWER CHOICES	RESPONSES
Shorter wait time	38.10% 16
Additional stops (service does not take me exactly where I need to go, or reach me at all)	54.76% 23
Hours of operation (earlier in the morning)	14.29% 6
Hours of operation (later at night)	16.67% 7
Cleaner vehicles	9.52% 4
Friendlier/more helpful drivers	11.90% 5
Other (please specify)	33.33% 14
Total Respondents: 42	

#	OTHER (PLEASE SPECIFY)	DATE
1	Prefer circuit	1/27/2025 2:12 AM
2	Where are there and stops	1/11/2025 6:45 PM
3	Already useful	1/10/2025 10:11 PM
4	I can't access the maps to see the routes - it wants me to sign in to enlarge maps!	1/6/2025 10:42 AM
5	Supporting local stays local	12/9/2024 5:58 PM
6	Do not know they exist and I have lived here 20 plus years	11/27/2024 7:08 AM

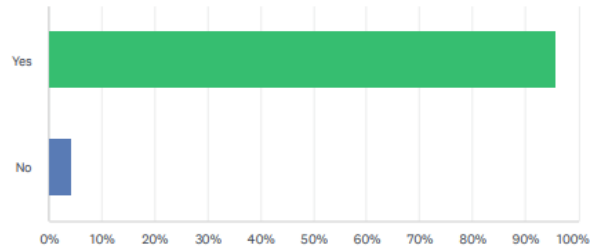
8 / 53

City of Hollywood Transportation Survey

7	If I knew it existed	11/24/2024 5:25 PM
8	Ability to get where I need to go in a timely manner & safely: waiting & riding	11/24/2024 8:55 AM
9	No shuttles serving the NE part of Hollywood near sheridan	11/18/2024 12:47 PM
10	Important to many who need to rely on different means of transportation.	11/15/2024 1:15 PM
11	It's not clear how to grab one of these shuttles, when first launched the routes and times were released but it wasn't very clear	11/14/2024 11:05 AM
12	where are stop sign?	11/13/2024 4:42 PM
13	More user friendly buses. Routes that actually go in North Central. through my neighborhood. No Sun Shuttle or Holly Go bus routes. I live in	11/13/2024 2:38 PM
14	Microtransit is very not a very good transit solution. If you want to get more ridership, you have to run buses more frequently. Most people are willing to wait 15 minutes at most. Consider asking BCT to run more frequency in Hollywood if it's not possible for Holly-Go.	11/13/2024 2:30 PM

### Q8 Do you have a Smart Phone?

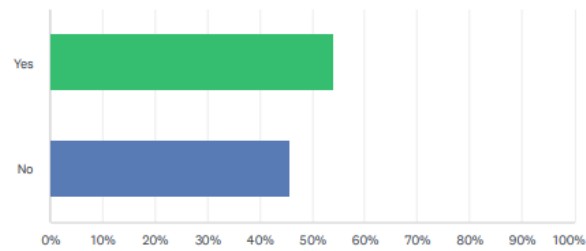
Answered: 48 Skipped: 41



ANSWER CHOICES	RESPONSES	
Yes	95.83%	46
No	4.17%	2
TOTAL		48

### Q9 Do you know how to reserve a ride for the Sun Shuttle?

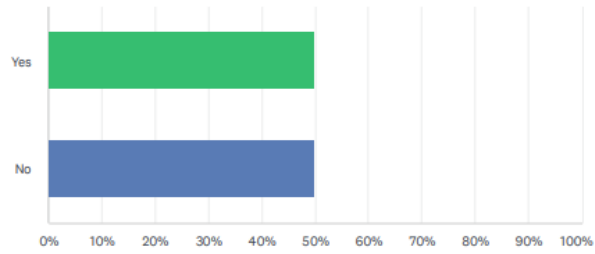
Answered: 48 Skipped: 41



ANSWER CHOICES	RESPONSES	
Yes	54.17%	26
No	45.83%	22
TOTAL		48

**Q10 Are you aware of the places that the Sun Shuttle go?**

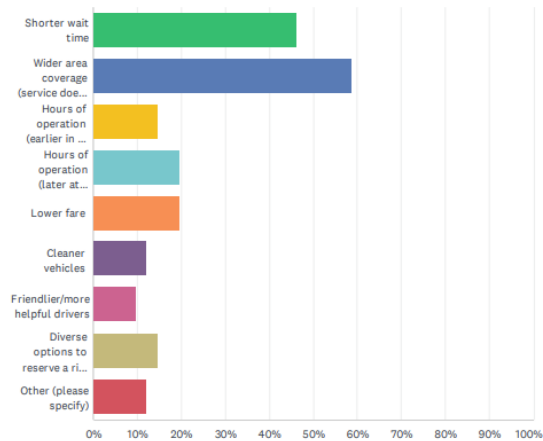
Answered: 48 Skipped: 41



ANSWER CHOICES	RESPONSES	
Yes	50.00%	24
No	50.00%	24
TOTAL		48

### Q11 What are the most important factors that would lead you to use the Sun Shuttle? (Please choose one)

Answered: 41 Skipped: 48



ANSWER CHOICES	RESPONSES	
Shorter wait time	46.34%	19
Wider area coverage (service does not take me exactly where I need to go, or reach me at all)	58.54%	24
Hours of operation (earlier in the morning)	14.63%	6
Hours of operation (later at night)	19.51%	8
Lower fare	19.51%	8
Cleaner vehicles	12.20%	5
Friendlier/more helpful drivers	9.76%	4
Diverse options to reserve a ride (call, text, App etc.)	14.63%	6
Other (please specify)	12.20%	5
Total Respondents: 41		

#	OTHER (PLEASE SPECIFY)	DATE
---	------------------------	------

13 / 53

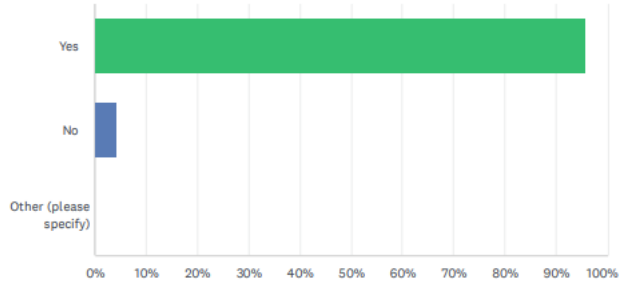
#### City of Hollywood Transportation Survey

1	Already Useful	1/10/2025 10:11 PM
2	tried once & driver gave aggravation for not having used a smart phone	1/6/2025 10:42 AM
3	Do not know they exist as public transport	11/27/2024 7:08 AM
4	Already addressed	11/15/2024 1:15 PM
5	Free services for residents. Fort Lauderdale doesn't charge.	11/13/2024 4:32 PM

City of Hollywood Transportation Survey

## Q12 Do you have a valid driver's license?

Answered: 47 Skipped: 42



ANSWER CHOICES		RESPONSES	
Yes		95.74%	45
No		4.26%	2
Other (please specify)		0.00%	0
TOTAL			47

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

## Q13 Which zip code do you reside in?

Answered: 47 Skipped: 42

#	RESPONSES	DATE
1	33029	2/3/2025 8:31 AM
2	33021	1/30/2025 4:20 PM
3	33019	1/27/2025 2:12 AM
4	33020	1/11/2025 6:45 PM
5	33312	1/10/2025 10:11 PM
6	33009	1/10/2025 10:08 PM
7	33168	1/10/2025 10:06 PM
8	33063	1/10/2025 10:04 PM
9	33009	1/10/2025 10:00 PM
10	3313	1/10/2025 9:57 PM
11	33019	1/6/2025 10:42 AM
12	33020	12/24/2024 4:06 PM
13	33020	12/9/2024 5:58 PM
14	33020	12/8/2024 12:40 PM
15	33019	11/29/2024 12:37 PM
16	33020	11/27/2024 7:08 AM
17	33021	11/26/2024 9:46 PM
18	33009	11/26/2024 7:49 PM
19	33020	11/26/2024 5:24 PM
20	33020	11/24/2024 5:25 PM
21	33020	11/24/2024 8:55 AM
22	33021	11/21/2024 10:08 AM
23	33020	11/18/2024 12:47 PM
24	33021	11/18/2024 9:47 AM
25	33024	11/16/2024 7:52 PM
26	33020	11/15/2024 2:28 PM
27	33020	11/15/2024 1:15 PM
28	33020	11/15/2024 12:40 PM
29	33020	11/14/2024 10:48 PM
30	33021	11/14/2024 1:12 PM
31	33024	11/14/2024 12:02 PM
32	33019	11/14/2024 11:05 AM
33	33021	11/14/2024 10:16 AM
34	33020	11/14/2024 6:06 AM
35	33019	11/13/2024 9:47 PM
36	33024	11/13/2024 8:36 PM
37	33019	11/13/2024 8:09 PM
38	33021	11/13/2024 4:42 PM
39	33020	11/13/2024 4:32 PM
40	33020	11/13/2024 4:08 PM
41	33020	11/13/2024 4:07 PM
42	33487	11/13/2024 4:01 PM
43	33020	11/13/2024 3:09 PM
44	33024	11/13/2024 3:01 PM
45	33020	11/13/2024 2:38 PM
46	33020	11/13/2024 2:30 PM
47	33009	11/12/2024 11:06 AM

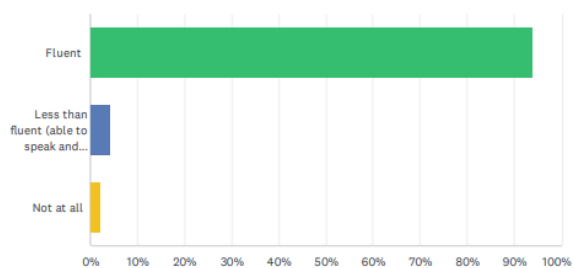
## Q14 Which zip code do you work in?

Answered: 38 Skipped: 51

#	RESPONSES	DATE
1	33019	2/3/2025 8:31 AM
2	33021	1/30/2025 4:20 PM
3	33125	1/27/2025 2:12 AM
4	33009	1/11/2025 6:45 PM
5	33022	1/10/2025 10:11 PM
6	33020	1/10/2025 10:08 PM
7	33020	1/10/2025 10:06 PM
8	33020	1/10/2025 10:04 PM
9	33324	1/10/2025 10:01 PM
10	na	1/6/2025 10:42 AM
11	N/A	12/24/2024 4:06 PM
12	33004	12/9/2024 5:58 PM
13	33328	12/8/2024 12:40 PM
14	33312	11/27/2024 7:08 AM
15	33010	11/26/2024 7:49 PM
16	33020	11/26/2024 5:24 PM
17	Retired	11/24/2024 5:25 PM
18	33166 & 33020	11/24/2024 8:55 AM
19	33020, 33019, 33024	11/18/2024 9:47 AM
20	33020	11/15/2024 2:28 PM
21	33020	11/14/2024 10:48 PM
22	33146	11/14/2024 1:12 PM
23	33168	11/14/2024 12:02 PM
24	33324	11/14/2024 11:05 AM
25	33009	11/14/2024 10:16 AM
26	33020	11/14/2024 6:06 AM
27	33019	11/13/2024 9:47 PM
28	Retired	11/13/2024 8:36 PM
29	33172	11/13/2024 8:09 PM
30	33019	11/13/2024 4:42 PM
31	33020	11/13/2024 4:32 PM
32	33301	11/13/2024 4:08 PM
33	33004	11/13/2024 4:07 PM
34	33020	11/13/2024 4:01 PM
35	33020	11/13/2024 3:09 PM
36	I am retired.	11/13/2024 2:38 PM
37	33021	11/13/2024 2:30 PM
38	33008	11/12/2024 11:06 AM

## Q15 How well do you speak English?

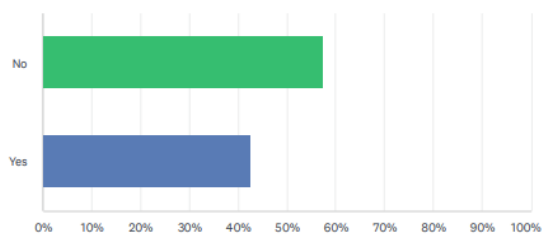
Answered: 48 Skipped: 41



ANSWER CHOICES	RESPONSES	
Fluent	93.75%	45
Less than fluent (able to speak and understand some English words)	4.17%	2
Not at all	2.08%	1
TOTAL		48

## Q16 Do you speak a language other than English at home?

Answered: 47 Skipped: 42

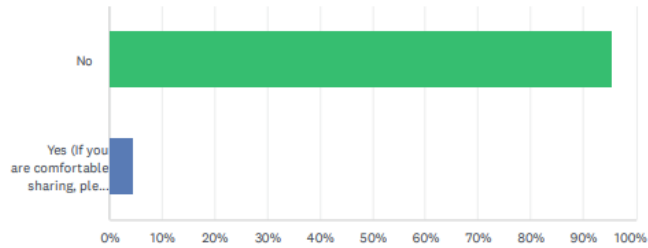


ANSWER CHOICES	RESPONSES	
No	57.45%	27
Yes	42.55%	20
TOTAL		47



### Q17 Do you have any disabilities or chronic conditions that affect your ability to travel? (Optional)

Answered: 45 Skipped: 44

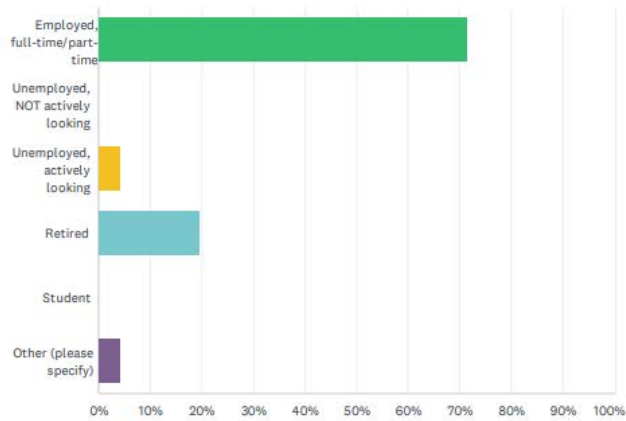


ANSWER CHOICES		RESPONSES	
No		95.56%	43
Yes (If you are comfortable sharing, please specify)		4.44%	2
Total Respondents: 45			

#	YES (IF YOU ARE COMFORTABLE SHARING, PLEASE SPECIFY)	DATE
1	I do not wish to answer	11/15/2024 1:15 PM
2	Auto immune	11/14/2024 12:02 PM

## Q18 What is your employment status?

Answered: 46 Skipped: 43

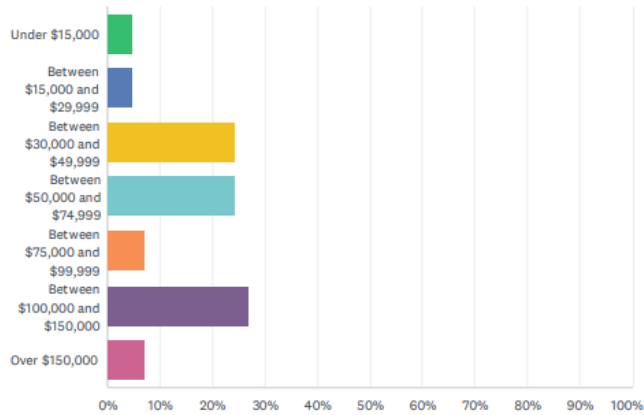


ANSWER CHOICES		RESPONSES	
Employed, full-time/part-time		71.74%	33
Unemployed, NOT actively looking		0.00%	0
Unemployed, actively looking		4.35%	2
Retired		19.57%	9
Student		0.00%	0
Other (please specify)		4.35%	2
TOTAL			46

#	OTHER (PLEASE SPECIFY)	DATE
1	self employed	2/3/2025 8:31 AM
2	I do not wish to answer	11/15/2024 1:15 PM

### Q19 What is your annual household income? (optional)

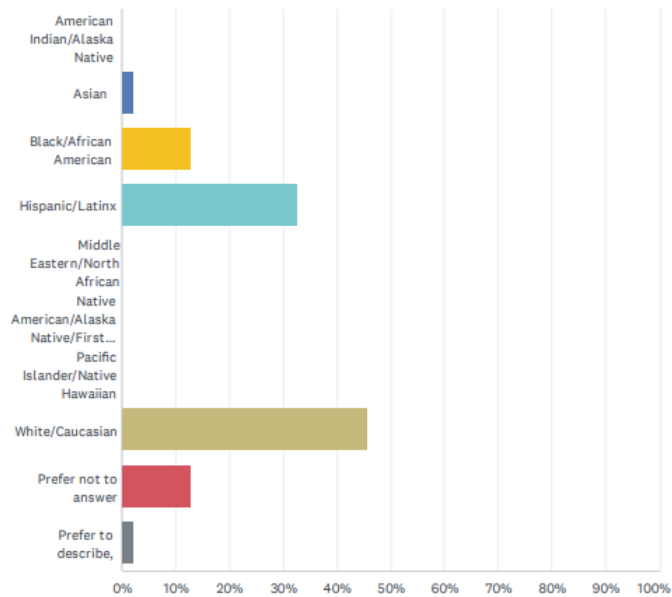
Answered: 41 Skipped: 48



ANSWER CHOICES	RESPONSES	
Under \$15,000	4.88%	2
Between \$15,000 and \$29,999	4.88%	2
Between \$30,000 and \$49,999	24.39%	10
Between \$50,000 and \$74,999	24.39%	10
Between \$75,000 and \$99,999	7.32%	3
Between \$100,000 and \$150,000	26.83%	11
Over \$150,000	7.32%	3
<b>TOTAL</b>		<b>41</b>

## Q20 What is your race/ethnicity? (check all that apply)

Answered: 46 Skipped: 43

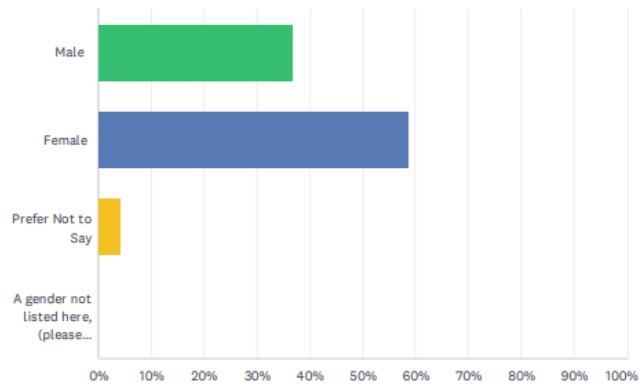


ANSWER CHOICES		RESPONSES	
American Indian/Alaska Native		0.00%	0
Asian		2.17%	1
Black/African American		13.04%	6
Hispanic/Latinx		32.61%	15
Middle Eastern/North African		0.00%	0
Native American/Alaska Native/First Nations		0.00%	0
Pacific Islander/Native Hawaiian		0.00%	0
White/Caucasian		45.65%	21
Prefer not to answer		13.04%	6
Prefer to describe,		2.17%	1
Total Respondents: 46			

#	PREFER TO DESCRIBE,	DATE
1	Mixed	11/24/2024 8:55 AM

## Q21 What is your gender?

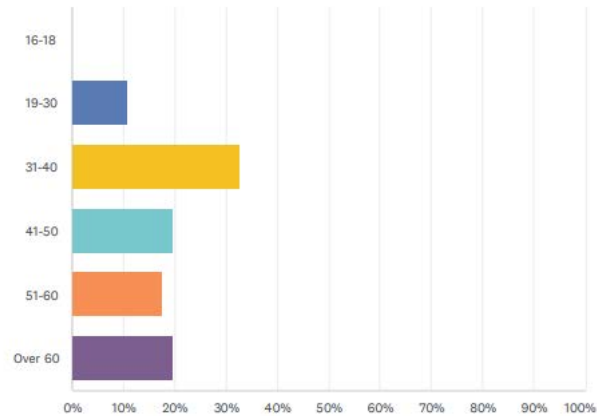
Answered: 46 Skipped: 43



ANSWER CHOICES	RESPONSES	
Male	36.96%	17
Female	58.70%	27
Prefer Not to Say	4.35%	2
A gender not listed here, (please specify)	0.00%	0
TOTAL		46

## Q22 What is your age?

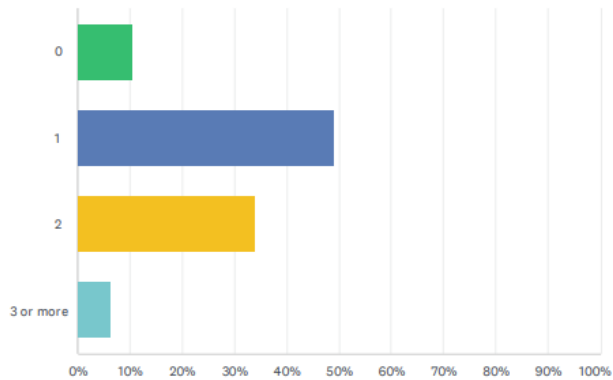
Answered: 46 Skipped: 43



ANSWER CHOICES	RESPONSES	
16-18	0.00%	0
19-30	10.87%	5
31-40	32.61%	15
41-50	19.57%	9
51-60	17.39%	8
Over 60	19.57%	9
TOTAL		46

## Q23 How many cars are available for use at your household?

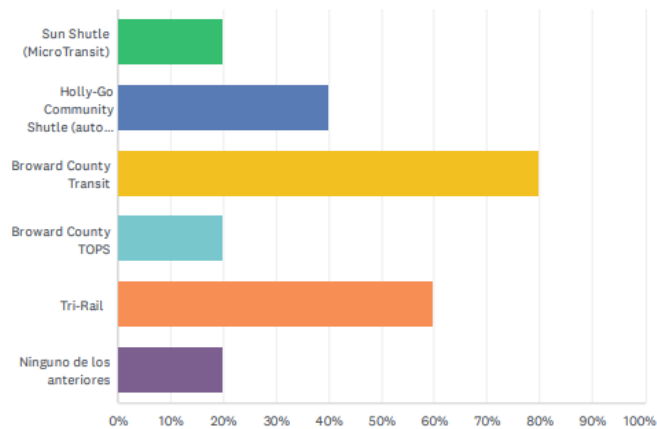
Answered: 47 Skipped: 42



ANSWER CHOICES	RESPONSES	
0	10.64%	5
1	48.94%	23
2	34.04%	16
3 or more	6.38%	3
TOTAL		47

## Q24 ¿Qué servicios de tránsito utiliza en Hollywood, FL? (marque todo lo que pueda aplicar)

Answered: 5 Skipped: 84

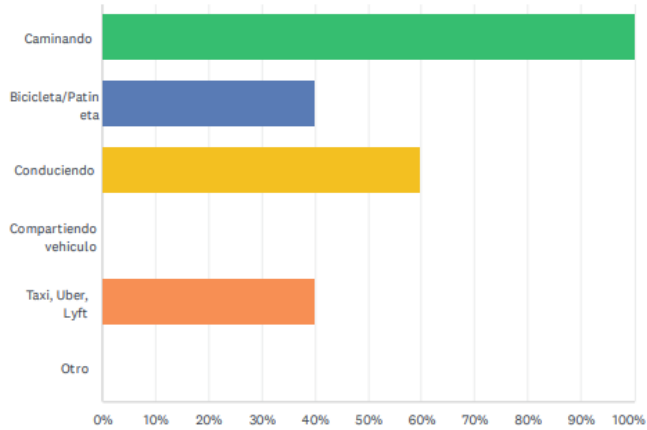


ANSWER CHOICES	RESPONSES	
Sun Shuttle (MicroTransit)	20.00%	1
Holly-Go Community Shuttle (autobús de ruta fija)	40.00%	2
Broward County Transit	80.00%	4
Broward County TOPS	20.00%	1
Tri-Rail	60.00%	3
Ninguno de los anteriores	20.00%	1
Total Respondents: 5		



Q25 ¿Cómo viaja actualmente dentro de la ciudad de Hollywood? (Marque todo lo que pueda aplicar)

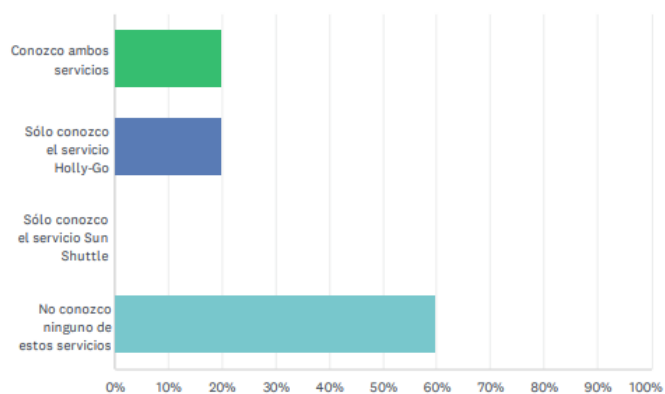
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Caminando	100.00%	5
Bicicleta/Patineta	40.00%	2
Conduciendo	60.00%	3
Compartiendo vehiculo	0.00%	0
Taxi, Uber, Lyft	40.00%	2
Otro	0.00%	0
Total Respondents: 5		

Q26 ¿Sabe que existen opciones de transporte local (Holly-Go, un autobús gratuito de ruta fija y Sun Shuttle, un servicio de transporte a pedido basado en una aplicación) dentro de la ciudad de Hollywood, FL?

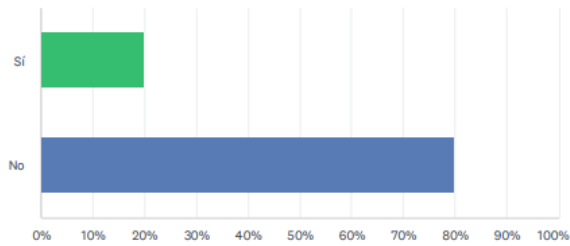
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Conozco ambos servicios	20.00%	1
Sólo conozco el servicio Holly-Go	20.00%	1
Sólo conozco el servicio Sun Shuttle	0.00%	0
No conozco ninguno de estos servicios	60.00%	3
TOTAL		5

## Q27 ¿Conoce las rutas de Holly-Go Community Shuttle?

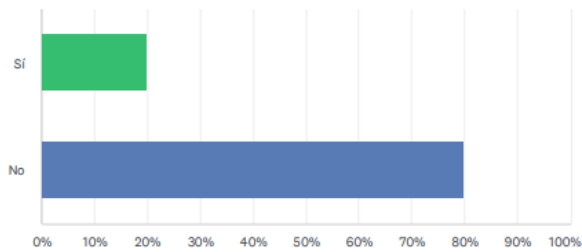
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Sí	20.00%	1
No	80.00%	4
TOTAL		5

## Q28 ¿Sabe dónde abordar el servicio de transporte comunitario Holly-Go?

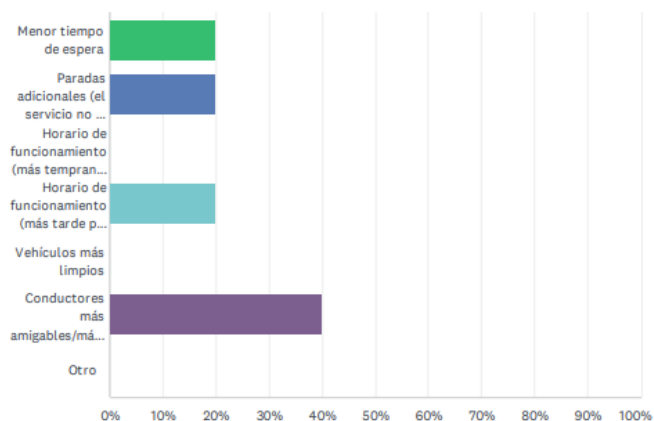
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Sí	20.00%	1
No	80.00%	4
TOTAL		5

**Q29 ¿Cuál es el factor más importante que le llevaría a utilizar el servicio de transporte comunitario Holly-Go? (Por favor elija uno.)**

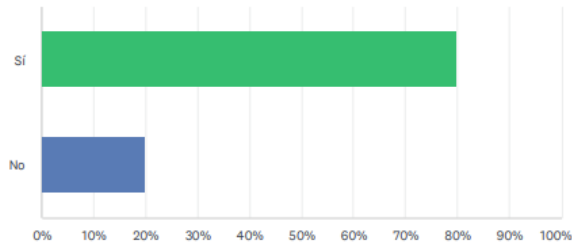
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Menor tiempo de espera	20.00%	1
Paradas adicionales (el servicio no me lleva exactamente a donde necesito ir o no me llega del todo)	20.00%	1
Horario de funcionamiento (más temprano en la mañana)	0.00%	0
Horario de funcionamiento (más tarde por la noche)	20.00%	1
Vehículos más limpios	0.00%	0
Conductores más amigables/más serviciales	40.00%	2
Otro	0.00%	0
<b>TOTAL</b>		<b>5</b>

## Q30 ¿Tienes un teléfono inteligente?

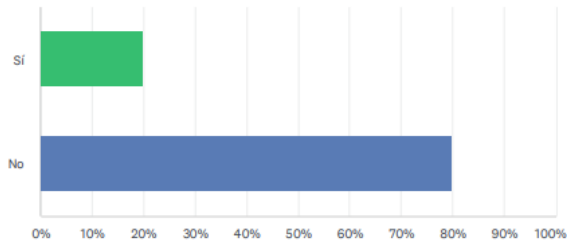
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Sí	80.00%	4
No	20.00%	1
TOTAL		5

## Q31 ¿Sabes cómo reservar un viaje en el Sun Shuttle?

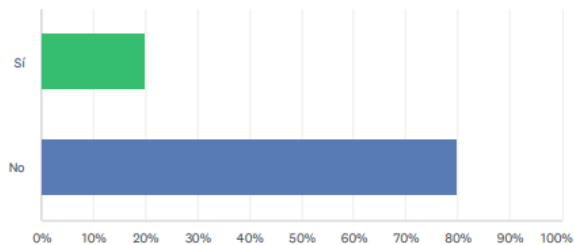
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Sí	20.00%	1
No	80.00%	4
TOTAL		5

### Q32 ¿Conoce las áreas de servicio de Sun Shuttle?

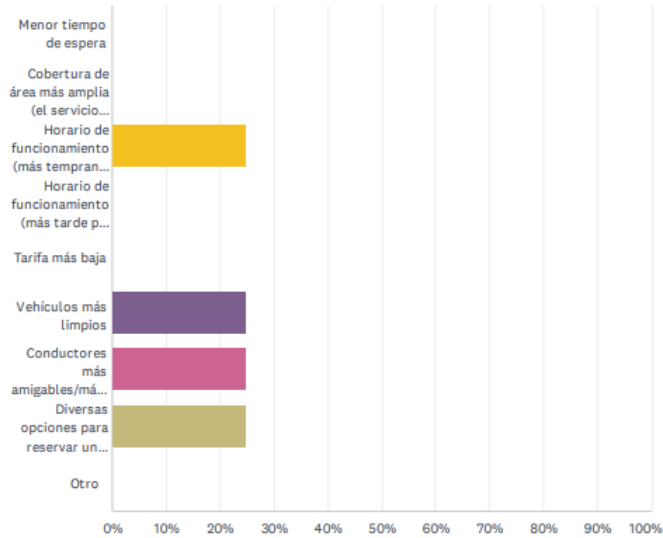
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Sí	20.00%	1
No	80.00%	4
TOTAL		5

### Q33 ¿Cuál es el factor más importante que le llevaría a utilizar el Sun Shuttle? (Por favor elija uno)

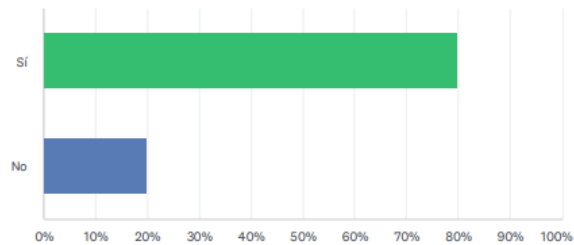
Answered: 4 Skipped: 85



ANSWER CHOICES	RESPONSES	
Menor tiempo de espera	0.00%	0
Cobertura de área más amplia (el servicio no me lleva exactamente a donde necesito ir o no me llega del todo)	0.00%	0
Horario de funcionamiento (más temprano en la mañana)	25.00%	1
Horario de funcionamiento (más tarde por la noche)	0.00%	0
Tarifa más baja	0.00%	0
Vehículos más limpios	25.00%	1
Conductores más amigables/más serviciales	25.00%	1
Diversas opciones para reservar un viaje (llamada, mensaje de texto, aplicación, etc.)	25.00%	1
Otro	0.00%	0
<b>TOTAL</b>		<b>4</b>

## Q34 ¿Tiene una licencia de conducir válida?

Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Sí	80.00%	4
No	20.00%	1
TOTAL		5

## Q35 ¿En qué código postal reside?

Answered: 4 Skipped: 85

#	RESPONSES	DATE
1	33020	12/9/2024 6:00 PM
2	33020	12/9/2024 5:15 PM
3	33020	11/30/2024 8:33 PM
4	33020	11/27/2024 7:23 AM

## Q36 ¿En qué código postal trabajas?

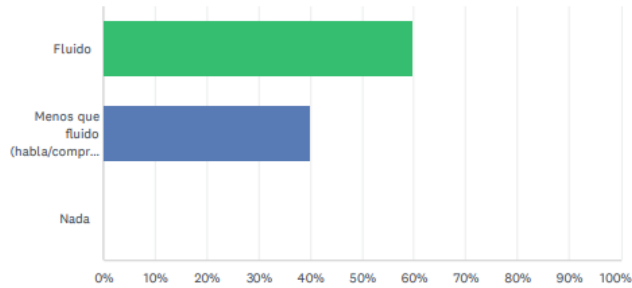
Answered: 1 Skipped: 88

#	RESPONSES	DATE
1	33004	12/9/2024 6:00 PM



## Q37 ¿Qué tan bien hablas inglés?

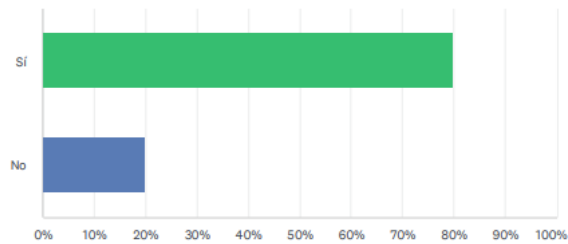
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES
Fluido	60.00% 3
Menos que fluido (habla/comprende algo de inglés)	40.00% 2
Nada	0.00% 0
TOTAL	5

## Q38 ¿Hablas otro idioma además del inglés en casa?

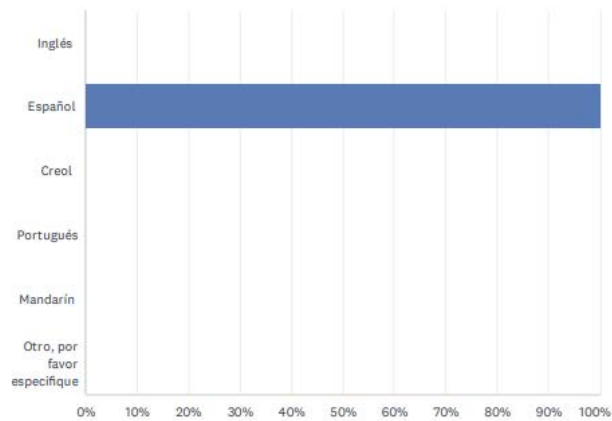
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES
Sí	80.00% 4
No	20.00% 1
TOTAL	5

### Q39 ¿Cuál es tu idioma preferido?

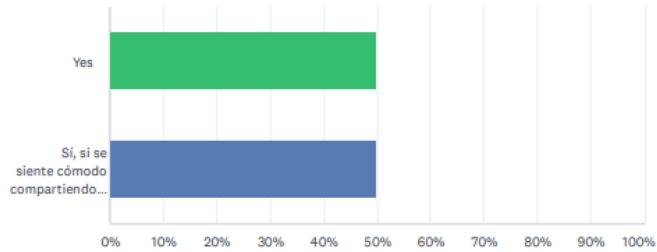
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Inglés	0.00%	0
Español	100.00%	5
Creol	0.00%	0
Portugués	0.00%	0
Mandarín	0.00%	0
Otro, por favor especifique	0.00%	0
<b>TOTAL</b>		<b>5</b>

#### Q40 ¿Tiene alguna discapacidad o condición crónica que afecte su capacidad para viajar? (Opcional)

Answered: 2 Skipped: 87

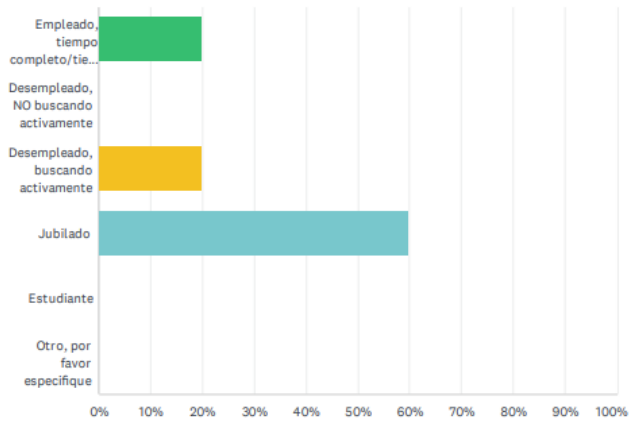


ANSWER CHOICES		RESPONSES	
Yes		50.00%	1
Sí, si se siente cómodo compartiendo, especifique.		50.00%	1
TOTAL			2

#	SÍ, SI SE SIENTE CÓMODO COMPARTIENDO, ESPECIFIQUE.	DATE
1	None	12/9/2024 6:00 PM

## Q41 ¿Cuál es su situación laboral?

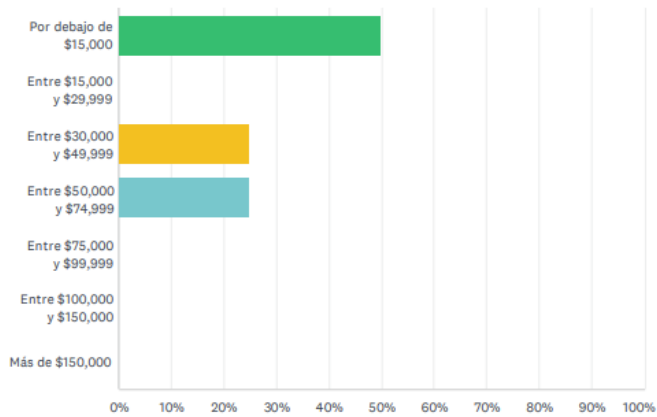
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Empleado, tiempo completo/tiempo parcial	20.00%	1
Desempleado, NO buscando activamente	0.00%	0
Desempleado, buscando activamente	20.00%	1
Jubilado	60.00%	3
Estudiante	0.00%	0
Otro, por favor especifique	0.00%	0
<b>TOTAL</b>		<b>5</b>

## Q42 ¿Cuál es tu ingreso anual familiar? (opcional)

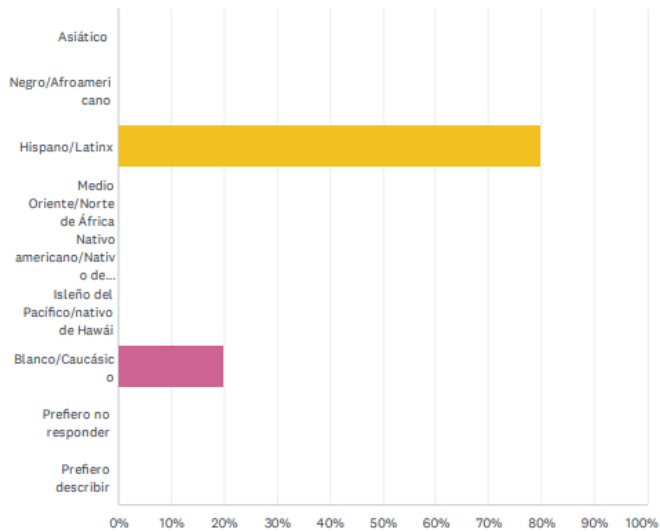
Answered: 4 Skipped: 85



ANSWER CHOICES	RESPONSES	
Por debajo de \$15,000	50.00%	2
Entre \$15,000 y \$29,999	0.00%	0
Entre \$30,000 y \$49,999	25.00%	1
Entre \$50,000 y \$74,999	25.00%	1
Entre \$75,000 y \$99,999	0.00%	0
Entre \$100,000 y \$150,000	0.00%	0
Más de \$150,000	0.00%	0
TOTAL		4

### Q43 ¿Cuál es tu raza/etnia? (marque todo lo que corresponda)

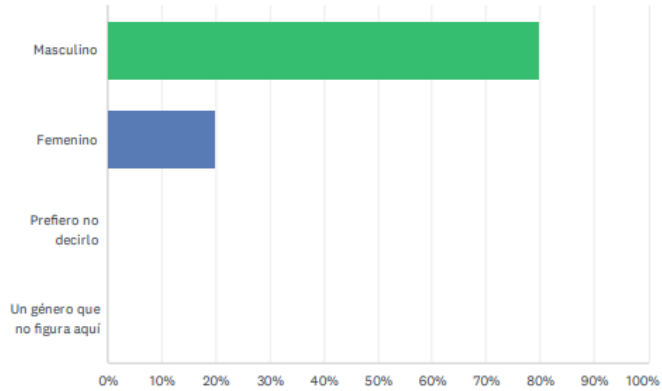
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Asiático	0.00%	0
Negro/Afroamericano	0.00%	0
Hispano/Latinx	80.00%	4
Medio Oriente/Norte de África	0.00%	0
Nativo americano/Nativo de Alaska/Primeras Naciones	0.00%	0
Isleño del Pacífico/nativo de Hawái	0.00%	0
Blanco/Caucásico	20.00%	1
Prefiero no responder	0.00%	0
Prefiero describir	0.00%	0
Total Respondents: 5		

## Q44 ¿Cuál es tu género?

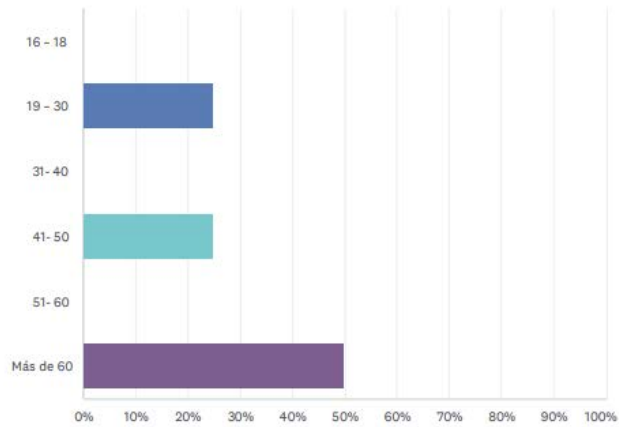
Answered: 5 Skipped: 84



ANSWER CHOICES	RESPONSES	
Masculino	80.00%	4
Femenino	20.00%	1
Prefiero no decirlo	0.00%	0
Un género que no figura aquí	0.00%	0
TOTAL		5

### Q45 ¿Cuál es su edad?

Answered: 4 Skipped: 85

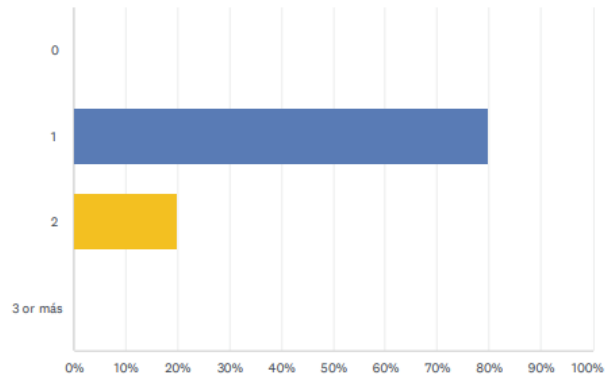


ANSWER CHOICES	RESPONSES	
16 - 18	0.00%	0
19 - 30	25.00%	1
31 - 40	0.00%	0
41 - 50	25.00%	1
51 - 60	0.00%	0
Más de 60	50.00%	2
TOTAL		4



## Q46 ¿De cuántos coches dispone su hogar?

Answered: 5 Skipped: 84

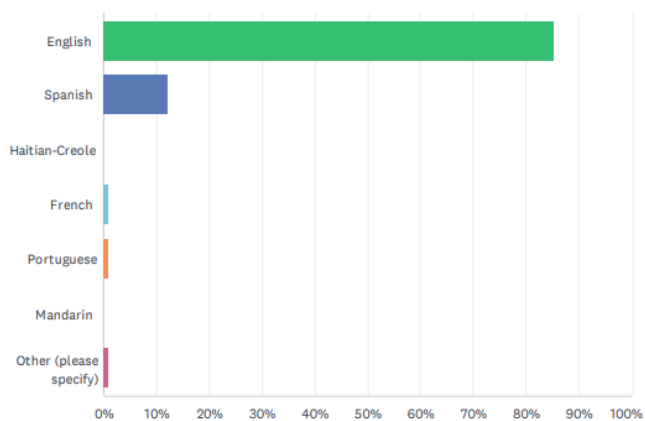


ANSWER CHOICES	RESPONSES	
0	0.00%	0
1	80.00%	4
2	20.00%	1
3 or más	0.00%	0
TOTAL		5

## A.3 Sun Shuttle Survey

## Q1 What is your preferred language?

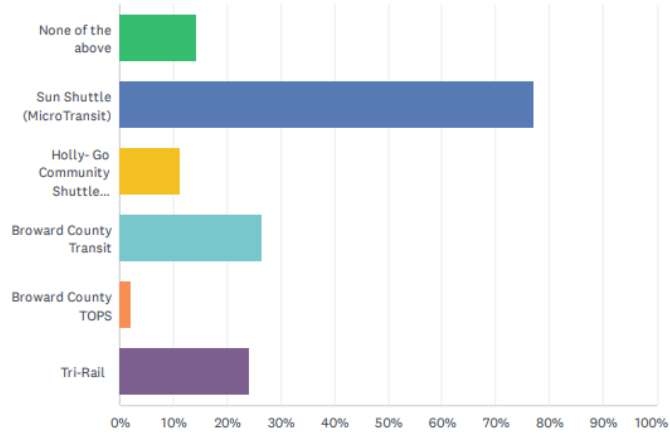
Answered: 123 Skipped: 1



ANSWER CHOICES	RESPONSES	
English	85.37%	105
Spanish	12.20%	15
Haitian-Creole	0.00%	0
French	0.81%	1
Portuguese	0.81%	1
Mandarin	0.00%	0
Other (please specify)	0.81%	1
TOTAL		123

## Q2 Which transit services do you use in Hollywood, FL? (check all that may apply)

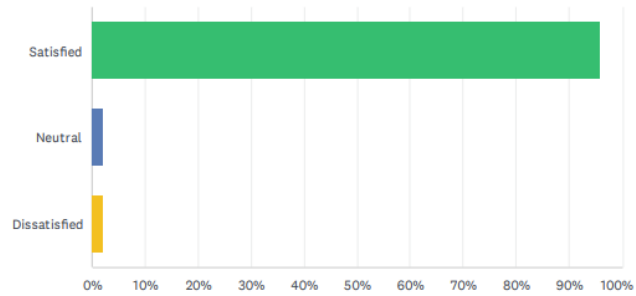
Answered: 91 Skipped: 33



ANSWER CHOICES	RESPONSES	
None of the above	14.29%	13
Sun Shuttle (MicroTransit)	76.92%	70
Holly- Go Community Shuttle (fixed-route bus)	10.99%	10
Broward County Transit	26.37%	24
Broward County TOPS	2.20%	2
Tri-Rail	24.18%	22
Total Respondents: 91		

### Q3 How would you rate your experience using the "Ride Circuit" app?

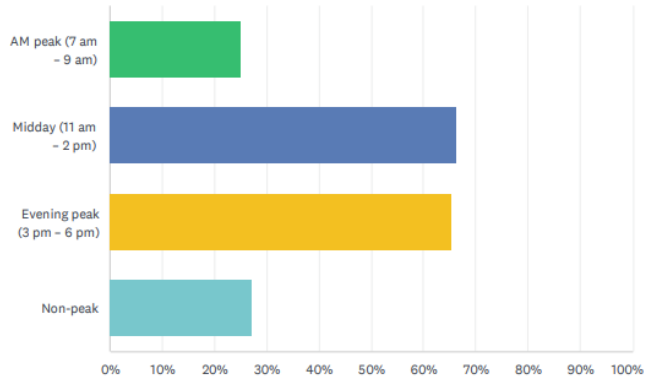
Answered: 92 Skipped: 32



ANSWER CHOICES	RESPONSES	
Satisfied	95.65%	88
Neutral	2.17%	2
Dissatisfied	2.17%	2
TOTAL		92

**Q4 What time do you usually take this service? (check all that apply)**

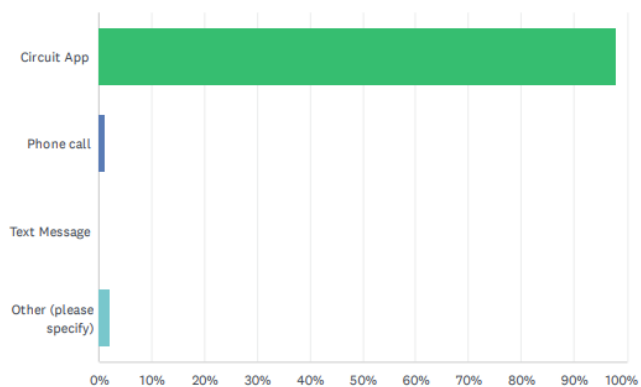
Answered: 92 Skipped: 32



ANSWER CHOICES	RESPONSES	
AM peak (7 am – 9 am)	25.00%	23
Midday (11 am – 2 pm)	66.30%	61
Evening peak (3 pm – 6 pm)	65.22%	60
Non-peak	27.17%	25
Total Respondents: 92		

## Q5 How do you request a ride on the Sun Shuttle? (check all that apply)

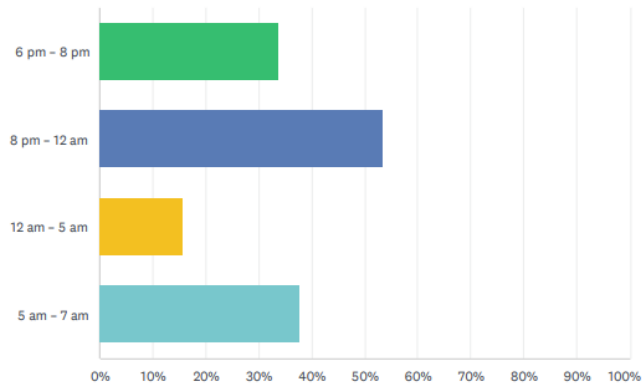
Answered: 92 Skipped: 32



ANSWER CHOICES	RESPONSES	
Circuit App	97.83%	90
Phone call	1.09%	1
Text Message	0.00%	0
Other (please specify)	2.17%	2
Total Respondents: 92		

Q6 Which times during the weekday would you like to use the service that is not available now? (check all that apply)

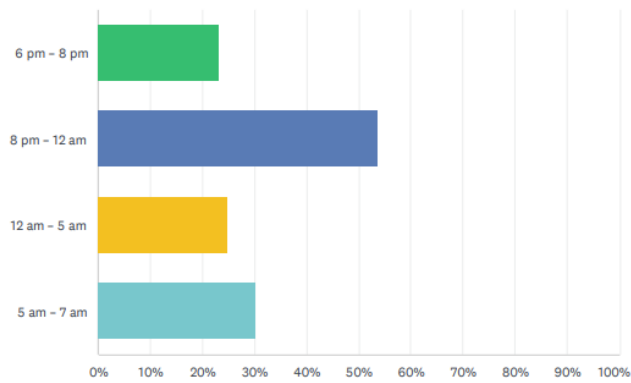
Answered: 77 Skipped: 47



ANSWER CHOICES	RESPONSES	
6 pm – 8 pm	33.77%	26
8 pm – 12 am	53.25%	41
12 am – 5 am	15.58%	12
5 am – 7 am	37.66%	29
Total Respondents: 77		

## Q7 Which times during the weekend would you like to use the service that are not available now?

Answered: 73 Skipped: 51

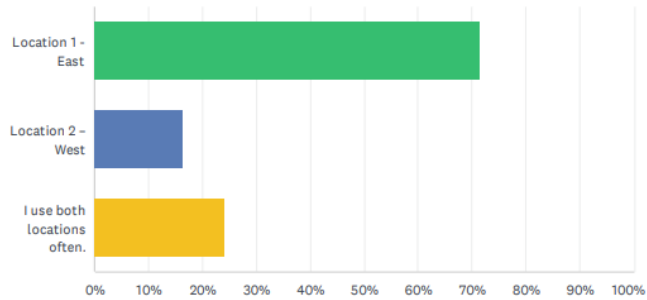


ANSWER CHOICES	RESPONSES	
6 pm – 8 pm	23.29%	17
8 pm – 12 am	53.42%	39
12 am – 5 am	24.66%	18
5 am – 7 am	30.14%	22
Total Respondents: 73		



### Q8 Which Sun Shuttle locations do you use most often?

Answered: 91 Skipped: 33



ANSWER CHOICES	RESPONSES	
Location 1 - East	71.43%	65
Location 2 - West	16.48%	15
I use both locations often.	24.18%	22
Total Respondents: 91		

## Q9 What areas would you like for the Sun Shuttle to service that are currently outside the area of service?

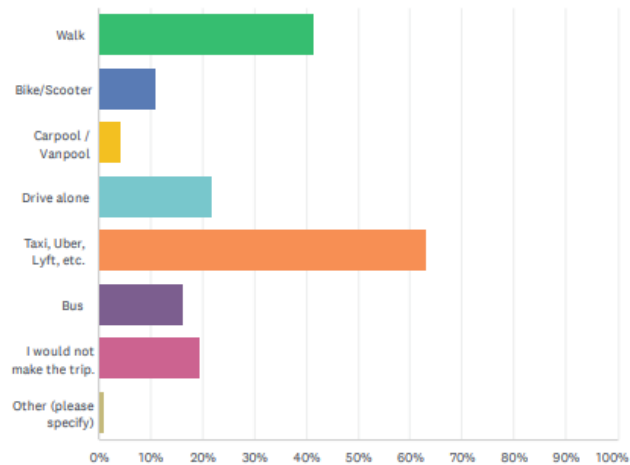
Answered: 63    Skipped: 61

#	RESPONSES	DATE
1	None I can think of	1/13/2025 6:54 PM
2	Direct connection to Tri-rail	12/31/2024 6:55 PM
3	Emerald hills	12/31/2024 11:23 AM
4	West Hollywood to 76th Avenue	12/29/2024 9:20 PM
5	Taft at	12/23/2024 5:10 PM
6	The entire nor the lake neighborhood- Lincoln Street And pass pembroke road on US -1	12/23/2024 3:28 PM
7	Not sure	12/23/2024 2:04 PM
8	Lincon street	12/20/2024 5:33 PM
9	In Deerfield beach around the tri rail it will help a lot many of us take the bus but the times don't coincide with the train hours	12/17/2024 10:41 AM
10	Hallandale east	12/15/2024 9:10 AM
11	Stirling west and Sheridan west	12/14/2024 3:48 PM
12	Walmart, Winn Dixie on Hallandale Beach boulevard	12/14/2024 12:37 PM
13	Hard Rock	12/12/2024 4:01 PM
14	The Hardeock	12/12/2024 3:41 PM
15	Biscayne (target/Best buy plaza) and Aventura Mall	12/12/2024 11:19 AM
16	Casino	12/12/2024 7:17 AM
17	N/A	12/11/2024 5:20 PM
18	US1 to Sheridan and A1A to Dania Beach Pier	12/9/2024 3:21 PM
19	Dania area and the HardRock area	12/9/2024 10:07 AM
20	To the hard Rock hotel	12/6/2024 8:09 PM
21	Westcott Walmart	12/6/2024 4:09 PM
22	Sunny Isles and Fort Lauderdale	12/6/2024 12:12 PM
23	Walmart	12/5/2024 4:50 PM
24	Dania beach	12/5/2024 4:47 PM
25	Sheridan road	12/5/2024 10:21 AM
26	Hallandale, Aventura	12/3/2024 3:52 PM
27	Tri-rail area. FFL Airport.	12/2/2024 3:47 PM
28	Sheridan Street.	11/29/2024 9:51 PM

32	Hard rock casino... Service stops at Sheridan.	11/27/2024 1:42 PM
33	Great	11/27/2024 1:22 PM
34	Tiki tiki	11/27/2024 11:39 AM
35	Box up the current boundaries. Expand service in the more residential US-1 area on East side.	11/27/2024 8:46 AM
36	Oakwood mall area	11/27/2024 7:51 AM
37	The entire city, with no having to transfer. they need more cars and better pay more employees.	11/27/2024 1:47 AM
38	Please extend service to Poinciana and Hollywood dog parks as well as other parks like Joe DiMaggio. Also, bring back the trunk space on the outside of the cars. How are we supposed to take groceries or beach gear with us? Its not fair to cram it all in the passenger seating area. Whoever made them remove those is an IDIOT and I hate them. So do other patrons and the drivers. Stop making things difficult for people. Your employees dont even know why they were removed, seems like a stupid, thoughtless decision that negatively impacts people was sought without asking your on the ground people or even explaining it to them. Speaks to a lack of respect for your patrons and drivers.	11/26/2024 9:50 PM
39	None	11/26/2024 6:08 PM
40	From people I know who come to or work off hollywood, Dana seems like a constant want.	11/25/2024 7:02 PM
41	Hard rock casino	11/25/2024 11:37 AM
42	Hallandale Beach	11/23/2024 3:07 PM
43	Hallandale beach	11/23/2024 2:48 PM
44	Hallandale Beach/Hollywood border	11/23/2024 12:48 PM
45	I would like to see it extended north on federal highway to Sheridan Street	11/22/2024 7:03 PM
46	24th Avenue	11/22/2024 4:51 PM
47	Hallandale Boulevard Walmart	11/22/2024 1:07 PM
48	North to Sheridan St	11/22/2024 11:05 AM
49	Hallandale	11/21/2024 5:15 PM
50	To Sheridan and 21st ave	11/21/2024 4:40 PM
51	Sheridan street east to west and up to tiki tiki	11/21/2024 4:12 PM
52	Pembroke pines	11/21/2024 3:56 PM
53	Maybe by Sheridan street	11/21/2024 1:39 PM
54	All of Hollywood	11/20/2024 11:56 AM
55	Sheridan n fed	11/19/2024 9:16 PM
56	Miami	11/19/2024 5:34 PM
57	Dania	11/19/2024 5:11 PM
58	1947 plunkett Walgreens	11/19/2024 4:16 PM
59	Hallandale	11/19/2024 3:57 PM
60	North of Johnson street/East of US 1	11/19/2024 1:55 PM
61	Sheridan Street east, beach	11/19/2024 1:48 PM
62	Dania before d pier	11/14/2024 3:21 PM
63	Up to 26th avenue	11/13/2024 6:22 PM

### Q10 How would you make this trip if transit services were unavailable? (check all that apply)

Answered: 92 Skipped: 32

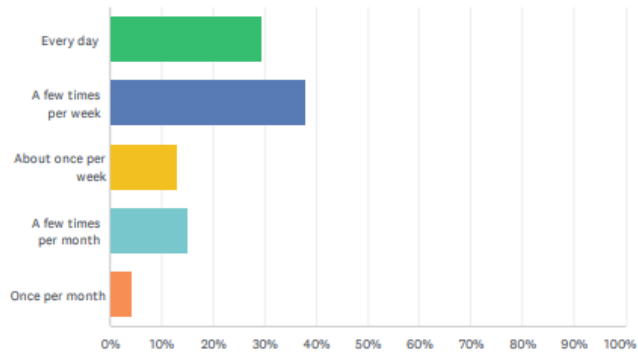


ANSWER CHOICES		RESPONSES	
Walk		41.30%	38
Bike/Scooter		10.87%	10
Carpool / Vanpool		4.35%	4
Drive alone		21.74%	20
Taxi, Uber, Lyft, etc.		63.04%	58
Bus		16.30%	15
I would not make the trip.		19.57%	18
Other (please specify)		1.09%	1
Total Respondents: 92			

#	OTHER (PLEASE SPECIFY)	DATE
1	Uber	12/14/2024 3:48 PM

### Q11 How often do you use this service?

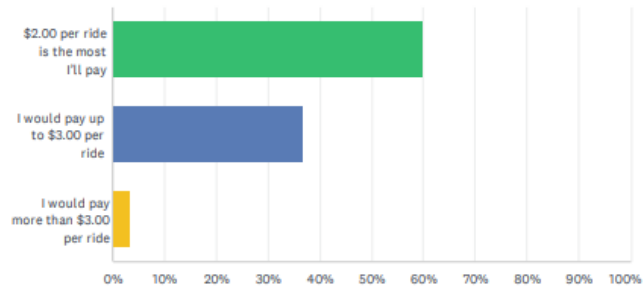
Answered: 92 Skipped: 32



ANSWER CHOICES	RESPONSES	
Every day	29.35%	27
A few times per week	38.04%	35
About once per week	13.04%	12
A few times per month	15.22%	14
Once per month	4.35%	4
TOTAL		92

## Q12 What are you willing to pay for the Sun Shuttle?

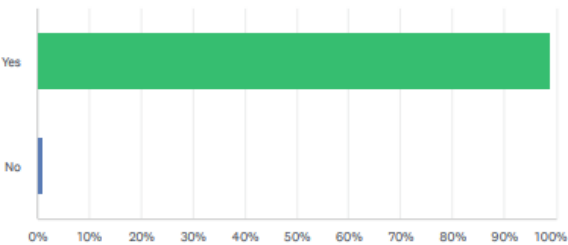
Answered: 90 Skipped: 34



ANSWER CHOICES	RESPONSES	
\$2.00 per ride is the most I'll pay	60.00%	54
I would pay up to \$3.00 per ride	36.67%	33
I would pay more than \$3.00 per ride	3.33%	3
TOTAL		90

Q13 Do you perceive a good value for the cost of this trip?

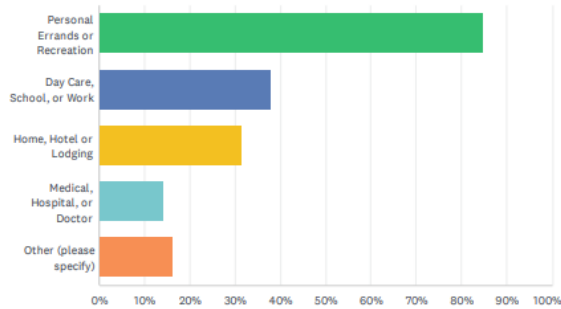
Answered: 91 Skipped: 33



ANSWER CHOICES	RESPONSES	
Yes	90.90%	90
No	1.10%	1
TOTAL		91

### Q14 What type of place do you travel to with this service? (check all that apply)

Answered: 92 Skipped: 32



ANSWER CHOICES	RESPONSES	
Personal Errands or Recreation	84.78%	78
Day Care, School, or Work	38.04%	35
Home, Hotel or Lodging	31.52%	29
Medical, Hospital, or Doctor	14.13%	13
Other (please specify)	16.30%	15
Total Respondents: 92		

#	OTHER (PLEASE SPECIFY)	DATE
1	shopping	12/31/2024 11:23 AM
2	Church	12/30/2024 8:51 AM
3	Restaurants bars	12/20/2024 4:18 PM
4	Restaurants	12/15/2024 9:10 AM
5	Gym	12/14/2024 3:48 PM
6	On vacation. Mostly restaurants	12/6/2024 12:12 PM
7	To Perform a free Public Service with Bible literature display totally free at Connecticut and at Pierce St. they placed there almost every day.	12/2/2024 3:47 PM
8	Beach	12/1/2024 2:40 PM
9	Beach and downtown	12/1/2024 12:56 PM

15 / 75

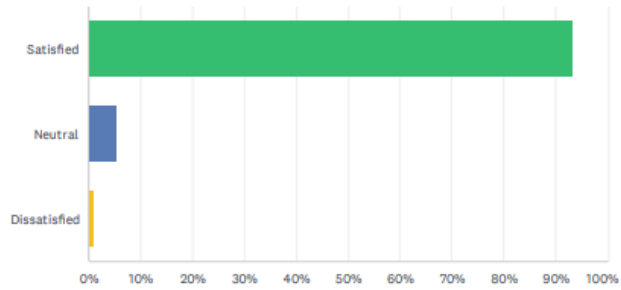
#### City of Hollywood Sun Shuttle Survey

10	parks	11/26/2024 9:50 PM
11	Local shops, am a tourist 2 months per year up from jamaica	11/25/2024 7:02 PM
12	To the beach and back.	11/23/2024 3:07 PM
13	Hollywood Beach area	11/22/2024 7:03 PM
14	Work	11/19/2024 5:11 PM
15	beach	11/19/2024 2:30 PM



**Q15 How satisfied are you with the Sun Shuttle service?**

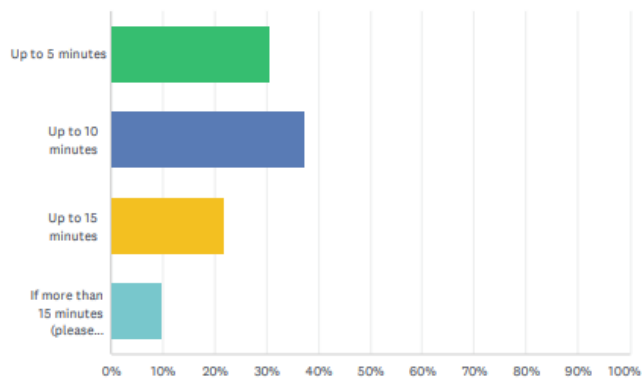
Answered: 90 Skipped: 34



ANSWER CHOICES	RESPONSES	
Satisfied	93.33%	84
Neutral	5.56%	5
Dissatisfied	1.11%	1
TOTAL		90

## Q16 How long did you wait between requesting the ride and boarding?

Answered: 91 Skipped: 33

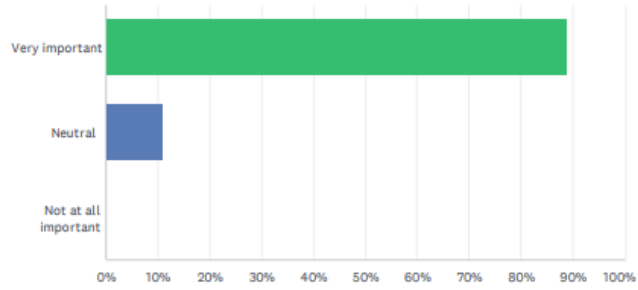


ANSWER CHOICES	RESPONSES	
Up to 5 minutes	30.77%	28
Up to 10 minutes	37.36%	34
Up to 15 minutes	21.98%	20
If more than 15 minutes (please specify)	9.89%	9
TOTAL		91

#	IF MORE THAN 15 MINUTES (PLEASE SPECIFY)	DATE
1	Sometimes more than that since not many cars available	12/17/2024 10:41 AM
2	If it's more than 10 minutes away I won't wait. Much too often the wait time is 15-20 minutes	12/9/2024 3:21 PM
3	That's a loaded question because it depends on what time of day you called. I've waited a half an hour. I've waited an hour.	12/6/2024 4:09 PM
4	Just 3 minutes. Which is excellent! Drivers are very nice and considered.	12/2/2024 3:47 PM
5	About 20 mins.	11/27/2024 2:00 PM
6	over 30 minutes	11/27/2024 8:46 AM
7	Depends on how busy service is sometimes less than 10 minutes	11/27/2024 7:51 AM
8	Up to 20 minutes	11/19/2024 3:57 PM
9	Busy	11/19/2024 1:48 PM

## Q17 How important is this service to you?

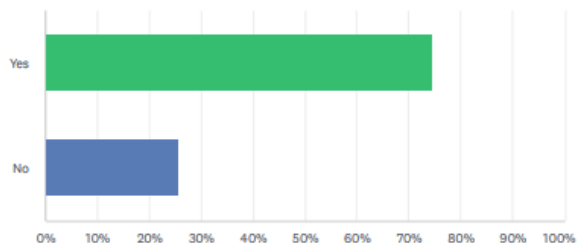
Answered: 90 Skipped: 34



ANSWER CHOICES	RESPONSES	
Very important	88.89%	80
Neutral	11.11%	10
Not at all important	0.00%	0
TOTAL		90

### Q18 Would you be interested in pre-payment or subscription wallet feature in the Circuit App that would allow you to take rides at a discounted rate?

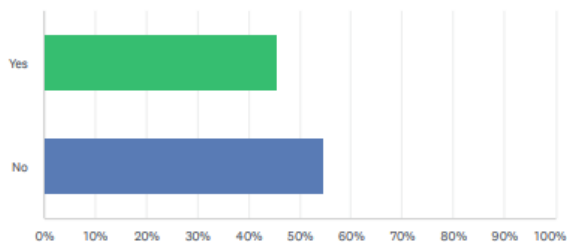
Answered: 90 Skipped: 34



ANSWER CHOICES	RESPONSES	
Yes	74.44%	67
No	25.56%	23
TOTAL		90

### Q19 If available, would you use a fixed-route local bus service for this trip?

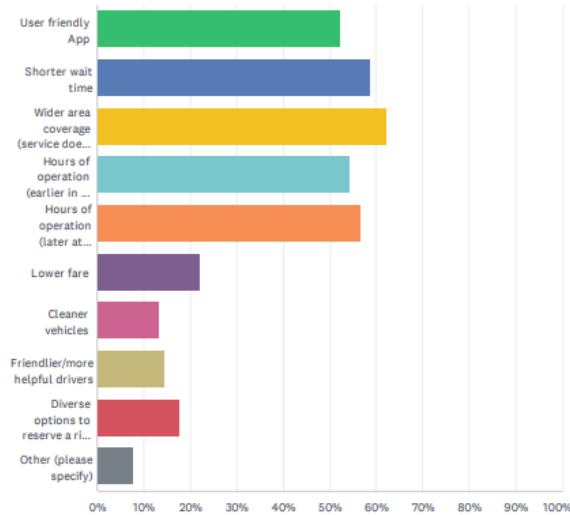
Answered: 88 Skipped: 36



ANSWER CHOICES	RESPONSES	
Yes	45.45%	40
No	54.55%	48
TOTAL		88

**Q20 What are the most important factors that would lead you to use the service more, or be more satisfied? (check all that apply)**

Answered: 90 Skipped: 34

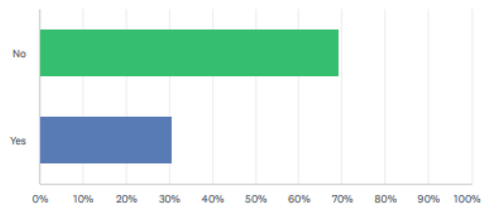


ANSWER CHOICES	RESPONSES
User friendly App	52.22% 47
Shorter wait time	58.89% 53
Wider area coverage (service does not take me exactly where I need to go, or reach me at all)	62.22% 56
Hours of operation (earlier in the morning)	54.44% 49
Hours of operation (later at night)	56.67% 51
Lower fare	22.22% 20
Cleaner vehicles	13.33% 12
Friendlier/more helpful drivers	14.44% 13
Diverse options to reserve a ride (call, text, App etc.)	17.78% 16
Other (please specify)	7.78% 7
Total Respondents: 90	

#	OTHER (PLEASE SPECIFY)	DATE
1	Vehicles need maintenance. A lot of the doors don't shut and they have to get out and open them and shut them.	12/6/2024 4:09 PM
2	There needs to be more vehicles, especially vans, for this service. The coverage area is too large to just have one car & driver on the road.	12/6/2024 8:03 AM
3	Trunk space / some cars don't have	11/29/2024 9:51 PM
4	Y'all are the best. Honestly!	11/27/2024 3:19 PM
5	My u	11/27/2024 1:22 PM
6	It is small and personal, electric, keeps people employed, natural AC!! Friendly drivers	11/26/2024 6:08 PM
7	Backseat trunk for my bags	11/23/2024 12:48 PM

## Q21 Do you use the Sun Shuttle to connect you to other transit services?

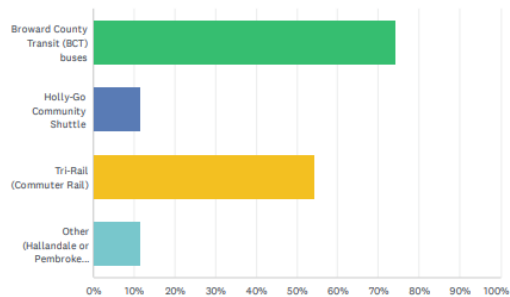
Answered: 91 Skipped: 33



ANSWER CHOICES	RESPONSES	
No	69.23%	63
Yes	30.77%	28
TOTAL		91

## Q22 If yes, please specify the transit services that you are connecting to.

Answered: 35 Skipped: 89

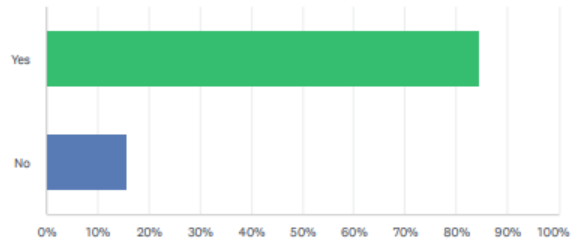


ANSWER CHOICES	RESPONSES	
Broward County Transit (BCT) buses	74.29%	26
Holly-Go Community Shuttle	11.43%	4
Tri-Rail (Commuter Rail)	54.29%	19
Other (Hallandale or Pembroke shuttles) (please specify)	11.43%	4
Total Respondents: 35		

#	OTHER (HALLANDALE OR PEMBROKE SHUTTLES) (PLEASE SPECIFY)	DATE
1	I'm	12/23/2024 5:10 PM
2	Ww	11/25/2024 11:37 AM
3	Not sure	11/22/2024 1:07 PM
4	Pembroke pines	11/21/2024 3:56 PM

## Q23 Do you have a valid driver's license?

Answered: 90 Skipped: 34



ANSWER CHOICES	RESPONSES	
Yes	84.44%	76
No	15.56%	14
TOTAL		90

## Q24 Which zip code do you reside in?

Answered: 88 Skipped: 36

#	RESPONSES	DATE
1	33020	1/13/2025 6:54 PM
2	33020	12/31/2024 6:55 PM
3	33021	12/31/2024 11:23 AM
4	33019	12/30/2024 8:51 AM
5	33024	12/29/2024 9:20 PM
6	33020	12/23/2024 5:10 PM
7	33019	12/23/2024 3:28 PM
8	44320	12/23/2024 2:04 PM
9	33020	12/21/2024 6:56 PM
10	33020	12/20/2024 5:33 PM
11	33019	12/20/2024 4:18 PM
12	33441	12/17/2024 10:41 AM
13	33019	12/15/2024 9:10 AM
14	33019	12/14/2024 3:48 PM
15	33009	12/14/2024 12:37 PM
16	33009	12/12/2024 4:01 PM
17	33021	12/12/2024 3:41 PM
18	33019	12/12/2024 11:19 AM
19	33019	12/11/2024 5:20 PM
20	33019	12/9/2024 3:21 PM
21	33020	12/9/2024 10:14 AM
22	33021	12/9/2024 10:07 AM
23	33024	12/6/2024 8:09 PM
24	33020	12/6/2024 4:09 PM
25	33019	12/6/2024 1:53 PM
26	33019	12/6/2024 12:32 PM
27	02132	12/6/2024 12:12 PM
28	33021	12/6/2024 8:03 AM
29	33020	12/5/2024 5:00 PM
30	33019	12/5/2024 4:50 PM
31	06804	12/5/2024 4:47 PM
32	60554	12/5/2024 10:21 AM
33	330019	12/3/2024 3:52 PM



34	33020	12/2/2024 3:47 PM
35	33020	12/1/2024 2:40 PM
36	33019	12/1/2024 12:56 PM
37	01960	11/30/2024 1:21 PM
38	33020	11/30/2024 12:14 PM
39	33019	11/29/2024 9:51 PM
40	33020	11/29/2024 1:34 PM
41	33020	11/28/2024 8:44 PM
42	33179	11/27/2024 6:04 PM
43	33030	11/27/2024 5:11 PM
44	33020	11/27/2024 3:19 PM
45	33019	11/27/2024 2:36 PM
46	33019	11/27/2024 2:00 PM
47	33022	11/27/2024 1:42 PM
48	33020	11/27/2024 1:22 PM
49	33020	11/27/2024 11:39 AM
50	33020	11/27/2024 8:46 AM
51	33020	11/27/2024 7:51 AM
52	33019	11/27/2024 1:47 AM
53	33019	11/26/2024 9:50 PM
54	33020	11/26/2024 6:08 PM
55	33020	11/26/2024 4:24 PM
56	33020	11/26/2024 4:23 PM
57	33020	11/25/2024 7:02 PM
58	33024	11/25/2024 11:37 AM
59	33311	11/25/2024 7:35 AM
60	33020	11/24/2024 4:18 PM
61	33019	11/23/2024 2:48 PM
62	33019	11/23/2024 2:07 PM
63	07901	11/23/2024 12:48 PM
64	33020	11/22/2024 7:03 PM
65	33020	11/22/2024 4:51 PM
66	33019	11/22/2024 1:07 PM
67	33020	11/22/2024 11:05 AM
68	33020	11/21/2024 5:15 PM
69	33020	11/21/2024 4:40 PM
70	33019	11/21/2024 4:12 PM
71	33019	11/21/2024 3:56 PM

*Transit Plan*

72	33020	11/21/2024 1:39 PM
73	33020	11/21/2024 11:13 AM
74	33019	11/21/2024 8:26 AM
75	33019	11/20/2024 3:29 PM
76	33020	11/20/2024 11:56 AM
77	33020	11/20/2024 7:34 AM
78	33020	11/19/2024 9:16 PM
79	33020	11/19/2024 5:34 PM
80	33019	11/19/2024 5:11 PM
81	33020	11/19/2024 4:16 PM
82	33019	11/19/2024 3:57 PM
83	44092	11/19/2024 2:30 PM
84	33020	11/19/2024 1:55 PM
85	33020	11/19/2024 1:48 PM
86	33020	11/19/2024 10:52 AM
87	33020	11/13/2024 6:45 PM
88	33020	11/13/2024 6:22 PM

## Q25 Which zip code do you work in?

Answered: 71 Skipped: 53

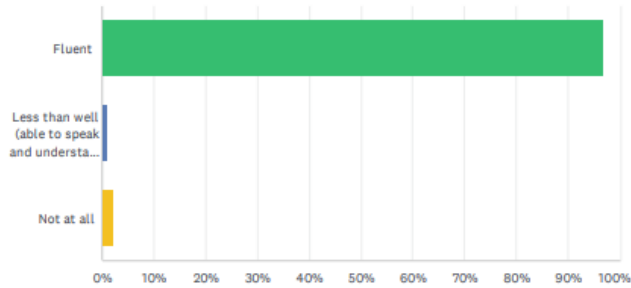
#	RESPONSES	DATE
1	33020	1/13/2025 6:54 PM
2	33020	12/31/2024 6:55 PM
3	retired	12/31/2024 11:23 AM
4	33024	12/29/2024 9:20 PM
5	44320	12/23/2024 2:04 PM
6	33020	12/21/2024 6:56 PM
7	33020	12/20/2024 5:33 PM
8	33019	12/20/2024 4:18 PM
9	33024	12/17/2024 10:41 AM
10	Retired	12/15/2024 9:10 AM
11	33020	12/14/2024 3:48 PM
12	33009	12/14/2024 12:37 PM
13	33009	12/12/2024 4:01 PM
14	33021	12/12/2024 3:41 PM
15	33019	12/12/2024 11:19 AM
16	33019	12/11/2024 5:20 PM
17	33019	12/9/2024 3:21 PM
18	33316	12/9/2024 10:14 AM
19	33314	12/9/2024 10:07 AM
20	33020	12/6/2024 8:09 PM
21	33020	12/6/2024 4:09 PM
22	33020	12/6/2024 12:32 PM
23	02114	12/6/2024 12:12 PM
24	33021	12/6/2024 8:03 AM
25	33020	12/5/2024 5:00 PM
26	33019	12/5/2024 4:50 PM
27	33019	12/3/2024 3:52 PM
28	Differents.	12/2/2024 3:47 PM
29	33067	12/1/2024 2:40 PM
30	33019	12/1/2024 12:56 PM
31	02148	11/30/2024 1:21 PM
32	33160	11/30/2024 12:14 PM
33	33019	11/29/2024 9:51 PM

Transit Plan

34	33020	11/29/2024 1:34 PM
35	33142	11/28/2024 8:44 PM
36	33021	11/27/2024 6:04 PM
37	33020	11/27/2024 3:19 PM
38	33019	11/27/2024 2:36 PM
39	33019	11/27/2024 2:00 PM
40	33022	11/27/2024 1:42 PM
41	33020	11/27/2024 1:22 PM
42	33019	11/27/2024 11:39 AM
43	33315	11/27/2024 8:46 AM
44	33019	11/27/2024 1:47 AM
45	33019	11/26/2024 9:50 PM
46	33020	11/26/2024 6:08 PM
47	33020	11/26/2024 4:24 PM
48	33020	11/26/2024 4:23 PM
49	I don't work	11/25/2024 7:02 PM
50	33444	11/25/2024 11:37 AM
51	33019	11/24/2024 4:18 PM
52	10001	11/23/2024 12:48 PM
53	33020	11/22/2024 4:51 PM
54	33019	11/22/2024 1:07 PM
55	33020	11/21/2024 5:15 PM
56	33020	11/21/2024 4:40 PM
57	33020	11/21/2024 4:12 PM
58	33460	11/21/2024 3:56 PM
59	33019	11/21/2024 1:39 PM
60	33020	11/21/2024 11:13 AM
61	33019	11/21/2024 8:26 AM
62	33019	11/20/2024 3:29 PM
63	33020	11/20/2024 11:56 AM
64	33020	11/19/2024 9:16 PM
65	33019	11/19/2024 5:34 PM
66	33019	11/19/2024 5:11 PM
67	33021	11/19/2024 4:16 PM
68	44092	11/19/2024 2:30 PM
69	33020	11/19/2024 1:55 PM
70	33020	11/19/2024 1:48 PM
71	33178	11/13/2024 6:22 PM

### Q26 How well do you speak English?

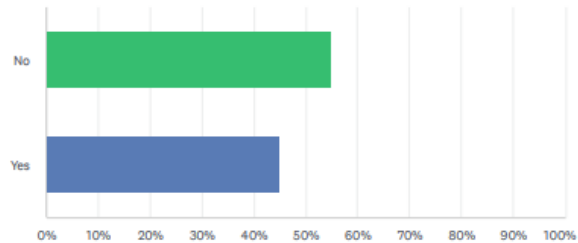
Answered: 91 Skipped: 33



ANSWER CHOICES	RESPONSES	
Fluent	96.70%	88
Less than well (able to speak and understand some English words)	1.10%	1
Not at all	2.20%	2
<b>TOTAL</b>		<b>91</b>

### Q27 Do you speak a language other than English at home?

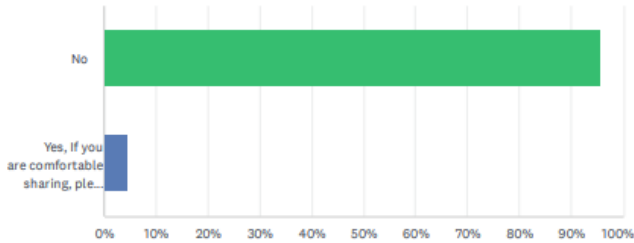
Answered: 89 Skipped: 35



ANSWER CHOICES	RESPONSES	
No	55.06%	49
Yes	44.94%	40
<b>TOTAL</b>		<b>89</b>

Q28 Do you have any of the following disabilities or chronic conditions that affect your ability to travel? (Optional)

Answered: 89 Skipped: 35

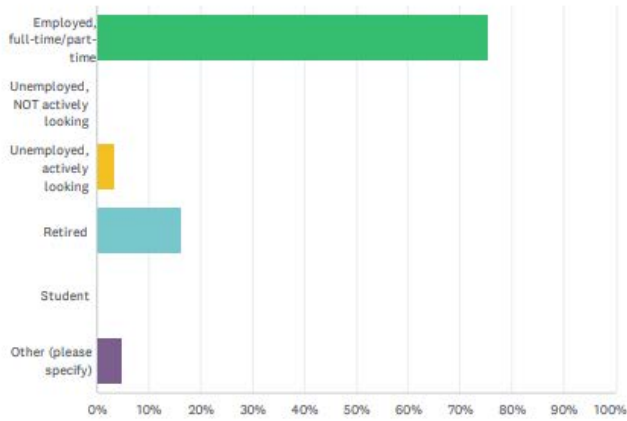


ANSWER CHOICES	RESPONSES	
No	95.51%	85
Yes, If you are comfortable sharing, please specify,	4.49%	4
Total Respondents: 89		

#	YES, IF YOU ARE COMFORTABLE SHARING, PLEASE SPECIFY,	DATE
1	I get vertigo so this service it's a blessing	12/17/2024 10:41 AM
2	Copd	11/29/2024 1:34 PM
3	Pregnant	11/21/2024 3:56 PM
4	Weak legs	11/20/2024 7:34 AM

## Q29 What is your employment status?

Answered: 86 Skipped: 38

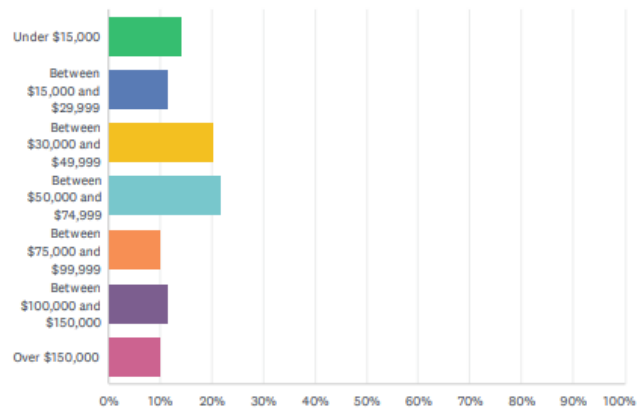


ANSWER CHOICES		RESPONSES	
Employed, full-time/part-time		75.58%	65
Unemployed, NOT actively looking		0.00%	0
Unemployed, actively looking		3.49%	3
Retired		16.28%	14
Student		0.00%	0
Other (please specify)		4.65%	4
TOTAL			86

#	OTHER (PLEASE SPECIFY)	DATE
1	Disabled	12/29/2024 9:20 PM
2	U	11/27/2024 1:22 PM
3	Self employed	11/21/2024 4:12 PM
4	Self	11/19/2024 5:11 PM

### Q30 What is your annual household income? (optional)

Answered: 78 Skipped: 46

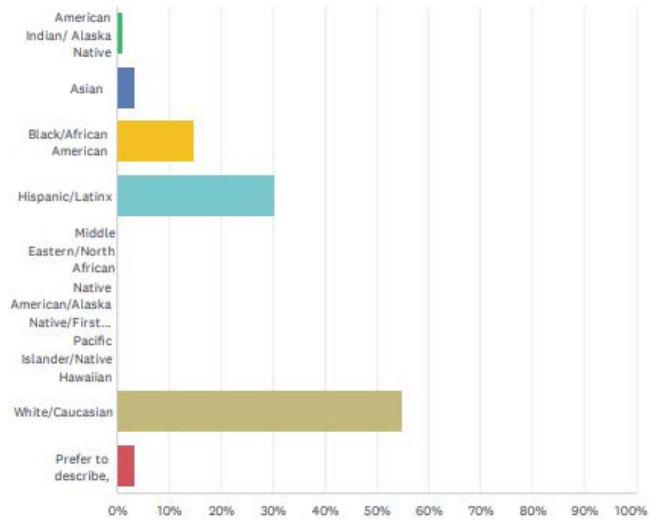


ANSWER CHOICES	RESPONSES	
Under \$15,000	14.10%	11
Between \$15,000 and \$29,999	11.54%	9
Between \$30,000 and \$49,999	20.51%	16
Between \$50,000 and \$74,999	21.79%	17
Between \$75,000 and \$99,999	10.26%	8
Between \$100,000 and \$150,000	11.54%	9
Over \$150,000	10.26%	8
TOTAL		78



### Q31 What is your race/ethnicity? (check all that apply)

Answered: 89 Skipped: 35



ANSWER CHOICES	RESPONSES	
American Indian/ Alaska Native	1.12%	1
Asian	3.37%	3
Black/African American	14.61%	13
Hispanic/Latinx	30.34%	27
Middle Eastern/North African	0.00%	0
Native American/Alaska Native/First Nations	0.00%	0
Pacific Islander/Native Hawaiian	0.00%	0
White/Caucasian	55.06%	49
Prefer to describe,	3.37%	3
Total Respondents: 89		

#	PREFER TO DESCRIBE,	DATE
1	Jewish	12/14/2024 12:37 PM

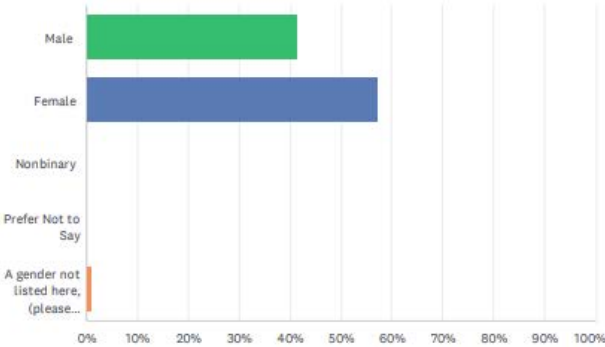
37 / 75

City of Hollywood Sun Shuttle Survey

2	JEW	11/27/2024 3:19 PM
3	Mixed	11/19/2024 1:48 PM

Q32 What is your gender?

Answered: 89 Skipped: 35

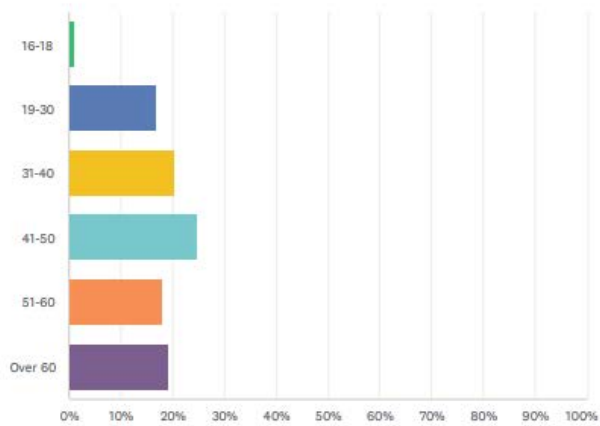


ANSWER CHOICES	RESPONSES
Male	41.57% 37
Female	57.30% 51
Nonbinary	0.00% 0
Prefer Not to Say	0.00% 0
A gender not listed here, (please specify)	1.12% 1
TOTAL	89

#	A GENDER NOT LISTED HERE, (PLEASE SPECIFY)	DATE
1	Come on with this non-binary bullshit that'll be over with	12/6/2024 4:09 PM

## Q33 What is your age?

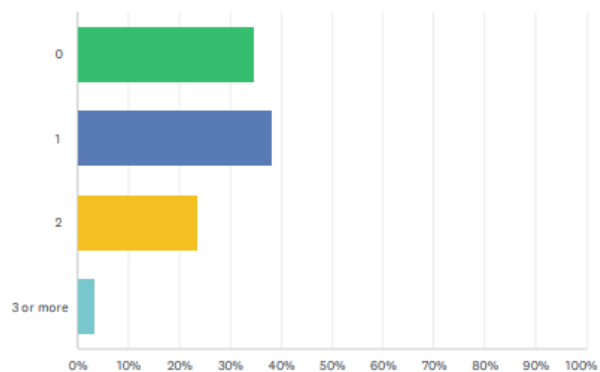
Answered: 89 Skipped: 35



ANSWER CHOICES	RESPONSES	
16-18	1.12%	1
19-30	16.85%	15
31-40	20.22%	18
41-50	24.72%	22
51-60	17.98%	16
Over 60	19.10%	17
TOTAL		89

### Q34 How many cars are available for use at your household?

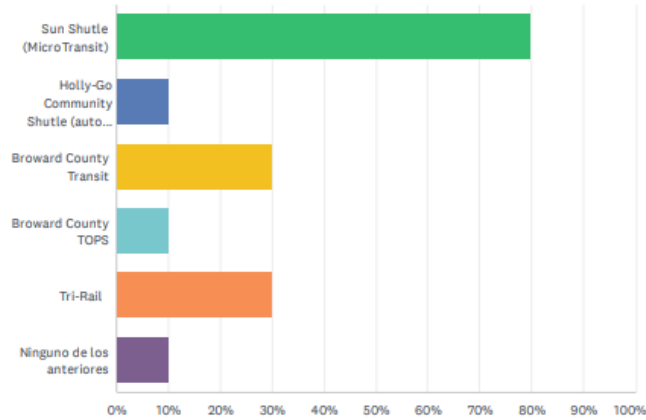
Answered: 89 Skipped: 35



ANSWER CHOICES	RESPONSES	
0	34.83%	31
1	38.20%	34
2	23.60%	21
3 or more	3.37%	3
TOTAL		89

Q35 ¿Qué servicios de transporte utiliza en Hollywood, FL? (Marque todo lo que pueda aplicar)

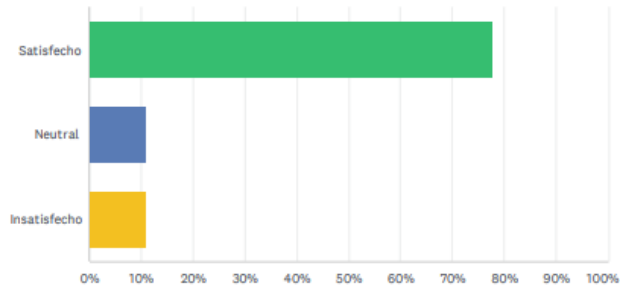
Answered: 10 Skipped: 114



ANSWER CHOICES	RESPONSES	
Sun Shuttle (MicroTransit)	80.00%	8
Holly-Go Community Shuttle (autobús de ruta fija)	10.00%	1
Broward County Transit	30.00%	3
Broward County TOPS	10.00%	1
Tri-Rail	30.00%	3
Ninguno de los anteriores	10.00%	1
Total Respondents: 10		

**Q36 ¿Cómo calificaría su experiencia utilizando la aplicación “Ride Circuit”? (Marque todo lo que pueda aplicar)**

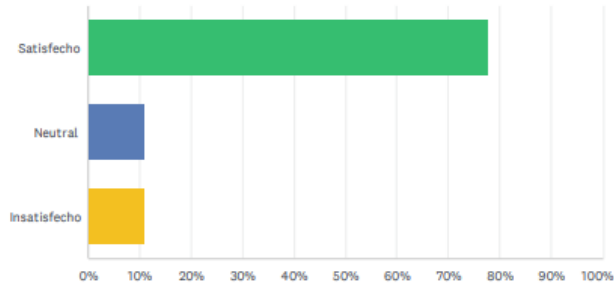
Answered: 9 Skipped: 115



ANSWER CHOICES	RESPONSES	
Satisfecho	77.78%	7
Neutral	11.11%	1
Insatisfecho	11.11%	1
Total Respondents: 9		

## Q37 ¿Cuál es su grado de satisfacción con el servicio Sun Shuttle?

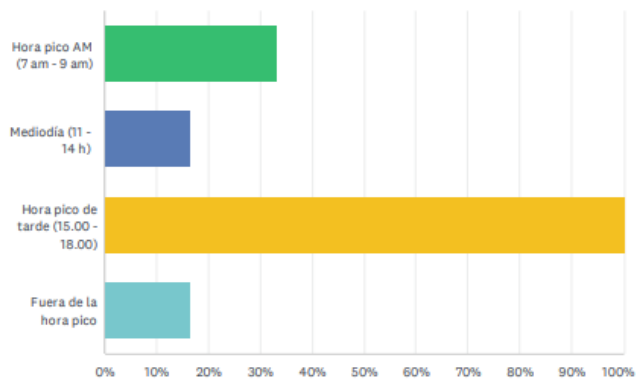
Answered: 9 Skipped: 115



ANSWER CHOICES	RESPONSES	
Satisfecho	77.78%	7
Neutral	11.11%	1
Insatisfecho	11.11%	1
TOTAL		9

### Q38 ¿A qué hora suele utilizar este servicio? (Marque todo lo que pueda aplicar)

Answered: 6 Skipped: 118

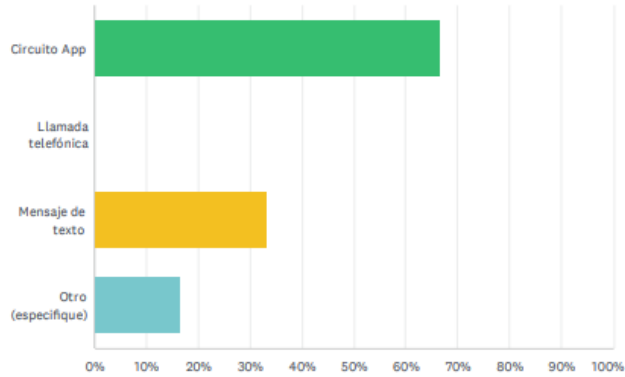


ANSWER CHOICES	RESPONSES	
Hora pico AM (7 am - 9 am)	33.33%	2
Mediodía (11 - 14 h)	16.67%	1
Hora pico de tarde (15.00 - 18.00)	100.00%	6
Fuera de la hora pico	16.67%	1
Total Respondents: 6		



Q39 ¿Cómo puede solicitar un viaje en el Sun Shuttle? (Marque todo lo que pueda aplicar)

Answered: 6 Skipped: 118

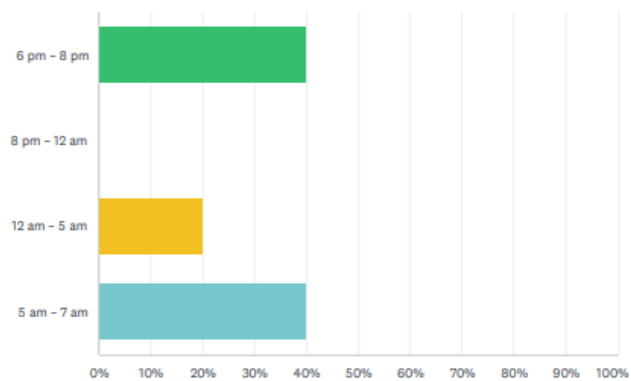


ANSWER CHOICES	RESPONSES
Circuito App	66.67% 4
Llamada telefónica	0.00% 0
Mensaje de texto	33.33% 2
Otro (especifique)	16.67% 1
Total Respondents: 6	

#	OTRO (ESPECIFIQUE)	DATE
1	Web	12/5/2024 3:07 PM

### Q40 ¿A qué horas entre semana le gustaría utilizar el servicio que ahora no está disponible?

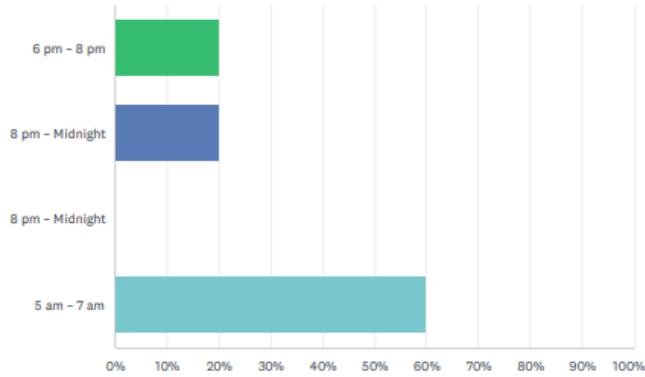
Answered: 5 Skipped: 119



ANSWER CHOICES	RESPONSES	
6 pm - 8 pm	40.00%	2
8 pm - 12 am	0.00%	0
12 am - 5 am	20.00%	1
5 am - 7 am	40.00%	2
TOTAL		5

Q41 ¿A qué horas del fin de semana le gustaría utilizar el servicio que ahora no está disponible?

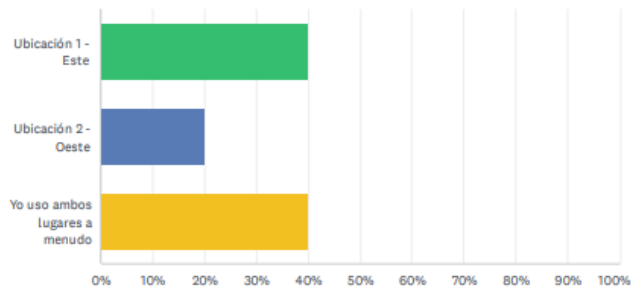
Answered: 5 Skipped: 119



ANSWER CHOICES	RESPONSES
6 pm - 8 pm	20.00% 1
8 pm - Midnight	20.00% 1
8 pm - Midnight	0.00% 0
5 am - 7 am	60.00% 3
TOTAL	5

### Q42 ¿Cuáles son los puntos de Sun Shuttle que utiliza con más frecuencia?

Answered: 5 Skipped: 119



ANSWER CHOICES	RESPONSES
Ubicación 1 - Este	40.00% 2
Ubicación 2 - Oeste	20.00% 1
Yo uso ambos lugares a menudo	40.00% 2
TOTAL	5

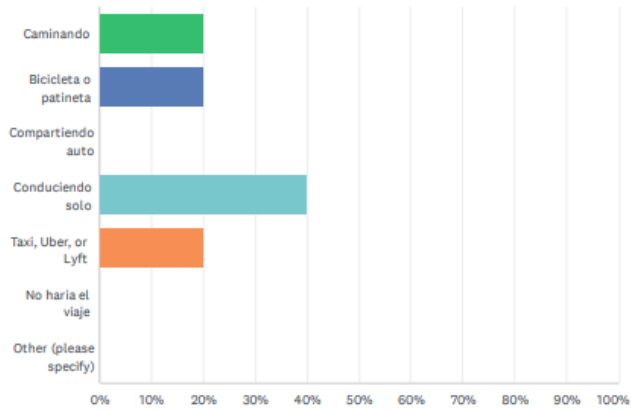
### Q43 ¿A qué zonas le gustaría que el Sun Shuttle diera servicio que actualmente están fuera del área de servicio? (respuesta libre).

Answered: 2 Skipped: 122

#	RESPONSES	DATE
1	5844 Sw 25th street West Park	12/5/2024 4:59 PM
2	Hallande	12/5/2024 3:07 PM

#### Q44 ¿Cómo haría este viaje si los servicios de transporte no estuvieran disponibles?

Answered: 5 Skipped: 119

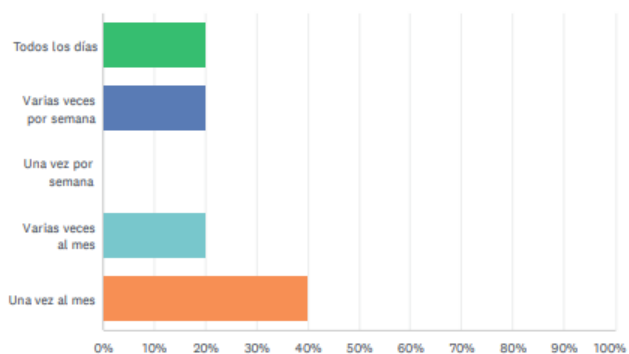


ANSWER CHOICES		RESPONSES	
Caminando		20.00%	1
Bicicleta o patineta		20.00%	1
Compartiendo auto		0.00%	0
Conduciendo solo		40.00%	2
Taxi, Uber, or Lyft		20.00%	1
No haría el viaje		0.00%	0
Other (please specify)		0.00%	0
TOTAL			5

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

### Q45 ¿Con qué frecuencia utiliza este servicio?

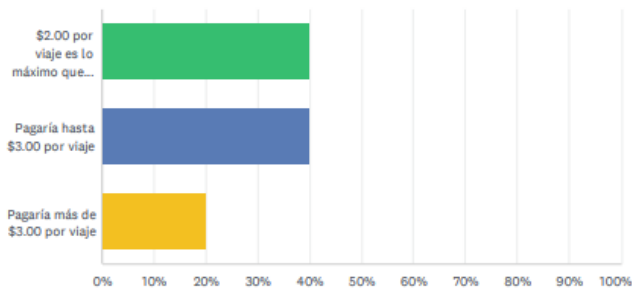
Answered: 5 Skipped: 119



ANSWER CHOICES	RESPONSES	
Todos los días	20.00%	1
Varias veces por semana	20.00%	1
Una vez por semana	0.00%	0
Varias veces al mes	20.00%	1
Una vez al mes	40.00%	2
TOTAL		5

### Q46 ¿Cuánto está dispuesto a pagar por el Sun Shuttle?

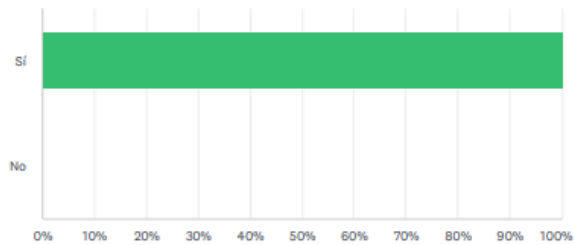
Answered: 5 Skipped: 119



ANSWER CHOICES	RESPONSES	
\$2.00 por viaje es lo máximo que pagaría	40.00%	2
Pagaría hasta \$3.00 por viaje	40.00%	2
Pagaría más de \$3.00 por viaje	20.00%	1
TOTAL		5

### Q47 ¿Percibe una buena relación calidad-precio por el coste de este viaje?

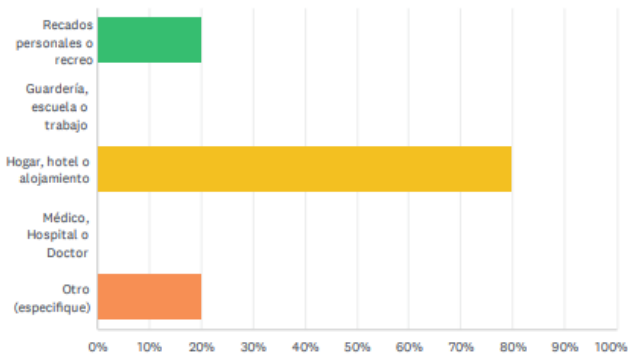
Answered: 5 Skipped: 119



ANSWER CHOICES	RESPONSES	
Sí	100.00%	5
No	0.00%	0
TOTAL		5

Q48 ¿A qué tipo de lugares viaja con este servicio? (Marque todo lo que pueda aplicar)

Answered: 5 Skipped: 119



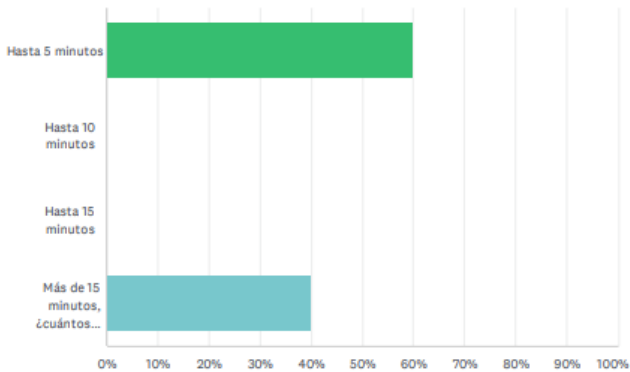
ANSWER CHOICES		RESPONSES	
Recados personales o recreo		20.00%	1
Guardería, escuela o trabajo		0.00%	0
Hogar, hotel o alojamiento		80.00%	4
Médico, Hospital o Doctor		0.00%	0
Otro (especifique)		20.00%	1
Total Respondents: 5			

#	OTRO (ESPECIFIQUE)	DATE
1	Trabajo	12/5/2024 4:59 PM



Q49 ¿Cuánto tiempo esperó desde que solicitó el viaje hasta que embarcó?

Answered: 5 Skipped: 119

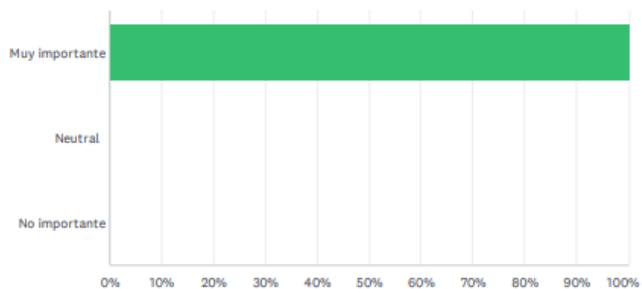


ANSWER CHOICES		RESPONSES
Hasta 5 minutos		60.00% 3
Hasta 10 minutos		0.00% 0
Hasta 15 minutos		0.00% 0
Más de 15 minutos, ¿cuántos minutos esperó?		40.00% 2
TOTAL		5

#	MÁS DE 15 MINUTOS, ¿CUÁNTOS MINUTOS ESPERÓ?	DATE
1	30 minutos	12/5/2024 4:59 PM
2	H	11/27/2024 1:23 PM

## Q50 ¿Qué importancia tiene para usted este servicio?

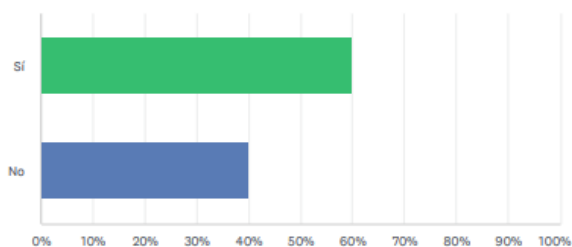
Answered: 5 Skipped: 119



ANSWER CHOICES	RESPONSES	
Muy importante	100.00%	5
Neutral	0.00%	0
No importante	0.00%	0
TOTAL		5

## Q51 ¿Estaría interesado en una función de prepago o suscripción en la aplicación Circuit App que le permitiera realizar viajes con descuento?

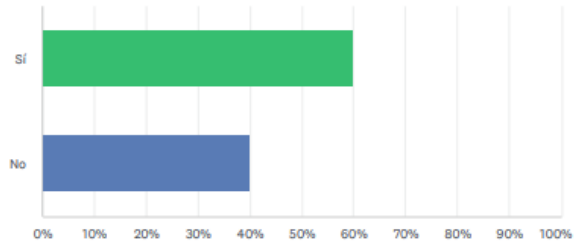
Answered: 5 Skipped: 119



ANSWER CHOICES	RESPONSES	
Sí	60.00%	3
No	40.00%	2
TOTAL		5

Q52 Si estuviera disponible, ¿utilizaría un servicio de autobús local de ruta fija para este viaje?

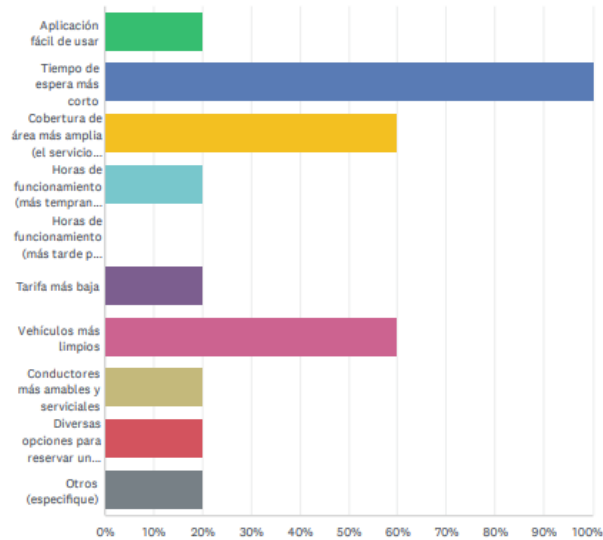
Answered: 5 Skipped: 119



ANSWER CHOICES	RESPONSES	
Sí	60.00%	3
No	40.00%	2
TOTAL		5

**Q53 ¿Cuáles son los factores más importantes que le llevarían a utilizar más el servicio o a estar más satisfecho? (Marque todo lo que pueda aplicar)**

Answered: 5 Skipped: 119

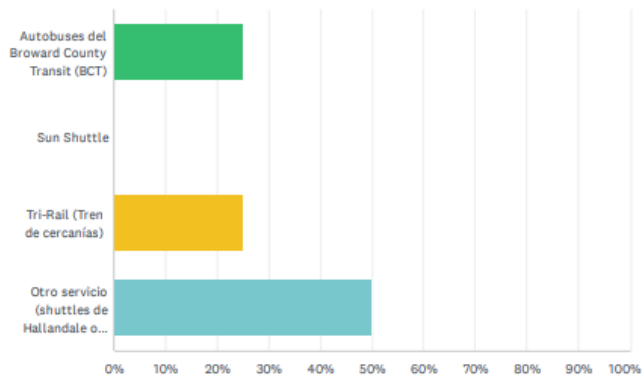


ANSWER CHOICES		RESPONSES	
Aplicación fácil de usar		20.00%	1
Tiempo de espera más corto		100.00%	5
Cobertura de área más amplia (el servicio no me lleva exactamente donde necesito ir o no me alcanza en absoluto)		60.00%	3
Horas de funcionamiento (más temprano por la mañana)		20.00%	1
Horas de funcionamiento (más tarde por la noche)		0.00%	0
Tarifa más baja		20.00%	1
Vehículos más limpios		60.00%	3
Conductores más amables y serviciales		20.00%	1
Diversas opciones para reservar un viaje (llamada, mensaje de texto, aplicación, etc.)		20.00%	1
Otros (especifique)		20.00%	1
Total Respondents: 5			

#	OTROS (ESPECIFIQUE)	DATE
1	D	11/27/2024 1:23 PM

Q55 En caso afirmativo, por favor especifique los servicios de tránsito que está conectando a. (Marque todo lo que pueda aplicar)

Answered: 4 Skipped: 120

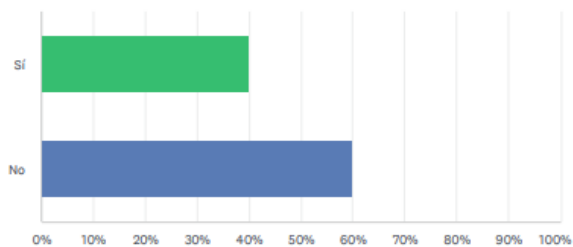


ANSWER CHOICES		RESPONSES	
Autobuses del Broward County Transit (BCT)		25.00%	1
Sun Shuttle		0.00%	0
Tri-Rail (Tren de cercanías)		25.00%	1
Otro servicio (shuttles de Hallandale o Pembroke), (por favor especifique)		50.00%	2
TOTAL			4

#	OTRO SERVICIO (SHUTTLES DE HALLANDALE O PEMBROKE), (POR FAVOR ESPECIFIQUE)	DATE
1	D	11/27/2024 1:23 PM
2	I speak Chinese and Korean, not Spanish so ignore the rest of answers	11/25/2024 7:06 PM

## Q54 ¿Utiliza el Sun Shuttle para conectarse a otros servicios de tránsito?

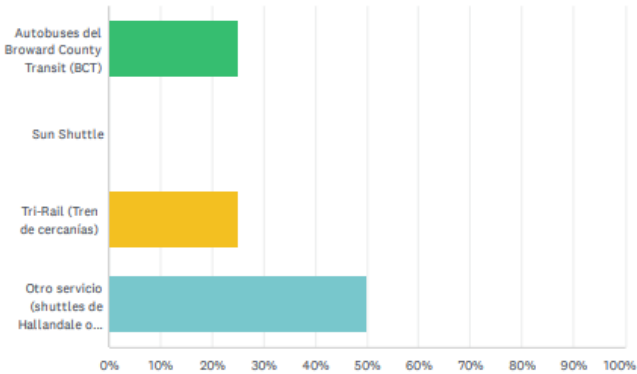
Answered: 5 Skipped: 119



ANSWER CHOICES	RESPONSES	
Si	40.00%	2
No	60.00%	3
TOTAL		5

Q55 En caso afirmativo, por favor especifique los servicios de tránsito que está conectando a. (Marque todo lo que pueda aplicar)

Answered: 4 Skipped: 120

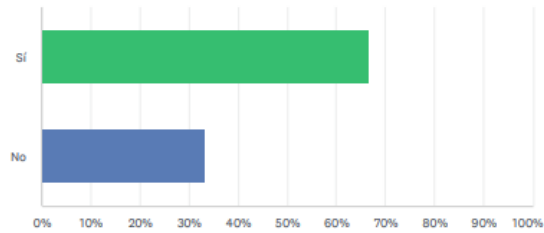


ANSWER CHOICES		RESPONSES	
Autobuses del Broward County Transit (BCT)		25.00%	1
Sun Shuttle		0.00%	0
Tri-Rail (Tren de cercanías)		25.00%	1
Otro servicio (shuttles de Hallandale o Pembroke), (por favor especifique)		50.00%	2
TOTAL			4

#	OTRO SERVICIO (SHUTTLES DE HALLANDALE O PEMBROKE), (POR FAVOR ESPECIFIQUE)	DATE
1	D	11/27/2024 1:23 PM
2	I speak Chinese and Korean, not Spanish so ignore the rest of answers	11/25/2024 7:06 PM

## Q56 ¿Tiene una licencia de conducir válida?

Answered: 6 Skipped: 118



ANSWER CHOICES	RESPONSES
Si	66.67% 4
No	33.33% 2
TOTAL	6

## Q57 ¿En qué código postal reside?

Answered: 4 Skipped: 120

#	RESPONSES	DATE
1	33020	12/21/2024 7:00 PM
2	33309	12/5/2024 4:59 PM
3	33103	12/5/2024 3:07 PM
4	Don't speak spanish	11/25/2024 7:06 PM

## Q58 ¿En qué código postal trabaja?

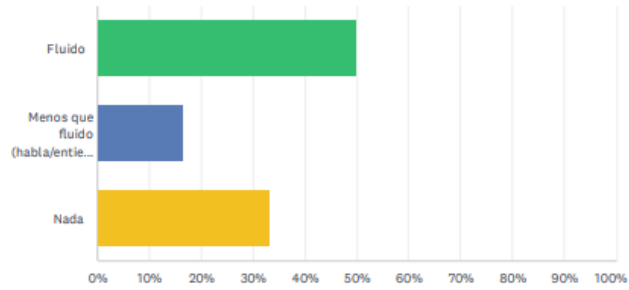
Answered: 4 Skipped: 120

#	RESPONSES	DATE
1	33020	12/21/2024 7:00 PM
2	33023	12/5/2024 4:59 PM
3	33103	12/5/2024 3:07 PM
4	Don't speak spanish	11/25/2024 7:06 PM



## Q59 ¿Qué tan bien habla inglés?

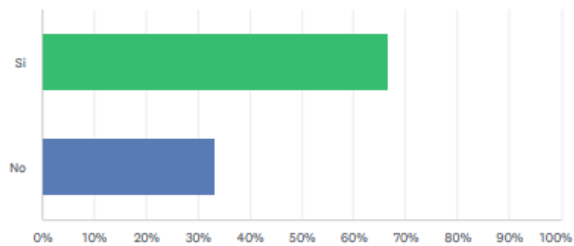
Answered: 6 Skipped: 118



ANSWER CHOICES	RESPONSES	
Fluido	50.00%	3
Menos que fluido (habla/entende algo de Ingles)	16.67%	1
Nada	33.33%	2
TOTAL		6

## Q60 ¿Habla algún idioma diferente al inglés en su hogar?

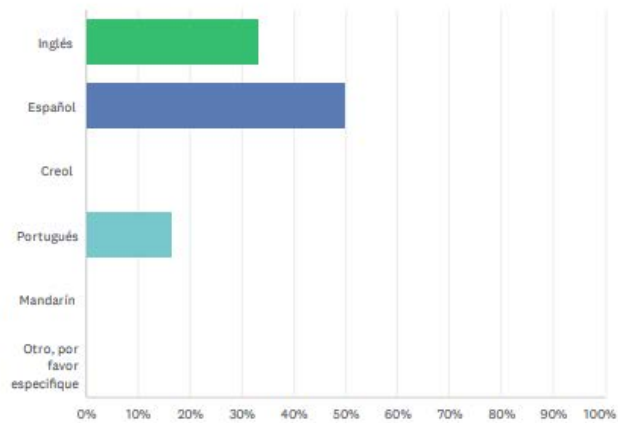
Answered: 6 Skipped: 118



ANSWER CHOICES	RESPONSES	
Si	66.67%	4
No	33.33%	2
TOTAL		6

## Q61 ¿Cuál es tu idioma preferido?

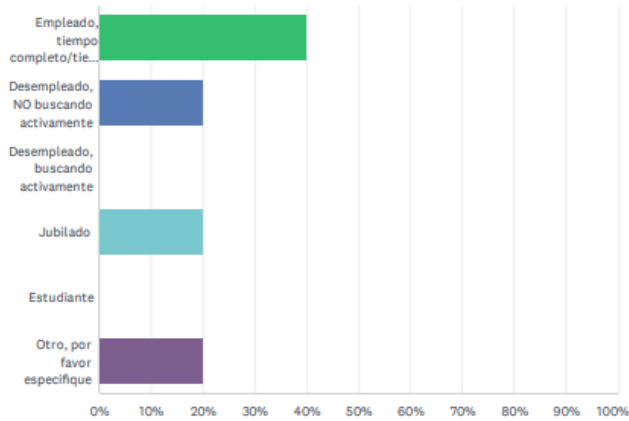
Answered: 6 Skipped: 118



ANSWER CHOICES	RESPONSES	
Inglés	33.33%	2
Español	50.00%	3
Creol	0.00%	0
Portugués	16.67%	1
Mandarin	0.00%	0
Otro, por favor especifique	0.00%	0
TOTAL		6

**Q62 ¿ Tiene alguna discapacidad o condición crónica que afecte su capacidad para viajar? (Opcional)**

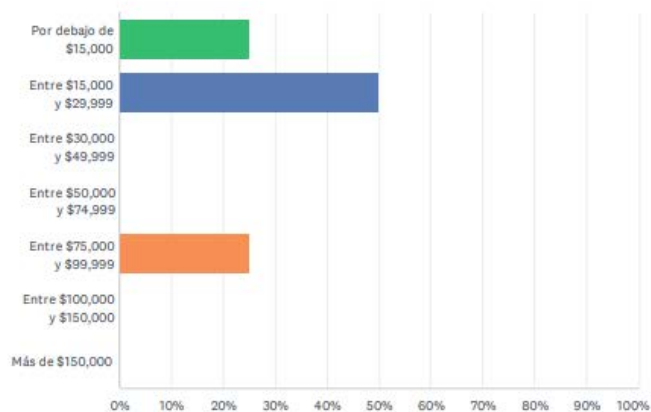
Answered: 5 Skipped: 119



ANSWER CHOICES	RESPONSES	
Empleado, tiempo completo/tiempo parcial	40.00%	2
Desempleado, NO buscando activamente	20.00%	1
Desempleado, buscando activamente	0.00%	0
Jubilado	20.00%	1
Estudiante	0.00%	0
Otro, por favor especifique	20.00%	1
TOTAL		5

## Q63 ¿Cuál es tu ingreso anual familiar? (opcional)

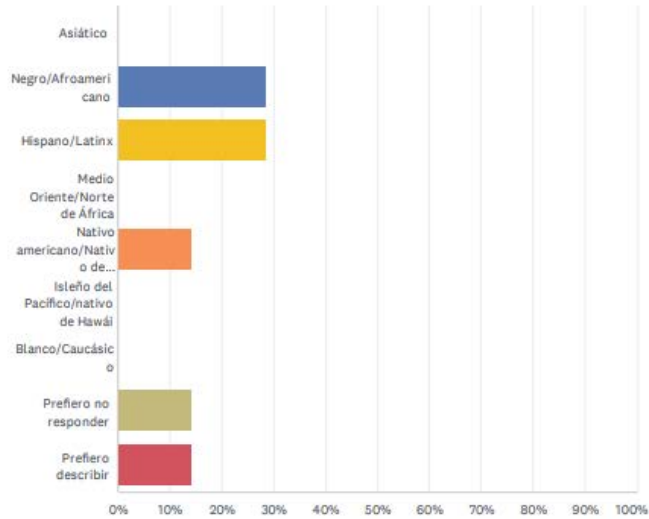
Answered: 4 Skipped: 120



ANSWER CHOICES	RESPONSES
Por debajo de \$15,000	25.00% 1
Entre \$15,000 y \$29,999	50.00% 2
Entre \$30,000 y \$49,999	0.00% 0
Entre \$50,000 y \$74,999	0.00% 0
Entre \$75,000 y \$99,999	25.00% 1
Entre \$100,000 y \$150,000	0.00% 0
Más de \$150,000	0.00% 0
TOTAL	4

## Q64 ¿Cuál es tu raza/etnia? (Marque todo lo que pueda aplicar)

Answered: 7 Skipped: 117

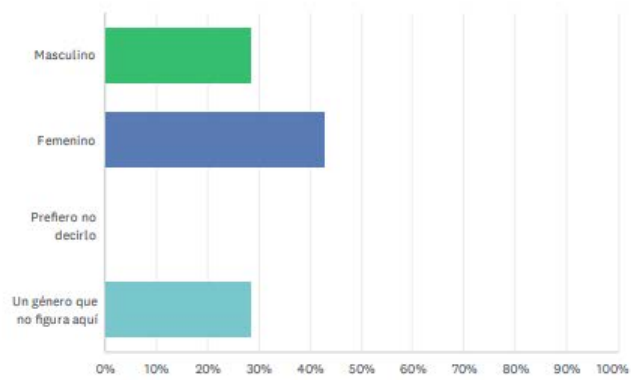


ANSWER CHOICES		RESPONSES	
Asiático		0.00%	0
Negro/Afroamericano		28.57%	2
Hispano/Latinx		28.57%	2
Medio Oriente/Norte de África		0.00%	0
Nativo americano/Nativo de Alaska/Primeras Naciones		14.29%	1
Isleño del Pacífico/nativo de Hawái		0.00%	0
Blanco/Caucásico		0.00%	0
Prefiero no responder		14.29%	1
Prefiero describir		14.29%	1
TOTAL			7

#	PREFIERO DESCRIBIR	DATE
1	Don't speak spanish	11/25/2024 7:06 PM

## Q65 ¿Cuál es tu género?

Answered: 7 Skipped: 117

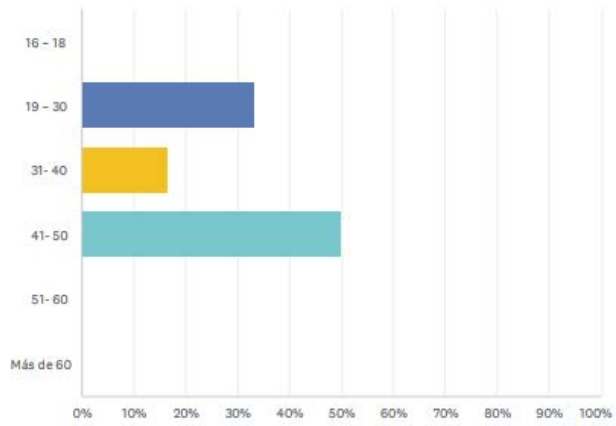


ANSWER CHOICES		RESPONSES
Masculino		28.57% 2
Femenino		42.86% 3
Prefero no decirlo		0.00% 0
Un género que no figura aquí		28.57% 2
TOTAL		7

#	UN GÉNERO QUE NO FIGURA AQUÍ	DATE
1	There's only men and women you're gonna lose customers because of this bullshit	12/6/2024 4:10 PM
2	Don't speak spanish	11/25/2024 7:06 PM

## Q66 ¿Cuál es su edad?

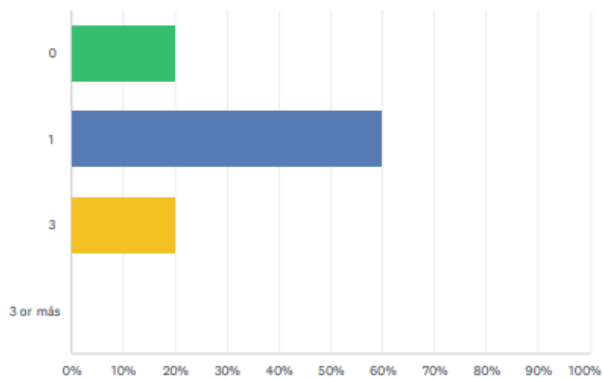
Answered: 6 Skipped: 118



ANSWER CHOICES	RESPONSES	
16 - 18	0.00%	0
19 - 30	33.33%	2
31 - 40	16.67%	1
41 - 50	50.00%	3
51 - 60	0.00%	0
Más de 60	0.00%	0
<b>TOTAL</b>		<b>6</b>

## Q67 ¿De cuántos coches dispone su hogar?

Answered: 5 Skipped: 119



ANSWER CHOICES	RESPONSES	
0	20.00%	1
1	60.00%	3
3	20.00%	1
3 or más	0.00%	0
TOTAL		5



## Appendix B. Bus Stop Assessment Detailed Results

**Appendix B Table 1 Orange Route Amenity Bus Stop Scores**

Stop ID	Location	Bench	Bike Rack	Shelter	Lighting	Trash Receptacle	Amenity Score
1	City Hall South East Entrance	-	-	-	-	-	Pending
2	BCT Bus Stop #2362	1	0	1	1	0	0.6
3	On Hold (Van Buren Garage)	-	-	-	-	-	Pending
4	US1/Monroe St	0	0	0	1	1	0.4
5	Hollywood Blvd & South 17 Ave	1	1	1	1	1	1
6	Margaritaville Hollywood Beach Resort	0	1	0	1	0	0.4
7	A1A and Taylor St	1	0	0	1	0	0.4
8	N 17th and Hollywood Blvd (Young Circle)	1	0	0	1	0	0.4
9	Young Circle	0	0	0	1	0.5	0.3
10	On Hold (Fred Lippman Multi-Purpose Community Center)	-	-	-	-	-	Pending
11	Hollywood City Hall	-	-	-	-	-	Pending

**Commented [MJ3]:** There is only one stop at City hall - South Side - why is the score pending?

**Commented [KL4R3]:** I'm investigating why we will have two listed.... On the pending locations, we are working on finalizing the scoring. Need a couple more days on these locations to confirm in person.

**Commented [MJ5]:** Same as above

**Appendix B Table 2 Red Route Bus Stop Amenity Scores**

Stop ID	Location	Bench	Bike Rack	Shelter	Lighting	Trash Receptacle	Amenity Score
1	Hollywood North Beach Park	-	-	-	-	-	Pending

**Commented [MJ6]:** What is Pending

Stop ID	Location	Bench	Bike Rack	Shelter	Lighting	Trash Receptacle	Amenity Score
2	A1A and Carolina Street	0	0	0	1	0	0.2
3	Near Margaritaville resort at Johnson Street	0	0	0	1	0	0.2
4	A1A and Jefferson	1	0	0	1	1	0.6
5	A1A at the Diplomat Hotel	0	0	0	1	1	0.4
6	AFC Urgent Care/Walmart Super Center	0	0	1	1	0	0.4
7	Hyde Resort, A1A & Hallandale Avenue	1	1	1	1	1	1
8	Diplomat Hotel on east side of A1A	1	1	0	1	1	0.8
9	A1A/Azalia Terrace near Hollywood Beach Community Center	1	0	1	1	1	0.8
10	Hollywood Beach Parking Garage on A1A	1	0	0	1	0	0.4
11	Margaritaville Hollywood Beach Resort on A1A	0	1	0	1	0	0.4
12	Hollywood Beach Marriott Hotel	1	0	0	1	0	0.4
13	Hollywood North Beach Park Entrance	-	-	-	-	-	Pending

Appendix B Table 3 Blue Route Bus Stop Amenity Scores

Stop ID	Location	Bench	Bike Rack	Shelter	Lighting	Trash Receptacle	Amenity Score
1	Hollywood City Hall	-	-	-	-	-	Pending
2	Hollywood Blvd & Dixie Hwy	1	0	1	1	0	0.6
3	Harrison and S 21st Ave	0	0	0	1	1	0.4
4	Harrison St and S19th Ave	0	0.5	0	1	1	0.5

Commented [MJ7]: Same as above

Stop ID	Location	Bench	Bike Rack	Shelter	Lighting	Trash Receptacle	Amenity Score
5	N 17th Ave and Young Circle	1	1	1	1	1	1
6	Publix at Young Circle	0	0	0	1	0.5	0.3
7	US1 and Van Buren St	1	0	1	1	1	0.8
8	Fletcher and US Hwy 1	1	1	1	1	1	1
9	Atlantic Shores Boulevard and NE 12th Ave	1	0	0	1	0	0.4
10	Hwy 1 and Atlantic Shores Blvd	1	0	1	1	1	0.8
11	Pembroke Road and McNicol Middle School	1	0	1	1	1	0.8
12	South 26th Avenue and Washington Street	1	1	1		1	1
13	Hollywood City Hall	-	-	-	-	-	Pending

Appendix B Table 4 Green Route Bus Stop Amenity Scores

Stop ID	Location	Bench	Bike Rack	Shelter	Lighting	Trash Receptacle	Amenity Score
1	Kay Gaither Community Center	0	0.5	0	0	0	0.1
2	New England Community Park	0	0	0	1	0	0.2
3	Wawa Gas Station Hollywood Blvd & 441	1	0.5	1	1	1	0.9
4	Ross Dress For Less/Walmart	0	0	1	1	0	0.4
5	Hollywood Blvd and S50th	1	0	0	1	0	0.4
6	Memorial Regional Hospital	1	0	1	1		0.75
7	Publix - Hollywood Mall	1	0	1	1	1	0.8
8	Target - Hollywood Mall	0	0.5	1	1	1	0.7
9	Washington St & St 37 Ave	1	0	0	1	0	0.4
10	Hillcrest East	0	0	0	0	0	0
11	Hillcrest East	0	0	0	0	0	0

Stop ID	Location	Bench	Bike Rack	Shelter	Lighting	Trash Receptacle	Amenity Score
12	Washington St & St 54 Ave	1	0	0	1	0	0.4
13	Burlington/Aldi Supermarket	0	0	1	1	1	0.6

Appendix B Table 5 Orange Route Bus Stop ADA Scores

Stop ID	Location	Platform	Ramp Sidewalk Connections	Sidewalk Pavement Quality	ADA Score
1	City Hall South East Entrance	-	-	-	Pending
2	BCT Bus Stop #2362	1	1	1	1
3	On Hold (Van Buren Garage)	-	-	-	Pending
4	US1/Monroe St	1	0.5	1	0.84
5	Hollywood Blvd & South 17 Ave	1	1	1	1
6	Margaritaville Hollywood Beach Resort	1	1	1	1
7	A1A and Taylor St	1	1	1	1
8	N 17th and Hollywood Blvd (Young Circle)	1	1	1	1
9	Young Circle	1	1	1	1
10	On Hold (Fred Lippman Multi-Purpose Community Center)	-	-	-	Pending
11	Hollywood City Hall	-	-	-	Pending

Appendix B Table 6 Red Route Bus Stop ADA Scores

Stop ID	Location	Platform	Ramp Sidewalk Connections	Sidewalk Pavement Quality	ADA Score
1	Hollywood North Beach Park	-	-	-	Pending
2	A1A and Carolina Street	1	1	1	1
3	Near Margaritaville resort at Johnson Street	1	1	1	1
4	A1A and Jefferson	1	1	1	1
5	A1A at the Diplomat Hotel	1	0.5	1	0.84

Stop ID	Location	Platform	Ramp Sidewalk Connections	Sidewalk Pavement Quality	ADA Score
6	AFC Urgent Care/Walmart Super Center	1	0.5	1	0.84
7	Hyde Resort, A1A & Hallandale Avenue	1	1	1	1
8	Diplomat Hotel on east side of A1A	1	1	1	1
9	A1A/Azalia Terrace near Hollywood Beach Community Center	1	1	1	1
10	Hollywood Beach Parking Garage on A1A	1	1	1	1
11	Margaritaville Hollywood Beach Resort on A1A	1	1	1	1
12	Hollywood Beach Marriott Hotel	1	1	1	1
13	Hollywood North Beach Park Entrance	-	-	-	Pending

Appendix B Table 7 Blue Route Bus Stop ADA Scores

Stop ID	Location	Platform	Ramp Sidewalk Connections	Sidewalk Pavement Quality	ADA Score
1	Hollywood City Hall	-	-	-	Pending
2	Hollywood Blvd & Dixie Hwy	1	1	1	1
3	Harrison and S 21st Ave	1	1	1	1
4	Harrison St and S19th Ave	1	1	1	1
5	N 17th Ave and Young Circle	1	1	1	1
6	Publix at Young Circle	1	1	1	1
7	US1 and Van Buren St	1	1	1	1
8	Fletcher and US Hwy 1	1	1	1	1
9	Atlantic Shores Boulevard and NE 12th Ave	1	1	1	1
10	Hwy 1 and Atlantic Shores Blvd	1	1	1	1
11	Pembroke Road and McNicol Middle School	1	1	1	1
12	South 26th Avenue and Washington Street	1	1	1	1

Stop ID	Location	Platform	Ramp Sidewalk Connections	Sidewalk Pavement Quality	ADA Score
13	Hollywood City Hall	-	-	-	Pending

### Appendix B Table 8 Green Route Bus Stop ADA Scores

Stop ID	Location	Platform	Ramp Sidewalk Connections	Sidewalk Pavement Quality	ADA Score
1	Kay Gaither Community Center	1	1	1	1
2	New England Community Park	1	0.5	0	0.5
3	Wawa Gas Station Hollywood Blvd & 441	1	1	1	1
4	Ross Dress For Less/Walmart	1	1	1	1
5	Hollywood Blvd and S50th	1	1	0.5	0.84
6	Memorial Regional Hospital	1	1	1	1
7	Publix - Hollywood Mall	1	1	1	1
8	Target - Hollywood Mall	1	1	1	1
9	Washington St & St 37 Ave		0.5	0.5	0.5
10	Hillcrest East	1	1	1	1
11	Hillcrest East	1	1	1	1
12	Washington St & St 54 Ave	1	1	0.5	0.84
13	Burlington/Aldi Supermarket	1	1	1	1

## Appendix C. Transit Performance Measures Peer Comparison

**Appendix C Table 1 Performance Measures Used by Transit Agencies for Microtransit Services**

Measure	Category	Microtransit Program/ Provider	Location	Reported Performance
Operating cost per vehicle revenue mile	Financial Performance	Ride on Flex	Montgomery County, MD	\$56.50
		RIDE	Wilson, NC	\$5.10
		RideMICRO	Wilmington, NC	\$22.47
		Smart Shuttle	Morrisville, NC	\$7.8
		GoWake SmartRide NE	Wake County, NC	\$3.61
Operating cost per vehicle revenue hour	Financial Performance	Ride on Flex	Montgomery County, MD	\$83.86
		RIDE	Wilson, NC	\$72.92
		RideMICRO	Wilmington, NC	\$70.75
		Smart Shuttle	Morrisville, NC	\$95.43
		GoWake SmartRide NE	Wake County, NC	\$42.12
Operating cost per passenger trip	Financial Performance	Ride on Flex	Montgomery County, MD	\$57.06
		RIDE	Wilson, NC	\$11
		MOOver	Brattleboro, VT	\$20
		GMCN	Manchester, VT	\$22
		TVT	Middlebury, VT	\$17
		RCT	Morrisville and Hyde Park, VT	\$16
		MVRTD	Rutland, VT	\$14 (evenings)
		GMT	St. Albans, VT	\$24
		RIDE	Wilson, NC	\$10.26
		RideMICRO	Wilmington, NC	\$246.08
		Smart Shuttle	Morrisville, NC	\$38.30
		GoWake SmartRide NE	Wake County, NC	\$41.05
Subsidy per passenger trip	Financial Performance	OC Flex	Orange county, CA	\$19.35 in 2020 \$35.75 in 2021

Measure	Category	Microtransit Program/ Provider	Location	Reported Performance
Fare collected per trip	Financial Performance	Ride on Flex	Montgomery County, MD	\$1.13
		RIDE	Wilson, NC	\$2.5
		RideMICRO	Wilmington, NC	\$2
		Smart Shuttle	Morrisville, NC	Free
		GoWake SmartRide NE	Wake County, NC	Free
		MOD	Orange County, NC	\$5
Trips per vehicle revenue mile	Effectiveness	Elkin and Mocksville microtransit	Mocksville and Elkin Town, NC	\$1
		Ride on Flex	Montgomery County, MD	1.81
Trips per vehicle revenue hour	Effectiveness	Ride on Flex	Montgomery County, MD	0.99
		OC FLEX	Orange county, CA	2.5 in 2020 1.6 in 2021
		Pickup by Capital Metro	Austin, TX	3.9
Percent of deadhead hours (hours driven without customers onboard)	Effectiveness	Ride on Flex	Montgomery County, MD	78%
Average wait time (min)	Level of service	Ride on Flex	Montgomery County, MD	8.15
		RIDE	Wilson, NC	15
		OC FLEX	Orange county, CA	15-30
		Pickup by Capital Metro	Austin, TX	16
Average trip duration (min)	Level of service	Ride on Flex	Montgomery County, MD	7.18
Average trip distance (mi)	Level of service	Ride on Flex	Montgomery County, MD	1.07
Average completed daily trips	Effectiveness	Ride on Flex	Montgomery County, MD	35.3
		RIDE	Wilson, NC	386
		MOOver	Brattleboro, VT	16 (evenings)



Measure	Category	Microtransit Program/ Provider	Location	Reported Performance
		GMCN	Manchester, VT	30
		TVT	Middlebury, VT	120
		RCT	Morrisville and Hyde Park, VT	45
		MVRTD	Rutland, VT	92 (evenings)
		GMT	St. Albans, VT	125
Percent of completed trip requests	Level of service	Ride on Flex	Montgomery County, MD	67%
		Pickup by Capital Metro	Austin, TX	85% (target)
Percent of canceled trip requests	Level of service	Ride on Flex	Montgomery County, MD	4.3%
On-time performance	Level of service	Pickup by Capital Metro	Austin, TX	57.3%
Percent of shared passenger trips	Effectiveness	Ride on Flex	Montgomery County, MD	15%
Percent of multi-passenger trip requests	Effectiveness	Ride on Flex	Montgomery County, MD	10%
		OC FLEX	Orange county, CA	43% in 2020 11% in 2021
Percent of trips to/from transit hubs	Connectivity	Ride on Flex	Montgomery County, MD	34%
		OC FLEX	Orange county, CA	24% in 2020 22% in 2021
Service area population	Connectivity	MOOver	Brattleboro, VT	12,200 + 10,400 jobs
		GMCN	Manchester, VT	3,100 + 3,100 jobs
		TVT	Middlebury, VT	6,100 + 3,000 jobs
		RCT	Morrisville and Hyde Park, VT	3,600 + 3,800 jobs
		MVRTD	Rutland, VT	15,600 + 10,500 jobs
		GMT	St. Albans, VT	18,400 + 10,500 jobs

Measure	Category	Microtransit Program/ Provider	Location	Reported Performance
Wheelchair boardings and securements	Accessibility	Microtransit white paper	Maine DOT	\
Safety incidents per 100,000 Vehicle Miles	Safety	Ride on Flex	Montgomery County, MD	\
Rider retention rate	Customer Experience	Ride on Flex	Montgomery County, MD	70%
		Pickup by Capital Metro	Austin, TX	25% (target)
App downloads	Customer Experience	Microtransit white paper	Maine DOT	\
Customer satisfaction	Customer Experience	OC FLEX	Orange county, CA	91%
Greenhouse gas emissions	Environmental Impacts	Microtransit white paper	Maine DOT	\

Source: Montgomery County Department of Transportation, Flex Data from June, 2019 to December, 2019, [Ride On Flex - Microtransit Performance Assessment](#), August 2020;  
 Federal Transit Agency, [Mobility Performance Metrics for Integrated Mobility and Beyond 2020](#);  
 Orange County Transportation Authority, [OCFlex Microtransit Pilot Project Update](#), 2020;  
 AECOM & UrbanTrans North America, [Microtransit Literature Review & Case Studies](#), May 2023;  
 Vermont Public Transportation Association (VPTA) & Vermont Department of Transportation (VTrans), [Vermont Statewide Microtransit Study Final Report](#), May 2023;  
 NC State University, [Public Microtransit Pilots in the State of North Carolina: Operational Characteristics, Costs, and Lessons Learned](#), January 2023  
 Texas A&M University, [Performance Measurement and Evaluation Framework of Public Microtransit Service](#), December 2021

## Appendix C Table 2 Microtransit Service Operation Information

Microtransit Program/Provider	Location	Fleet Size	Operating Hours	Coverage Area	Fares
Ride on Flex	Montgomery County, MD	4 Ford Transit Cutaways with a capacity of 11 and can accommodate up to two wheelchair passengers	9 AM to 3:30 PM in Rockville; 6 AM to 9 AM and 3:30 PM to 7 PM in Wheaton-Glenmont	0.7 square miles in Rockville; 3.4 square miles in Wheaton-Glenmont	\$2.00 for general public, \$1.00 for individuals with disability and seniors, free for students

Microtransit Program/Provider	Location	Fleet Size	Operating Hours	Coverage Area	Fares
OC FLEX	Orange county, CA	Compact shuttles with a capacity of 8	Mon - Fri 6 AM to 9 PM, Sat - Sun 9 AM to 9 PM	Parts of Aliso Viejo, Laguna Niguel, and Mission Viejo	Unlimited local rides all day for \$4.50 when paid on the Mobile App or \$5 cash onboard
RIDE	Wilson, NC	26 with 6 being wheelchair accessible vehicles	Mon-Fri 5:30 AM to 7 PM, Sat 7 AM to 6 PM	City limits plus nearby large employers	\$2.50 (additional passenger is \$1)
RideMICRO	Wilmington, NC	5 with 1 being wheelchair accessible vehicles	Mon-Fri 6:30 AM to 10 AM and 12 PM to 7PM	Four distinct zones covering areas in Brunswick, Pender, and New Hanover Counties	\$2.00
Smart Shuttle	Morrisville, NC	2 wheelchair accessible vehicles	Mon-Fri 7 AM to 9 PM, Sat 8 AM to 8 PM, Sun 8 AM to 7PM	Town limits plus the GoTriangle Regional Transit Center	Free
GoWake SmartRide NE	Wake County, NC	3 wheelchair accessible vehicles	Mon-Fri 6 AM to 7 PM	Roughly 90 square miles in Northeastern Wake County	Free
Brattleboro Microtransit	Brattleboro, VT	1 lift-equipped 12-seat bus with two bike racks (plus spares)	Monday-Friday non-holiday 5 PM to 11:30 PM	33 square miles	Free
Manchester Express	Manchester, VT	1 (plus spares)	Monday-Friday 8 AM to 5 PM	9.5 square miles	Free
EZ Trip	Middlebury, VT	2 - 3	Monday-Friday 7 AM to 6 PM	6.7 square miles	Free

Microtransit Program/Provider	Location	Fleet Size	Operating Hours	Coverage Area	Fares
RCT Microtransit	Morrisville and Hyde Park, VT	1 - 2	Monday-Friday 8 AM to 5 PM	10 square miles	Free
MVRTD	Rutland, VT	4 - 6	\	7.4 square miles	Free
GMT	St. Albans, VT	2 - 4	\	54 square miles	Free

Source: Montgomery County Department of Transportation, Flex Data form June, 2019 to December, 2019, [Ride On Flex - Microtransit Performance Assessment](#), August 2020; Orange County Transportation Authority, [OCFlex Microtransit Pilot Project Update](#), 2020; Vermont Public Transportation Association (VPTA) & Vermont Department of Transportation (VTrans), [Vermont Statewide Microtransit Study Final Report](#), May 2023; NC State University, [Public Microtransit Pilots in the State of North Carolina: Operational Characteristics, Costs, and Lessons Learned](#), January 2023

**Appendix C Table 3 Performance Measures Used by Transit Agencies for Fixed-route Shuttle Services**

Performance Measure	Category	Example Fixed-route Service in Florida	Reported Performance
Service area population	General Performance	'GoLine' in Indian River County	163,662 (2022)
		'Motor Bus' in Citrus County	30,858 (2022)
		'TheBus' in Hernando County	115,715 (2017)
Service area population density	General Performance	'GoLine' in Indian River County	754.2 (2022)
		'Motor Bus' in Citrus County	630 (2022)
		'TheBus' in Hernando County	1,300 (2017)
Total revenue miles	General Performance	'GoLine' in Indian River County	894,712 (2022)
		'Motor Bus' in Citrus County	195,398 (2022)
		'TheBus' in Hernando County	403,876 (2017)
Total revenue hours	General Performance	'GoLine' in Indian River County	49,880 (2022)
		'Motor Bus' in Citrus County	12,352 (2018)
		'TheBus' in Hernando County	21,291 (2017)
Total vehicle miles	General Performance	'GoLine' in Indian River County	943,463 (2022)
Total vehicle hours	General Performance	'GoLine' in Indian River County	52,760 (2022)

Performance Measure	Category	Example Fixed-route Service in Florida	Reported Performance
Total passenger miles	General Performance	'GoLine' in Indian River County	6,111,998 (2022)
Total unlinked passenger trips	General Performance	'GoLine' in Indian River County	1,204,772 (2022)
		'Motor Bus' in Citrus County	15,449 (2022)
		'TheBus' in Hernando County	126,109 (2017)
Route miles	General Performance	'GoLine' in Indian River County	342 (2022)
Headways (minutes)	Level of Service	'TheBus' in Hernando County	60 (2017)
		'Motor Bus' in Citrus County	135 (2018)
Total operating expense	Financial	'GoLine' in Indian River County	\$3,730,226 (2022)
		'Motor Bus' in Citrus County	\$589,294 (2022)
		'TheBus' in Hernando County	\$1,148,545 (2017)
Total capital expense	Financial	'GoLine' in Indian River County	\$340,128 (2022)
		'TheBus' in Hernando County	\$1,123,038 (2017)
Operating revenue	Financial	'GoLine' in Indian River County	\$32,151 (2022)
		'Motor Bus' in Citrus County	\$1,644 (2022)
		'TheBus' in Hernando County	\$103,010 (2017)
Operating expense per capita	Financial (Efficiency)	'GoLine' in Indian River County	\$22.79 (2022)
		'TheBus' in Hernando County	\$9.93 (2017)
Operating expense per passenger trip	Financial (Efficiency)	'GoLine' in Indian River County	\$3.10 (2022)
		'Motor Bus' in Citrus County	\$38.14 (2022)
		'TheBus' in Hernando County	\$9.11 (2017)
Operating expense per passenger mile	Financial (Efficiency)	'GoLine' in Indian River County	\$0.61 (2022)
Operating expense per revenue mile	Financial (Efficiency)	'GoLine' in Indian River County	\$4.17 (2022)
		'TheBus' in Hernando County	\$2.84 (2017)
Operating expense per revenue hour	Financial (Efficiency)	'GoLine' in Indian River County	\$74.78 (2022)
Revenue miles per vehicle mile	Financial (Efficiency)	'GoLine' in Indian River County	0.95 (2022)
Farebox recovery ratio	Financial	'TheBus' in Hernando County	8.17% (2017)
	Level of Service	'GoLine' in Indian River County	14 (2022)
		'Motor Bus' in Citrus County	4 (2022)

Performance Measure	Category	Example Fixed-route Service in Florida	Reported Performance
Number of vehicles operated in maximum service		'TheBus' in Hernando County	7 (2017)
Number of vehicles available for maximum service	Level of Service	'GoLine' in Indian River County	20 (2022)
On-time performance (bus arriving within 5 minutes of a scheduled time point (before/after))	Level of Service	'GoLine' in Indian River County	96.3% (2022)
Average trip length (mile)	Level of Service	'GoLine' in Indian River County	5.1 (2022)
Number of passenger trips per capita	Effectiveness	'GoLine' in Indian River County	7.36 (2022)
		'TheBus' in Hernando County	1.09 (2017)
Number of passenger trips per revenue mile	Effectiveness	'GoLine' in Indian River County	1.35 (2022)
Number of passenger trips per revenue hour	Effectiveness	'GoLine' in Indian River County	24.15 (2022)
		'TheBus' in Hernando County	5.92 (2017)
Number of vehicle miles per capita	Effectiveness	'GoLine' in Indian River County	5.76 (2022)
		'TheBus' in Hernando County	3.49 (2017)
Revenue miles between system failures	Effectiveness	'GoLine' in Indian River County	298,237 (2022)
Average fleet age (years)	Effectiveness	'GoLine' in Indian River County	4.90 (2022)
		'TheBus' in Hernando County	7 (2017)
Tons of greenhouse gas emission per 100,000 vehicle miles	Environmental benefits	Transit performance measure toolbox by Florida DOT	\

Source: Citrus County Transit, [Citrus County Transit Development Plan Final Report](#), May 2020;

Indian River County Metropolitan Planning Organization, [Indian River County Transit Development Plan 2022 Annual Update](#), August 2022;

Indian River County Metropolitan Planning Organization, [Indian River County 2024-2033 Transit Development Plan](#), August 2023;

TheBus Hernando County Transit in cooperation with Hernando/Citrus Metropolitan Planning Organization, [Hernando County Transit Development Plan 2020 Annual Progress Report](#), August 2020;

Florida Department of Transportation, [Transit Performance Measure Toolbox Executive Summary](#), July 2014;