



**ESCAMBIA COUNTY AREA TRANSIT**

“

**Your Service,  
Your Say.....**

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## Escambia County Area Transit

Transit Development Plan, 2022 - 2031

August 2021



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## 1 Introduction

Escambia County Area Transit (ECAT) has conducted a 10-year Transit Development Plan major update to support the development of a safe and efficient transit system in Escambia County.

A Transit Development Plan (TDP) is a Florida Department of Transportation (FDOT) required, 10-year horizon plan to be updated annually with a major update to be developed every five years. The TDP will define transit needs and develop a plan to meet both short-term and long-term transit goals.

### 1.1 TDP Checklist

This plan meets the requirements for a major TDP update in accordance with Rule Chapter 14-73, Florida Administrative Code (FAC). This ten-year document is a planning, development and governing guidance document that encompasses a ten-year planning horizon covering the year for which funding is sought (2022) and the nine subsequent years (2023-2031). In addition, state law requires TDPs to have minor updates completed annually to allow the document to address changing trends and technologies. This plan, which addresses transit and mobility needs, cost and revenue projections, and community transit goals, objectives, and initiatives, is used to develop the FDOT's Five Year Work Program, Transportation Improvement Program (TIP), and the Department's Program and Resource Plan. The TDP will be adopted by the Escambia Board of County Commissioners. Table 1 is a list of TDP requirements from Rule 14-73.001 and where each item can be located within the TDP report.

Table 1 | ECAT TDP Checklist

Transit Development Plans	Related Section
Is the document a planning, development, and operational guidance document?	1.0
Uses a ten-year planning horizon covering the year for which funding is sought and the nine subsequent years (required for grant program recipients under Section 341.052, F.S.)	1.1
Used to develop FDOT's Five Year Work Program, TIP, and FDOT's Program and Resource Plan	1.1
Adopted by the provider's governing body	1.1
Updated every five years and include the following elements:	1.1
Public Involvement Process	Related Section
Obtained public involvement plan approval from FDOT at the initiation of the TDP development process	5.0
Solicited comments from the regional workforce board and/or MPO	5.0
Advised FDOT, the regional workforce board, and the MPO of all TDP related public meetings	5.0
Established time limits for receipt of comments	5.0





<b>Situational Appraisal</b>	<b>Related Section</b>
Considered comprehensive plan, land use/development forecasts, major changes in land use polices, or changes in land use for major activity centers	3.0
Considered and consistent with state, regional, and local transportation plans including goals and objectives	6.0
Considered state, regional, and local actions in areas such as parking, development, transit-supportive design guidelines, economic development, etc. that influence or are influenced by transportation	6.0
Consideration of organization and technology/innovation	6.2
Document demand estimation for future transit ridership for various service options using TBEST or approved alternate ridership forecasting technique	7.1
Documents performance analysis of existing service that typically includes peer and trend analysis using NTD data as well as various surveys conducted	4.2
<b>Mission and Goals</b>	<b>Related Section</b>
Documents Agency's vision and mission	2.1 & 2.2
Documents Agency's goals and objectives	2.3
Documents monitoring program to assist the agency in achieving its goals and objectives	2.3
Provides FDOT, decision-makers, and the public an opportunity to review and comment	5.0
<b>Alternative Courses of Action</b>	<b>Related Section</b>
Documents development and evaluation of transit alternatives	7.1
Provides FDOT, decision-makers, and the public an opportunity to review and comment	5.0
<b>Ten-Year Implementation Plan</b>	<b>Related Section</b>
10-year program of strategies and policies	8.0
Maps indicated areas to be served and the types and levels of service	7.1
Documentation of monitoring program to track performance	8.4
10-year financial plan showing funding sources and expenditures of funds	8.3
Implementation program showing projects and service initiatives over the TDP 10-year period	8.4
Provided list of unfunded needs	8.4
Provided FDOT, decision-makers, and the public an opportunity to review and comment	8.0
Does the TDP discuss the relationship between the ten-year implementation program and other local plans?	6.0





## 1.2 Report Organization

This report is organized into eight sections as follows:

- Section 1 – **Introduction**. Outlines the TDP Requirements;
- Section 2 – **Goals, Objectives, and Performance Measures**. Presents the efforts used to develop, prioritize, and assess public transportation strategies presented in the Transit Development Plan;
- Section 3 – **Baseline Conditions**. Provides population, demographic, socioeconomic, and land use data as an assessment of the environment in which ECAT currently operates. This section additionally provides population and employment projections to assist with future planning practices;
- Section 4 – **Existing Transit System**. Includes the assessment of current performance of the system as well as a comparison of ECAT with peer agencies;
- Section 5 – **Public Engagement**. Summarizes the process for collecting feedback throughout the TDP process. This includes garnering feedback from the public, key area stakeholders, and ECAT Operators. This process is critical to understanding service gaps and expectations of the base level to help drive improvements;
- Section 6 – **Situational Appraisal**. Provides information on the existing ECAT system and on the existing transportation network of Escambia County. This includes a review of local planning documents and comprehensive plans;
- Section 7 – **Alternatives Evaluation**. Considers the service alternatives that were identified and discussed through the public outreach and engagement process; and
- Section 8 – **10-Year Financial Plan**. Uses ECAT's current and recent budget and performance information to project future expenditures and revenue to support the vision of transit service in Escambia County.



## 2 Goals, Objectives, and Performance Measures

The process of developing a cohesive community vision provides an opportunity to align the goals of the TDP with those envisioned by the public. This vision acts as a baseline for the initiatives described in this document.

### 2.1 Mission

ECAT is a department of Escambia County, whose mission, as stated on its website, “is to provide efficient, responsive services that enhance our quality of life, meet common needs and promote a safe and healthy community.” – *Myescambia.com*

### 2.2 Guiding Vision

The TDP should be consistent with the overall community vision and principles shown in Figure 1. These documents were used to develop guiding principles and drive the planning process:

- Escambia County Comprehensive Plan (2030)
- Florida-Alabama 2045 Long Range Transportation Plan (LRTP)
- City of Pensacola Comprehensive Plan
- Connections 2026 TDP – Executive Summary Final
- Escambia County Transit Asset Management Plan (October 2018)
- 2020 Escambia County Transportation Disadvantaged Service Plan (TDSP)
- Final Escambia County Transit Development Plan (2016)
- ADA Paratransit Handbook
- Adopted Title VI Plan (2019)
- Marketing Strategies Report (2016)

Figure 1 | TDP Guiding Principles





## 2.3 Goals, Objectives, and Key Performance Indicators

This section outlines the goals and objectives to guide future planning initiatives along with specific key performance indicators (KPI) to measure progress toward these goals. The goals and objectives are developed at the beginning of the TDP process to provide strategic guidance for data collection.

### **Goal 1: Safety and Efficiency through maintaining a state of good repair of the transit system.**

Objective 1.1: Improve State of Good Repair (SGR) and adhere to those rules and guidelines set forth in the Transit Asset Management Plan (TAM).

Strategy 1.1.1: Assess the condition of all service vehicles and assets on an annual basis using the FTA TERM (Transit Economic Requirements Model) condition rating assessment scale.

**KPI: Annual assets assessments on the TERM scale.**

Strategy 1.1.2: Rank State of Good Repair (SGR) programs and projects in order of implementation priority expressed as High, Medium, and Low. Include a year and/or date in which the project is intended to be completed to determine what capital investments are needed to maintain SGR.

**KPI: SGR priority rankings of projects and programs.**

Objective 1.2: Improve passenger and pedestrian safety especially near bus stops.

Strategy 1.2.1: Compile intersection and cross walk safety data, including data on pedestrian related crashes.

**KPI: Tracking of changes in annual number and severity of pedestrian crashes on the system within 1/4 mile of transit stops.**

Strategy 1.2.2: Report safety concerns to governing agencies regarding intersection, cross walks, pedestrian facilities, and right of way (ROW) issues or improvements. Use ECAT's Fixing America's Surface Transportation (FAST) Act and community feedback to help guide transit-related safety investments.

**KPI: Number of reported safety concerns related to intersections, cross walks, pedestrian facilities, and other issues adjacent to bus stops.**

### **Goal 2: Ridership - Improve ridership by ensuring that services are reliable, efficient and connected.**

Objective 2.1: Create a highly interconnected multimodal transit system to link housing to employment, education, and retail opportunities.

Strategy 2.1.1: Develop a plan to efficiently link points of interest through the utilization of land use information and mapping.





**KPI: Transit Development Plan (TDP) in place.**

**KPI: Transit connections in local/regional bike and pedestrian plans, including the TPO's plan.**

Objective 2.2: Increase connections and transfer opportunities between routes.

Strategy 2.2.1: Improve the number of transit travel options between origins and destinations.

**KPI: Address connections to all major attractors within the ECAT service area.**

Objective 2.3: Improve access for the transit-dependent to ensure ADA Compliance.

Strategy 2.3.1: Develop a needs threshold and update the passenger amenities program to prioritize stops with additional maintenance needs and upgrade stops to be ADA compliant with a goal of 25 stops annually.

**KPI: Percentage of bus stops compliant with the ADA.**

Strategy 2.3.2: Identify important origins and destinations for transit-dependent populations, including public housing, tax credit housing developments, senior living facilities, group homes, employment centers, educational facilities, and medical facilities.

**KPI: Routes coverage in areas with public housing, senior living facilities, group homes, employment centers, educational facilities, and medical facilities within 1/4-mi of the transit system.**

### **Goal 3: Improve Customer Service & Community Support.**

Objective 3.1: Develop a Community Involvement Plan to obtain input on transit planning processes from area stakeholders.

Strategy 3.1.1: Conduct interviews and speaking engagements with a variety of area stakeholders to gather feedback on route modifications, service expansions, and the addition of stop amenities.

**KPI: Number of surveys and interviews, and measurement (positive, negative, neutral) of feedback received.**

Objective 3.2: Develop a marketing strategy that increases transit awareness for both current and potential riders.

Strategy 3.2.1: Utilize social media and paid advertising outlets consistently to improve awareness for potential customers and stakeholders.

**KPI: Number of social media posts and consistency across all social media platforms.**

**KPI: Number of engagements (like, comment, share) via social media and advertising platforms.**







Strategy 3.2.2: Update branding and marketing materials in accordance with ADA guidelines to improve public image.

**KPI: Ensure that buses and bus stop signs have clear and attractive ECAT branding to improve the public image of the transit system.**

Objective 3.3: Identify areas of improvement for existing customers based on continuous feedback.

Strategy 3.3.1: Conduct on-going and benchmark annual customer satisfaction surveys to build a reputation for proactive customer service and identify service areas of improvement.

**KPI: Number and percentage of customer feedback responses addressed. Number and percent of positive customer feedback.**

Objective 3.4: Improve the functionality of the ECAT website and ECAT Tracker Application for ease of use through real-time, accurate public traveler information, and enhanced coordination.

Strategy 3.4.1: Ensure that new schedules and service changes are made readily available to the public on the ECAT website and Tracker Application.

**KPI: Percent of positive comments on the website and Tracker Application in the social media and customer satisfaction surveys.**

**Goal 4: Expanding the System to maximize community benefits through increased mobility options and service equity.**

Objective 4.1: Implement extended Saturday and Sunday services.

Strategy 4.1.1: Implement expanded Saturday and Sunday services based on service needs to be more consistent with weekday services by 2026.

**KPI: Tracking of service revenue hours per day per route on weekends compared to weekdays.**

Strategy 4.1.2: Implement additional hours of operation for students and those commuting for later scheduled shifts by providing services until 10:00 P.M. by 2026.

**KPI: Percentage of routes operating through 10:00 p.m.**

Objective 4.2: Identify and Improve frequency on top 5 high demand routes.

Strategy 4.2.1: Increase frequencies on 5 routes with highest existing ridership to improve service by 2026.

**KPI: Tracking of service frequencies on high demand routes.**





Objective 4.3: Develop a plan to evaluate congestion measures to increase the efficiency of future projects.

Strategy 4.3.1: Analyze and record transit congestion measures including Average Travel Speed and Total Delay by route to aid in the planning process and improve efficiency of future projects.

**KPI: Tracking of average bus travel speeds and total delays by route.**

**Goal 5: Partnerships - Continue to seek new and expand existing partnerships to support transit ridership growth and diversify transit service options.**

Objective 5.1: Partner with local stakeholders including businesses, schools, and colleges/universities and other strategic partners within the community to collect feedback and refine their transit needs.

Strategy 5.1.1: Identify and pursue relationships with key stakeholders within the community.

**KPI: Number/Percentage of student trips or trips with student discounts.**

**KPI: Number/Percentage of "Partner" trips.**

Objective 5.2: Pursue regional transportation needs with surrounding counties and other public and private providers to develop a cohesive link between transit services in the Pensacola Urbanized Area.

Strategy 5.2.1: Review development plans with governments, businesses, and stakeholders in Lillian (AL) and Santa Rosa County (FL).

**KPI: Develop and implement a review guide for local governments and other stakeholders to encourage close integration of development and redevelopment with transit and the ECAT system.**

Strategy 5.2.2: Identify and pursue opportunities to improve regional connections to transit systems and key destinations.

**KPI: Proactively seek partnership opportunities to coordinate regional transit connections in the Urbanized Area to include diversified services (TNC's-Uber/Lyft, on demand, and micro-transit) and to improve first and last mile services.**

Objective 5.3: Engage Local Media Outlets to increase awareness of existing and future projects.

Strategy 5.3.1: Schedule Interviews with local news stations, newspapers, and journals to gain exposure for upcoming programs and projects.

**KPI: Track the number of speaking engagements/interviews with the local media outlets.**



**Goal 6: Technology/Services - Identify opportunities to pursue and implement transit technology options where needed.**

Objective 6.1: Pursue technology improvements to collect real time passenger data and improve internal controls for collection, processing, and sharing.

Strategy 6.1.1: Optimize transit route and system performance as measured by person throughput including the procurement of Automatic Passenger Counters (APCs) on all ECAT service vehicles to obtain real time passenger data.

**KPI: Annual change in number/percentage of APCs on ECAT vehicles.**

**KPI: Number of posts and shares of APC data with the general public and community stakeholders.**

Strategy 6.1.2: Implement electronic fare media to increase internal controls and improve accountability and access.

**KPI: Presence of electronic fare media with positive impact on boarding efficiency and accountability.**

Strategy 6.1.3: Identify up to five corridors that could benefit from Transit Signal Priority (TSP) application to prioritize transit vehicles through traffic-signal and improve on-time performance (OTP).

**KPI: Identification of five corridors for TSP.**

Objective 6.2 Pursue projects that support the integration of existing and future/emerging technologies into the current system.

Strategy 6.2.1: Develop a technology strategy to improve transit infrastructure to accommodate the integration of alternative fuel options and transportation network companies (TNC's).

**KPI: Develop a strategy for the integration of alternative fuel options.**

**KPI: Inclusion of on-demand and/or TNC options on ECAT app.**

**KPI: Funding awarded to implement improvements.**



### 3 Baseline Conditions

Section 3, Baseline Conditions describes the service area and provides analysis of current and future conditions of the region in terms of demographics/socioeconomics, land use and growth patterns, and mobility/travel-based characteristics. The existing conditions will provide context for the planning recommendations for future transit projects within the region. This demands an understanding of future economic development and ridership trends for the next decade. All the elements are analyzed based on 2018 data or the most current year available.

The *Your Service, Your Say* initiative highlights Escambia County's efforts towards improving the ECAT transit service. The key outcome of this effort is to develop a community-inspired plan to improve the current system and to develop a transit network that meets the needs of the current and future users of the system.

#### 3.1 Escambia County (Service Area)

The ECAT service area covers approximately 189 square miles, primarily in Escambia County though also covering the Gulf Breeze part of Santa Rosa County. The system operates mostly within the Pensacola FL-AL Urbanized Area and is centered about the City of Pensacola, as shown in Figure 3, with one route providing service to the town of Century, Florida. To facilitate the level of inter-county travel between Escambia and Santa Rosa County, the ECAT service area is expanded to include central Santa Rosa County and the cities of Pace and Milton. ECAT currently serves over 1,000 stops covering 285 miles of routes with over 1.5 million annual passenger trips. In addition to the mass transit service, ECAT provides seasonal island transportation (Pensacola Beach Trolley), service to the University of West Florida (UWF On-Campus Trolley), and the Jury Trolley (Park and Trolley).

Figure 2 | Beach Trolley





**Transit Development Plan**  
Existing Service Area

Legend:

- Transfer Stations
- Existing Routes
- Study Area
- Urbanized Area
- County Boundary

Scale: 0 to 7.5 Miles

Data Source: TBEST 2015



### 3.2 COVID-19 Pandemic

In early 2020 the world was struck by the COVID-19 pandemic, which also directly affected the ECAT service. Given the uncertainty of the virus, Florida's Governor, Ron DeSantis, imposed restrictions on various activities around the state to flatten the curve of infections. ECAT was forced to temporarily suspend several routes and modify others<sup>1</sup>. Service during the weekdays was reduced to mirror the normal holiday hours and service on Sundays was completely removed from the schedule. As a result, it is expected the 2020 ridership will be significantly less than previous years, mirroring the transit trends across the country<sup>2</sup>.

### 3.3 Hurricane Sally

On September 18, 2020, Hurricane Sally made landfall just west of Pensacola in Gulf Shores, Alabama. The Category 2 storm drenched the panhandle with over 2 feet of water and resulted in at least \$29 million in damage in Escambia County alone. Dangerous storm surge resulted in a barge colliding with the Pensacola Bay Bridge causing a collapse as shown in Figure 4 (Source: FDOT, 2020).

Figure 4 | Pensacola Bay Bridge Damage, September 2020



While the bridge is temporarily closed, an alternative route (Route 20) was established via Garcon Point Bridge through Santa Rosa County to access Gulf Breeze and Pensacola Beach. As of October 19<sup>th</sup>, ECAT reinstated a modified version of Route 61. The Route 61- Bridge Detour, consolidated temporary Route 20 to alleviate traffic on the Garcon Point Bridge and to provide an easier commute between Pensacola and Pensacola Beach. The Pensacola Bay Bridge reopened on Friday, May 28, 2021<sup>3</sup>.

### 3.4 Population

#### 3.4.1 Population Growth

Escambia County's total population, as presented in Table 1 and based on Census Bureau data, rose by 17,485 (or 5.9%) between 2010 and 2018. It reached 315,104 residents in 2018, which was about half the growth pace of Florida as a whole.

<sup>1</sup> <http://www.northescambia.com/2020/03/ecat-modifies-schedules-limits-buses-to-10-riders-to-reduce-coronavirus-risk>

<sup>2</sup> <https://usafacts.org/articles/covid-public-transit-decline/>

<sup>3</sup> <https://www.pnj.com/story/news/2021/06/05/pensacola-bay-bridge-four-lane-reopening-weeks-fdot-says/7533813002/>



Going forward, the County population is expected to reach almost 346,000 in year 2030, according to the Bureau of Economic and Business Research (BEBR) 2020 projections. This is a 30,696 increase (or 9.7%) from the 2018 level. However, this growth rate is below the corresponding future rate for the State as a whole, i.e., 15% (see Table 2).

Table 2 | Escambia County Total Population Summary

Area	Population			Absolute Growth		Percentage Growth	
	2010	2018	2030	2010-2018	2018-2030	2010-2020	2020-2030
Escambia Co.	297,619	315,104	345,800	17,485	30,696	5.9%	9.7%
Florida	18,801,310	21,244,317	24,426,200	2,443,007	3,181,883	13%	15%

Sources: Census, 2020; (Estimate) and BEBR, 2020.

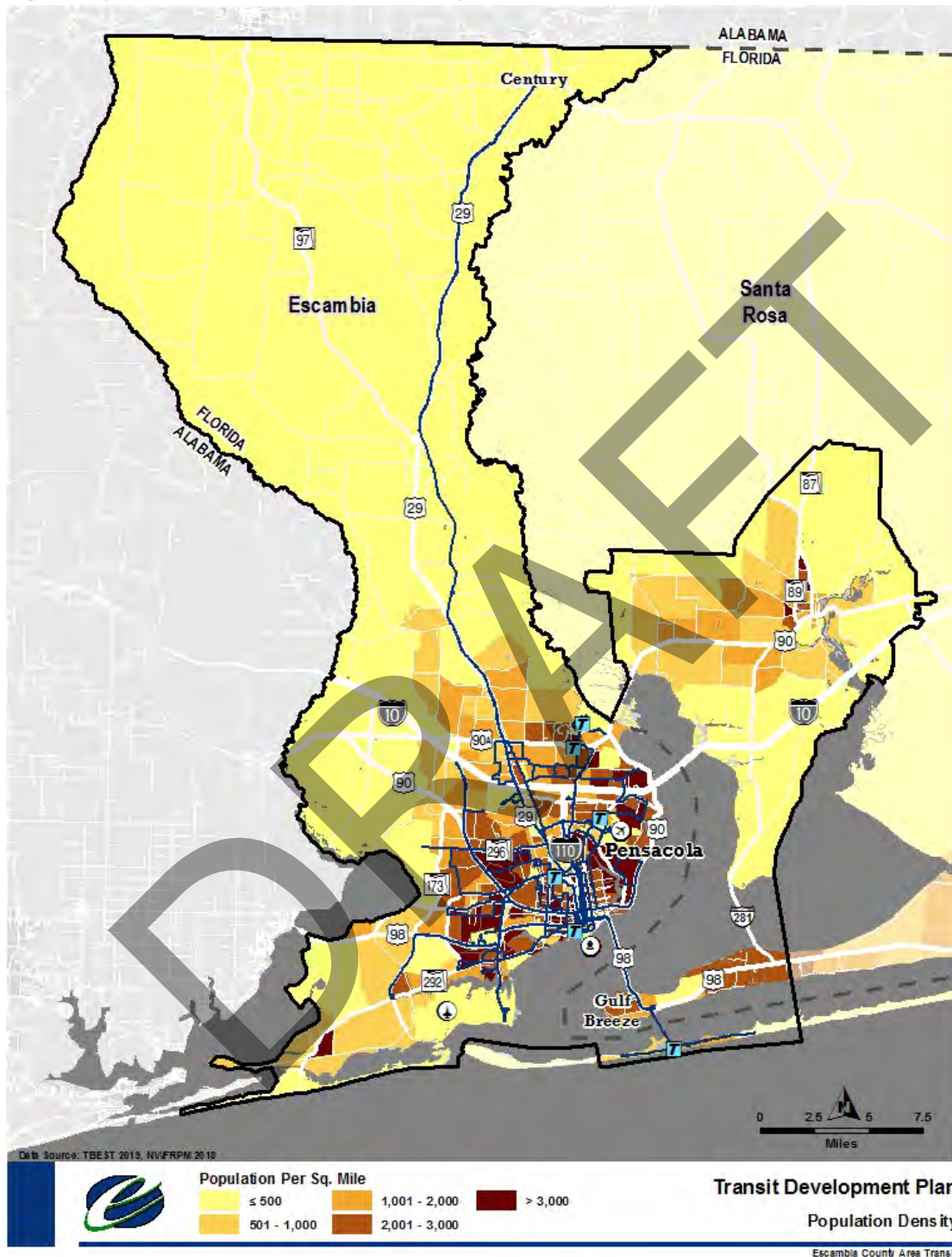
### 3.4.2 Population Density

Density tends to be a predictor for transit success, as more potential riders are present per revenue mile of service. The average total population density in Escambia County is 493 people per square mile as of 2020, according to BEBR 2020 data. As shown in Figure 5, most of the population is concentrated in the southern portion of Escambia County/downtown Pensacola. When compared to the map of the service area, the routes correlate to the densest areas, which is desirable. ECAT strives to efficiently serve the most passengers while also focusing on the people that rely on public transit to get them to work, school, shopping, recreation, and more.





Figure 5 | Service Area Population Density (2018)





### 3.4.3 Area Demographics

Demographics refer to the characteristics of the population including age, sex, race, education, income, and housing. Service area demographics are essential to understand the current demand and future transportation needs within the community. Demographic factors such as income level, vehicle ownership, and age have influential and consistent implications for attitudes toward and the use of public transportation.

Table 3 represents the sex and ethnic breakdown of Escambia County. There is nearly a 1:1 ratio of males to females, which has remained consistent over the years. The population is predominately white and non-Hispanic, though the share of such has been slowly decreasing. Racial minorities presently make up approximately 32% of the county's population, and those of Hispanic origin comprise just over 5%.

Table 3 | Demographic Characteristics

Characteristic	2000	2010	2018
<b>Sex</b>			
<b>Male</b>	49.7%	49.5%	49.6%
<b>Female</b>	50.3%	50.5%	50.4%
<b>Ethnic Origin</b>			
<b>White</b>	72.4%	69.4%	68.1%
<b>Black or African American</b>	21.4%	23%	21.9%
<b>Other</b>	0.9%	3.6%	5%
<b>Two or more races</b>	2.2%	4%	5%
<b>Hispanic Origin</b>			
<b>Not of Hispanic origin</b>	97.3%	95.5%	94.4
<b>Of Hispanic origin</b>	2.7%	4.5%	5.6%

Source: American Community Survey (ACS), 2020.

#### 3.4.3.1 Transit Dependent Populations

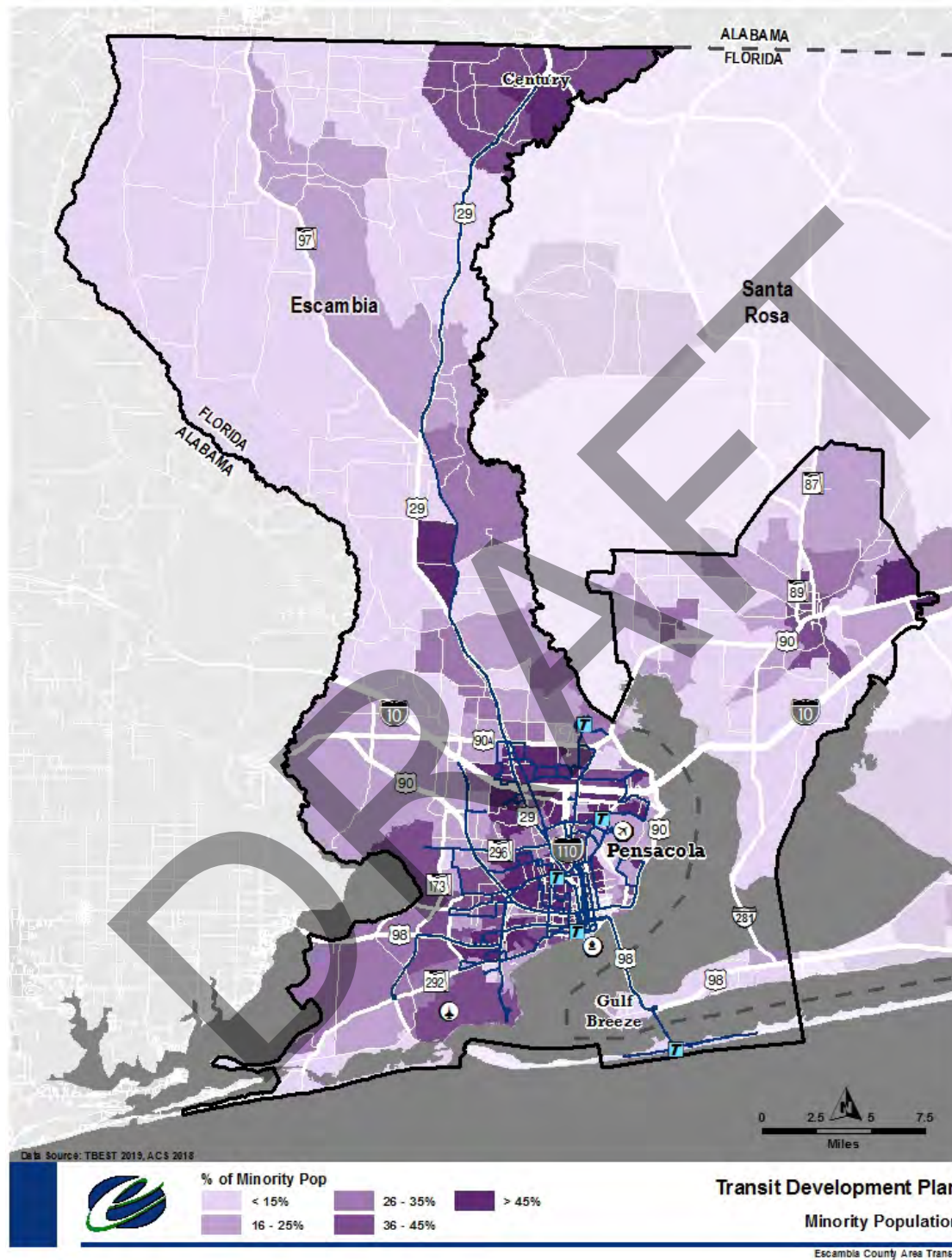
Transit dependent populations are more likely to use transit than other populations due to certain limitations. These populations may include the following: minorities, low income, disabled, population below age 18, population above age 65, and zero vehicle households. The sections below will describe the conditions in Escambia County for each factor.

##### 3.4.3.1.1 Minority Population

As previously stated, the population in Escambia County is majority White (non-Hispanic) with only 32% of the population identifying as a minority in 2018, according to the US Census (Table 3). The map in Figure 6 on the following page shows minority populations are particularly saturated within the downtown area with small pockets of minorities in the Town of Century, central Escambia County, and southern Santa Rosa County. Century is a rural area with 60% minority population. As a commuter route, there is limited service to and from Century. However, as a rural area with a small population, service in the Town of Century may not be feasible for ECAT.



Figure 6 | Service Area Minority Population, 2018







#### 3.4.3.1.2 Households Below the Poverty Line

The federal poverty line is updated each year by the Census Bureau and is distributed by the Department of Health and Human Services. The population below the poverty line in 2018 was 15.%, as shown in Table 4 The 2019 Poverty Guidelines are displayed in Table 5 for reference. According to the ACS Poverty Status Report for 2019 for Escambia County, 15.3% of the County is below the poverty line, which is higher than the state percentage of 12.7%. The highest levels of poverty in the ECAT service area are concentrated in the downtown area, northeast Escambia County, a small area of central Escambia, and into Santa Rosa (see Figure 7).

Table 4 | Population Above Poverty and Below Poverty

Status	2000	2010	2018
<b>Above poverty level</b>	84.6%	84.6%	84.5%
<b>At or below poverty level</b>	15.4%	15.4%	15.5%

Source: American Community Survey (ACS), 2020.

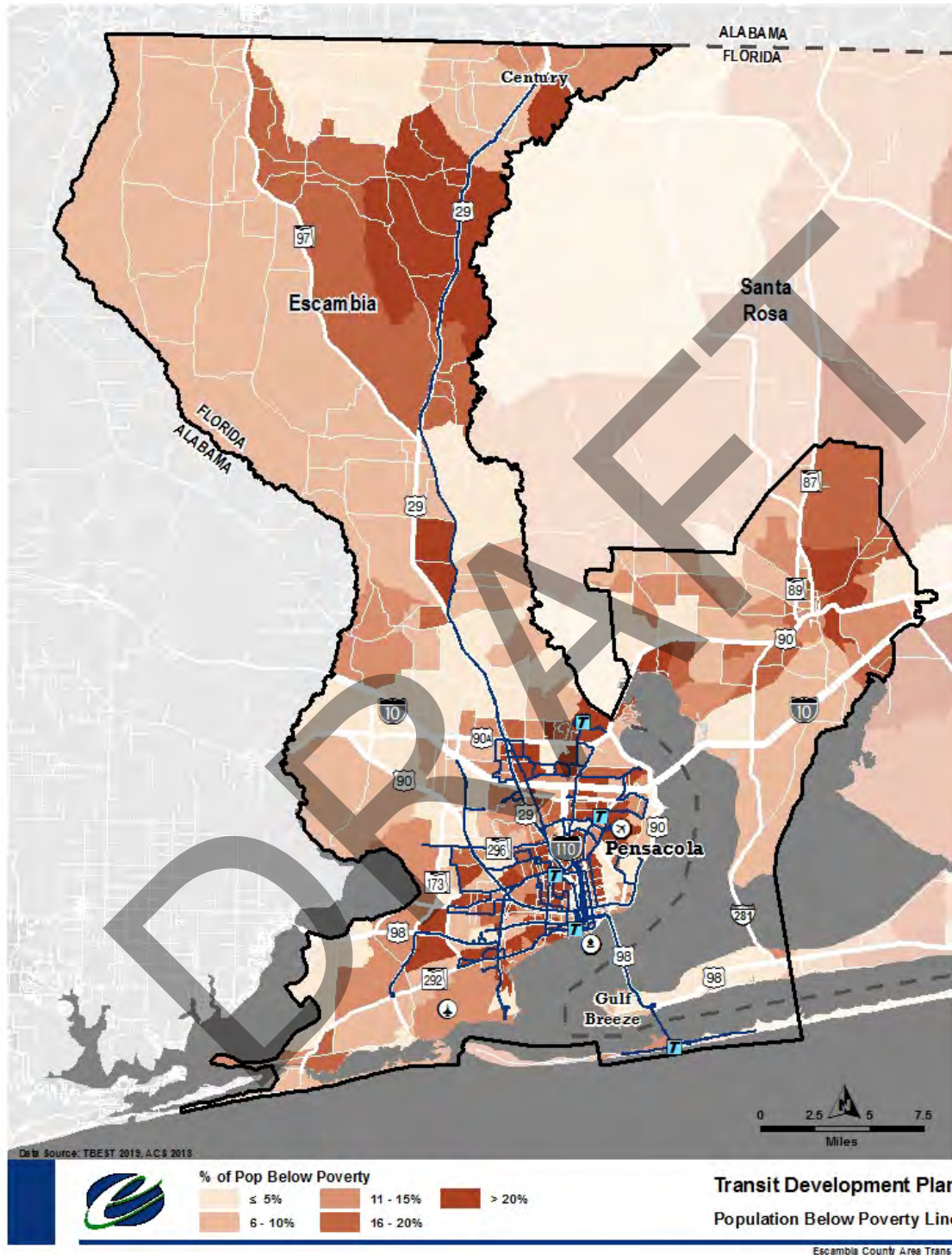
Table 5 | 2019 Poverty Guidelines

Persons in Family*	Poverty Guideline
<b>1</b>	\$12,490
<b>2</b>	\$16,910
<b>3</b>	\$21,330
<b>4</b>	\$25,750
<b>5</b>	\$30,170
<b>6</b>	\$34,590
<b>7</b>	\$39,010
<b>8</b>	\$43,430

Source: American Community Survey (ACS), 2020.



Figure 7 | Service Area Population Below Poverty Level (2018)





#### 3.4.3.1.3 Household Vehicle Availability

Zero-vehicle households are more likely to use transit to get to work, school, shopping, healthcare, etc. While some zero-vehicle households may be able to walk to where they need to go, the majority will need a reliable source of transportation, and for many ECAT is that source. Table 6 shows the vehicles per household for Escambia County. The majority of households have either one or two vehicles, followed by three or more and lastly, zero-vehicle households. As shown in Figure 8 below, the higher numbers of zero-vehicle households are in the downtown area and north into the Town of Century, as well as in Santa Rosa.

Table 6 | Vehicles Per Household

Status	2000	2010	2018
<b>None</b>	8.4%	7.8%	5.8%
<b>One</b>	38.4%	37.3%	38.8%
<b>Two</b>	39.5%	38.7%	40.9%
<b>Three or more</b>	13.7%	16.3%	14.5%

Source: American Community Survey (ACS), 2020.

#### 3.4.3.1.4 Population of Persons with Disabilities

There are various disabilities that can inhibit individuals from driving. The disabilities included in the map in Figure 9 are vision, hearing, cognitive, ambulatory, self-care, and independent living. This does not mean that all disabled individuals use transit, but the likelihood of transit use is higher than those without disabilities. The map below represents the population of persons with disabilities in Escambia County in year 2018. The highest saturation of disabled people is in the northeast in the Town of Century, the central/western portion of the County, the southernmost portion of the County, and in the Santa Rosa section of the service area. There is a direct correlation between the percent over the age of 65 and the percent disabled.





Figure 8 | Zero-Vehicle Households (2018)

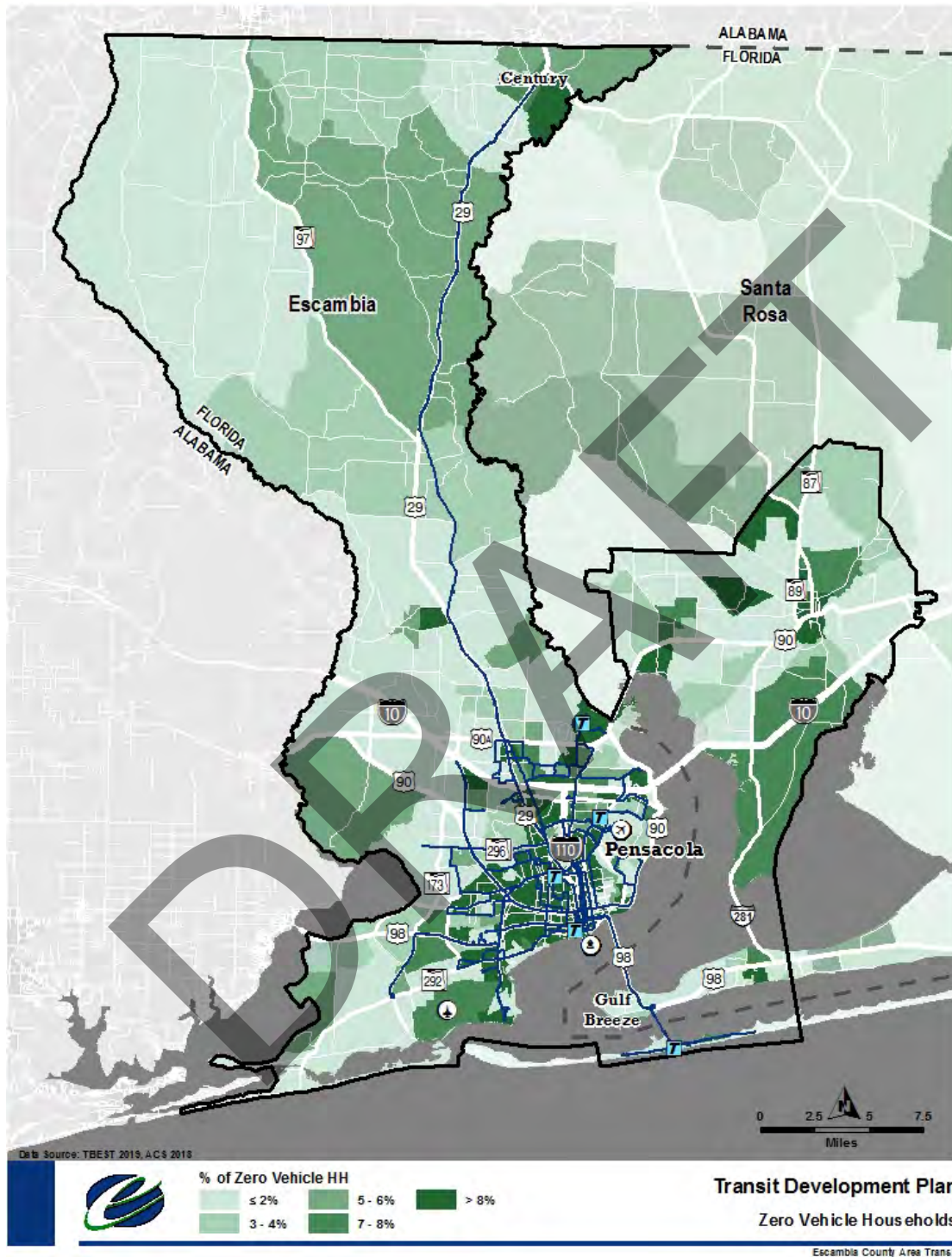
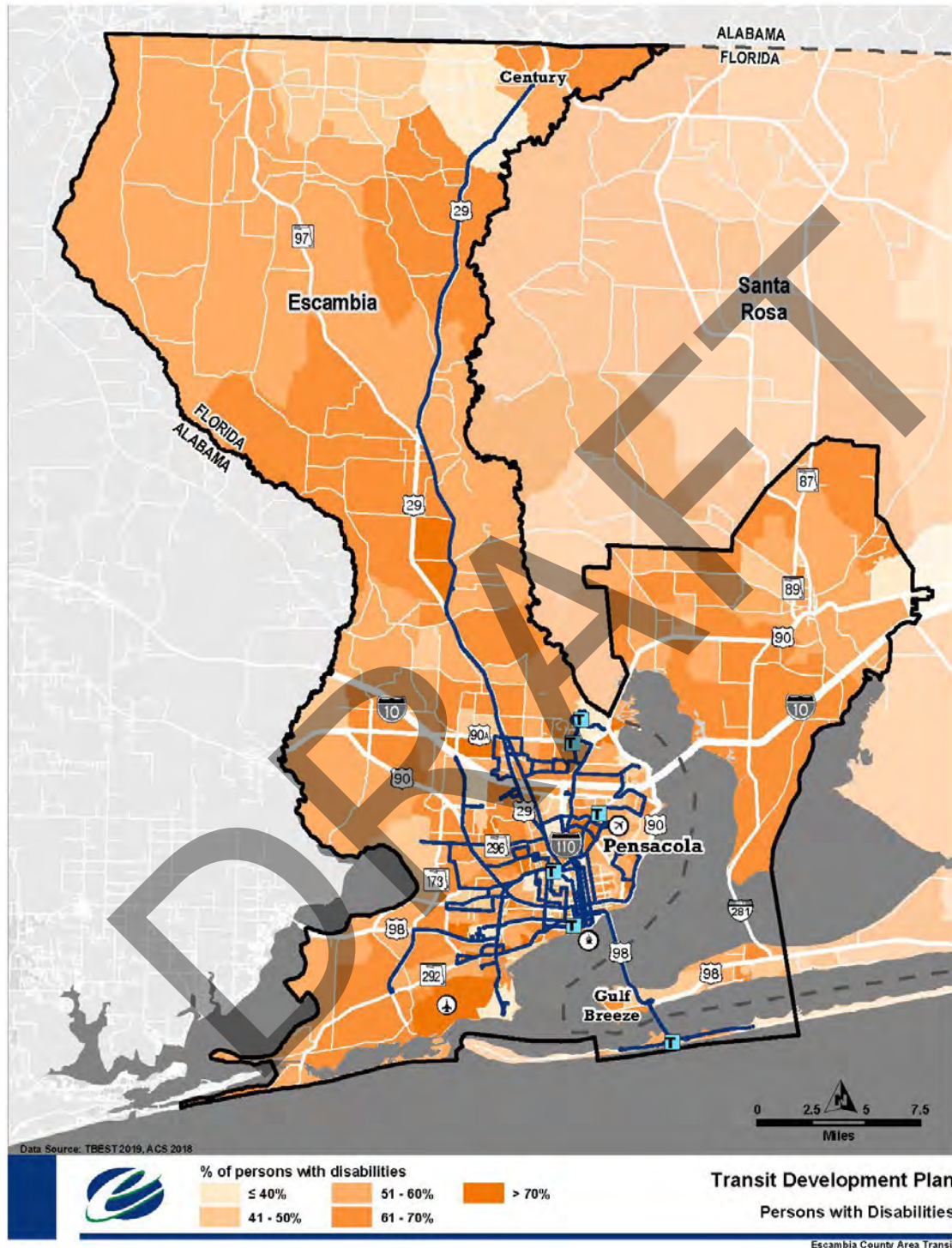




Figure 9 | Service Area Population of Persons with Disabilities (2018)







#### 3.4.3.1.5 Age Distribution

Table 7 represents the projected age of the population from 2020 through 2035. The age distribution remains relatively stable over the next 15 years, which indicates that the population of the transit dependent based on age will not change over time.

The median age of the County was just over 37 years old compared to the Florida average of roughly 42 in year 2018, according to the US Census Bureau. The younger population (under 18) makes up about 25% of the total population. These young adults are likely to be transit dependent because they are either not licensed or do not have access to a car. The northeast and southwest portions of the service area are heavily populated with this age group (see Figure 10). The 65+ age group makes up 18% of total population and is densely located in the north and west regions of Escambia County as shown in Figure 11. The 65+ age group is considered transit dependent because seniors are more likely to have impairments or disabilities that do not allow them to safely operate a vehicle.

Table 7 | Age Distribution in Escambia County

Age Group	Estimated	Projected			
	2019	2020	2025	2030	2035
<b>0-4</b>	6.2%	6.2%	6.3%	6.3%	6.1%
<b>5-17</b>	15.1%	15.5%	15.6%	15.7%	15.9%
<b>18-24</b>	10.6%	10.3%	10.9%	11.3%	11.1%
<b>25-54</b>	36.6%	36.3%	35.0%	34.7%	35.2%
<b>55-64</b>	13.4%	13.5%	11.8%	10.2%	9.8%
<b>65+</b>	17.8%	18.2%	20.4%	21.8%	21.9%

Source: American Community Survey (ACS), 2020.





Figure 10 | Population Under Age 18 (2018)

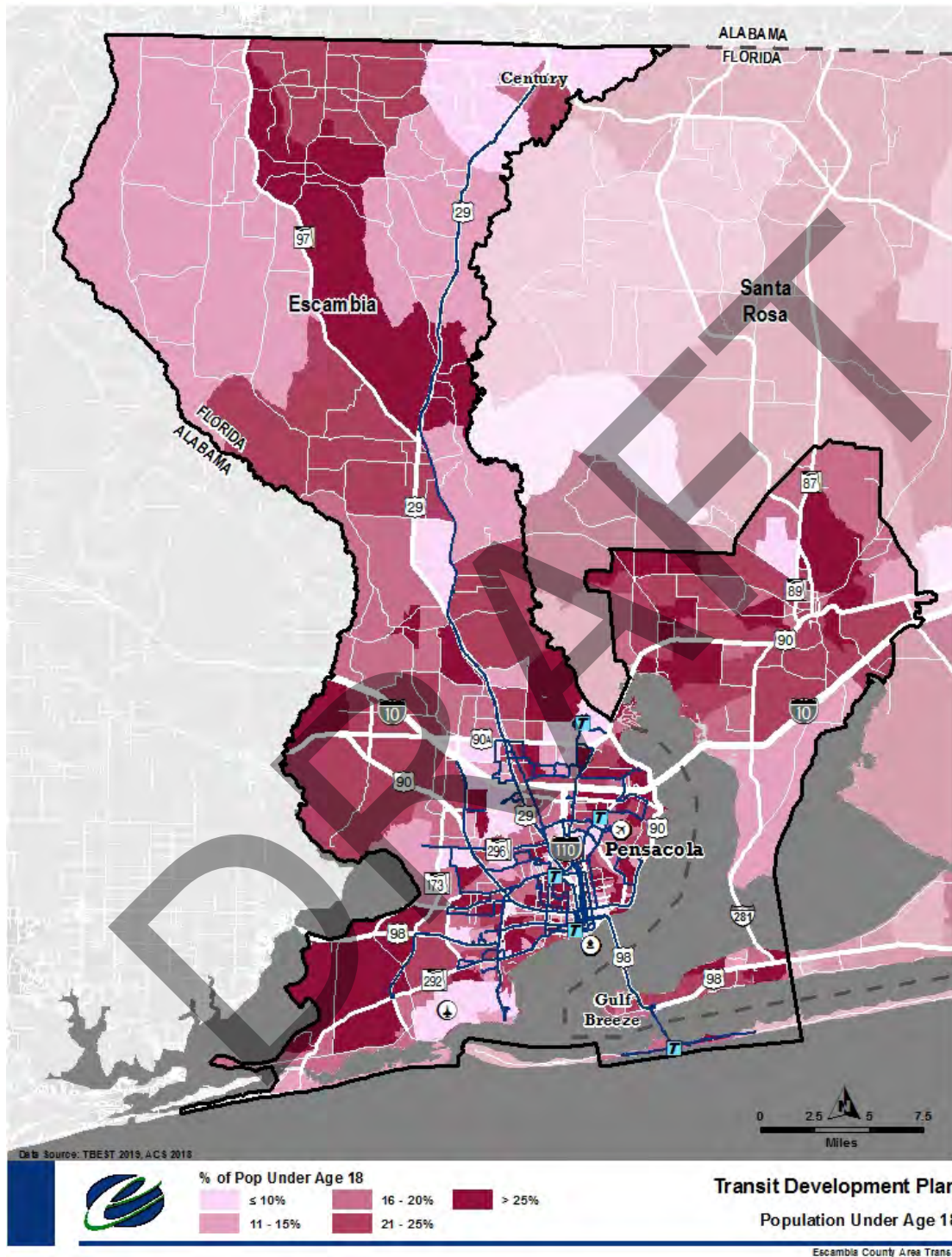
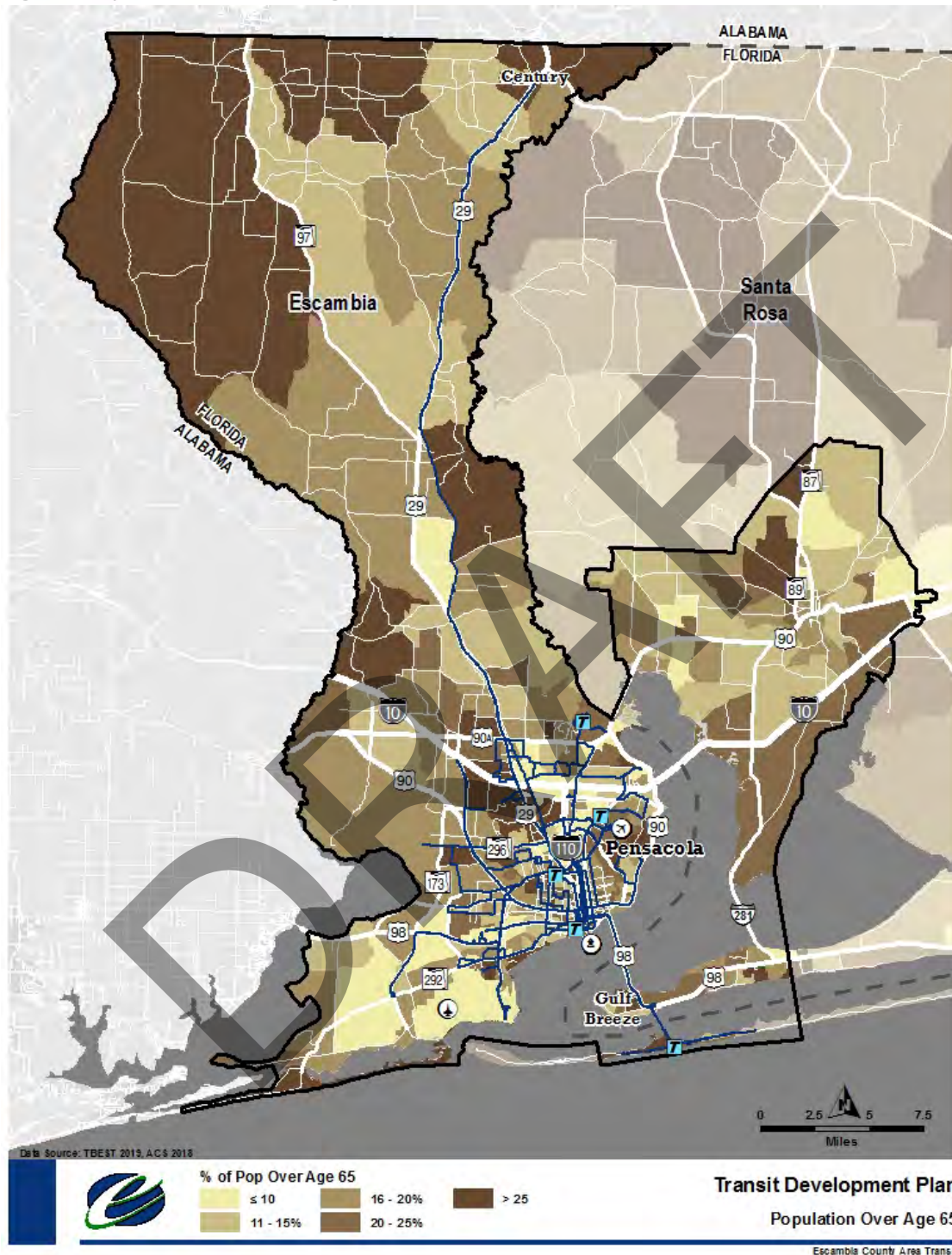




Figure 11 | Population Over Age 65 (2018)







#### 3.4.3.1.6 Means of Transportation by Age Group

Table 8 displays the means of transportation to work. Most of the Escambia County population commutes to work by driving alone, with the largest age group for this mode being ages 25-44. A significantly smaller percentage of the population use either carpool (10.2%) or public transit (0.6%); however, the most common age group using these modes of transportation for commuting is also the age group of ages 24-44. This is due to the average age of the working population which lies in this age group. The second largest age group commuting via driving alone or using carpool is the age group ages 44-54 whereas public transit is more likely to be used by ages 20-24 rather than ages 45-54. The small percentage of public transit riders have a much higher margin of error which indicates that the population commuting via public transit could be higher or lower by a significant amount.

Table 8 | Means of Transportation by Age Group

Age	Total Estimate	Drive Alone Estimate	Carpool Estimate	Public Transit Estimate
<b>Workers age 16 and over</b>	141,575	107,683	14,433	901
<b>16-19</b>	5.3% ±0.4%	3% ±0.4%	5.2% ±1.2%	2.9% ±3.2%
<b>20-24</b>	12.5% ±0.4%	10.1% ±0.6%	12.3% ±2.1%	31.1% ±17.8%
<b>25-44</b>	42.1% ±0.6%	44% ±.9%	50.7% ±3.3%	36.3% ±13.4%
<b>44-54</b>	19.5% ±0.4%	20.7% ±0.6%	18.7% ±2.3%	16.3% ±11.5%
<b>55-59</b>	9.7% ±0.5%	10.7% ±0.6%	6.6% ±1.7%	6.1% ±4.1%
<b>60+</b>	10.9% ±0.6%	11.6% ±0.7%	6.4% ±1.2%	7.3% ±4.5%

Source: American Community Survey (ACS), 2020.

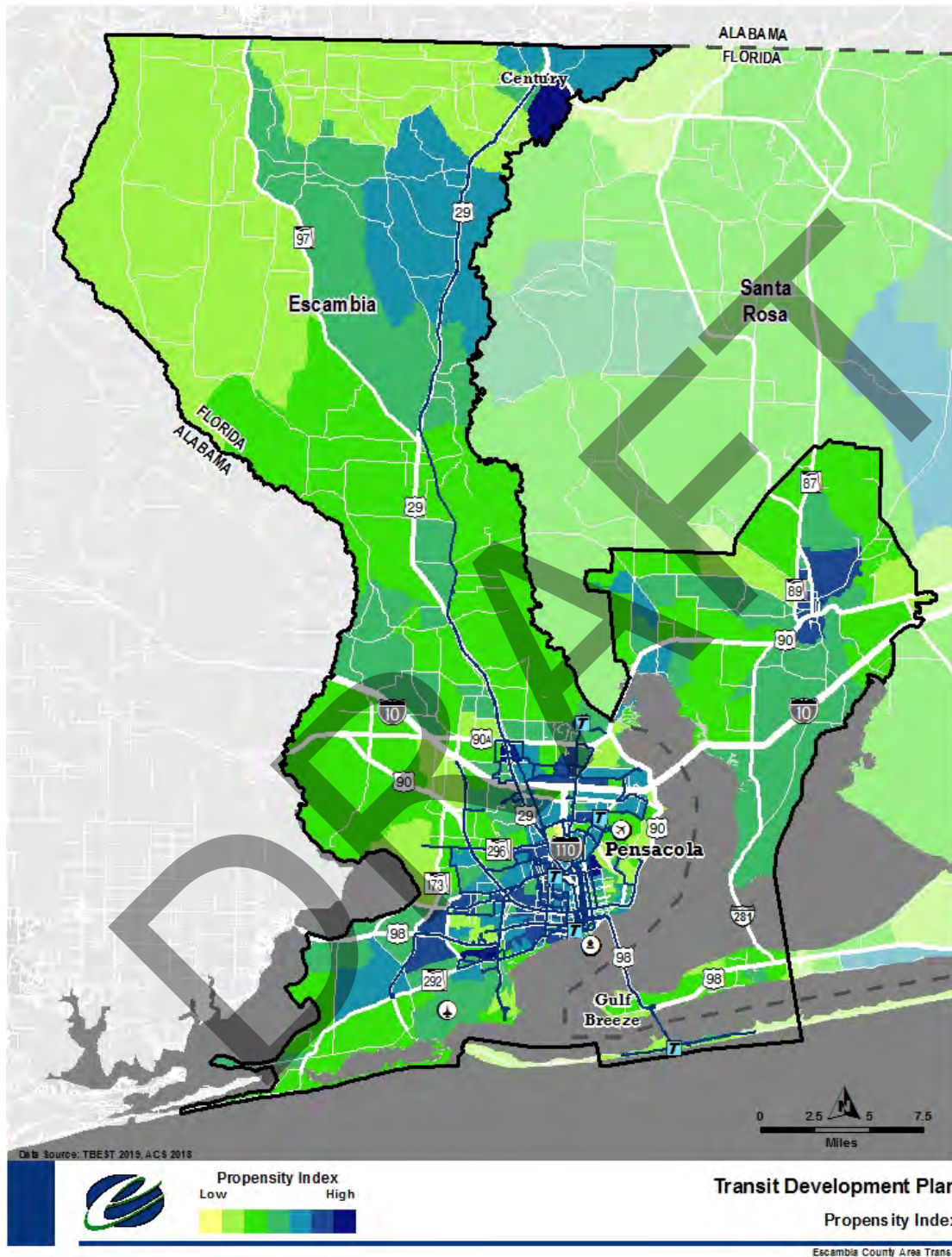
#### 3.4.3.2 Transit Propensity Index

Figure 12 represents the propensity index of the service area population in 2018 through the analysis of socioeconomic indicators. The analysis is performed to identify block groups that have a greater value than the County mean of any given indicator and given a score of one (1). This was done for total of the following six indicators: population below poverty line, minority population, zero vehicle households, population age 65 and above, population age below 18, and the disabled population. A low equity score has a minimum possible score of zero (0). As discussed in previous sections, the transit dependent population is concentrated in downtown Pensacola, north/northeast portion of Escambia, and Santa Rosa, which directly correlates to a higher propensity index in these areas. The ECAT service area is inclusive of these areas; however, increasing service into Santa Rosa County may be beneficial to those traveling to and from work and school in downtown Pensacola.





Figure 12 | Transit Propensity Index (2018)





### 3.4.4 Affordable Housing

Affordable housing is defined as a mortgage or rent that does not exceed 30% of the total household income. It is important for those in affordable housing areas to have access to transit services to reduce transportation costs and improve quality of life. The 2018 median household income in Escambia County is just over \$49,000, which indicates that that a household at that income level should not pay over \$1,225 per month for a mortgage or rent. Affordable housing saturates the downtown Pensacola area. Fewer units are available in central and northern Escambia County, and Santa Rosa (see Figure 13). Based on the current ECAT service area, transit is available to the highest number of affordable housing units in the County.

### 3.4.5 Educational Attainment

Table 9 shows the educational attainment of the Escambia County population 25 years and older for years 2010 and 2018. Most of the Escambia County's population has graduated from high school and completed some college. The percentage of people not receiving a high school diploma or higher has declined by 3% since 2010 and the number of people graduating from college with a bachelor's degree or higher has increased by 3%.

Table 9 | Level of Education for Ages 25+

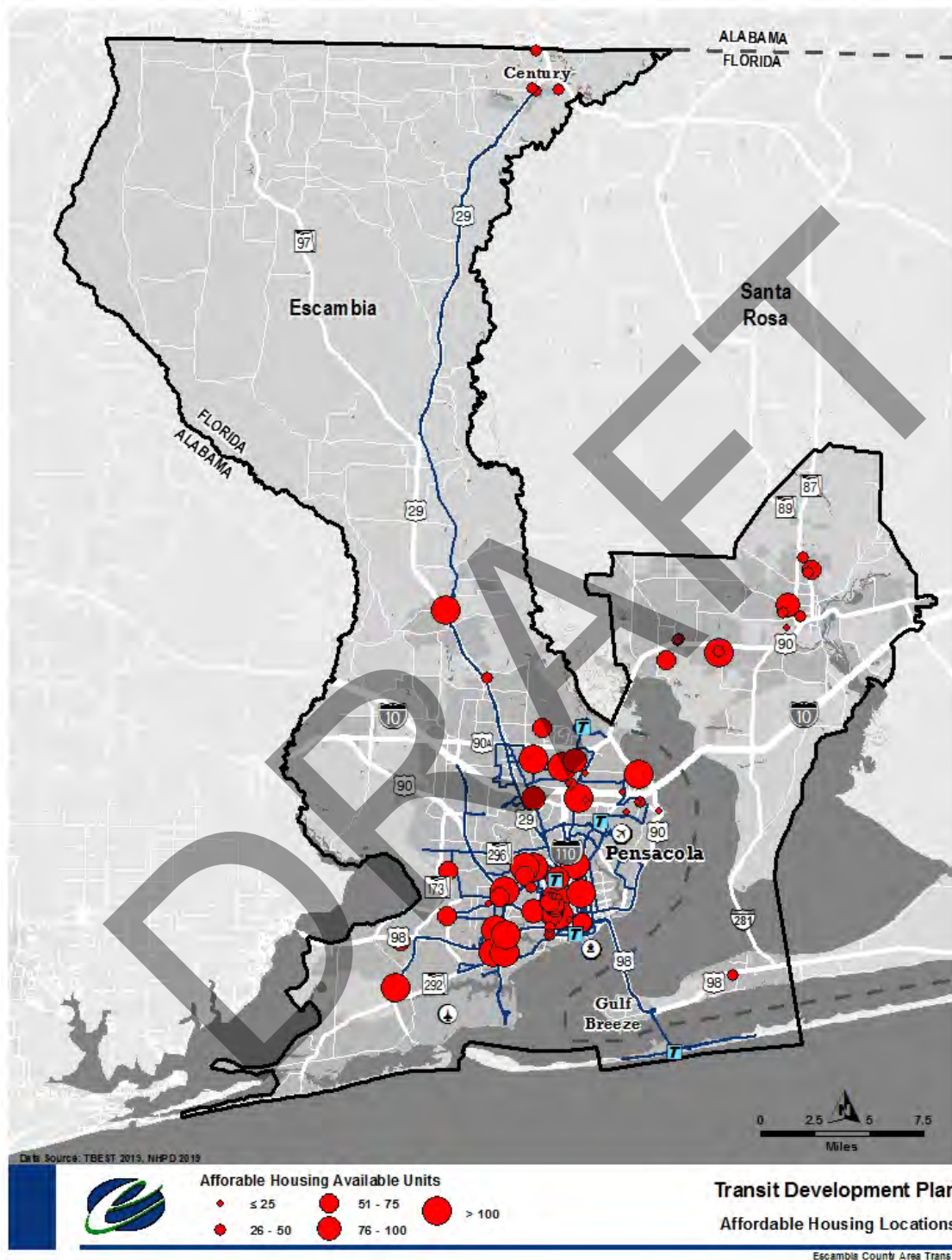
Level of Education	2010	2018
Less than 12 <sup>th</sup> grade	12.1%	9.1%
High school diploma	29.7%	27.3%
Some College	24.3%	23.3%
Bachelor's degree or higher	23.4%	26.4%

Source: American Community Survey (ACS), 2020.





Figure 13 | Affordable Housing Locations (2018)







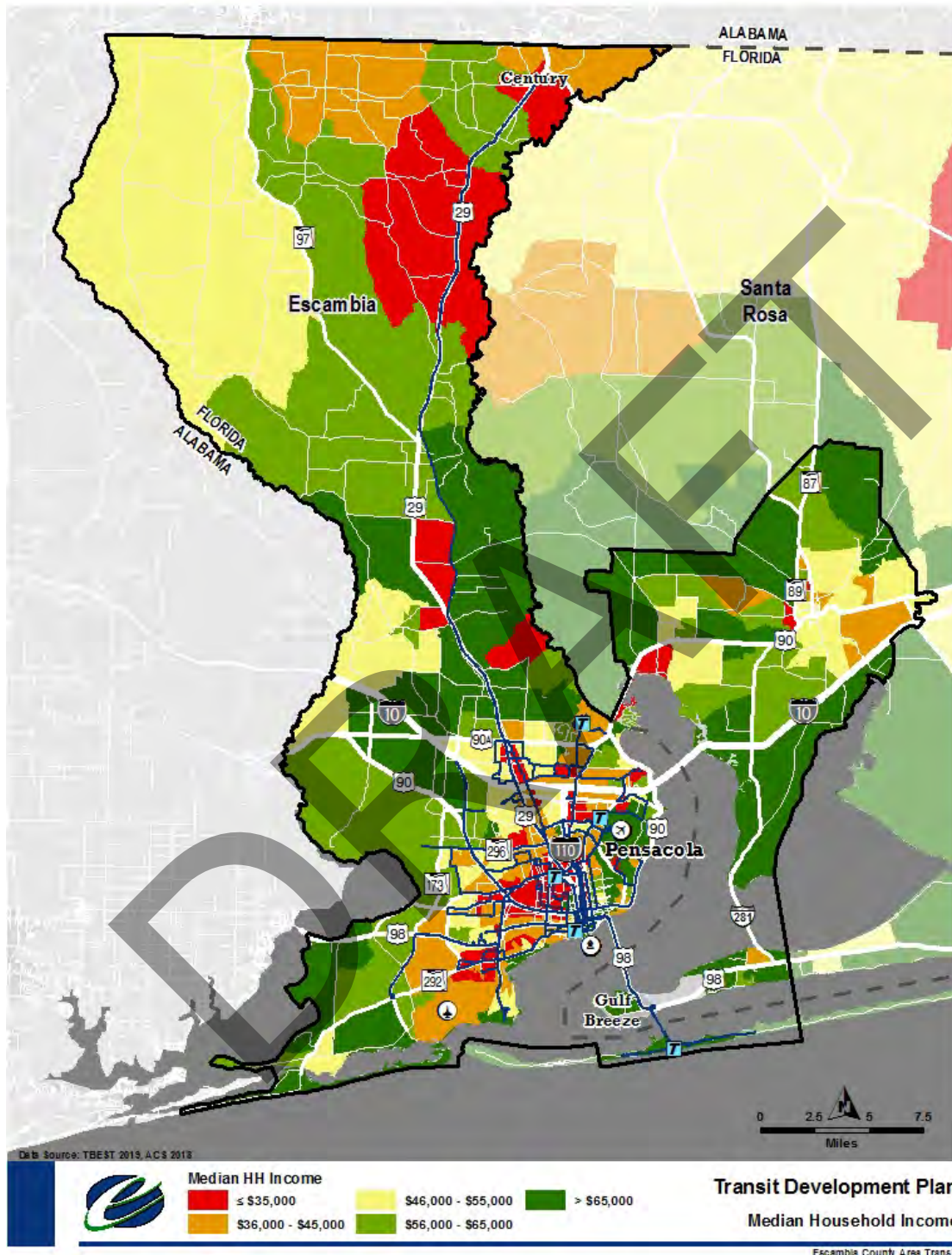
### 3.4.6 Income Distribution

According to 2018 ACS data, the mean household income in Escambia County was about \$65,836 and the median income was roughly \$49,286, which were slightly below the respective state levels. The distribution of income level varies across the service area (see Figure 10). In the northern portion of Escambia County, one can primarily see median household incomes of above \$45,000 with two significant pockets of incomes below \$35,000 on the far east side of the County. The central and western portion of the downtown area have lower incomes with average median income less than \$45,000. Overall, the current ECAT system is focused in the areas with lower income households/individuals (see Figure 14).

DRAFT



Figure 14 | Service Area Median Household Income (2018)





### 3.4.7 Tourism

Tourism (Table 10) is the principal engine of the economy and employment generator in Florida. Pensacola is known for hosting exclusive events such as Blue Angels Pensacola Beach Airshow each year, bringing people from all over to the area. Thanks to its Gulf Coast location and 125 miles of sandy beaches, visitors come to enjoy the area beach throughout the year. Due to the COVID-19 pandemic, the visitor population dropped down relative to 2019, but is still higher than in year 2016 and 2018. Visit Pensacola Visitor Insight 2019 indicated that the primary reason for the visits to the area leisure, and 75% of tourists visited Pensacola for the beach bringing approximately \$839 million worth of business and generating \$23 million in tax revenue.

Table 10 | Area Annual Visitors

Annual Visitors				
2016	2017	2018	2019	2020
2.1 M	2.7 M	2.3M	2.6M	2.4M

Source: Visit Pensacola 2020.

### 3.4.8 Transportation Disadvantaged Population

The Transportation Disadvantaged (TD) population includes persons that are eligible for agency-sponsored trips. Monitoring the rate at which the TD population is served may influence the demand for regular transit services within the ECAT service area. Per Section 427.011(1) of the Florida Statutes, transportation disadvantaged is defined as “persons who because of physical or mental disability, income status, or age are unable to transport themselves or to purchase transportation and are, therefore, dependent upon others to obtain access to health care, employment, education, shopping, social activities, or other life-sustaining activities, or children who are handicapped or high-risk or at-risk as defined in s. 411.202.”

Table 11 shows TD population characteristics from 2017 to 2020 in Escambia County, according to the Florida Commission for the Transportation Disadvantaged (CTD) Annual Performance Report (APR). The potential TD population increased slightly between 2017 and 2018; however, from 2017-2020 there has been a decrease by nearly 50% in unduplicated TD passengers.



Table 11 | Escambia County TD Population and Passenger Trends (2017-2020)

Characteristic	2017	2018	2019	2020**	% Change (2017-2020)
<b>Total County Population</b>	315,187	313,512	313,512	311,522	-1.16%
<b>Potential TD Population</b>	130,663	132,310	Not reported	Not reported	1.26%
<b>TD Passengers served (UDPHC)*</b>	1,289	1,463	557	664	-48.5

Source: Florida CTD APR

\*UDPHC: Unduplicated Head Count

\*\* Emerald Coast Regional Council - 2020 APR for Escambia County

The reason for the decrease in TD Population and TD Passengers served (UPDHC) between 2018 and 2019 is due to an upgrade CTD made to its Annual Operating Report system. The upgrade was made to the system to capture “additional data details, bringing more transparency and simplicity to the overall reporting process.”<sup>4</sup> However, the upgrades led to an inconsistent trend in ridership reporting and trips provided between 2018 and 2019. Subsequent annual reports should provide the consistency in data to allow for year-to-year comparison to assess demand for TD service.

Table 12 shows the breakdown of TD passenger trips in 2020 by trip purpose. The largest percentage of the Escambia County TD population uses TD service to get to their place of employment. The second most common trip type is for medical purposes with less than 15% of the population using TD for education, training, daycare, nutritional, and life-sustaining/other.

Table 12 | Escambia County TD Passenger Trips by Purpose (2020)

Trip Purpose	Trips	Percent Distribution
<b>Medical</b>	38,221	37%
<b>Employment</b>	49,577	48%
<b>Education, training, daycare</b>	3,332	3%
<b>Nutritional</b>	1,785	2%
<b>Life-sustaining/other</b>	9,599	9%
<b>Total</b>	<b>102,514</b>	<b>100%</b>

Source: Florida CTD 2020 Annual Performance Report.

Table 13 shows the breakdown of TD passenger trips by passenger type in 2020. Nearly one-half of TD trips were provided for persons with disabilities. Older adults and low-income make up 44% of the passenger trips. Only 1% of TD trips were provided to children at risk.

<sup>4</sup> [https://ctd.fdot.gov/docs/AORAPRDocs/2018-19\\_APRFinalDocument.pdf](https://ctd.fdot.gov/docs/AORAPRDocs/2018-19_APRFinalDocument.pdf)





Table 13 | Escambia County TD Passenger Trips by Passenger Type (2020)

Passenger Type	Trips	Percent Distribution
Older adults	23,587	23%
Children at risk	312	1%
Persons with disabilities	46,715	45%
Low-income	22,049	21%
Other	9,851	10%
<b>Total</b>	<b>102,514</b>	<b>100%</b>

Source: Florida CTD 2020 Annual Performance Report

### 3.5 Land Use and Socioeconomic Conditions

When discussing land use and socioeconomic conditions in the area, there are several indicators to review to determine if transit service is connecting people to jobs and services. In this section, land use, employment density, major employers, and tourism are reviewed for analysis of the current socioeconomic situation in the County. Pensacola has a thriving economy and is home to more than 500 companies. The County has seven (7) business parks, and nine (9) major defense installations (Florida West Economic Development Alliance). Over the last five years, businesses have expanded their presence in the area because the cost of doing business is more affordable than similar regions. Pensacola also entertains over 2 million visitors every year which brings in 41% of the tax revenue (Visit Pensacola).

#### 3.5.1 Land Use

Land use is an important component of the transit planning discussion because the types of land in the service area are a good indication of where people travel to and from. For example, commercial areas are more likely to have transit ridership demand than agricultural areas. As shown in

Figure 15, Escambia County is primarily comprised of agricultural (57%) and residential (17%) land. As shown in Figure 16, the agricultural land primarily occurs in the northern half of the county, while residential is the predominant land use in the county's urbanized area. The low presence of commercial and other productive land uses has a limiting effect on transit ridership.

Institutional facilities such as government facilities, healthcare facilities, and schools are represented in Figure 17. As can be assumed, schools are placed throughout the county to ensure access to education for all. Government and healthcare facilities are primarily clustered in the southern portion of Escambia County, Gulf Breeze, and Santa Rosa. Transit service is in the densest areas of the county that corresponds with the location of these different service activities.

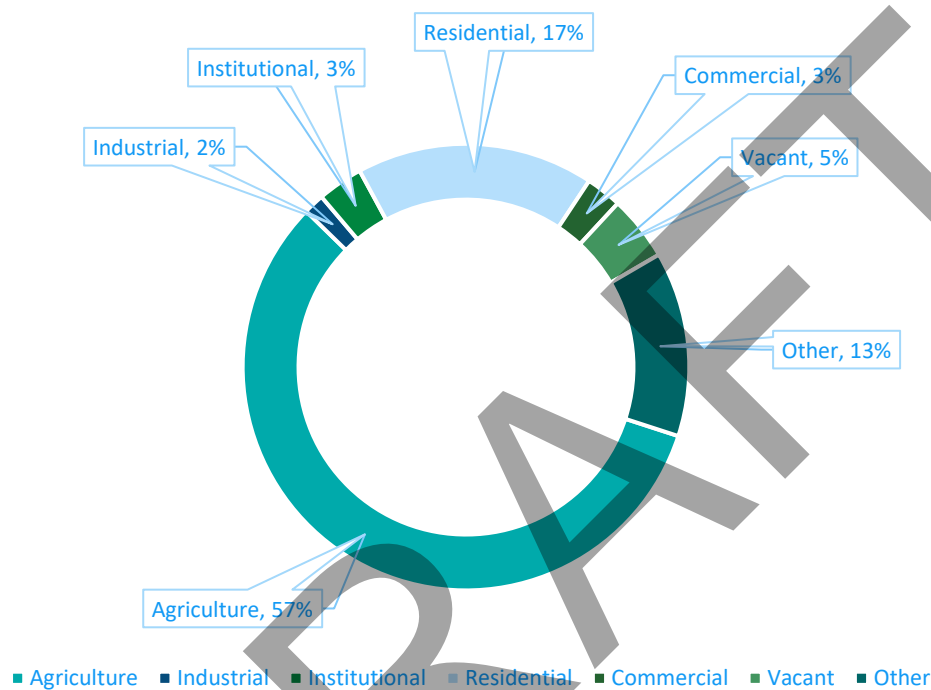
Major activity centers, which are shown in





Figure 18, are predominately in southern Escambia County, on both the east and west sides. These directly correspond to the location of institutional facilities discussed above and the densest areas of employment, which will be discussed further in subsequent sections.

Figure 15 | Escambia County Land Use (2020)



Source: Escambia County, 2020.





Figure 16 | Service Area Land Use (2019)

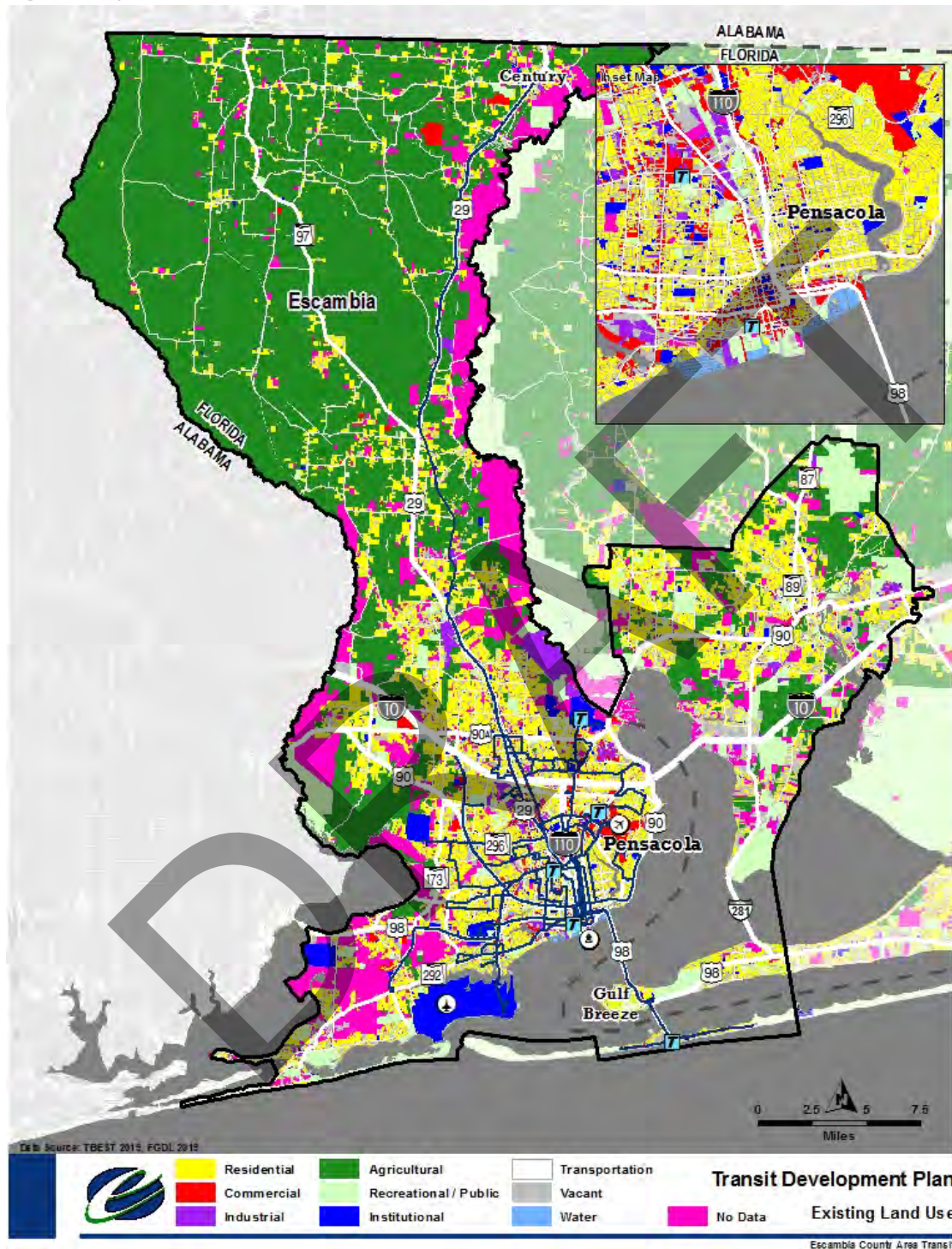




Figure 17 | Study Area Institutional Facilities (2020)

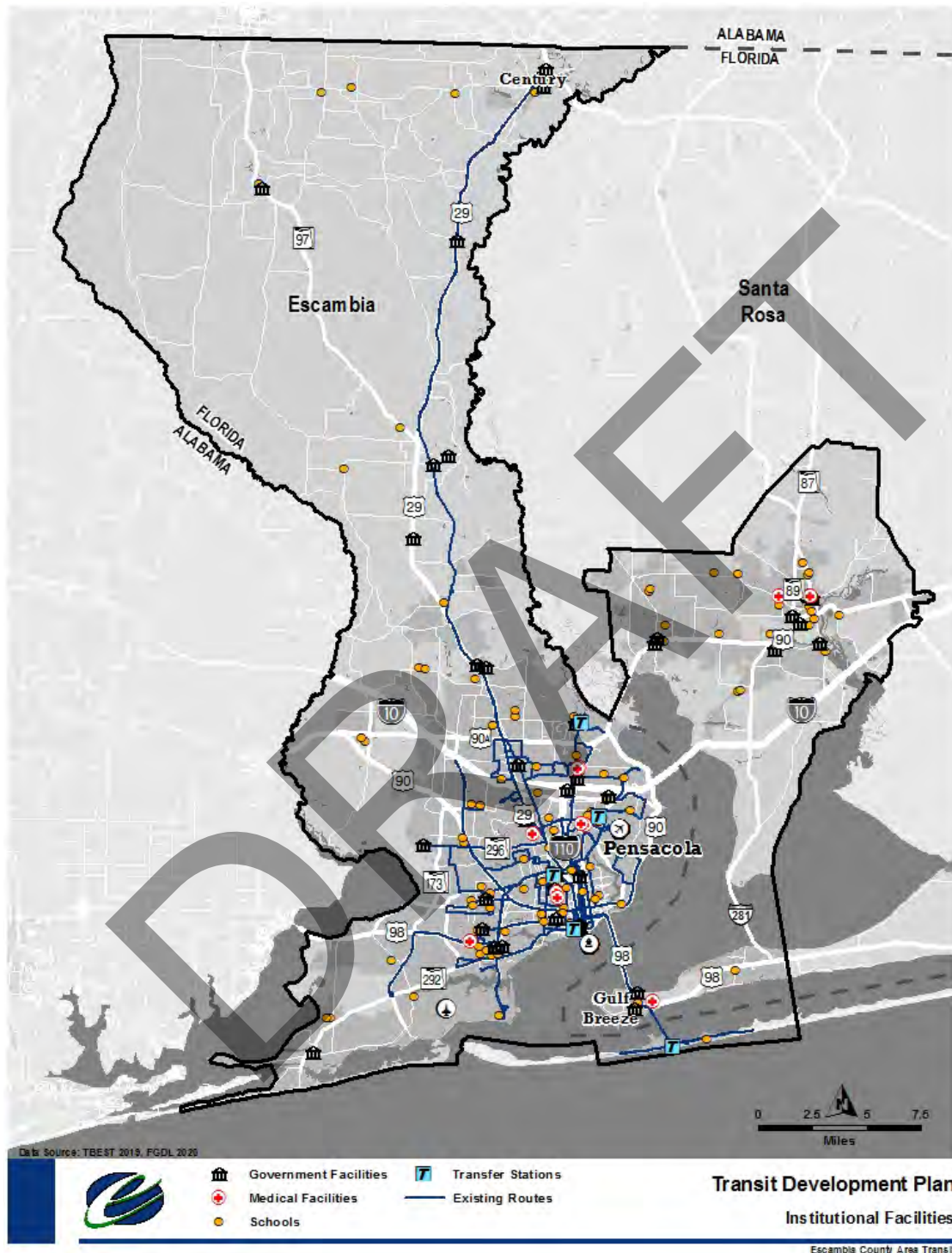
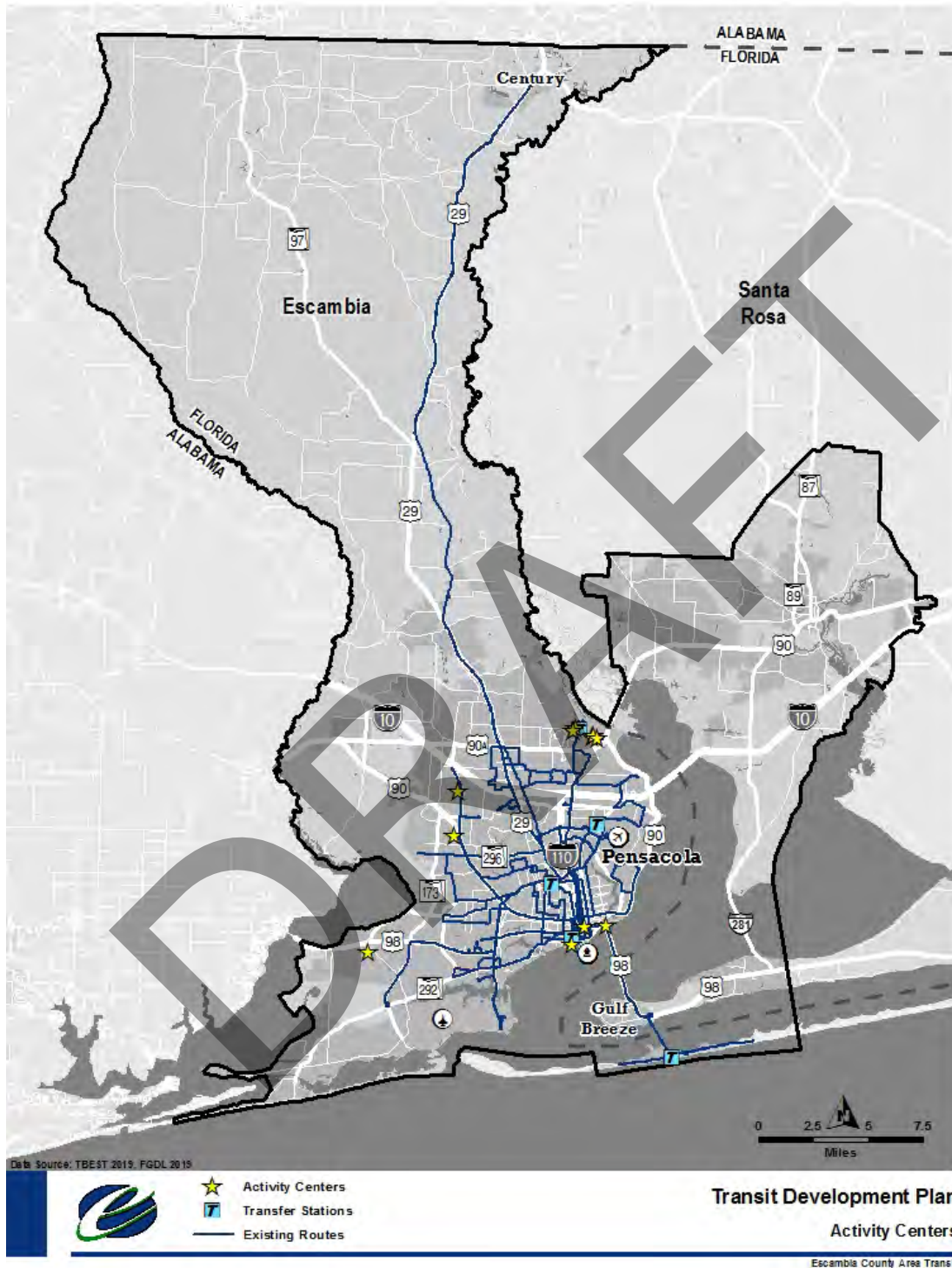






Figure 18 | Service Area Activity Centers





### 3.5.2 Employment

The density of employment in the service area is another indicator of where transit service is most likely to be used. It is also critical to have transit serve areas of high employment and connect employees to residential areas, most importantly those areas with transit dependent populations, discussed previously in this report. Figure 19 depicts employment density. The highest density of employment is in the southern portion of the county. This area corresponds to the major employers listed in Section 3.5.3 below.

The total employment and unemployment rates in 2010 and 2019 at the county level are shown in Table 14. The County's total employment expanded by 28,500 (equivalent to a 17.1%) between 2010 and 2019, reaching the level of almost 195,600 in 2019, based on the Bureau of Economic Analysis (BEA) data. This growth rate was, however, below that of the corresponding State average of 31.1% over the same timeframe. The County unemployment rate improved from the post Great Recession elevated reading of 10.1% in 2010 down to a historical low of 3.2% in 2019, which was similar to the corresponding rate for Florida as a whole, as per the Bureau of Labor Statistics data. These annual labor market data do not yet reflect the changes due to the COVID-19 pandemic.

Table 14 | Escambia County Recent Employment and Unemployment Rate

Area	Number of Employed		Unemployment Rate	
	2010	2019	2010	2019
<b>Escambia County</b>	167,126	195,627	10.1%	3.2%
<b>State of Florida</b>	9,805,154	12,875,048	11.1%	3.1%

Source: US Bureau of Labor Statistics, 2020; and Bureau of Economic Analysis, 2020.



**Transit Development Plan**  
Employment Density

**Employment Per Sq. Acre**

Blue	≤ 0.5	Yellow	2 - 3	Red	> 5
Green	0.6 - 1	Orange	4 - 5		

Map Labels: Century, Santa Rosa, Escambia, Pensacola, Gulf Breeze, ALABAMA, FLORIDA, FLORIDA ALABAMA.

Highway Labels: 97, 29, 10, 90, 87, 89, 90, 10, 296, 173, 98, 292, 98, 281, 98.

Scale: 0, 2.5, 5, 7.5 Miles.

Data Source: TDEST 2015, NVFRPM 2018

Escambia County Area Transit



### 3.5.3 Major Employers

There are more than 40 major employers and countless small businesses that generate employment to the County and support economic growth. Each of these major employers employ more than 200 people as listed in Table 15 below. The Department of Defense (DoD) is the largest economic engine in Greater Pensacola, with more than \$7.8 billion in total economic impact (FloridaWest Economic Development Alliance, 2020). The Greater Pensacola Region is home to Naval Air Station (NAS) Pensacola, Saufley Field, Corry Station, Naval Hospital Pensacola and Whiting Field. Additionally, major healthcare providers such as Baptist, Sacred Heart, West Florida Healthcare, Santa Rosa Medical Centers, and Medical Center Clinic have a large presence in Pensacola with each having 500+ employees. Manufacturing is also a major industry due to the location of Pensacola. Pensacola is served by the Port of Pensacola, an extensive railway system, and three federal and eight state highways.

Table 15 | Escambia County Major Employers (2020)

Company	Employees
<b>Navy Federal Credit Union</b>	8,697
<b>Baptist Health Care</b>	7,347
<b>Sacred Heart Health Systems</b>	4,820
<b>Gulf Power Company</b>	1,774
<b>Ascend Performance Materials</b>	1,288
<b>West Florida Healthcare</b>	1,200
<b>Innisfree Hotels</b>	750
<b>GE Wind Energy</b>	700
<b>Santa Rosa Medical Center</b>	521
<b>Medical Center Clinic</b>	500
<b>International Paper</b>	500
<b>CHCS Services/iGate</b>	409
<b>Hitachi Cable Florida, Inc</b>	360
<b>Armstrong World Industries</b>	300
<b>MediaCom</b>	300
<b>American Water</b>	298

Source: FloridaWest Economic Development Alliance, 2020.



## 3.6 Travel and Mobility Characteristics

### 3.6.1 Journey to Work Characteristics

Journey-to-work characteristics provide vital information for understanding the routines of commuters and the use of transportation infrastructure, informing planners of potential transportation and mobility needs. Table 16 below displays the mode of transportation to work, travel time to work, and departure time for work per 2018 ACS data.

The average commute time for residents of Escambia County is 22 minutes compared to the state average of 27.4 minutes. Over three-quarters of the Escambia County population drove to work alone in 2018 and less than 1% used public transit. The second most common mode of transportation to work was carpooling (10.2%) and about 9% of the population worked from home, eliminating their commute.

Most of the population can travel to work within 29 minutes or less, which is also the case for the state of Florida. Only 7.8% of the County had a commute of 45 minutes or more. About 64% of the population departs for work between the hours of 6AM and 9AM.

Table 16 | Escambia County Commuting Characteristics (2018)

Characteristic	Percentage
<b>Mode to Work</b>	
Drive alone	76.1%
Carpool	10.2%
2-person carpool	8.0%
3-person carpool	1.4%
4+-person carpool	0.8%
Public transit	0.6%
Walk	2.4%
Work at home	8.9%
Other	1.8%
<b>Travel Time to Work</b>	
Less than 10 minutes	10.4%
10-19 minutes	37.9%
20-29 minutes	28.8%
30-44 minutes	15.0%
45 minutes or more	7.8%
<b>Departure Time to Work</b>	
12:00 AM to 5:59 AM	12.0%
6:00 AM to 8:59 AM	64.0%
9:00 AM to 11:59 PM	24.0%

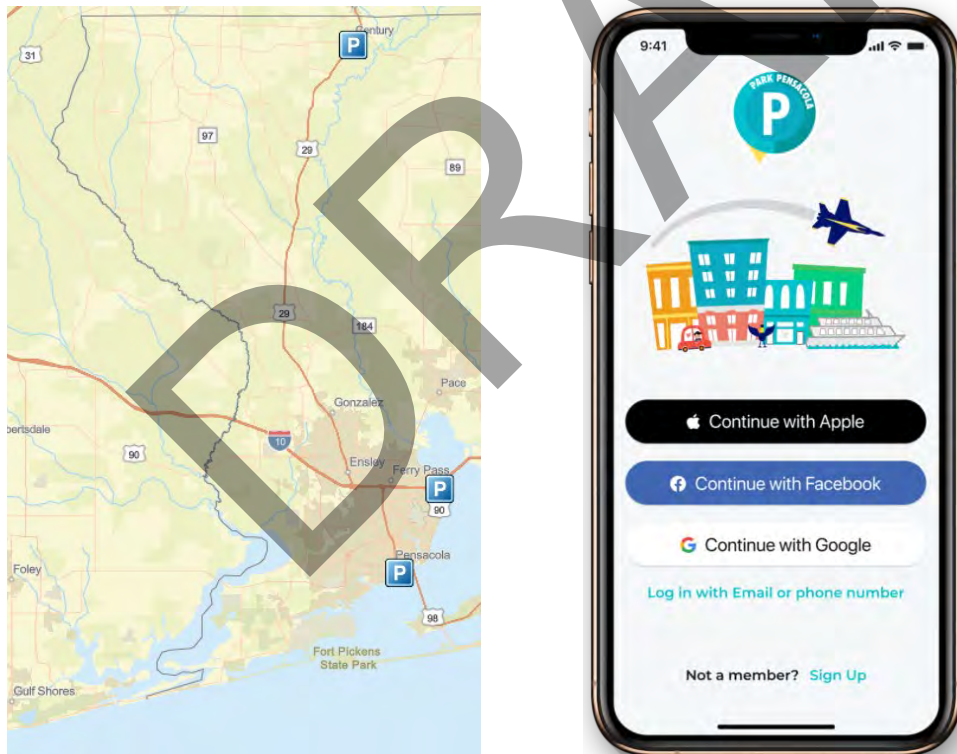
Source: American Community Survey (ACS), 2020.



The availability and price of parking influences the travel behaviors and mode choice for people living and traveling to Escambia County. Escambia County currently has three (3) park-and-ride lots (Figure 20, left image) located at the following locations:

- Additionally, Pensacola provides free parking and paid parking concentrated in the downtown Pensacola area which generates the most activity within the ECAT service area. The first 30 minutes of parking in the city is free and every Sunday parking is free in city parking lots, on-street parking spaces, and inside the Jefferson St. Garage (City of Pensacola, Parking Management).

Figure 20 | Park-and-Ride Lots (left) and PARKPensacola (right)







### 3.6.3 First Mile/Last Mile Connectivity

The usability of the transit network for various origin and destination pairs is contingent upon “first mile and last mile” access from transit routes. Means of assessing such are walkshed and bikeshed. Figure 21 shows the quarter-mile walkshed from the ECAT system. This reflects what transit riders can access from a transit stop within a five-minute walk, assuming a walk speed of 3 miles per hour, using the existing roadway network. The walkshed is generally continuous along transit routes and is most prevalent in the downtown Pensacola area, as expected. The walkshed becomes sparser in the suburban and rural areas of the County, particularly along Route 60, due to increased stop spacing.

Figure 22 shows the five-minute bikeshed from the system, reflecting what transit riders can access within a five-minute bicycle ride from a transit stop. The bikeshed covers most of the urbanized area centered about Pensacola. It becomes sparser in the southwest part of the County and along Route 60 with significant increases in stop spacing, as is the case with the walkshed. Park-and-ride lots such as along Route 60 in Century greatly increase access via automobile where the walkshed and bikeshed are limited.

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Figure 21 | Quarter Mile Walkshed from ECAT System

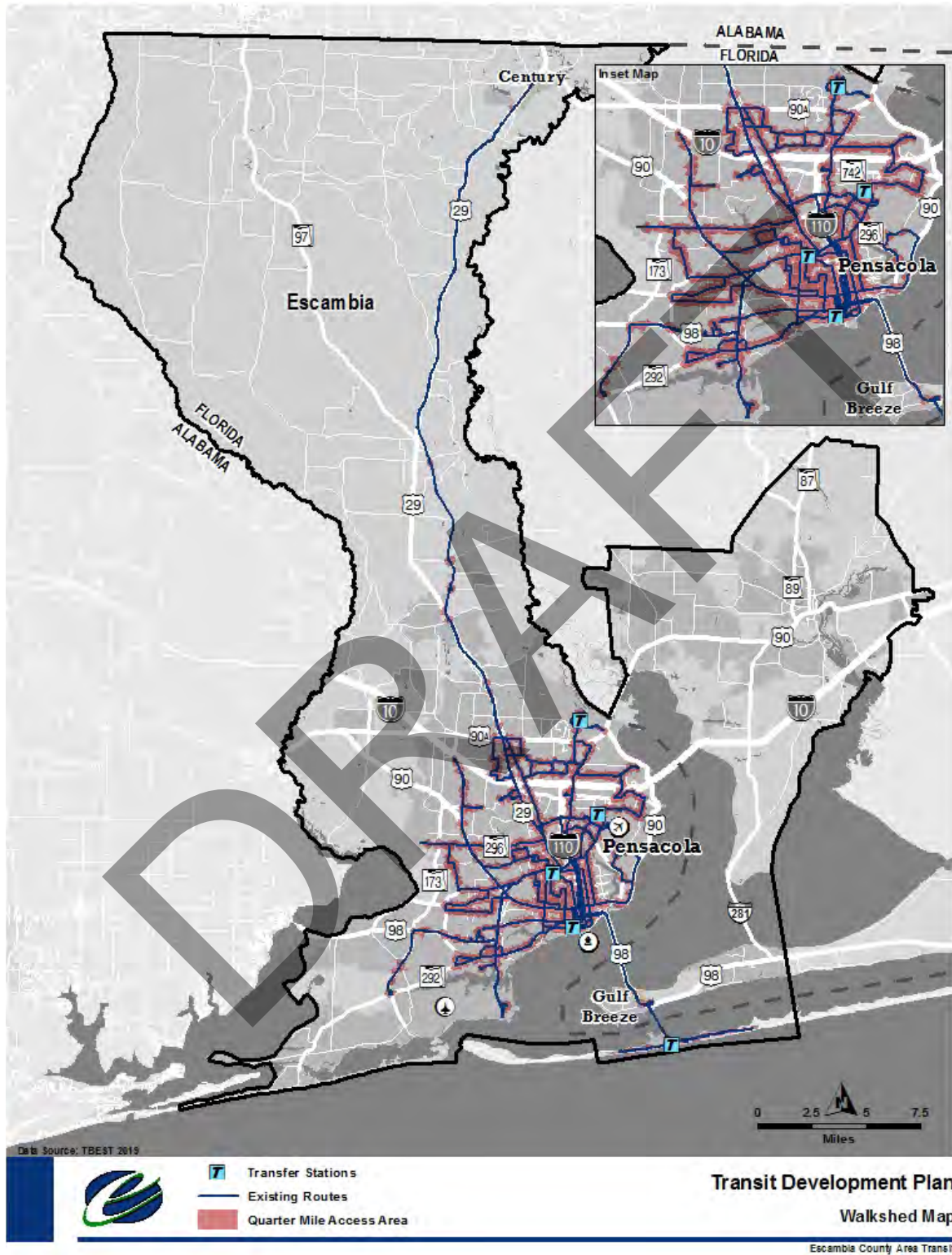
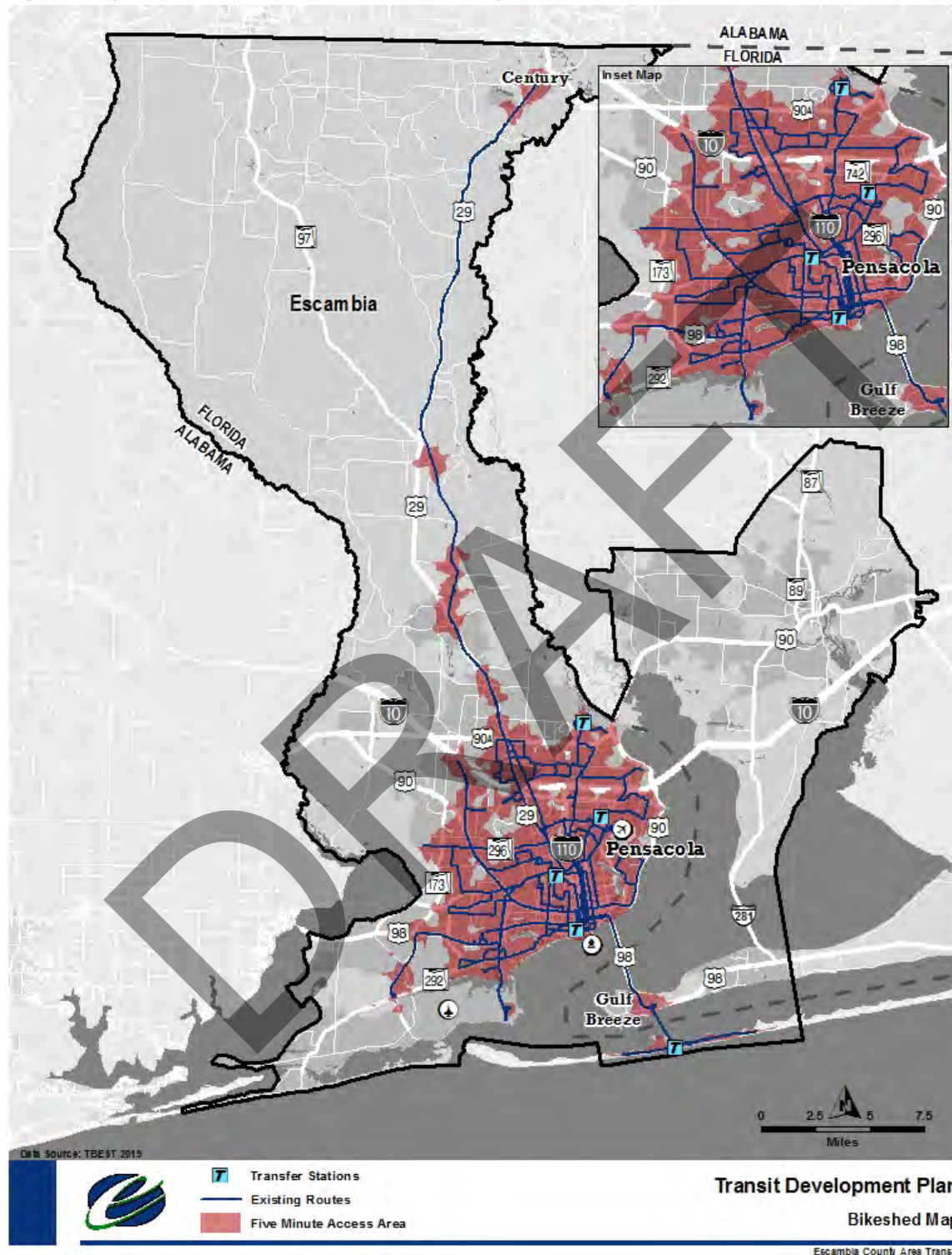




Figure 22 | Five-Minute Bikeshed from ECAT System







### 3.7 Conclusion

The baseline conditions assessment for ECAT revealed that while the current routes align with where relatively large concentrations of people are located and the services the residents are traveling to and from, improvements could be made. ECAT service is concentrated heavily in the downtown area with coverage decreasing as one moves out towards the periphery of the service areas. This is also reflected in the survey with more than 40% of the transit users reporting walking times of longer than 10 minutes to their destinations.

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## 4 Existing Transit System

Section 4 focuses on the nature of the existing transit system. It begins by detailing the service present and then examines its performance. From here, it can be assessed how the system is meeting the needs of the public and opportunities for growth.

### 4.1 Transit System Overview

The ECAT system is comprised of routes, facilities such as transfer centers, vehicles, and paratransit, all of which are reviewed in this section. Furthermore, there are other social service and private transportation providers that are also discussed. Understanding the existing transit resources is part of the process of developing a long-range plan for the ECAT system.

#### 4.1.1 Routes

As of December 2019, there were 26 routes in the ECAT system, as delineated in Table 17. More recent changes have since been implemented, but for planning purposes, the latest version before the novel coronavirus (COVID-19) pandemic is studied. Most routes run at one-hour frequencies, with Route 45 serving as a “trunk line” along Davis Highway at 30-minute frequencies. Route 41 has a 40-minute headway though it only serves the peak hours. Routes connecting to the Naval Air Station (NAS) Pensacola and Pensacola Beach area are less frequent, though there is more than one such route for each area. Route 60, which provides express service to the northern areas of the County, simply runs three round trips per day. In addition to numbered routes, ECAT operates four Trolleys: two on the University of West Florida’s (UWF) campus, one on Pensacola Beach, and one Jury Trolley connecting the Pensacola Bay Center “Park and Trolley” lot to Federal and County courthouses. The system’s routes radiate from transfer centers, primarily the Rosa L. Parks Transit Complex and Downtown Transfer Center. The complete route profiles are found in Appendix A.

Table 17 | ECAT Route Inventory

Route No.	Key Location / Corridors Served	Number of Stops	Headway <sup>5</sup>	Hours <sup>6</sup>
1	Oakcrest / Cerny Heights	49	1 hour	5:30 AM to 6:25 PM
2	Brownsville / Myrtle Grove	107	1 hour	5:00 AM to 7:25 PM
31	Cordova Mall / 12 <sup>th</sup> Ave	48	1 hour	6:00 AM to 5:55 PM
32	9 <sup>th</sup> Avenue / Downtown	44	1 hour	6:00 AM to 6:55 PM
41	East Pensacola Heights	30	40 minutes	6:00 AM to 9:55 AM 2:30 PM to 6:25 PM
43	UWF / Scenic Heights	103	1 hour	5:30 AM to 6:55 PM
44	Brownsville / North Hill	74	1 hour	5:00 AM to 6:55 PM
45	Davis Highway	106	30 minutes	5:30 AM to 7:25 PM

<sup>5</sup> Weekday headway

<sup>6</sup> Hours listed are for weekday, except for Route 64. Hours listed for Route 64 are weekend.





Route No.	Key Location / Corridors Served	Number of Stops	Headway <sup>5</sup>	Hours <sup>6</sup>
<b>47</b>	Bellview / Montclair	81	1 hour	5:30 AM to 6:55 PM
<b>48</b>	Baptist Hospital / MC Blanchard	77	1 hour	5:30 AM to 7:25 PM
<b>50</b>	Wedgewood / Lincoln Park	112	1 hour	5:00 AM to 7:55 PM
<b>51</b>	Ensley / Brentwood	66	1 hour	5:30 AM to 6:25 PM
<b>52</b>	Cordova Mall / Pensacola State College	28	30-60 minutes	6:00 AM to 7:25 PM
<b>55</b>	Pace Blvd / Warrington	73	1 hour	6:00 AM to 6:55 PM
<b>57</b>	NAS Pensacola / Downtown	62	100 minutes	6:00 AM to 5:40 PM
<b>58</b>	Corry Station / Naval Hospital	72	2 hours	5:30 AM to 7:25 PM
<b>59A</b>	Naval Air Technical Training Center / Pensacola International Airport	8	75 minutes	4:40 AM to 11:50 AM 2:35 PM to 4:40 PM
<b>59X</b>	Corry Station / NAS Pensacola / Cordova Mall	6	50 minutes	1:55 PM to 10:00 PM
<b>60</b>	Century <sup>7</sup>	49	6 hours	5:20 AM to 7:55 PM
<b>61</b>	Pensacola Beach <sup>8</sup>	23	4 hours	8:00 AM to 6:00 PM
<b>63</b>	Michigan Ave / Pensacola International Airport	74	1 hour	6:00 AM to 6:20 PM
<b>64</b>	Beach Jumper <sup>9</sup>	9	100 minutes	10:40 AM to 9:05 PM
<b>Pensacola Beach Trolley</b>	Pensacola Beach	29	15-20 minutes	4:00 PM to 12:00 AM
<b>UWF Trolley</b>	University of West Florida	19	10 minutes	6:55 AM to 9:25 PM
<b>UWF Express Shuttle</b>	University of West Florida	9	40 minutes	7:30 AM to 8:40 PM
<b>Jury Trolley</b>	Federal and County courthouses <sup>10</sup>			7:00 AM to 5:00 PM

<sup>7</sup> Route 60 provides commuter express service between Century and Pensacola.

<sup>8</sup> Route 61 provides express service between Pensacola and Pensacola Beach

<sup>9</sup> Route 64 only runs on Fridays and weekends

<sup>10</sup> The Jury Trolley only runs on Mondays



ALABAMA  
FLORIDA

Century

Escambia

FLORIDA  
ALABAMA


Santa Rosa

Pensacola

Gulf Breeze

0 2.5 5 7.5  
Miles

Data Source: TBEIST 2015

 Transfer Stations  
Existing Routes  
Study Area

Urbanized Area  
County Boundary

**Transit Development Plan**  
Existing Service Area

Escambia County Area Transit





## 4.1.2 Public Transportation Facilities

### 4.1.2.1 Transfer Centers

While there are transfer opportunities throughout the system, six stops in particular are designated as transfer centers, as listed in Table 18. The primary transfer center is the Rosa L. Parks Transit Complex, located adjacent to the agency's bus parking lot and maintenance facility in Gouilding. Another important transfer center, serving 10 of ECAT's routes, is the Downtown Transfer Center in Downtown Pensacola. Other transfer centers serve Pensacola State College (PSC), UWF, and Pensacola Beach.

Table 18 | ECAT Transfer Centers

List #	Stop Name	Location	Routes
1	Rosa L. Parks Transit Complex	N. L St @ W. Fairfield Dr	1, 2, 32, 44, 45, 47, 48, 50, 51, 52, 55, 59A, 60, 61
2	Downtown Transfer Center	W. Government St between S. Reus St & S. Spring St.	2, 31, 32, 41, 44, 45, 48, 57, 58, 59A
3	PSC Transfer Center	Pensacola State College	31, 43, 52, 63
4	Hal Marcus College of Science & Engineering	University of West Florida	43, UWF Trolley, UWF Express Shuttle
5	Publix/Target at University Town Center	University Parkway @ E. Nine Mile Rd.	43, UWF Express Shuttle
6	Gulfside Pavilion Bus Stop	Pensacola Beach Ball Tower	61, Pensacola Beach Trolley

Figure 24 | Rosa L. Parks Transit Complex







Figure 25 | Downtown Transfer Center



Figure 26 | PSC Transfer Center







Figure 27 | Hal Marcus College of Science & Engineering



Figure 28 | Publix/Targe at University Town Center







Figure 29 | Gulfside Pavilion Bus Stop



#### 4.1.2.2 Park-and-Ride Facilities

Park-and-ride opportunities are present throughout the study area, although only two are served by ECAT. Lots owned by the Florida Department of Transportation (FDOT) are shown in Table 19 and Figure 30. The first occurs under I-110 west of the Pensacola Bay Center. It has “Park and Trolley” signs, as it provides access to the Jury Trolley, and it also serves Routes 45 and 61. The other lot serving the ECAT system is in Century. The one other FDOT lot in Escambia County and the three in Santa Rosa County do not currently provide access to the ECAT system. Additionally, in Downtown Pensacola, as illustrated in Figure 31, both municipal and private parking facilities can be utilized via the Park Pensacola smartphone application.

Table 19 | FDOT Park & Ride Facilities

List #	Location	Spaces	County	Routes
1	E. Gregory St @ N. Alcaniz St., under I-110 ramps, Pensacola	205	Escambia	45, 61, Jury Trolley
2	US-90 (Scenic Hwy) @ I-10 interchange, Yniestra	18	Escambia	None
3	SR-4 @ US-29, Escambia Sheriff's Office, Century	6	Escambia	60
4	Avalon Blvd @ San Juan St, Avalon	37	Santa Rosa	None
5	US-90 @ SR-281, Galt City	36	Santa Rosa	None
6	SR-87 @ US-90, Milton	9	Santa Rosa	None



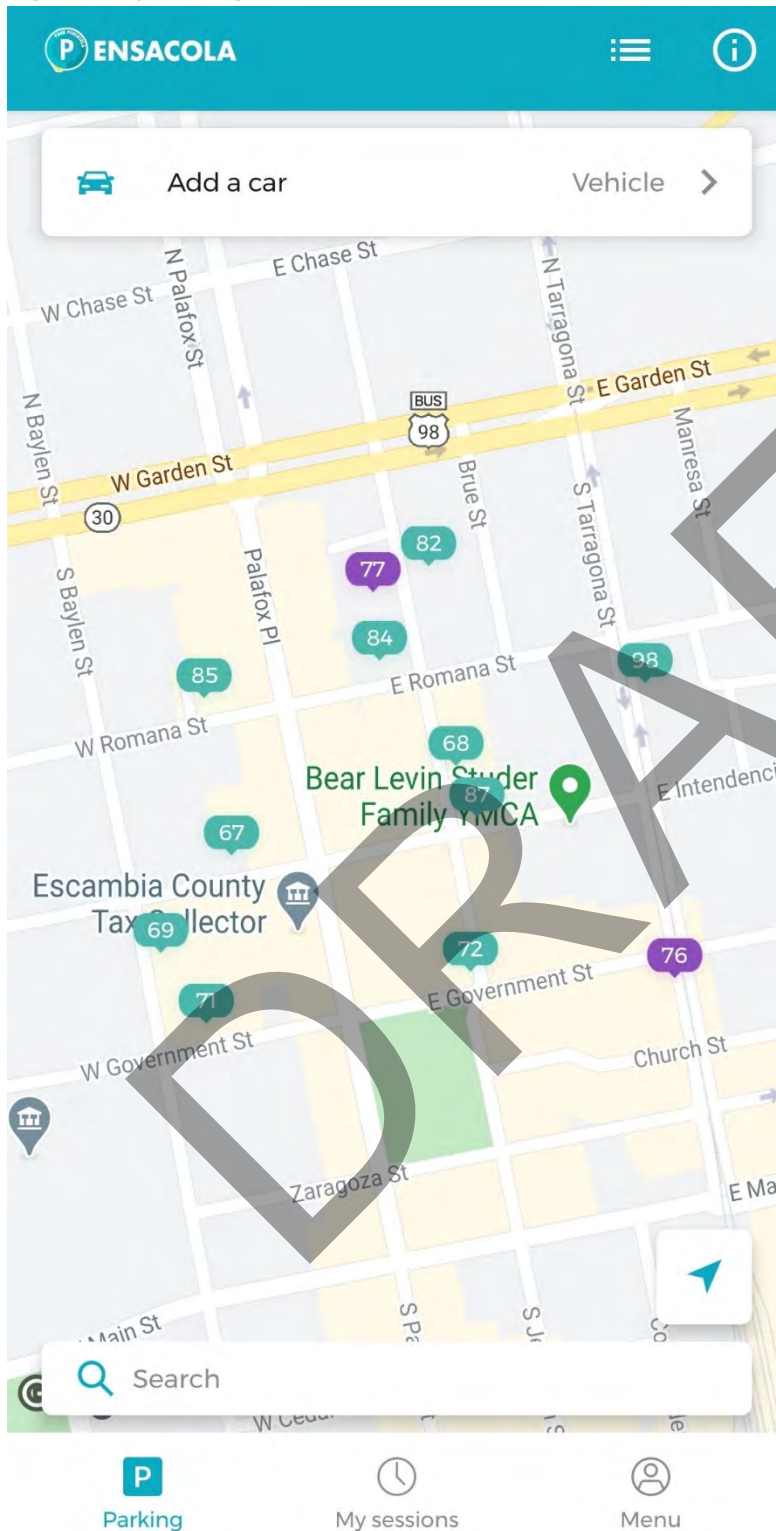
Figure 30 | FDOT Park & Ride Facilities







Figure 31 | Parking in Downtown Pensacola via Park Pensacola App





### 4.1.3 Equipment Inventory

The ability of a transit system to provide reliable service depends on the nature of its vehicle inventory. Per 2019 data retrieved from the National Transit Database (NTD), most of ECAT's vehicles are regular or cutaway buses, as shown in Figure 32, with a few of them being vans.

Figure 33 shows the average age of ECAT's vehicles by type as compared to minimum age requirements and Useful Life Benchmarks (ULBs). The minimum age is the minimum useful life required by the Federal Transit Administration (FTA) for grant funding. The ULB is the age that the vehicle is expected to reach. This report uses default ULBs from the FTA, though agencies are allowed to adjust their own ULB's with FTA approval. On average, the age of ECAT's vehicles is slightly above the minimum age but falls 1-3 years below the ULB.

Figure 34 shows the average vehicle miles compared to the FTA-required minimum. This minimum can be used in lieu of minimum age. The average miles of ECAT vehicles are approximately 50,000 to 100,000 miles above the minimum requirement.

Figure 32 | ECAT Vehicles by Type

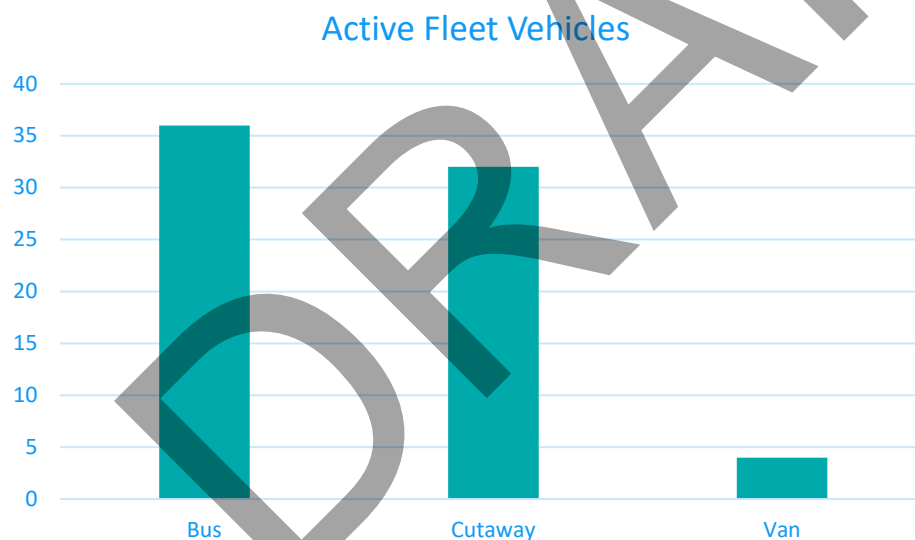




Figure 33 | ECAT Vehicle Age and Useful Life

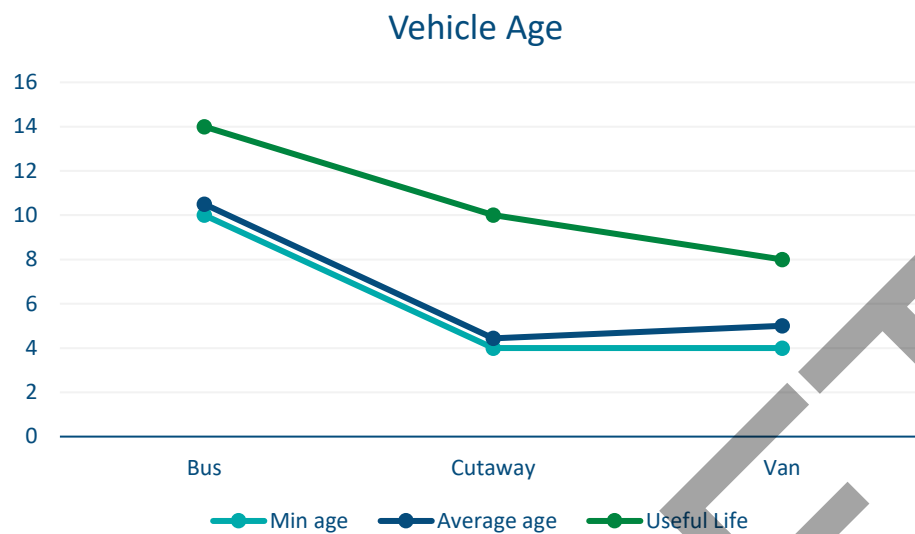
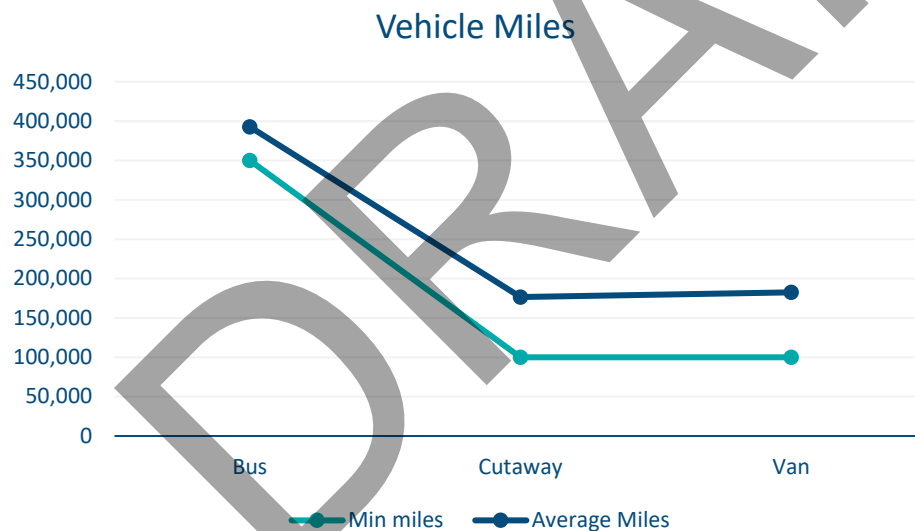


Figure 34 | ECAT Vehicle Miles



#### 4.1.4 Paratransit

Paratransit in Escambia County is run by Escambia County Community Transportation (ECCT), which functions as a separate unit under the County's Mass Transit Department. It provides two classes of paratransit: ECAT ADA Transportation and Non-Sponsored Services. The ADA service, while provided by ECCT, is administered by ECAT and is for individuals with disabilities whose origins and destinations are within  $\frac{3}{4}$  mile from an ECAT fixed route. Trips must be reserved at least one day in advance, Monday through Friday, by 5:00 PM. The ADA fare is \$3.50 on paratransit.



Non-Sponsored Services are provided for other riders in Escambia County in need of transportation who cannot access the fixed route service, such as those living in the northern part of the County. Such trips must be reserved by noon the day prior to the trip, and they are subject to daily funding constraints. No more than three one-way trips per day are permitted. The service runs 24 hours per day.

#### 4.1.5 Other Transportation Providers

In addition to ECAT, there are private and social service transportation providers in the study area, some of which are listed in Table 20 and Table 21. These services can fill need gaps not currently served by the ECAT system.

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Table 20 | Escambia County Private Transportation Providers

Organizations	Address	Phone	Type	Service Area
<b>654 LIMO</b>	13 Palafox Place, Pensacola, FL 32502	850-777-3001	Shuttle, taxi, charter bus	Gulf Shores to Panama City
<b>AA Green Transportation</b>		850-240-4575		
<b>A Ontime Airport Connection</b>	404 Andrew Jackson Trl Gulf Breeze, FL 32561	850-266-3814	Airport shuttle	100-mile radius of PNS Airport
<b>A Prestige Limousine</b>	1000 North W St Pensacola, FL 32505	850-457-1010	Limousine & charter bus	
<b>Able Airport Shuttle</b>	Gulf Breeze, FL	850-607-0209	Airport shuttle	Spanish Fort, AL to Seaside, FL
<b>Advantage Airport Shuttle &amp; Taxi</b>		850-420-7807	Airport shuttle & taxi	Pensacola to Panama City
<b>Airport Shuttle &amp; Delivery</b>	2430 Airport Blvd, Pensacola, FL 32504	850-478-4477	Airport taxi & shuttle	
<b>Black Taxi</b>	247 Bent Arrow Dr, Destin FL 32541	850-610-6000	Taxi, shuttle, entertainment	
<b>Coastal Express Shuttle</b>		251-923-8336	Shuttle and taxi	Mobile to Pensacola
<b>Dreamcatcher Shuttle Service</b>	P.O. Box 951 Gulf Breeze, FL 32562	850-982-7433	Shuttle	
<b>Emerald Coast Luxury Transportation</b>	Santa Rosa Beach, FL 32459	850-774-8345	Luxury and airport	
<b>First Class Limousine Service of NW FL</b>		850-516-4924	Limousine	
<b>Greyhound</b>	505 W Burgess Rd. Pensacola, FL 32503	850-476-4800	Bus	Nationwide; local stop in Pensacola



Organizations	Address	Phone	Type	Service Area
<b>Lyft</b>	185 Berry Street. San Francisco, CA 94158	855-865-9553	Ride-hailing	Escambia, Santa Rosa, and Okaloosa Counties
<b>Pensacola Gulf Coast Shuttle</b>	100 Via De Luna Dr, Pensacola Beach, FL 32561	850-501-4446	Taxi and shuttle	100-mile radius of PNS Airport
<b>Royal Taxi</b>	4771 Bayou Blvd, Pensacola, FL 32503	850-934-0123	Taxi/Shuttle	Escambia and Santa Rosa Counties
<b>T-Mac Shuttle Service</b>	937 Denton Blvd NW, Apt 45 Fort Walton Beach, FL 32547-1662	850-217-9141	Shuttle	
<b>Transporter</b>		850-501-4448		
<b>Uber</b>	301 Vermont St, San Francisco, CA		Ride-hailing	Escambia to Walton County
<b>United Airport Shuttle</b>		850-213-6344 850-462-1173	Airport shuttle	Escambia, Okaloosa, Baldwin Counties
<b>zTrip</b>	3434 Dr. Martin Luther King Jr. Dr. Pensacola, FL. 32503	850-315-1515	Ride-hailing	



Table 21 | Social Transportation Providers

Organizations	Address	Phone	Type	Service Area
<b>Acts Retirement - Life Communities (Azalea Trace)</b>	10100 Hillview Dr, Pensacola, FL 32514	850-857-4932	Elderly	
<b>American Cancer Society Road to Recovery</b>	5401 Corporate Woods Dr, Suite 100 Pensacola, FL 32504	850-475-0850	Medical (cancer-related)	
<b>BrightStar Care</b>	4300 Bayou Blvd, Suite 8 Pensacola, FL 32504	800-850-3904	Elderly	
<b>Care.com</b>	201 Jones Road, Suite 500 Waltham, MA 02451	781-642-5900	Elderly – hire individual drivers	
<b>Comfort Keepers</b>	1149 Creighton Rd #5, Pensacola, FL 32504	850-791-6700	Elderly	Greater Pensacola area
<b>Home Care Solutions</b>	25 E Wright St, Suite 2512, Pensacola, FL 32501	850-433-0733	Medical	
<b>Life Care Center of Pensacola</b>	3291 E Olive Rd, Pensacola, FL 32514	850-494-2327	Skilled Nursing & Rehab	
<b>Northpoint and Westpointe Retirement Community</b>	5100 Northpointe Pkwy, Pensacola, FL 32514	850-484-8383	Bus and limo	
<b>Northwest Florida Area Agency on Aging, Inc.</b>	5090 Commerce Park Circle, Pensacola, Florida 32505	850-494-7101	Elderly	Escambia, Santa Rosa, Okaloosa, and Walton Counties
<b>Sabal House, Veritas InCare LLC</b>	150 Crossville St, Cantonment, FL 32533	850-477-1312	Senior living	
<b>Specialty Care</b>		850-476-3599	Non- emergency	





Organizations	Address	Phone	Type	Service Area
<b>Transporters Inc.</b>				
<b>TLC Caregivers</b>	4400 Bayou Blvd #9, Pensacola, FL 32503	850-857-0920	Home care	Northwest Florida
<b>TLT Transport</b>	3061 Chippewa Ln, Pace, FL 32571	850-995-9300	Non- emergency medical	Gulf Coast
<b>Tri-County Community Council</b>	302 North Oklahoma St P.O. Box 1210 Bonifay, FL 32425	850-547-3689	Transportation disadvantaged	Holmes, Washington, Walton, and Santa Rosa Counties
<b>University Pines - Holiday Retirement</b>	8991 University Pkwy, Pensacola, FL 32514	850-972-1622	Senior living	

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## 4.2 Performance Analysis

This section focuses on the performance of the existing ECAT service. At the system level, it begins by looking at ridership, travel times, and farebox recovery. It then reviews the ECAT system's trends and compares them to its peers. Individual routes are also profiled in the Appendix. Understanding the system's performance will guide future improvements.

### 4.2.1 Ridership

Table 22 shows the weekday ridership by route in 2019, before the COVID-19 pandemic, both in terms of daily total ridership and ridership per revenue hour. The best performing route in the system by far is the Pensacola Beach Trolley, which is funded by the Santa Rosa Island Authority, and traverses the length of the developed part of Pensacola Beach in the summer later afternoons and evenings. Several factors can be attributed to this success, such as being focused on a single corridor, its frequency, and it being free. These factors make the system intuitive and trip lengths relatively short. The second highest ridership occurs on Route 45, which serves as a "trunk line" on the Davis Highway and Dr. Martin Luther King Jr. Drive running at 30-minute headways. However, its ridership per revenue hour is below the systemwide average. Routes that perform well with ridership per revenue hour include Route 55, which connects to Warrington and Navy Point; Route 1, which connects to Oakcrest and Cerny Heights; Route 52, which connects to the Cordova Mall and Pensacola State College; and Route 2, which connects to Downtown and Myrtle Grove. Routes 57 through 64, which generally run less frequently and provide more specialized service, all have low ridership. The worst performing route is the 59A at 1.8 riders per revenue hour. It is not currently running during the COVID-19 pandemic. The second worst performer is Route 41, which provides peak-hour service to East Pensacola Heights. The ridership of the UWF routes is surprisingly low, considering that they serve a university population. A further study of this phenomenon may be warranted. The overall system averages approximately 15 riders per revenue hour.

Table 22 | 2019 Ridership by ECAT Route

Route	Weekday Ridership <sup>11</sup>	Weekday Revenue Hours	Weekday Ridership Per Revenue Hour
1	334	11.9	28.0
2	403	19.8	20.3
31	96	11.0	8.8
32	133	11.9	11.1
41	17	7.0	2.5
43	255	18.4	13.8
44	194	12.8	15.1

<sup>11</sup> Weekday ridership is estimated based on annual ridership and allocation of revenue hours between weekday and weekend. For most routes, the ratio of ridership per revenue hour between weekday and weekend was assumed to be 55:45, based on observed trends with the Bay Town Trolley system in Bay County, FL.



Route	Weekday Ridership <sup>11</sup>	Weekday Revenue Hours	Weekday Ridership Per Revenue Hour
45	624	51.8	12.1
47	283	18.4	15.4
48	225	12.8	17.5
50	270	26.8	10.0
51	203	11.9	17.0
52	433	20.2	21.5
55	351	11.9	29.5
57	68	8.8	7.7
58	85	13.4	6.3
59A	13	7.4	1.8
59X	119	13.5	8.8
60	28	5.8	4.8
61	40	4.5	8.8
63	119	16.0	7.4
64 <sup>12</sup>	61	6.7	5.9
Pensacola Beach Trolley	1,345	24.0	56.0
UWF Trolley	106	13.3	8.0
UWF Express Shuttle	282	36.0	7.9
Total	6,087	396	15.4

### 4.2.2 Farebox Recovery

Farebox recovery is the percent of operating costs that are recovered from fare revenue, as depicted in Figure 35. In 2019, according to the FTA, the average farebox recovery rate for United States transit systems was 32.3% across all modes and 20.9% for conventional buses.

ECAT's fare structure is shown in Table 23. The base fare is \$1.75, and a 30-day pass is less than \$50. Commuter routes and the Beach Jumper are slightly more expensive with a base fare of \$2.35. The Beach

<sup>12</sup> For Route 64, because it only operates Friday through Sunday, weekend ridership was used instead.





and UWF Trolleys are free. The Beach Trolley is funded by the Santa Rosa Island Authority, while the UWF Trolleys are funded by UWF.

Figure 35 | Farebox Recovery Explained  
**Farebox Recovery**

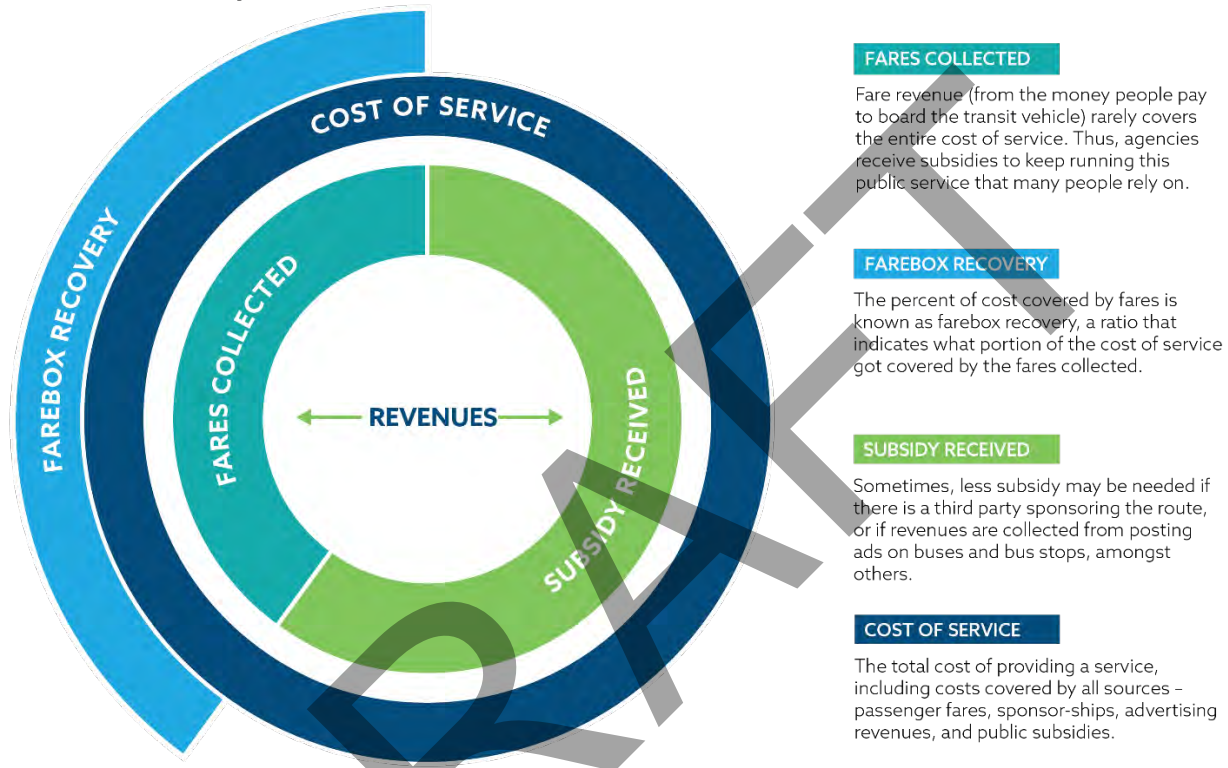


Table 23 | ECAT System Fares

Category	Single Fare	Passes	Stored Ride	Commuter Routes (59A, 59X, 60, 61)	Beach Jumper (64)	Beach & UWF Trolleys
<b>Base fare</b>	\$1.75	1 day: \$5.25 7 day: \$14.50 30 day: \$47.00	1 ride: \$1.75 20 rides: \$29.00	\$2.35	\$2.35	Free
<b>Seniors or persons with disabilities</b>	\$0.85	30 day: \$35.00	10 rides: \$7.00	\$1.10	\$1.10	Free
<b>Medicare cardholders</b>	\$0.85	--	10 rides: \$12.00	\$1.10	\$1.10	Free



Category	Single Fare	Passes	Stored Ride	Commuter Routes (59A, 59X, 60, 61)	Beach Jumper (64)	Beach & UWF Trolleys
<b>Student<sup>13</sup></b>	\$1.25	--	10 rides: \$12.00	\$1.75	\$1.75	Free
<b>ADA-certified transportation ID cardholders</b>	Free	--	--	Free	Free	Free
<b>Military in uniform</b>	Free	--	--	Free	Free	Free
<b>Military with active or retired military ID but not in uniform</b>	\$1.00	--	--	\$2.00	Free	Free

Table 24 provides ECAT's farebox recovery ratio from 2015 to 2019. Fare revenue has overall risen more quickly than operating expenses, meaning that the farebox recovery ratio has risen slightly. However, it is near 13%, which is below the 21% national average for local bus. The farebox recovery ratios for individual routes is shown in the route profiles presented later in this section.

Table 24 | ECAT Farebox Recovery Ratio

Measure	2015	2016	2017	2018	2019	% Change 2015-2019
<b>Fare Revenue</b>	\$1,170,751	\$1,195,692	\$1,344,678	\$1,738,324	\$1,745,317	49.08%
<b>Operating Expense</b>	\$9,325,895	\$12,755,059	\$14,902,326	\$13,190,107	\$13,127,021	40.76%
<b>Farebox Recovery Ratio</b>	12.6%	9.4%	9.0%	13.2%	13.3%	5.9%

#### 4.2.3 Strategies to Improve the Farebox Recovery Ratio

The following is a list of strategies ECAT will employ to improve the farebox recovery ratio:

1. Monitor key performance indicators for individual fixed-routes and determine if adjustments need to be made;

<sup>13</sup> The Student category includes elementary through college. High school and college students, though, must present their ECAT Student ID card to receive the discounted fare.



2. Ensure that transit continues to serve major activity centers, potentially increasing effectiveness of the service;
3. Strive to increase ridership by enhancing marketing and community relations activities
4. Utilize cost efficiencies through careful budgeting, monitoring and controlling of expenditures required to operate and administer transportation services;
5. Adopt fare strategies that will encourage ridership by making transit more attractive and convenient to use;
6. Maintain a fare collection system that reduces opportunities for fare abuse and minimize the administrative costs associated with fare collection; and
7. Increase ridership by continuing to transition capable paratransit riders to the fixed route.

#### 4.2.4 Travel Time Analysis

The travel time analysis compares the travel time between the automobile and transit modes for origin-destination pairs in the service area. The study area was first divided into zones, as depicted in Figure 36. These zones were used in a public engagement survey. For each zone, a representative point known as a centroid was determined. The description and centroid of each zone are presented in Table 26. No transit presently serves Zone 9, so it is not included in the analysis.

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Table 25 presents the percent increase in travel time via transit compared to the automobile from zone to zone. The assessment was conducted using Google Maps and the December 2019 transit schedule. The travel time assessment reflects peak conditions.

Travel time among zones 3 through 7, travel between them was relatively low. Their centroids occur along the US-29 corridor, and are served by the commuter express Route 60. However, the frequency of this route is low, which may result in wait time compared to the car. The percentages for zone 1 are higher than expected considering that its centroid is the Downtown Transfer Center. In particular, the travel time from the Rosa Parks to the Downtown Transfer Center is 114% longer by transit. This result may warrant further study of improving transit travel to Downtown Pensacola. The percentages for Zone 8, in which the centroid is the Naval Air Technical Training Center (NATTC), are high for travel from the zone but relatively low for travel to the zone. This is due to the nature of Route 59A, which connects the ECAT Transfer Center to the NATTC non-stop but does not provide the reverse non-stop connection. A similar result is seen for Zones 10 and 11, as the congestion on the bridge approaching them may be underrepresenting the difference in travel time between the automobile and bus. The travel time matrix provides a sense of where improvements can be targeted to attract riders.

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Table 25 | ECAT Travel Time Zones

Zone	Description	Centroid
1	Downtown Pensacola	Downtown Transfer Station
2	Pensacola E of I-110, S of I-10, N of US-90, W of Pensacola Bay	PSC Transfer Station
3	Brent/Bellview area	Palafox St (US-29) & Brent Ln (SR-296)
4	Myrtle Grove area	Rosa Parks Transfer Station
5	Ensley area	Walmart – US-29 & 9 Mile Rd
6	Cantonment	Williams Ditch Rd & Hwy 95A
7	North Escambia County (along US-29)	Century P&R lot
8	Southwest Pensacola	NATTC Galley
9	Santa Rosa County (east of Gulf Breeze)	Not included in analysis
10	Pensacola Beach	Fort Pickens @ Park West
11	Gulf Breeze	Tiger Point Community Center

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Figure 36 | Locations of ECAT Travel Time Analysis Zones

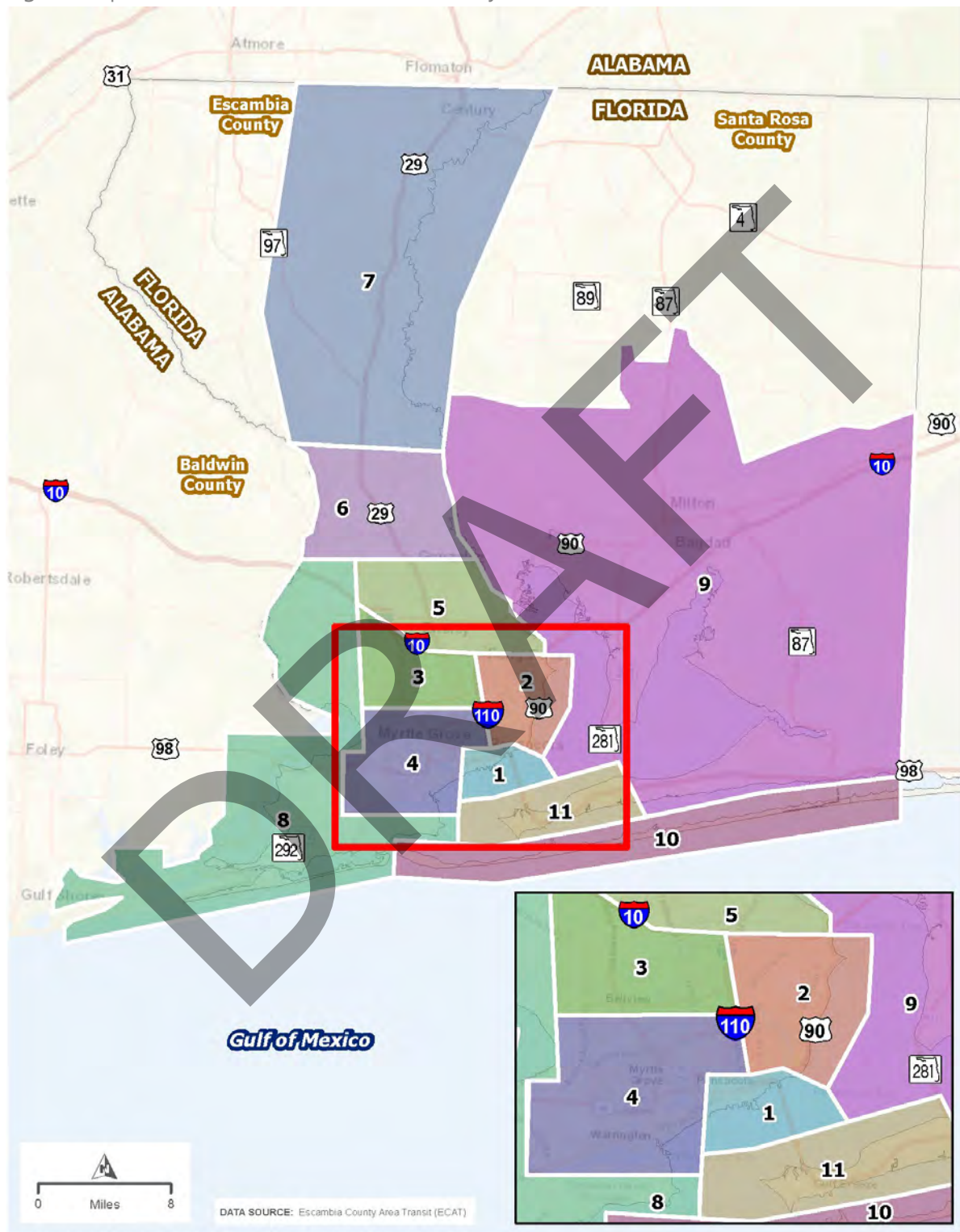




Table 26 | Zone-to-Zone Travel Time - Transit versus Auto<sup>14,15</sup>

From/To	1	2	3	4	5	6	7	8	9	10	11
1	-	39%	133%	60%	117%	61%	75%	25%	-	3%	0%
2	58%	-	0%	27%	97%	69%	52%	12%	-	54%	43%
3	150%	93%	-	0%	0%	0%	4%	8%	-	39%	39%
4	60%	114%	0%	-	0%	0%	30%	0%	-	3%	0%
5	84%	190%	21%	0%	-	0%	17%	40%	-	53%	44%
6	128%	111%	0%	7%	0%	-	32%	120%	-	53%	45%
7	46%	94%	3%	8%	20%	9%	-	65%	-	43%	44%
8	67%	62%	124%	67%	111%	73%	47%	-	-	29%	28%
9	-	-	-	-	-	-	-	-	-	-	-
10	98%	170%	148%	74%	154%	142%	113%	81%	-	-	31%
11	109%	171%	138%	38%	135%	154%	154%	33%	-	0%	-

#### 4.2.5 Trend and Peer Review Analysis

A peer review analysis was conducted to compare the performance of ECAT with other systems that have similar characteristics. A peer review allows transit agencies to identify and prioritize problem areas, as well as learn where they are performing at or above the level of their peer systems. Selected performance indicators, effectiveness measures, and efficiency measures are provided throughout this section in tables and in graphic form to demonstrate the performance of the ECAT compared to peer agencies. This analysis was performed using the 2019 National Transit Database (NTD) data, which is the most recent available.

The chosen performance measures are listed below. For each selected measure, supplementary tables provide the ECAT value, the minimum value among the peer group, the maximum value among the peer group, the mean of the peer group, and the percent that the ECAT values deviate from the mean.

##### 4.2.5.1 Peer System Selection Methodology

The peer selection was conducted using the 2020 Florida Transit Information System (FTIS) database. At the time of the peer selection process, the most current data available on the FTIS database was for the 2019 NTD. The peers were identified using the Transit Cooperative Research Program (TCRP) methodology. The TCRP uses five service characteristics and nine urban area characteristics as grouping factors in determining peer agencies, as described below.

##### 4.2.5.1.1 Service Characteristics

The five service characteristics that TCRP uses are shown in Table 27.

<sup>14</sup> Because there is no bus priority treatment, the percentage was floored at zero, as congestion-based delays to the automobile would presumably result in such delays to transit.

<sup>15</sup> For zones 10 and 11, because the Pensacola Bay Bridge is currently closed, Google Maps is utilizing the Avalon Boulevard bridge for travel to and from these zones. Thus, ECAT's temporary routes 61A and 61B were utilized for transit travel to and from these zones for appropriate comparison.



Table 27 | Service Characteristics

Service Characteristic	Description
<b>Total Vehicle Miles Operated</b>	Total distance traveled annually by revenue service vehicles of a transit system, including both revenue miles and deadhead miles.
<b>Total Operating Budget</b>	Reported total spending on operation, including administration, maintenance, and operation of service vehicles.
<b>Percent Demand Response</b>	Percentage of demand response service for an agency, measured based on the number of vehicles operated in maximum service.
<b>Percent Service Purchased</b>	Percentage of transit service purchased from outside service providers. Measured based on the number of vehicles operated in maximum service.
<b>Service Area Type</b>	An identifier for determining the service and extent of coverage of an agency

Identifiers for service area type are explained in Table 28.

Table 28 | Service Area Types

Identifier	Description
<b>1</b>	Service only to non-urbanized areas (not presently used)
<b>2</b>	Service to multiple urban areas (may also include non-urban areas) and is the primary service provider within at least one urban area central city
<b>3</b>	Only agency operating with an urban area; no non-urban service
<b>4</b>	Agency serves the urban area's central city, where other agencies also provide service to portions of the urban area.
<b>5</b>	Agency provides service into an urban area's central city, but its primary service area does not include a central city.
<b>6</b>	Agency provides service within an urban area but does not provide service to a central city.
<b>7</b>	Only agency operating within an urban area; provides non-urban service.

#### 4.2.5.1.2 Urban Area Characteristics

The TCRP's nine urban area characteristics are as follows:

1. Urban Area Population
2. Population Growth Rate
3. Population Density
4. State Capital
5. Percent Population with a College Degree
6. Percent Poverty
7. Annual Delay (Hours) Per Traveler
8. Freeway Lane-Miles Per Capita
9. Distance







The data for all population-related variables were extracted from ACS. Likeness scores were first determined for each individual screening and peer-group factor. Next, total likeness scores were calculated from the individual scores. The lower the score of a potential peer system, the more similar it is to the target system. Based on the results of the FTIS peer selection process, eight transit systems were selected for the peer review analysis. The eight transit systems include three from Florida and five from other states. All peer systems were chosen based on their total likeness score with the ECAT. The selected peer systems are displayed in Table 29.

Table 29 | Peer Transit Systems

Type	System	Location	Total Likeness Score
Florida Peers	Gainesville RTS	Gainesville, FL	0.65
	Space Coast Area Transit (SCAT)	Cocoa, FL	0.50
	StarMetro	Tallahassee, FL	0.69
Other Peers	Valley Metro	Roanoke, VA	0.40
	The Wave Transit System (WTS)	Mobile, AL	0.43
	Corpus Christi RTA (The B)	Corpus Christi, TX	0.46
	Shreveport Area Transit System (SporTran)	Shreveport, LA	0.48
	Fayetteville Area System of Transit (FAST)	Fayetteville, NC	0.49

### 4.2.5.2 General Performance Measures

The selected general performance indicators for the peer review are presented in this section. Categories of performance indicators include population, population density, ridership, revenue miles, and vehicles. Table 30 and Figure 37 through Figure 44 present the performance indicators for the ECAT peer review analysis.



Table 30 | General Performance Measures - ECAT versus Peer Group

Performance Measure	ECAT	Peer Group Minimum	Peer Group Maximum	Peer Group Mean	ECAT % from mean	ECAT % from mean w/o outlier(s) <sup>16</sup>
Service Area Population	241,661	97,032	579,130	248,994	-3.0%	16.3%
Service Area Population Density	1,279	372	4,512	1,759	-27.3%	9.6%
Passenger Trips	1,398,149	849,876	9,149,481	3,037,085	-54.0%	-38.5%
Revenue Miles	1,618,262	1,003,561	3,825,060	2,112,357	-23.4%	-14.8%
Revenue Hours	109,214	79,264	312,890	152,601	-28.4%	-17.6%
Vehicles Operated in Maximum Service	36	20	116	47	-23.4%	-5.3%
Total Operating Expenses	\$9,711,278	\$7,307,485	\$26,034,509	\$12,979,231	-25.2%	-0.1%
Passenger Fare Revenues	\$1,387,257	\$625,221	\$15,937,771	\$3,247,643	-57.3%	16.5%

<sup>16</sup> The outliers removed for this column's metric were (1) SCAT for Service Area Population; (2) SporTran for Service Area Density; and (3) Gainesville RTS for all others. For Total Operating Expenses, The B was removed as well.



Figure 37 | Service Area Population Comparison

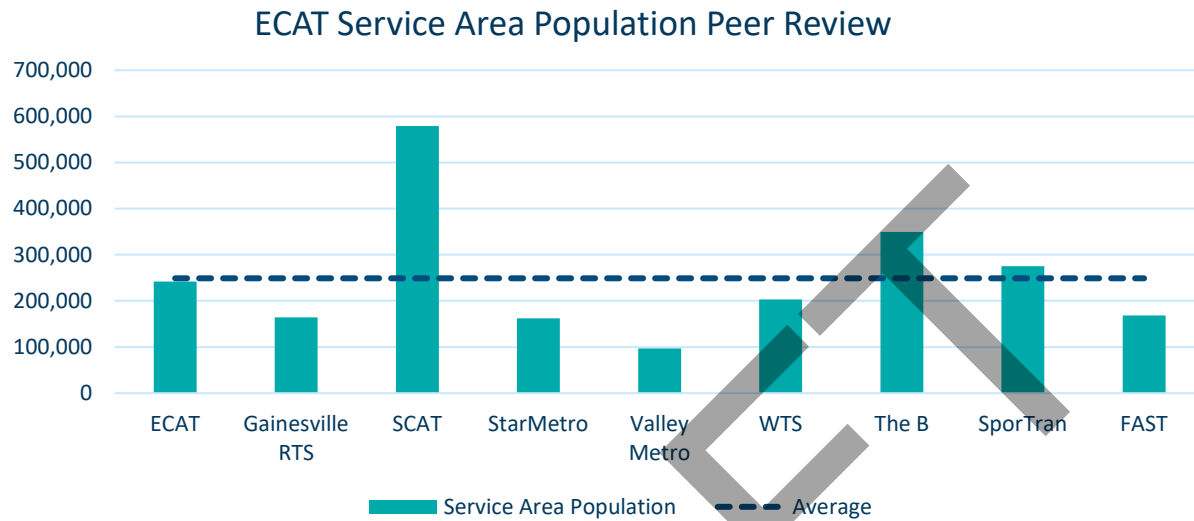


Figure 38 | Service Area Population Density Comparison

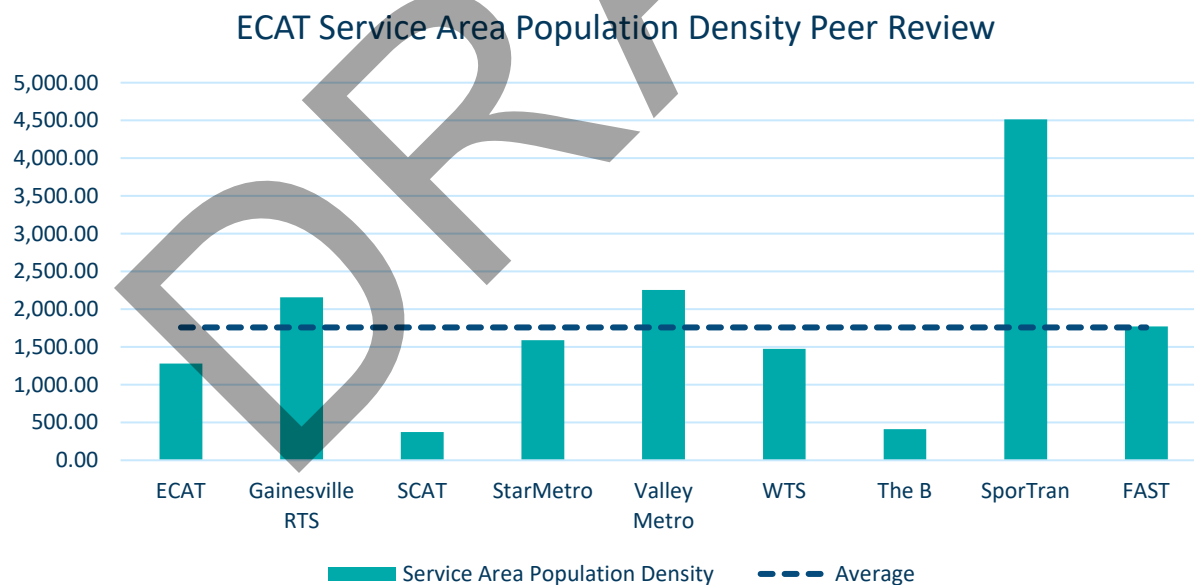




Figure 39 | Passenger Trips Comparison

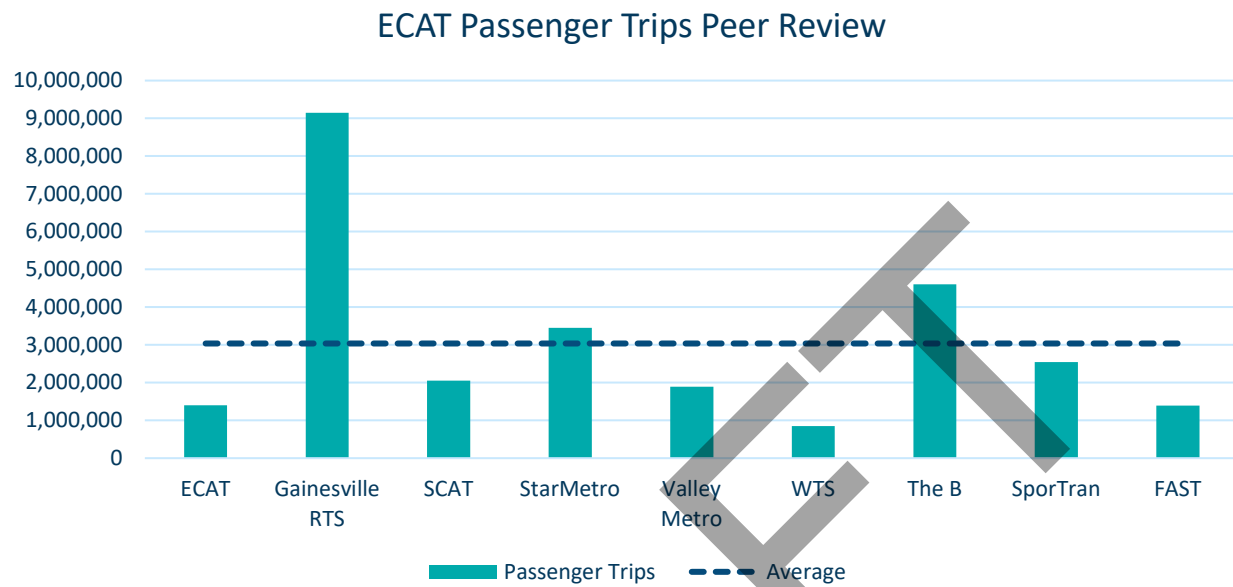


Figure 40 | Revenue Miles Comparison

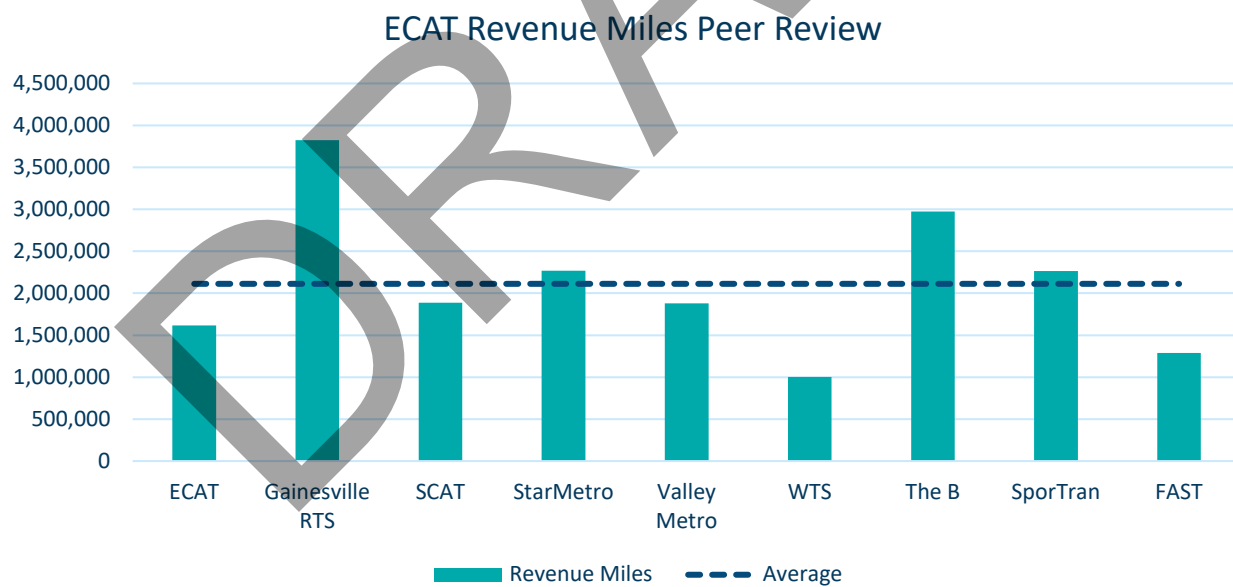






Figure 41 | Revenue Hours Comparison

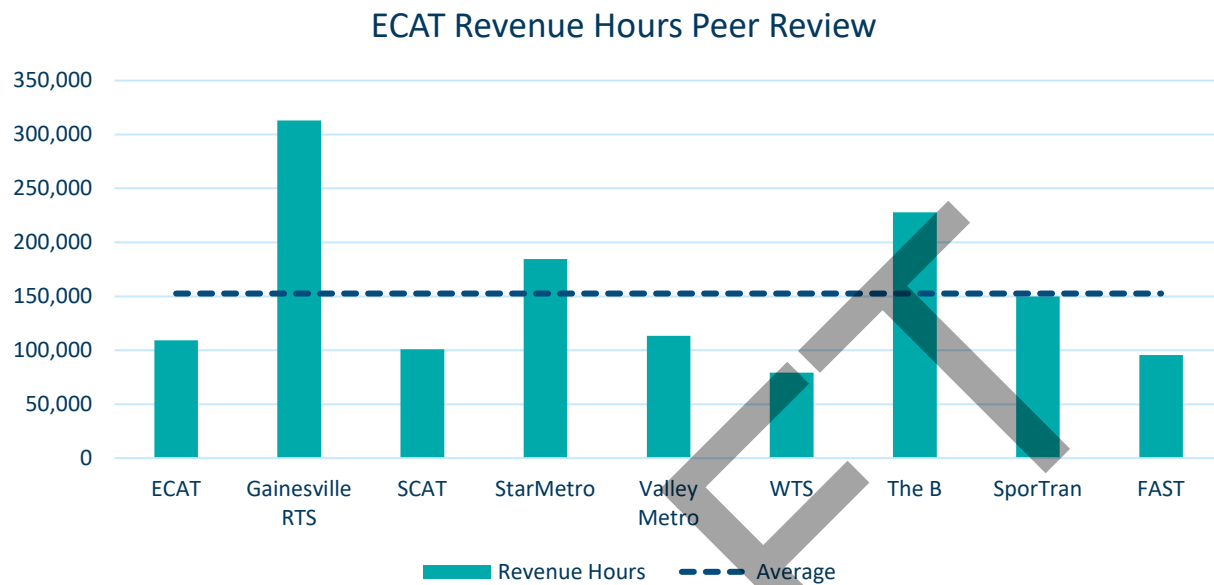


Figure 42 | Vehicles Operating in Maximum Service Comparison

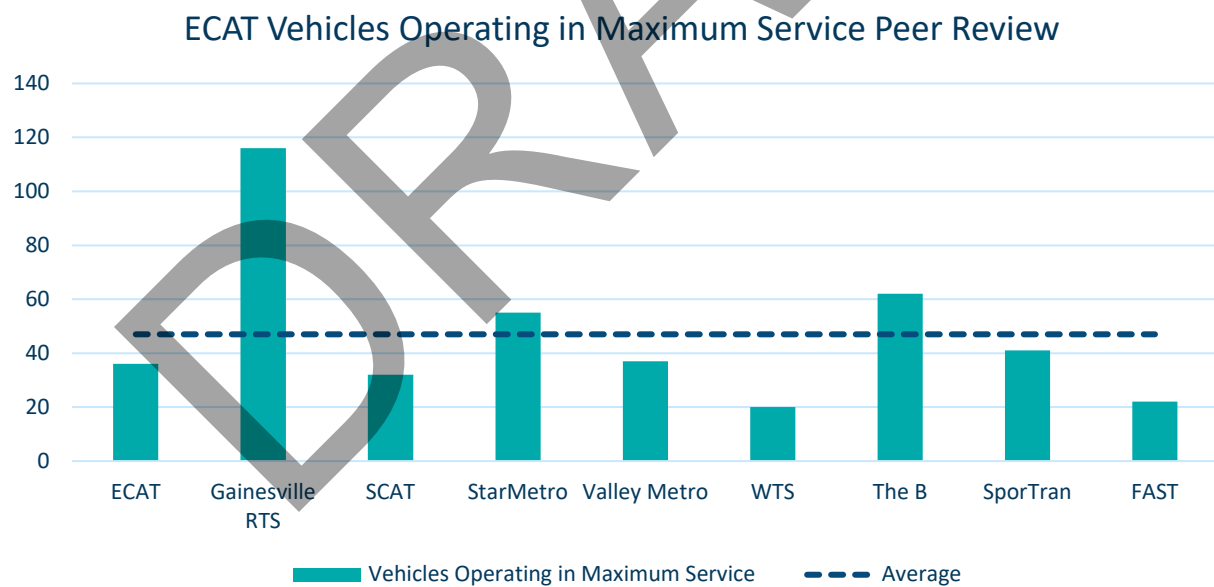




Figure 43 | Total Operating Expenses Comparison

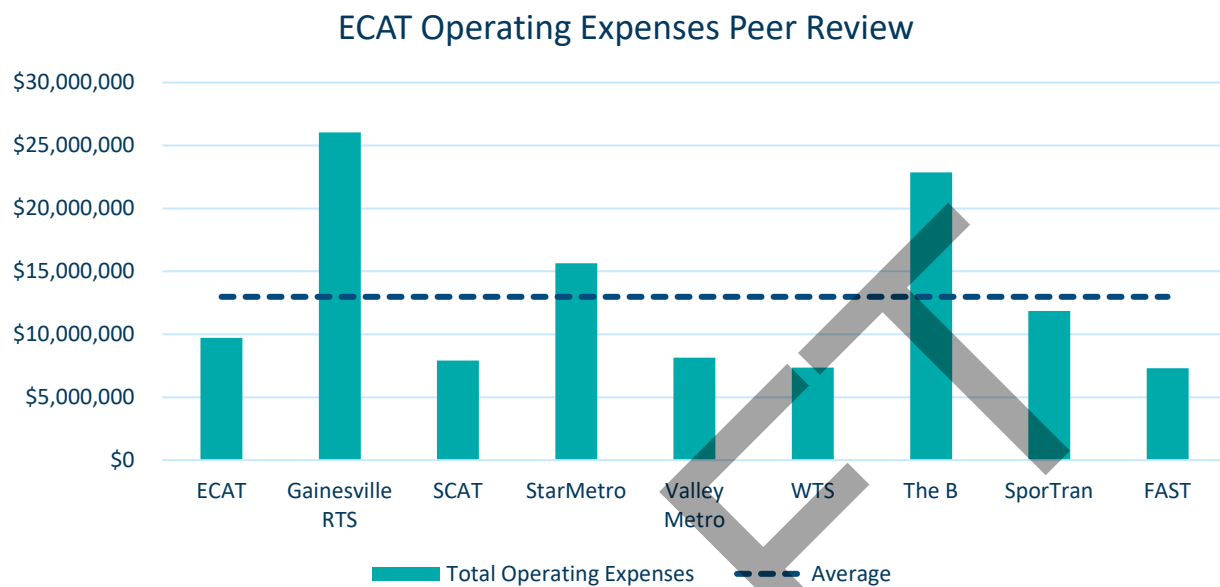
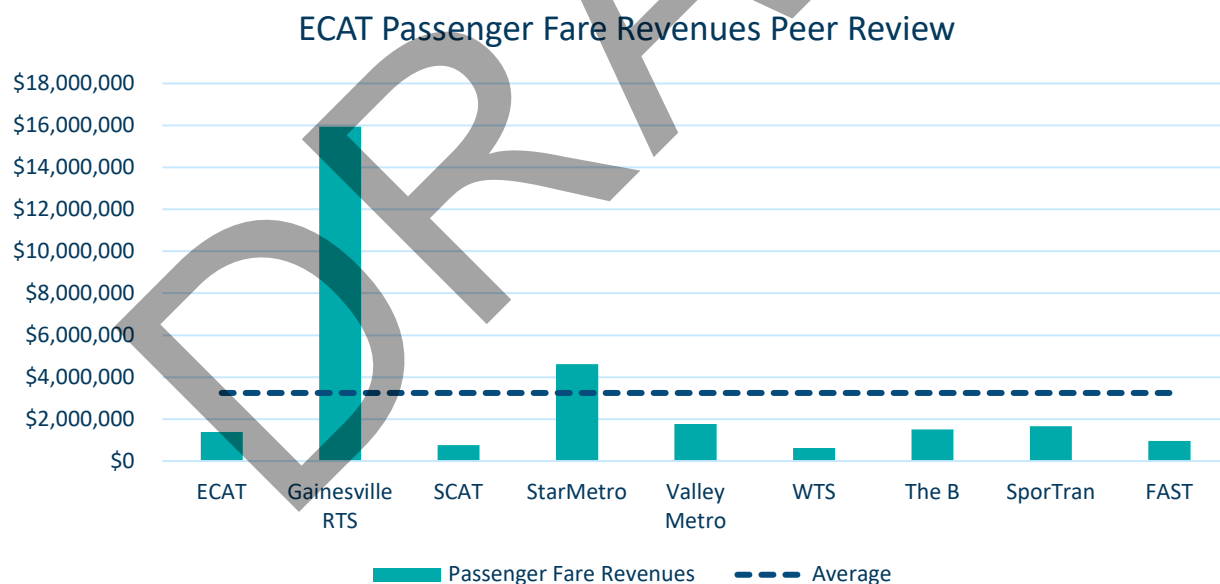


Figure 44 | Passenger Fare Revenue Comparison



Escambia County Area Transit serves a population of 241,661 which is just 3% under the peers reviewed. The service area population density is over 25% less than that of their peers. However, SporTran in Shreveport, Louisiana has a very dense population that is roughly 50% more dense when compared to ECAT and the other transit systems. When SporTran is removed from the equation, ECAT is 9.6% above the average population density. Population density is strongly correlated with transit ridership and



performance, with dense, walkable, mixed-use areas being the most transit supportive. The relatively low density within ECAT's service area poses a challenge to the agency's efficiency and effectiveness.

There is also an outlier for passenger trips. Gainesville RTS in Gainesville, Florida is home to the University of Florida (UF) which is heavily transit-dependent resulting in significantly more trips when compared to its peers. While there are universities served by other peers reviewed, UF promotes transit through a high funding commitment and campus strategies to encourage the use of transit. It should also be noted that Gainesville RTS' ratio of passenger trips to revenue miles is 3:1, which is likely due to the large number of passengers going to locations within a close proximity (i.e. University campus stops). Although Gainesville RTS tends to skew the peer comparison, even when that system is removed from the analysis, ECAT remains 38% below the mean for passenger trips. This indicates that ECAT has very low ridership for a transit system of its size.

The remaining general performance measures follow the same pattern. Gainesville RTS has significantly higher revenue miles, revenue hours and vehicles operating in maximum service. When removed, the percentage away from the mean dropped to -14.8%, -17.6% and -5.3% respectively. While ECAT remains under the average of the peer systems, removing the outlier provides a more accurate representation of the ECAT service. In addition to removing Gainesville RTS from the total operating expenses, The B in Corpus Christi, Texas was removed. This resulted in less than a 1% difference between ECAT and the remaining five peers. The last general performance measure, passenger fare revenues, is skewed directly by Gainesville RTS which receives \$16 million per year (highest in the state of Florida) whereas all other systems, excluding StarMetro which are only slightly above average, remain under \$2 million per year. The high farebox revenue is possible through their diverse funding base; approximately half of RTS' operating costs are recovered through fares and student activity fees.

After conducting the analysis of general performance measures of ECAT in comparison with the chosen peers, it is evident that ECAT has room for improvement. While removing the outliers from the equation results in a closer representation between each measure, the ridership level remains low. This warrants a closer look into the existing transit service which is provided in this report.

#### 4.2.5.3 Effectiveness Measures

The categories selected to measure effectiveness were vehicle miles per service area capita, passenger trips per revenue mile, and weekday span of service. The comparison of ECAT to its peer group is presented in Table 31 and Figure 45 through Figure 47.

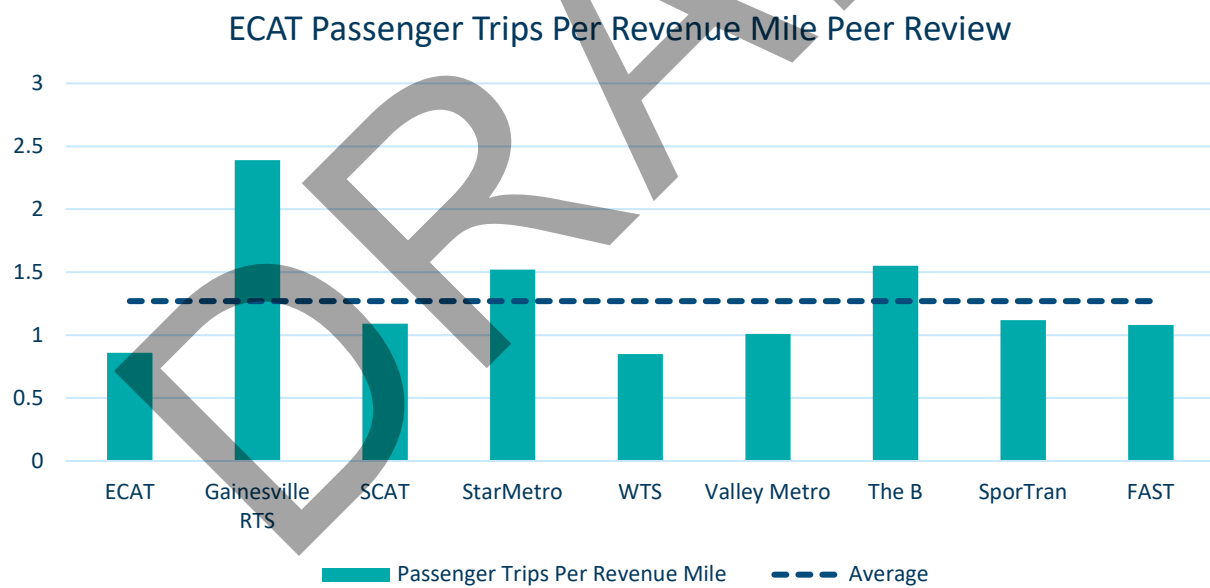




Table 31 | Effectiveness Measures Comparison

Effectiveness Measures	ECAT	Peer Group Minimum	Peer Group Maximum	Peer Group Mean	ECAT % from mean	ECAT % from mean w/o outliers <sup>17</sup>
<b>Passenger Trips per Revenue Mile</b>	0.86	0.85	2.39	1.27	-32.3%	-25.0%
<b>Vehicle Miles per Service Area Capita</b>	6.96	3.34	24.32	11.27	-38.2%	-13.8%
<b>Weekday Span of Service (in hours)</b>	17.33	15.00	22.92	18.55	-6.6%	-6.6%

Figure 45 | Passenger Trips per Revenue Miles Comparison



<sup>17</sup> The Gainesville RTS is the outlier in Passenger Trips per Revenue Mile and Vehicle Miles per Service Area Capita.





Figure 46 | Vehicle Miles per Service Area Capita Comparison

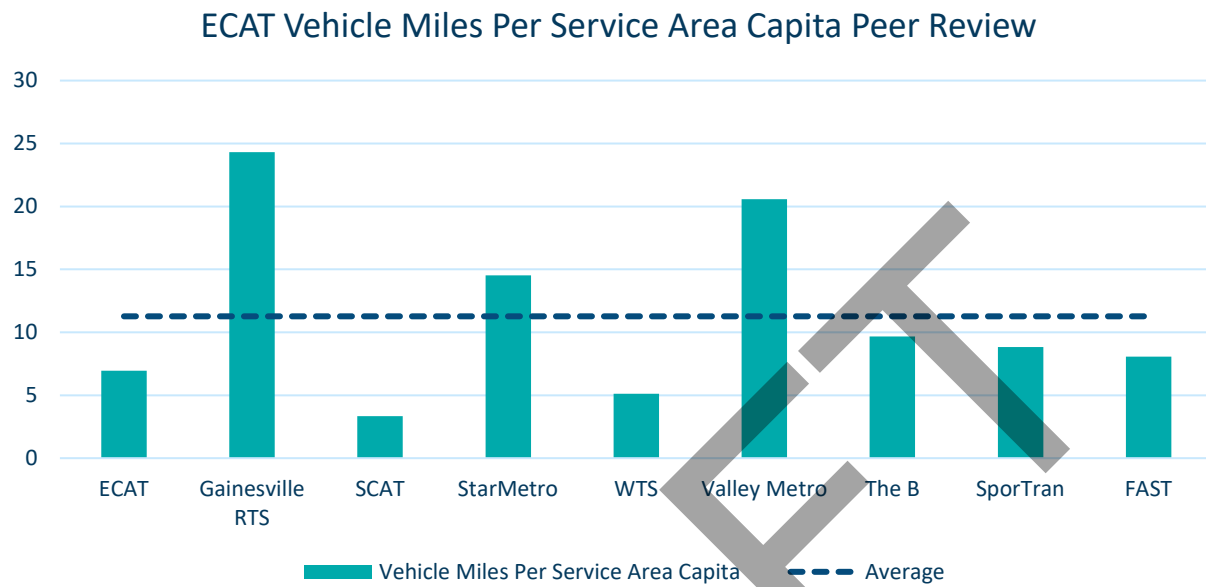
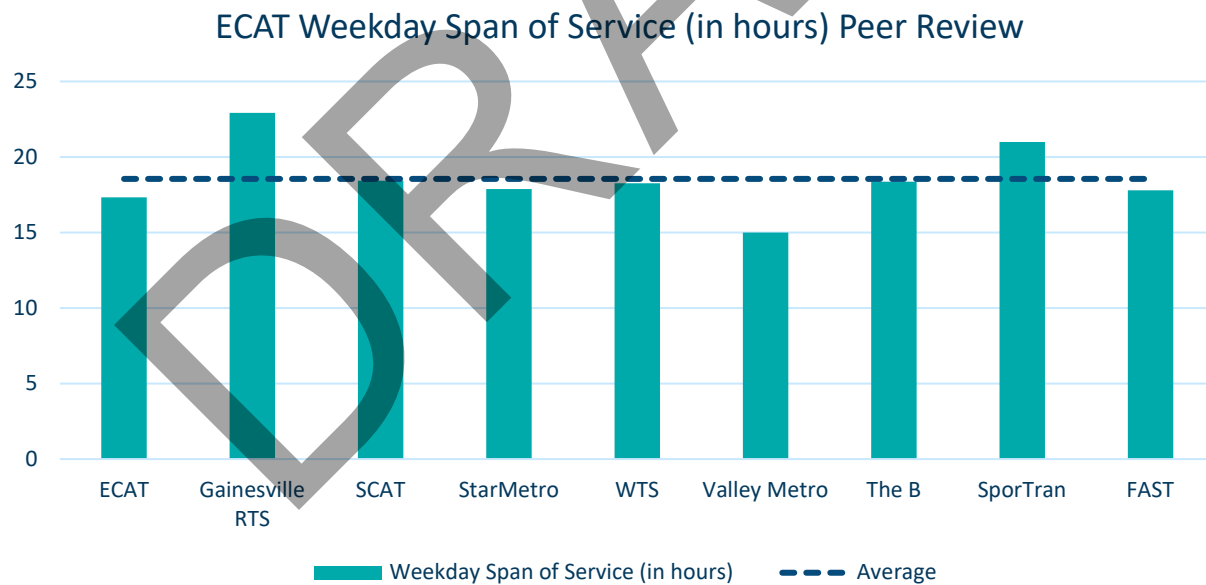


Figure 47 | Weekday Span of Service Comparison





#### 4.2.5.4 Efficiency Measures

The selected efficiency measures can be categorized by cost efficiency measures and operating ratios. Table 32 and Figure 48 through Figure 54 present the efficiency measures for the ECAT peer review analysis.

Table 32 | Efficiency Measures Comparison

Efficiency Measures	ECAT	Peer Group Minimum	Peer Group Maximum	Peer Group Mean	ECAT % from mean	ECAT % from mean w/o outlier(s) <sup>18</sup>
<b>Average Fare</b>	\$0.99	\$0.33	\$1.74	\$0.86	15.1%	15.1%
<b>Farebox Recovery (%)</b>	14.29%	6.59%	61.22%	20.55%	-30.5%	-3.1%
<b>Operating Expense Per Passenger Trip</b>	\$6.95	\$2.85	\$8.65	\$5.11	36.0%	36.0%
<b>Operating Expense Per Revenue Hour</b>	\$88.92	\$71.78	\$100.36	\$83.35	6.7%	6.7%
<b>Operating Expense Per Revenue Mile</b>	\$6.00	\$4.19	\$7.69	\$6.02	-0.3%	-0.3%
<b>Operating Expense Per Service Area Capita</b>	\$40.19	\$13.67	\$158.76	\$64.53	-37.5%	-23.8%
<b>Revenue Miles Per Total Vehicle</b>	35,180	27,322	49,606	37,931	-7.3%	-7.3%

<sup>18</sup> Gainesville RTS was an outlier in Farebox Recovery and Operating Expense Per Service Area Capita



Figure 48 | Average Fare Comparison

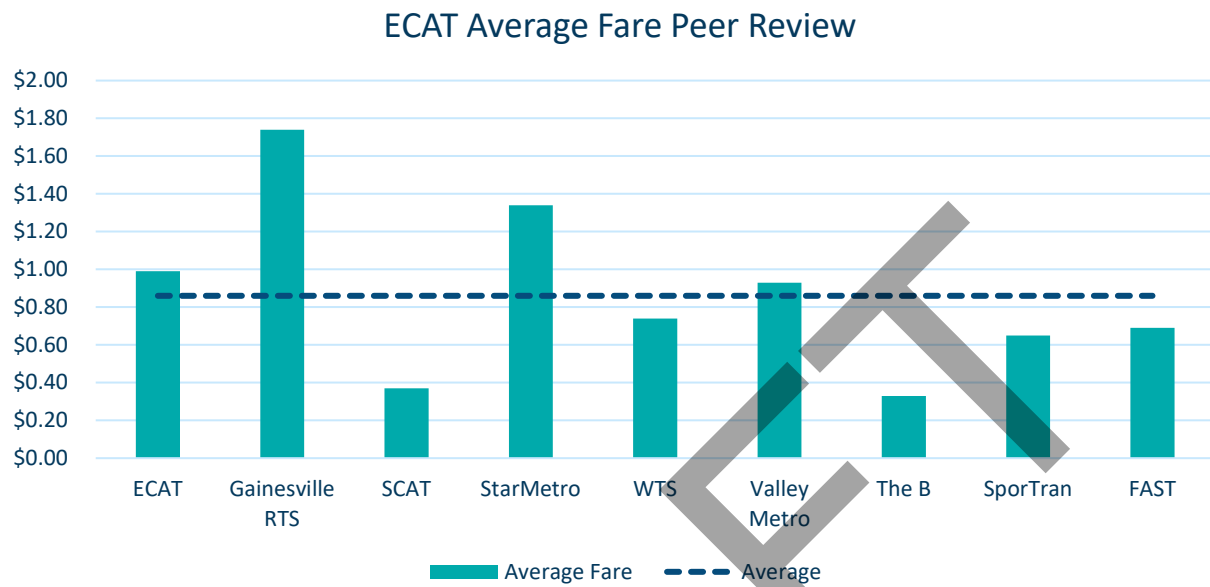


Figure 49 | Farebox Recovery Comparison

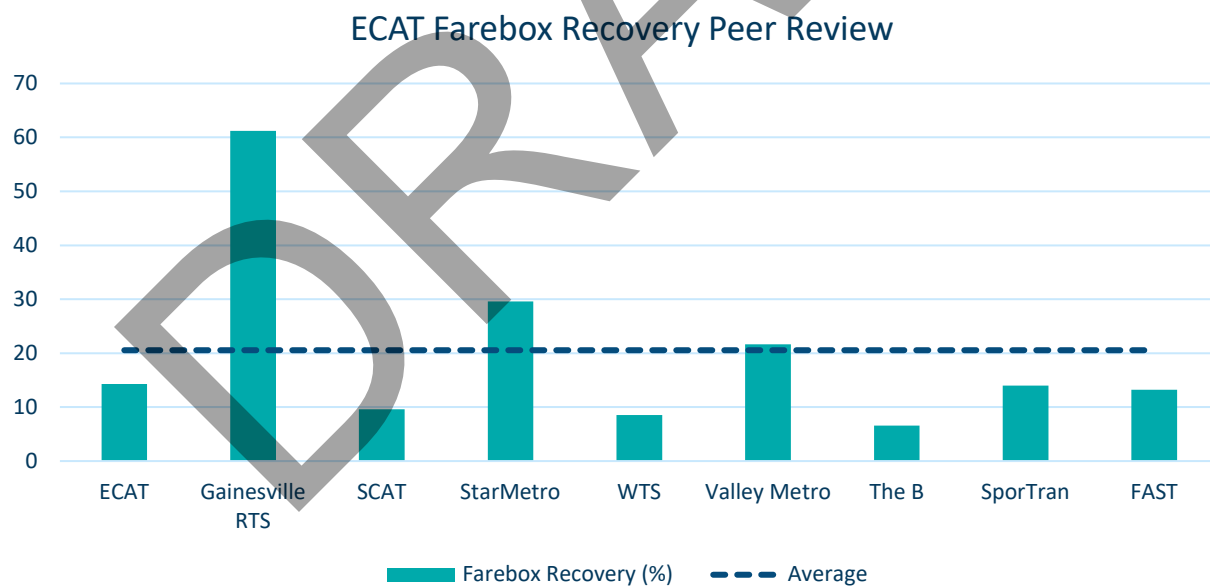




Figure 50 | Operating Expense per Passenger Comparison

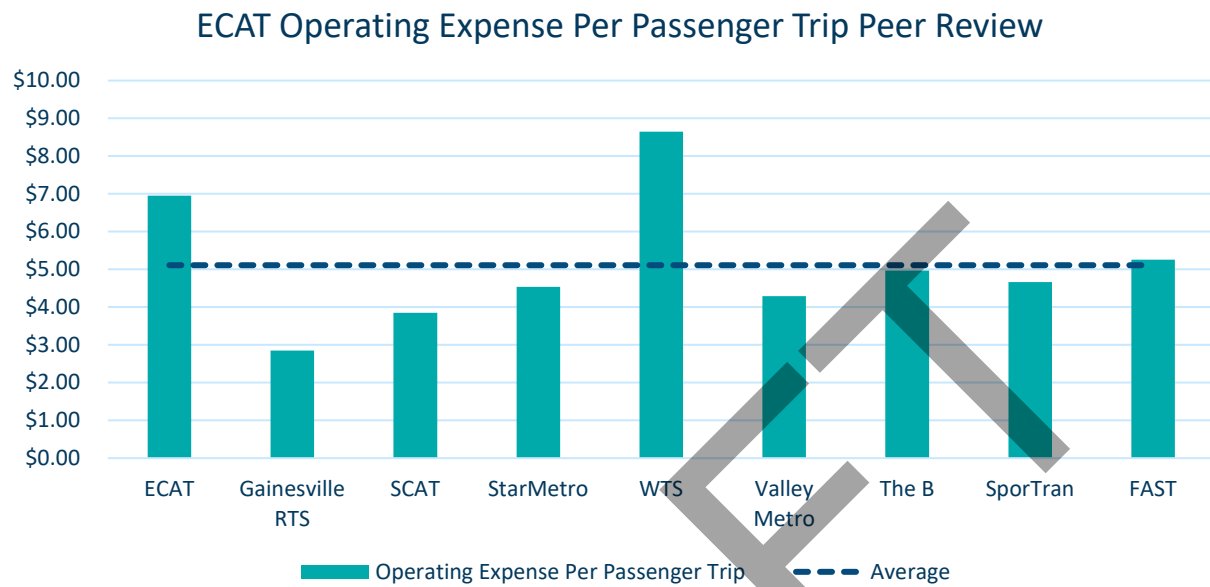


Figure 51 | Operating Expense per Revenue Hour Comparison

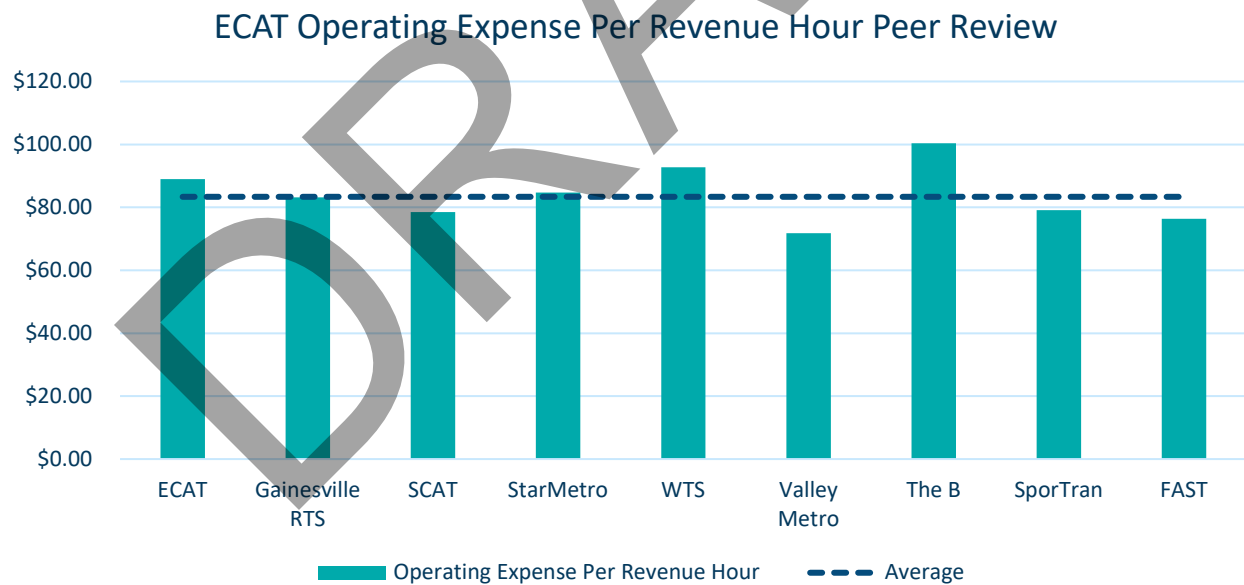






Figure 52 | Operating Expense per Revenue Mile Comparison

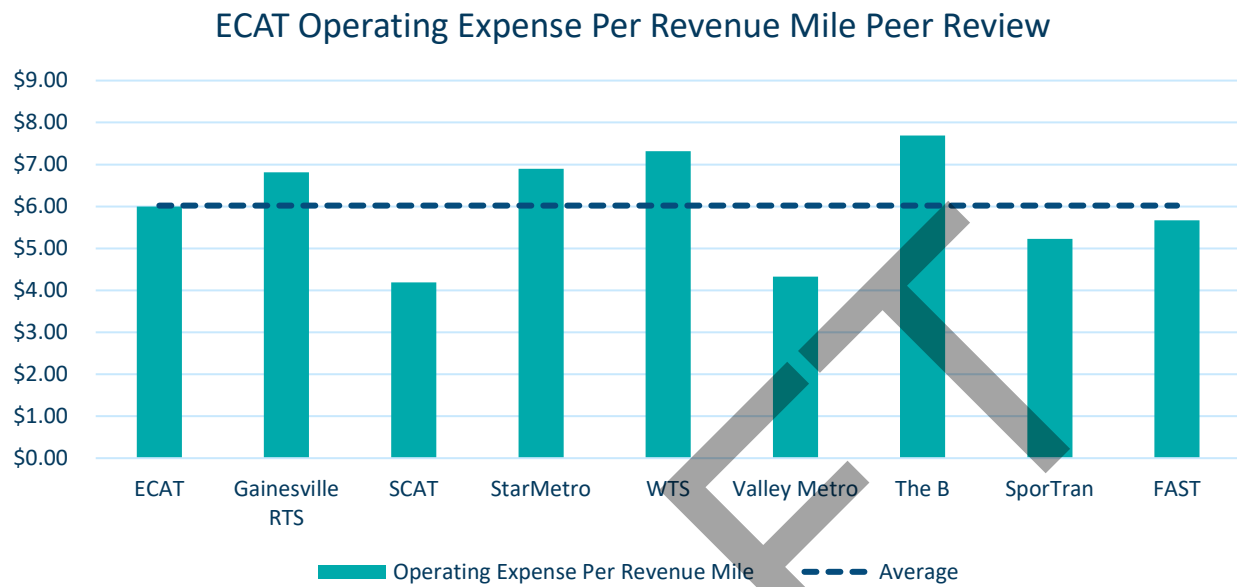


Figure 53 | Operating Expense per Service Area Capita Comparison

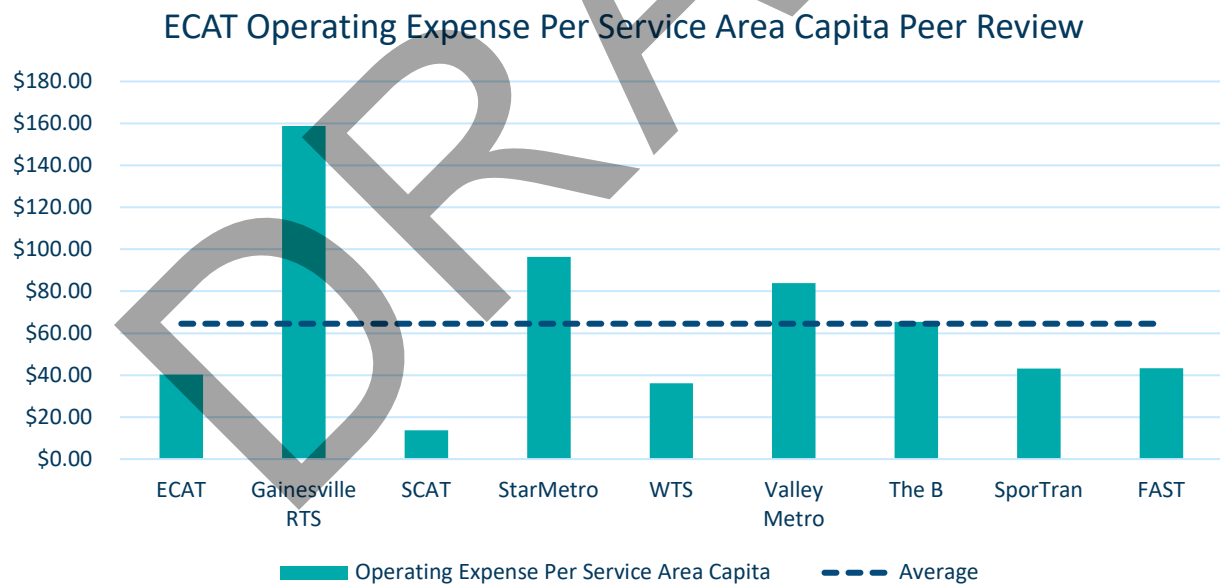
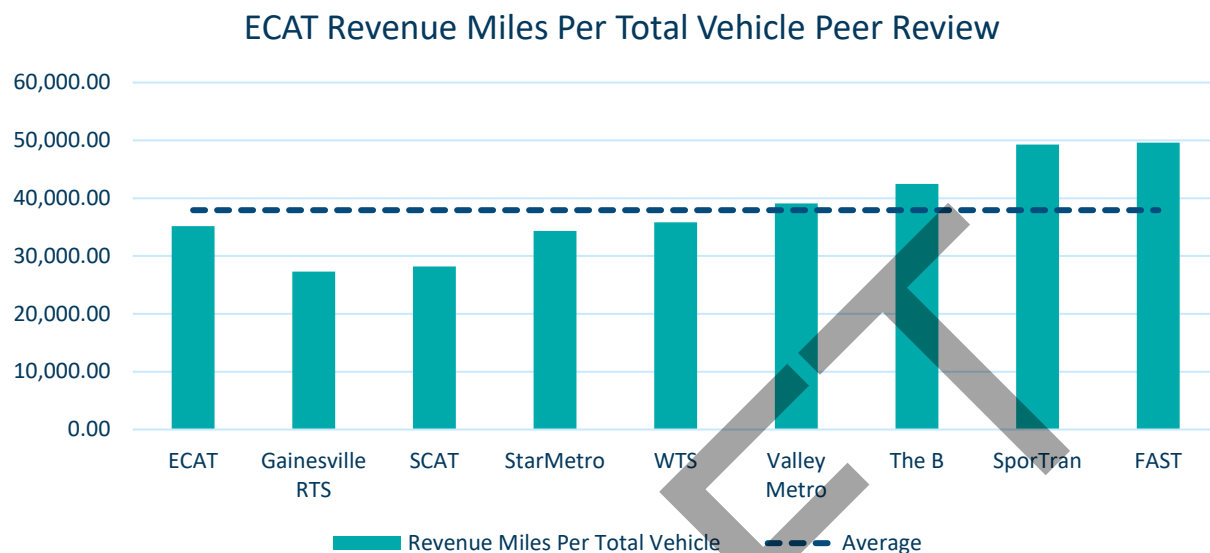




Figure 54 | Revenue Miles per Total Vehicle Comparison



ECAT is aligned with their peers in four out of seven efficiency measures including passenger fare, operating expense per revenue hour and per revenue mile, and revenue miles per total vehicle. There is a notable gap between ECAT and its peers of over 30% for the remaining measures. However, the farebox recovery ratio and operating expenses per service area capita were impacted by an outlier. When Gainesville RTS was removed, the farebox recovery % decreased from 30% to only 3% below the mean.

The operating expense per service area capita remains at 24% below the mean but lower expenses are a positive indicator of efficiency.

#### 4.2.5.5 Summary of Performance Indicators

The purpose of the peer review is to compare ECAT with systems with similar characteristics to determine how it performs on a relative basis. Unfortunately, ECAT is performing below the level of their peers in terms of general performance measures, effectiveness measures, and efficiency measures. Although there were outliers for many of the indicators, removing the outliers does not create a dramatically different outcome. It remains evident that the system has opportunities for improvement. (See Table 33)

The key takeaway from the analysis is that the system's ridership is significantly low relative to the peer agencies. However, the analysis also shows that ECAT provides much less service than its peers, which only partially explains the low ridership. Existing service is likely affected by other factors that may include but are not limited to, ineffective routing, land use and low density, poor connectivity, an abundance of free parking, etc. This peer review is being conducted as part of a larger analysis of the existing transit system which reviews each route independently. Through this effort, it is likely that the root cause will be identified and that changes can be made in the future to improve the overall performance of the system.



Table 33 | Performance Indicators Summary

Performance Indicators/Measures	% from Mean	% from Mean w/o outlier(s)
<b>General Performance Indicators</b>		
Service Area Population	-3.0%	16.3%
Service Area Population Density	-27.3%	9.6%
Passenger Trips	-54.0%	-38.5%
Revenue Miles	-23.4%	-14.8%
Revenue Hours	-28.4%	-17.6%
Vehicles Operated in Maximum Service	-23.4%	-5.3%
Total Operating Expense	-25.2%	-0.1%
Passenger Fare Revenues	-57.3%	16.5%
<b>Service Supply</b>		
Vehicle Miles Per Capita	-38.2%	-13.8%
<b>Service Consumption</b>		
Passenger Trips Per Revenue Mile	-32.3%	-25.0%
<b>Quality of Service</b>		
Weekday Span of Service	-6.6%	-6.6%
<b>Cost Efficiency</b>		
Operating Expense Per Capita	-36.7%	-23.8
Operating Expense Per Passenger Trip	36.0%	36.0%
Operating Expense Per Revenue Mile	-0.3%	-0.3%
Operating Expense Per Revenue Hour	6.7%	6.7%
<b>Operating Ratio</b>		
Farebox Recovery Ratio	-30.5%	-3.1%
<b>Vehicle Utilization</b>		
Revenue Miles Per Vehicle	-7.3%	-7.3%
<b>Fare</b>		
Average Fare	15.1%	15.1%



### 4.3 Conclusion

The ECAT system is comprised of 26 routes, most of which radiate from two primary transfer centers: Rosa Parks and Downtown. It appears that the system has evolved to serve individual needs over time. However, there is opportunity for better integration of routes to maximize efficiency, flexibility of travel paths, and network legibility. The ECAT system provides less service than its peers and achieves a lower ridership return per unit of what it does expend. This suggests that the general public may perceive the system not to meet their needs easily and thus would opt for the car unless transit dependent. The one-hour weekday headways of most routes and the lack of Sunday service significantly constrain the perceived level of freedom in using the system. The Pensacola Beach Trolley has by far the highest ridership in the system, despite only running for part of the year and during the evening hours. While such can be attributed to many factors, it may show the ridership potential when routes are frequent, free, and corridor focused. Routes with very low ridership, such as the 59A and 41, may benefit from being combined with other routes or being rerouted to maximize their origin-destination potential. A separate network optimization study may be warranted. Meanwhile, this TDP will focus on the potential to increase service, expand coverage, and pursue other long-term improvements.

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## **5 Public Engagement**

It is ECAT's goal to ensure that its customers, local government partners and residents have multiple opportunities to learn about the TDP, ask questions, and provide feedback.

### **5.1 Public Involvement Plan**

A Public Involvement Plan (PIP) was developed to help ensure that the TDP provides numerous opportunities for public participation. The PIP describes the public involvement process used and the public involvement activities conducted throughout the development of the TDP. The goal of the ECAT PIP is to establish a process that engages public and stakeholders by providing complete project information, timely public notice, and encourages early and continuous public involvement for the development of the ECAT TDP. The PIP was created by the TDP study team following Florida-Alabama's Transportation Planning Organization (TPO) PIP framework and was approved by the FDOT on October 5th, 2020. The final TDP PIP is provided in Appendix B. A summary of all public engagement activities is found in Appendix C. Appendix D includes the complete record of all survey responses for all public engagement phases.

### **5.2 Your Service/Your Say**

Throughout the public involvement process the new Your Service/Your Say brand was infused in each of the outreach materials and activities. This was done to strengthen the public awareness of the project and to create support for the organization's new direction with transit. The guiding principles taken from the brand allowed the creation of marketing materials both visually appealing and easily recognizable.

Public engagement was done in three phases. Each of these phases included an online and in-person survey directed toward different groups dependent on each phases purpose, interviews with key area stakeholders, and public meetings held with core groups and organizations that maintain a vested interest in community transportation.

### **5.3 Phase 1 Customer Satisfaction Survey Results**

The purpose of the Phase 1 survey was to evaluate the demographic characteristics of the current riders, how they use the system, as well as their perception of the current ECAT transit system. The survey was conducted during October and November 2020 and received 167 responses. The following sections provide a summary of the results.

#### **5.3.1 Demographic Characteristics of Respondents**

The demographic base for the survey included 57% women, 39% men, and roughly 4% selected other or preferred not to answer. The age range is spread across the board with the majority being between the ages of 35 and 64. There are very few individuals who ride the bus under the age of 18, and 14% of respondents are 65+. Nearly 60% of the respondents are white followed by 30% black, which indicates there is not a large minority population using the bus service. Employment was varied but most riders are employed either full-time (36%) or part-time (19%) followed by retired or disabled/unable to work (30%)



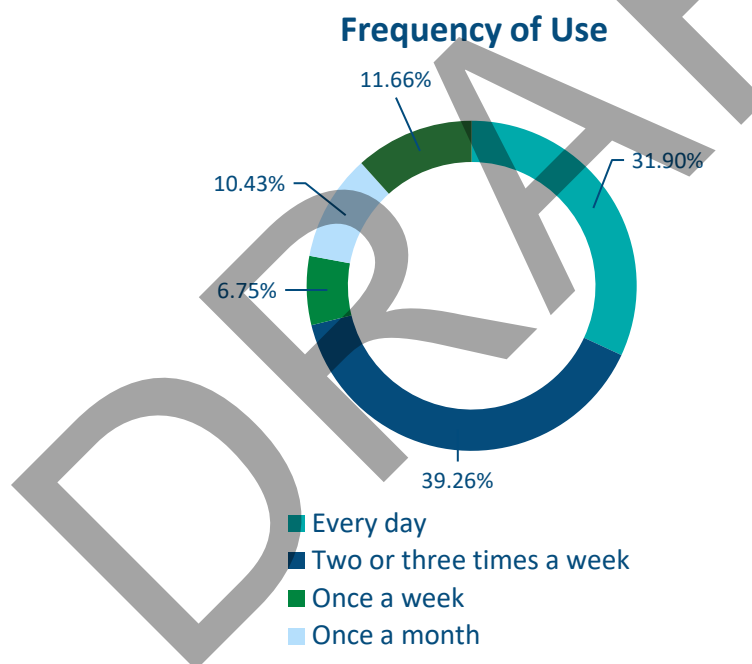


combined). 85% of riders make under \$50,000 per year with a majority (60%) making under \$25,000 per year. Most respondents (95%) are permanent residents of the ECAT service area.

### 5.3.2 Travel Behavior

The majority of respondents use transit either every day or two to three times per week (Figure 55), and the most common trips are for work and shopping. 50% of respondents do not have access to a car, do not have a license, or do not have insurance. The most common routes used varied; however, the most common routes selected included Route 45 (35%), Route 52 (25%), Route 2 (24%), and Route 51 (21%). Routes 45 and 2 connect to the Rosa Parks Transfer Center and Routes 51 and 52 are concentrated in downtown Pensacola connecting to the Downtown Transfer Center. In terms of getting to their destinations after getting off the bus, most individuals walk and 57% can get to their destination within 10 minutes or less, followed by 29% in under 20 minutes. This indicates that the transit walkshed could be improved since most people should be able to get to their destinations in 5 minutes or less.

Figure 55 | How often do you ride ECAT?



### 5.3.3 Satisfaction with Current ECAT Service

The survey asked customers to rate their experience based on eight variables and then their overall experience. The variables were scored from very poor to excellent and included bus reliability, frequency, destination proximity, bus cleanliness, bus stop amenities, customer service, bus operator performance, and hours of service. For most variables (Figure 56), the rating was average and above. Bus operator performance was the highest-ranking variable with 43% of respondents rating it as excellent. Bus cleanliness and destination proximity also rated higher than average. Hours of service, frequency, and



amenities were lower ranking, which indicates that these are the areas that ECAT should focus on improving. Overall experience was rated as average or good by over 60% of respondents.

Figure 56 | Rate your experience on the following features



### 5.3.4 Survey Conclusions

The Phase 1 survey results generally align with the baseline conditions assessment of ECAT. The service is primarily focused in the downtown area, which is where most of the activity and employment is concentrated. This aligns with the most common trip types of work and shopping. Additionally, the service is concentrated near affordable housing locations, which is important given that the income for most respondents was under \$25,000 followed by under \$50,000. Most respondents are in the age bracket most common for the county. In terms of first mile/last mile, connectivity could be improved since only half of the respondents can get to their destination in 10 minutes or less. The areas for improvement were anticipated since service has been interrupted by the recent hurricane and bus stop amenities have been damaged. Most respondents are pleased with the current service; however, frequency and hours of service are a concern.

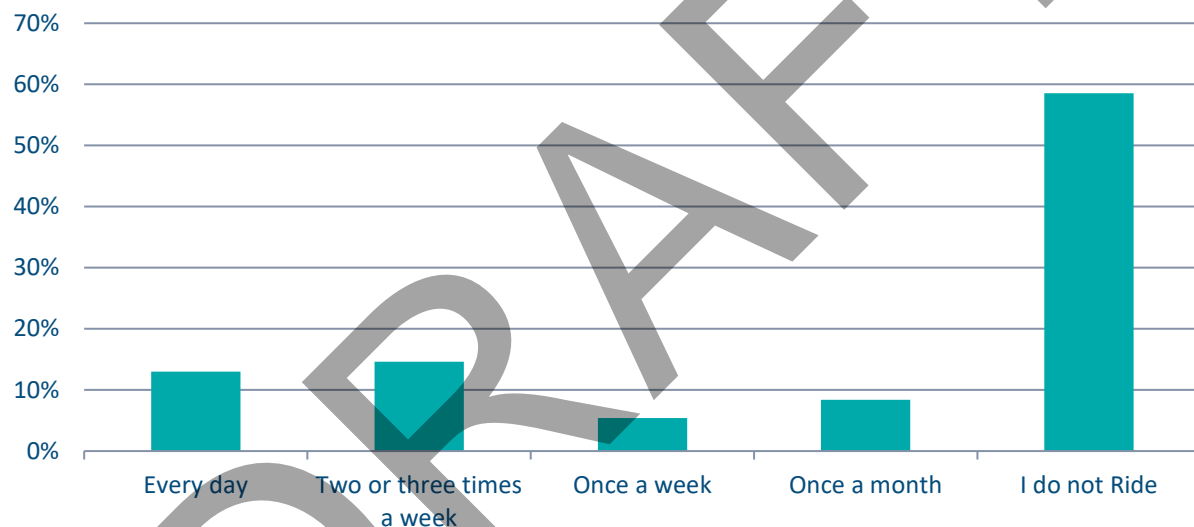


## 5.4 Phase II Results

The second phase of public engagement expanded the focus to garner feedback from the greater community and system stakeholders. It focused on communicating with the public to develop a better transportation system and different scenarios for analysis.

A second survey was created to properly interact with potential riders in addition to the existing riders previously surveyed. Discovery meetings were set up with key stakeholders so that the team was able to receive qualitative information regarding needs and wants for the ECAT system. The online survey was launched on January 3<sup>rd</sup>, 2021 and ran until the end of that same month. A total of 665 people responded to the survey. Of those who responded to the survey, the majority (59%) did not ride ECAT as shown in Figure 57.

Figure 57 | Number of Times Respondents Used ECAT

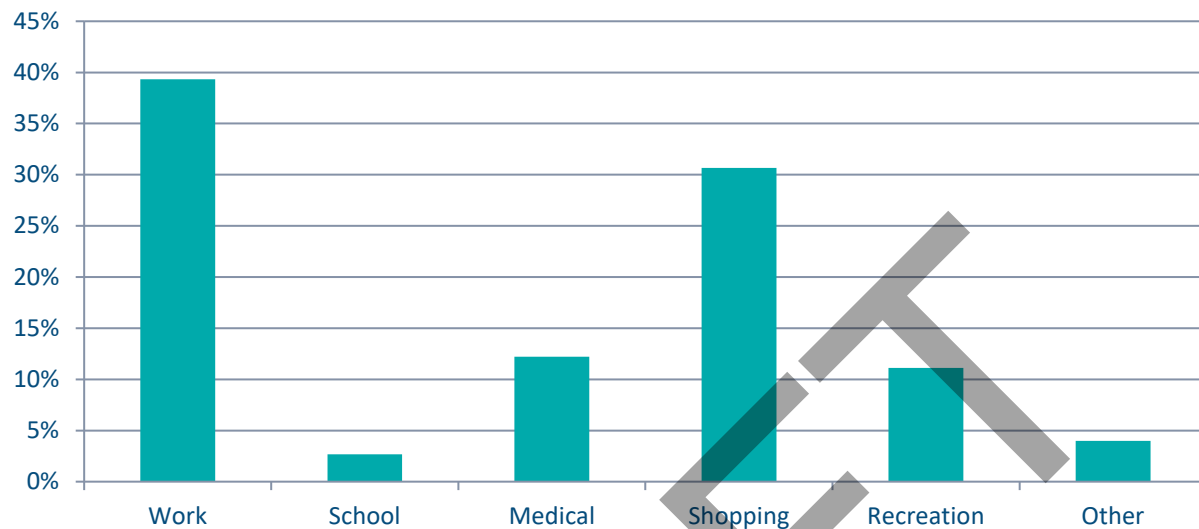


The most common trip taken by respondents was to work (39%), with the second most common trip being shopping (31%) as shown in Figure 58.



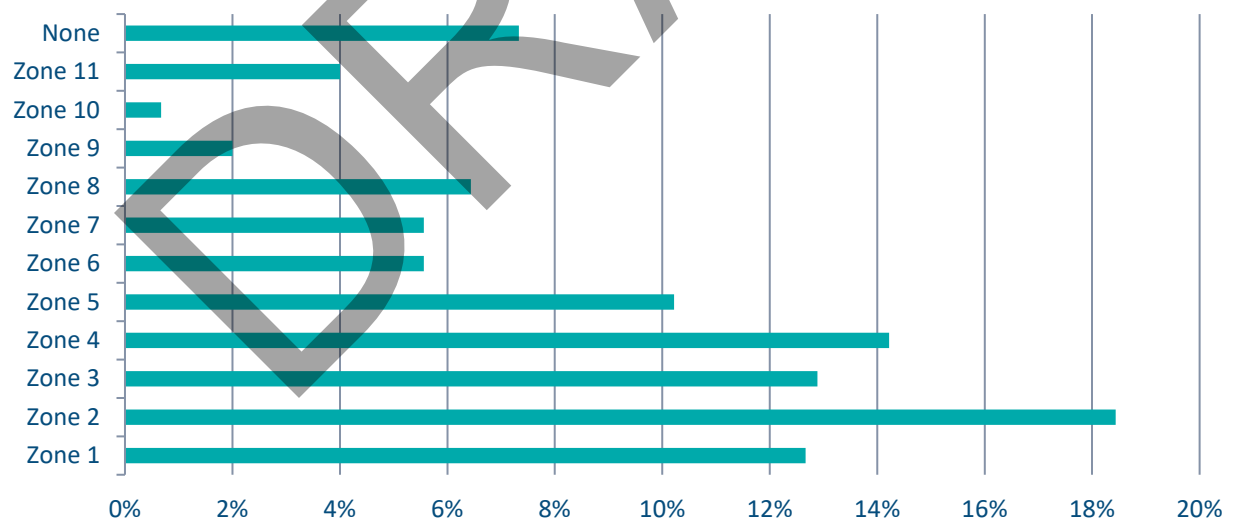


Figure 58 | ECAT Most Common Trip



The Phase II public engagement survey also included questions to evaluate the travel patterns of respondents traveling from one area of Escambia County to another. The majority of respondents reported that for their most common trip, they started the trip in Zone 2 (18.44%), Zone 4 (14%), Zone 1 (13%), or Zone 3 (13%) as shown in Figure 59.

Figure 59 | ECAT Trips Origin



The most common destinations that respondents included for their most common trips included Zone two (21%), Zone one (17%), and Zone five (13%) as shown in Figure 60.



Figure 60 | Trip Destination

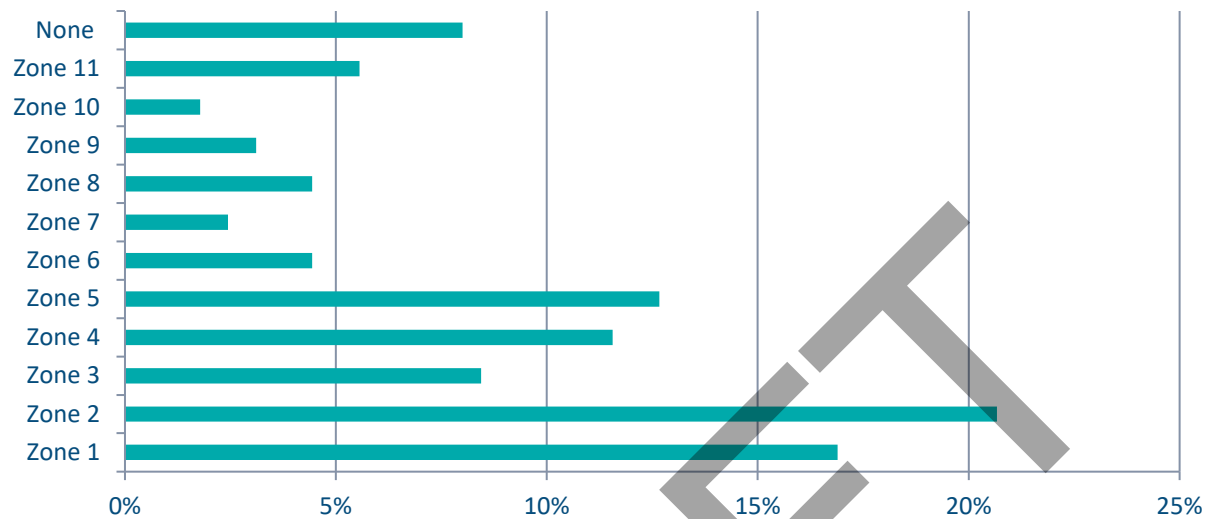
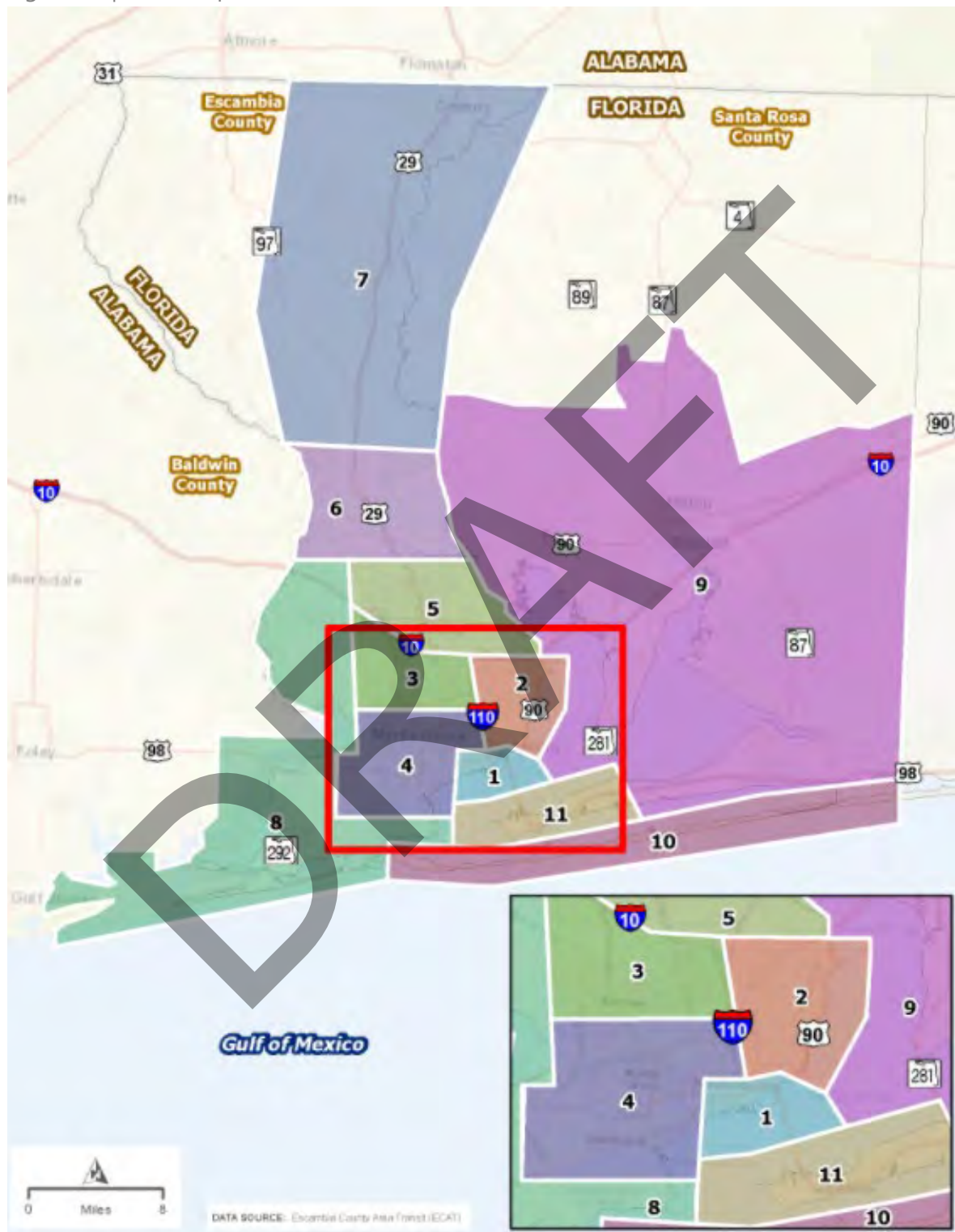




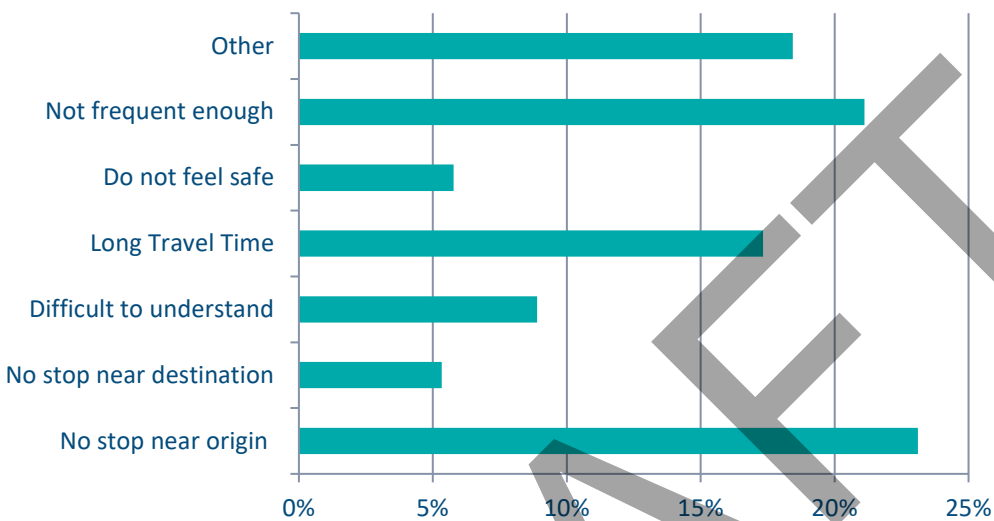
Figure 61 | Zone Map





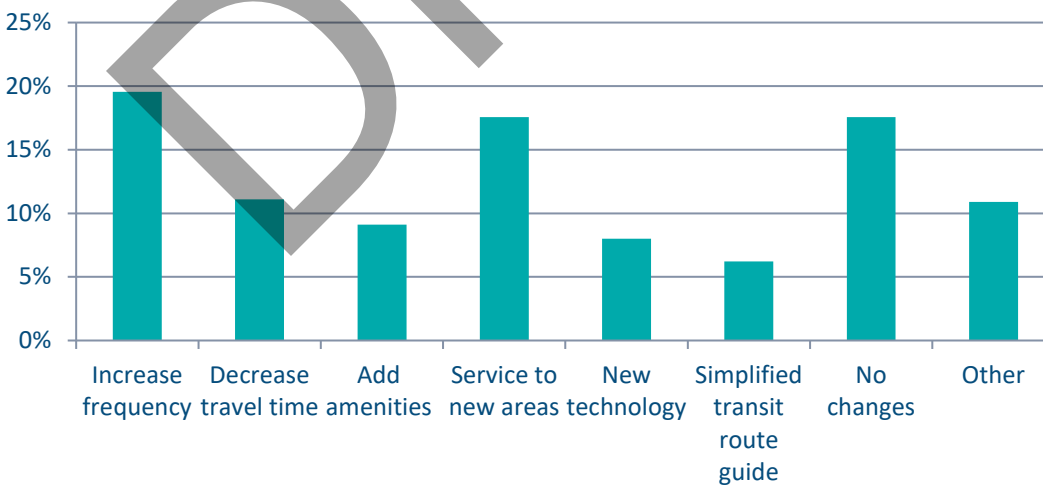
Of those non-riders, 23% reportedly did not ride because there was no service near the origin of their trip, with 21% responding that the bus does not come frequently enough (Figure 62). For those who responded other, most responses indicated that they would prefer to use a personal vehicle.

Figure 62 | Reasons for not using ECAT



During the survey, those who do not use the system were asked what could be improved for them to ride the bus. Of those who responded, 20% said they would consider riding if the frequency were improved and 18% said they would consider it if ECAT provided service to new areas. For those who do not currently ride, 18% responded that no change would get them to ride the system, as shown in Figure 63.

Figure 63 | Desired Change

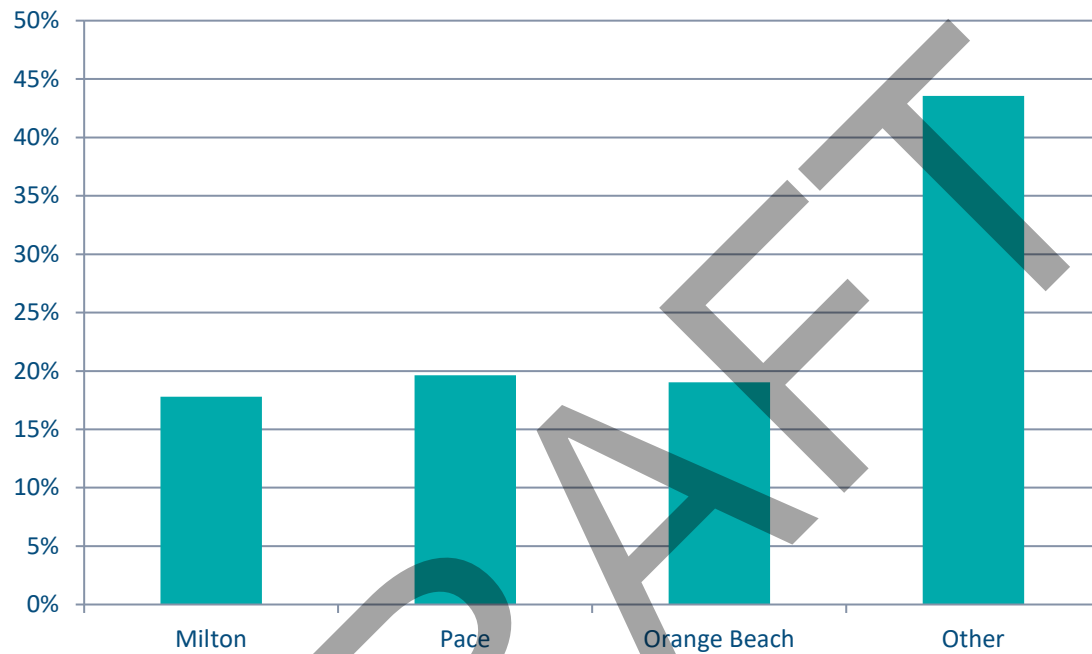






When non-riders were asked where they would like to see extended service, most respondents would rather see services expanded to other areas, separate from those suggested in the survey (see Figure 64). Of those who responded “Other”, some of the responses included a desire to expand service along the Nine-Mile road, the Beulah area, and the Town of Cantonment.

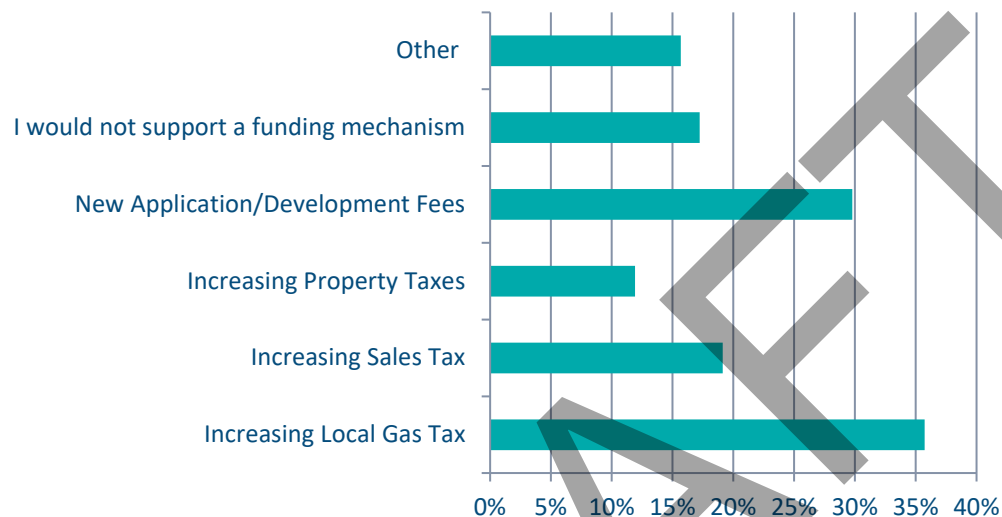
Figure 64 | Desired Expansion





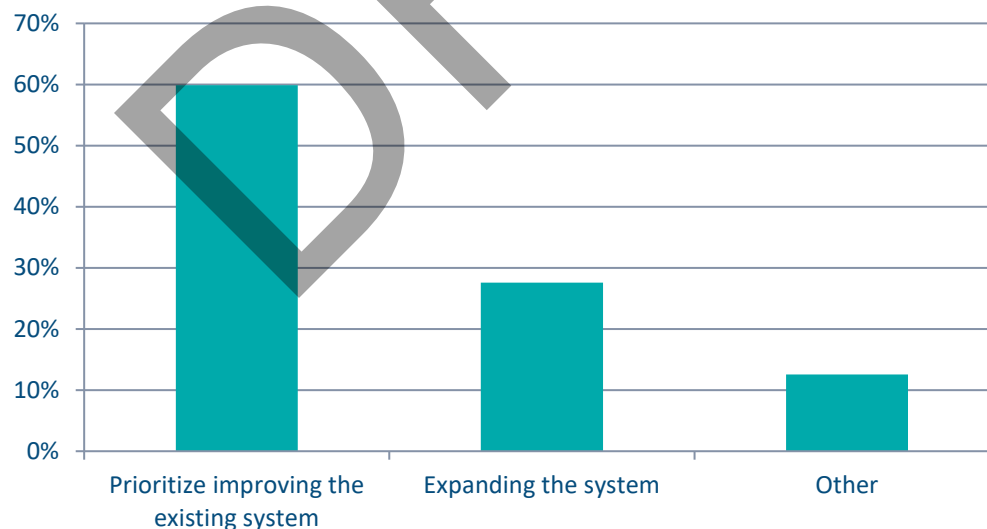
When asked about funding the expansion of the transit service, the results show that 17% of respondents would not support a funding mechanism to help finance improvements. New application and development fees (30%) and Increasing the local gas tax (36%) were the two mechanisms that garnered the most support, as shown in Figure 65.

Figure 65 | Supported Funding Mechanism



When asked if they would prefer to prioritize improving the system or expanding the system to new areas, 59% would rather improve the existing system, as shown in Figure 66.

Figure 66 | Prioritization





### 5.5 Phase III Engagement

During the final phase of public engagement, the focus shifted to a hybrid of the first two phases. This phase was launched on May 3<sup>rd</sup> and ran until May 28<sup>th</sup>. Based on the public feedback from Phases I and II, a project list has been developed. Phase III public outreach assisted in the development of the Implementation plan by asking those who took the survey to determine the level of importance of each of the projects. The project list was shared with the public through the online and in-person surveys, public meetings, and stakeholder engagement. These surveys ran through the month of May. Public meetings were held on May 21, 2021 from 8:30 AM – 9:30 AM, 12:00 PM – 1:00 PM, and 5:00 PM to 6:00 PM at the Escambia County Central Office Complex. In person surveys took place on June 2, 2021. The project team was at the Rosa L. Parks Transfer Center from 6:30 AM to 8:30 AM and at the Downtown Transfer Center from 4:00 PM to 6:00 PM. A total of 319 responses were received. The results from the surveys are found in Figures 67 to 76.

### 5.6 Operator Survey Results

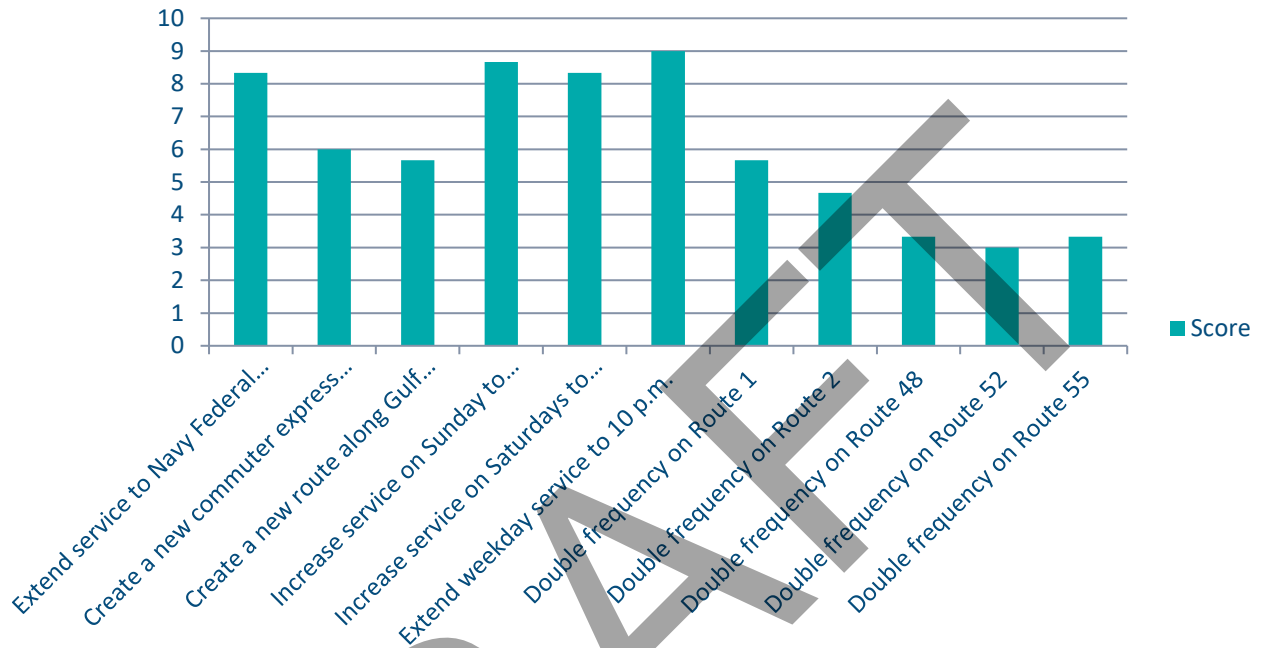
Bus operators were provided with two (2) surveys to identify new bus routes and service areas and to help prioritize projects in the 10-year horizon plan. The first survey received 13 responses and the second survey received only three (3) responses. ECAT staff indicated the low participation was due to the operators lack of knowledge of the TDP development process. Survey responses are presented in the following sections.

The first survey provided to the bus operators was to determine the need for new bus routes and service areas. The bus operators were asked to rate items to make ECAT service better on a scale from 1 to 5 with 1 being the lowest priority and 5 being the highest priority. The highest priorities for the bus operators, in terms of making the service better, were providing more frequent service, providing earlier/later service, providing more weekend service, extending service to underserved areas, and better connections. It was also evident through the survey that there is a need for newer buses and upgraded equipment to attract riders and encourage riders to use ECAT more often.



The second survey asked the bus operators to help prioritize project for the 10-year horizon. The results of the three (3) participants are presented in Figure 66.

Figure 67 | Operator Project Prioritization







### 5.7 Discovery Sessions

Three discover sessions were held with key area stakeholders to garner feedback throughout the planning process for ECAT's 10-year Transit Development Plan. The sessions were held on September 25<sup>th</sup>, 2020, December 2<sup>nd</sup>, 2020, and on April 29<sup>th</sup>, 2021.

Each stakeholder meeting consisted of one-on-one virtual conference calls. Stakeholders invited to attend included:

1. Quint Studer (Local Philanthropist)
2. Laura Gilliam (CEO of United Way of West Florida)
3. Nicole Stacey (CEO of Visit Pensacola)
4. Todd Thomson (CEO of Greater Pensacola Chamber of Commerce)
5. Bill Dagnall, Navy Federal Credit Union
6. Bill Pearson, Navy Federal Credit Union
7. Nicholas Angelo, Navy Federal Credit Union
8. Dr. Kathleen Hudon (Director of Student Affairs at Pensacola State College)
9. Chip Chism (University of West Florida)
10. Lissa Dees (Executive Director of Downtown Improvement Board)
11. Brian Wyer (CEO of Gulf Coast Minority Chamber)
12. Paolo Ghio (Executive Director of Santa Rosa Island Authority)
13. Casey Jones (Pensacola City Council Representative)

The results from these discovery sessions showed that the perception of the ECAT system is mixed. While there were comments stating that the buses are not reliable and that the system is mainly for those who do not have access to reliable transportation, others recognized that transit has an important role to play in meeting the mobility needs of the community



Figure 68 | Service to Navy Federal Credit Union

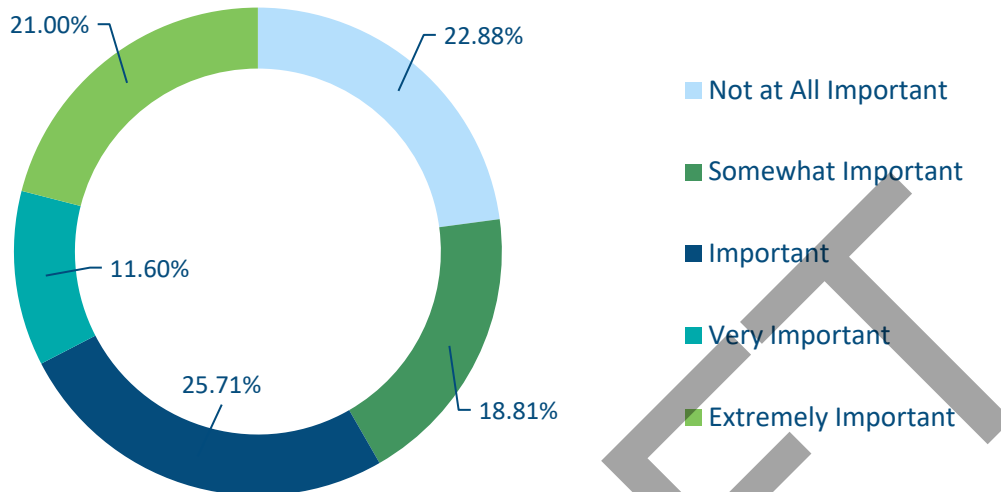


Figure 69: Service to Milton/Pace

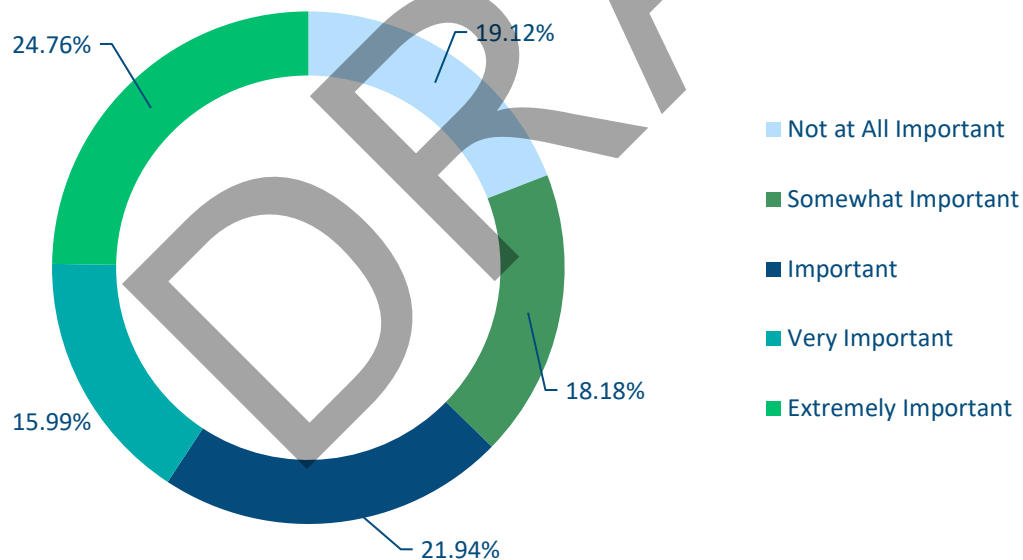




Figure 70: Service to Tiger Point

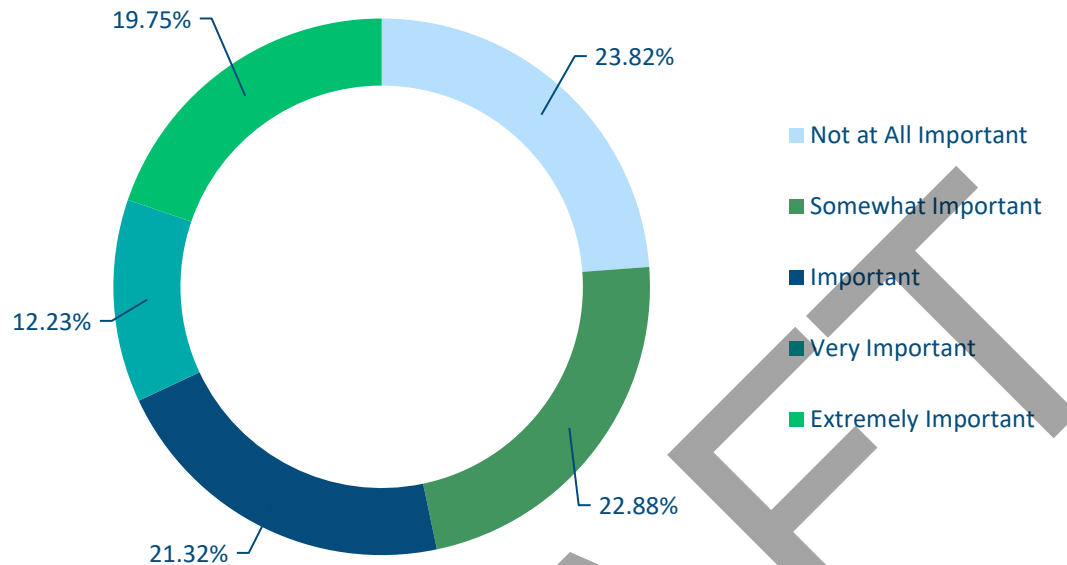


Figure 71: Sunday Service to match Saturday

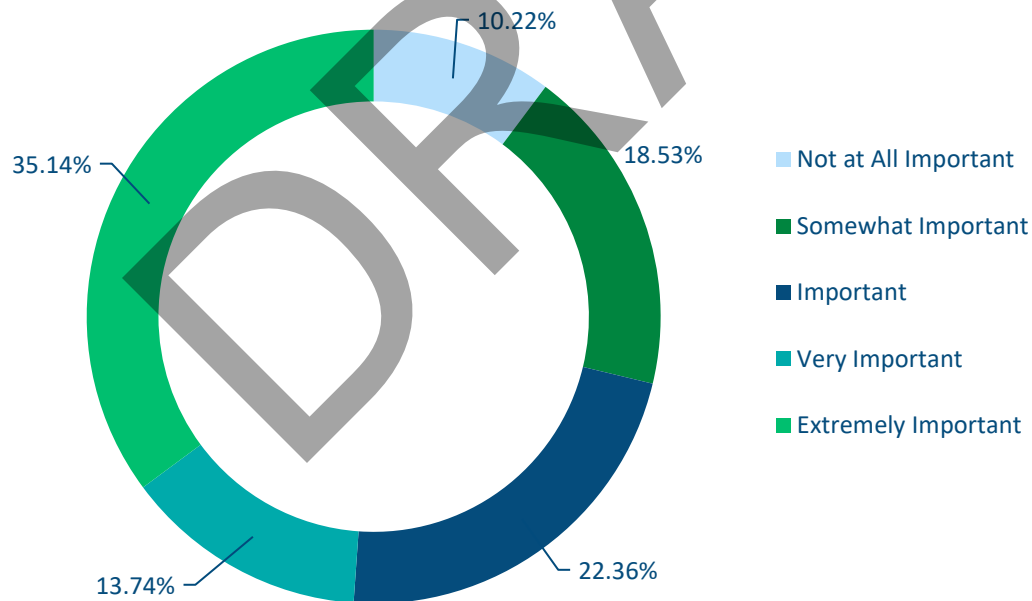




Figure 72 | Saturday Service to match Weekday

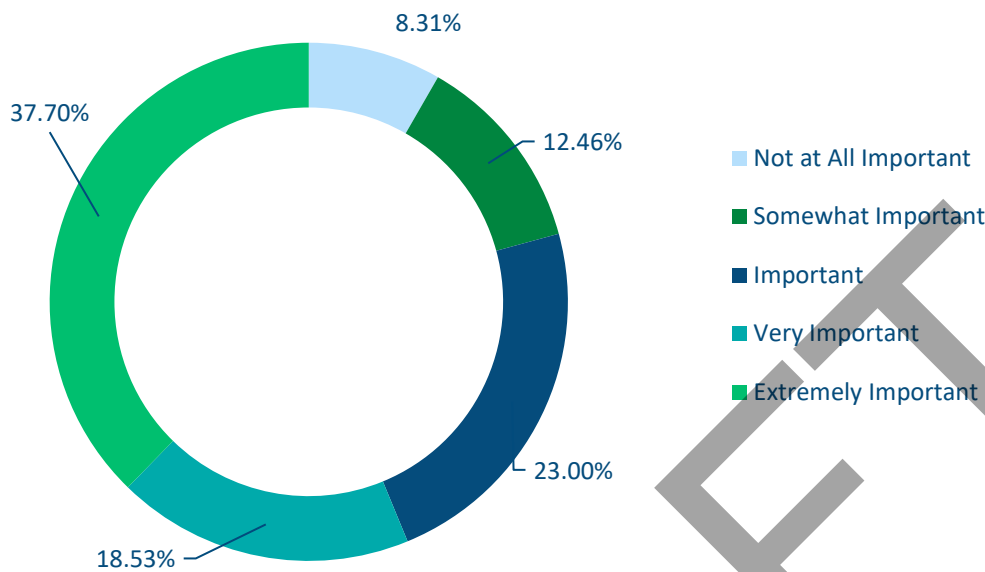


Figure 73: Increase Frequency to 30 Minutes on Route 1

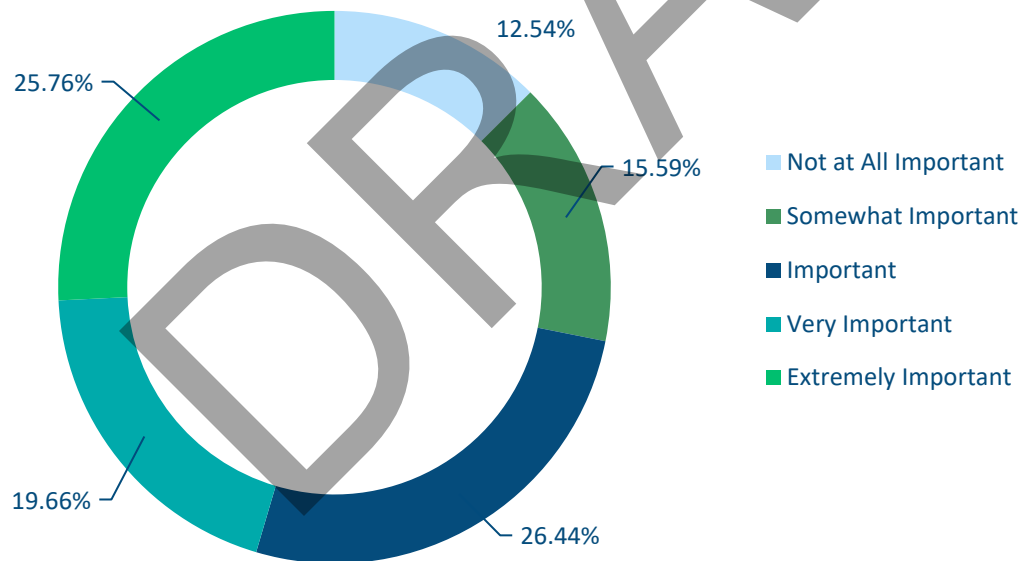






Figure 74 | Increase Frequency to 30 Minutes on Routes 2

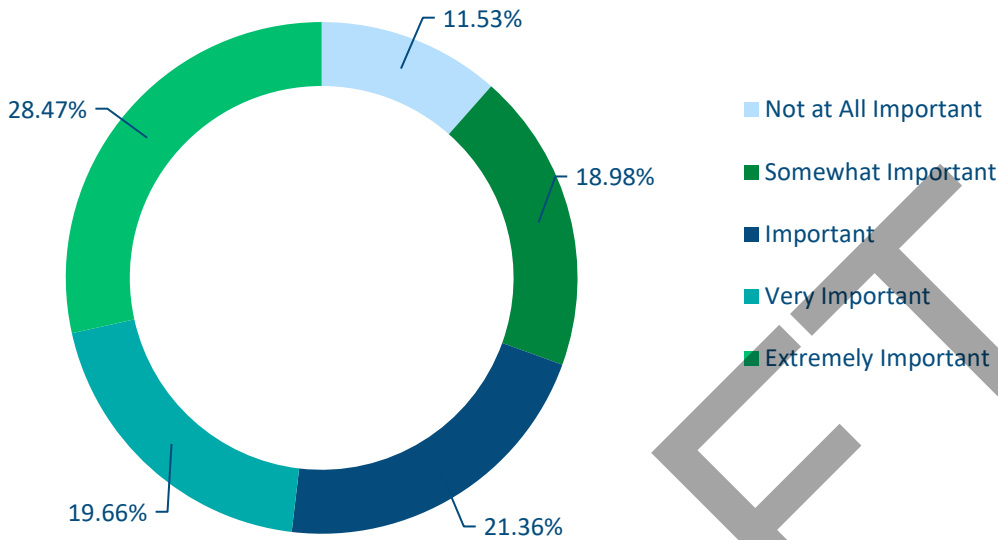


Figure 75 | Increase the Frequency to 30 Minutes on Route 48

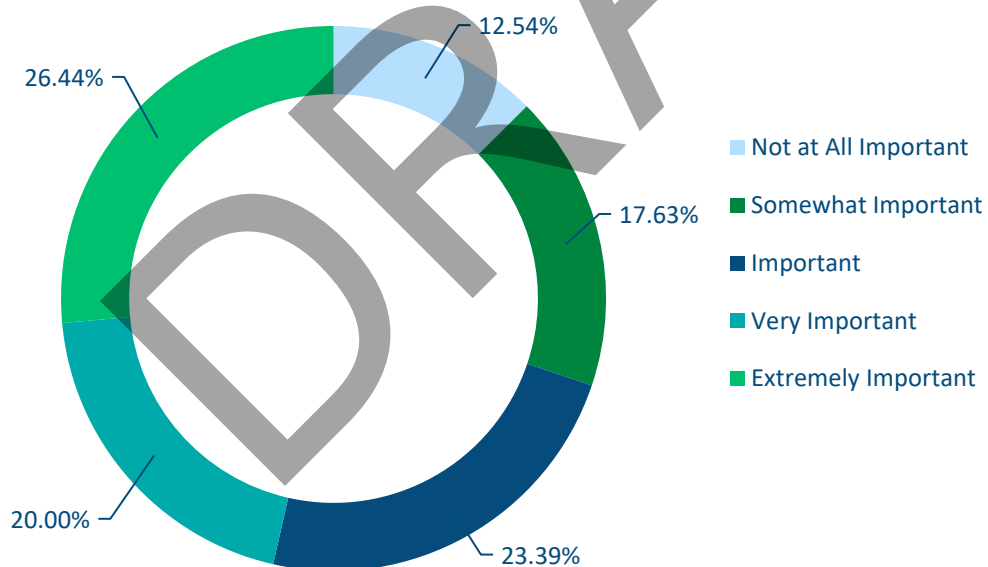




Figure 76 | Increase Frequency to 30 Minutes All Day on Route 52

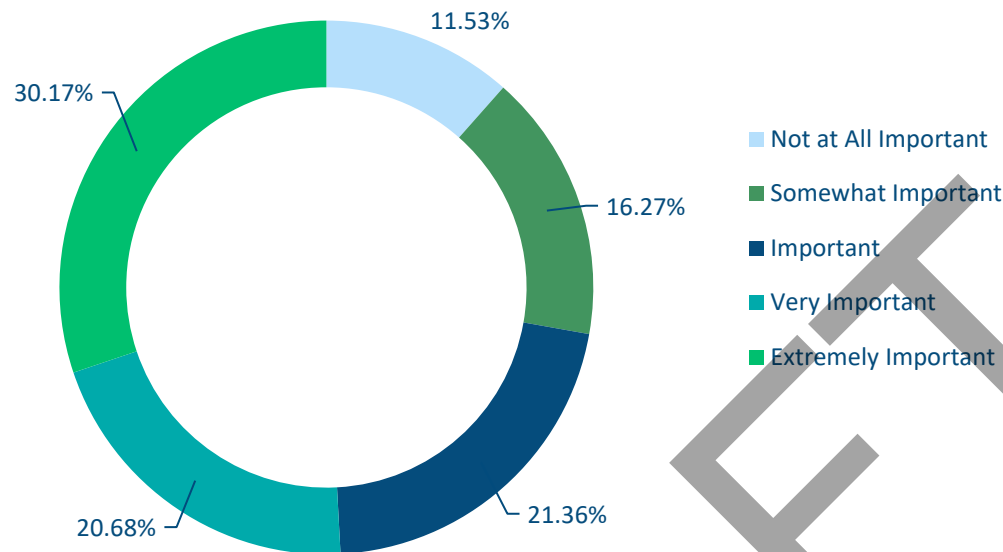
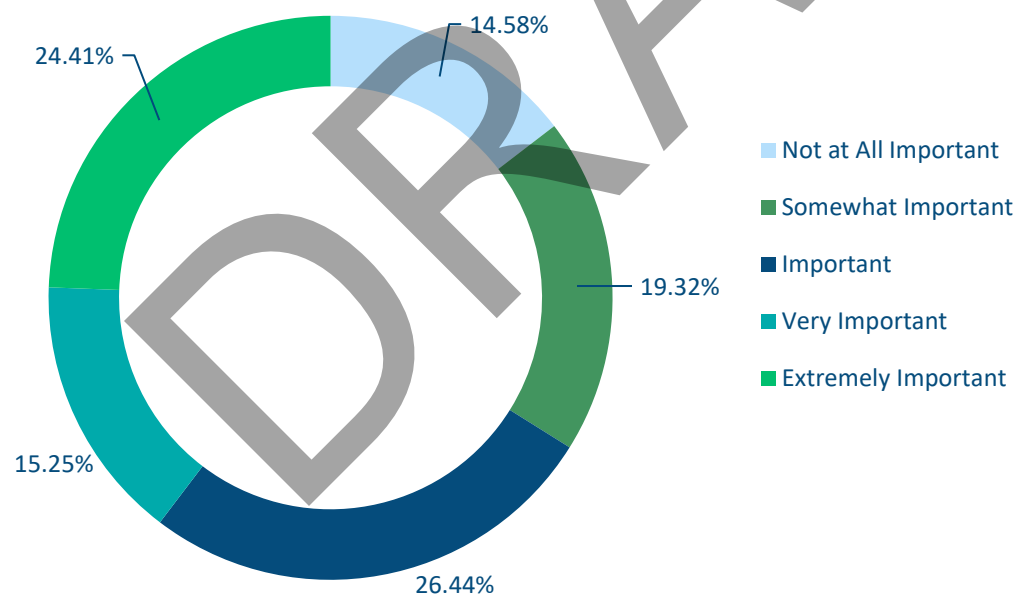


Figure 77 | Increase the Frequency to 30 Minutes on Route 55



In addition to surveying the public on the proposed projects, the proposed project were discussed with the stakeholders. The responses from the stakeholders were relatively consistent with the public responses.



## 6 Situational Appraisal

### 6.1 Introduction

Section 6 includes a situational appraisal to evaluate future need based on a review of existing planning documents, area developments, and Phase II public input. This information will be used to create projects and to develop an implementation timeline for the 10-year horizon plan.

### 6.2 Situation Appraisal

Major updates to the Transit Development Plan require a situational appraisal of the environment in which the transit agency operates. To develop an understanding of the transit context in Escambia County, several elements were assessed. These elements included a review of existing state and local planning documents, development in the greater Pensacola area, and an overview of public engagement efforts initiated by Escambia County Area Transit (ECAT).

#### 6.2.1 Planning Document Review

A Planning Document Review was completed to provide a foundation of knowledge on area best practices and to align projects proposed in this horizon plan with the vision for the community. The review of local, regional, state planning documents promotes the establishment of achievable and realistic goals by achieving a better understanding of the area and needs of the community.

##### 6.2.1.1 Escambia County 2030 Comprehensive Plan

The Escambia County Comprehensive Plan was written with the intention of improving quality of life for residents and visitors. Part of this plan included goals to improve the operation, efficiency, and access to the fixed-route mass transportation service in support of the projected growth of the service area. The Mobility Element of the Comprehensive Plan establishes the desired and projected transportation system in Escambia County and to plan for future motorized and non-motorized traffic circulation systems. This element provides guidelines to prepare for and establish an effective multi-modal transportation system. Specifically for Goal 2, Transit, Escambia County will encourage the provision and use of a safe, efficient, and financially feasible mass transit transportation system, which is responsive to the community's needs, consistent with land use policies, and environmentally sound and that promotes economic opportunity and energy conservation.

Objectives of the plan include:

1. **Bus Fleet:** Ensure safe and efficient operation of the bus fleet through fleet replacement and preventative maintenance.
2. **Mass Transit and Growth Patterns:** Operate an efficient and accessible fixed-route mass transportation service in support of the projected growth patterns of the service area while maintaining or increasing ECAT's operating ratio.
3. **Annual Review of Transit System:** Provide for an efficient and safe transit system for all users.
4. **Mass Transit ROW:** Designate and protect future mass transit rights-of-way and corridors.



5. **Handicapped Services:** Provide service to the handicapped as required by U.S. Department of Transportation Regulation 49 CFR Part 27 and to other transportation disadvantaged persons.

### 6.2.1.2 City of Pensacola Comprehensive Plan

The City of Pensacola Comprehensive Plan emphasizes the need for an economically sound, safe, energy-efficient, and equitable mass transportation system. The objectives identified to achieve this include:

1. **The City shall encourage Escambia County Area Transit (ECAT) in the provision of fixed-route mass transit service linking major trip generators and attractors.** This can be accomplished through coordination with the Emerald Coast Regional Council (ECRC), promotion of ECAT services, assistance in the review of routes, ridership, headways, and other performance measures, encouraging ride sharing programs, and developing land use and site design guidelines to assure the accessibility of new development to mass transit service.
2. **The City shall assist in developing coordinated transportation systems for transportation-disadvantaged citizens.** This includes support for the provision of the paratransit system developed by the Community Transportation Coordinator as required by Chapter 427, Florida Statutes and assisting the TPO in the recommendation for a new coordinator by participating in the development of a Request for Proposals and in the evaluation of proposals received.
3. **The City shall encourage the pursuit of new sources of funding for mass transportation.** The City will work with ECAT, the County and the Florida Department of Transportation (FDOT) to provide for increased Service Development and Urban Corridor funding, support Florida Transit Association in efforts to provide state operating assistance for mass transit, and support efforts to provide for a designated funding source for the local contribution.

This document emphasizes the use of a multifaceted transportation network to support the economic development of the area. The plan states that the City will assist in transit development to support transportation disadvantaged citizens and will pursue additional funding sources for mass transportation improvements.

### 6.2.1.3 ECAT Connections 2026

The ECAT Connections 2026 TDP Major Update was completed in August 2016 and covers the 10-year period between 2016 and 2026. The plan provides an in-depth assessment of the base year conditions to establish a series of goals and objectives that support system improvements. The goals described in this document include the following:

1. Develop a service performance monitoring and evaluation program for all existing and expanded services;
2. Maintain and expand adequate capital infrastructure to ensure vehicles, facilities, customer amenities and bus stops achieve the highest standard of accessibility and comfort;
3. Develop a comprehensive marketing, communications, and media relations program to effectively promote transit's image, awareness, public embrace and information materials;
4. Evaluate and participate in community values and initiative as they relate to future plans;







5. Maximize safety and security for all transit services and facilities;
6. Ensure prudent public stewardship of financial resources and secure additional funding for system maintenance and improvement; and
7. Pursue regional transportation needs with surrounding counties and the overall Pensacola urbanized area.

#### *6.2.1.4 Transportation Disadvantaged Service Plan*

The Transportation Disadvantaged Service Plan is an annually updated document developed by ECRC and the Community Transportation Coordinator (CTC), which contains development, service, and quality assurance components. The Local Coordinating Board reviews and approves the Service Plan and it is submitted to the Commission for the Transportation Disadvantaged for final action.

#### *6.2.1.5 Escambia County Area Transit Marketing Strategies Report*

The Marketing Strategies Report (2016) for the ECAT system was intended to be a guide for all marketing and growth-related decisions. Marketing decisions for this report were based on a situational appraisal done simultaneous to the situational appraisal performed for the TDP. Using this assessment of the base year system, the marketing plan was written with the goal of improving service to transit dependent populations while simultaneously attracting choice riders. The document addresses the following set of objectives:

- Increase Brand Awareness and Enhance Public Image of ECAT Services
- Improve Customer Experience and Enhance Ease of Use
- Inform and Educate Local Stakeholder Groups
- Promote Ridership among Target Markets
- Strengthen Customer Relationships

#### *6.2.1.6 Comprehensive Operations Analysis Final Report December 2014*

A Comprehensive Operations Analysis (COA) was developed by ECAT to determine how to operate the fixed-route system more effectively. This COA provided an in-depth review of the existing system and evaluated the performance of each route on an individual level. The COA study consisted of five major work tasks:

1. **Market Analysis** - an assessment of ridership demand for transit service based on existing population and employment densities, socio-economic and demographic characteristics, land use, and the built environment. This analysis also evaluated demand potential using a forecasting model.
2. **Existing Conditions** - an evaluation of the existing system on a system, route, and stop level. This included a review of ridership trends and productivity.
3. **Public Engagement** - outreach efforts directed at ECAT riders, members of the non-riding public, and other stakeholders.



4. **Development of Service Improvement Scenarios** - built around findings from prior tasks, alternative service improvement strategies and route modifications were developed and shared with the public in September 2014.
5. **Final Recommendations** – the recommendation of route improvements and modifications to better align service with local and regional demand.

#### 6.2.1.7 2045 Long Range Transportation Plan (LRTP)

This document was created by the Florida-Alabama Transportation Planning Organization staffed by the ECRC as an outline for regional goals.

Table 34 | LRTP Needs Plan

Project Name	From	To	Improvement
<b>Express Bus - East</b>	Downtown Pensacola	SR 281 & SR 87 via I-10	Peak Hour Bus Service
<b>Express Bus - Southeast</b>	Downtown Pensacola	Garcon Point & Navarre via US 98	Peak Hour Bus Service
<b>Express Bus - Northwest</b>	Downtown Pensacola	Nine Mile Road via I-10	Peak Hour Bus Service
<b>Express Bus - Southwest</b>	Downtown Pensacola	Lillian, AL via US 98	Peak Hour Bus Service
<b>Express Bus - Northeast</b>	Downtown Pensacola	Milton via US 90	Peak Hour Bus Service
<b>Express Bus - Navarre East</b>	Navarre	Hurlburt Field (Okaloosa County)	Peak Hour Bus Service
<b>Express Bus - Downtown</b>	Cordova Mall	Downtown Pensacola	Peak Hour Bus Service

#### 6.2.1.8 Florida Transportation Plan (FTP)

The Florida Transportation Plan (FTP) is a plan for all of Florida's transportation system created by, and providing direction to, the Florida Department of Transportation (FDOT) and all organizations that are involved in planning and managing Florida's transportation system, including statewide, regional, and local partners. The FTP Vision Element was updated in 2020 and provides a long-term view of major trends, uncertainties, opportunities, and desired outcomes shaping the future of Florida's transportation system, including:

- Increasing emphasis in safety, security, and reduction of risks across all modes of transportation. Florida will put every effort toward achieving zero fatalities and serious injuries related to its transportation system.
- Provide agile, resilient, and quality infrastructure. Florida's infrastructure will adapt to changing customer needs, business models, mobility options, technologies, and energy sources.



- Reliable travel times across all modes of transportation and seamless mobility on end-to-end trips. Florida's residents, visitors, and businesses will efficiently travel within and between communities.
- Transportation choices that improve equity and accessibility. Provide safe, affordable, and convenient ways for everyone to access jobs, education, and health care, regardless of age or ability.

### 6.2.1.9 *Strategic Intermodal System (SIS) Policy Plan*

This policy document provides a comprehensive list of high priority transportation facilities within Florida's multimodal network. The transportation facilities outlined in this plan are strategic and essential pieces to enhance Florida's economic position and competitiveness, improve quality of life, and advance toward environmentally responsible initiatives. This policy plan provides guidance for the SIS First 5 Year Plan, the SIS Second 5 Year Plan, the SIS Cost Feasible Plan, and the SIS Multimodal Unfunded Needs Plan.

## 6.2.2 Greater Pensacola Area Developments

This section describes area developments and events that may have or have the potential to influence changes to the ECAT system over the course of this 10-year planning horizon.

### 6.2.2.1 *Baptist Healthcare*

Baptist Healthcare is moving its main hospital to a new location. The 650,000-acre facility will sit on the southwest corner of Brent and I-110. The new facility is expected to give patients easier access via I-110 compared to the West Moreno Street location. Construction is expected to be complete in 2023.

### 6.2.2.2 *Navy Federal Credit Union Campus Expansion*

In 2003, Navy Federal Credit Union opened its Pensacola campus, the credit union's largest campus employing over 8,000 people. The expansion of the campus continues and is expected to reach the goal of 10,000 employees four years earlier than the anticipated year 2026. While the campus expansion is a great asset for the greater Pensacola area, providing well-paying jobs, this has resulted in serious traffic congestion that will continue to worsen over the next couple of years.

### 6.2.2.3 *Hurricane Sally*

Hurricane Sally made landfall before sunrise on September 18, 2020. The category 2 storm caused an estimated total \$7.3 Billion USD in damages and multiple fatalities across the United States. The high winds and heavy rainfall were devastating for many coastal and shoreline locations including Escambia County. Since the federal disaster declaration for Hurricane Sally, Escambia County residents have received approximately \$153.1 million in total federal funds according to a Federal Emergency Management Agency (FEMA) report published in December 2020.

#### 6.2.2.3.1 *Bridge Reconstruction*

During Hurricane Sally, the Pensacola Bay Bridge sustained severe damage. The closure of the bridge was devastating for local businesses and a plan was immediately put in place to make the necessary repairs. The bridge has been closed since mid-September after 27 construction barges escaped their moorings during Hurricane Sally. Four of these barges became lodged under the bridge, causing significant damage.





Since that time, commuters have relied on the State Road 281/Garcon Point Bridge and State Road 87 as an alternative route for travel between Gulf Breeze and Pensacola with the tolls on the Garcon Point Bridge were suspending during the detour. The Pensacola Bay Bridge reopened on May 28, 2021.

### 6.2.3 Technology

ECAT is currently in the implementation phase of a major software update. This update will incorporate GPS technology to allow users to view real-time information using the ECAT Tracker mobile app and ECAT website, providing more accurate estimated arrival times. The update will also include the integration of Automatic Passenger Counters (APC's), voice announcement systems, and upgraded scheduling software. These technologies improve data collection and assist in conveying important traveler information. The contract has been awarded and ECAT is working with the contractor to launch the software update by the end of FY2022.

Additionally, ECAT is pursuing 5307 grant funds for the acquisition of upgraded fare collection technology to be implemented by FY2023. ECAT will also continue to pursue other technologies that enhance quality of service.

DRAFT





## **7 Alternatives Evaluation**

The purpose of this chapter is to discuss the creation of and elements in the 10-Year Transit Development Plan (TDP), and its subsequent implementation strategy. The 10-Year TDP lists the capital, operating, and planning projects for the next ten years and provides the expected and planned revenue sources to support the implementation of the plan. This 10-Year TDP is inclusive of both funded and unfunded priorities for ECAT. The 10-Year TDP contains the following elements:

- A list of service, capital, planning, and policy recommendations;
- A 10-Year implementation plan for the funded recommendations;
- A 10-Year Financial Plan for the implementation plan based on reasonable assumptions of costs and revenues; and
- A list of unfunded needs for which funding sources have not been identified.

The following sections describe each of the elements of the 10-Year TDP in detail, and provide an implementation strategy for the proposed projects. In addition, the chapter identifies the tasks that should be done on an annual basis to continue progress towards meeting the goals and objectives of the TDP. Following this plan should lead to improvements of the public transportation network in the Pensacola Urbanized area, and increased ECAT ridership.

### **7.1 Evaluation Criteria & Methodology**

By conducting an alternatives evaluation, ECAT was able to prioritize projects and allocate available funds using an objective improvement ranking process. For this evaluation, each project was given a weighted score for each of the categories shown in Table 35. These priorities should be balanced with funding realities to determine the degree to which the community's vision can be realized over the next decade.



Table 35 | Evaluation Criteria

Category	Criteria	Measure of Effectiveness	Criteria Weight	Category Weight
<b>Community Support</b>	Public Input	Level of interest in specific improvements as indicated by Ridership Survey	50%	15%
	Stakeholder Support	Level of interest in specific improvements as indicated by Stakeholder Interviews	50%	
<b>Transit Markets</b>	Traditional Market	Market capture of transit dependent population	50%	40%
	Discretionary Market	Market capture of areas with high employment density relative to population density.	50%	
<b>Productivity &amp; Efficiency</b>	Productivity and Cost Efficiency	Operating Cost per Boarding	100%	30%
<b>Goals and Objectives</b>	TDP initiatives met	Number of Objectives Met	100%	15%

**Community Support** – The initial two phases of public engagement were used to establish the list of potential projects to be implemented over the 10-year period. The third phase of public outreach included a survey asking riders and stakeholders to determine the level of importance for each of the proposed projects. The projects were given a score (1-5) with 1 being not at all important and 5 being extremely important by respondents. The measure of community support consisted of the weighted average score for each of the projects.

**Traditional Market**– Traditional markets are those that historically have a high propensity to use transit. The evaluation was based on the percent of traditional market that would be positively affected if the project under consideration was implemented using the Transit Propensity Index. This Index is used to identify areas within the county that have higher transit dependent populations compared to the mean. This included the following six groups: population below poverty line, minority population, zero vehicle households, population age 65 and above, population age below 18, and the disabled population.

**Discretionary Market** – Discretionary market is the segment of potential riders living in high-density areas that are not necessarily transit dependent but may utilize the service as an alternative form of transportation if appropriate conditions are presented. The discretionary market capture was based on the employment density compared to the population density by census block.



**Productivity & Efficiency** – The transit route network for all existing ECAT transit routes was created in TBEST<sup>19</sup> to reflect 2019 conditions, the validation year for the model. The network was then adjusted through population growth projections, route changes, and other performance information to reflect 2021 conditions. Data included:

- Route alignments
- Route patterns
- Bus stop locations
- Service spans
- Existing headways during peak and off-peak periods

The GTFS data were verified to ensure the most recent bus service spans and headways; edits were made as needed. Using these inputs, assumptions, and route level ridership data obtained from ECAT, the TBEST model was validated. Scenarios for each of the projects were developed using the no-build scenario. The cost per trip and the boardings per trip were collected from TBEST for each of the projects to determine the productivity and cost for each of the potential projects.

**Goals and Objectives** – The goals and objectives previously established in this TDP were used as part of the project evaluation to determine how closely the project would align with community vision.

## 7.2 Service Projects

The following is the proposed list of service projects. Appendix E provides summarizes the performance of each project and provides information that can be used in grant applications or other documents needed to garner support or to implement the project.

- Frequency Improvements (Figure 78)
  - **Increase the frequency on Route 1** – Route 1 travels west from the ECAT Transfer Center at the Rosa L. Parks Complex to the Bellview/Cerny Heights neighborhoods via Fairfield Drive and Mobile Highway. It has the fifth highest ridership, at 334 boardings per weekday, among all the ECAT routes. It currently operates each weekday on a 60-minute frequency from 5:30 AM to 6:30 PM. The proposed project is to have Route 1 operate on a 30-minute frequency during its weekday span of service;
  - **Increase the frequency on Route 2** – Route 2 travels south from the ECAT Transfer Center at the Rosa L. Parks Complex to the Downtown Transfer Center via Palafox Street before traveling west along Cervantes Street to the Myrtle Grove area of Escambia County. It has the third highest ridership, at 403 boardings per weekday, among all the ECAT routes. It currently operates each weekday on a 60-minute

<sup>19</sup> TBEST transit modeling and analysis software developed by the Florida Department of Transportation (FDOT) Version 4.6.7789 published in 2021 was used for this TDP.



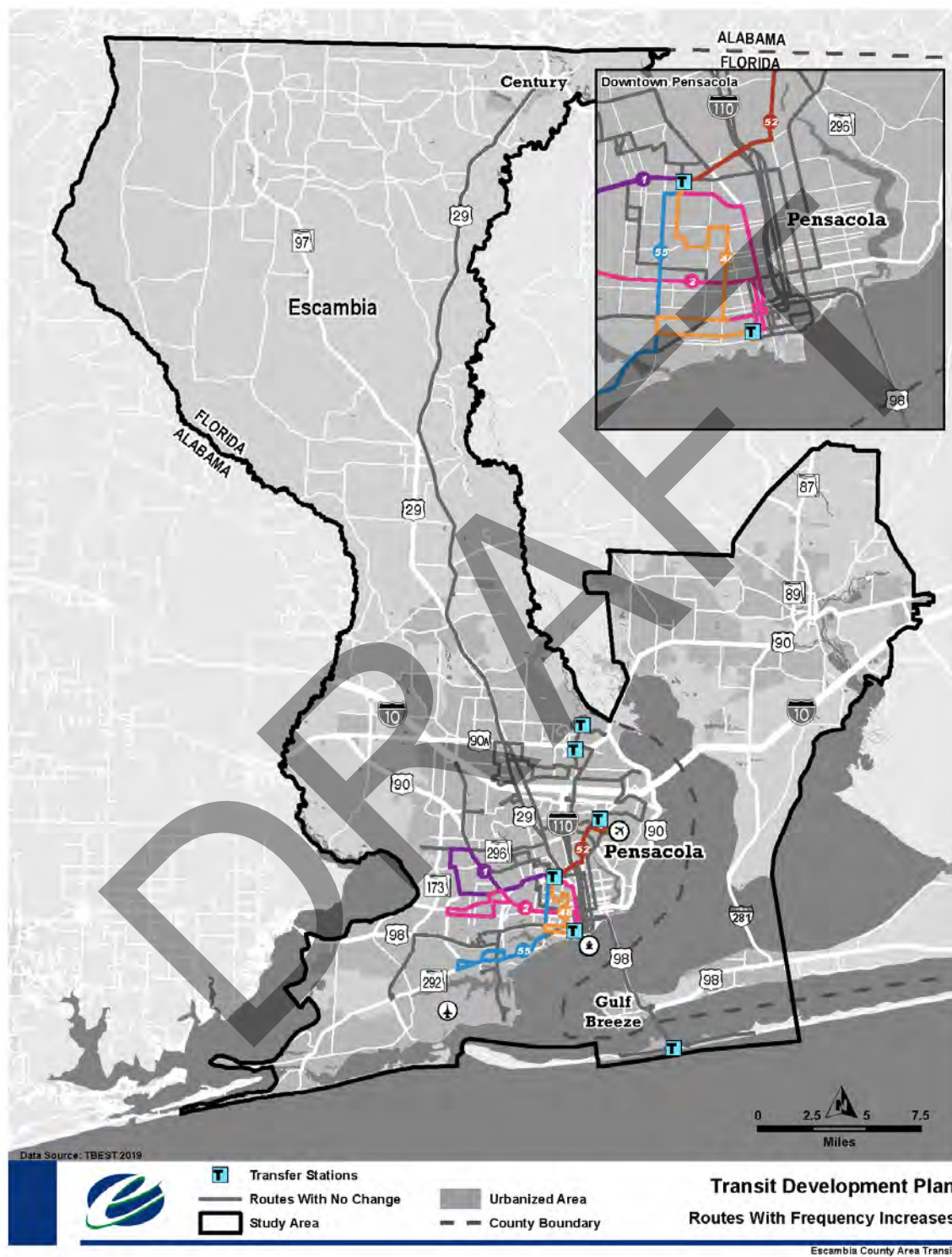
frequency from 5:00 AM to 7:30 PM. The proposed project is to have Route 2 operate on a 30-minute frequency during its weekday span of service;

- **Increase the frequency on Route 48** – Route 48 travels south from the ECAT Transfer Center at the Rosa L. Parks Complex to the Downtown Transfer Center via A Street and Government Street to provide service to Baptist Hospital. It has the highest ridership, with 624 boardings per weekday, of all the ECAT routes. It currently operates each weekday on a 60-minute frequency from 5:00 AM to 7:30 PM. The proposed project is to have Route 48 operate on a 30-minute frequency during its weekday span of service;
- **Increase the frequency on Route 52** – Route 52 travels east from the ECAT Transfer Center at the Rosa L. Parks Complex to the Cordova Mall and Pensacola State College (PSC) Transfer Center via E. Fairfield Drive and N. 9<sup>th</sup> Avenue. It has the second highest ridership, at 433 boardings per weekday, of all the ECAT routes. It currently operates each weekday on a 30-minute frequency from 7:00 AM to 7:30 PM, except from 10:00 AM to 1:00 PM, where it operates at a 60-minute frequency. It also operates on a 60-minute frequency from 6:00 AM to 7:00 AM. The proposed project is to remove the midday period of reduced frequency and have it run all weekday on a 30-minute frequency;
- **Increase the frequency on Route 55** – Route 55 travels south from the ECAT Transfer Center at the Rosa L. Parks Complex to the Warrington Community in western Escambia County via Pace Boulevard and Barrancas Avenue. It has the fourth highest ridership, at 351 boardings per weekday, of all the ECAT routes. It currently operates each weekday on a 60-minute frequency from 6:00 AM to 7:00 PM. The proposed project is to have Route 55 operate on a 30-minute frequency during its weekday span of service.





Figure 78 | Proposed Frequency Improvements





- Span of Service Improvements
  - **Increase Sunday Service to match existing Saturday Service** – ECAT currently operates very limited Sunday service with only Route 59X, Beach Jumper (Route 64), and the Beach Trolley. However, the Beach Trolley only operates from Memorial Day to Labor Day. The proposed project (Figure 79) is to have every route that currently operates on Saturday to operate on Sunday with the same frequency and span of service;
  - **Increase service on Saturday to match existing weekday service** – On Saturdays, ECAT scales back the transit service with three fewer routes in operation (Routes 41, 57, and 59A) and those routes that are in operation have a 60-minute to two-hour frequency. In addition, the span of service is shorter with routes starting later in the day, ending earlier, or both. This change in service level could have potentially adverse impacts on lower income riders that do not work the standard 40-hour work week with weekends off. They may still need the additional runs to get to employment or other services on Saturdays. The proposed project (Figure 80) is to add or increase the span of service on Saturday on Routes 1, 2, 32, 41, 45, 48, 51, 52, 55, 57, 59X, and 64 to match weekday with each route operating on a 60-minute frequency;
  - **Extend weekday service to 10:00 PM** – Currently, ECAT's weekday service ends between 5:55 PM and 7:55 PM with only Route 59X, Beach Jumper, Beach Trolley, and University of West Florida Trolley running later into the night with the Beach Trolley in operation until midnight. The varying end times across the different routes can make it difficult for people that work non-traditional hours to get home in the evening. The proposed project (Figure 81) is to extend the span of service for Routes 31, 32, 41, 43, 44, 45, 48, 55, 57, 59X, 60, and 63 to 10:00 PM.

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Figure 79 | Sunday to Match Saturday

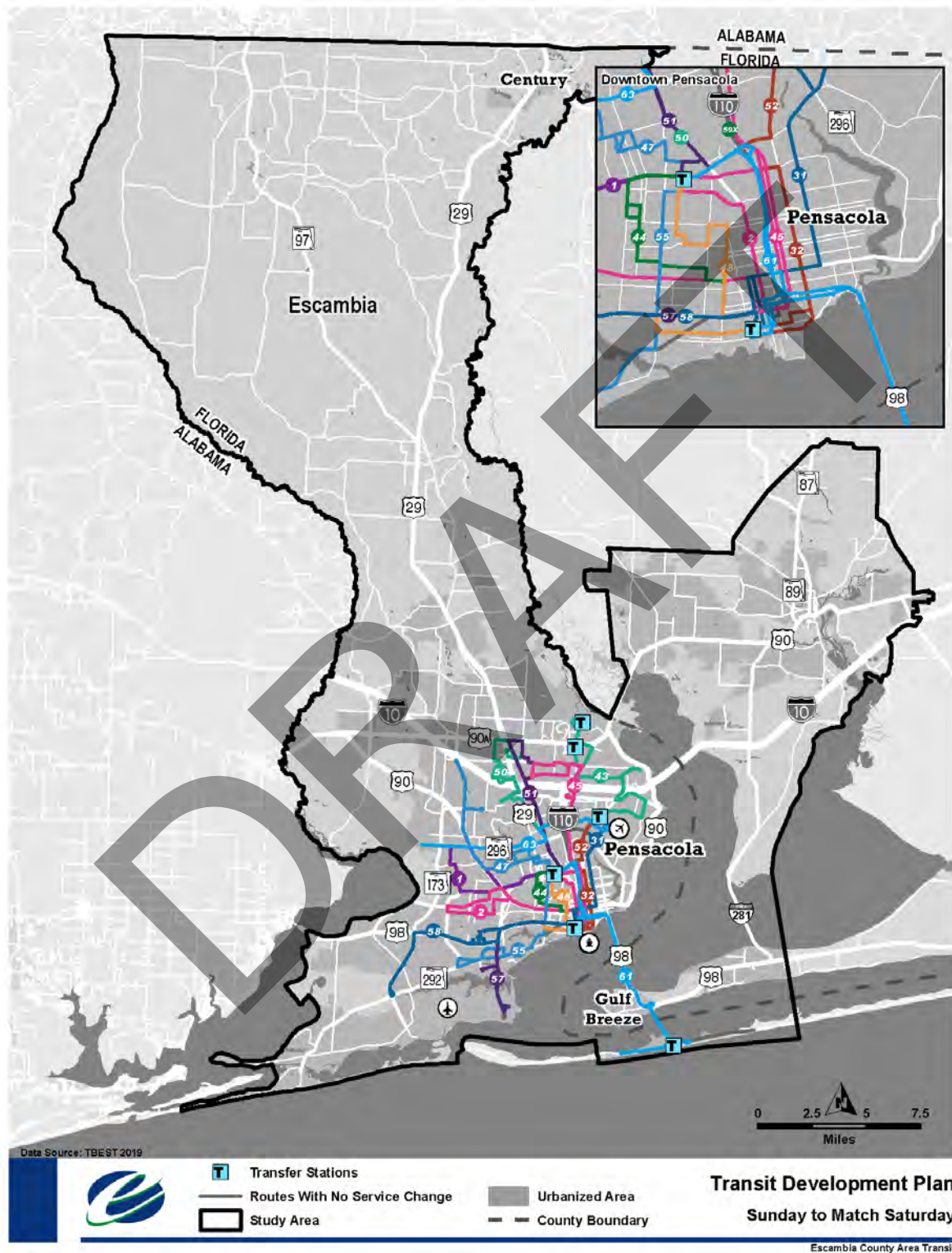






Figure 80 | Saturday to Match Weekday

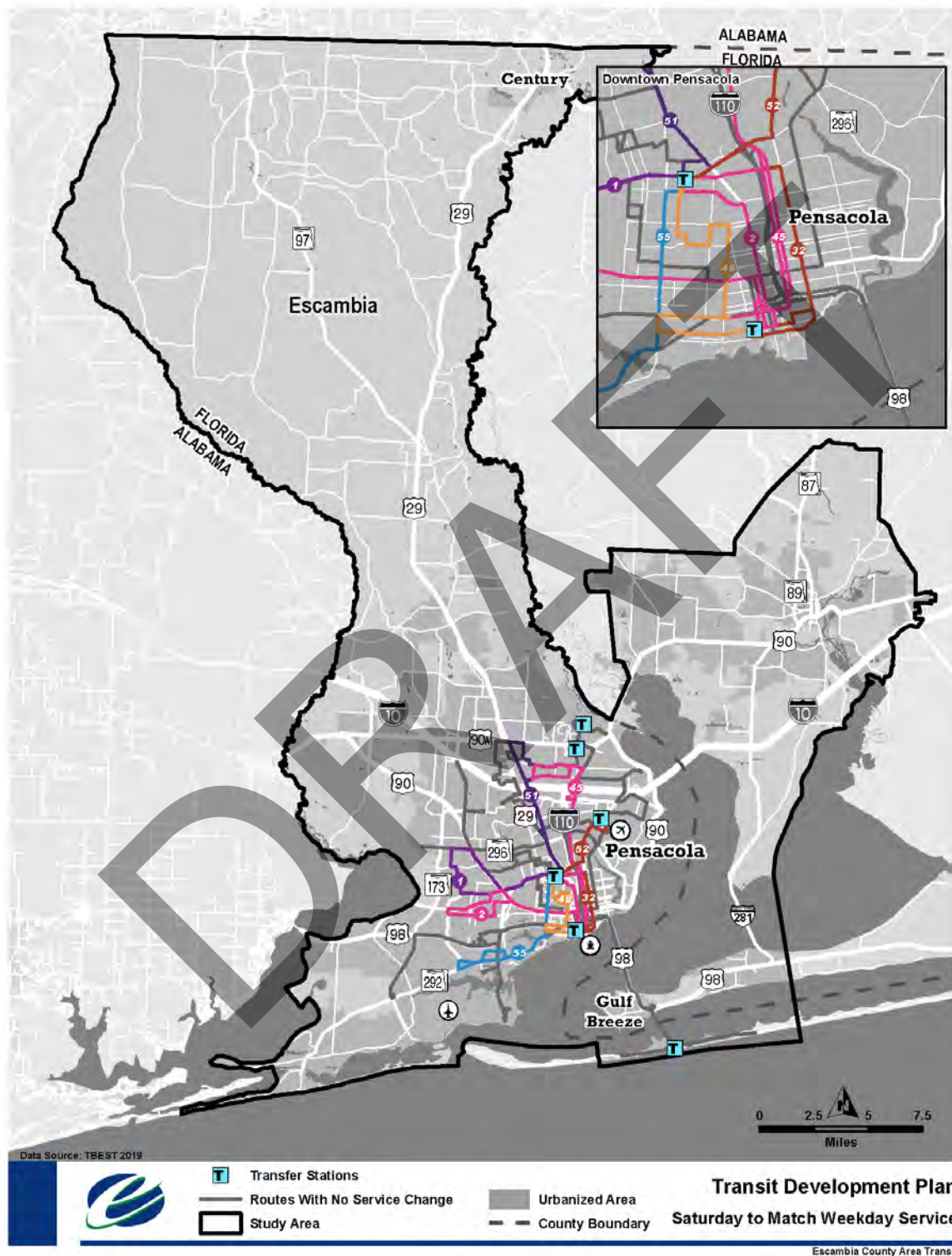
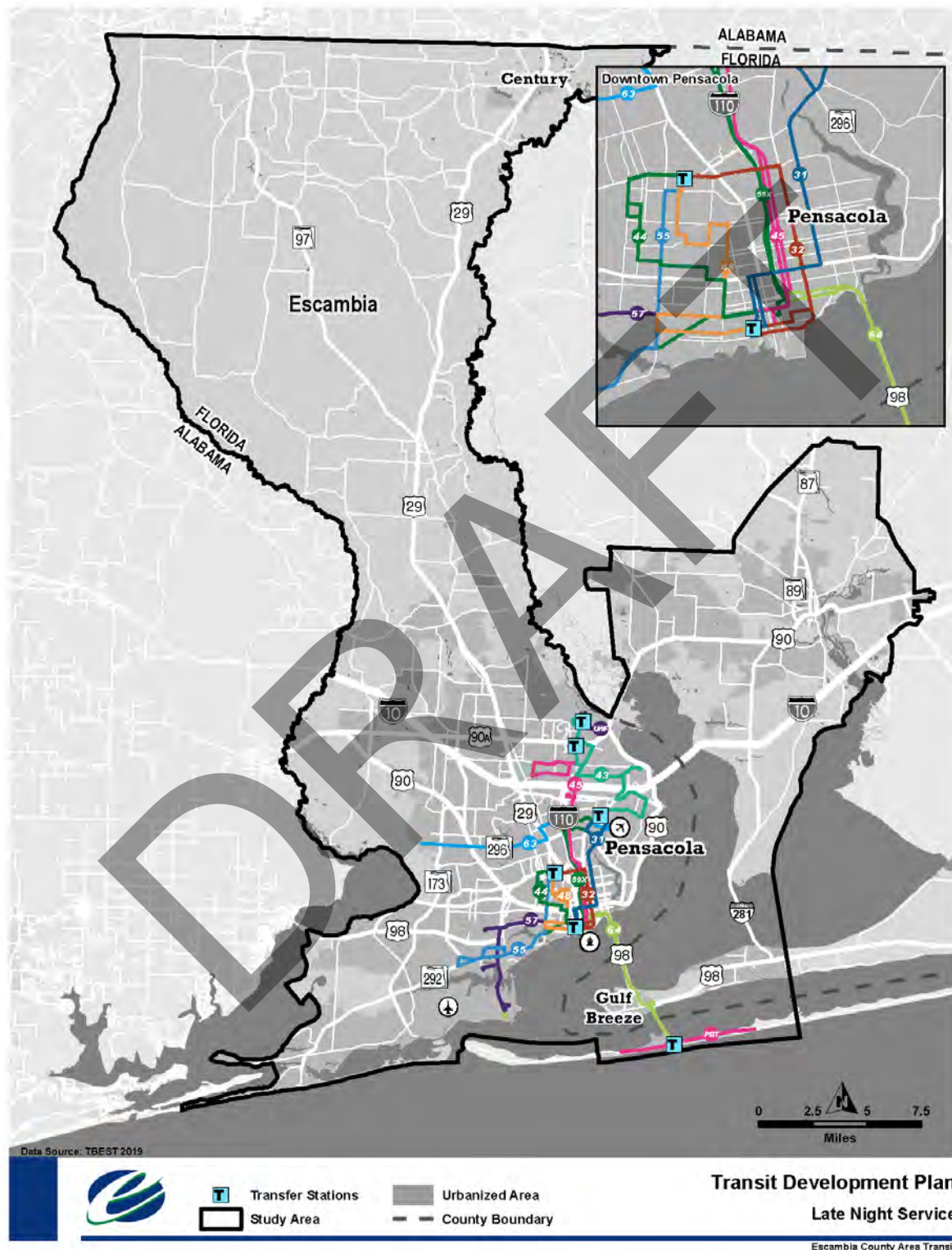




Figure 81 | Additional Late-Night Service



- Service to New Areas (Figure 82)

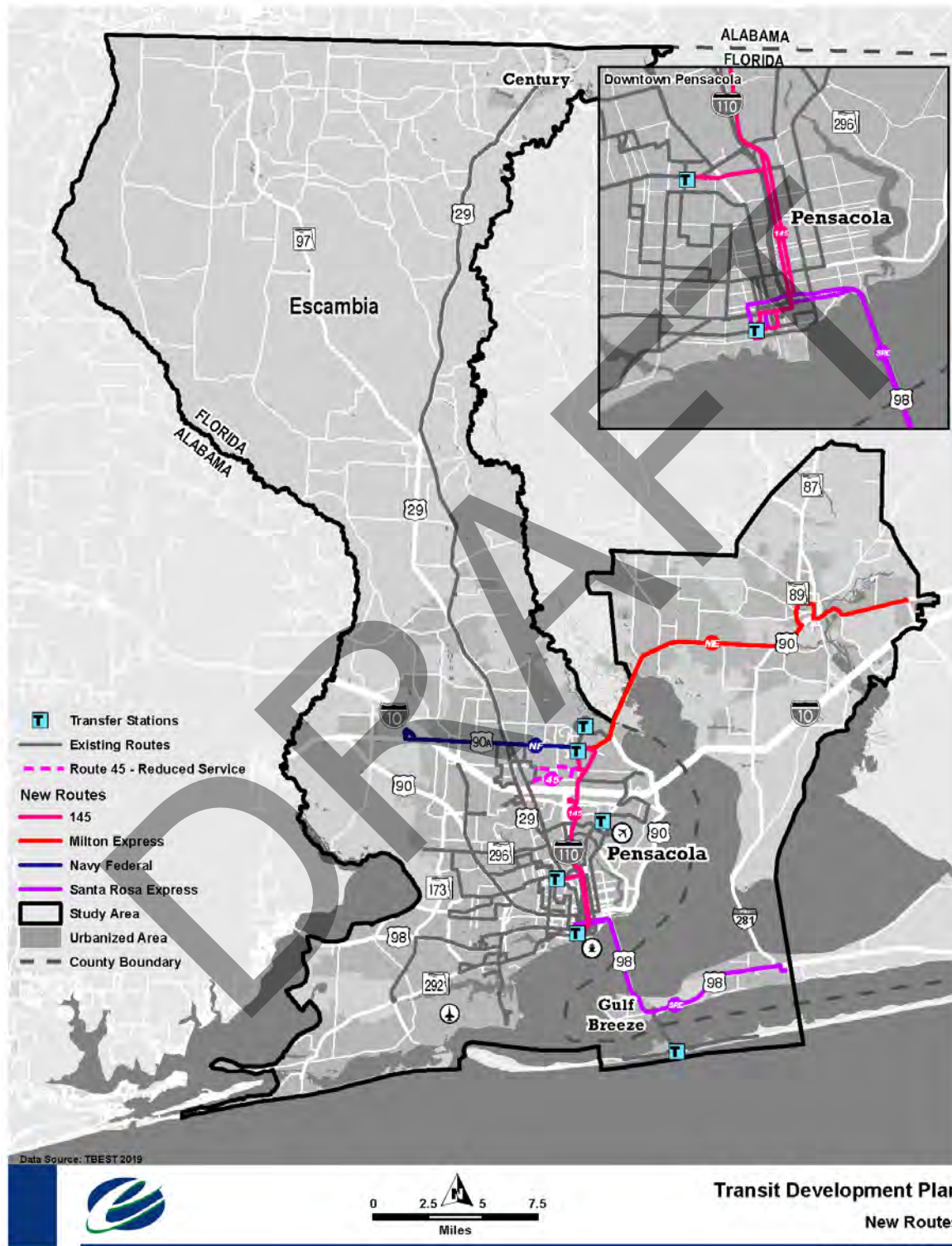




- **New Express Bus Service to Milton (FL)** – As evidenced by the Baseline Conditions, the Cities of Milton and Pace play significantly into the economic development of Escambia County. These are areas of high residential density with significant minority and low-income populations. They have also increasingly become bedroom communities for those commuting into Escambia County for work and recreation. This makes them ready for transit service, as evidenced by the Transit Propensity Index. The proposed project offers express bus/commuter service to Milton with stops in Pace in a manner resembling Route 60, which provides express bus service to Century (FL). The only difference is this Route would end at Target Transfer Point on E. Nine Mile Road as opposed to at the ECAT Transfer Center at the Rosa L. Parks Complex;
- **New Service to the Tiger Point Community Center** – The eight-month long closure of the Pensacola Bay Bridge due to damages sustained from Hurricane Sally (2020) led to the creation of Route 61A & 61B to provide commuter service from Gulf Breeze, Pensacola Beach, and the Tiger Point Community Center to downtown Pensacola. While the routes were temporary, they highlighted the need to provide transportation options for hospitality workers to other locations along Highway 98, and the need to extend transit service eastward to provide additional interregional transportation options. The proposed project is to provide express bus/commuter route service from the Tiger Point Community Center in Santa Rosa County to Gulf Breeze in Santa Rosa County along Highway 98 where transit users can transfer to Route 61 to access the rest of the ECAT transit system; and
- **New Service to Navy Federal Credit Union** -- Navy Federal Credit Union is a major employer in Escambia County, employing approximately 8,700 individuals. Many of these employees are based out of the main office complex located west of Interstate 10 on Nine Mile Road. Currently, there is no public transportation service to this site. The proposed project is to create a new route, operating on a 60-minute frequency, along Nine Mile Road from the Target Transfer point near the University of West Florida (UWF) to this facility.



Figure 82 | Service to New Areas





In addition to these service projects, analysis of the system identified two additional route changes that should take place to support the system: 1) Splitting Route 45, and 2) modifying the network to support the relocation of Baptist Hospital.

- 1) Route 45 is essentially two routes combined into one. Route 45 would continue its existing route, from Rosa Parks down to Downtown and then up to West Florida Hospital and west on Johnson Ave. However, its frequency would be reduced to one hour on weekdays and two hours on the weekend. A second route, 145, would run close to the length of the 45 (down to Downtown and then back up to West Florida Hospital). However, instead of going west on Johnson Ave, it would proceed north, following the path of the 43, to the University Town Center. The weekday frequency for Route 45 is every 30 minutes from 5:30 AM to 7:30 PM with two tripper runs at 6:45 AM and 3:45 PM. The proposed change is to split off the portion of the route that serves the neighborhoods west of West Florida Hospital with a new route (Route 145). This route would operate on a 60-minute frequency with the same span of service. This allows the trunkline portion of Route 45 to operate more efficiently with a 30-minute frequency. In addition, the Route 145 (Figure 6) would provide a direct connection from the UWF area to the ECAT Transfer Center at the Rosa L. Parks Complex and Downtown Transfer Centers. This connection will be important particularly with potential new routes connecting the Navy Federal Credit Union Corporate Office and Milton to the University Town Center.
- 2) Baptist Hospital is currently building a new medical complex located at the I-110 and Brent Lane Interchange, across the street from Pensacola Christian College. The hospital is scheduled to open in 2023, and it is expected to impact ridership patterns. To accommodate this medical complex addition, slight rerouting is proposed for two routes: 59X and 63. For Route 59X, the northern loop would be expanded west to Palafox St, causing the bus to spend more time on Airport Blvd and Brent Lane. It would exit back onto I-110 at Brent Lane rather than Airport Blvd. For Route 63, the bus would spend more time on Brent Lane and then use Davis Highway to connect to Airport Blvd. Because of the 59X's loop extension, there would be no loss in coverage to Airport Blvd. These small changes would allow Baptist Hospital to be served directly by two routes and would expand the service area of Route 59X, which is forecasted to result in a significant boost in ridership.

Except for the proposed change to Route 45 and the system modifications needed to support the Baptist Hospital, all the service projects were evaluated using the evaluation criteria. This included conducting public meetings, meeting with existing riders, and discussing the projects with stakeholders to get their project prioritization. Table 36 summarizes the results of this analysis. The projects are listed in ranked order, highest scoring to lowest. This ranking is used to prioritize the projects in the 10-Year TDP. Route 45 and the Baptist Hospital changes were not evaluated because they are modifications to the existing system and would be needed to support some of the proposed projects.



Table 36 | Your Service/Your Say Project Ranking

Project	Public Outreach		Traditional Market		Discretionary Market		Productivity		Goals & Objectives		Overall Weighted Score
	Raw	Weighted	Raw	Weighted	Raw	Weighted	Raw	Weighted	Raw	Weighted	
Route 52 Frequency	4	0.6	5	1	5	1	5	1.5	5	0.75	4.85
Sunday to match Saturday	5	0.75	4	0.8	2	0.4	5	1.5	3	0.45	3.9
Route 48 Frequency	3	0.45	5	1	5	1	2	0.6	5	0.75	3.8
Saturday to match Weekday	5	0.75	3	0.6	3	0.6	4	1.2	3	0.45	3.6
Route 2 Frequency	4	0.6	4	0.8		0.8	3	0.9	3	0.45	3.55
Route 1 Frequency	3	0.45	2	0.4	2	0.4	5	1.5	3	0.45	3.2
Service to Milton	2	0.3	2	0.4	4	0.8	3	0.9	5	0.75	3.15
Extend weekday span of service	5	0.75	3	0.6	1	0.2	4	1.2	1	0.15	2.9
Service to Tiger Point	1	0.15	1	0.2	5	1	2	0.6	5	0.75	2.7
Route 55 Frequency	2	0.3	5	1	1	0.2	1	0.3	5	0.75	2.55
Service to Navy Federal	1	0.15	1	0.2	3	0.6	1	0.3	3	0.45	1.7





### 7.3 Capital Projects

In addition to the service projects, three capital projects are proposed. Replacement buses are included in the capital budget associated with maintaining the existing system. These projects are as follows:

- **Expand and improve bus stop infrastructure** – ECAT can continue to improve infrastructure at bus stops, including benches, shelters, bicycle storage facilities, and other infrastructure. This would enhance the rider's experience while waiting for the bus and could also potentially attract new riders. As part of this proposed project, \$50,000 will be set aside annually to fund these improvements;
- **Renovate/Reconstruct the Rosa L. Parks Complex** – As identified in the previous TDP (*Connections 2026*), there is a need for a new operations and maintenance facility due to inadequate space and drainage issues at the current Rosa Parks Transfer Complex. In addition, the complex needs to be expanded to handle additional vehicles to support the growth of the system. The cost of this project is currently estimated at approximately \$20,000,000 (based on year 2021 unit cost); and
- **Transition the fleet to electric vehicles** – In addition to replacing older transit vehicles in the fleet, ECAT plans on starting the transition to an all-electric fleet. The proposed project is to start this transition in 2024 at a rate of two vehicles per year. The costs for the electric buses and related support equipment was obtained through conversations with electric bus manufacturers.

The Capital Projects were not subject to the evaluation criteria and subsequently ranked to determine their priority. Rather, these projects were added to the 10-Year TDP based on conversations with ECAT Staff.

### 7.4 Other Projects

The Service and Capital Projects represent the primary focus of the ECAT TDP for the next ten years. In addition to these projects, ECAT will also pursue additional efforts to increase ridership, support for the agency, and improve the efficiency of its operations. These additional projects include and are not limited to:

- **Strategic Marketing Campaigns** – Either as part of the annual budget to maintain the existing system or as part of community-wide engagement efforts, ECAT should develop strategic market campaigns to increase the awareness and support of the agency and to tout the benefits of using transit. These campaigns should help to increase ridership, and, in-turn, farebox revenue;
- **Building Partnerships** – Providing and enhancing service to Navy Federal Credit Union, Baptist Hospital, Pensacola Naval Air Station, and other major employers offers an opportunity for ECAT to enter partnerships with these organizations. These partnerships could include employee pass programs, funding for frequency improvements, and/or becoming a champion for the agency in the community;
- **Technology Upgrades** – ECAT should pursue opportunities to upgrade the technology associated with operating the system. This includes and is not limited to implementing a mobile fare program,





acquiring planning software, and identifying corridors for transit signal prioritization. These projects could be funded through the existing budget, grant programs, or partnerships with other entities; and

- Coordination with City/County departments – Moving forward, ECAT should continue to foster relationships with other departments within the municipalities such as Planning, Growth Management, Public Works, etc. to have investment in transit be part of the conversation. These efforts include, and are not limited to, including provisions for transit infrastructure as part of road projects, requiring developers to include transit in their site plans, and implementing a mobility fee program to generate additional funds for ECAT.

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## 8 TDP Financial Plan

The TDP Financial Plan provides ECAT an opportunity to match the needed transit system improvements with available financial resources. In this financial plan, operating, capital, and policy costs are projected, and revenue sources are identified for the full 10-year horizon. This section covers the assumptions and data sources used in creating the financial plan, identifies potential funding sources to support the proposed projects, provides the 10-year financial plan, and lists the funded and unfunded projects.

### 8.1 Assumptions

#### 8.1.1 Maintain Existing System – Operating & Capital Costs

To create the 10-year Financial Plan, the first step is to prepare the budget to maintain the existing system for the first year of the TDP (FY22) and forecast those costs for the full 10-year horizon. The following assumptions were used to determine the costs to “Maintain the Existing System” for FY22:

- Routes 41 (Service to East Pensacola Heights) and Route 59A (Naval Air Technical Center to Pensacola International Airport) are no longer in operation. These routes were discontinued during the FY20-FY21 COVID-19 pandemic service reduction, and were not returned to service when the pandemic reductions were lifted during Quarter 2/Quarter3 of FY21 due to low ridership and vacant full-time operator positions; and
- The estimated operating expenses for FY2022 are \$12,959,772. This is due to challenges in filling the 23 vacant operator positions (13 full-time bus operators & 10 part-time bus operators).

In creating the capital component of the “Maintain the Existing System” for FY2022 and over the full 10-year horizon, the following assumptions were used:

- Thirty (30) fixed route buses will be replaced over the 10-year period. The plan is to replace seven buses in FY22, seven in FY23, and two buses annually for the remaining eight years of the TDP Financial Plan. The purchase of these vehicles should be funded through existing federal and state grants;
- Consistent with the ECAT Transit Asset Management (TAM) Plan, “Maintain the Existing System” also includes replacing the following vehicles:
  - Trolleys used for Beach and UWF Service – 1 per year except for FY27 and FY28 (no replacement is needed since active vehicles should be under the useful life benchmark);
  - Cutaway buses – 1 vehicle per year;
  - ADA Paratransit Buses – 3 vehicles per year;
  - Replacement cars – 4 vehicles (1 vehicle in FY22; 2 in FY25; 1 in FY31); and
  - Service vans/trucks – 1 vehicle per year except for FY31.
- Capital costs for the replacement buses and other vehicles were obtained from the FDOT Transit Research Inspection Procurement Services (TRIPS) contract and discussions with ECAT staff.





Based on the U.S. Federal Reserve Bank<sup>20</sup> inflation rate forecast, operating and capital costs are projected to increase at 2 percent annually through the 10-year plan horizon.

### 8.1.2 Maintain Existing System – Revenue Sources

In addition to determining the operating and capital costs for “Maintain the Existing System”, the following assumptions and data sources were used to calculate the revenue stream for the full 10-year horizon:

- Federal Grants:
  - Urbanized Area Formula Grant (Section 5307) – The FY2022 - 2031 Section 5307 annual apportionments were estimated by applying the allocation formula to the FY2021 apportionment and each year thereafter. The formula used<sup>21</sup> is 50 percent bus revenue vehicle miles, 25 percent population, and 25 percent population x population density. Since 50 percent the formula is based on population, the growth rate for 5307 funds will be based on 50 percent in the change in revenue vehicle miles and 50 percent on population growth. It is also assumed that the 75 percent Special Rule Operator Cap remains in effect over the next 10 years with this ratio applied to the Section 5307 apportionment starting in FY25;
  - Bus and Bus Facility Formula Grant (Section 5339) – The FY2022 - 2031 Section 5339 annual apportionments were estimated by applying the allocation formula to the FY2021 apportionment and each year thereafter. The formula used<sup>22</sup> is 50 percent bus revenue vehicle miles, 25 percent population, and 25 percent population X population density. Since 50 percent of the formula is based on population, the growth rate for 5339 funds will be based on 50 percent in the change in revenue vehicle miles and 50 percent on population growth;
  - Coronavirus Aid, Relief, and Economic Security (CARES) Funds – ECAT was awarded \$10,325,232 in FY2020 to cover additional costs and/or revenue shortfalls associated with the COVID-19 pandemic. Not all the funding has been expended with the following amounts carried over to subsequent fiscal years:
    - FY22 - \$1,710,000; and
    - FY23 - \$2,279,500All the FY22 CARES funds will be used for operating expenses. In FY23, the funds will be split between operating and capital;
  - Formula Grants for Rural Areas (Section 5311) – ECAT is expecting to receive \$100,000 annually for the full 10-year horizon, except for FY22. In FY22, \$180,000 is expected from CARES for Section 5311 expenses; and
  - American Rescue Plan Act (ARPA) – In FY21, ECAT received \$6,700,000 in ARPA funds. These funds will be split between FY22 and FY23 to cover operating expenses.

<sup>20</sup> <https://www.federalreserve.gov/monetarypolicy/files/fomcprojtabl20210317.pdf>

<sup>21</sup> <https://www.transit.dot.gov/funding/apportionments/table-4-fy-2019-5307-apportionment-formula-full-year>

<sup>22</sup> <https://www.transit.dot.gov/funding/apportionments/table-4-fy-2019-5307-apportionment-formula-full-year>







- State Grants
  - FDOT Block Grant – Annual allocations for FDOT Block Grant were obtained from the FDOT Work Program and are estimated to grow using the following formula: 1/3 based on population growth, 1/3 based on the growth in total revenue miles, and 1/3 based on growth in total ridership<sup>23</sup>. The change in total revenue miles and ridership is based on the new service projects being implemented;
  - FDOT Transit Corridor Program – Annual allocations for FDOT Transit Corridor Program were obtained from the FDOT Work Program and are estimated to grow at 2 percent annually, the same rate as the expected annual increase in operating expenses.
- Local Sources
  - Advertising Revenue – Advertising revenue is held constant at \$200,000 annually;
  - Beach and UWF Trolley – The costs associated with operating the Beach Trolley and UWF Service will be fully funded through contractual relationships the Santa Rosa Island Authority and UWF, respectively;
  - Farebox Revenue – Due to COVID-19 disrupting the operation of the system and subsequently suppressing ridership during FY20, it is difficult to estimate the growth in ridership and farebox revenue for the full 10-year horizon. Therefore, it is assumed the FY21 farebox revenue will rebound to FY19 levels and will grow at 0.24 percent annually, the ridership growth rate predicted by the T-BEST under the No-Build Scenario.
  - Gas Tax Revenue – Similarly, COVID-19 adversely affected personal travel behavior, suppressing daily automobile usage by residents in and visitors to Escambia County. Therefore, FY20 represents an outlier in gas tax collections. In addition, rebounding automobile travel due to the re-opening of Escambia County and gradual adoption of electric vehicles over the next 10 years places additional uncertainty in forecasting this revenue source. Therefore, it is assumed the gas tax will stay at the FY19 amount for the full 10-year horizon.

### 8.1.3 Project Assumptions

Along with the operating cost per hour and annual rates of inflation, the following assumptions were used to calculate the project capital and operating costs:

- New service to Milton and the Tiger Point Community Center are considered to be express bus service and should not affect the paratransit service area;
- New service to Navy Federal is local bus service and is projected to increase the ADA service area by 5.1 percent. This change in the ADA service area was calculated by applying a  $\frac{3}{4}$  mile service buffer around the existing weekday system to determine the total square miles and comparing it to the total square miles of the service area with the route to Navy Federal added;

<sup>23</sup> [http://www.leg.state.fl.us/statutes/index.cfm?App\\_mode=Display\\_Statute&Search\\_String=&URL=0300-0399/0341/Sections/0341.052.html](http://www.leg.state.fl.us/statutes/index.cfm?App_mode=Display_Statute&Search_String=&URL=0300-0399/0341/Sections/0341.052.html)



- For every four expansion buses purchased for the new projects an additional bus will be purchased to achieve a twenty percent spare ratio;
- Capital equipment acquisition for the operating projects occur the year prior to the start of the service;
- For the new routes, 20 percent of the new stops are assumed to have a bench and shelter; and
- Capital costs for the frequency improvements and new service are as follows:
  - New buses purchased will be consistent with the rest of the fixed-route fleet and are based on the same replacement bus cost assumptions.
  - The costs for new bus stop signs, benches, and shelters were obtained from the 2018 ECAT ADA Plan.

## 8.2 Potential Funding Strategy

To fund the new projects identified in the 10-Year Financial Plan, the following strategies were employed:

- Electric Bus Transition – As sustainability and addressing climate change continues as a growing concern at the state and federal levels, it is assumed the gradual transition of the ECAT fleet to electric buses will be fully funded through Federal or State discretionary funds, such as the Low-No Emission Vehicle Program – Section 5339(c);
- FDOT Service Development Program Grant Funds & Local Match – For the new service to the Navy Federal Main Office Complex and the Tiger Point Community Center, it is expected ECAT will seek FDOT Service Development Program Funds to support ½ the operating assistance (up to \$250,000) for the first three years of the project with the local match coming from either Escambia County & partnerships with Navy Federal (Navy Federal Service) or from Santa Rosa County (Tiger Point Community Center);
- FDOT Transit Corridor Program – Because US 90 is a major corridor connecting Milton and Pace in Santa Rosa County to education, employment, and service opportunities in Escambia County, the new service to Milton would be eligible for FDOT Transit Corridor Program funding at 100% due to its potential to alleviate congestion on the US 90 corridor;
- Partnerships – Similar to Navy Federal, Baptist Hospital is a major employer in Escambia County. It is expected the new medical campus being built will increase the number of jobs associated with Baptist Hospital, creating potential parking challenges and other transportation issues associated with accessing the site. This provides ECAT an opportunity to develop a partnership with Baptist Hospital to fully fund the routes needed to support this facility through an employee pass program or similar mechanism; and
- Farebox revenue – New ridership created by the implementation of the service projects is expected to generate additional farebox revenue for ECAT. The amount of revenue generated is estimated to be the average fare per rider in the existing system during the year the project is implemented multiplied by the expected ridership.





### 8.3 10-Year Financial Plan

This section provides the recommended 10-Year Financial Plan developed for the TDP Major Update. The project costs are provided in Table 37 with the projected revenue stream provided in Table 38. Increasing local funding for transit through tax increases or new fees - As evident by the Phase II survey, two-thirds of the respondents supported additional local funding for the transit system;

- Pursuing competitive grants – Projects such as reconstructing the Rosa L. Parks Complex and electrifying the fleet could be funded through federal competitive grants or other discretionary funds;
- Expanding partnerships – In order to support the growth of the system, ECAT should expand existing and form new partnerships to help fund the transit system. Potential partners include Santa Rosa County, Navy Federal Credit Union, Baptist Hospital, and Naval Air Station Pensacola; or
- Redesigning the fixed route system – Transit network redesigns provide an opportunity to address route redundancy and create new routes that better meet the needs of the community. This could include reducing service to some areas or employing new, more efficient service models, such as working with Transportation Network Companies (Uber, Lyft, etc.).

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Figure 83 summarizes the annual operating and capital costs for next 10 years if the all the recommended projects are implemented. The large capital cost in FY2024 is due to the proposed redevelopment/reconstruction of the Rosa L. Parks facility. Figure 84 illustrates the shortfalls between the anticipated revenue stream and project capital costs.

The project surplus during the early years of the TDP is due to the additional funding received from the Federal Government in response to the COVID-19 pandemic. As those additional funds are expended, shortfalls are expected, starting in 2024. The total shortfall over the 10-Year period is approximately \$63 million. The recommended strategies to address this shortfall include and is not limited to:

- Increasing local funding for transit through tax increases or new fees - As evident by the Phase II survey, two-thirds of the respondents supported additional local funding for the transit system;
- Pursuing competitive grants – Projects such as reconstructing the Rosa L. Parks Complex and electrifying the fleet could be funded through federal competitive grants or other discretionary funds;
- Expanding partnerships – In order to support the growth of the system, ECAT should expand existing and form new partnerships to help fund the transit system. Potential partners include Santa Rosa County, Navy Federal Credit Union, Baptist Hospital, and Naval Air Station Pensacola; or
- Redesigning the fixed route system – Transit network redesigns provide an opportunity to address route redundancy and create new routes that better meet the needs of the community. This could include reducing service to some areas or employing new, more efficient service models, such as working with Transportation Network Companies (Uber, Lyft, etc.).





Figure 83 | Annual Operating & Capital Costs (Millions)

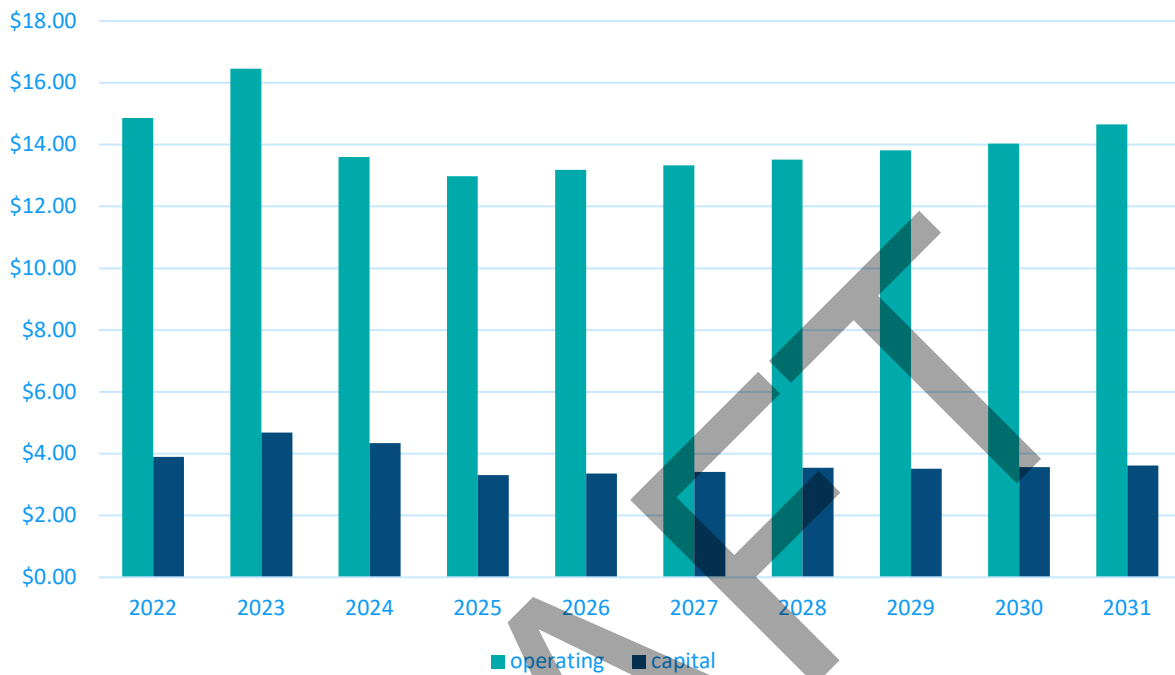




Table 37 | Your Service/Your Say Cost Summary

Alternatives	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	Total
<b>Maintain Existing Service</b>	\$17,154,127	\$17,474,321	\$15,436,089	\$15,792,438	\$16,059,707	\$16,117,379	\$16,439,727	\$17,042,690	\$17,383,544	\$17,690,988	\$166,591,010
<b>Navy Federal Service</b>	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$738,567	\$892,673	\$1,631,240
<b>Milton/Santa Rosa Co. Service</b>	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$686,939	\$107,133	\$794,073
<b>Tiger Point Community Center Service</b>	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$575,753	\$120,202	\$122,606	\$818,561
<b>Sunday to match Saturday</b>	\$-	\$744,411	\$759,299	\$774,485	\$789,975	\$805,774	\$821,890	\$838,328	\$855,094	\$872,196	\$7,261,452
<b>Saturday to match weekday</b>	\$-	\$-	\$-	\$531,134	\$541,757	\$552,592	\$563,644	\$574,916	\$586,415	\$598,143	\$3,948,600
<b>Route 55 Frequency Increase</b>	\$-	\$-	\$-	\$-	\$-	\$506,773	\$373,084	\$380,546	\$388,157	\$395,920	\$2,044,481
<b>Route 1 Frequency Increase</b>	\$-	\$-	\$-	\$-	\$-	\$506,773	\$351,852	\$358,889	\$366,067	\$373,388	\$1,956,970
<b>Route 52 Frequency Increase</b>	\$126,159	\$128,682	\$131,256	\$133,881	\$136,559	\$139,290	\$142,076	\$144,917	\$147,815	\$150,772	\$1,381,406
<b>Route 2 Frequency Increase</b>	\$-	\$-	\$-	\$974,189	\$494,900	\$504,798	\$514,894	\$525,192	\$535,696	\$546,410	\$4,096,080
<b>Route 48 Frequency Increase</b>	\$-	\$468,180	\$369,216	\$376,600	\$384,132	\$391,815	\$399,651	\$407,644	\$415,797	\$424,113	\$3,637,150
<b>Route 45 Split</b>	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$(99,914)	\$(99,914)
<b>Baptist relocation</b>	\$-	\$71,746	\$73,181	\$74,644	\$76,137	\$77,660	\$79,213	\$80,797	\$82,413	\$84,061	\$699,852
<b>Extended Weekday Hours</b>	\$-	\$-	\$-	\$901,245	\$919,270	\$937,656	\$956,409	\$975,537	\$995,048	\$1,014,949	\$6,700,113
<b>Replacement / Upgrade Rosa Parks</b>	\$-	\$-	\$21,224,160	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$21,224,160
<b>Spare Buses</b>	\$-	\$-	\$-	\$487,094	\$-	\$-	\$-	\$-	\$537,792	\$-	\$1,024,886
<b>Bus-Lo/No</b>	\$-	\$234,090	\$1,910,174	\$1,948,378	\$1,987,345	\$2,027,092	\$2,153,786	\$2,108,987	\$2,151,167	\$2,194,190	\$16,715,209
<b>Stop Upgrades / Amenities</b>	\$-	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$50,000	\$450,000
<b>Total</b>	<b>\$17,280,286</b>	<b>\$19,171,430</b>	<b>\$39,953,375</b>	<b>\$22,044,089</b>	<b>\$21,439,783</b>	<b>\$22,617,602</b>	<b>\$22,846,225</b>	<b>\$24,064,197</b>	<b>\$26,040,712</b>	<b>\$25,417,629</b>	<b>\$240,875,328</b>

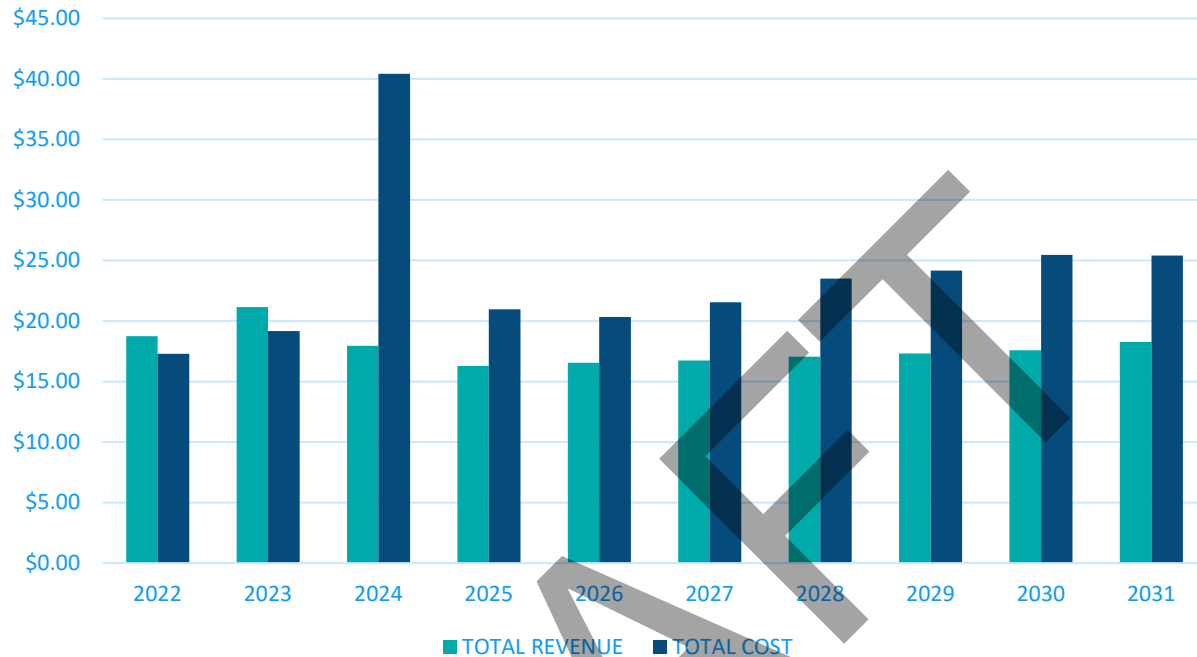


Table 38 | Your Service/Your Say Revenue Summary

Revenue	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	Total
FTA 5307	\$3,772,587	\$3,736,972	\$3,910,951	\$3,793,759	\$3,819,196	\$3,849,005	\$3,875,736	\$3,916,122	\$3,937,660	\$3,959,731	\$38,571,720
Federal/State Discretionary	\$-	\$234,090	\$1,910,174	\$1,948,378	\$1,987,345	\$2,027,092	\$2,153,786	\$2,108,987	\$2,151,167	\$2,194,190	\$16,715,209
FTA 5339	\$402,681	\$404,793	\$408,308	\$410,944	\$413,699	\$416,928	\$419,824	\$424,198	\$426,531	\$428,922	\$4,156,828
FTA 5311	\$-	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000	\$900,000
FTA CARES 2023	\$-	\$2,279,500	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$2,279,500
FTA CARES 2022	\$1,710,000	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$1,710,000
FTA 5311 CARES	\$180,000	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$180,000
ARPA	\$3,350,000	\$3,350,000	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$6,700,000
State Block Grant	\$1,111,375	\$1,166,994	\$1,225,291	\$1,551,836	\$1,699,066	\$1,753,902	\$1,808,655	\$1,938,830	\$1,957,192	\$1,999,045	\$16,212,187
FDOT Urban Corridor	\$350,000	\$357,000	\$364,140	\$371,423	\$378,851	\$386,428	\$394,157	\$505,013	\$515,114	\$525,416	\$4,147,542
FDOT Service Development	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$60,000	\$310,000	\$370,000
TD Commission	\$650,000	\$650,000	\$650,000	\$650,000	\$650,000	\$650,000	\$650,000	\$650,000	\$650,000	\$650,000	\$6,500,000
County Veh Maint	\$468,807	\$478,183	\$487,747	\$497,502	\$507,452	\$517,601	\$527,953	\$538,512	\$549,282	\$560,268	\$5,133,306
Farebox Revenue	\$957,424	\$1,025,482	\$1,042,273	\$1,076,376	\$1,106,798	\$1,150,830	\$1,247,153	\$1,255,947	\$1,297,728	\$1,352,332	\$11,512,343
UWF	\$498,656	\$498,656	\$498,656	\$498,656	\$498,656	\$498,656	\$498,656	\$498,656	\$498,656	\$498,656	\$4,986,560
Gas Tax	\$4,897,949	\$4,897,949	\$4,897,949	\$4,897,949	\$4,897,949	\$4,897,949	\$4,897,949	\$4,897,949	\$4,897,949	\$4,897,949	\$48,979,490
Santa Rosa Island Authority	\$208,795	\$208,795	\$208,795	\$208,795	\$208,795	\$208,795	\$208,795	\$208,795	\$208,795	\$208,795	\$2,087,950
Advertising	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000	\$2,000,000
Local General Revenue	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$125,000	\$125,000
Santa Rosa County	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$60,000	\$60,000	\$120,000
Previous Year Carryover	\$-	\$1,482,293	\$1,975,415	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$3,457,708
Fare Loss	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$-	\$(1,943)	\$(1,943)
Private	\$-	\$71,746	\$73,181	\$74,644	\$76,137	\$77,660	\$79,213	\$80,797	\$82,413	\$209,061	\$824,852
Total	\$18,758,273	\$21,142,452	\$17,952,880	\$16,280,262	\$16,543,945	\$16,734,847	\$17,061,876	\$17,323,806	\$17,592,488	\$18,272,565	\$177,663,394



Figure 84 | 10-Year TDP Costs & Revenues (Millions) - Summary Trend



### 8.4 Implementation Plan

The implementation plan shown in Table 39 outlines the improvements from 2022 to 2031, as well as identifies the unfunded projects for FDOT's transportation deficiency assessments. The table provides the implementation years, the operating and capital costs associated with each project, whether existing or new revenues are needed to fund the project, and the Goal and Objective(s) each project fulfills. This schedule does not preclude ECAT's ability to delay or advance projects as funding and/or priorities change. Progress towards each of the projects as well as customer satisfaction of the system will be tracked annually as part of the Annual Update Process.





Table 39 | Your Service/Your Say Implementation Plan

TDP Improvement	Implementation Years	Total Operating Cost	Total Capital Costs	Existing, New or Unfunded	Goal/Objectives
Maintain Existing System	2022 – 2031	\$166,591,010	\$21,847,008	Existing	1.1/2.1
<b>Improvements to Existing Routes</b>					
Route 52 Frequency Improvement	2022 -2031	\$1,381,406	\$0	Existing	4.2
Route 48 Frequency Improvement	2024-2031	\$3,637,150	\$468,180	Unfunded	4.2
Route 55 Frequency Improvement	2028-2031	\$2,015,251	\$477,544	Unfunded	4.2
Route 2 Frequency Improvement	2026-2031	\$3,121,891	\$974,189	Unfunded	4.2
Route 1 Frequency Improvement	2028-2031	\$1,450,197	\$506,773	Unfunded	4.2
<b>Service Span Changes</b>					
Sunday Service to match Saturday	2023-2031	\$7,261,452		Unfunded	4.1
Saturday to match Weekday	2025-2031	\$3,948,600		Unfunded	4.1
Extended Weekday Hours	2025-2031	\$6,700,113		Unfunded	4.1
<b>New Service</b>					
Express Bus to Milton	2029-2031	\$975,404	\$660,265	New	5.2
Express Bus to Tiger Point Community Center	2030-2031	\$818,561	\$575,753	New	5.2





TDP Improvement	Implementation Years	Total Operating Cost	Total Capital Costs	Existing, New or Unfunded	Goal/Objectives
Service to Navy Federal		\$1,631,240	\$738,567	Unfunded	5.2
<b>Other Service Changes</b>					
Baptist Hospital Realignment	2023-2031	\$699,852		Existing/New	2.1/2.2
Route 45 Split	2031	\$-99,914		Existing	2.1/2.2
<b>Capital/Infrastructure Improvements</b>					
Bus Stop Amenities	2022-2031		\$450,000	Existing	1.2
Fleet Electrification	2023-2031		\$16,715,209	New	6.2
Additional Spare Buses			\$1,024,886	Unfunded	1.1
Rosa L. Parks Complex			\$21,224,160	Unfunded	1.1
<b>Other Improvements</b>					
Marketing Campaign	2022-2031	TBD		Existing	3.1/3.2
Building Partnerships	2022-2031	N/A		N/A	3.1
Coordination with City/County Depts	2022-2031	N/A		N/A	5.2
Technology Upgrades	2022-2031		TBD	TBD	6.1



## Appendix A – ECAT Route Profiles

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## ROUTE 1: OAKCREST | CERNY HEIGHTS

Characteristics <sup>1</sup>		Weekday		Saturday			
Span of Service		5:30 am – 6:25 pm		7:30 am – 6:25 pm			
Frequency		Once every hour		Once every 2 hours			
Cycle Time		55 min		55 min			
Route Distance		12.9 miles		12.9 miles			
Avg Operating Speed		14.1 mph		14.1 mph			
Number of Buses		1		1			
Operating Statistics <sup>1</sup>		Weekday		Saturday			
Round Trips per Day		13		6			
Annual Revenue-Miles		42,854		4,266			
Annual Revenue-Hours		3,039		303			
Demographic Data <sup>2</sup>		Within ¼-mile of stops					
Population		12,296					
Jobs		9,059					
Poverty		1,875					
Minority		4,732					
Seniors		2,152					
Youth		2,180					
W/ Disabilities		6,303					
No Vehicles		409					
Service Productivity <sup>3,4</sup>		Weekday		Saturday			
Avg Daily Ridership		334		126			
Riders/Revenue-Hour		28.0		22.9			
Riders/Revenue-Mile		2.0		1.6			
Riders/Round Trip		25.7		21.0			
Financial Performance <sup>4</sup>		Overall		Weekday		Saturday	
Avg Daily Revenue		\$274.9		\$331.4		\$125.0	
Subsidy/Revenue-Hour		\$62.7		\$61.1		\$66.2	
Subsidy/Revenue-Mile		\$4.5		\$4.3		\$4.7	
Subsidy/Round Trip		\$57.5		\$56.0		\$60.8	
Daily Operating Cost		\$879.6		\$1,059.7		\$489.9	
Cost/Rider		\$3.4		\$3.2		\$3.9	
Farebox Recovery Ratio		29.7%		31.3%		25.5%	
Subsidy/Rider		\$2.4		\$2.2		\$2.9	

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

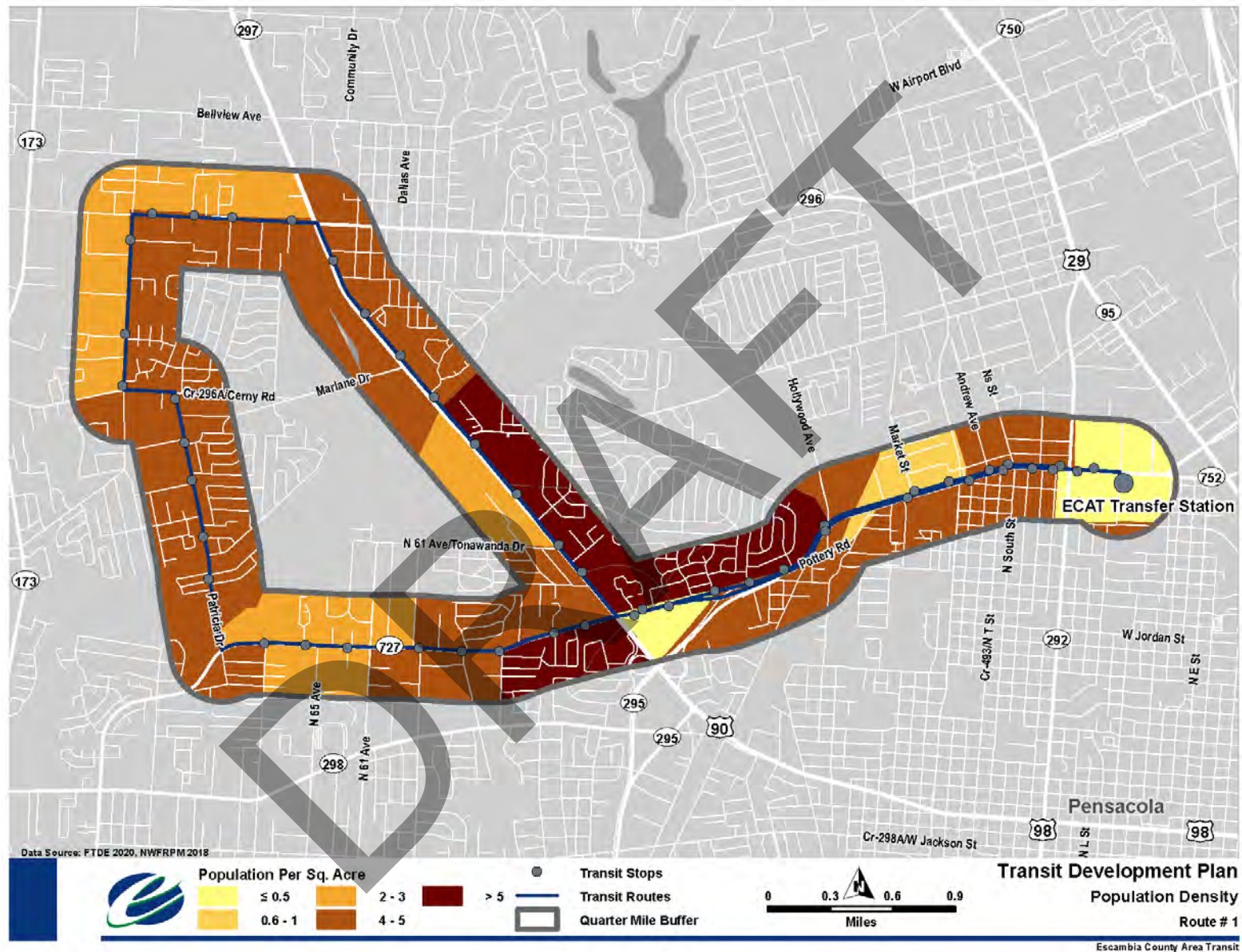
<sup>2</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

<sup>3</sup> Annual ridership was allocated to weekday and Saturday based on revenue hours. Passenger per revenue hour for weekday vs Saturday was assumed to be a 55:45 ratio based on trends with Bay Town Trolley in Panama City, Florida.

<sup>4</sup> The metrics are for year 2019.

## ROUTE 1: OAKCREST | CERNY HEIGHTS

Population by TAZ (2018)<sup>5</sup>

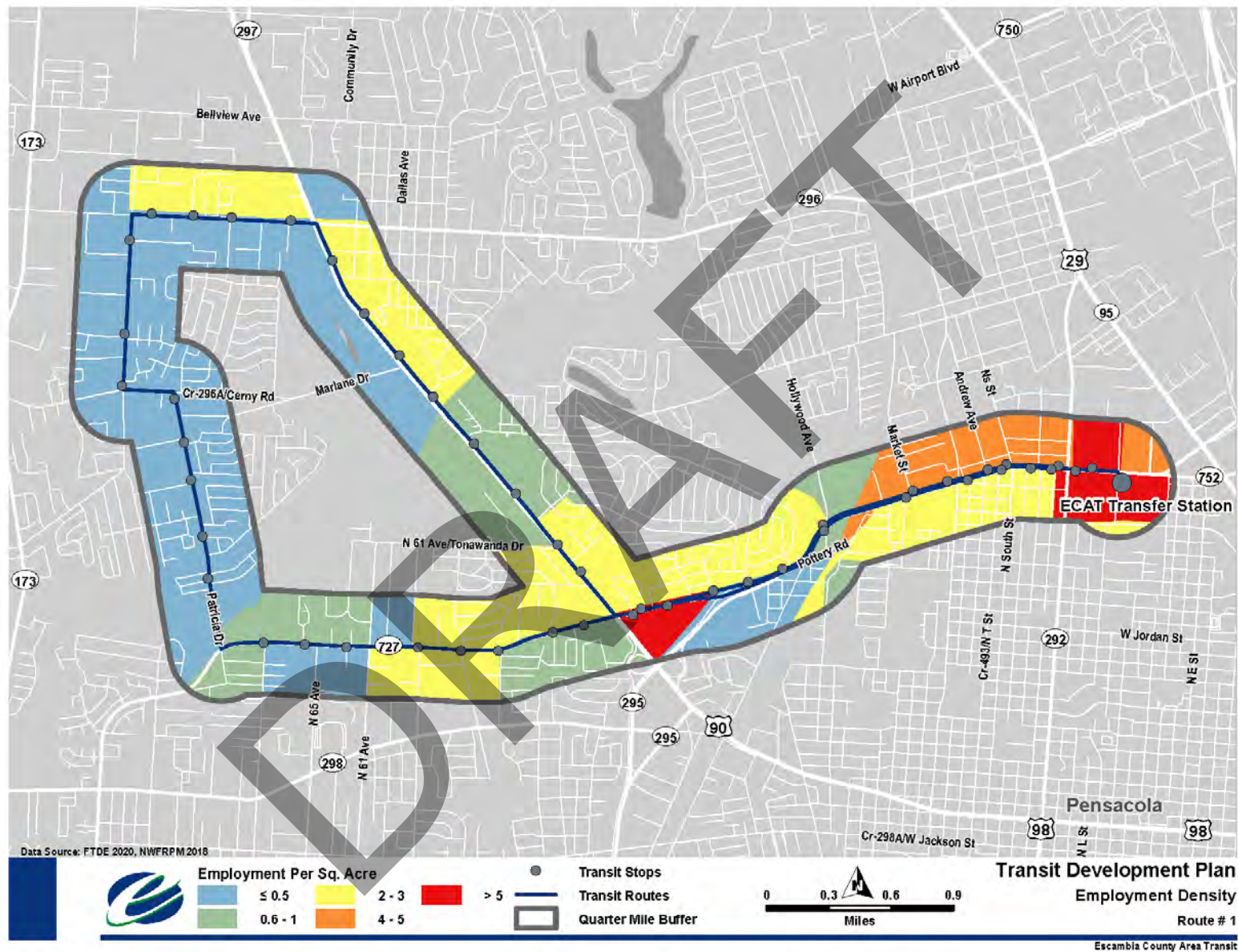


<sup>5</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.



## ROUTE 1: OAKCREST | Cerny Heights

Employment by TAZ (2018)<sup>6</sup>



<sup>6</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.

## ROUTE 2: BROWNSVILLE | MYRTLE GROVE

Characteristics <sup>1</sup>		Weekday		Saturday			
Span of Service		5:00 am – 7:25 pm		6:00 am – 7:25 pm			
Frequency		Once every hour		Once every 2 hours			
Cycle Time		85 min		85 min			
Route Distance		22.5 miles		22.5 miles			
Avg Operating Speed		15.9 mph		15.9 mph			
Number of Buses		2		1			
Operating Statistics <sup>1</sup>		Weekday		Saturday			
Round Trips per Day		14		7			
Annual Revenue-Miles		80,202		8,649			
Annual Revenue-Hours		5,058		545			
Demographic Data <sup>2</sup>		Within ¼-mile of stops					
Population		17,423					
Jobs		22,818					
Poverty		3,722					
Minority		9,387					
Seniors		2,877					
Youth		4,367					
W/ Disabilities		9,369					
No Vehicles		890					
Service Productivity <sup>3,4</sup>		Weekday		Saturday			
Avg Daily Ridership		403		165			
Riders/Revenue-Hour		20.3		16.6			
Riders/Revenue-Mile		1.3		1.1			
Riders/Round Trip		28.8		23.6			
Financial Performance <sup>4</sup>		Overall		Weekday		Saturday	
Avg Daily Revenue		\$331.3		\$399.9		\$163.7	
Subsidy/Revenue-Hour		\$70.0		\$68.8		\$72.4	
Subsidy/Revenue-Mile		\$4.4		\$4.3		\$4.6	
Subsidy/Round Trip		\$99.1		\$97.4		\$102.5	
Daily Operating Cost		\$1,469.7		\$1,763.7		\$881.1	
Cost/Rider		\$4.7		\$4.4		\$5.3	
Farebox Recovery Ratio		21.5%		22.7%		18.6%	
Subsidy/Rider		\$3.7		\$3.4		\$4.3	

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

<sup>2</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

<sup>3</sup> Annual ridership was allocated to weekday and Saturday based on revenue hours. Passenger per revenue hour for weekday vs Saturday was assumed to be a 55:45 ratio based on trends with Bay Town Trolley in Panama City, Florida.

<sup>4</sup> The metrics are for year 2019.



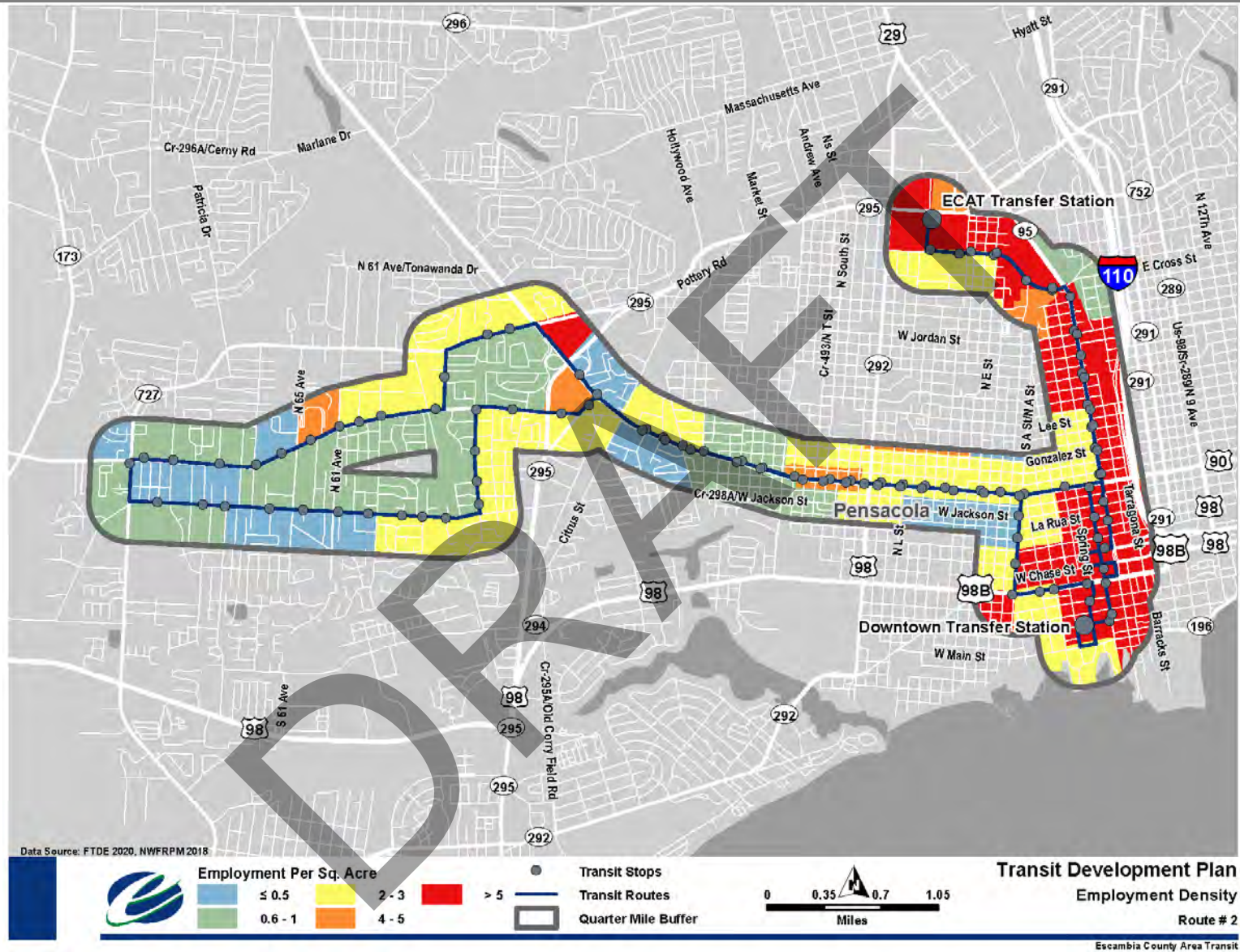
### Population by TAZ (2018)<sup>5</sup>



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## ROUTE 2: BROWNSVILLE | MRYTLE GROVE

Employment by TAZ (2018)<sup>6</sup>



<sup>6</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.



## ROUTE 31: CORDOVA MALL | 12<sup>TH</sup> AVENUE

Characteristics <sup>1</sup>		Weekday		Saturday			
Span of Service		6:00 am – 5:55 pm		7:00 am – 5:55 pm			
Frequency		Once every hour		Once every 2 hours			
Cycle Time		55 min		55 min			
Route Distance		13.7 miles		13.7 miles			
Avg Operating Speed		14.9 mph		14.9 mph			
Number of Buses		1		1			
Operating Statistics <sup>1</sup>		Weekday		Saturday			
Round Trips per Day		12		6			
Annual Revenue-Miles		41,785		4,506			
Annual Revenue-Hours		2,805		303			
Demographic Data <sup>2</sup>		Within ¼-mile of stops					
Population		8,485					
Jobs		21,682					
Poverty		1,665					
Minority		3,519					
Seniors		1,213					
Youth		1,671					
W/ Disabilities		4,436					
No Vehicles		329					
Service Productivity <sup>3,4</sup>		Weekday		Saturday			
Avg Daily Ridership		96		39			
Riders/Revenue-Hour		8.8		7.2			
Riders/Revenue-Mile		0.6		0.5			
Riders/Round Trip		8.0		6.6			
Financial Performance <sup>4</sup>		Overall		Weekday		Saturday	
Avg Daily Revenue		\$78.9		\$95.3		\$38.7	
Subsidy/Revenue-Hour		\$80.8		\$80.3		\$81.9	
Subsidy/Revenue-Mile		\$5.4		\$5.4		\$5.5	
Subsidy/Round Trip		\$74.1		\$73.6		\$75.2	
Daily Operating Cost		\$815.2		\$978.1		\$489.9	
Cost/Rider		\$10.9		\$10.2		\$12.6	
Farebox Recovery Ratio		9.2%		9.7%		7.9%	
Subsidy/Rider		\$9.9		\$9.2		\$11.6	

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

<sup>2</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

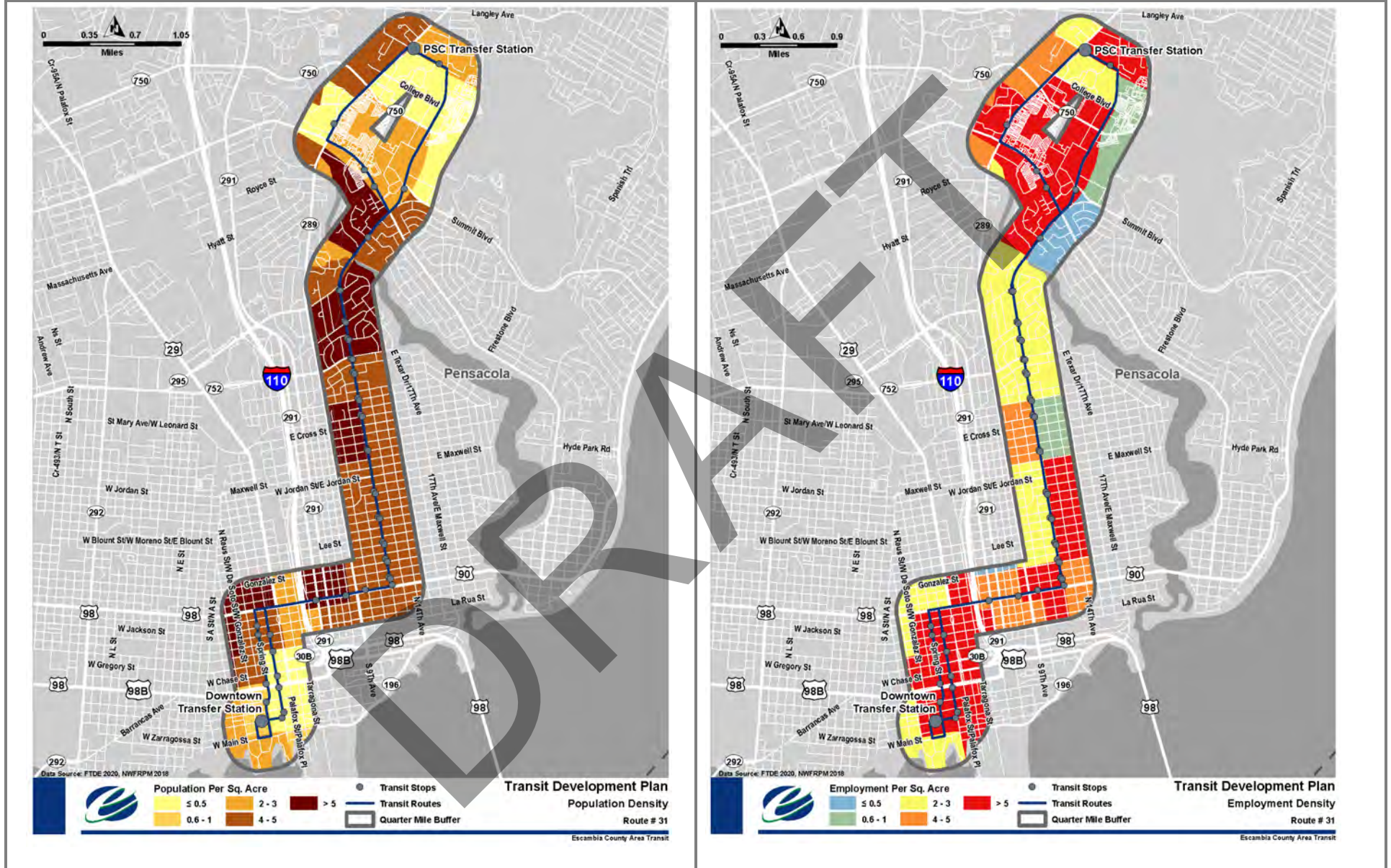
<sup>3</sup> Annual ridership was allocated to weekday and Saturday based on revenue hours. Passenger per revenue hour for weekday vs Saturday was assumed to be a 55:45 ratio based on trends with Bay Town Trolley in Panama City, Florida.

<sup>4</sup> The metrics are for year 2019.



# ROUTE 31: CORDOVA MALL | 12<sup>TH</sup> AVENUE

## Population and Employment by TAZ (2018)<sup>5</sup>



<sup>5</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.

## ROUTE 32: 9<sup>TH</sup> AVENUE | DOWNTOWN

Characteristics <sup>1</sup>		Weekday		Saturday			
Span of Service		6:00 am – 6:55 pm		7:00 am – 5:55 pm			
Frequency		Once every hour		Once every 2 hours			
Cycle Time		55 min		55 min			
Route Distance		10.4 miles		10.4 miles			
Avg Operating Speed		11.4 mph		11.4 mph			
Number of Buses		1		1			
Operating Statistics <sup>1</sup>		Weekday		Saturday			
Round Trips per Day		13		6			
Annual Revenue-Miles		34,601		3,444			
Annual Revenue-Hours		3,039		303			
Demographic Data <sup>2</sup>		Within ¼-mile of stops					
Population		4,784					
Jobs		16,954					
Poverty		1,111					
Minority		3,115					
Seniors		773					
Youth		1,090					
W/ Disabilities		2,546					
No Vehicles		262					
Service Productivity <sup>3,4</sup>		Weekday		Saturday			
Avg Daily Ridership		133		50			
Riders/Revenue-Hour		11.1		9.1			
Riders/Revenue-Mile		1.0		0.8			
Riders/Round Trip		10.2		8.4			
Financial Performance <sup>4</sup>		Overall		Weekday		Saturday	
Avg Daily Revenue		\$109.5		\$132.0		\$49.6	
Subsidy/Revenue-Hour		\$78.5		\$77.8		\$79.9	
Subsidy/Revenue-Mile		\$6.9		\$6.8		\$7.0	
Subsidy/Round Trip		\$72.0		\$71.4		\$73.4	
Daily Operating Cost		\$879.6		\$1,059.7		\$489.9	
Cost/Rider		\$8.5		\$8.0		\$9.8	
Farebox Recovery Ratio		11.8%		12.5%		10.1%	
Subsidy/Rider		\$7.5		\$7.0		\$8.8	

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

<sup>2</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

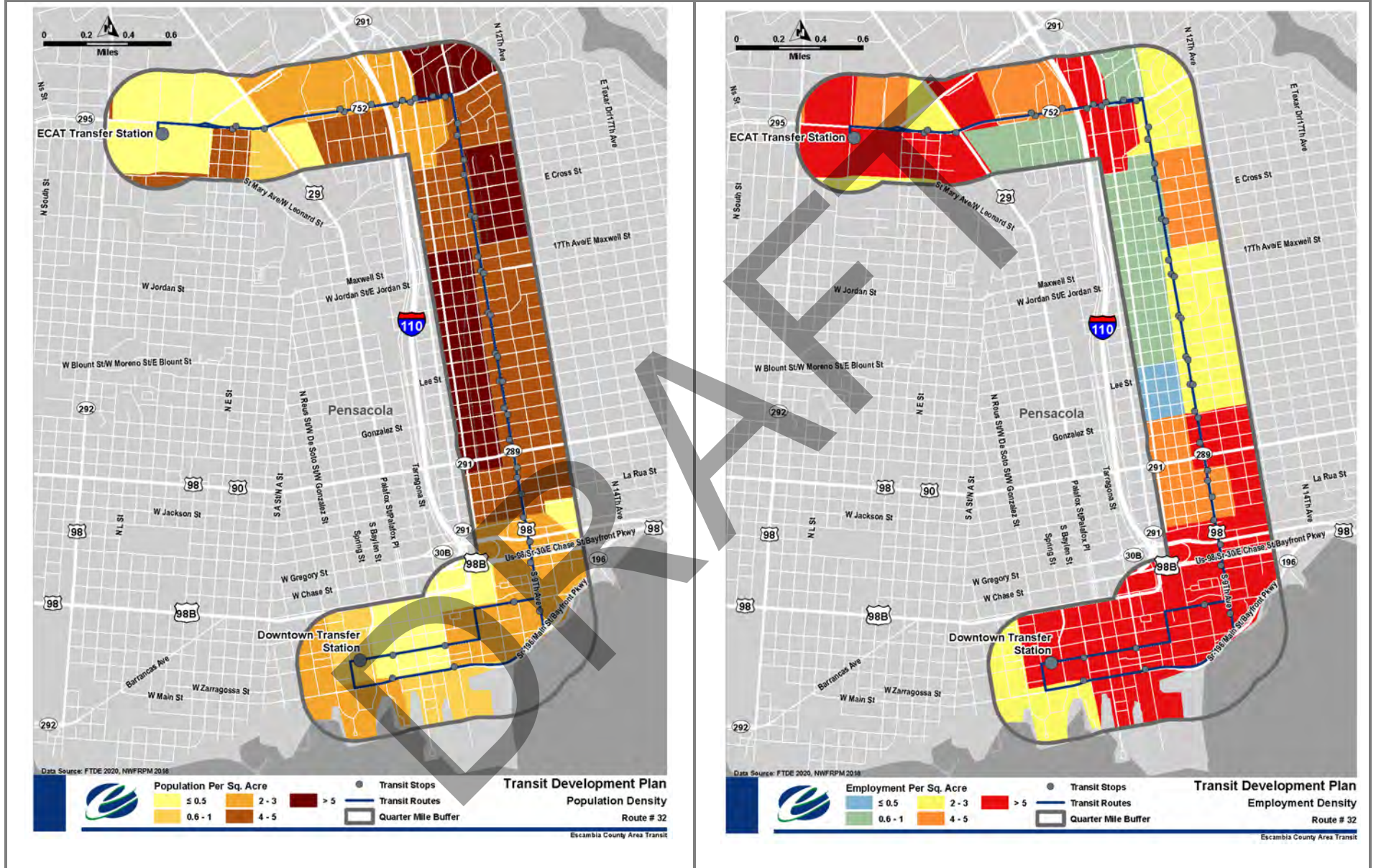
<sup>3</sup> Annual ridership was allocated to weekday and Saturday based on revenue hours. Passenger per revenue hour for weekday vs Saturday was assumed to be a 55:45 ratio based on trends with Bay Town Trolley in Panama City, Florida.

<sup>4</sup> The metrics are for year 2019.



# ROUTE 32: 9<sup>TH</sup> AVENUE | DOWNTOWN

Population and Employment by TAZ (2018)<sup>5</sup>



<sup>5</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.

## ROUTE 41: EAST PENSACOLA HEIGHTS

Characteristics <sup>1</sup>		Weekday
Span of Service		6:00 am – 9:55 am 2:30 pm – 6:25 pm
Frequency		Once every 40 minutes
Cycle Time		35 min
Route Distance		13.8 miles
Avg Operating Speed		23.7 mph
Number of Buses		1
Operating Statistics <sup>1</sup>		Weekday
Round Trips per Day		12
Annual Revenue-Miles		42,300
Annual Revenue-Hours		1,785
Demographic Data <sup>2</sup>		Within ¼-mile of stops
Population		9,377
Jobs		12,736
Poverty		648
Minority		2,169
Seniors		1,300
Youth		1,710
W/ Disabilities		4,337
No Vehicles		151
Service Productivity <sup>3</sup>		Weekday
Avg Daily Ridership		17
Riders/Revenue-Hour		2.5
Riders/Revenue-Mile		0.1
Riders/Round Trip		1.5
Financial Performance <sup>3</sup>		Weekday
Avg Daily Revenue		\$16.9
Subsidy/Revenue-Hour		\$50.1
Subsidy/Revenue-Mile		\$3.6
Subsidy/Round Trip		\$50.1
Daily Operating Cost		\$622.4
Cost/Rider		\$36.6
Farebox Recovery Ratio		2.7%
Subsidy/Rider		\$35.6

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

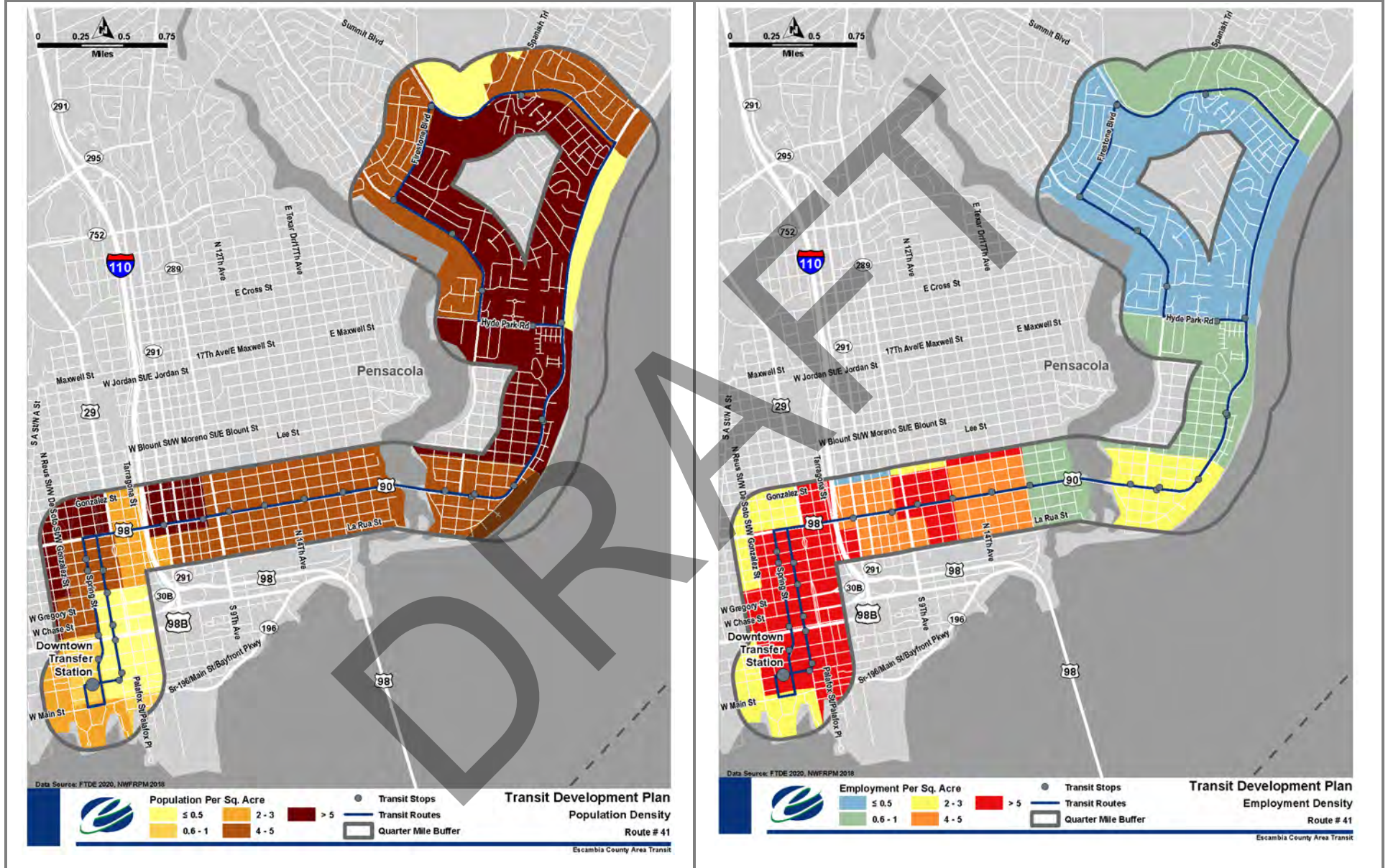
<sup>2</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

<sup>3</sup> The metrics are for year 2019.



# ROUTE 41: EAST PENSACOLA HEIGHTS

## Population and Employment by TAZ (2018)<sup>4</sup>



<sup>4</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.

## ROUTE 43: UWF | SCENIC HEIGHTS

Characteristics <sup>1</sup>		Weekday		Saturday			
Span of Service		5:30 am – 6:55 pm		5:30 am – 6:55 pm			
Frequency		Once every hour		Once every 2 hours			
Cycle Time		85 min		85 min			
Route Distance		27.8 miles		27.8 miles			
Avg Operating Speed		19.6 mph		19.6 mph			
Number of Buses		2		1			
Operating Statistics <sup>1</sup>		Weekday		Saturday			
Round Trips per Day		13		7			
Annual Revenue-Miles		92,083		10,694			
Annual Revenue-Hours		4,696		545			
Demographic Data <sup>2</sup>		Within ¼-mile of stops					
Population		16,922					
Jobs		9,921					
Poverty		3,447					
Minority		7,623					
Seniors		2,768					
Youth		5,022					
W/ Disabilities		11,003					
No Vehicles		482					
Service Productivity <sup>3,4</sup>		Weekday		Saturday			
Avg Daily Ridership		255		112			
Riders/Revenue-Hour		13.8		11.3			
Riders/Revenue-Mile		0.7		0.6			
Riders/Round Trip		19.6		16.0			
Financial Performance <sup>4</sup>		Overall		Weekday		Saturday	
Avg Daily Revenue		\$209.7		\$253.0		\$111.1	
Subsidy/Revenue-Hour		\$76.1		\$75.2		\$77.7	
Subsidy/Revenue-Mile		\$3.9		\$3.8		\$4.0	
Subsidy/Round Trip		\$107.7		\$106.5		\$110.0	
Daily Operating Cost		\$1,372.9		\$1,637.5		\$881.1	
Cost/Rider		\$6.9		\$6.4		\$7.9	
Farebox Recovery Ratio		14.6%		15.5%		12.6%	
Subsidy/Rider		\$5.9		\$5.4		\$6.9	

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

<sup>2</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

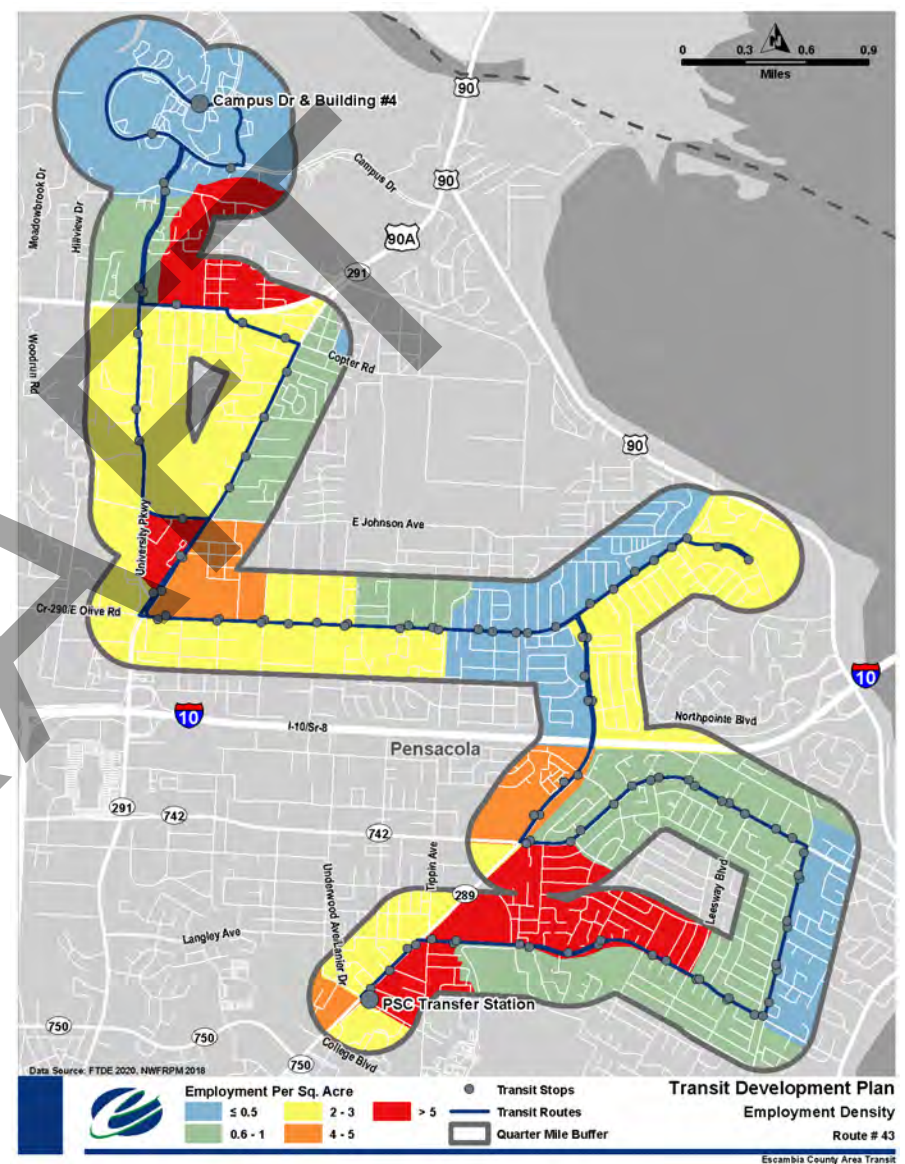
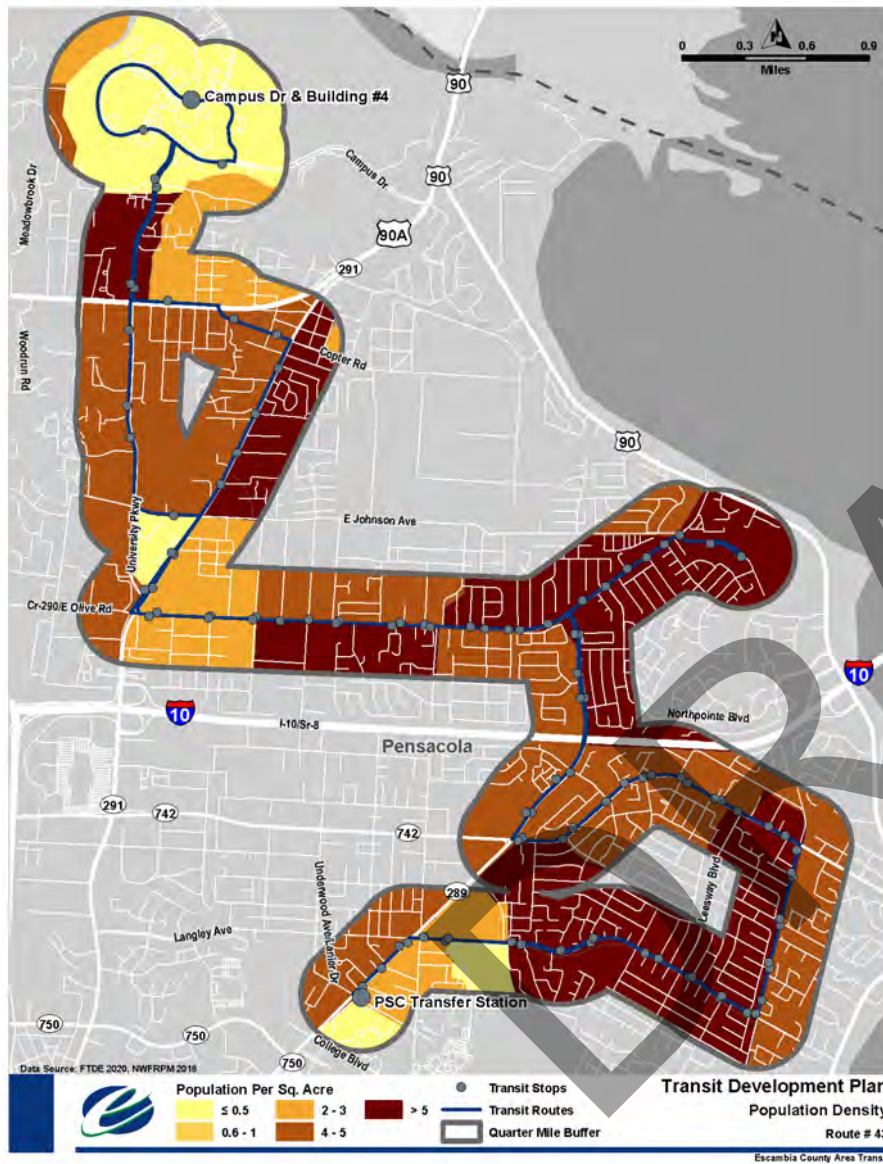
<sup>3</sup> Annual ridership was allocated to weekday and Saturday based on revenue hours. Passenger per revenue hour for weekday vs Saturday was assumed to be a 55:45 ratio based on trends with Bay Town Trolley in Panama City, Florida.

<sup>4</sup> The metrics are for year 2019.



## ROUTE 43: UWF | SCENIC HEIGHTS

### Population and Employment by TAZ (2018)<sup>5</sup>



<sup>5</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.

## ROUTE 44: BROWNSVILLE | NORTH HILL

Characteristics <sup>1</sup>		Weekday		Saturday			
Span of Service		5:00 am – 6:55 pm		7:00 am – 5:55 pm			
Frequency		Once every hour		Once every 2 hours			
Cycle Time		55 min		55 min			
Route Distance		11.0 miles		11.0 miles			
Avg Operating Speed		12.0 mph		12.0 mph			
Number of Buses		1		1			
Operating Statistics <sup>1</sup>		Weekday		Saturday			
Round Trips per Day		14		6			
Annual Revenue-Miles		39,284		3,631			
Annual Revenue-Hours		3,273		303			
Demographic Data <sup>2</sup>		Within ¼-mile of stops					
Population		6,562					
Jobs		14,934					
Poverty		1,857					
Minority		4,849					
Seniors		1,361					
Youth		1,657					
W/ Disabilities		3,386					
No Vehicles		550					
Service Productivity <sup>3,4</sup>		Weekday		Saturday			
Avg Daily Ridership		194		68			
Riders/Revenue-Hour		15.1		12.4			
Riders/Revenue-Mile		1.3		1.0			
Riders/Round Trip		13.9		11.4			
Financial Performance <sup>4</sup>		Overall		Weekday		Saturday	
Avg Daily Revenue		\$160.0		\$192.5		\$67.5	
Subsidy/Revenue-Hour		\$74.7		\$73.9		\$76.7	
Subsidy/Revenue-Mile		\$6.2		\$6.2		\$6.4	
Subsidy/Round Trip		\$68.6		\$67.8		\$70.4	
Daily Operating Cost		\$945.7		\$1,141.3		\$489.9	
Cost/Rider		\$6.2		\$5.9		\$7.2	
Farebox Recovery Ratio		16.1%		16.9%		13.8%	
Subsidy/Rider		\$5.2		\$4.9		\$6.2	

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

<sup>2</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

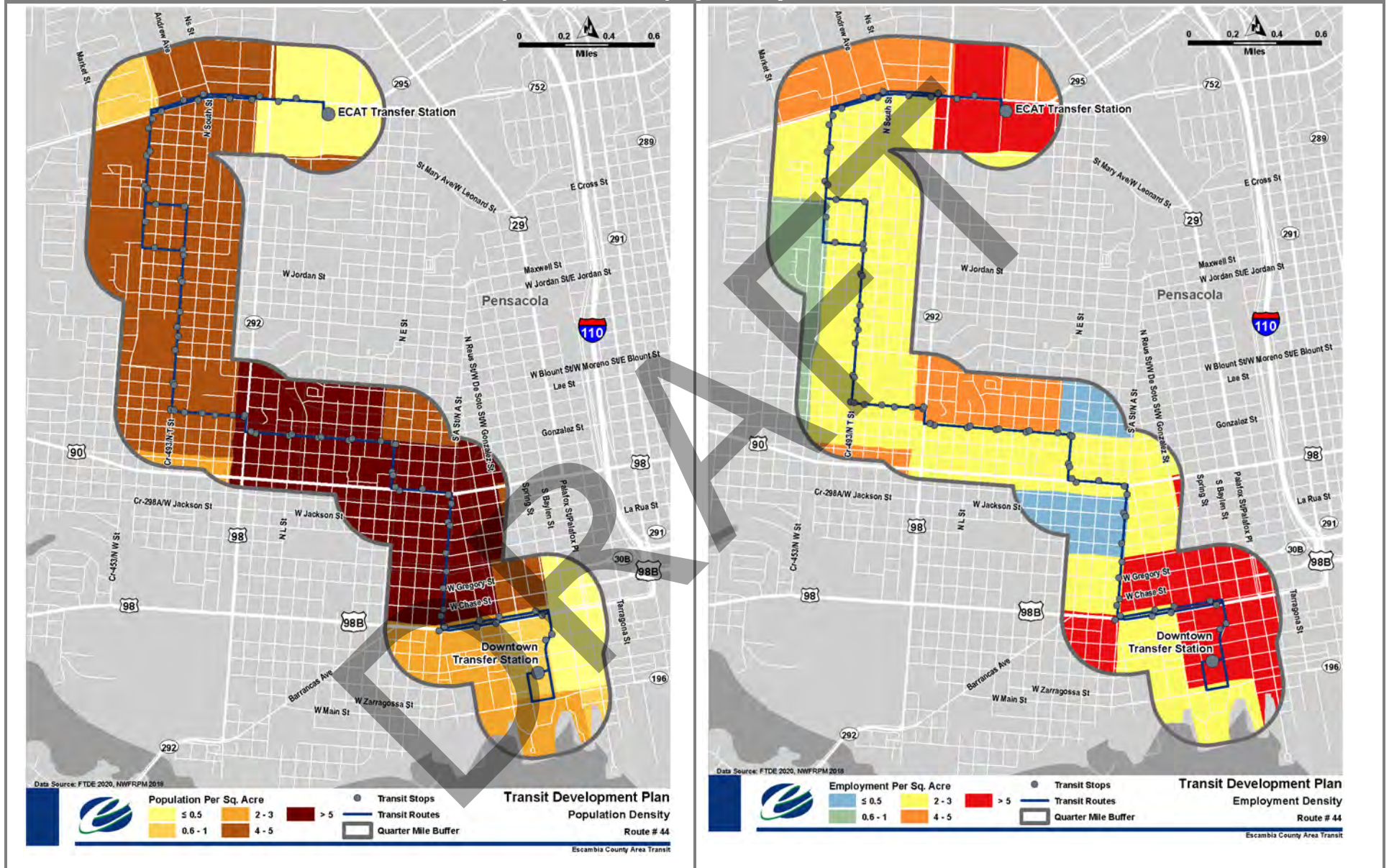
<sup>3</sup> Annual ridership was allocated to weekday and Saturday based on revenue hours. Passenger per revenue hour for weekday vs Saturday was assumed to be a 55:45 ratio based on trends with Bay Town Trolley in Panama City, Florida.

<sup>4</sup> The metrics are for year 2019.



## ROUTE 44: BROWNSVILLE | NORTH HILL

Population and Employment by TAZ (2018)<sup>5</sup>



<sup>5</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.

## ROUTE 45: DAVIS HIGHWAY

Characteristics <sup>1</sup>		Weekday		Saturday			
Span of Service		5:30 am – 7:25 pm		6:00 am – 6:55 pm			
Frequency <sup>2</sup>		Once every ½ hour		Once every 1 hours			
Cycle Time		115 min		115 min			
Route Distance		29.8-31.5 miles		29.8 miles			
Avg Operating Speed		15.9 mph		15.6 mph			
Number of Buses <sup>2</sup>		4		2			
Operating Statistics <sup>1</sup>		Weekday		Saturday			
Round Trips per Day		27		12			
Annual Revenue-Miles		211,676		19,668			
Annual Revenue-Hours		13,196		1,265			
Demographic Data <sup>3</sup>		Within ¼-mile of stops					
Population		14,261					
Jobs		30,794					
Poverty		4,102					
Minority		10,920					
Seniors		2,346					
Youth		4,243					
W/ Disabilities		10,406					
No Vehicles		757					
Service Productivity <sup>4,5</sup>		Weekday		Saturday			
Avg Daily Ridership		624		227			
Riders/Revenue-Hour		12.1		9.9			
Riders/Revenue-Mile		0.8		0.6			
Riders/Round Trip		23.1		18.9			
Financial Performance <sup>5</sup>		Overall		Weekday		Saturday	
Avg Daily Revenue		\$514.1		\$619.1		\$225.2	
Subsidy/Revenue-Hour		\$77.6		\$77.0		\$79.1	
Subsidy/Revenue-Mile		\$4.9		\$4.8		\$5.1	
Subsidy/Round Trip		\$148.8		\$147.5		\$151.7	
Daily Operating Cost		\$3,814.9		\$4,601.5		\$2,045.2	
Cost/Rider		\$7.8		\$7.4		\$9.0	
Farebox Recovery Ratio		12.8%		13.5%		11.0%	
Subsidy/Rider		\$6.8		\$6.4		\$8.0	

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

<sup>2</sup> On weekdays, there are two extra trips departing at 6:45 AM and 3:45 PM out of the ECAT Transfer Station, involving one additional vehicle.

<sup>3</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

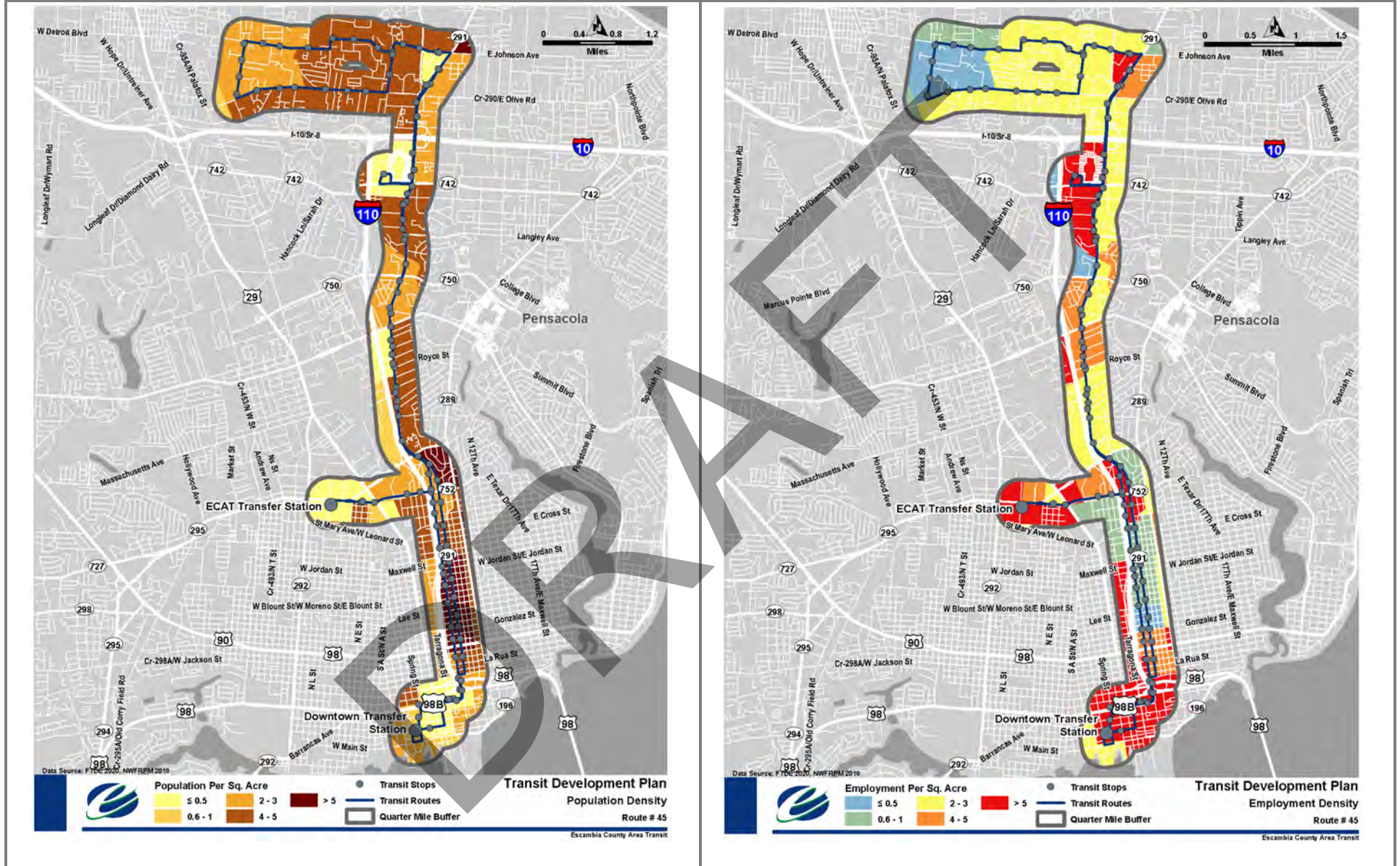
<sup>4</sup> Annual ridership was allocated to weekday and Saturday based on revenue hours. Passenger per revenue hour for weekday vs Saturday was assumed to be a 55:45 ratio based on trends with Bay Town Trolley in Panama City, Florida.

<sup>5</sup> The metrics are for year 2019.



# ROUTE 45: DAVIS HIGHWAY

## Population and Employment by TAZ (2018)<sup>6</sup>



<sup>6</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.

## ROUTE 47: BELLVIEW | MONTCLAIR

Characteristics <sup>1</sup>		Weekday		Saturday			
Span of Service		5:30 am – 6:55 pm		6:30 am – 5:55 pm			
Frequency		Once every hour		Once every 2 hours			
Cycle Time		85 min		85 min			
Route Distance		23.0 miles		23.0 miles			
Avg Operating Speed		16.2 mph		16.2 mph			
Number of Buses		2		1			
Operating Statistics <sup>1</sup>		Weekday		Saturday			
Round Trips per Day		13		6			
Annual Revenue-Miles		76,143		7,580			
Annual Revenue-Hours		4,696		468			
Demographic Data <sup>2</sup>		Within ¼-mile of stops					
Population		14,157					
Jobs		9,060					
Poverty		1,427					
Minority		5,239					
Seniors		2,120					
Youth		2,085					
W/ Disabilities		6,918					
No Vehicles		314					
Service Productivity <sup>3,4</sup>		Weekday		Saturday			
Avg Daily Ridership		283		107			
Riders/Revenue-Hour		15.4		12.6			
Riders/Revenue-Mile		1.0		0.8			
Riders/Round Trip		21.8		17.8			
Financial Performance <sup>4</sup>		Overall		Weekday		Saturday	
Avg Daily Revenue		\$232.9		\$280.8		\$106.2	
Subsidy/Revenue-Hour		\$74.5		\$73.7		\$76.4	
Subsidy/Revenue-Mile		\$4.6		\$4.5		\$4.7	
Subsidy/Round Trip		\$105.6		\$104.4		\$108.4	
Daily Operating Cost		\$1,359.1		\$1,637.5		\$756.6	
Cost/Rider		\$6.1		\$5.8		\$7.1	
Farebox Recovery Ratio		16.3%		17.1%		14.0%	
Subsidy/Rider		\$5.1		\$4.8		\$6.1	

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

<sup>2</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

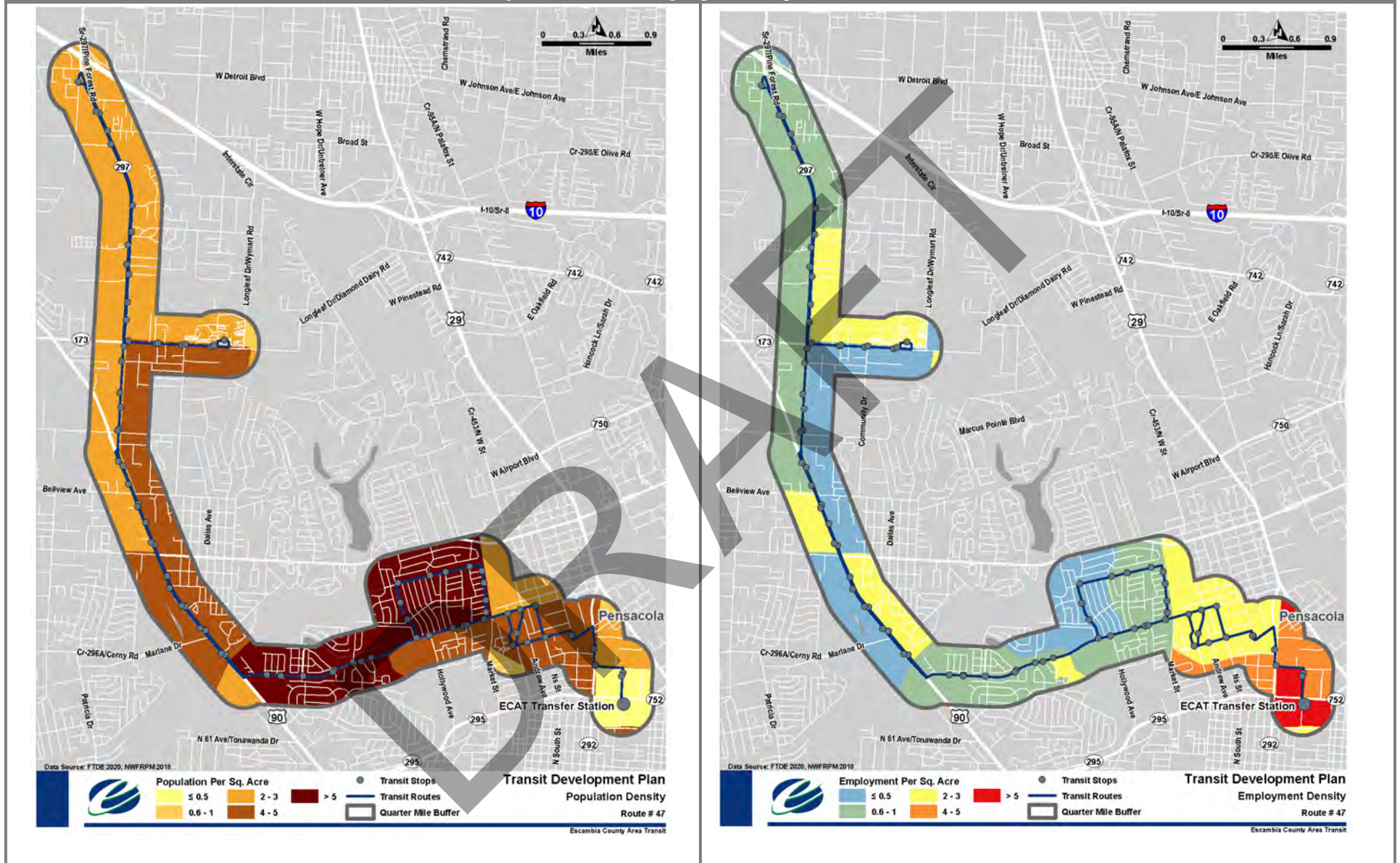
<sup>3</sup> Annual ridership was allocated to weekday and Saturday based on revenue hours. Passenger per revenue hour for weekday vs Saturday was assumed to be a 55:45 ratio based on trends with Bay Town Trolley in Panama City, Florida.

<sup>4</sup> The metrics are for year 2019.



# ROUTE 47: BELLVIEW | MONTCLAIR

## Population and Employment by TAZ (2018)<sup>5</sup>



<sup>5</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.

## ROUTE 48: BAPTIST HOSPITAL | MC BLANCHARD

Characteristics <sup>1</sup>		Weekday		Saturday			
Span of Service		5:30 am – 7:25 pm		6:30 am – 5:25 pm			
Frequency		Once every hour		Once every 2 hours			
Cycle Time		55 min		55 min			
Route Distance		13.3 miles		13.3 miles			
Avg Operating Speed		14.5 mph		14.5 mph			
Number of Buses		1		1			
Operating Statistics <sup>1</sup>		Weekday		Saturday			
Round Trips per Day		14		6			
Annual Revenue-Miles		47,302		4,372			
Annual Revenue-Hours		3,273		303			
Demographic Data <sup>2</sup>		Within ¼-mile of stops					
Population		6,678					
Jobs		21,562					
Poverty		1,636					
Minority		4,581					
Seniors		1,148					
Youth		1,811					
W/ Disabilities		3,432					
No Vehicles		468					
Service Productivity <sup>3,4</sup>		Weekday		Saturday			
Avg Daily Ridership		225		79			
Riders/Revenue-Hour		17.5		14.3			
Riders/Revenue-Mile		1.2		1.0			
Riders/Round Trip		16.0		13.1			
Financial Performance <sup>4</sup>		Overall		Weekday		Saturday	
Avg Daily Revenue		\$185.6		\$223.2		\$78.4	
Subsidy/Revenue-Hour		\$72.5		\$71.5		\$74.7	
Subsidy/Revenue-Mile		\$5.0		\$4.9		\$5.2	
Subsidy/Round Trip		\$66.5		\$65.6		\$68.6	
Daily Operating Cost		\$945.7		\$1,141.3		\$489.9	
Cost/Rider		\$5.4		\$5.1		\$6.2	
Farebox Recovery Ratio		18.6%		19.6%		16.0%	
Subsidy/Rider		\$4.4		\$4.1		\$5.2	

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

<sup>2</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

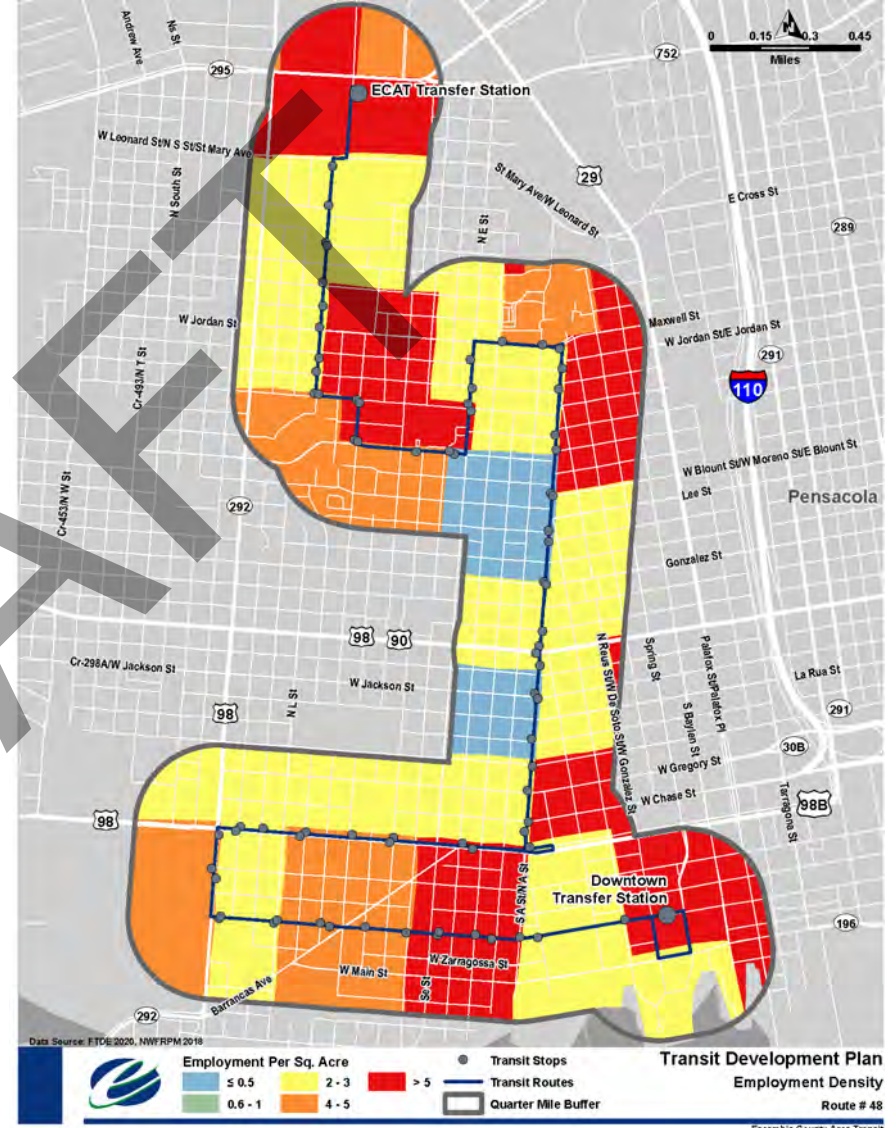
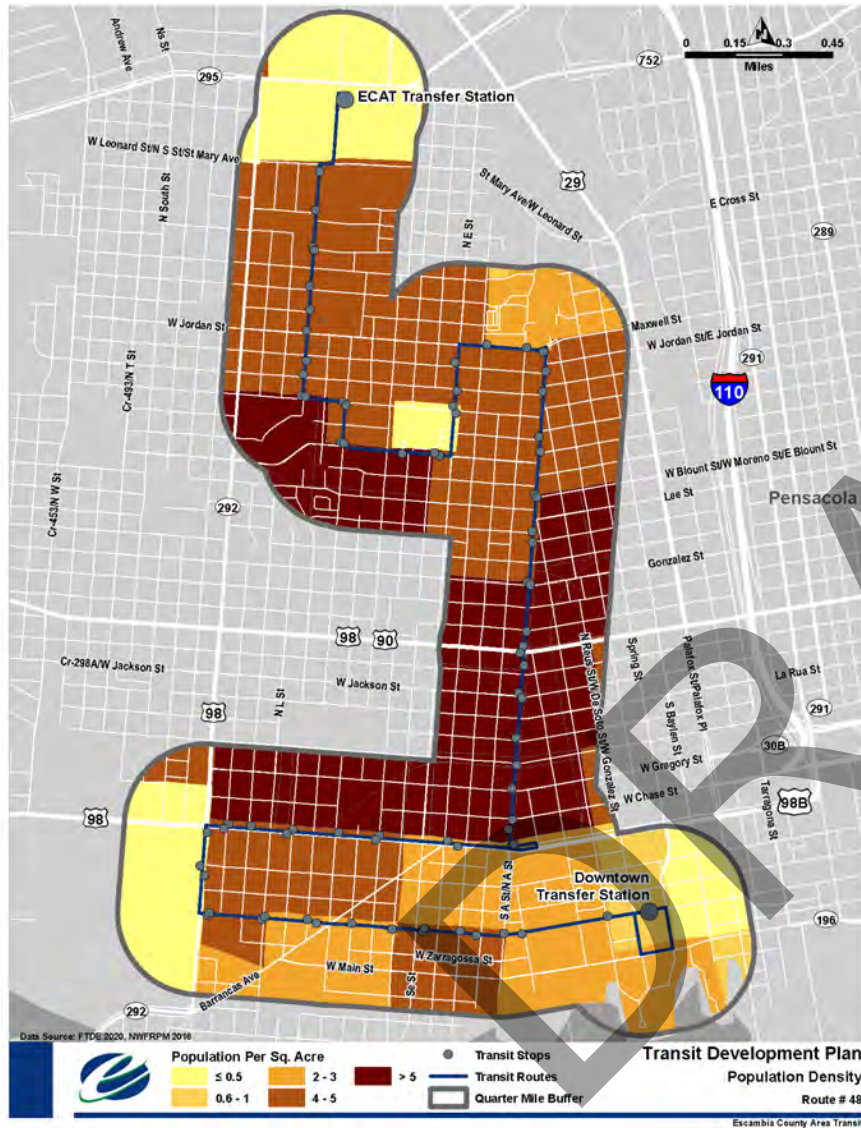
<sup>3</sup> Annual ridership was allocated to weekday and Saturday based on revenue hours. Passenger per revenue hour for weekday vs Saturday was assumed to be a 55:45 ratio based on trends with Bay Town Trolley in Panama City, Florida.

<sup>4</sup> The metrics are for year 2019.



# ROUTE 48: BAPTIST HOSPITAL | MC BLANCHARD

Population and Employment by TAZ (2018)<sup>5</sup>



<sup>5</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.

## ROUTE 50: WEDGEWOOD | LINCOLN PARK

Characteristics <sup>1</sup>		Weekday		Saturday	
Span of Service		5:00 am – 7:55 pm		6:00 am – 7:55 pm	
Frequency		Once every hour		Once every 2 hours	
Cycle Time		115 min		115 min	
Route Distance		26.1 miles		26.1 miles	
Avg Operating Speed		13.6 mph		13.6 mph	
Number of Buses		2		1	
Operating Statistics <sup>1</sup>		Weekday		Saturday	
Round Trips per Day		14		7	
Annual Revenue-Miles		93,172		10,048	
Annual Revenue-Hours		6,843		738	
Demographic Data <sup>2</sup>		Within ¼-mile of stops			
Population		6,904			
Jobs		14,472			
Poverty		1,463			
Minority		4,772			
Seniors		1,596			
Youth		1,582			
W/ Disabilities		4,837			
No Vehicles		244			
Service Productivity <sup>3,4</sup>		Weekday		Saturday	
Avg Daily Ridership		270		110	
Riders/Revenue-Hour		10.1		8.2	
Riders/Revenue-Mile		0.7		0.6	
Riders/Round Trip		19.3		15.8	
Financial Performance <sup>4</sup>		Overall	Weekday	Saturday	
Avg Daily Revenue		\$221.9	\$267.9	\$109.1	
Subsidy/Revenue-Hour		\$79.6	\$78.9	\$80.8	
Subsidy/Revenue-Mile		\$5.8	\$5.8	\$5.9	
Subsidy/Round Trip		\$152.5	\$151.3	\$154.9	
Daily Operating Cost		\$1,988.5	\$2,386.2	\$1,193.1	
Cost/Rider		\$9.4	\$8.8	\$10.8	
Farebox Recovery Ratio		10.6%	11.2%	9.1%	
Subsidy/Rider		\$8.4	\$7.8	\$9.9	

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

<sup>2</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

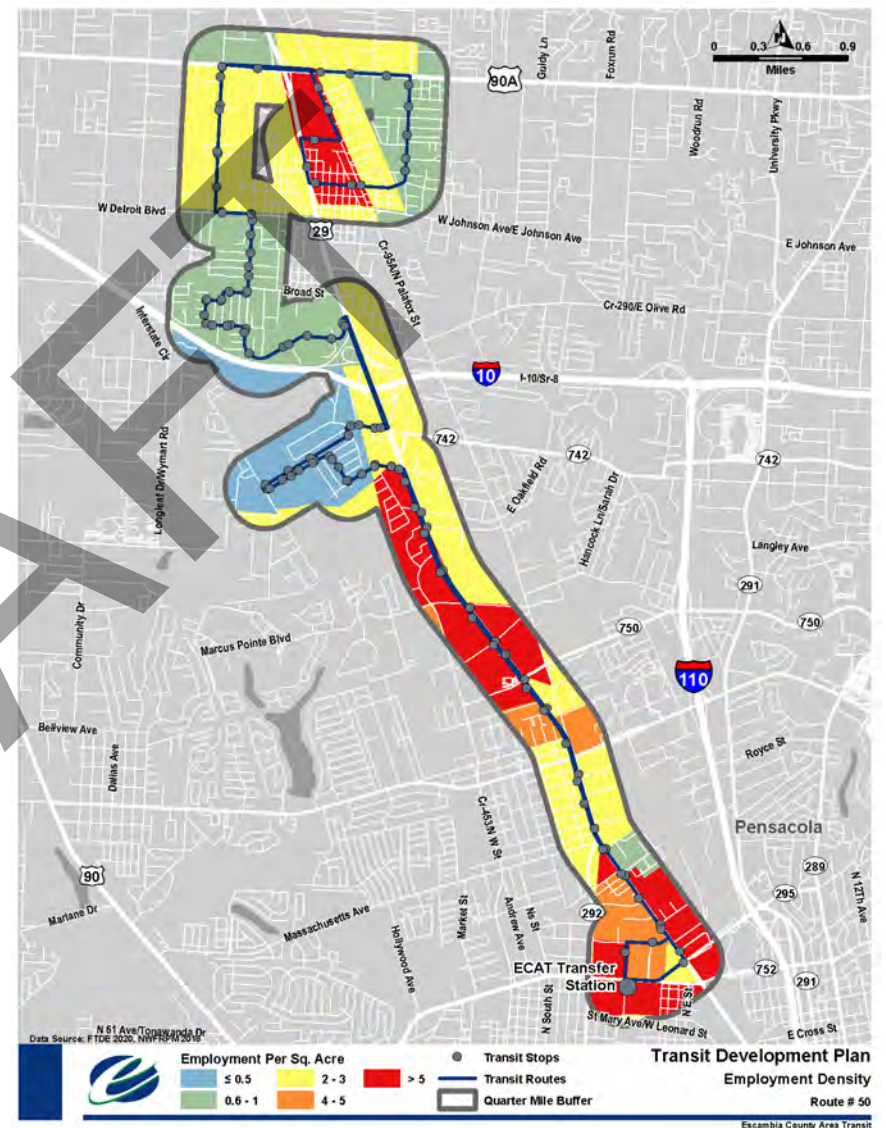
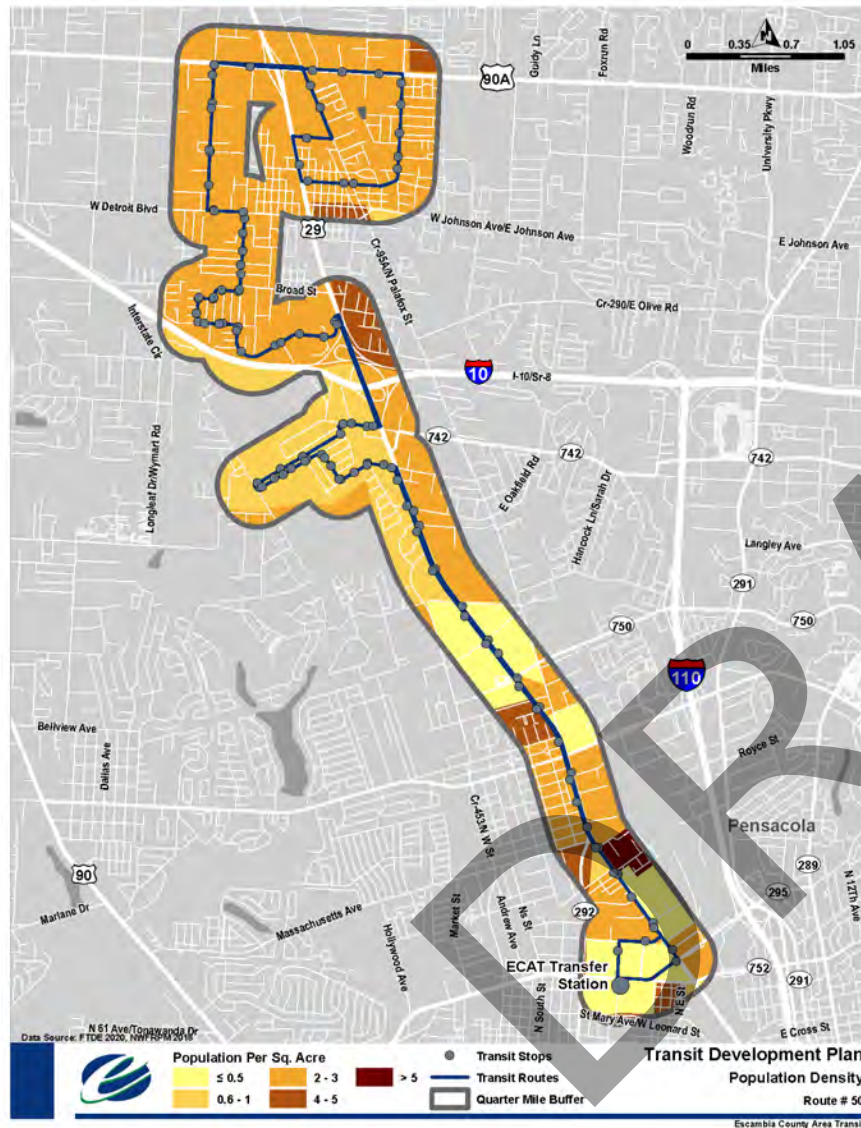
<sup>3</sup> Annual ridership was allocated to weekday and Saturday based on revenue hours. Passenger per revenue hour for weekday vs Saturday was assumed to be a 55:45 ratio based on trends with Bay Town Trolley in Panama City, Florida.

<sup>4</sup> The metrics are for year 2019.



# ROUTE 50: WEDGEWOOD | LINCOLN PARK

## Population and Employment by TAZ (2018)<sup>5</sup>



<sup>5</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.

## ROUTE 51: ENSLEY | BRENTWOOD

Characteristics <sup>1</sup>		Weekday		Saturday			
Span of Service		5:30 am – 6:25 pm		7:30 am – 6:25 pm			
Frequency		Once every hour		Once every 2 hours			
Cycle Time		55 min		55 min			
Route Distance		15.4 miles		15.4 miles			
Avg Operating Speed		16.8 mph		16.8 mph			
Number of Buses		1		1			
Operating Statistics <sup>1</sup>		Weekday		Saturday			
Round Trips per Day		13		6			
Annual Revenue-Miles		50,921		5,069			
Annual Revenue-Hours		3,039		303			
Demographic Data <sup>2</sup>		Within ¼-mile of stops					
Population		6,345					
Jobs		12,693					
Poverty		1,803					
Minority		4,717					
Seniors		936					
Youth		1,939					
W/ Disabilities		4,456					
No Vehicles		266					
Service Productivity <sup>3,4</sup>		Weekday		Saturday			
Avg Daily Ridership		203		77			
Riders/Revenue-Hour		17.0		13.9			
Riders/Revenue-Mile		1.0		0.8			
Riders/Round Trip		15.6		12.8			
Financial Performance <sup>4</sup>		Overall		Weekday		Saturday	
Avg Daily Revenue		\$167.0		\$201.4		\$76.4	
Subsidy/Revenue-Hour		\$73.0		\$72.0		\$75.1	
Subsidy/Revenue-Mile		\$4.4		\$4.3		\$4.5	
Subsidy/Round Trip		\$66.9		\$66.0		\$68.9	
Daily Operating Cost		\$879.6		\$1,059.7		\$489.9	
Cost/Rider		\$5.5		\$5.2		\$6.4	
Farebox Recovery Ratio		18.1%		19.0%		15.6%	
Subsidy/Rider		\$4.5		\$4.2		\$5.4	

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

<sup>2</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

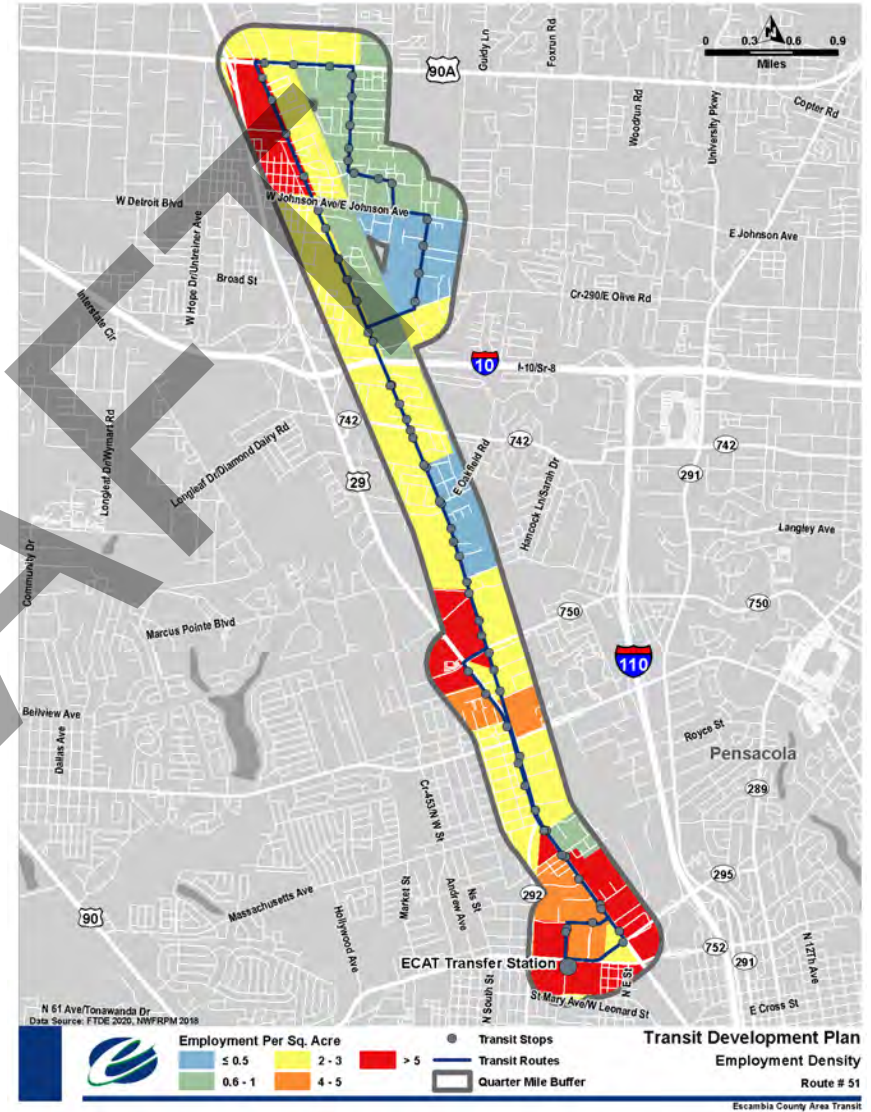
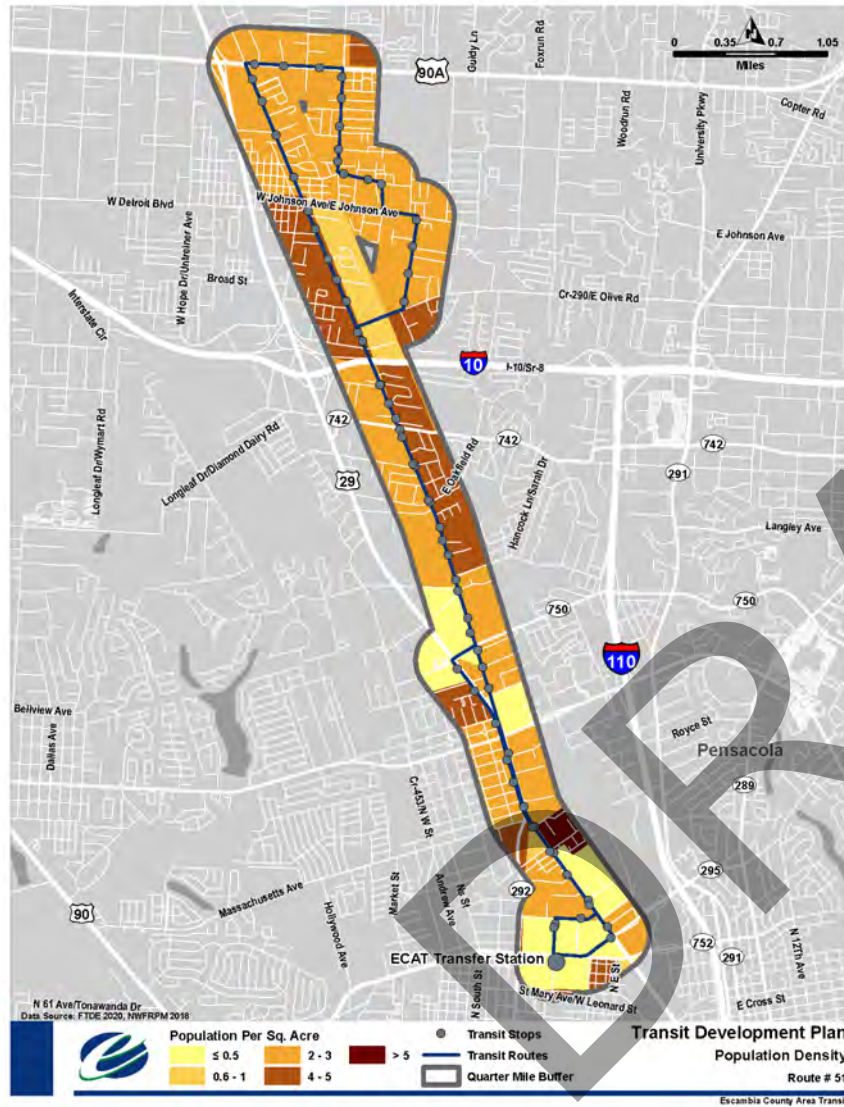
<sup>3</sup> Annual ridership was allocated to weekday and Saturday based on revenue hours. Passenger per revenue hour for weekday vs Saturday was assumed to be a 55:45 ratio based on trends with Bay Town Trolley in Panama City, Florida.

<sup>4</sup> The metrics are for year 2019.



# ROUTE 51: ENSLEY | BRENTWOOD

## Population and Employment by TAZ (2018)<sup>5</sup>



<sup>5</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.

## ROUTE 52: CORDOVA MALL | PENSACOLA STATE COLLEGE

Characteristics <sup>1</sup>		Weekday		Saturday			
Span of Service		6:00 am – 7:25 pm		6:00 am – 6:55 pm			
Frequency		Every 30-60 minutes		Once every 2 hours			
Cycle Time		55 min		55 min			
Route Distance		8.7 miles		8.7 miles			
Avg Operating Speed		9.5 mph		9.5 mph			
Number of Buses		1-2		1			
Operating Statistics <sup>1</sup>		Weekday		Saturday			
Round Trips per Day		22		7			
Annual Revenue-Miles		48,761		3,346			
Annual Revenue-Hours		5,143		353			
Demographic Data <sup>2</sup>		Within ¼-mile of stops					
Population		3,957					
Jobs		12,695					
Poverty		1,594					
Minority		3,883					
Seniors		752					
Youth		1,530					
W/ Disabilities		2,823					
No Vehicles		274					
Service Productivity <sup>3,4</sup>		Weekday		Saturday			
Avg Daily Ridership		433		113			
Riders/Revenue-Hour		21.5		17.6			
Riders/Revenue-Mile		2.3		1.9			
Riders/Round Trip		19.7		16.1			
Financial Performance <sup>4</sup>		Overall		Weekday		Saturday	
Avg Daily Revenue		\$363.9		\$429.6		\$112.1	
Subsidy/Revenue-Hour		\$68.5		\$67.6		\$71.5	
Subsidy/Revenue-Mile		\$7.2		\$7.1		\$7.5	
Subsidy/Round Trip		\$62.8		\$62.0		\$65.5	
Daily Operating Cost		\$1,498.2		\$1,793.4		\$570.7	
Cost/Rider		\$4.3		\$4.1		\$5.1	
Farebox Recovery Ratio		23.1%		24.0%		19.6%	
Subsidy/Rider		\$3.3		\$3.1		\$4.1	

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

<sup>2</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

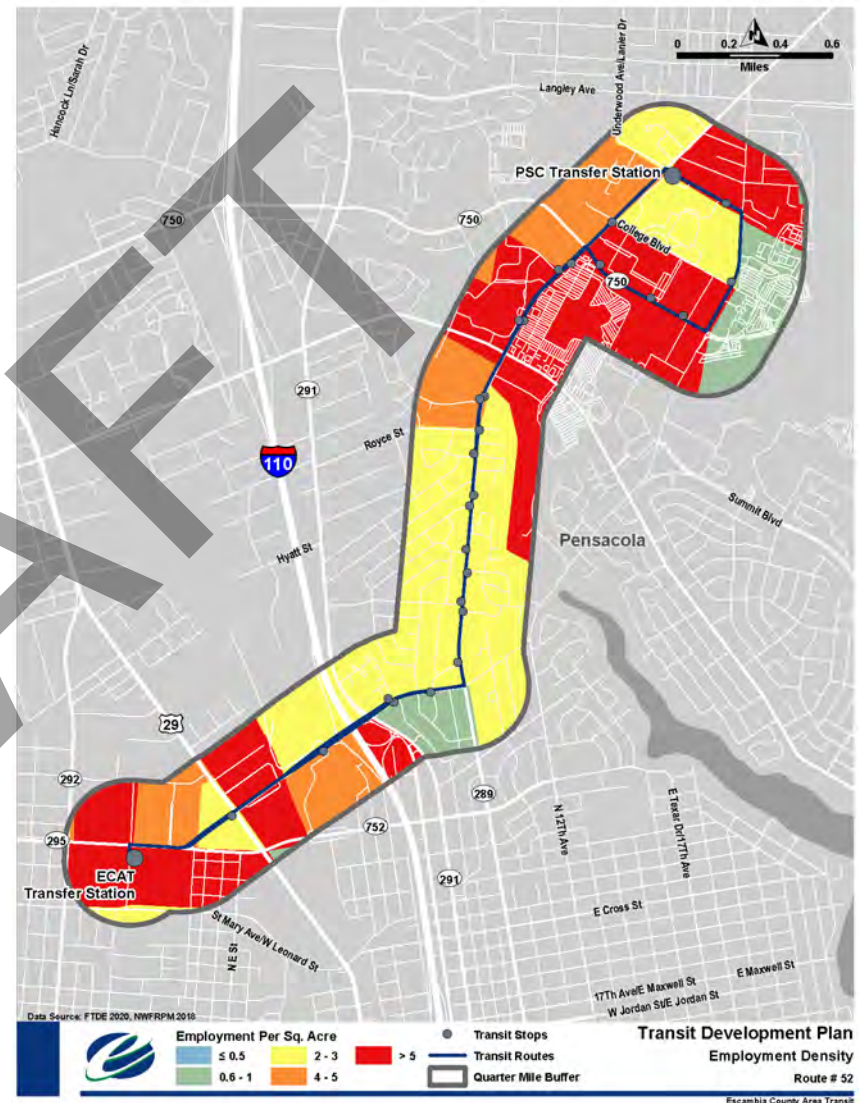
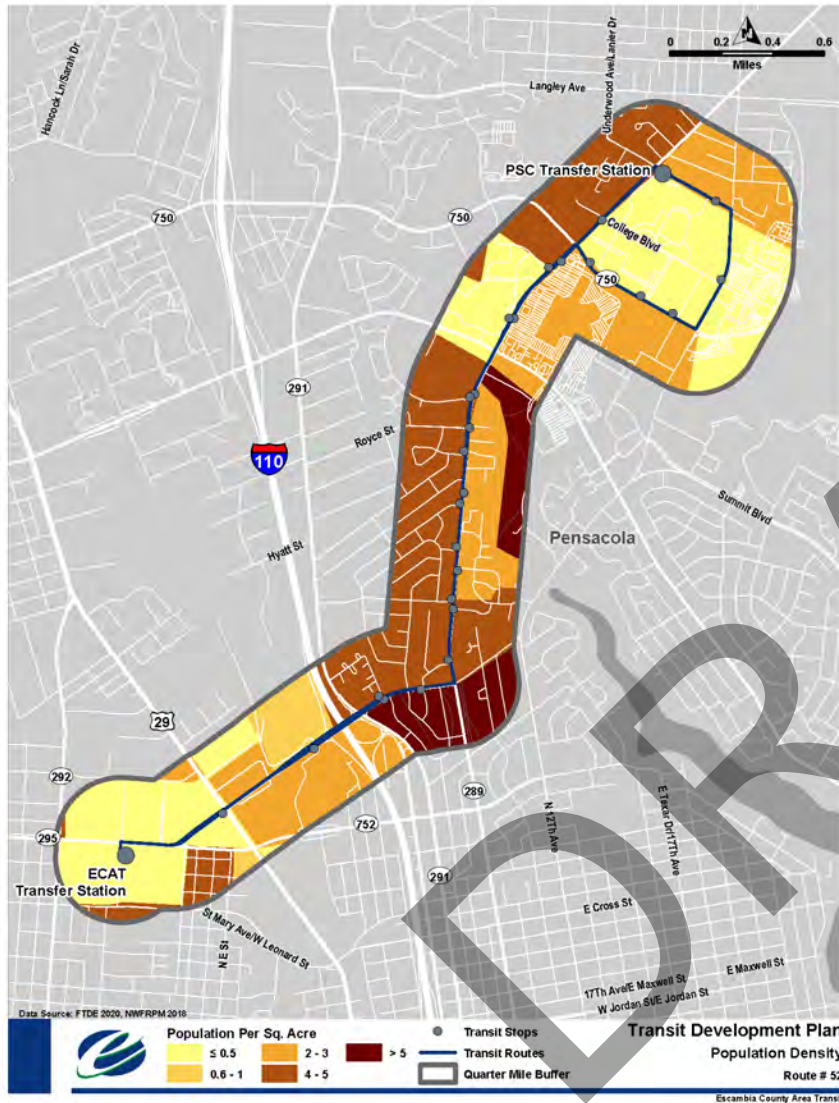
<sup>3</sup> Annual ridership was allocated to weekday and Saturday based on revenue hours. Passenger per revenue hour for weekday vs Saturday was assumed to be a 55:45 ratio based on trends with Bay Town Trolley in Panama City, Florida.

<sup>4</sup> The metrics are for year 2019.



# ROUTE 52: CORDOVA MALL | PENSACOLA STATE COLLEGE

## Population and Employment by TAZ (2018)<sup>5</sup>



<sup>5</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.

## ROUTE 55: PACE BLVD | WARRINGTON

Characteristics <sup>1</sup>		Weekday		Saturday			
Span of Service		6:00 am – 6:55 pm		6:00 am – 6:55 pm			
Frequency		Once every hour		Once every 2 hours			
Cycle Time		55 min		55 min			
Route Distance		16.2 miles		16.2 miles			
Avg Operating Speed		17.7 mph		17.7 mph			
Number of Buses		1		1			
Operating Statistics <sup>1</sup>		Weekday		Saturday			
Round Trips per Day		13		7			
Annual Revenue-Miles		53,783		6,246			
Annual Revenue-Hours		3,039		353			
Demographic Data <sup>2</sup>		Within ¼-mile of stops					
Population		10,445					
Jobs		9,775					
Poverty		2,544					
Minority		5,539					
Seniors		1,692					
Youth		2,315					
W/ Disabilities		5,902					
No Vehicles		715					
Service Productivity <sup>3,4</sup>		Weekday		Saturday			
Avg Daily Ridership		351		155			
Riders/Revenue-Hour		29.5		24.1			
Riders/Revenue-Mile		1.7		1.4			
Riders/Round Trip		27.0		22.1			
Financial Performance <sup>4</sup>		Overall		Weekday		Saturday	
Avg Daily Revenue		\$288.7		\$348.3		\$153.8	
Subsidy/Revenue-Hour		\$61.5		\$59.7		\$65.0	
Subsidy/Revenue-Mile		\$3.5		\$3.4		\$3.7	
Subsidy/Round Trip		\$56.4		\$54.7		\$59.6	
Daily Operating Cost		\$888.5		\$1,059.7		\$570.7	
Cost/Rider		\$3.2		\$3.0		\$3.7	
Farebox Recovery Ratio		31.1%		32.9%		26.9%	
Subsidy/Rider		\$2.2		\$2.0		\$2.7	

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

<sup>2</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

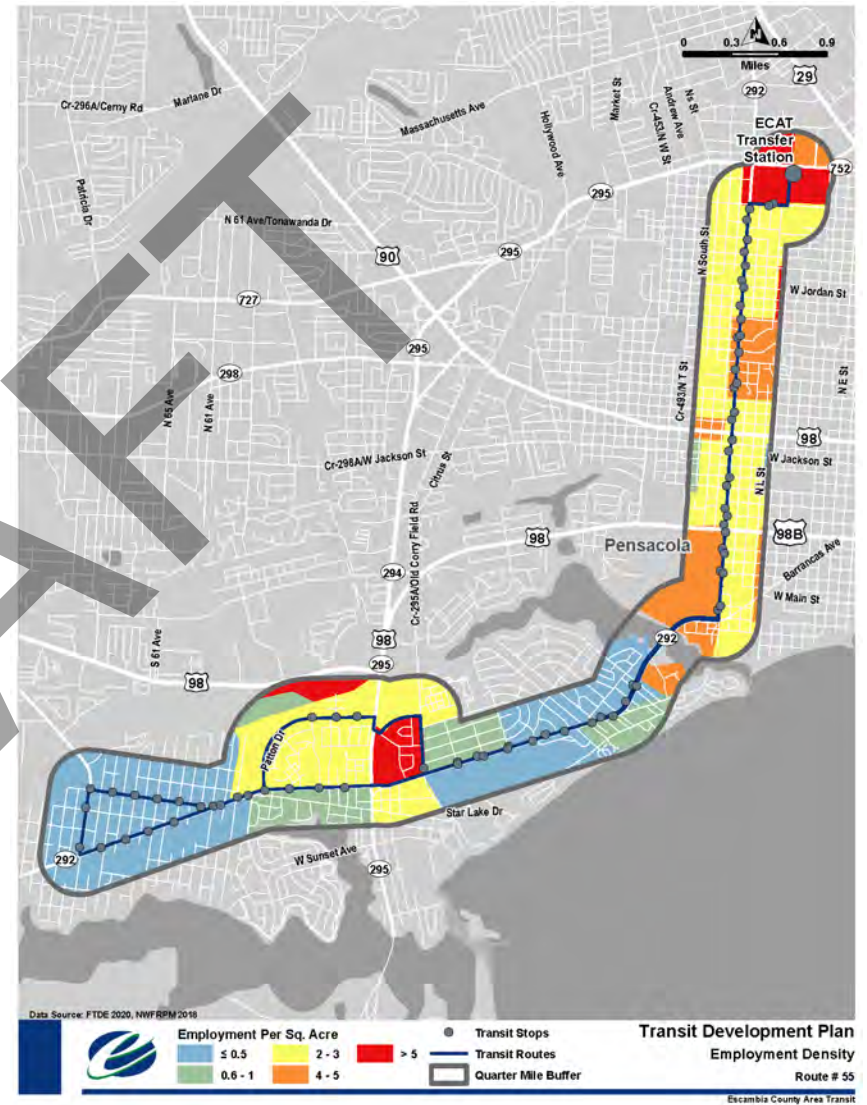
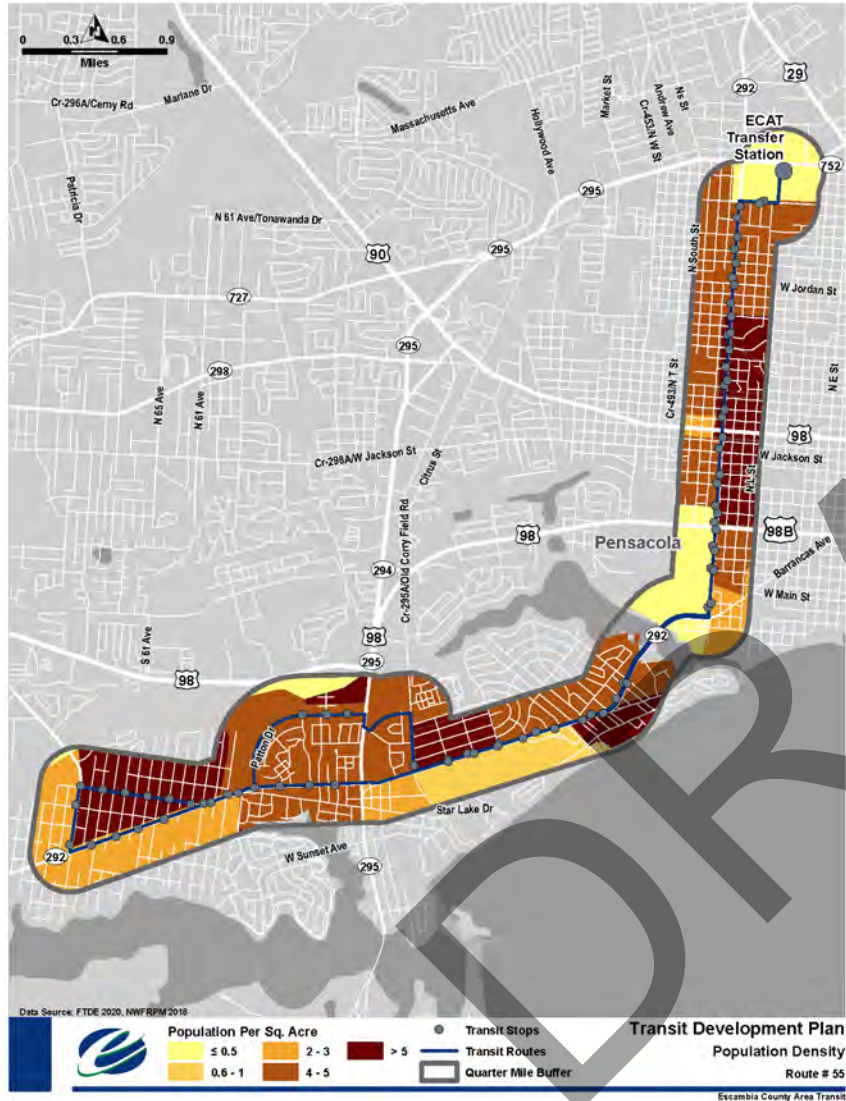
<sup>3</sup> Annual ridership was allocated to weekday and Saturday based on revenue hours. Passenger per revenue hour for weekday vs Saturday was assumed to be a 55:45 ratio based on trends with Bay Town Trolley in Panama City, Florida.

<sup>4</sup> The metrics are for year 2019.



## ROUTE 55: PACE BLVD | WARRINGTON

### Population and Employment by TAZ (2018)<sup>5</sup>



<sup>5</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.

## ROUTE 57: NAS PENSACOLA | NAVY POINT

Characteristics <sup>1</sup>		Weekday		Saturday			
Span of Service		6:00 am – 5:40 pm		6:00 am – 5:40 pm			
Frequency		Every 100 minutes		Every 100 minutes			
Cycle Time		75 minutes		75 minutes			
Route Distance		21.2 miles		21.2 miles			
Avg Operating Speed		16.9 mph		16.9 mph			
Number of Buses		1		1			
Operating Statistics <sup>1</sup>		Weekday		Saturday			
Round Trips per Day		7		7			
Annual Revenue-Miles		37,776		8,148			
Annual Revenue-Hours		2,231		481			
Demographic Data <sup>2</sup>		Within ¼-mile of stops					
Population		7,509					
Jobs		14,412					
Poverty		1,548					
Minority		4,470					
Seniors		1,011					
Youth		2,113					
W/ Disabilities		4,724					
No Vehicles		382					
Service Productivity <sup>3,4</sup>		Weekday		Saturday			
Avg Daily Ridership		68		55			
Riders/Revenue-Hour		7.8		6.3			
Riders/Revenue-Mile		0.5		0.4			
Riders/Round Trip		9.7		7.9			
Financial Performance <sup>4</sup>		Overall		Weekday		Saturday	
Avg Daily Revenue		\$61.7		\$67.5		\$54.6	
Subsidy/Revenue-Hour		\$81.9		\$81.2		\$82.7	
Subsidy/Revenue-Mile		\$4.8		\$4.8		\$4.9	
Subsidy/Round Trip		\$102.4		\$101.5		\$103.3	
Daily Operating Cost		\$777.8		\$778.0		\$777.6	
Cost/Rider		\$12.6		\$11.4		\$14.1	
Farebox Recovery Ratio		7.9%		8.7%		7.0%	
Subsidy/Rider		\$11.7		\$10.4		\$13.1	

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

<sup>2</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

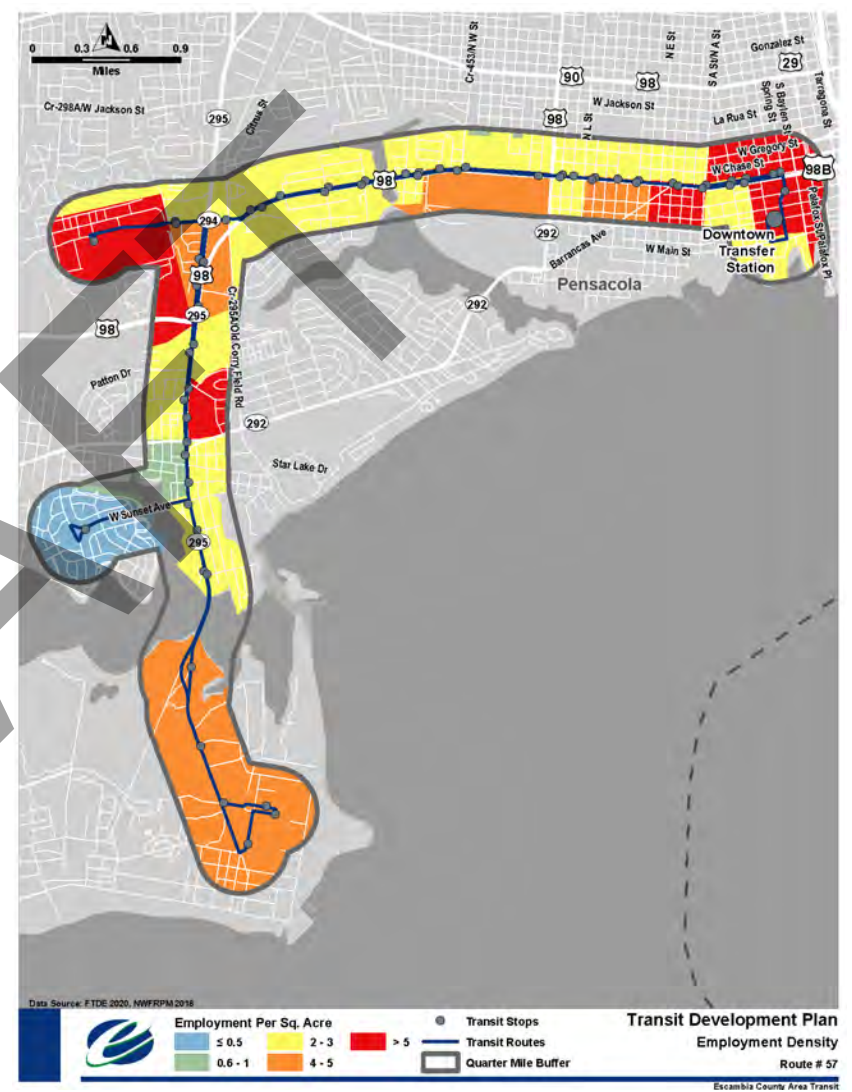
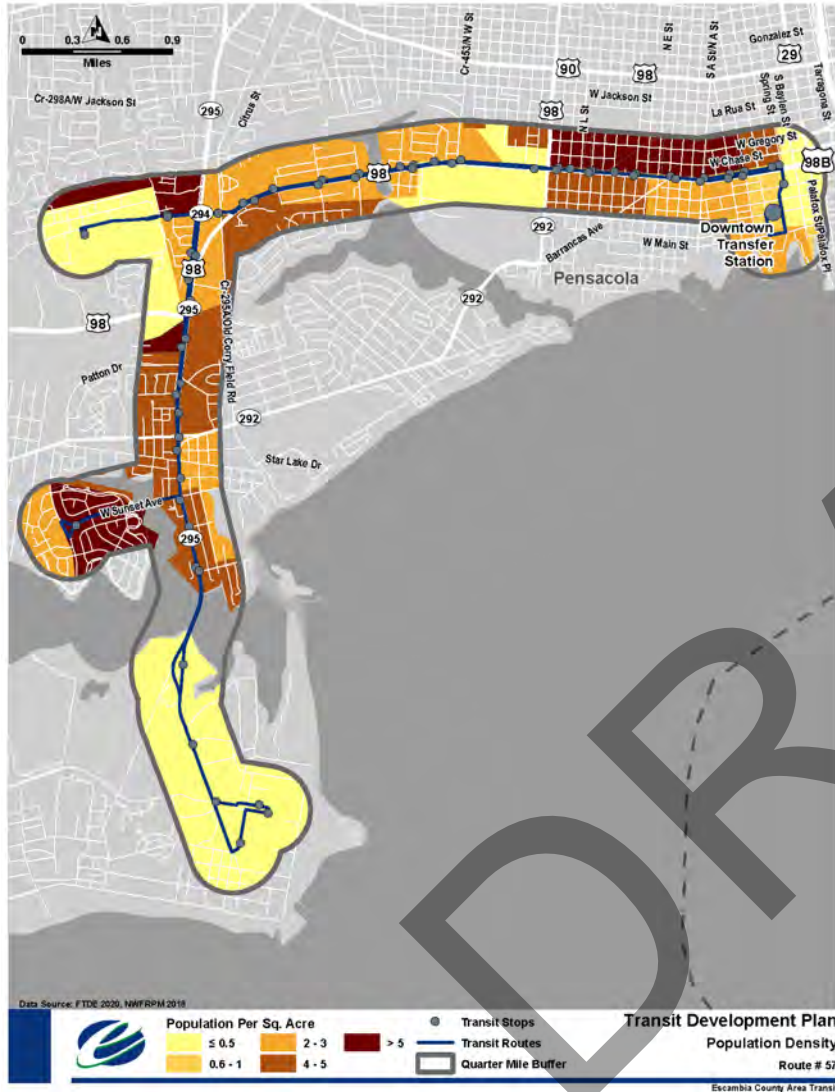
<sup>3</sup> Annual ridership was allocated to weekday and Saturday based on revenue hours. Passenger per revenue hour for weekday vs Saturday was assumed to be a 55:45 ratio based on trends with Bay Town Trolley in Panama City, Florida.

<sup>4</sup> The metrics are for year 2019.



# ROUTE 57: NAS PENSACOLA | NAVY POINT

## Population and Employment by TAZ (2018)<sup>5</sup>



<sup>5</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.

## ROUTE 58: CORY STATION | NAVAL HOSPITAL

Characteristics <sup>1</sup>		Weekday		Saturday			
Span of Service		5:30 am – 7:25 pm		7:30 am – 7:25 pm			
Frequency		Every 2 hours		Once every 2 hours			
Cycle Time		115 min		115 min			
Route Distance		29.4 miles		28.6 to 29.4 miles			
Avg Operating Speed		15.3 mph		15.2 mph			
Number of Buses		2		2			
Operating Statistics <sup>1</sup>		Weekday		Saturday			
Round Trips per Day		7		6			
Annual Revenue-Miles		52,479		13,970			
Annual Revenue-Hours		3,421		633			
Demographic Data <sup>2</sup>		Within ¼-mile of stops					
Population		10,057					
Jobs		15,358					
Poverty		1,781					
Minority		5,501					
Seniors		1,225					
Youth		2,795					
W/ Disabilities		6,635					
No Vehicles		384					
Service Productivity <sup>3,4</sup>		Weekday		Saturday			
Avg Daily Ridership		85		60			
Riders/Revenue-Hour		6.3		5.2			
Riders/Revenue-Mile		0.4		0.2			
Riders/Round Trip		12.2		9.9			
Financial Performance <sup>4</sup>		Overall		Weekday		Saturday	
Avg Daily Revenue		\$74.1		\$84.3		\$59.5	
Subsidy/Revenue-Hour		\$83.1		\$82.6		\$83.7	
Subsidy/Revenue-Mile		\$4.5		\$5.4		\$3.8	
Subsidy/Round Trip		\$159.4		\$158.4		\$160.6	
Daily Operating Cost		\$1,114.6		\$1,192.9		\$1,023.4	
Cost/Rider		\$15.3		\$14.0		\$17.1	
Farebox Recovery Ratio		6.6%		7.1%		5.8%	
Subsidy/Rider		\$14.3		\$13.0		\$16.1	

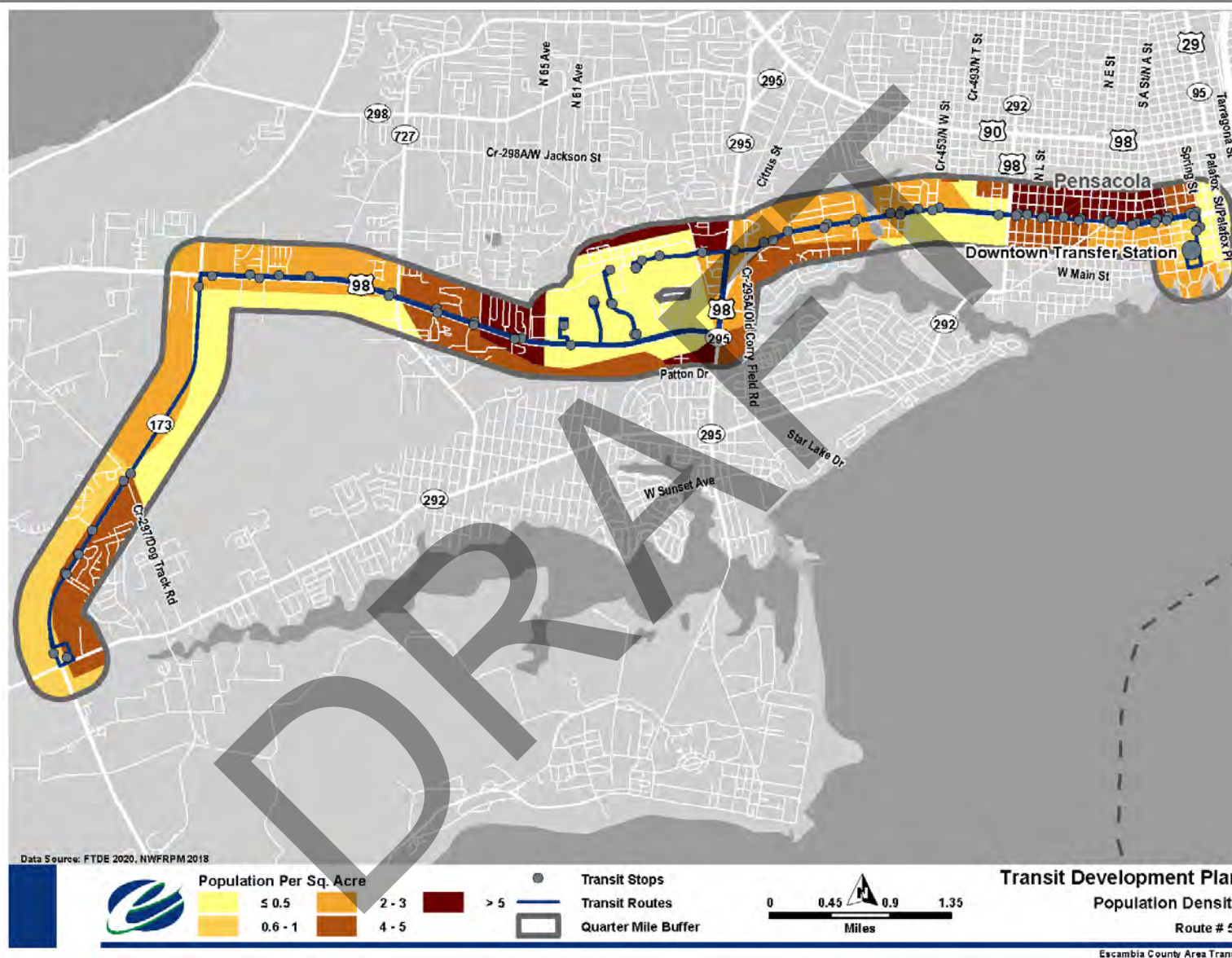
<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

<sup>2</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

<sup>3</sup> Annual ridership was allocated to weekday and Saturday based on revenue hours. Passenger per revenue hour for weekday vs Saturday was assumed to be a 55:45 ratio based on trends with Bay Town Trolley in Panama City, Florida.

<sup>4</sup> The metrics are for year 2019.

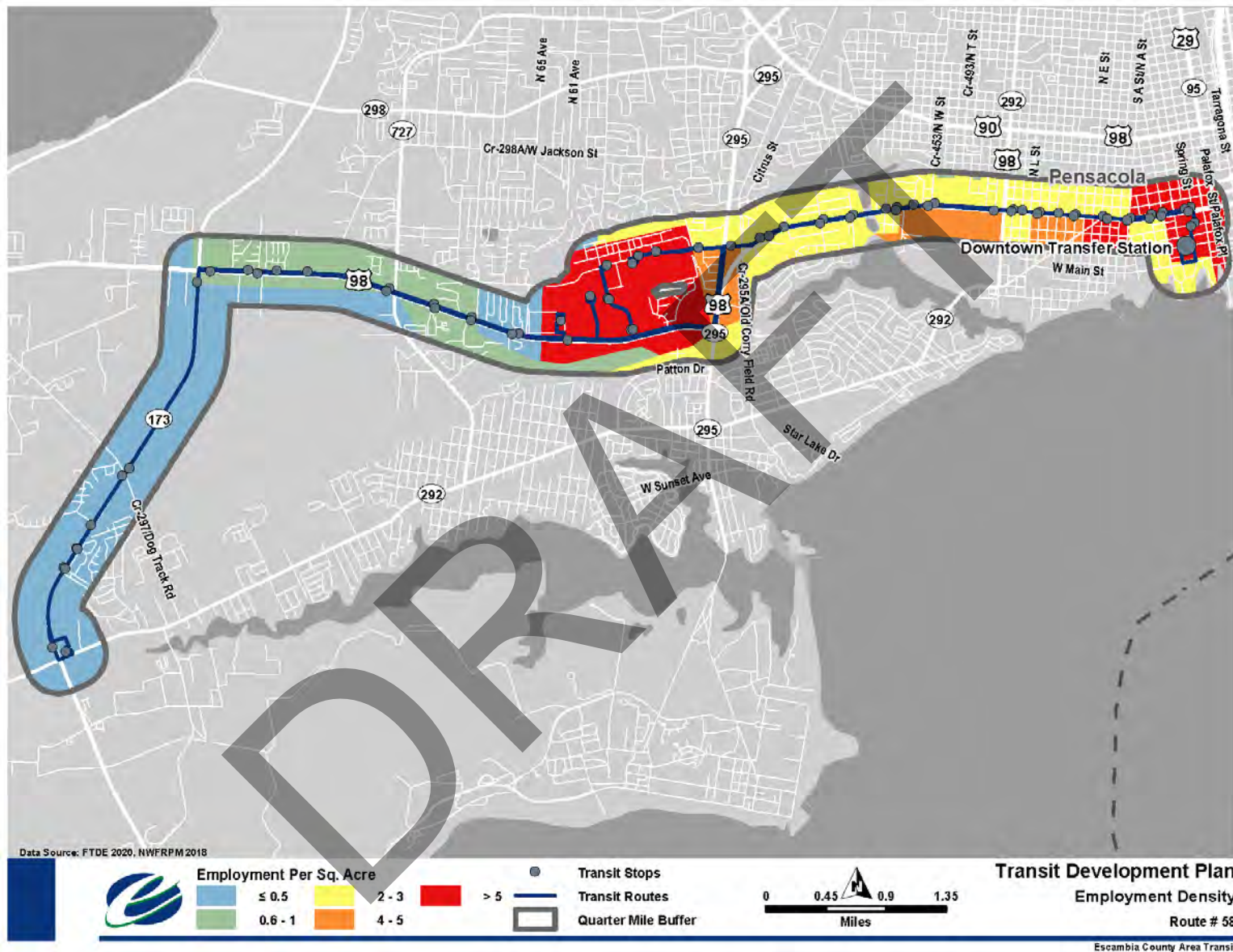
### Population by TAZ (2018)<sup>5</sup>





# ROUTE 58: CORRY STATION | NAVAL HOSPITAL

Employment by TAZ (2018)<sup>6</sup>



<sup>6</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.



## ROUTE 59A: NAVAL AIR TECHNICAL CENTER | PENSACOLA INT'L AIRPORT

Characteristics <sup>1</sup>		Weekday
Span of Service		4:40 am – 11:50 am <sup>2</sup> ; 2:35 pm– 4:40 pm <sup>3</sup>
Frequency		75 min
Cycle Time		75 min
Route Distance		27.56 miles
Avg Operating Speed		22 mph
Number of Buses		1
Operating Statistics <sup>1</sup>		Weekday
Round Trips per Day		8
Annual Revenue-Miles		61,916
Annual Revenue-Hours		1,891
Demographic Data <sup>4</sup>		Within ¼-mile of stops
Population		17,404
Jobs		33,939
Poverty		4,679
Minority		12,236
Seniors		2,682
Youth		5,061
W/ Disabilities		10,651
No Vehicles		1,038
Service Productivity <sup>5</sup>		Weekday
Avg Daily Ridership		13
Riders/Revenue-Hour		1.8
Riders/Revenue-Mile		0.1
Riders/Round Trip		1.7
Financial Performance <sup>5</sup>		Weekday
Avg Daily Revenue		\$19.4
Subsidy/Revenue-Hour		\$86.3
Subsidy/Revenue-Mile		\$2.6
Subsidy/Round Trip		\$80.0
Daily Operating Cost		\$659.4
Cost/Rider		\$50.7
Farebox Recovery Ratio		2.9%
Subsidy/Rider		\$49.2

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

<sup>2</sup> Limited stops on last AM trip. First AM trip starts at ECAT Transfer Center while others start at NATTC.

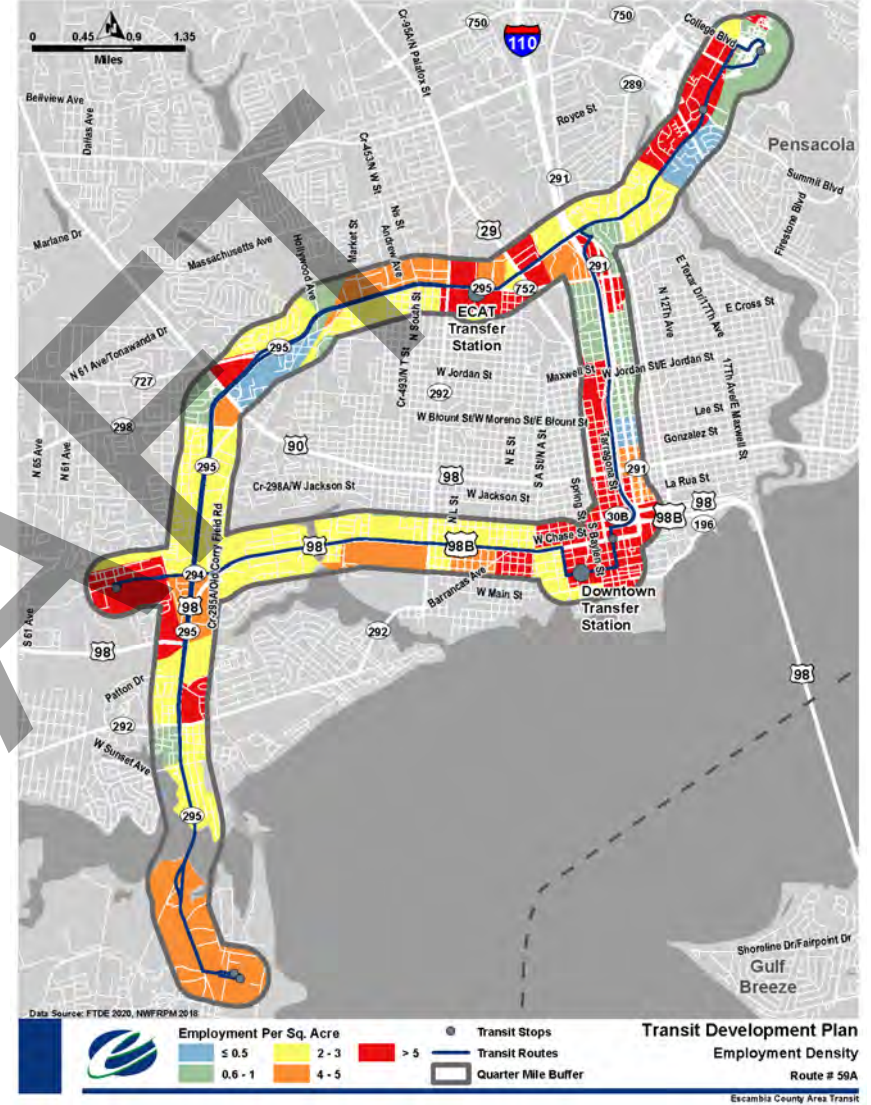
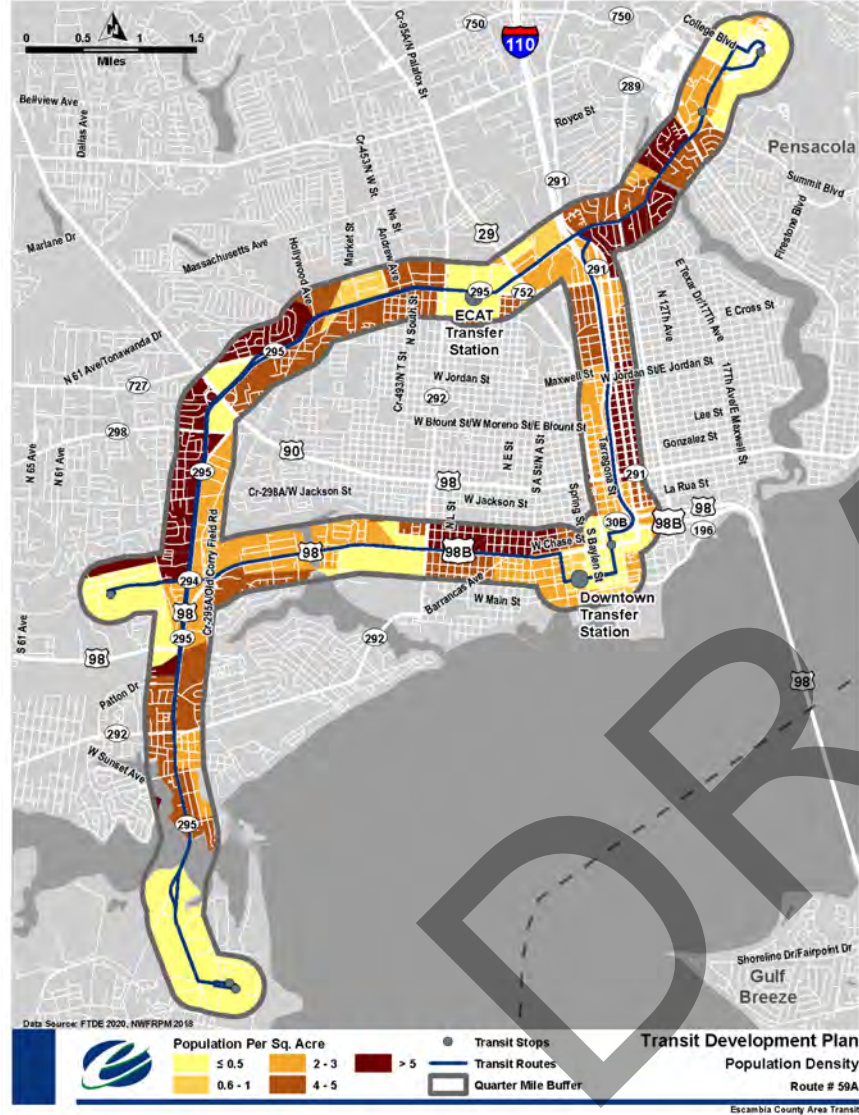
<sup>3</sup> Limited stops on last PM trip. First PM trip starts at ECAT Transfer Center while the other one starts at NATTC.

<sup>4</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWRPMP), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

<sup>5</sup> The metrics are for year 2019.

# ROUTE 59A: NAVAL AIR TECHNICAL CENTER | PENSACOLA INT'L AIRPORT

Population and Employment by TAZ (2018)<sup>6</sup>



<sup>6</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.

## ROUTE 59X: CORRY STATION | NAS PENSACOLA | CORDOVA MALL

Characteristics <sup>1</sup>	Weekday		Weekend	
Span of Service	1:55 pm – 10:00 pm <sup>2</sup>		10:35 am –1:15 am	
Frequency	Usually every 50 minutes		Usually every 50 minutes	
Cycle Time	95 min		95 min	
Route Distance	29.1 miles		29.1 miles	
Avg Operating Speed	18.9 mph		19.3-20.0 mph	
Number of Buses	2		2	
Operating Statistics <sup>1</sup>	Weekday		Weekend	
Round Trips per Day	8 M-Th; 11 Fri <sup>3</sup>		13 Sat; 9.5 Sun <sup>3</sup>	
Annual Revenue-Miles	66,042		37,632	
Annual Revenue-Hours	3,550		2,007	
Demographic Data <sup>4</sup>	Within ¼-mile of stops			
Population	16,188			
Jobs	27,748			
Poverty	4,198			
Minority	10,583			
Seniors	2,031			
Youth	4,449			
W/ Disabilities	10,062			
No Vehicles	793			
Service Productivity <sup>5, 6</sup>	Weekday		Weekend	
Avg Daily Ridership	96		126	
Riders/Revenue-Hour	6.9		6.9	
Riders/Revenue-Mile	0.4		0.4	
Riders/Round Trip	11.2		11.2	
Financial Performance <sup>6</sup>	Overall	Weekday		Weekend
Avg Daily Revenue	\$168.7	\$143.3		\$188.0
Subsidy/Revenue-Hour	\$78.6	\$78.6		\$78.6
Subsidy/Revenue-Mile	\$4.2	\$4.2		\$4.2
Subsidy/Round Trip	\$127.4	\$127.3		\$127.5
Daily Operating Cost	\$1,456.0	\$1,237.9		\$1,622.4
Cost/Rider	\$12.9	\$12.9		\$12.9
Farebox Recovery Ratio	11.6%	11.6%		11.6%
Subsidy/Rider	\$11.4	\$11.4		\$11.4

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

<sup>2</sup> Service extends until 1:15 AM on Fridays

<sup>3</sup> Partial trips were included in this sum

<sup>4</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

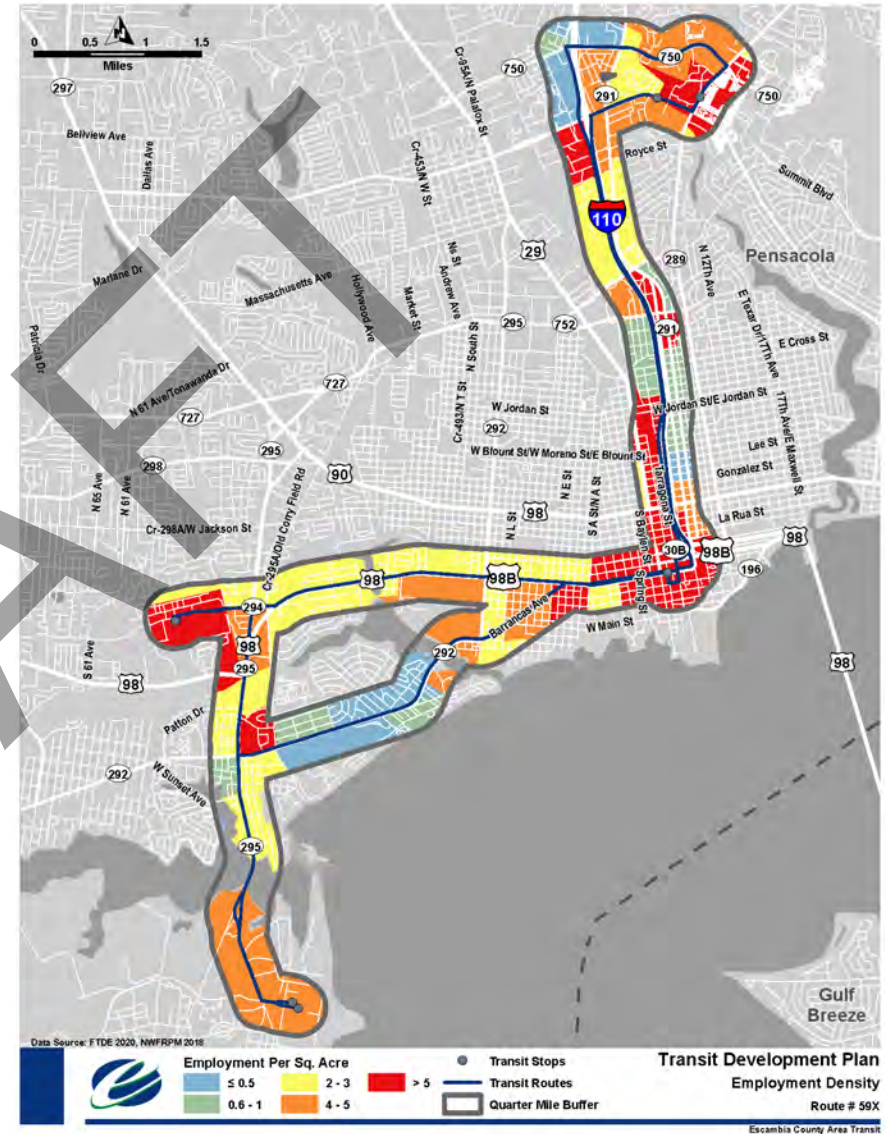
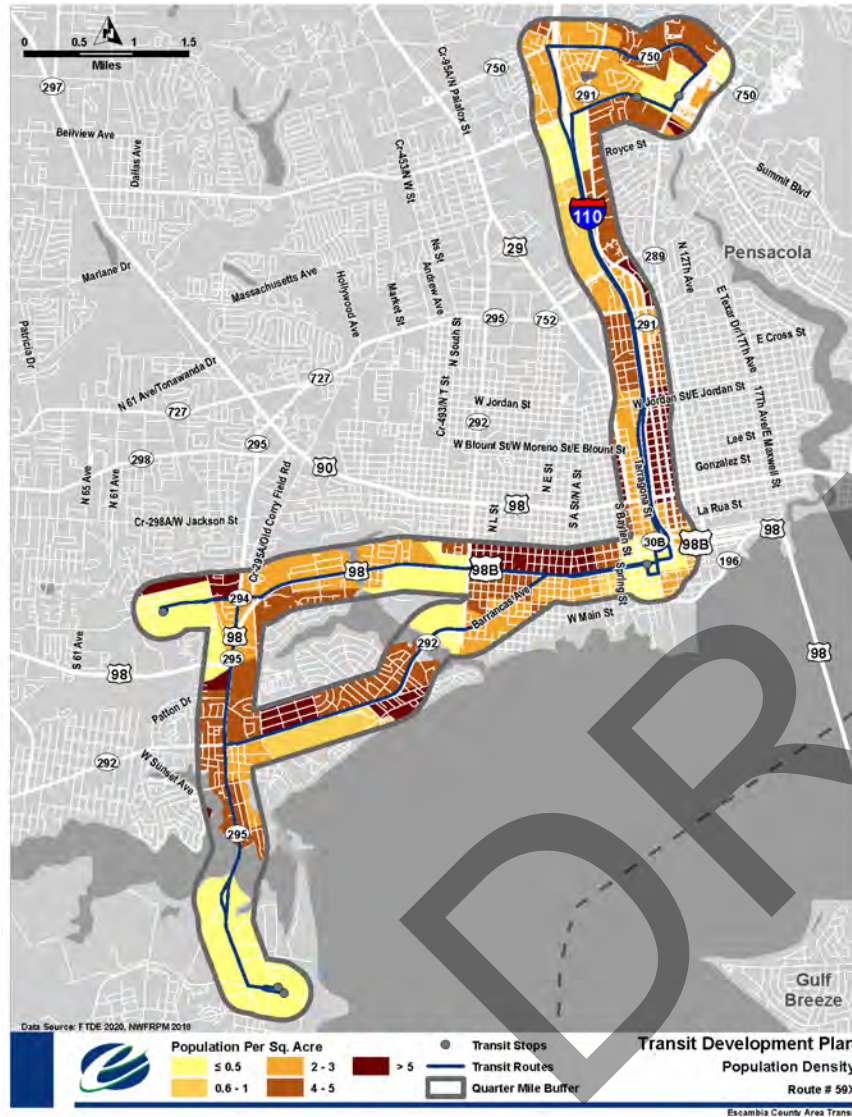
<sup>5</sup> Annual ridership was allocated to weekday and weekend based on revenue hours. Passenger per revenue hour for weekday vs weekend was assumed to be a 55:45 ratio based on trends with Bay Town Trolley in Panama City, Florida.

<sup>6</sup> The metrics are for year 2019.



# ROUTE 59A: NAVAL AIR TECHNICAL CENTER | PENSACOLA INT'L AIRPORT

Population and Employment by TAZ (2018)<sup>7</sup>



<sup>7</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.



## ROUTE 60: CENTURY

### Characteristics<sup>1</sup>

### Weekday

Span of Service	5:20 am– 7:55 pm
Frequency	Approximately every 6 hours
Cycle Time	115 min
Route Distance	84.1 miles
Avg Operating Speed	43.3 mph
Number of Buses	1

### Operating Statistics<sup>1</sup>

### Weekday

Round Trips per Day	3
Annual Revenue-Miles	64,337
Annual Revenue-Hours	1,488

### Demographic Data<sup>2</sup>

### Within ¼-mile of stops

Population	7,978
Jobs	14,240
Poverty	1,335
Minority	3,920
Seniors	1,490
Youth	1,622
W/ Disabilities	4,943
No Vehicles	212

### Service Productivity<sup>3</sup>

### Weekday

Avg Daily Ridership	28
Riders/Revenue-Hour	4.8
Riders/Revenue-Mile	0.1
Riders/Round Trip	9.3

### Financial Performance<sup>3</sup>

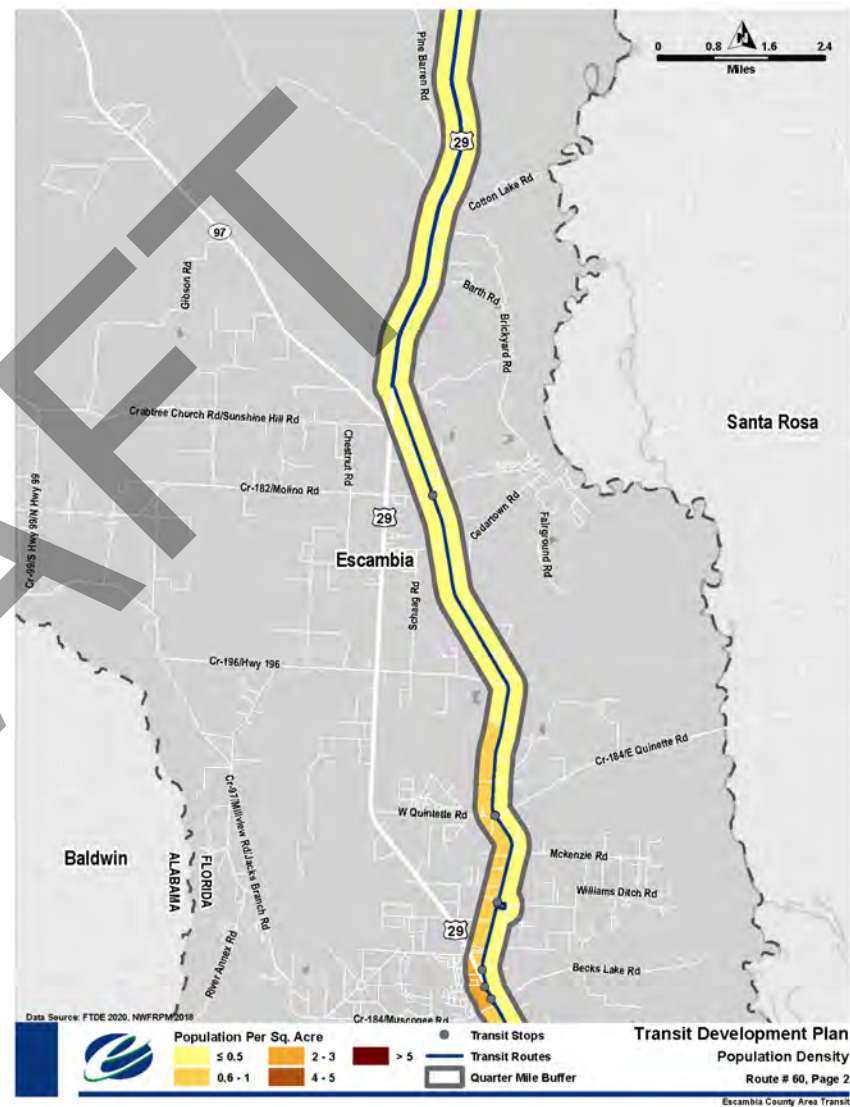
### Weekday

Avg Daily Revenue	\$41.8
Subsidy/Revenue-Hour	\$81.8
Subsidy/Revenue-Mile	\$1.9
Subsidy/Round Trip	\$159.0
Daily Operating Cost	\$518.9
Cost/Rider	\$18.5
Farebox Recovery Ratio	8.1%
Subsidy/Rider	\$17.0

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

<sup>2</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

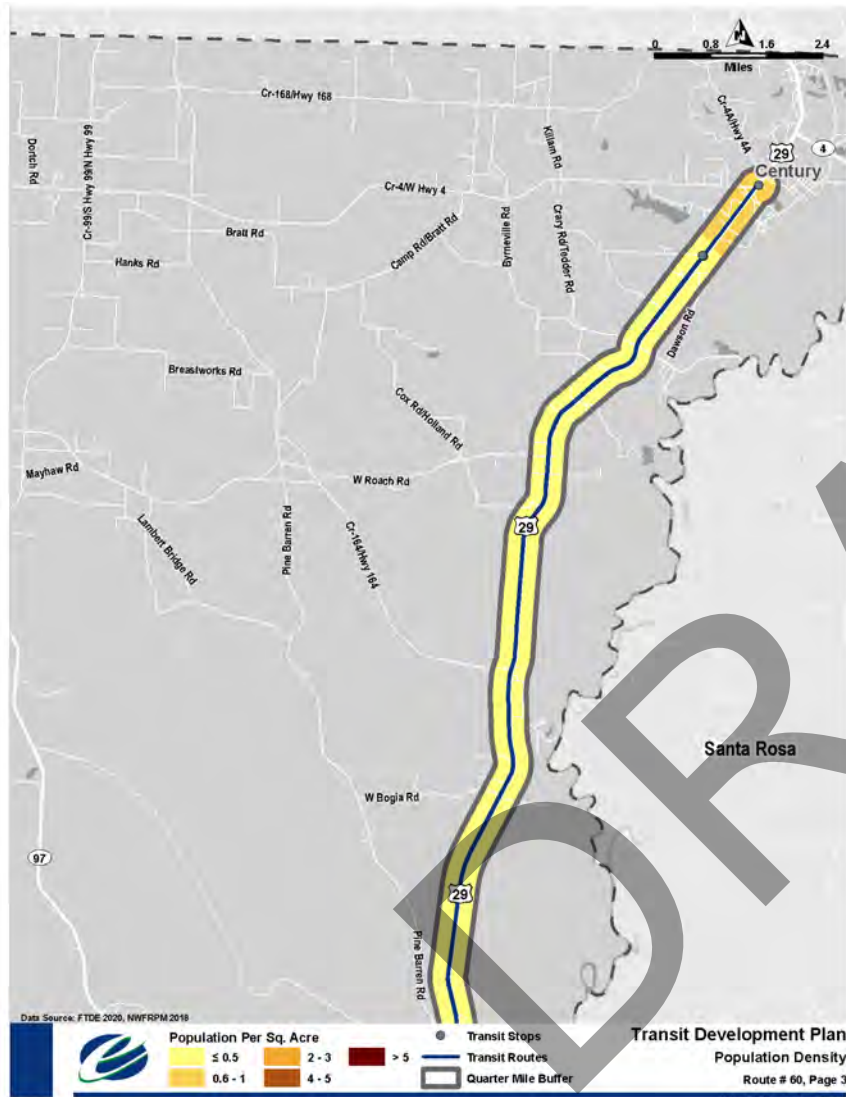
<sup>3</sup> The metrics are for year 2019.

Population (2018)<sup>4</sup>

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## ROUTE 60: CENTURY

### Population and Employment (2018)<sup>5</sup>

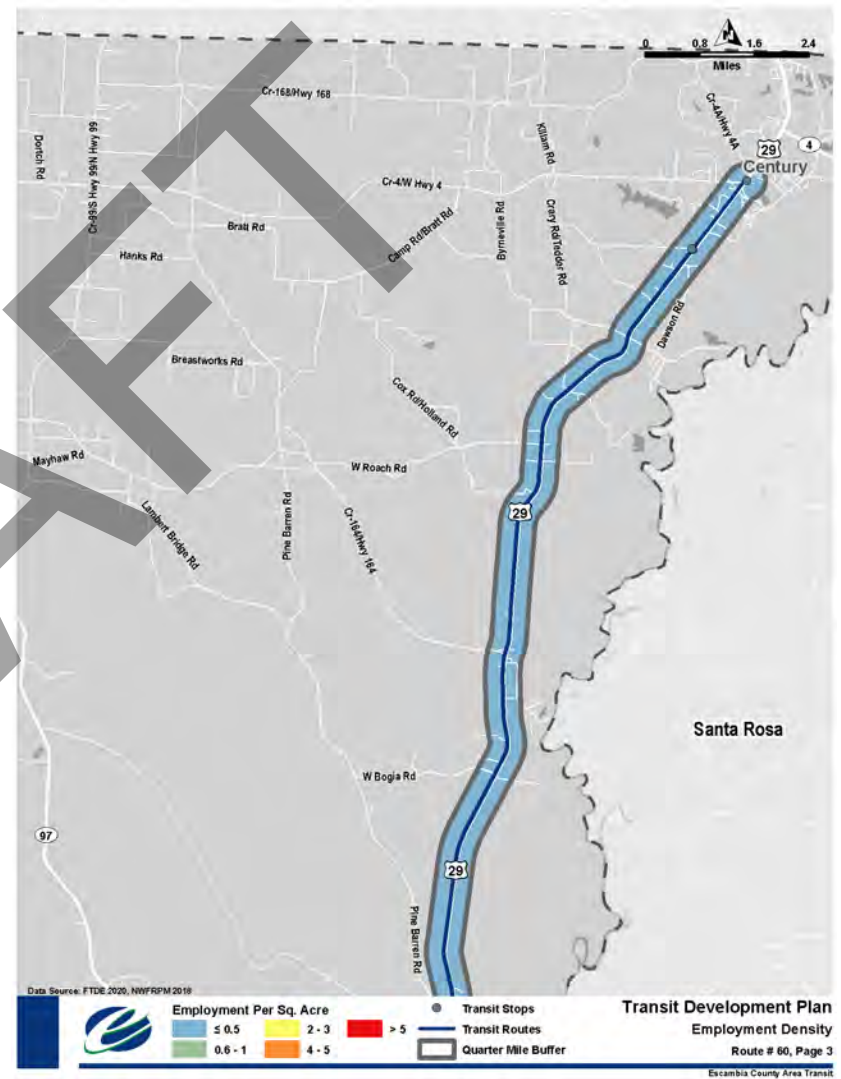


<sup>5</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.



## ROUTE 60: CENTURY

Employment (2018)<sup>6</sup>



<sup>6</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.



## ROUTE 61: PENSACOLA BEACH

Characteristics <sup>1</sup>		Weekday		Saturday			
Span of Service		8:00 am– 6:00 pm		8:00 am – 6:00 pm			
Frequency		Approx. every 4 hours		Approx. every 4 hours			
Cycle Time		90 min		90 min			
Route Distance		34.7 miles		34.7 miles			
Avg Operating Speed		23.2 mph		23.2 mph			
Number of Buses		1		1			
Operating Statistics <sup>1</sup>		Weekday		Saturday			
Round Trips per Day		3		3			
Annual Revenue-Miles		26,561		5,729			
Annual Revenue-Hours		1,148		248			
Demographic Data <sup>2</sup>		Within ¼-mile of stops					
Population		7,497					
Jobs		24,352					
Poverty		1,714					
Minority		4,466					
Seniors		1,017					
Youth		1,710					
W/ Disabilities		3,373					
No Vehicles		373					
Service Productivity <sup>3,4</sup>		Weekday		Saturday			
Avg Daily Ridership		40		32			
Riders/Revenue-Hour		8.8		7.2			
Riders/Revenue-Mile		0.4		0.3			
Riders/Round Trip		13.2		10.8			
Financial Performance <sup>4</sup>		Overall		Weekday		Saturday	
Avg Daily Revenue		\$54.4		\$59.7		\$47.8	
Subsidy/Revenue-Hour		\$77.0		\$75.7		\$78.3	
Subsidy/Revenue-Mile		\$3.3		\$3.3		\$3.4	
Subsidy/Round Trip		\$115.6		\$113.5		\$117.7	
Daily Operating Cost		\$400.6		\$400.3		\$400.9	
Cost/Rider		\$11.1		\$10.0		\$12.5	
Farebox Recovery Ratio		13.6%		14.9%		11.9%	
Subsidy/Rider		\$9.6		\$8.5		\$11.0	

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

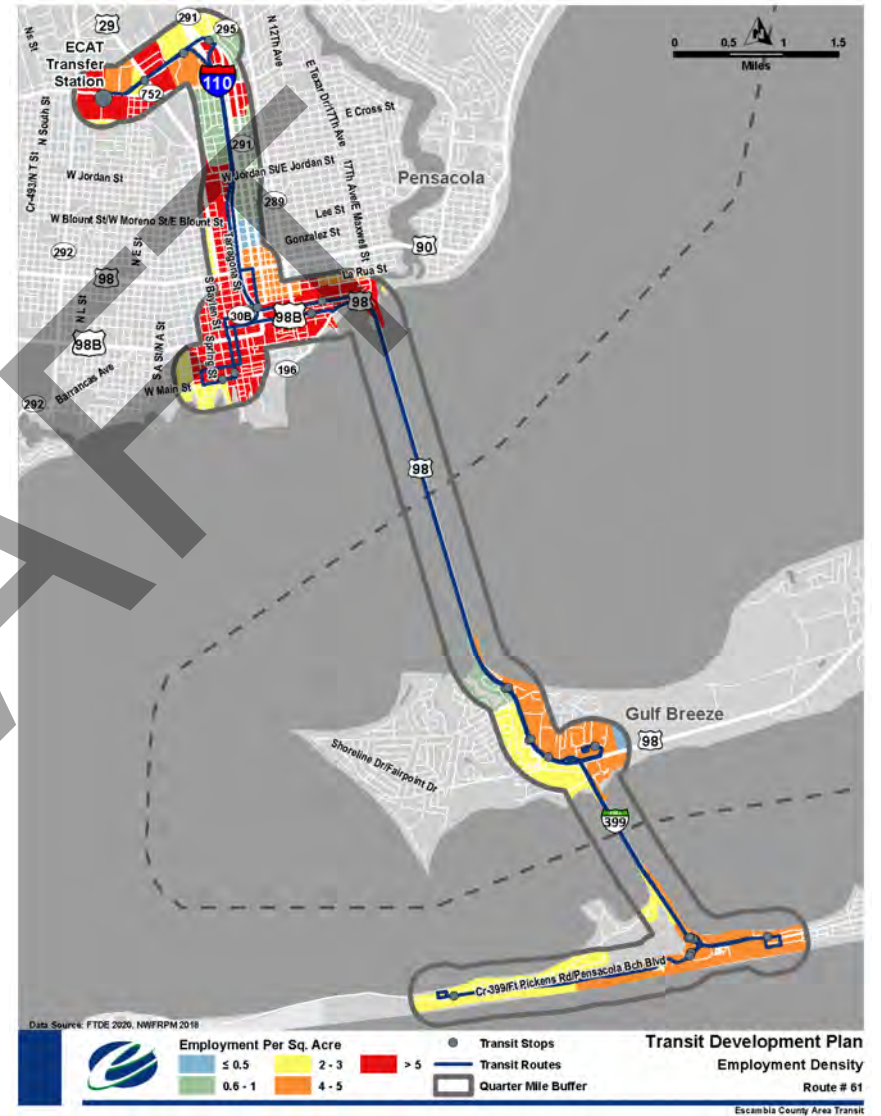
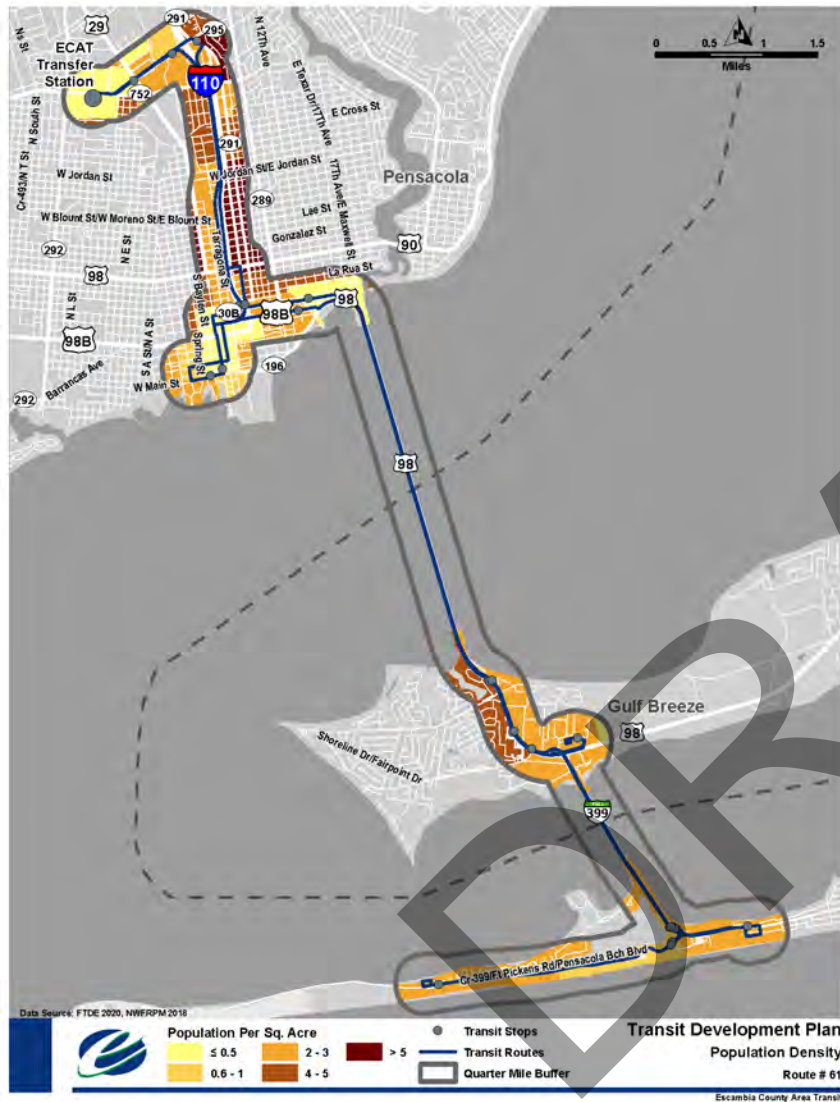
<sup>2</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

<sup>3</sup> Annual ridership was allocated to weekday and Saturday based on revenue hours. Passenger per revenue hour for weekday vs Saturday was assumed to be a 55:45 ratio based on trends with Bay Town Trolley in Panama City, Florida.

<sup>4</sup> The metrics are for year 2019.

## ROUTE 61: PENSACOLA BEACH

### Population and Employment by TAZ (2018)<sup>5</sup>



<sup>5</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.

## ROUTE 63: MICHIGAN AVE | PENSACOLA INT'L AIRPORT

Characteristics <sup>1</sup>		Weekday		Saturday			
Span of Service		6:00 am – 6:20 pm		8:00 am – 5:20 pm			
Frequency		Once every hour		Once every 2 hours			
Cycle Time		80 min		80 min			
Route Distance		20.6 miles		20.6 miles			
Avg Operating Speed		15.5 mph		15.5 mph			
Number of Buses		2		1			
Operating Statistics <sup>1</sup>		Weekday		Saturday			
Round Trips per Day		12		5			
Annual Revenue-Miles		63,293		5,688			
Annual Revenue-Hours		4,080		367			
Demographic Data <sup>2</sup>		Within ¼-mile of stops					
Population		10,049					
Jobs		8,323					
Poverty		1,316					
Minority		3,617					
Seniors		1,602					
Youth		1,902					
W/ Disabilities		5,578					
No Vehicles		169					
Service Productivity <sup>3,4</sup>		Weekday		Saturday			
Avg Daily Ridership		119		41			
Riders/Revenue-Hour		7.5		6.1			
Riders/Revenue-Mile		0.5		0.4			
Riders/Round Trip		9.9		8.1			
Financial Performance <sup>4</sup>		Overall		Weekday		Saturday	
Avg Daily Revenue		\$98.2		\$118.1		\$40.7	
Subsidy/Revenue-Hour		\$81.9		\$81.5		\$82.8	
Subsidy/Revenue-Mile		\$5.3		\$5.3		\$5.3	
Subsidy/Round Trip		\$109.3		\$108.7		\$110.5	
Daily Operating Cost		\$1,178.6		\$1,422.7		\$593.3	
Cost/Rider		\$12.6		\$12.0		\$14.5	
Farebox Recovery Ratio		7.9%		8.3%		6.9%	
Subsidy/Rider		\$11.6		\$11.0		\$13.5	

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

<sup>2</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

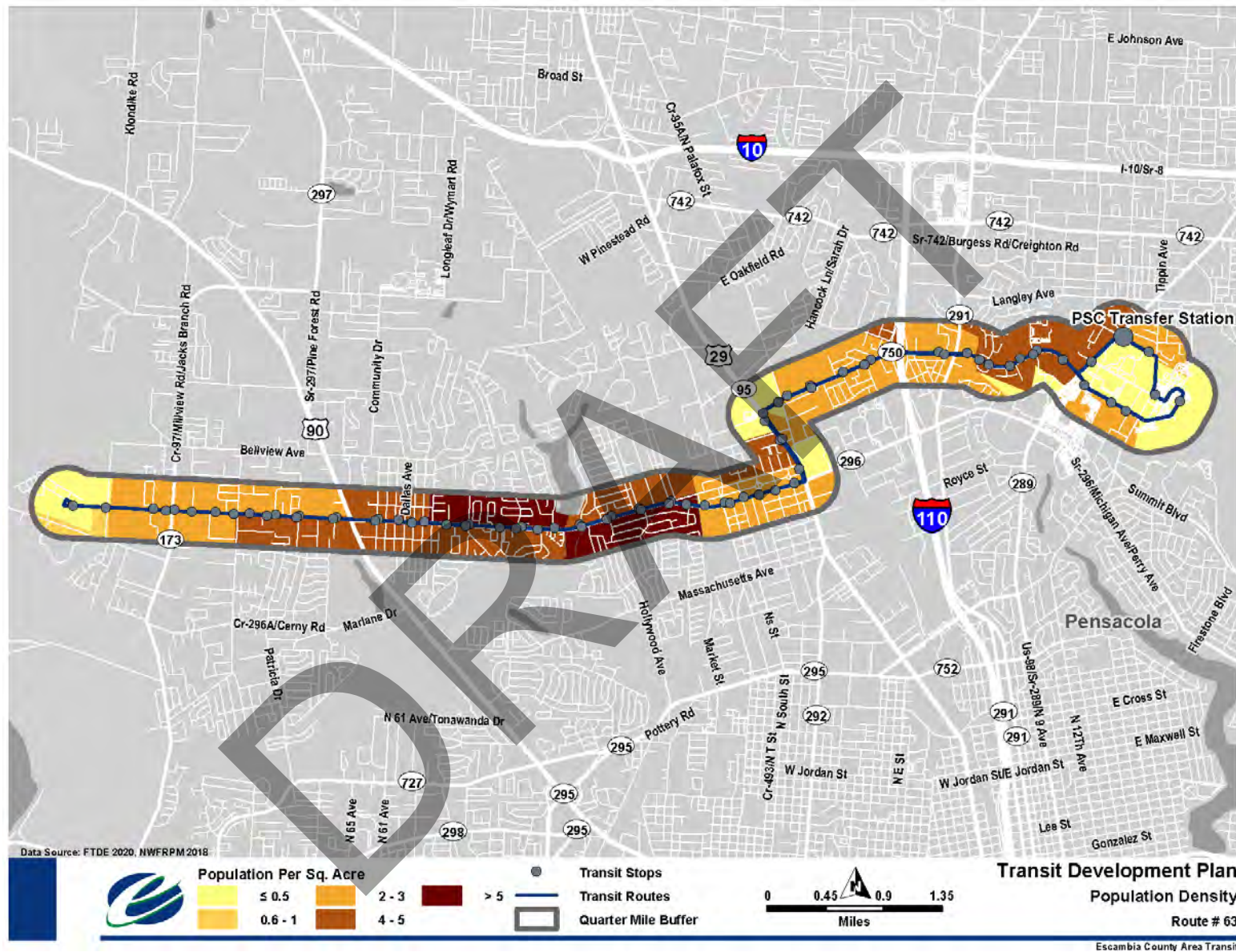
<sup>3</sup> Annual ridership was allocated to weekday and Saturday based on revenue hours. Passenger per revenue hour for weekday vs Saturday was assumed to be a 55:45 ratio based on trends with Bay Town Trolley in Panama City, Florida.

<sup>4</sup> The metrics are for year 2019.



# ROUTE 63: MICHIGAN AVE | PENSACOLA INT'L AIRPORT

Population by TAZ (2018)<sup>5</sup>

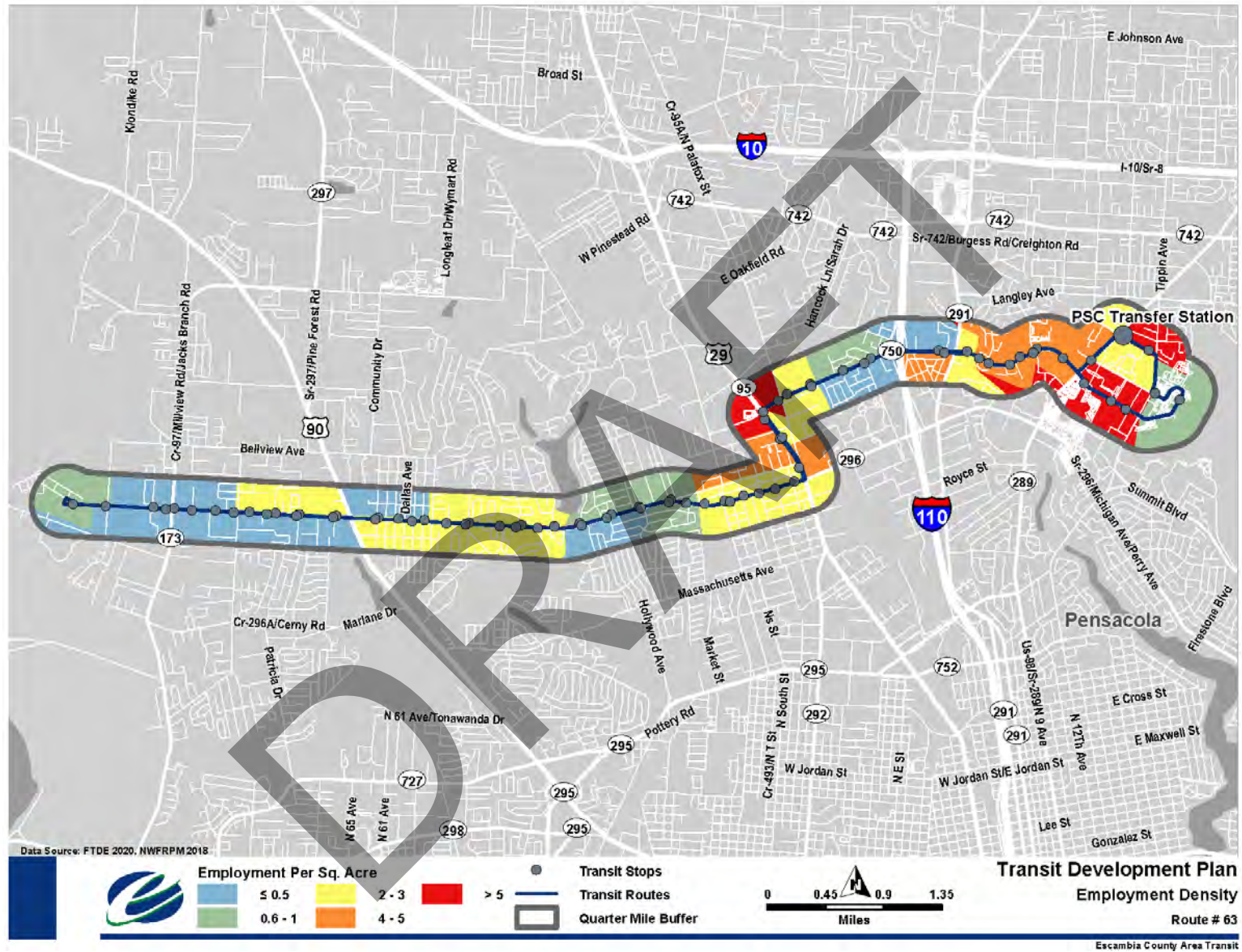


<sup>5</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.



## ROUTE 63: MICHIGAN AVE | PENSACOLA INT'L AIRPORT

Employment by TAZ (2018)<sup>6</sup>



<sup>6</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.

## ROUTE 64: BEACH JUMPER

Characteristics <sup>1</sup>	Friday		Weekend	
Span of Service	2:50 pm – 9:30 pm		10:40 am – 9:05 pm <sup>2</sup>	
Frequency	Once every 100 min		Once every 100 min	
Cycle Time	100 min		100 min <sup>3</sup>	
Route Distance	32.9 miles		32.9 miles	
Avg Operating Speed	19.8 mph		19.7 mph	
Number of Buses	1		1	
Operating Statistics <sup>1</sup>	Friday		Weekend	
Round Trips per Day	4		6	
Annual Revenue-Miles	6,713		22,529	
Annual Revenue-Hours	340		1,150	
Demographic Data <sup>4</sup>	Within ¼-mile of stops			
Population	7,550			
Jobs	17,204			
Poverty	1,075			
Minority	2,398			
Seniors	892			
Youth	1,163			
W/ Disabilities	3,389			
No Vehicles	219			
Service Productivity <sup>5, 6</sup>	Friday		Weekend	
Avg Daily Ridership	39		61	
Riders/Revenue-Hour	5.9		5.9	
Riders/Revenue-Mile	0.3		0.3	
Riders/Round Trip	9.8		10.2	
Financial Performance <sup>6</sup>	Overall	Friday	Weekend	
Avg Daily Revenue	\$78.2	\$58.2	\$91.0	
Subsidy/Revenue-Hour	\$80.0	\$79.5	\$80.2	
Subsidy/Revenue-Mile	\$4.1	\$4.0	\$4.1	
Subsidy/Round Trip	\$133.0	\$122.9	\$139.8	
Daily Operating Cost	\$788.4	\$549.7	\$929.6	
Cost/Rider	\$14.8	\$14.1	\$15.2	
Farebox Recovery Ratio	10.1%	10.6%	9.8%	
Subsidy/Rider	\$13.3	\$12.6	\$13.7	

<sup>1</sup> Characteristics and operating statistics are based on December 2019 service, retrieved from the Florida Transit Information System (FTIS)

<sup>2</sup> Final run is from 8:40 pm to 9:05 pm, traveling from NAS Pensacola USO to Jefferson Street at Garden Street (Downtown)

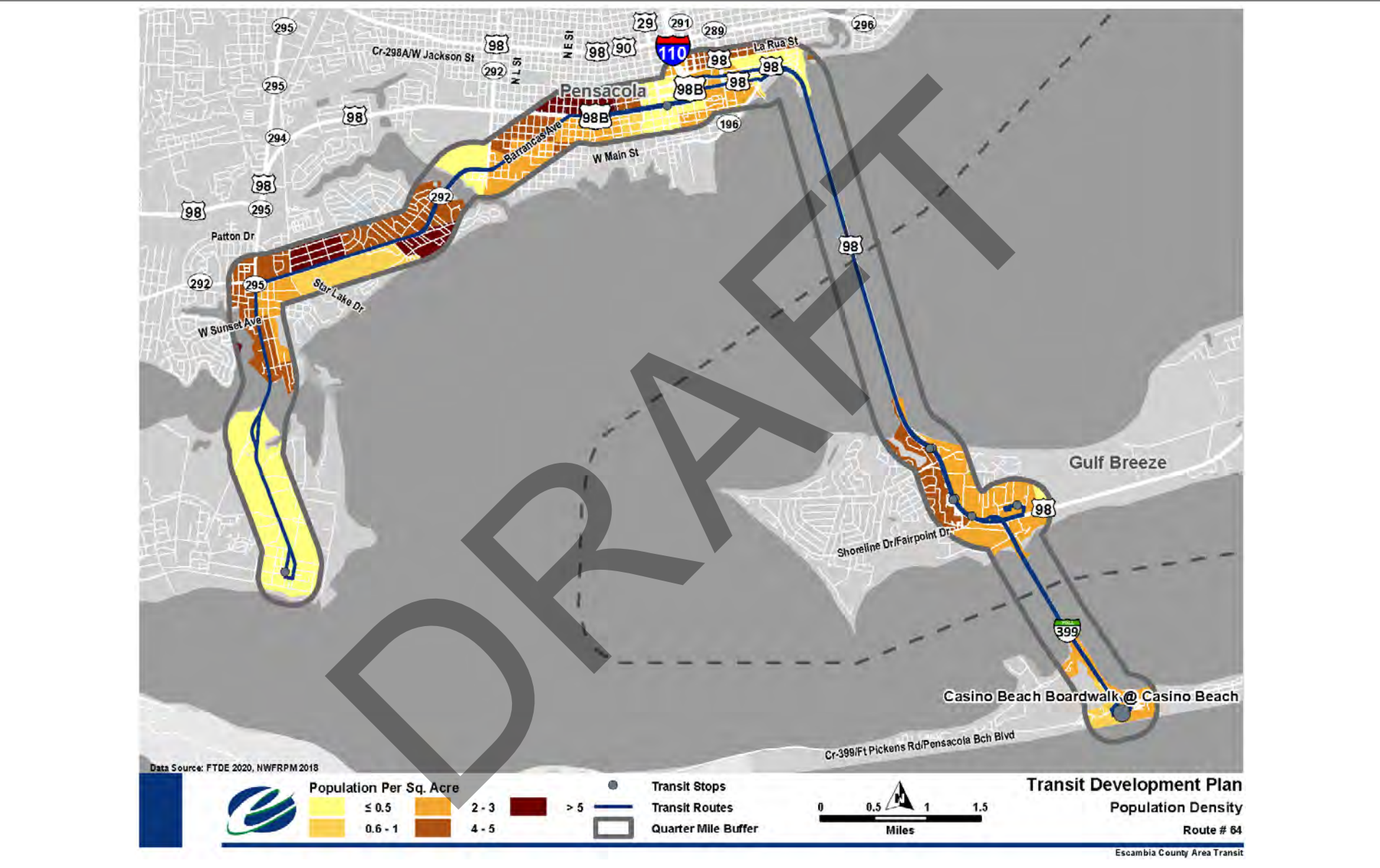
<sup>3</sup> 25 minutes cycle length for Final Run.

<sup>4</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

<sup>5</sup> Annual ridership was allocated to based on revenue hours.

<sup>6</sup> The metrics are for year 2019.

## ROUTE 64: BEACH JUMPER

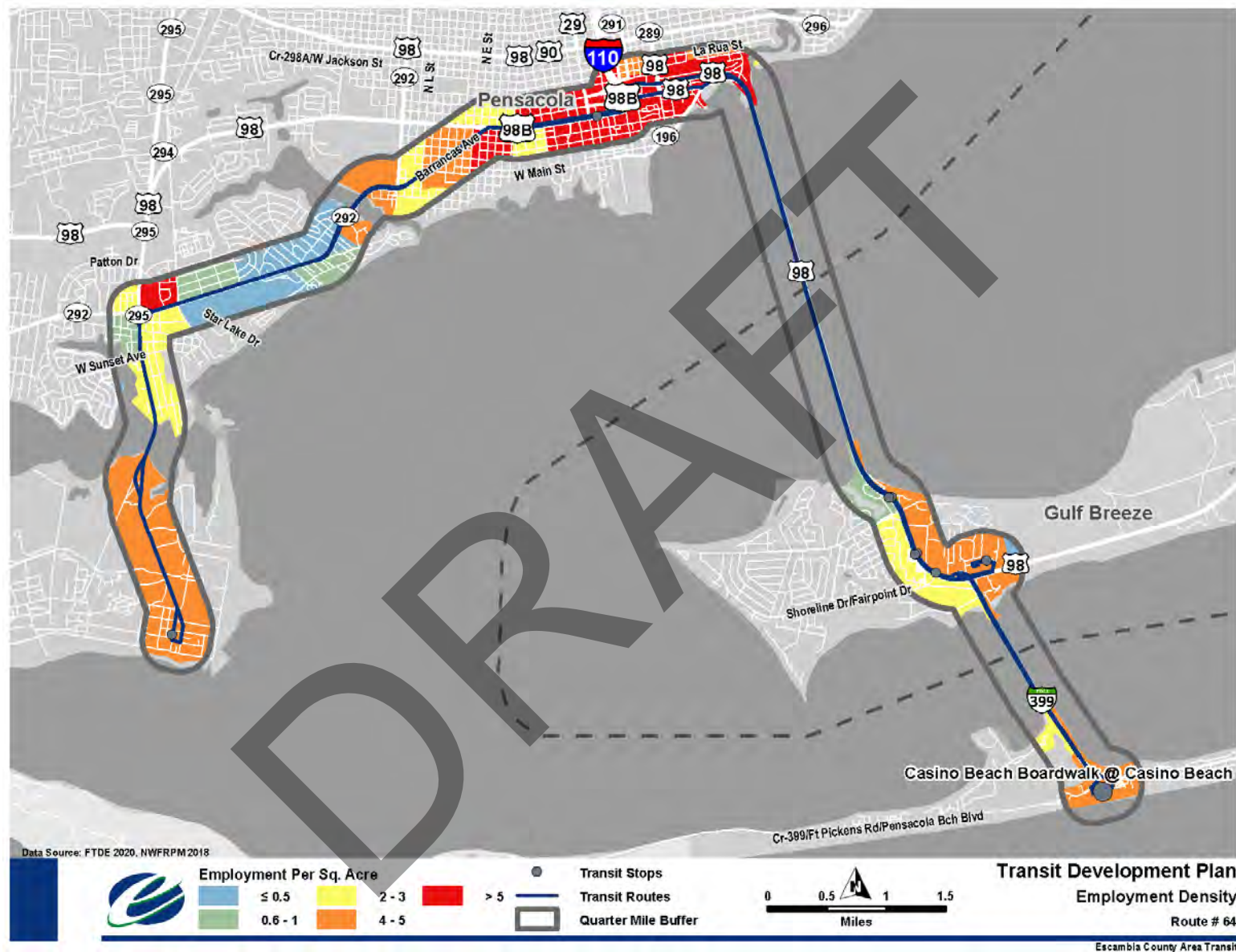
Population by TAZ (2018)<sup>7</sup>

<sup>7</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.



## ROUTE 63: MICHIGAN AVE | PENSACOLA INT'L AIRPORT

Employment by TAZ (2018)<sup>8</sup>



<sup>8</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.



BEACH TROLLEY (SEASONAL)							
Characteristics		Weekday		Weekend			
Span of Service		4:00 pm – 12:00 am		4:00 pm – 12:00 am			
Frequency		Every 15-20 minutes		Every 15-20 minutes			
Cycle Time		45-60 minutes		45-60 minutes			
Route Distance		13.6 miles		13.6 miles			
Avg Operating Speed		13.6 mph		13.6 mph			
Number of Buses		3		3			
Operating Statistics		Weekday		Weekend			
Round Trips per Day		24		24			
Annual Revenue-Miles		23,501		9,792			
Annual Revenue-Hours		1,728		720			
Demographic Data <sup>1</sup>		Within ¼-mile of stops					
Population		1,462					
Jobs		2,630					
Poverty		11					
Minority		7					
Seniors		40					
Youth		54					
W/ Disabilities		137					
No Vehicles		2					
Service Productivity <sup>2,3</sup>		Weekday		Weekend			
Avg Daily Ridership		1,345		1,643			
Riders/Revenue-Hour		56.0		68.5			
Riders/Revenue-Mile		4.1		10.1			
Riders/Round Trip		56.0		68.5			
Financial Performance <sup>6</sup>		Overall		Weekday		Weekend	
Avg Daily Revenue		\$0.0		\$0.0		\$0.0	
Subsidy/Revenue-Hour		\$88.9		\$88.9		\$88.9	
Subsidy/Revenue-Mile		\$6.5		\$6.5		\$6.5	
Subsidy/Round Trip		\$31.3		\$25.1		\$37.6	
Daily Operating Cost		\$781.9		\$602.6		\$901.7	
Cost/Rider		\$0.5		\$0.4		\$0.5	
Farebox Recovery Ratio		0.0%		0.0%		0.0%	
Subsidy/Rider		\$0.5		\$0.4		\$0.5	

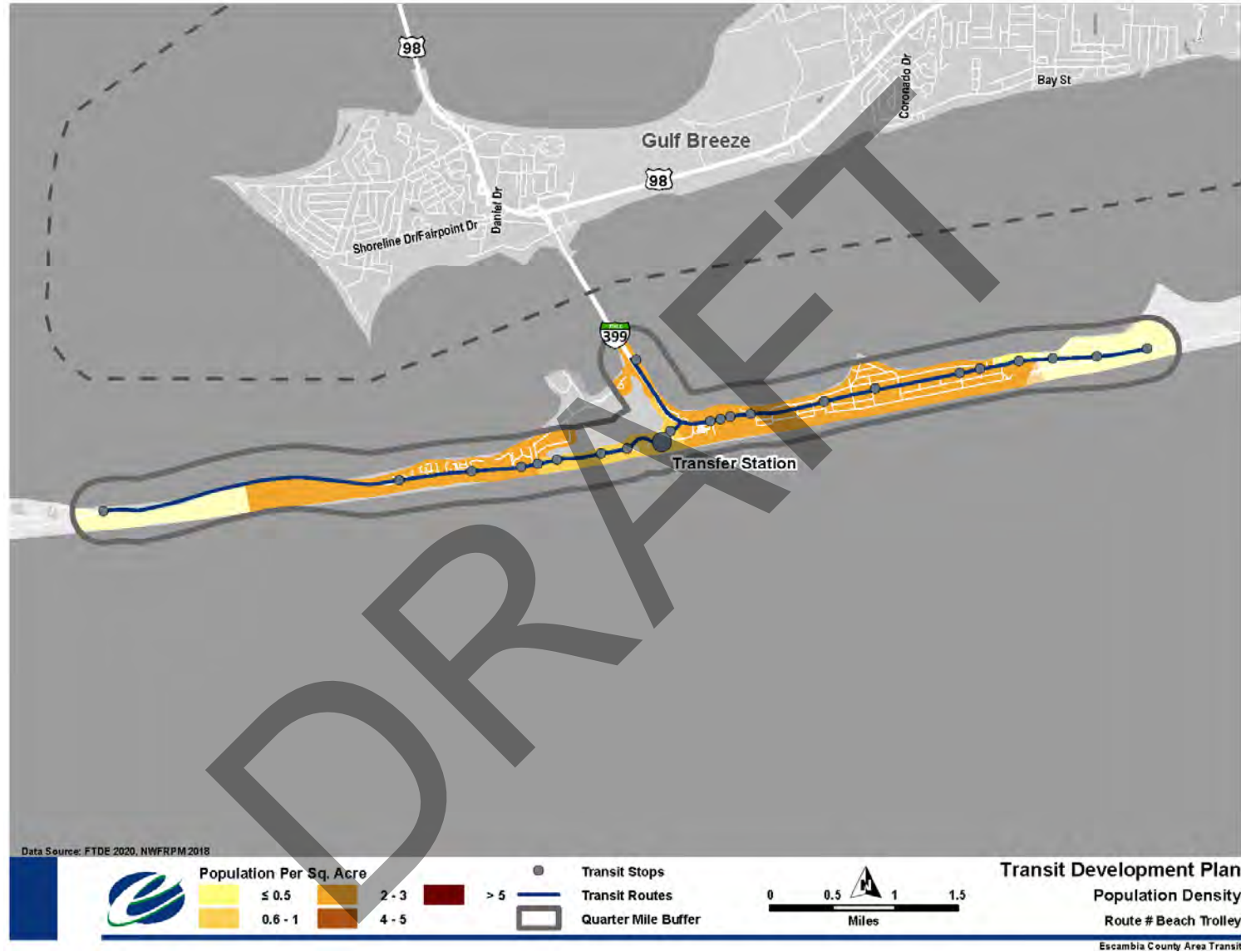
<sup>1</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

<sup>2</sup> Annual ridership was allocated to based on revenue hours. Assuming higher demand on weekends, a ratio of 45:55 was applied for ridership per revenue hour on weekdays versus weekends.

<sup>3</sup> The metrics are for year 2019.

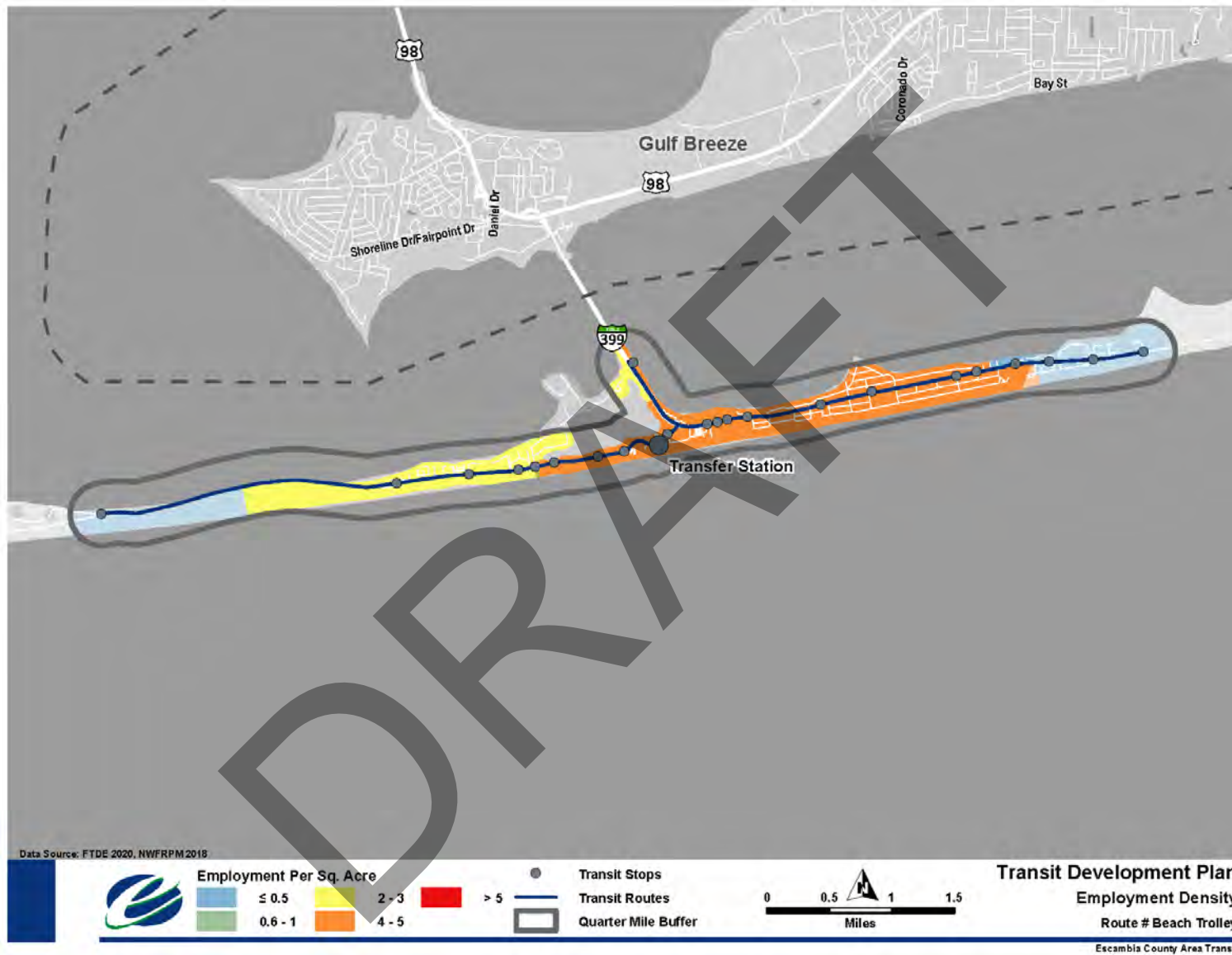
## BEACH TROLLEY (SEASONAL)

Population by TAZ (2018)<sup>4</sup>



<sup>4</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.

Employment by TAZ (2018)<sup>5</sup>



<sup>5</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.

## UWF TROLLEY EXPRESS

Characteristics <sup>1</sup>	Weekday	Saturday	
Span of Service	7:30 am – 8:40 pm	11:10 am – 5:40 pm	
Frequency	Every 40 minutes	Every 60 minutes	
Cycle Time	40 min	50 min	
Route Distance	6.5 miles	6.5 miles	
Avg Operating Speed	9.8 mph	7.7 mph	
Number of Buses	1	1	
Operating Statistics <sup>1</sup>	Weekday	Saturday	
Round Trips per Day	16-22	5	
Annual Revenue-Miles	28,223	1,625	
Annual Revenue-Hours	2,895	208	
Demographic Data <sup>2</sup>	Within ¼-mile of stops		
Population	1,951		
Jobs	2,530		
Poverty	447		
Minority	861		
Seniors	672		
Youth	309		
W/ Disabilities	1,215		
No Vehicles	78		
Service Productivity <sup>3,4</sup>	Weekday	Saturday	
Avg Daily Ridership	85	24	
Riders/Revenue-Hour	7.1	5.8	
Riders/Revenue-Mile	0.7	0.7	
Riders/Round Trip	5.3	4.8	
Financial Performance <sup>4</sup>	Overall	Weekday	Saturday
Avg Daily Revenue	\$666.9	\$702.7	\$390.1
Subsidy/Revenue-Hour	\$27.0	\$27.0	\$27.0
Subsidy/Revenue-Mile	\$3.0	\$2.8	\$3.5
Subsidy/Round Trip	\$19.9	\$16.1	\$34.1
Daily Operating Cost	\$849.2	\$1,009.5	\$560.5
Cost/Rider	\$14.4	\$11.9	\$23.4
Farebox Recovery Ratio	69.6%	69.6%	69.6%
Subsidy/Rider	\$4.4	\$3.6	\$7.1

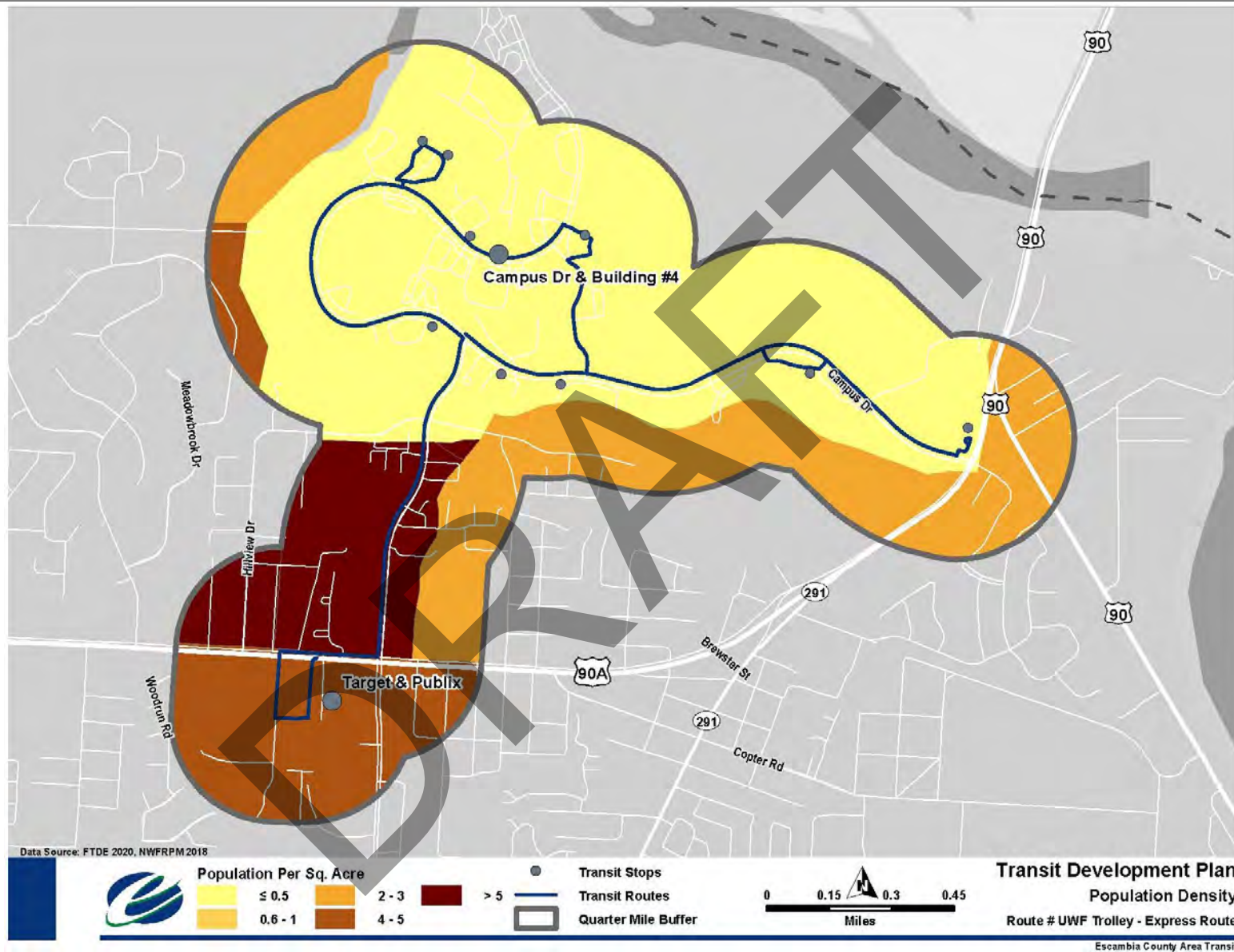
<sup>1</sup> Characteristics and operating statistics are based on information found on the ECAT 2018 Ride Guide and the University of West Florida (UWF) website and the current Memorandum of Agreement between ECAT and UWF

<sup>2</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

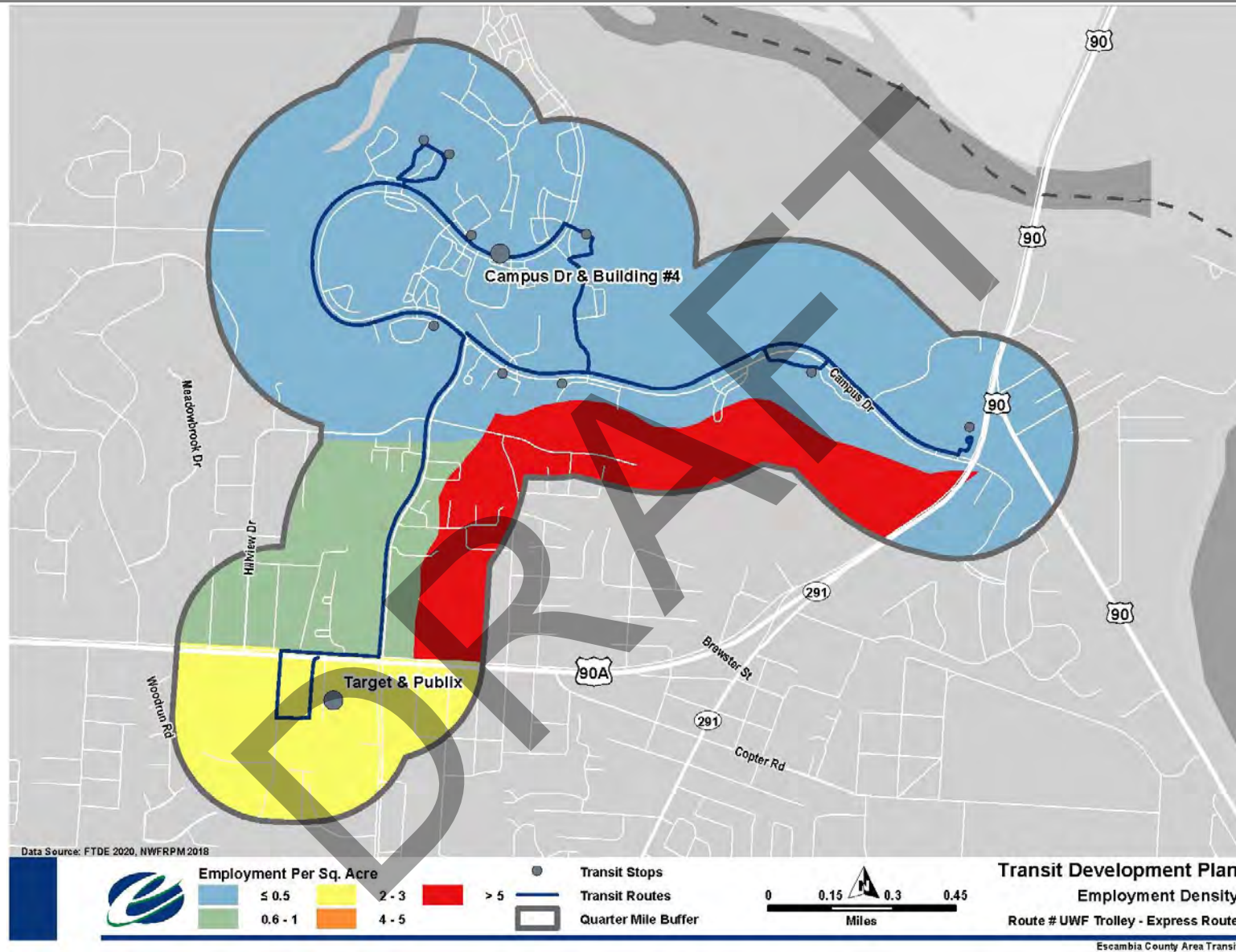
<sup>3</sup> Combined annual ridership for the UWF Local and Express Trolleys was allocated to each route and day based on annual revenue hours. Passengers per revenue hour between weekdays and Saturdays were assumed to have a 55:45 ratio, based on observed patterns for Bay Town Trolley in Panama City, FL.

<sup>4</sup> The metrics are for year 2019. Fares are paid via contract with UWF.





<sup>5</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.



<sup>6</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.

UWF TROLLEY LOCAL (CAMPUS CIRCULATOR)	
Characteristics <sup>1</sup>	Weekday
Span of Service	6:55 am – 9:25 pm
Frequency	Every 7-9 minutes
Cycle Time	30 min
Route Distance	4 miles
Avg Operating Speed	8 mph
Number of Buses	3
Operating Statistics <sup>1</sup>	Weekday
Round Trips per Day	72
Annual Revenue-Miles	46,080
Annual Revenue-Hours	5,760
Demographic Data <sup>2</sup>	Within ¼-mile of stops
Population	362
Jobs	567
Poverty	183
Minority	373
Seniors	335
Youth	90
W/ Disabilities	330
No Vehicles	30
Service Productivity <sup>3,4</sup>	Weekday
Avg Daily Ridership	251
Riders/Revenue-Hour	7.0
Riders/Revenue-Mile	0.9
Riders/Round Trip	3.5
Financial Performance <sup>4</sup>	Weekday
Avg Daily Revenue	\$1,398.1
Subsidy/Revenue-Hour	\$27.0
Subsidy/Revenue-Mile	\$3.4
Subsidy/Round Trip	\$8.5
Daily Operating Cost	\$2,008.5
Cost/Rider	\$8.0
Farebox Recovery Ratio	69.6%
Subsidy/Rider	\$2.4

<sup>1</sup> Characteristics and operating statistics are based on information found on the ECAT 2018 Ride Guide and the University of West Florida (UWF) website

<sup>2</sup> Population and jobs information is from the Northwest Florida Regional Planning Model (NWFRPM), in which 2010 data is projected to 2018. All other demographics are from the 2018 American Community Survey (ACS) administered by the United States Census Bureau.

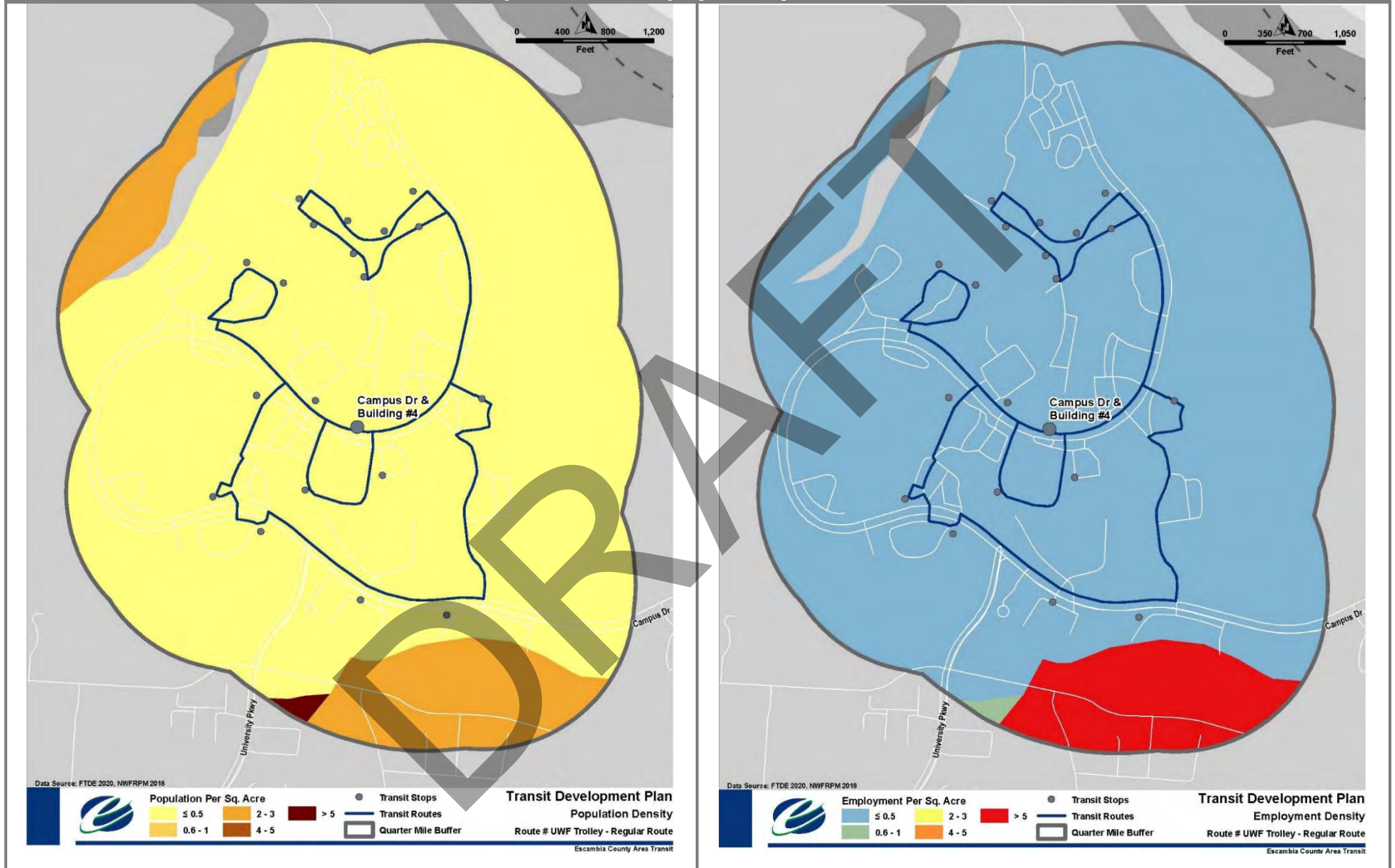
<sup>3</sup> Combined annual ridership for the UWF Local and Express Trolleys was allocated to each route based on annual revenue hours.

<sup>4</sup> The estimated metrics are for year 2019. Fares are paid via contract with UWF.



# UWF TROLLEY LOCAL (CAMPUS CIRCULATOR)

## Population and Employment by TAZ (2018)<sup>5</sup>



<sup>5</sup> Population and employment are from the transportation analysis zones (TAZ's) of the NWFRPM, projected from 2010 to 2018.





## **Appendix B – Public Involvement Plan**

DRAFT

**Escambia County Area Transit  
Transit Development Plan Major Update**

**Public Involvement Plan**

**August 2020**

DRAFT

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# Introduction

The Escambia County Area Transit (ECAT) team has initiated a ten-year Transit Development Plan (TDP) Major Update.

A TDP is a Florida Department of Transportation (FDOT) required, 10-year horizon plan. The TDP is intended to support the development of an effective multimodal transportation system in Escambia County and serves as the basis for defining public transit needs, which is a prerequisite to receive state funds.

The central objective of this effort is to improve transit opportunities and offer a robust, multimodal experience for transit customers in the ECAT service area. In order to inform and assist with the facilitation of this study, a Public Involvement Plan (PIP) will be implemented and is comprehensively identified in this plan.

## Purpose of the Public Involvement Plan (PIP)

This PIP will serve as the guideline for our approach to engaging the public throughout the TDP initiative. This PIP will outline the tactics that will be used for outreach with existing ECAT riders, the Escambia County community, and key stakeholders. We will utilize a variety of marketing tactics and platforms to engage with our target audiences throughout the process and garner important feedback during each phase of the project. From survey website development to online paid media and public relations, the following pages outline our comprehensive approach that will drive public engagement for this effort. Throughout the project, we will monitor and measure activities closely in order to make any necessary optimizations during the course of the effort.



## Goals & Objectives

### *Primary Goal:*

To raise awareness of the ECAT TDP and achieve maximum participation in the study from a diverse cross-section of the Escambia County community.

### *Measurable Objectives:*

The consultant team will be setting out to achieve measurable marketing objectives in-line with the overarching goal. Over the course of study, we will work to secure:

- 1,500 surveys completed (both in-person & online)
- 4,000 sessions to the campaign website
- 250,000 paid advertising impressions
- 200,000 earned media impressions as a result of public relations efforts
- 1,500 engagements on TDP-specific social media posts (i.e. – likes, comments, shares)

Through the approach that we have outlined in this plan, we will engage with ECAT riders and the community during all phases. In accordance with established PIP standards from the FDOT “TDP Handbook” (2018) the central themes of the PIP include:

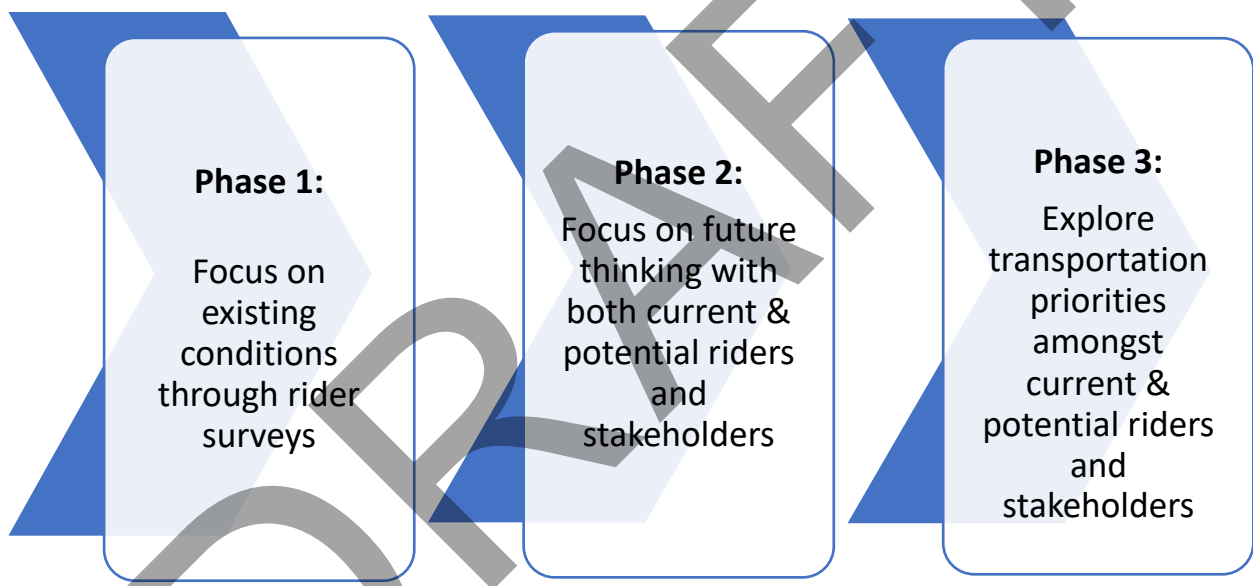
- Promote greater awareness and understanding of the ECAT system and the TDP process
- Encourage inclusive and comprehensive public input throughout the planning process
- Develop the ECAT TDP around the public feedback received through the process
- Enhance the ECAT public participation process through continued observation and incorporation of new approaches.

Accompanying these goals are specific tactics and strategies which will be completed over the course of the project timeline. These tasks range from rider survey communications to virtual meetings with key stakeholders and media outreach.

## Approach

To accomplish the measurable objectives outlined in this PIP, specific outreach strategies will be developed and launched in the Escambia County area. These communication tactics will serve to inform and engage the public regarding the TDP efforts. We've outlined the various tactics that we will be utilizing to gather feedback from existing ECAT riders, the community, and ECAT stakeholders on the current system experience. The following pages describe each of these planned tactics in more detail.

### *Phased Overview:*



### *Marketing Tactics Utilized to Drive Participation:*

- Creation of Campaign Brand
- Website Development
- Organic Social Media
- Online Advertising
- Eblasts
- Public Relations
- On-Location Rider Surveys
- Stakeholder Outreach & Workshops

## Campaign Brand & Materials

The team will develop and launch a campaign brand for this public involvement initiative so that it has a unique name and logo that can be used across all campaign materials. The goal of a campaign brand is to make the TDP project recognizable, aiding in recall and participation throughout the entire process. By design, this mark will have a call-to-action layered in, directly asking for participation. As part of this process, we will develop a full branding package to include logo, color scheme, guidelines and document templates.

The campaign brand will be developed by the consultant team and approved by the ECAT team. Once approved, the branding will be utilized across all project materials to give the effort a cohesive appearance. The campaign brand will be used to create the following marketing pieces:

- Survey Website
- Print Outreach Materials (business card, flyer, display boards)
- PowerPoint Template
- Online / Print Survey
- Online Ad Graphics
- Social Media Graphics
- Eblast

### **Spanish Language Versions**

In the event any of the TDP materials are requested in Española, the consultant team will work with ECAT to identify available resources for translation.

## Website

We will build out a campaign website that will allow users to not only learn about the TDP initiative, but take action by participating in a survey. The campaign brand and color scheme will be visually incorporated into this platform.

The webpage will have an interactive call-to-action (i.e. – survey completion) presented prominently on the home page in order to maximize participation. The survey will be tailored to both existing and potential riders, based on the phase. The site will also include a way to capture participant contact information for continued follow-up and education with these individuals throughout the project.

We will also build in a specific page that will house information about virtual meetings and/or in-person event schedules. Once feedback has been received and plans have been developed, we will share updates and information with the public on the website.

Throughout each phase, we will be able to track all data from the website and develop detailed reports regarding website traffic. This tracking will be setup through Google Analytics and will allow us to report monthly on number of site visits, length of time on site, pages visited and number of surveys completed.

Measures of effectiveness for the website will include:

- Number of visitors to site
- Number of surveys completed via the website
- Geography of site visitors



## Organic Social media

Throughout the campaign phases, we will craft and post organic social media content highlighting the TDP initiative. These postings will work to drive project awareness and participation in the study. Social media postings will be crafted for each phase of the project and will be distributed on ECAT's Facebook, Instagram, and Twitter accounts.



Content will reflect the efforts of each phase with appropriate calls-to-action for optimal participation and engagement. We will also utilize relevant hashtags on Twitter and Instagram platforms to increase visibility among our target audiences. The posts will utilize project graphics and messaging to obtain cohesiveness across all platforms and marketing tactics.

Social media measures of effectiveness will include:

- Impressions
- Reach
- Engagements (like / comments / shares / clicks)

## Online Advertising

Our online paid media advertising strategy will include a variety of ad platforms and types to reach appropriate target audiences for each phase. The online advertising approach will work to promote survey participation during each of the key phases, and audience targeting parameters will focus on current riders (both local and tourists) and potential riders during the correlating phase. Online ads will run in 4-6 week blitzes during each phase to ensure high frequency of exposure and maximize ROI. Additionally, this will allow us to avoid non-ideal timeframes for placing online advertising, such as the November election and the December holiday season.

Planned advertising platforms include, but are not limited to the following:

- Social Media Ads (i.e. - Facebook/Instagram)
- Google Ads

### **Facebook / Instagram**

Utilizing advertising on the Facebook/Instagram platforms will allow us to target residents using a combination of factors, such as online behavior (i.e. - liking a local newspaper) interest, and platforms' geographic parameters. With these targeting parameters, we will be able to reach specific audiences for each phase so that we can utilize the advertising dollars to their maximum potential. Throughout the entirety of the ad campaign, our team of experts will be continually optimizing ad placements based on performance – in this case, successful survey completion. The following are the ad types we plan to utilize for this effort:

- ***Website Clicks Ads***

Designed to drive traffic from target audience to the website. This ad type is best used in conjunction with a campaign or landing page. Once on the website, the user will be prompted to take further action.

- ***Promoted Posts***

Designed to boost visibility and engagement of organic content. Using advertising to boost posts from the organic content calendar is ideal for cultivating a page with lots of interaction. This type of ad is best used to promote events and engage your fans.

## Online Ads: Google

We will utilize Google ads for all three phases of the public engagement initiative. Google is well-known as the top search engine and content aggregation tool on the internet, and as such, has a robust and powerful advertising platform. For the TDP, we recommend deploying Google remarketing ads to reach users who visit either the ECAT main website or the survey campaign website.

### Google Remarketing Ads

If a user visits the campaign website and does not provide desired feedback, we can then deploy a series of web banners that ask them to come back and share their thoughts. Custom campaign graphics are sized into banner ads, skyscraper ads, square and half page ads for the Display Network (Google's network of websites serving display graphics). The goal of these web banners is to stay top-of-mind and ultimately garner engagement on the survey website. We can also re-target to users who visit the main ECAT website as another way to target ECAT riders during appropriate phases of the project.

*Sample of how remarketing ads work:*



Paid online advertising measures of effectiveness will include:

- Overall paid media impressions
- Reach
- Cost-per-click
- Cost-per survey completed
- Number of conversions (web visits / surveys / form fills)



## Eblasts

Electronic blasts (eblasts) calling for TDP participation will be distributed to the existing ECAT email database. The consultant team will handle copywriting, design, coding, and distribution of the eblasts. Messaging will correspond to each phase and will include a continuation of the established campaign theme. We recommend three (3) eblasts during the TDP effort:

- Rider-focused survey launch
- Community-focused survey launch
- Sharing of solutions / request for prioritization

Eblast measures of effectiveness will include:

- Total email distributions
- Email open-rate
- Email click-thru rate

## Public Relations

We will utilize public relations throughout all three phases of this project to increase overall awareness of the study and generate maximum survey participation. Press releases will be crafted and distributed to key reporters at media outlets throughout Escambia County. Media outlets will include newspapers, blogs, television and radio stations.

Public Relations measures of effectiveness will include:

- Total amount of media stories placed during each phase
- Total number of earned media impressions generated during each phase

## On-Location Rider Surveys

A key part of the TDP initiative will be to collect feedback from existing ECAT riders. During Phase 1, we will work with the ECAT team to identify priority routes and/or locations (i.e. Rosa Parks Terminal) to connect with riders in-person and have them give feedback.

**COVID-19 Considerations:** Due to the nature of the current pandemic, we will pay close attention to official guidelines for public safety and will adjust to more virtual based events if in-person is not advised.

In-person survey measures of effectiveness will include:

- Total number of individuals interacted with
- Total surveys completed

## Stakeholder Outreach & Interviews

ECAT staff and the consultant team are committed to engaging stakeholders, existing riders, and the general public, keeping them updated on progress and ensuring they have a voice. Stakeholder outreach and activation will also allow community leaders to engage and remain involved throughout the project and to play a key role in amplifying the results. A database of stakeholders will be maintained by the consultant team and include representation from the agencies described in the following sections.

To ensure consistency and compliance with local jurisdiction requirements and community preparedness, we will work with the ECAT team to prioritize a list of stakeholders for this project. The following demonstrate recommended groups for consideration.

### Counties:

- Escambia County / Santa Rosa County / Baldwin County

- County Commissioners, County Administrator
- City of Pensacola / City of Pensacola Beach
  - City Mayor, City Council, City Manager

**Transportation Agencies:**

- Florida Department of Transportation (FDOT)
- Escambia County Area Transit (ECAT)
- Escambia County Community Transportation (ECCT)

**Community Representatives:**

- CareerSource Escarosa
- United Way of West Florida
- Naval Air Station Pensacola
- Visit Pensacola
- Pensacola Chamber of Commerce
- Escambia County Chamber of Commerce
- Pensacola Beach Chamber of Commerce
- Public Housing Authority
- Escambia County School District
- Pensacola-Escambia Development Commission
- Escambia County Sheriff
- Pensacola State College
- University of West Florida

**COVID-19 Considerations:** Due to the nature of the current pandemic, we will pay close attention to official guidelines for public safety. Our goal will be to conduct these meetings in-person when possible, but we will adjust to more virtual based events if in-person is not advised.

Stakeholder outreach measures of effectiveness will include:

- Total number of meetings executed
- Total number of individuals interacted with

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## Outline of Public Involvement (Per Phase)

### **Phase 1: Rider Outreach | Mid-September – October, 2020\***

In phase 1, we will kick off the rider survey. The phase one survey will focus on assessing existing ECAT conditions through feedback from those who use it regularly. We will promote the survey to current ECAT riders using the following tactics:

- Survey Website
  - o Site will educate about the TDP process and host the rider survey
- Development of Print Materials
  - o Business card for general staff outreach / promotion
  - o Flyer for onboard communication via the ECAT buses
- Organic Social Media
  - o 8 - 12 posts highlighting the rider survey
  - o Posted to ECAT Facebook, Instagram, Twitter
- Paid Media Blitz (Online Ads)
  - o Target fans of the page, rider emails, visitors to ECAT website and survey website
  - o Facebook/ Instagram Ads, Google Remarketing Ads
    - Ad Run Timeframe: Approximately 4 weeks
- Eblast
  - o Distribution focus on existing ECAT database
- News Media Outreach
  - o Press release for phase 1 will highlight the rider survey initiative.
- On-Location Rider Surveys
  - o In-person feedback from current riders

*\*Projected timelines are subject to change.*

## **Phase 2: Rider, Community & Stakeholder Outreach | December – January, 2021**

Phase two of the project will expand the focus to garner feedback from the greater community and system stakeholders. We will focus on communicating with the public to develop a better transportation system and different scenarios for analysis.

A second survey will be created to properly interact with potential riders and those who have a vested interest in services. Discovery meetings will also be set up with key stakeholders so that the team is able to receive qualitative information regarding needs and wants for the ECAT system. We will promote the survey to the Escambia County **community and potential riders** using the following tactics:

- Survey Website
  - o Site will house phase two survey, project progress & public meeting information
- Development of Print Materials
  - o Flyer for onboard communication via the ECAT buses
- Organic Social Media
  - o 8 - 12 posts highlighting community survey
  - o Hashtag/tagging strategy to reach potential riders, stakeholders, local businesses
  - o Posted to Facebook, Instagram, Twitter (Emphasis on Twitter & Instagram)
- Paid Media Blitz (Online Ads)
  - o Target: Escambia County Geographic Area, Commuters, Frequent Travelers, Interest in Public Transit, Small Business Owners
  - o Facebook/ Instagram Ads, Google Remarketing Ads
    - Ad Run Timeframe: Approximately 4 weeks
- Eblast
  - o Email distribution geared toward ECAT database, partners and stakeholders
- News Media Outreach
  - o Press release for phase 2 will highlight the survey opening up to the public.
- Public / Stakeholder Meetings

- Virtual Meetings (3 total)
- In-person Public Workshops (1 total)
- One-on-One Discovery Calls (up to 8)

### **Phase 3: Plan Prioritizing | March 2021**

During phase 3 of the initiative, the focus will shift to a hybrid of the first two phases. Based on the public feedback from phases 1 and 2, a plan will be developed for the system. We will work to share this plan with the public, existing riders, and stakeholders in order to get buy in and to make any necessary changes. Any survey developed will be focused on participants' ranking or prioritizing the proposed solutions.

We will utilize the following tactics to share the TDP with these key audiences:

- Survey Website
  - Phase three survey, project progress & public meeting information
- Development of Print Materials
  - Flyer for onboard communication via the ECAT buses
- Organic Social Media
  - 6 - 8 posts highlighting TDP plan
  - ECAT pages used to connect with existing riders / Hashtag strategy to connect with non-riders
  - Posted to Facebook, Instagram, Twitter
- Targeted Paid Media Blitz
  - Target a mix of current ECAT riders, community members, and stakeholders from phases 1 and 2. Additionally, we will target any emails collected during the first two phases.
  - Facebook/ Instagram Ads, Google Remarketing Ads
    - Ad Run Timeframe: Approximately 4 weeks
- Eblast
  - Distribution to existing participants, stakeholders, and ECAT database

- News Media Outreach
  - o Press release for phase 3 will highlight the findings of phases 1 and 2 and resulting plan details.
- Public / Stakeholder Meetings
  - o Virtual Meetings (3 total)
  - o In-person Public Workshops (2 total)
  - o One-on-One Discovery Calls (up to 7)

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## Final Reporting

We believe firmly that all marketing efforts should be visited frequently, evaluated, and modified as appropriate to ensure the team is on-target and producing strong results. Our team is plugged in through multiple tracking metrics to first and foremost, know *what* the data is saying. And secondly, react smartly; making disciplined and subtle adjustments that will ensure the campaign remains engaging and successful.

As referenced throughout this plan, we utilize some of the following industry tools for measurement:

- Website
  - o Visitor trends
  - o Length of stay on site
  - o Most viewed pages
  - o Referring sites
- Social Media
  - o Fan / follower numbers
  - o Impressions
  - o Reach
  - o Engagements (likes, comments, shares)
- Advertising (Online)
  - o Paid media impressions
  - o Cost-per-click
  - o Reach
  - o Web visits
  - o Survey conversions

- Electronic E-Blasts
  - o Open rate
  - o Click-through rate
  - o Opt-out rate
  - o Most clicked links
  
- Public Relations
  - o Earned media impressions
  - o Ad equivalency value
  - o Positive / negative message analysis
  
- In-Person and/or Virtual Meetings
  - o Number of meetings coordinated
  - o Number of individuals who participated

**Phased Activity Reports:**

Activity recaps per phase will be data driven and will indicate strengths and weaknesses of the marketing campaign. It will detail highest performing ads, social media content and overall engagement with the website. These recaps will be provided fifteen (15) days following the culmination of the phase.

In addition, a final report will be developed that demonstrates the overall public involvement impact throughout the duration of the project.

## Requirements

The public outreach process for this project will take place in compliance with federal law (§450.316, Code of Federal Regulation), and state law (Section 286, Florida statutes) which both require the public involvement process to provide reasonable opportunity for comment from a wide array of diverse groups represented in the community. This approach also aligns with the Escambia County Title VI Policy Statement and Public Participation Program guidelines.

ECAT is committed to supporting and engaging Escambia County citizens within the public involvement process. Diverse public participation is crucial for quality decision-making regarding this project and ECAT is dedicated to offering all members of the community, including traditionally underserved populations, opportunities for contribution to the planning process.

Public input will be assessable and encouraged throughout each phase of the project. Feedback will be incorporated into the development of the study and the final plan will be posted on the project website. Anyone requesting hard copies of the project documentation will be able to do so upon request to ECAT Staff.

The Moving Ahead for Progress in the 21st Century Act (MAP-21), enacted in 2012, included provisions to make federal surface transportation more streamlined, performance-based, multimodal, and to address challenges facing the U.S. transportation system. This includes improving safety, maintaining infrastructure condition, reducing traffic congestion, improving efficiency of the system, freight movement, protecting the environment, and reducing delays in project delivery. The Fixing America's Surface Transportation (FAST) Act builds on changes made by MAP-21. This Act was signed into law on Dec. 4, 2015 and authorizes \$305 billion over fiscal year (FY) 2016 - 2020 for federal-aid highways, highway and motor vehicle safety, public transportation, motor carrier safety, hazardous materials safety, rail, as well as, research, technology, and statistics programs.

The FAST Act allows states and local governments to move forward with critical transportation projects with confidence that they will have a federal partner long term. It also recognizes that public involvement in transportation planning is critical for a transparent community development process and is established in legal framework throughout jurisdictions. These legislative changes will improve innovation and efficiency in the development of projects from the planning and environmental review process, through project delivery.

In tandem with the above, the PIP was created to provide a quality public outreach process during the TDP process. This plan will ensure the community is offered ample opportunity to engage in the process, participate in project dialogue, and assist with informing leadership of the local perspective related to project elements.

### Public Record of Meetings

The Sunshine law requires minutes of local government meetings be recorded at all public meetings. Meetings with boards and commissions will also be open to the public and properly noticed. The ECAT team will take minutes of public meetings and distribute them to associated board and committee members as well as post the minutes to online platforms, once approved, and offer hard copies upon request.

### Project Contact Information

Escambia County Area Transit	Project Manager	Public Involvement Lead
Director of Mass Transit Tonya Ellis 850-595-3228, ext. 1229 tellis@myescambia.com	HDR Senior Transit Planner Brian Waterman (850) 329-1443 brian.waterman@hdrinc.com	BowStern CEO Kelly Robertson (850) 597-9894 Krobertson@bowstern.com





## Appendix C – Summary of Public Involvement Plan Activities

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Escambia County Area Transit  
Marketing Report  
**ECAT Survey Report**

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## ECAT Survey Public Engagement

In order to garner public feedback throughout the ECAT TDP initiative, the BowStern team conducted public engagement efforts targeting the public, local businesses, key stakeholders, and riders in order to get feedback on where the community would like to see the system go in the future. BowStern created a website landing page that housed each phase of the survey, and we utilized a variety of marketing tactics in order to spread the word and encourage participation. Public engagement efforts included organic social media, paid online media, eblasts, in-person rider surveys, stakeholder outreach, community events, and public relations. In total, the public engagement efforts garnered the following:

**Total Impressions Across Public Engagement Initiatives: 1,352,036**  
**Total Users to the Campaign Website: 5,837**  
**Total Paid Advertising Impressions: 650,971**  
**Total Earned Media (PR) Impressions: 683,300**  
**Total Social Media Engagements: 8,406**  
**Total Survey Button Clicks: 1,379**  
**Total Survey Responses Received: 1,165**

The following pages outline the results of the public engagement initiative in detail.

# Facebook Post Performance List

## #YourServiceYourSay

### ECAT Survey Report

#### POSTS

Pub. Date	Body	Imp	Reactions	Comments	Shares	Link Clicks	Video Views	Eng. Rate
2021-05-11	Thank you for participating in our earlier phases of the transit survey! As a next step, we're asking you to help us prioritize our 10-year project plans. Share your input with us regarding what yo...	79	1	0	0	0	20	26.6%
2020-10-18	As we continue to recover from the effects of COVID-19 and Hurricane Sally, we want to continue to serve you in the best way possible, which is why we need your input! Please take a few moments to...	244	2	0	0	0	53	22.5%
2020-11-09	Our Rider Survey is closing soon, and we don't want you to miss out on this opportunity! Share your input with us so that we can evaluate how to best serve our community, amidst the recovery from H...	295	1	1	0	0	62	21.7%
2020-11-03	Calling all ECAT riders: We want to hear from you! Take a few minutes to take our survey at <a href="http://www.YourEscambiaTransit.com">www.YourEscambiaTransit.com</a> and share your input with us, so that we may continue to best meet your needs...	283	2	2	2	0	54	21.2%
2021-01-28	Our Phase 2 survey is almost over, and we don't want you to miss out! We look forward to reviewing the results to see how we can best improve our services to support the Escambia County community....	185	4	1	0	0	33	20.5%
2021-01-10	We're asking all community members, regardless of your current mode of transportation, to help shape the future of transit by participating in a brief survey. Your help will allow us to better our ...	203	1	0	1	0	37	19.2%
2020-10-14	Calling all ECAT riders: We want to hear from you! Take a few minutes to take our survey at <a href="http://www.YourEscambiaTransit.com">www.YourEscambiaTransit.com</a> and let us know how we can improve the future of ECAT as we recover from the ...	211	2	0	0	0	38	19.0%
2021-05-03	Our Phase 3 survey is now open to our riders, Escambia County, and the surrounding areas! Help us prioritize the proposed ECAT system improvements that we've gathered based on the feedback from rid...	221	4	3	3	4	0	6.33%
2021-05-22	We're calling on our area partners, Escambia County, Pensacola Beach Chamber of Commerce & Greater Pensacola Chamber Pensacola Chamber, to help us spread the word! We are working to make system upd...	128	3	0	0	4	0	5.47%
2021-01-04	Phase 2 of our survey is now LIVE! Our survey is open to ECAT riders, Escambia County community residents, tourists, and local businesses. Please share your input on how we can grow the future of t...	277	3	3	0	8	0	5.05%
2021-01-18	Thanks to everyone who has taken our Phase 2 survey. If you commute to or live in the Escambia County area, we want to hear from you. Your feedback will help us to continue to improve our service t...	240	8	0	0	2	0	4.17%
2021-05-25	We want to thank our riders and the Escambia County community for your participation in our previous surveys. As a next step, we're asking you to tell us which improvements are most important to yo...	76	1	0	0	2	0	3.95%
2020-10-16	Help steer the future of ECAT! Take our brief survey at <a href="http://www.YourEscambiaTransit.com">www.YourEscambiaTransit.com</a> to share your experience with our ECAT services. Your input is important to us, and we look forward to continuing...	156	3	1	0	1	0	3.21%
2021-01-06	Attention ECAT Riders: Thank you for participating in Phase 1 of our survey and sharing your experiences with our system! As a next step, we're asking you to help us further improve your riding exp...	224	4	0	0	3	0	3.13%
	Have you taken our Phase 2 survey yet? It's live at							




2021-01-22	Have you taken our 10-year survey yet? Respond at <a href="http://www.YourEscambiaTransit.com">www.YourEscambiaTransit.com</a> . We look forward to reviewing the responses in order to grow with the community's needs as we continue to recover fr...	186	3	0	0	2	0	2.69%
2021-05-06	Which of these projects is most important to you? • Provide transit service to the Navy Federal Credit Union Office/Heritage Oak Commerce Park on Nine Mile Road • Create a new commuter express bus...	119	0	2	0	1	0	2.52%
2021-05-12	Mark your calendars! On May 21st we will be hosting an in-person workshop where we'll talk more about our 10-year transit plan and the proposed improvements to the ECAT system. The meeting will tak...	81	2	0	0	0	0	2.47%
2021-02-06	Tomorrow is the last day to take our transit survey! We look forward to reviewing the results to see how we can best improve our services to support the Escambia County community. You can take the ...	239	0	5	0	0	0	2.09%
2020-11-06	Have you taken our rider survey yet? Visit <a href="http://www.YourEscambiaTransit.com">www.YourEscambiaTransit.com</a> to provide your input on how we can better align our service with your needs as we continue to recover from the effects of Hur...	222	2	2	0	0	0	1.80%
2021-05-12	Mark your calendars! On May 21st we will be hosting an in-person workshop where we'll talk more about our 10-year transit plan and the proposed improvements to the ECAT system. The meeting will tak...	115	2	0	0	0	0	1.74%
2021-01-14	We're calling on our area partners, Escambia County, Pensacola Beach Chamber of Commerce & Greater Pensacola Chamber, to help us spread the word! We are asking for community feedback from residents...	190	1	1	0	1	0	1.58%
2021-05-28	We want to thank our riders and the Escambia County community for your participation in our previous surveys. As a next step, we're asking you to tell us which improvements are most important to yo...	65	1	0	0	0	0	1.54%
2021-01-25	Thank you to Escambia County, Pensacola Beach Chamber of Commerce & Greater Pensacola Chamber for sharing our survey and mission to continue to make developments that best align with the needs of o...	200	3	0	0	0	0	1.50%
2021-05-18	As a valued member of our community, we want your feedback! Which system update would you prefer? Take our survey at <a href="http://www.YourEscambiaTransit.com">www.YourEscambiaTransit.com</a> and help us prioritize our 10-year projects so that ...	67	0	0	0	1	0	1.49%
2021-05-14	We're asking all community members, Escambia County, Pensacola Beach Chamber of Commerce & Greater Pensacola Chamber to help us spread the word! We are seeking your input on prioritizing our 10-yea...	69	1	0	0	0	0	1.45%
2021-05-16	Join us on May 21st for an in-person workshop where we'll talk more about our proposed improvements to the ECAT system. We will be hosting the event at the Escambia County Central Office Complex, 3...	76	1	0	0	0	0	1.32%
2021-01-12	☐ Escambia County Area Transit (ECAT) recently announced the launch of 'Your Service, Your Say,' a 10-year Transit Development Plan to reimagine the future of local transportation. The first pha...	244	1	0	1	1	0	1.23%
2020-11-13	Calling all riders! We care about our ECAT community and want to hear from you. Today is the last day to participate, so be sure to visit <a href="http://www.YourEscambiaTransit.com">www.YourEscambiaTransit.com</a> to take our brief survey to hel...	250	0	0	0	2	0	0.800%
2021-01-24	We will be conducting socially-distanced, in-person rider surveys at the Rosa L. Parks Transit Complex at the following dates and times: • Wednesday, January 27th from 7:00 a.m. to 9:00 a.m. and 4...	3,158	17	0	2	1	0	0.633%
2020-10-24	Calling all ECAT riders: We are conducting a rider survey to find out how we can best serve our community, but we need to hear from you! Please take a few minutes to fill out our rider survey at ww...	200	1	0	0	0	0	0.500%
2021-01-27	Join us! We will be at the Rosa L. Parks Transit Complex today and tomorrow conducting in-person rider surveys. We will be conducting socially-distanced surveys from 7:00 a.m. to 9:00 a.m. and 4:0...	3,805	4	0	1	1	0	0.158%
	Today is the last day for in-person rider surveys at the							

2021-01-28	Rosa L. Parks Transit Complex. We will be conducting socially-distanced surveys from 9:00 a.m. to 11:00 a.m. and 2:00 p.m. to 4:00 p.m. P...	4,436	3	0	1	0	0	0.0902%
2021-05-20	You're invited! Tomorrow, May 21st, we are hosting three in-person workshops to discuss our proposed improvements to the ECAT system. The event will take place at the Escambia County Central Office...	58	0	0	0	0	0	0.00%
2021-05-16	Join us on May 21st for an in-person workshop where we'll talk more about our proposed improvements to the ECAT system. We will be hosting the event at the Escambia County Central Office Complex, 3...	70	0	0	0	0	0	0.00%
2021-05-14	We're asking all community members, Escambia County, Pensacola Beach Chamber of Commerce & Greater Pensacola Chamber to help us spread the word! We are seeking your input on prioritizing our 10-yea...	60	0	0	0	0	0	0.00%
Total		16,732	81	21	11	34	297	

## TOP POSTS BY REACTIONS, COMMENTS, AND SHARES

**ECAT - Escambia County Area Transit**  
Published 2021-01-24

We will be conducting socially-distanced, in-person rider surveys at the Rosa L. Parks Transit Complex at the following dates and times: • Wednesday, January 27th from 7:00 a.m. to 9:00 a.m. and 4:00 p.m. to 6:00 p.m. • Thursday, January 28th from 9:00 a.m. to 11:00 a.m. and 2:00 p.m. to 4:00 p.m. We would love your feedback on the future of the ECAT system, so be sure to stop by and chat with us. It's your service and we want to know how we can continue to best serve you! #YourServiceYourSay



**Take our survey in person**

**Your Service, Your Say**  
ECAT 10-YEAR TRANSIT PLANNING

1,438 people reached

Post/Share Likes: 17 Impressions: 3,158  
Organic Impressions: 236 Paid Impressions: 2,922  
Engagements: 80 Organic Reach: 217 Paid Reach: 1,290

**ECAT - Escambia County Area Transit**  
Published 2021-05-03

Our Phase 3 survey is now open to our riders, Escambia County, and the surrounding areas! Help us prioritize the proposed ECAT system improvements that we've gathered based on the feedback from riders and the local community. Your responses will help us prioritize projects for our 10-year transit plan as we continue to recover from the effects of Hurricane Sally and COVID-19. Take the short survey now at: [www.YourEscambiaTransit.com](http://www.YourEscambiaTransit.com) #YourServiceYourSay




**Take our Phase III survey!**

199 people reached

Post/Share Likes: 4 Impressions: 221  
Organic Impressions: 221 Engagements: 18  
Organic Reach: 199

**ECAT - Escambia County Area Transit**  
Published 2021-01-18

Thanks to everyone who has taken our Phase 2 survey. If you commute to or live in the Escambia County area, we want to hear from you. Your feedback will help us to continue to improve our service to the community. To take our survey, visit [www.YourEscambiaTransit.com](http://www.YourEscambiaTransit.com). #YourServiceYourSay



**Take our survey!**

209 people reached

Post/Share Likes: 8 Impressions: 240  
Organic Impressions: 240 Engagements: 9  
Organic Reach: 209

## OBSERVATIONS AND RECOMMENDATIONS

Over the course of Phases 1 - 3 of the ECAT TDP initiative, our team conducted both organic and paid social media efforts. For all social media postings, both paid and organic, we garnered a total of 667,703 impressions and 8,406 engagements (which includes reactions, comments, shares, and link clicks).

The above highlights the postings that went out on the ECAT Facebook page specifically. Our top-performing Facebook page post in terms of engagement was a promoted in-person survey post. This post garnered 3,158 impressions and had a total of 80 engagements. The second and third top-performing post had the same graphic, although posted 4 months apart. The second top-performer was posted in January and garnered 240 impressions with 9 engagements. The third top-performer which was posted in May garnered 221 impressions and 18 engagements.

### FACEBOOK CAMPAIGNS

Name	Objective	Spend	Imp.	React	Comment	Share	Link Clicks	Video Views	Eng. Rate	Results	CPR
Website Conversions - October 2020	Link Clicks	\$39	1,909	18	5	2	78	423	27.6%	78	\$0.50
January 2021 - Website Conversions (Biz Owners & Residents)	Link Clicks	\$3,059	325,701	97	53	27	3,768	89,963	28.8%	3,768	\$0.81
January 2021 - Website Conversions (Biz Owners & Residents - Santa Rosa)	Link Clicks	\$285	21,355	3	2	5	298	8,332	40.5%	298	\$0.96
May 2021 - Website Conversions (Biz Owners & Residents)	Link Clicks	\$1,392	94,207	32	6	10	1,685	35,133	39.1%	1,685	\$0.83
January 2021 - Website Conversions (Riders & Survey Participants - Santa Rosa)	Link Clicks	\$198	11,267	7	2	1	131	3,706	34.1%	131	\$1.51
January 2021 - Website Conversions (Riders & Survey Participants)	Link Clicks	\$1,671	95,760	83	17	23	1,028	26,899	29.3%	1,028	\$1.63
May 2021 - Website Conversions (Riders & Survey Participants)	Link Clicks	\$538	29,169	43	16	8	438	8,231	29.9%	438	\$1.23
January 2021 Post Engagement	Post Engagement	\$90	10,772	18	0	4	2	0	0.223%	65	\$1.38
October 2020 - Post Engagement	Post Engagement	\$25	544	0	1	0	0	0	0.184%	7	\$3.57
October 2020 - Website Conversions	Link Clicks	\$1,262	30,794	22	6	5	139	7,794	25.9%	139	\$9.08
ECAT TDP Workshop Event	RSVPs	\$50	4,594	12	1	0	39	0	1.13%	9	\$5.56
<b>Total</b>		<b>\$8,609</b>	<b>626,072</b>	<b>335</b>	<b>109</b>	<b>85</b>	<b>7,606</b>	<b>180,481</b>	<b>30.1%</b>	<b>7,646</b>	<b>\$1.13</b>

### INSTAGRAM CAMPAIGNS

Name	Objective	Spend	Imp.	Reach	React	Comment	Share	Link Clicks	Video Views	Eng. Rate	Results	CPR
Website Conversions - October 2020	Link Clicks	\$2	97	79	1	0	0	2	27	30.9%	2	\$0.85
May 2021 - Website Conversions (Riders & Survey Participants)	Link Clicks	\$2	94	57	1	0	0	2	16	20.2%	2	\$0.88
January 2021 - Website Conversions (Biz Owners & Residents - Santa Rosa)	Link Clicks	\$15	1,647	1,268	0	0	0	8	177	11.2%	8	\$1.90
January 2021 - Website Conversions (Biz Owners & Residents)	Link Clicks	\$141	18,261	7,986	5	0	0	69	1,540	8.84%	69	\$2.04

Owners & Residents)												
January 2021 - Website Conversions (Riders & Survey Participants)	Link Clicks	\$39	2,171	475	11	0	0	17	300	15.1%	17	\$2.30
May 2021 - Website Conversions (Biz Owners & Residents)	Link Clicks	\$8	619	496	2	0	0	1	105	17.4%	1	\$7.95
October 2020 - Website Conversions	Link Clicks	\$116	1,820	170	1	0	0	4	299	16.7%	4	\$29.08
October 2020 - Post Engagement	Post Engagement	\$3	63	49	0	0	0	0	0	0.00%	0	\$-.--
January 2021 - Website Conversions (Riders & Survey Participants - Santa Rosa)	Link Clicks	\$2	127	101	0	0	0	0	16	12.6%	0	\$-.--
Total		\$328	24,899	10,681	21	0	0	103	2,480	10.5%	103	\$3.18

## TOP ADS

Top ads by Cost per Result

Ad Set: Phase 1 Rider Survey - Engaged w/ Page

Ad Name: Engaged w/ Page Gif 2



Obj: Link Clicks

Spend: \$7.14 Paid Impressions: 302 Reactions: 6  
Comments: 1 Shares: 1 Link Clicks: 18 Video Views: 85  
Eng. Rate: 36.8% CPE: \$0.06 CPR: \$0.40

Ad Set: Phase 1 Rider Survey - Engaged w/ Page

Ad Name: Engaged With Page - NEW 2



Obj: Link Clicks

Spend: \$10.40 Paid Impressions: 676 Reactions: 2  
Comments: 0 Shares: 0 Link Clicks: 25 Video Views: 148  
Eng. Rate: 25.9% CPE: \$0.06 CPR: \$0.42

Ad Set: Phase 1 Rider Survey - Rider List

Ad Name: Rider List Gif



Obj: Link Clicks

Spend: \$3.22 Paid Impressions: 151 Reactions: 0  
Comments: 0 Shares: 0 Link Clicks: 6 Video Views: 40  
Eng. Rate: 30.5% CPE: \$0.07 CPR: \$0.54

## OBSERVATIONS AND RECOMMENDATIONS

During Phases 1 - 3 of the ECAT survey initiative, we ran Facebook/ Instagram advertising in order to reach our target audiences and encourage survey participation. Throughout the phases, we served ads to the following key audience groups: Business owners, Residents, Current riders (through a rider list), People who engaged with the Facebook page recently

Escambia County residents were the largest driver of survey initiations, accounting for 63% of total engagement on the ads. People who previously engaged with your social media pages were the second top-performing audience group, accounting for 22% of total responses.

**In total, the campaign produced over 600,000 impressions, reached over 101,000 people, generated over 6.3k website sessions, and garnered 1,113 clicks on the "Take Survey" button on the landing page.**

We saw traffic generated to the landing page directly from the Facebook ads, spent on average just under 1/2 minute per session. This metric indicates people were showing interest in the survey and wanting to learn more about it.



Sent

**7,030**

Last: N/A (-)



Delivered

**6,441**

Last: N/A (-)



Opened

**1,033**

Last: N/A (-)



Open Rate

**16.0%**

Last: N/A (-)



Clicks

**473**

Last: N/A (-)



Click Rate

**45.8%**

Last: N/A (-)



## MAILINGS

Mailings listed by open rate.

### Survey Announcement - Phase 2

Take our phase 2 survey!



#### ECAT Phase 2 Survey is Now Live!

Our Phase 2 survey is open to ECAT riders, Escambia County community residents, tourists and local businesses. Please share your input on how we can grow the future of transit in our area as we continue to recover from the effects of Hurricane Sally and COVID-19. Take our short survey before January 31, 2021, to let us know what kinds of updates you'd like to see for the ECAT system.

We will also conduct in-person surveys at the Main ECAT Transfer Center on the following dates:

January 27 from 7-9 a.m. and 4-6 p.m.  
January 28 from 9-11 a.m. and 2-4 p.m.

[Take the Survey](#)

¿Necesitas esta información en Español? Envíanos un email a [info@yourescambiatransit.com](mailto:info@yourescambiatransit.com)



Sent: 1,338 Delivered: 1,250 Opened: 228  
Open Rate: 18.2% Clicked: 166 Click Rate: 72.8%

### Phase 3

Take our final survey!



#### Potential ECAT Updates: Share Your Say!

Thank you for giving us your feedback so far! Your input has helped us to finalize proposed system improvements aimed at better meeting the needs of our local community as we continue to recover from the effects of COVID-19 and Hurricane Sally. Now, we need you to help us prioritize! Share your say on which of the proposed system improvements are most important to you. By participating in this final survey initiative, your voice will be heard as we choose which changes are most important to implement for our riders.

[Take the Survey](#)

#### Join us in person!

Want to learn more about our proposed upgrades? Join us in person on May 21. Visit [YourEscambiaTransit.com](http://YourEscambiaTransit.com) for details.

¿Necesitas esta información en Español? Envíanos un email a [info@yourescambiatransit.com](mailto:info@yourescambiatransit.com)

Sent: 1,374 Delivered: 1,346 Opened: 224  
Open Rate: 16.6% Clicked: 67 Click Rate: 29.9%

### Survey Announcement

ECAT Riders: Take Our Survey!



#### Calling All ECAT Riders: Take Our Survey!

Escambia County Area Transit (ECAT) is conducting an online survey to better understand our riders' experience using our transit services. We'll be using your feedback for future improvements in order to better align our services with your needs as we recover from the effects of COVID-19 and Hurricane Sally. If you are a current ECAT rider, please take our quick survey to share your input with us. We will also be conducting in-person surveys at the main ECAT Transfer Center October 28-29.

[Take the Survey](#)

¿Necesitas esta información en Español? Envíanos un email a [info@yourescambiatransit.com](mailto:info@yourescambiatransit.com)

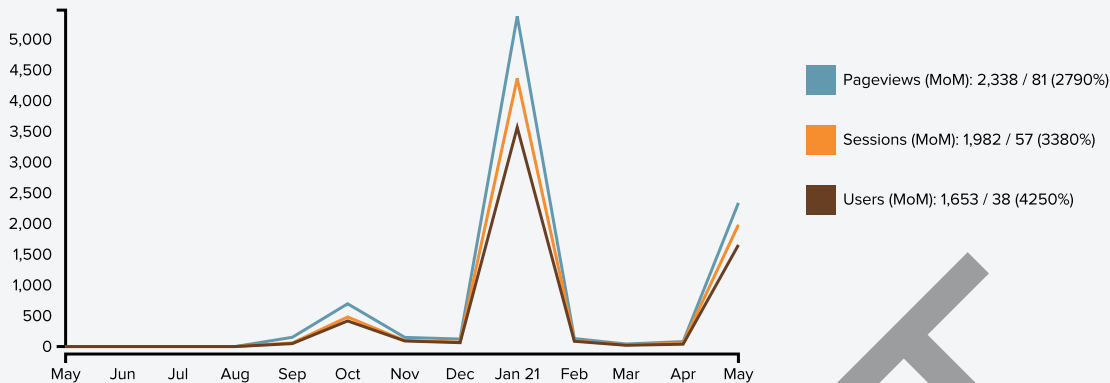


Sent: 1,663 Delivered: 1,261 Opened: 208  
Open Rate: 16.5% Clicked: 180 Click Rate: 86.5%

## OBSERVATIONS AND RECOMMENDATIONS

During Phases 1 - 3 of the TDP initiative, our team developed copy, designed, coded, and distributed multiple eblasts on behalf of ECAT. The emails highlighted information tailored to each survey, showcased in-person meeting opportunities, and also encouraged participation in the surveys. Each eblast linked directly to the [YourEscambiaTransit.com](http://YourEscambiaTransit.com) landing page where users could learn more about the process and take the survey. The eblasts were sent to a targeted list of over 1,300 recipients, which included ECAT riders, key stakeholders, and survey participants. In total, the eblasts sent throughout the campaign effort garnered an average open rate of 16%, and an average click rate of 45.8% (which far exceeds industry standards).

### TRAFFIC HISTORY



### USER BEHAVIOR

Users  
**5,837**

Last: 48 (+12100%)



New Users %  
**81.3%**

Last: 81.4% (-0.07)



Bounce Rate  
**70.5%**

Last: 74.6% (-4.08)



Avg. Time on Site  
**0:27**

Last: 1:54 (-76.0%)



Pageviews/Session  
**1.24**

Last: 2.56 (-51.0%)



### TOP CHANNELS

		Sessions
1	Social	6,227
2	Direct	596
3	Email	277
4	Organic Search	62
5	Referral	16

### TOP SOCIAL SOURCES

		Sessions
1	Facebook	6,223
2	Twitter	4

### OBSERVATIONS AND RECOMMENDATIONS

Throughout the #YourServiceYourSay campaign, we utilized public engagement efforts to send users to the YourEscambiaTransit.com website in order to learn more about the project and to ultimately take the surveys. We housed the Phase 1, 2, and 3 surveys on this website, and over the course of all phases, we were able to send a total of 5,837 users to the website. A majority of the website traffic came from social media (Facebook specifically), as we ran both organic and paid efforts on this platform highlighting the survey initiative. The second top generator of web traffic was direct, which likely stemmed from signage, in-person meetings, and public relations. The third top source of traffic was email, which aligns with the eblasts we sent out in each phase.

# Website Performance :

## Conversions

### ECAT Survey Report

Take Survey  
Button Click  
**1,333**  
Last: 3 (+44300%)



Take Survey  
Button Click (Nav  
Bar)  
**46**  
Last: 4 (+1050%)



#### TOP CONVERSION SOURCES

Source	Take Survey Button Click	Take Survey Button Click (Nav Bar)
Direct	168	16
Email	83	7
Organic Search	5	1
Referral	3	0
Social	1,074	22
Total	1,333	46

#### OBSERVATIONS AND RECOMMENDATIONS

Over the course of the effort, we garnered 1,379 clicks on the 'Take the Survey' button on the campaign website. The number of button clicks from conversion sources aligns with the trends we saw as far as web traffic. The top source of these online survey button clicks was also social media, as we ran ads and organic social efforts throughout each phase.

Total completed surveys for each phase was as follows:

Phase 1: 167

Phase 2: 665

Phase 3: 333

Total Surveys Completed: 1,165

## ECAT: PUBLIC RELATIONS | FINAL REPORT

### Creation of press materials:

#### Phase I Press Release



FOR IMMEDIATE RELEASE  
10/27/2020

**MEDIA CONTACT:**  
Caroline Serda  
[cserda@bowstern.com](mailto:cserda@bowstern.com)  
(888) 912-1110

### **Escambia County Aims to Shape the Future of Transportation**

*ECAT riders are invited to participate in first phase of transportation planning via an online survey*

**[Escambia County, Fla.]** – Representatives from Escambia County Area Transit (ECAT) announced the launch of 'Your Service, Your Say,' a 10-year Transit Development Plan to reimagine the future of public transportation. To kick off this initiative, ECAT is inviting current riders to participate in an online survey that will identify transportation needs, priorities, and future transit demands throughout the community.

**Riders are encouraged to voice their experiences and opinions at** [www.YourSayEscambia.com](http://www.YourSayEscambia.com). Survey responses will be used to improve local transit opportunities by evaluating bus frequency, service areas, and overall rider experience.

"Our team recognizes that direct feedback from current riders is the best way to understand the ongoing travel patterns and system demands, which will provide beneficial insight on future operations," said Tonya Ellis, Director of Mass Transit at Escambia County Area Transit. "By involving the community at each step of this project, we hope to continue developing a system that truly meets the needs of all residents."

The 'Your Service, Your Say' initiative will focus on updating the current ECAT fixed-route system to provide users with more frequent and reliable options. This plan also seeks to integrate innovative transportation concepts such as bus rapid transit, ridesharing (Uber, LYFT, etc.), bike-sharing, and other transportation modes. Although this first survey is only for current ECAT riders, a second survey for the general public will be launching soon, allowing all residents to provide their input on the future of transportation in Escambia County.

A Transit Development Plan (TDP) is a Florida Department of Transportation (FDOT) requirement. The TDP is intended to support the development of an effective multimodal transportation system in Escambia County and serves as the basis for defining public transit needs, which is a prerequisite to receive state funds. For questions about the project or for more information, please visit [www.YourSayEscambia.com](http://www.YourSayEscambia.com).

###





10-YEAR TRANSIT PLANNING

FOR IMMEDIATE RELEASE  
1/21/2021

**MEDIA CONTACT:**  
Caroline Serda  
[cserda@bowstern.com](mailto:cserda@bowstern.com)  
(888) 912-1110

## **Escambia County Looks to Shape the Future of Public Transportation**

*Community members invited to participate in transit project via an online survey*

[*Escambia County, Fla.*] – Representatives from Escambia County Area Transit (ECAT) recently announced the launch of 'Your Service, Your Say,' a 10-year Transit Development Plan to reimagine the future of local transportation. The first phase of this initiative focused on surveying current riders to evaluate their overall system experience. ECAT is now kicking off the second phase of this project by inviting all community members, regardless of their current mode of transportation, to participate in an online survey to help identify future transportation demands throughout the county.

### **Individuals are encouraged to voice their experiences and opinions at**

[www.YourEscambiaTransit.com](http://www.YourEscambiaTransit.com). Survey responses will help shape the future of transit in Escambia County, allowing the ECAT team to implement route improvements and amenity upgrades that will be incorporated into the 10-year plan. The survey will close on January 31.

"As Escambia County works to recover from the effects of COVID-19 and Hurricane Sally, we are excited to continue moving forward with improvements to our local transportation system," said Tonya Ellis, Director of Mass Transit at Escambia County Area Transit. "By involving community members at this phase of the project, we hope to continue developing a system that truly prioritizes the needs of all residents. From local business owners and leaders to tourists and full-time community members, your feedback is important to us."

The 'Your Service, Your Say' initiative will focus on updating the current ECAT fixed-route system to provide users with more frequent and reliable options. This plan also seeks to integrate innovative transportation concepts and varying modes of transportation.

The outcome of this effort will be a Transit Development Plan (TDP), which is a Florida Department of Transportation (FDOT) requirement. The TDP will support the development of an effective multimodal transportation system in Escambia County and define public transit needs, which is a prerequisite to receive state funds. For questions about the project or for more information, please visit [www.YourSayEscambia.com](http://www.YourSayEscambia.com).



10-YEAR TRANSIT PLAN

FOR IMMEDIATE RELEASE  
May 3, 2021

**MEDIA CONTACT:**  
Molly Collins  
[mcollins@bowstern.com](mailto:mcollins@bowstern.com)  
(888) 912-1110

## Escambia County Encourages Final Round of Participation to Shape the Future of Public Transportation

*Residents asked to weigh in on proposed projects aimed to improve user experience*

[Escambia County, Fla.] – In October 2020, representatives from Escambia County Area Transit (ECAT) launched 'Your Service, Your Say,' a project focused on improving the future of public transportation throughout Escambia County. Since its launch, the ECAT team has conducted two phases of public engagement, collecting feedback through a series of surveys. Today, the third and final phase kicks off, encouraging all residents, regardless of their current mode of transportation, to participate in an online survey to help identify potential solutions that will improve the area's transit system.

**Residents are encouraged to voice their opinions via an online survey at [www.YourEscambiaTransit.com](http://www.YourEscambiaTransit.com).** Survey responses will help shape the future of transit in Escambia County, allowing the ECAT team to implement route improvements and amenity upgrades that will be incorporated into the 10-year plan. The survey will close May 28, 2021.

"Community involvement in phases one and two of this project have been extremely valuable to our team," said Tonya Ellis, Director of Mass Transit at Escambia County Area Transit. "The feedback we're receiving is important to us, and I would like to encourage all residents to weigh in during this final phase to help us prioritize proposed projects that would ultimately improve user experience."

Conducted as part of the 2020 Transit Development Plan (TDP), the 'Your Service, Your Say' initiative aims to identify future transportation needs and projected demands for the next 10 years. This plan also seeks to integrate innovative transportation concepts and varying modes of transportation.

The outcome of this effort will be a Transit Development Plan (TDP), which is a Florida Department of Transportation (FDOT) requirement. The TDP will support the development of an effective multimodal transportation system in Escambia County and define public transit needs, which is a prerequisite to receive state funds. For questions about the project or for more information, please visit [www.YourSayEscambia.com](http://www.YourSayEscambia.com).

## Talking Points:



**Client:** ECAT | *"Your Service, Your Say"*  
**Project:** Media Interview  
**Date:** October 28, 2020

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- In early October we announced the launch of 'Your Service, Your Say,' a 10-year Transit Development Plan to reimagine the future of public transportation.
- There will be three phases for this project. We are currently in the first phase of the project. Phase I encourages *\*current riders* to participate in an online survey that will identify transportation needs, priorities, and future transit demands throughout the community.
  - Phase I: Rider Outreach (current phase)
  - Phase II: Community & Stakeholder Outreach, January – February 2021
  - Phase III: Plan Sharing & Approval, April 2021
- Current riders are encouraged to voice their experiences and opinions at [www.YourEscambiaTransit.com](http://www.YourEscambiaTransit.com) or in-person on the bus (ride-alongs TBD; most likely next week).
- Survey responses will be used to improve local transit opportunities by evaluating bus frequency, service areas, and overall rider experience.
- The central objective of this effort is to improve transit opportunities and offer a robust, multimodal connection experience for the ECAT service area.
- Although this first survey is only for current ECAT riders, a second survey for the general public will be launching in January, allowing all residents to provide their input on the future of transportation in Escambia County.
- A Transit Development Plan (TDP) is a Florida Department of Transportation (FDOT) requirement. The TDP is intended to support the development of an effective transportation system in Escambia County. It will also serve as the basis for defining public transit needs, which is a prerequisite to receive state funds.
- For questions about the project or for more information, please visit [www.YourEscambiaTransit.com](http://www.YourEscambiaTransit.com).



## Media Coverage:

### Patch

#### Escambia County Government: Escambia County Encourages Final Round Of Participation To Shape The Future Of Public Transport ...

See this story on our website from Escambia County Government.

May 03, 2021

In October 2020, representatives from Escambia County Area Transit (ECAT) launched 'Your Service, Your Say,' a project focused on improving the future of public transportation throughout Escambia County. Since its launch, the ECAT team has conducted two phases of public engagement, collecting feedback through a series of surveys. Today, the third and final phase kicks off, encouraging all residents, regardless of their current mode of transportation, to participate in an online survey to help identify potential solutions that will improve the area's transit system.

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"Community involvement in phases one and two of this project have been extremely valuable to our team," said ECAT Mass Transit Director Tonya Ellis. "The feedback we're receiving is important to us, and I would like to encourage all residents to weigh in during this final phase to help us prioritize proposed projects that would ultimately improve user experience."

Conducted as part of the 2020 Transit Development Plan (TDP), the 'Your Service, Your Say' initiative aims to identify future transportation needs and projected demands for the next 10 years. This plan also seeks to integrate innovative transportation concepts and varying modes of transportation.

For those who want to hear directly from the planning team, representatives from the 'Your Service, Your Say' project will host three public meetings on May 21. There will be an in-person workshop to talk more about our 10-year transit plan and the proposed improvements to the ECAT system. The meeting will take place at the Escambia County Central Office Complex, 3363 West Park Place, Room 104, at the following times: 8:30 to 9:30 a.m., noon to 1 p.m., and 5 to 6 p.m. To learn more about the public meetings visit [www.YourSayEscambia.com](http://www.YourSayEscambia.com).

The outcome of this effort will be a Transit Development Plan (TDP), which is a Florida Department of Transportation (FDOT) requirement. The TDP will support the development of an effective multimodal transportation system in Escambia County and define public transit needs, which is a prerequisite to receive state funds. For questions about the project or for more information, please visit [www.YourSayEscambia.com](http://www.YourSayEscambia.com).





## WHAT DO YOU THINK OF ECAT? SHARE YOUR THOUGHTS WITH THE COUNTY!

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## Rick's Blog

ESCAMBIA COUNTY

### Help plan future of ECAT

RICK OUTZEN MAY 4, 2021



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## Reminder: ECAT's "Your Service, Your Say" Public Meetings, May 21 Learn more about ECAT's 10-year transit plan and the proposed improvements...

Escambia County posted the following on Facebook:



### Cumulative PR Report:

Media Outlet	Placement	Date	Impressions
<i>The Patch</i>	Online	5/3/21	146,300
<i>The Pulse Pensacola</i>	Online	5/4/21	279,000
<i>Rick's Blog</i>	Online	5/4/21	38,000
<i>Spot on Florida</i>	Online	5/19/21	220,000
TOTAL IMPRESSIONS			683,300

## ECAT: STAKEHOLDER REPORT | FINAL REPORT

### Public / Stakeholder Meetings:

- Executed three (3) in-person public workshops
  - All three events/sessions took place on May 21 at Escambia County Central Office Complex
    - Morning: 8 – 9 a.m.
    - Afternoon: 12 – 1 p.m.
    - Evening: 5 – 6 p.m.
- Partnered with six (6) Public / Stakeholder Meetings: Virtual Events
  - Gulf Coast Minority Chamber
  - Santa Rosa Island Authority
  - Pensacola Chamber of Commerce
  - United Way of Florida
  - Pensacola Beach Chamber of Commerce
  - CivicCon
- Conducted 15 One-on-One Discovery calls
  - Full Report below

## ECAT: DISCOVERY SESSIONS | FINAL REPORT

In December 2020 and January 2021, the BowStern team kicked off and engaged a variety of individuals to conduct stakeholder meetings surrounding ECAT's 10-year Transit Development Plan to reimagine the future of public transportation. The team conducted one-on-one and small group discovery sessions with key players in the area. The target audiences were identified following in-depth input with ECAT and HDR team members. Each stakeholder meeting consisted of one-on-one virtual conference calls.

Discovery sessions were extremely productive, and offered a wide variety of perspectives as it relates to reimagining the future of public transportation in Escambia County. The following pages document this feedback in a series of topic areas.



## **PARTICIPANTS**

1. Quint Studer (Local Philanthropist) (2 meetings)
2. Laura Gilliam (CEO of United Way of West Florida)
3. Nicole Stacey (CEO of Visit Pensacola)
4. Todd Thomson (CEO of Greater Pensacola Chamber of Commerce)
5. Bill Dagnall, Navy Federal Credit Union
6. Bill Pearson, Navy Federal Credit Union
7. Nicholas Angelo, Navy Federal Credit Union
8. Dr. Kathleen Hudon (Director of Student Affairs at Pensacola State College)
9. Chip Chism (University of West Florida)
10. Lissa Dees (Executive Director of Downtown Improvement Board)
11. Brian Wyer (CEO of Gulf Coast Minority Chamber)
12. Paolo Ghio (Executive Director of Santa Rosa Island Authority)
13. Leigh Davis (Executive Director of Santa Rosa Island Authority)
14. Patty Spradling (Executive Director of Pensacola Beach Chamber of Commerce)
15. Terry Horne (Director of CivicCon)

## **DISCOVERY SESSION RECAP**

The following captures overall feedback from stakeholder participants.

### **Current Riders**

- Current rider (perception)
  - Low income
  - Seniors
  - People without personal transportation
  - For the fixed transit, people getting to school and work
- Target rider (goal)
  - Business community
  - General commuter
  - Downtown visitor
  - Tourists

### **Current Perception of the Transit System**

- Bus is only for people who have no other option for transportation
- People unaware of the system and its routes
- People are generally misinformed

### **Current Challenges to the Transit System**

- The Downtown area is difficult to serve
- Buses are not reliable
- Not enough routes for rural areas
- Shuts down too early, people want expanded run times
- Bus stops need to be refurbished
- Understanding the system is tough to follow
- Safety – due to COVID people are hesitant about travel and public transit in general

### **General Feedback About the Service Area**

- Serves the greater Pensacola, Escambia County, Florida area
- Popular tourist and snowbird destination
- Coastal Community
- Diversified community (NAS, colleges, hospitality, Navy Federal, etc.)
- Fast-growing community
- People are looking for alternatives to riding in a car

### **Desires / Needs for the Transit System**

- Increase run times
- Expand system's footprint and routes
- Provide frequent transit options, especially in already congested areas
  - Early morning, lunch hour, after hours
- Partner with Uber/Lyft
- Consider transit as an economic driver
  - Escambia County has the population to support a robust transit system
- Refresh buses
- Revitalize bus stops
- Remove the transit stereotype
- Engage marketing firm: Messaging and marketing is critical
- Create app that allows riders to know when their bus is coming in real time
- Provide free Wi-Fi on buses
- Create one card per mode of transportation "Mobility as a Surface" – Amsterdam uses this

## **Desire for Routes**

- Escambia County to Pensacola Beach
- Rural areas to Downtown Pensacola
- Stops on Palafox and Main streets
- Navy Federal area to surrounding areas (restaurants, homes, apartment complexes, entertainment)
- Create routes from Century to Pensacola
  - Most people from Century work in Pensacola
- Create routes to and from NAS
- Provide transit from Pensacola State College to satellite campuses

## **Unique Insights**


- No appetite for adding a gas tax; not politically viable
- 32305 zip code has the highest poverty rate due to lack of resources in this area
- Biking in Pensacola is near impossible
- Strengthen relationship with local business partners
  - Idea that local businesses (hospitals, hotels, restaurants) buy bus passes for employees
- Move away from large buses. In some areas, provide smaller, more efficient options



## ECAT: CAMPAIGN PRINT MATERIALS

### Onboard Posters

**“Your Service,  
Your Say.....”**

ECAT 10-YEAR TRANSIT PLANNING 

Help Us Improve ECAT  
**Take Our Survey**

Online: [YourEscambiaTransit.com](https://YourEscambiaTransit.com)  
In Person: Oct. 28 & 29 | Rosa Parks Terminal

¿Necesitas esta información en Español?  
Envíanos un email a [info@YourEscambiaTransit.com](mailto:info@YourEscambiaTransit.com)

**“Your Service,  
Your Say.....”**

ECAT 10-YEAR TRANSIT PLANNING 

Help Us Prioritize System  
Improvements!

**Take Our Survey:**  
[YourEscambiaTransit.com](https://YourEscambiaTransit.com)

Join us in-person to learn more about  
our proposed updates.

**DATE:** May 21, 2021      **MEETING TIMES:** 8:30 a.m. + 12 p.m. + 5 p.m.

**LOCATION:**  
Escambia County Central Office Complex,  
3363 West Park Place, Room 104

¿Necesitas esta información en Español?  
Envíanos un email a [info@YourEscambiaTransit.com](mailto:info@YourEscambiaTransit.com)

## Handouts

**Your Service,  
Your Say.....**

ECAT 10-YEAR TRANSIT PLANNING

# Help Steer the Future of ECAT!

ECAT is conducting a 10-year Transit Development Plan (TDP) to assess the current system and plan for future updates. We're collecting feedback from ECAT riders and the community with a goal of aligning our services with local needs as we recover from the effects of COVID-19 and Hurricane Sally.

We'll connect with the community using:

- Online & In-Person Surveys
- Email Blasts
- Social Media
- Public Relations
- Workshops
- And more!

Take a look at key stages for the project:

<p><b>Phase 1</b></p> <p><b>Current Rider Experience</b></p> <p>ECAT riders will be asked to share their experiences with the system.</p>	<p><b>Phase 2</b></p> <p><b>Future Conditions</b></p> <p>Both riders and the general public will weigh in on desired improvements to the system.</p>	<p><b>Phase 3</b></p> <p><b>Plan Prioritization</b></p> <p>We will share findings and solutions with the community to gauge desired priorities.</p>
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Get involved at [YourEscambiaTransit.com](https://YourEscambiaTransit.com)

¿Necesitas esta información en Español? Envíanos un email a [Info@YourEscambiaTransit.com](mailto:Info@YourEscambiaTransit.com)

**“Your Service,  
Your Say.....”**

ECAT 10-YEAR TRANSIT PLANNING



Escambia County Area Transit (ECAT) is  
conducting an online survey to help guide the  
future of our system, and we need your input!

Take Our Survey:  
**YourEscambiaTransit.com**

*¿Necesitas esta información en Español?  
Envíanos un email a [Info@YourEscambiaTransit.com](mailto:Info@YourEscambiaTransit.com)*

## Meeting Signage





## New Routes

Service to Navy Federal Credit Union Office/Heritage Oak Commerce Park on Nine Mile Road.

New commuter express route to Milton along US 90 with stops in Pace and ending at the Rosa Parks Transfer Center.

New route along Gulf Breeze Parkway (US-98) from Gulf Breeze to the Tiger Point Community Center (continued Pensacola Bay Bridge detour service)

Place a sticky note next to the improvements that are most important to you.

Your Service,  
Your Say

2047 10-YEAR TRANSIT PLANNING

## Increased Service

Increase transit service on Sunday to match the current Saturday service levels.

Increase transit service on Saturdays to match current weekday service levels.

Expand the hours of operation for the weekday service so that all routes end at 10 pm.

Place a sticky note next to the improvements that are most important to you.

Your Service,  
Your Say

2047 10-YEAR TRANSIT PLANNING

## Increased Frequency

Double the frequency on  
Route 1 (W Fairfield Drive  
& Mobile Highway)

Double the frequency on  
Route 52 (E Fairfield Drive  
& 9th Avenue to Cordova  
Mall)

Double the frequency on  
Route 2 (Palafox Street &  
Cervantes Street to Myrtle  
Grove)

Double the frequency on  
Route 55 (Pace Boule-  
vard & Barrancas  
Avenue)

Double the frequency on Route 48 (Rosa Parks Transfer  
Center to Downtown Transfer Center, via L Street, A,  
Street, and Government Street)

Place a sticky note next to the improvements  
that are most important to you.

Your Service  
Your Say

10-YEAR TRANSIT PLANNING

## System Map



Your Service,  
Your Say

10-YEAR TRANSIT PLANNING



## Appendix D – Public Involvement Plan Survey Results

DRAFT



## Phase I Survey Results

Thank you for participating in our survey. The survey will take approximately 5 minutes to complete.

Due to COVID-19 there have been several changes made to ECAT services. Please respond based on your ridership experience prior to the current pandemic.

Any personal information identified in this survey will remain strictly confidential and will never be sold or shared.

If you have questions, concerns, or other comments that you would like to provide outside of this survey, please email us at [www.YourEscambiaTransit.com](http://www.YourEscambiaTransit.com).

Figure 84 | Question 1 Results

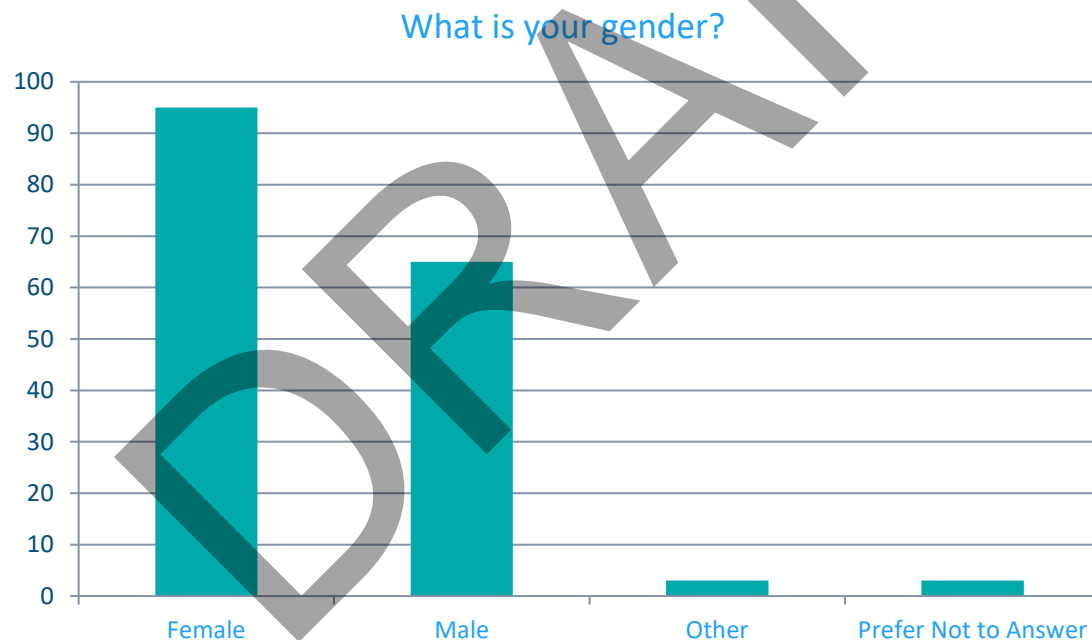






Figure 85 | Question 2 Results

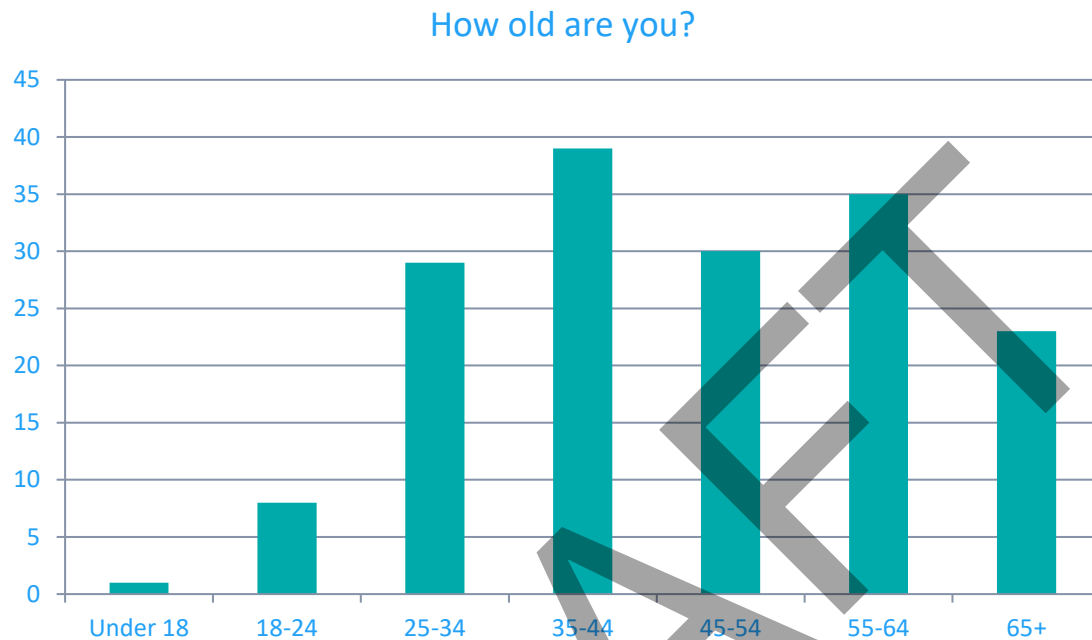


Figure 86 | Question 3 Results

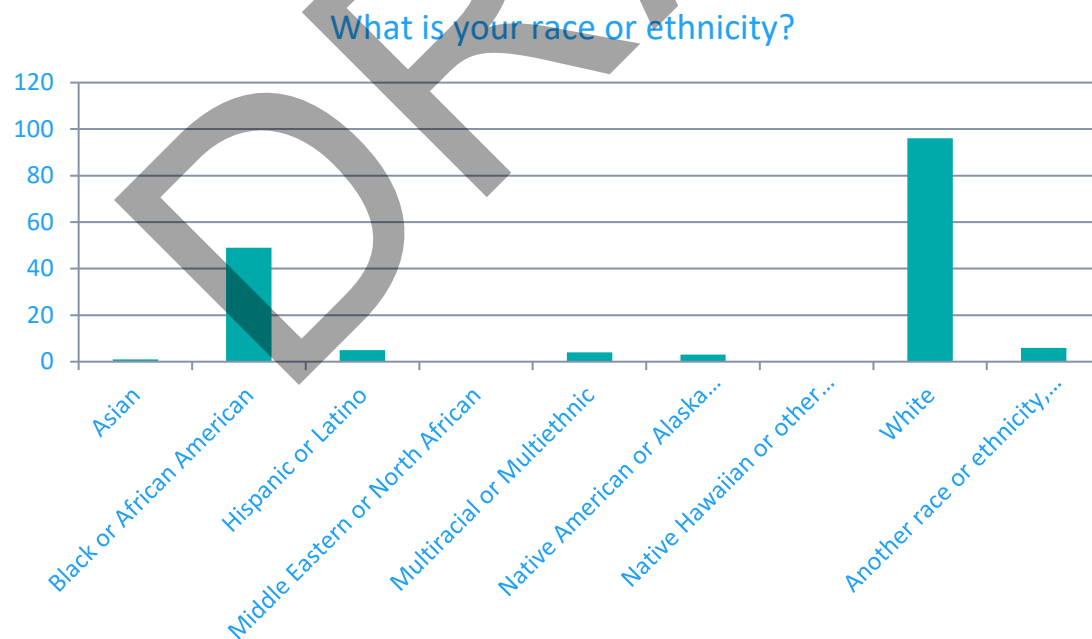




Figure 87 | Question 4 Results

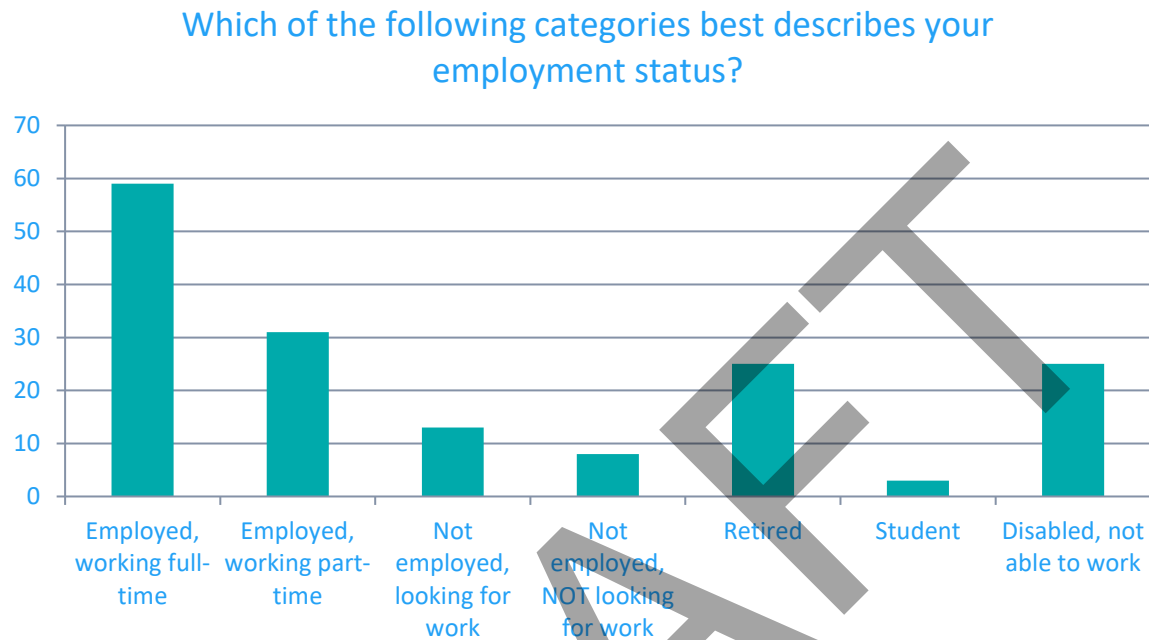


Figure 88 | Question 5 Results

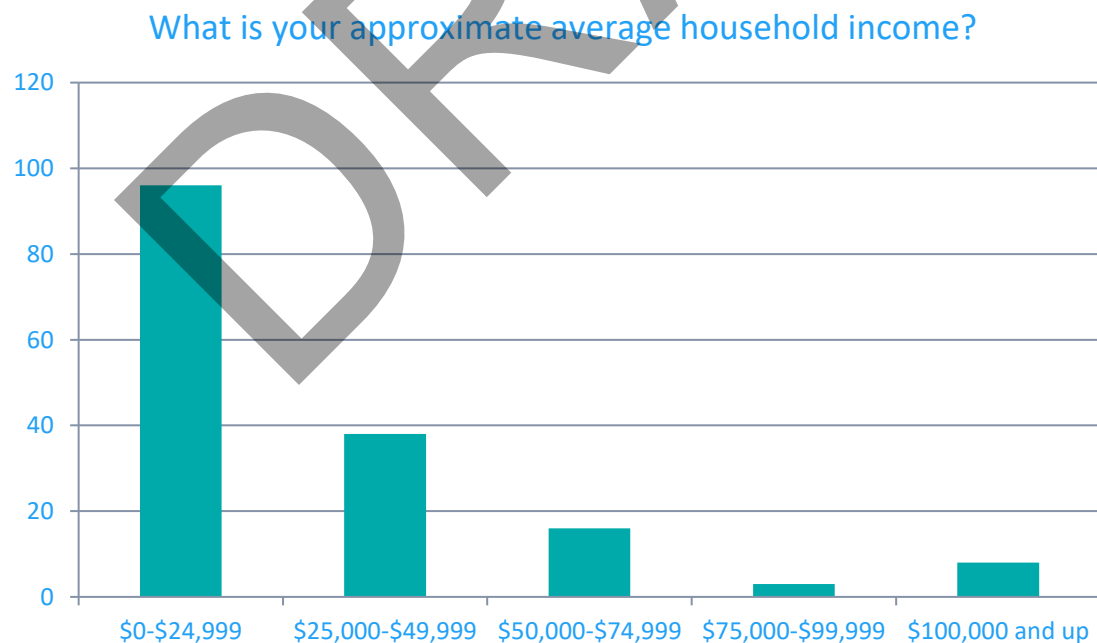




Figure 89 | Question 6 Results

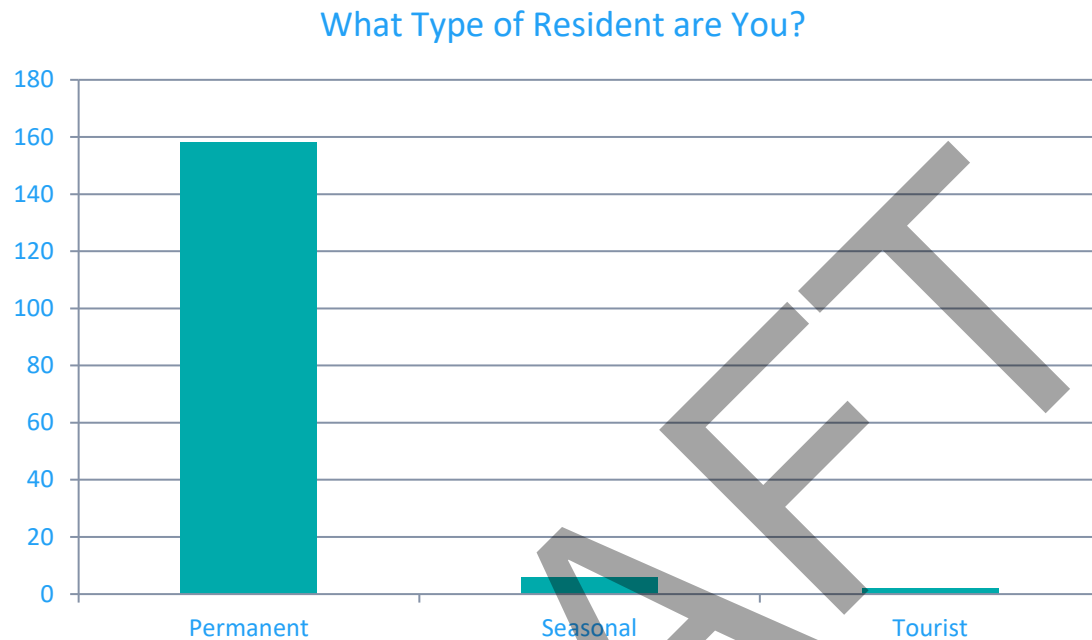


Figure 90 | Question 7 Results





Figure 91 | Question 8 Results

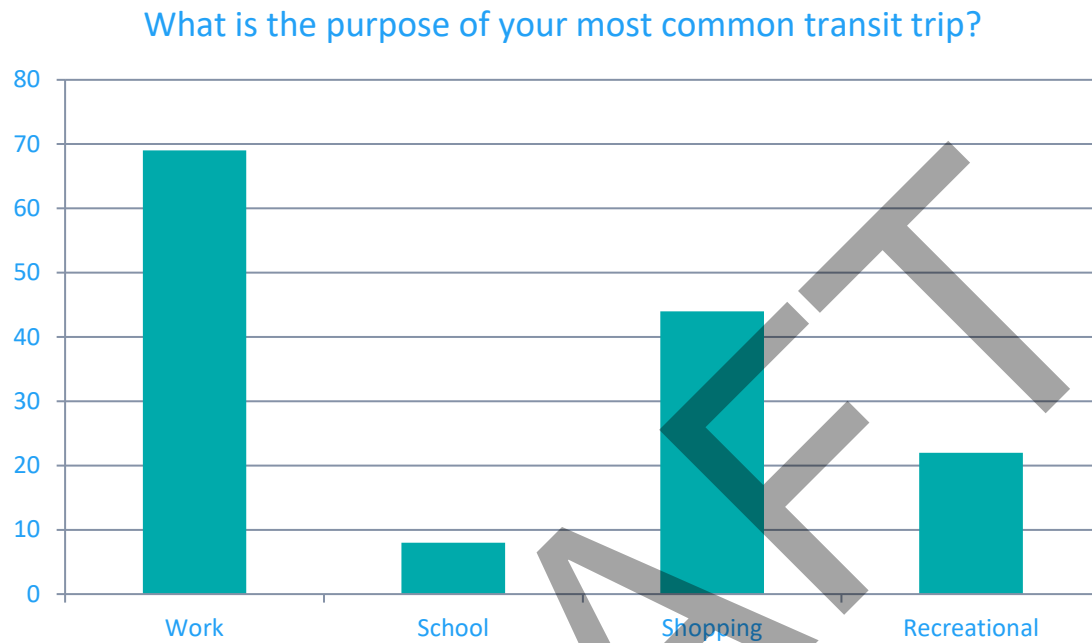
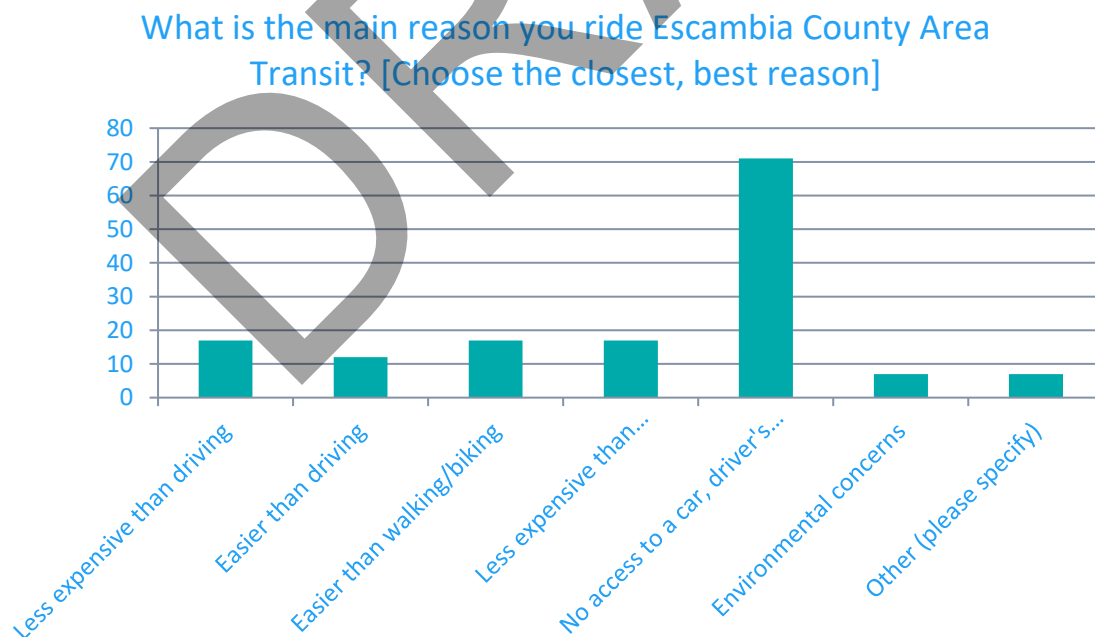


Figure 92 | Question 9 Results







#### Other Responses

- Visually Impaired
- No Car/Don't Drive (x4)
- Medical Reasons

DRAFT



Figure 93 | Question 10 Results

What route(s) do you use most frequently? [Check up to 3]

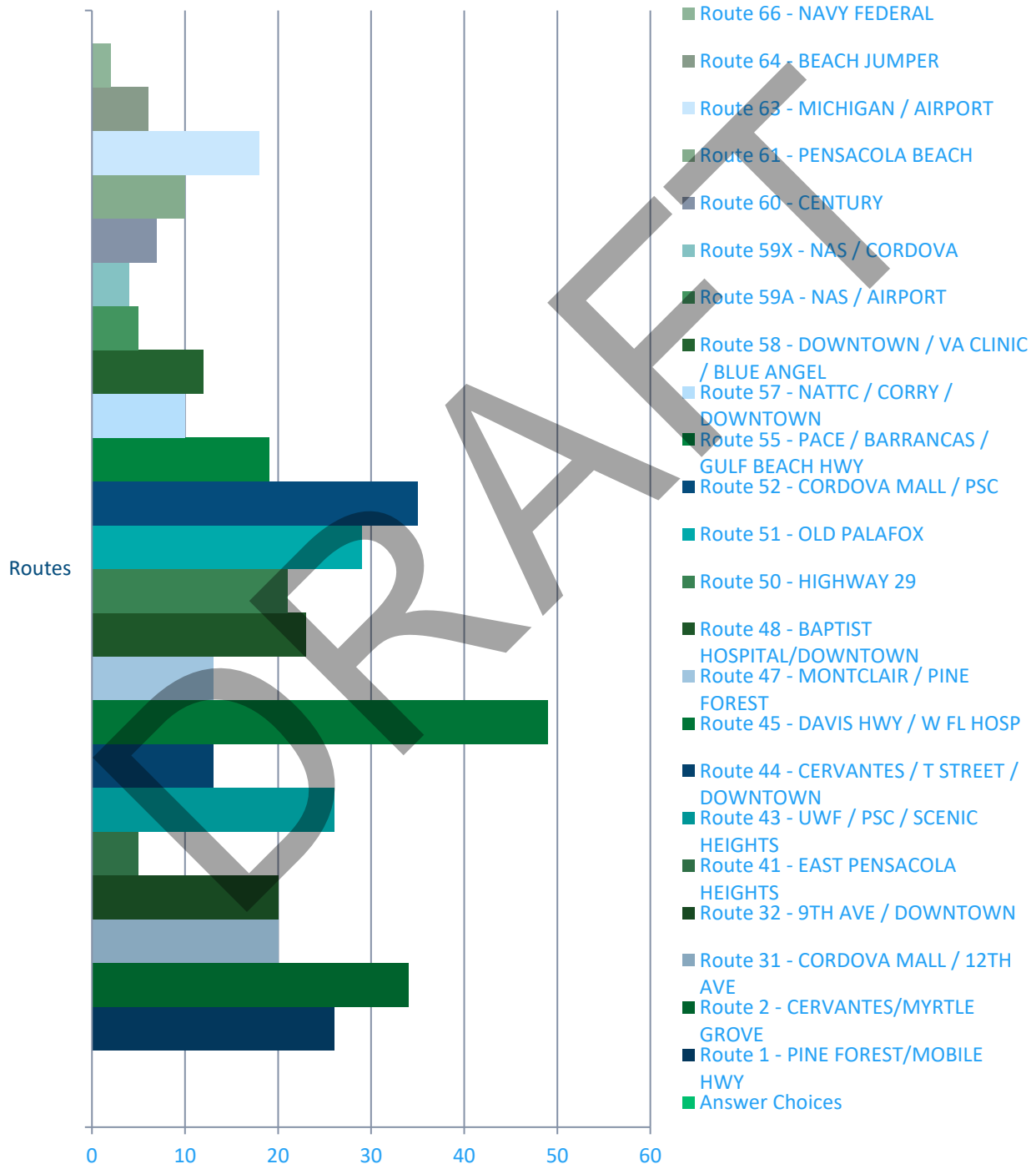




Figure 94 | Question 11 Results

After you get off the bus, how long will it take you to get to your destination?

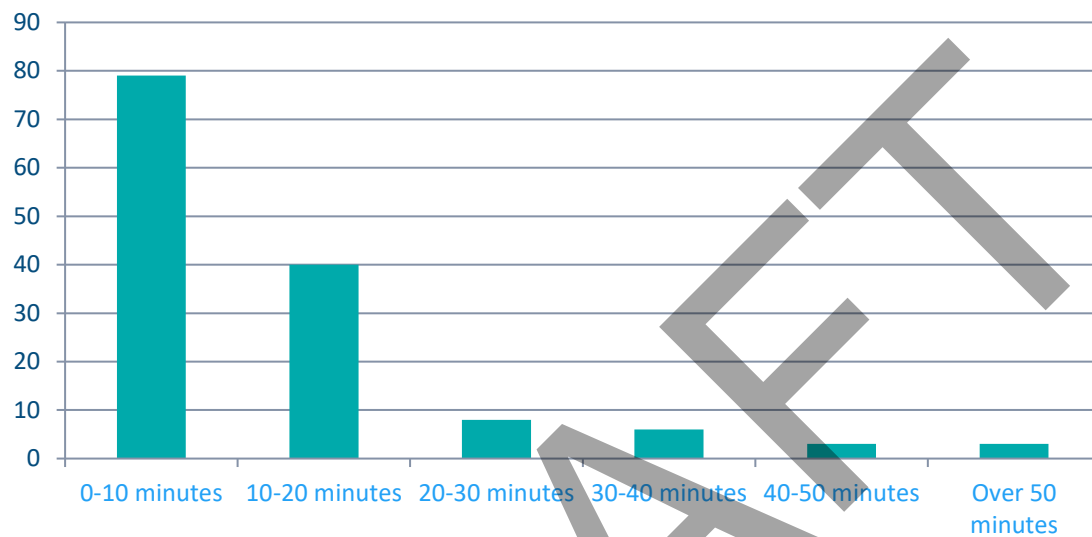


Figure 95 | Question 12 Results

How do you get to your final destination?

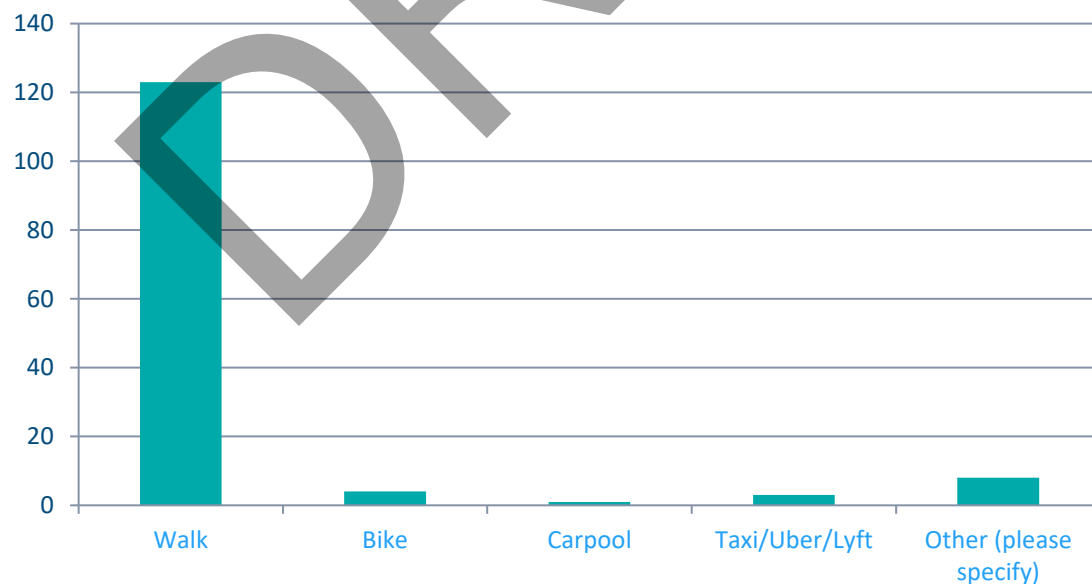




Figure 96 | Question 13 Results

### Rate your experience on the following features



Table 40 | Question 14 Results

Your feedback is important to this process. In your own words, how can we make Escambia County Area Transit work better for you?	
Respondents	Responses
1	Covered bus stops, more bus stops, more routes. Nicer drivers.
2	Be open on all holidays
3	For the drivers to act professionally.
4	Need later buses, especially around holidays. Disabled and cant get out alot....til later in the day.
5	A bus down 9 mile road to the Bap. Drs. And one the goes to the Escambia clinic . Long walk for handi apped, heart folks, longer to get back on bus. Some times buses need to stop onvorners on Old Palafox.
6	During this plandemic bring the buses out of the modified schedule and return them back to normal. Extend the schedules into later in the night. Make it to where more people can actually sit on the bus and eliminate the masks. Just bring the busses back to normal. All employees need to be taught better people skills bus drivers AND employees inside the terminal.





# Escambia County Area Transit

## Transit Development Plan, 2022-2031

Your feedback is important to this process. In your own words, how can we make Escambia County Area Transit work better for you?

Respondents	Responses
7	I feel like one big step would be to have an app that is for our transit and activity is updated in real time with the delays they face.  In a perfect world, a tracker for each bus (like Uber and Lyft has for their cabs) would be the best. That kind of information on the bus would be killer.
8	Please add, at minimum, to additional trips to and from Century also, at minimum, please add two additional stops in Century. One of these trips should leave the Pensacola station at 10:00 p.m. We need a stop at highway 29 & Green Street and highway 29 & cr4
9	Increase the bus route there is too many parts of the city that the bus doesn't run to.
10	Stops on both sides of the street.
11	Run more often and operate on Saturday and Sunday
12	More amenities for bus stops, ensure drivers enable their GPS for DoubleMap
13	Make the every two hour routes every hour
14	First, you really need to hire better drivers. No one wants to be physically jerked around the entire trip! They drive like they're in an Audi. Very uncomfortable
15	Drivers feel as if they are beyond reproach. The level of customer service is very poor.
16	The Fish House
17	Run 24 Hours
18	Please put up more benches and run the buses regularly. Please.
19	Longer hours of operation
20	I use the bus tracker a lot and most of the busses they are not working! I would like to see busses run later times! And see the busses back to normal schedules
21	More courteous and friendly bus drivers would be a help instead of rude bitches I have not had a nice experience on the bus since Mr. Earnest used to ride the run the century bus in the evenings and being in North Escambia the bus is really now helped me at all it barely runs three times a day and either I have to sit in town all day or pay for a cab or something
22	Later hours and Sundays
23	Please keep up the great work with social distancing thru covid.
24	Whats is needed is commuter rail. This will help ecat keep the buss running faster and in smaller routes . The rail service would be more for up town or downtown for the cross of the County.
25	Closer bus stops in other places.
26	More frequency, the Holiday schedule/weekend schedule makes it harder to connect with other routes with leaving home 5hrs early.
27	Its working ok for me
28	More frequent routes





# Escambia County Area Transit

## Transit Development Plan, 2022-2031

Your feedback is important to this process. In your own words, how can we make Escambia County Area Transit work better for you?

Respondents	Responses
29	More buses or better routes..from my home to downtown doctor, takes 2 buses and approx. 3 hrs..
30	Frequency, and better stop areas.
31	I think to improve ECAT services there need to be bus service until midnight for people who work Monday- Saturday every hour and there also needs to be service on Sunday's every 2 hours
32	I would like there to be audimated stop announcements. As a vision impaired person, these would be very helpful. Bus drivers do their best to announce the stop I need but havint the announcements, I wouldn't have to worry about the driver forgetting to let me know when we are at my stop. Some buses have these audible stop announcements, but most times the system is not working. This is my only request.  Over all, I appreciate the bus service and most times, the drivers are very professional and helpful.
33	Better hours of operation on weekends, bus runs less frequently which is inconvenient for workers
34	Run normal again
35	On a trip to get a flu shot, a no mask, cigar in mouth, still smoking, person got on the bus. The driver did nothing. Hard to complain when the driver is so we'll protected. I got off the bus when I was about a mile from the drugstore where the flu shot was given. The ride back was better though one person was without a mask.
36	I live at Fairfield Manor Apts., located on the corner of Palafox & Herman...Going to the Center I ride the 50 or 51 to transfer to the 55 to Warrington...On the way back home I wish that the 50 or 51 would change its route to North on "L" turn on Herman to Palofox St. , instead of when it leaves the Center going to Fairfield turning North on Palafox. There are never any riders at this bus-stop, nor any getting off but myself. Then I have to walk a long distance to my apartment complex...In the winter it is dark by that time , and is very scary walking alone...Please change this route. I depend heavily on the transit system to get back and forth to work...I carry a monthly senior pass....Thank you
37	More frequent service, 20minutes.
38	Nothing at this time
39	Hours change later for regular routes, and friendly customer service.
40	More benches, please. Everywhere.
41	Please put the Route 41 buses back into service! I live on Scenic Hwy. and I work downtown, and I need it to get to work!
42	More service more frequently
43	ECAT should be abolished. Waste of tax money.





Your feedback is important to this process. In your own words, how can we make Escambia County Area Transit work better for you?

Respondents	Responses
44	The customer service of most bus operators are very rude and horrible. The frequency of buses is very bad there, there needs to be improvement as well as they need to put all benches and shelters back on every bus stop. It is extremely hard to get the bus now because of COVID-19 because of limited seated, even though it's free it is always bad experience getting connections to get to another route and you wait almost 2 hours for another bus. Plus dealing with the operators attitude the whole time. The bus drivers generally do not like to put the lift down for any customers which makes it very hard with someone with a disability like me. The bus system does not run past 4:00 even before COVID-19 it stopped at 5:00 which is terrible because most people get off work at 5:00 they need to have later bus system routes for all. Please improve all!
45	Let the buses be running til 9pm everyday
46	So far so good.
47	I would like to eventually see them go 24h/7days.
48	Having the extra buses ready so we don't have to wait too much. Let riders do a round trip or not be strict about the one direction routes.
49	At the time prior to covid there isn't anything to change other than clean the buses more frequently like you do now during covid Busses earlier and later to Creighton road.
50	More options for ride tickets (bus card) Less wait time where possible Shelter or lighting in some areas Get rid of covid schedules. Parents are disabled and trapped at home because of this.
51	Make it to where masks are OPTIONAL for passengers, also extending hours for every day of the week including weekends. And take us off this current modified schedule it's not doing any good for a lot of people
52	Sometimes they be late
53	Need more routes downtown from my location..3 buses and 2 to 3 hours is terrible..
54	Run seven days a week more shade and benches
55	Why doesn't ECAT buy smaller buses to run on the routes. I have never seen a full bus. It would save on gas and save money for ECAT.
56	Later service, more frequency. More direct route



# Escambia County Area Transit

## Transit Development Plan, 2022-2031

Your feedback is important to this process. In your own words, how can we make Escambia County Area Transit work better for you?

Respondents	Responses
57	Mask should be required and the driver should keep them stocked, the should be more benches at stops
58	Some drivers are very rude
59	Earlier and later hours and more frequency.
60	Get New buses , your bus system is outdated and need more energy efficient bud. All COVID 19 relief money make us of it and buy some more energy effective bus. Hire more white people the whole county drivers are mostly black .I wonder what that ratio is? Keep catering and waste spending on this bloated bus system is a joke.
61	I'm profoundly deaf and need to read lips or have other form of communication. I mean I can hear but may not understand from behind or whatever. Stepping back 6 feet in order to read lips would help. I would also try to call customer service for help and I couldn't get through at times.
62	More routes, more benches and covers at bus stops, and going back to regular service.
63	It is ok 🙏
64	Longer hours
65	Back to regular schedule. Once an hour.
66	Run on time
67	More evening and weekend hours. A lot of people need evening transportation and have to call a cab and spend money they don't have to get to or from work because of no buses and Sundays it would be nice to go to church but there are no buses to get there.
68	We need the routes more often
69	Continue to do the wonderful job yall doing
70	Presently it is working good.
71	More cleaning.
72	More services
73	Run every hour
74	More buses and run longer
75	More buses on routes.
76	Could have a better network of transportation that would reduce overall travel time.
77	More frequent trips
78	more covered benches better wifi
79	Thank you for providing service during this pandemic!!and thanks for making it free to your riders!!!! Wish the rides were more frequent, but those are for my own selfish reasons. Keep up the excellent work!!







**Your feedback is important to this process. In your own words, how can we make Escambia County Area Transit work better for you?**

Respondents	Responses
80	By allowing more disabled citizens and riders to use the bus ( for example, more wheelchair bound accessibility on board the bus)
81	More schedules for route 58 to and from VA.
82	I've lived in other countries and cities across the world....How about Pensacola setup to the 21st Century and get a lightrail going....Let's move Northwest Florida into the 21st century and connect the Gulf Coast...
83	Nicer buses and special summer tourists busses decorated for the beach etc. Good marketing
84	Bring back later bus lines. 10 pm would be wonderful.
85	More routes. More times.
86	Secure funding for more frequency on current routes, longer service hours on nights, weekends, more routes for unserved areas, better updating on website, social media
87	More benches, more then 10 people on the bus
88	More frequency, later hours
89	Homeless ride help more hours for workers better service and timely service communication
90	Not all bus stops have benches or provide shade. Some bus stops (commissary in NEX) are missing. Drivers did not bother lowering the bus for elderly people. The number of homeless people sleeping or asking for change at Rosa Parks lobby was outrageous. The smell was awful at times. Sometimes the Customer Service persons are rude and give out wrong information. But, overall, ECAT is a reliable service, very convenient.
91	Add benches to the stops that don't have them. Some people walk awhile to get to the bus stop and want to sit and relax while they wait for the bus.
92	Have it go all the way down 29 to west Roberts rd/ 91/2 mile.



Figure 97 | Question 15 Results

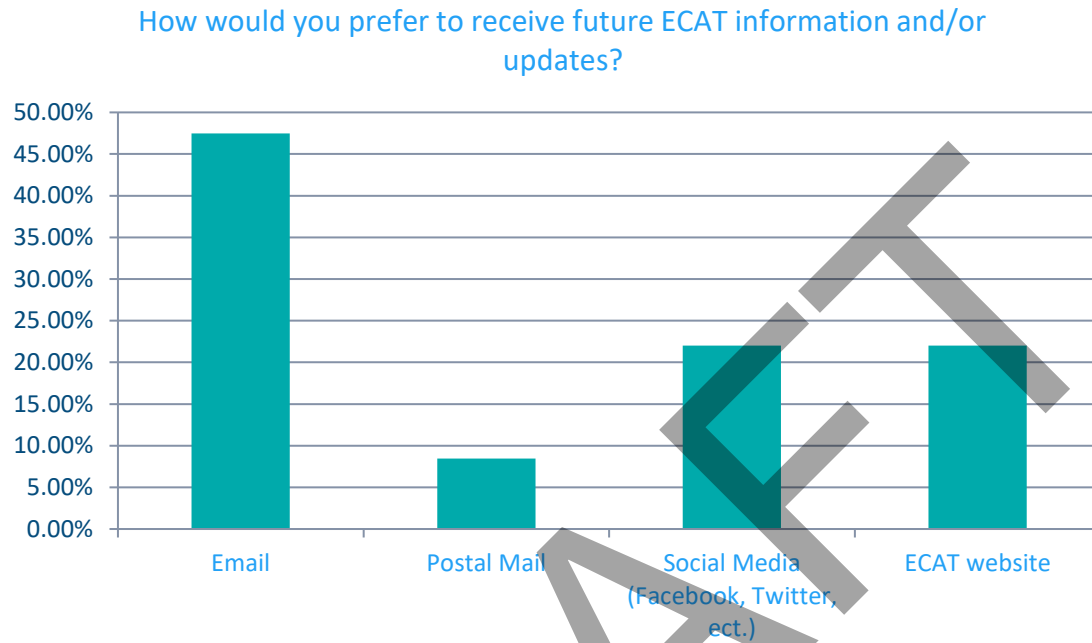


Table 41 | Question 16 Results

Thank you for your time. If you'd like to stay in touch, please provide your email and or phone number. Your email and phone number will be dis-associated from your survey. (Existing Riders)		
Respondents	Email:	Phone Number:
Confidential		



Figure 98 | Question 17 Results

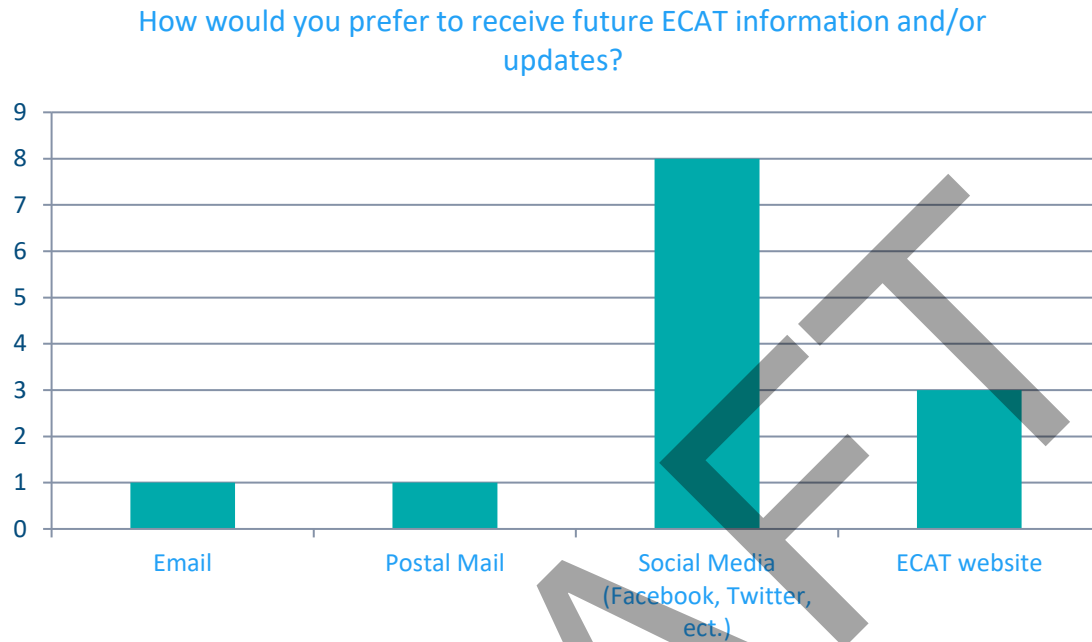


Table 42 | Question 18 Results

While this survey is for current riders, there will be opportunities soon for potential riders to provide their input, and this process needs your thoughts at that time. Please provide your contact information so we can help keep you up to date with this process. Your email and phone number will be dis-associated from your survey.

Respondents	Email:	Phone Number:
Confidential		



## Phase II Survey Results

Thank you for taking this survey. It will take approximately 10 minutes for you to complete. Any personal information identified in this survey will remain strictly confidential and will never be sold or shared.

If you have questions, concerns, or other comments that you would like to provide outside of this survey, please email us at [ECAT@myescambia.com](mailto:ECAT@myescambia.com)

Figure 99 | Question 1 Results

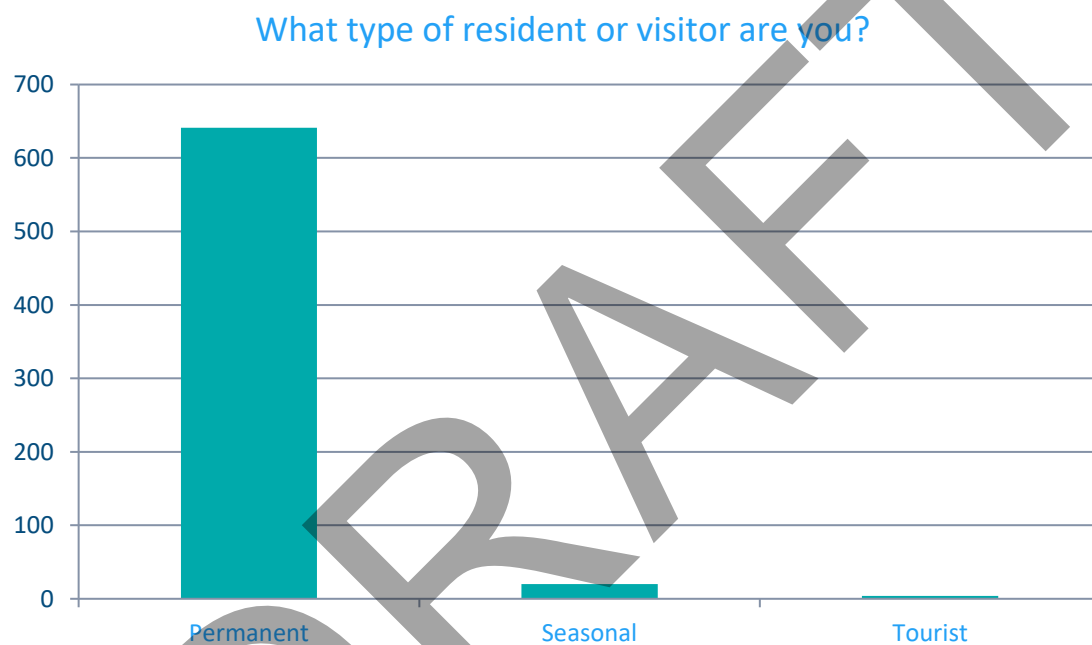
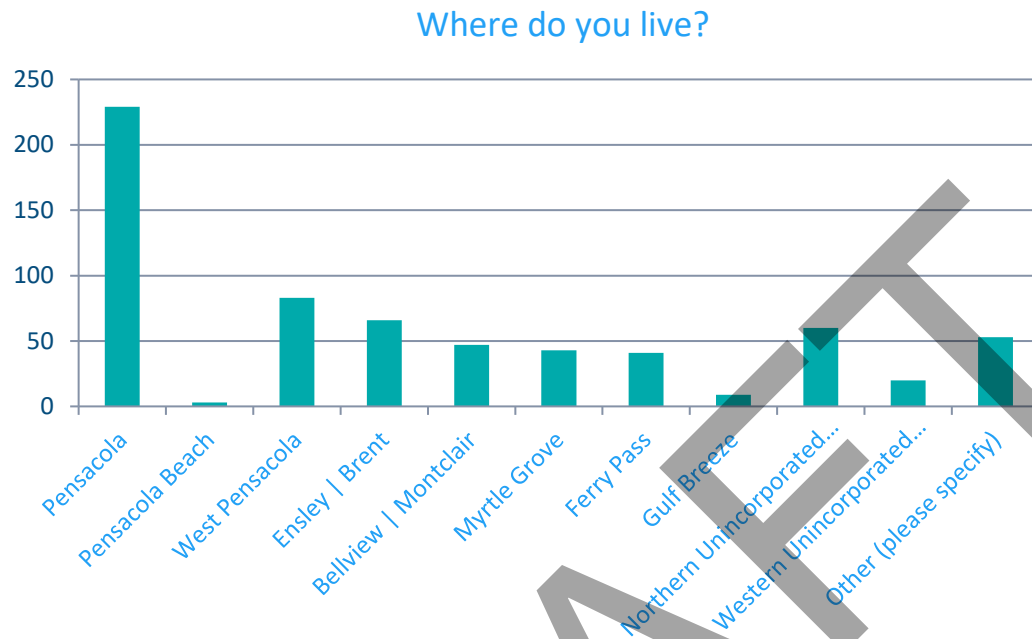






Figure 100 | Question 2 Results



Other:

- Wedgewood
- Navarre X2
- Pace X5
- Milton X2
- Beulah X11
- Lincoln Park X2
- Warrington X5
- Crestview
- Navy Point
- Gonzalez
- Brownsville
- Garcon Point
- Montclair
- East Hill
- Cantonment X8
- Pleasant Grove
- Beulah
- Perdido Key



- Wedgewood
- North of 10 Mile
- Century

Table 43 | Question 3 Results

What city and state are you visiting from? (Visitors)	
Respondents	Responses
1	I live here
2	NA
3	Live here
4	N/A
5	Resident
6	Pensacola, Florida
7	Ark
8	I live in Pensacola
9	I'm a permanent resident
10	Muskego, Wisconsin
11	N/A
12	permanent resident
13	Resident
14	Not visiting, permanent resident.
15	Pensacola
16	None
17	Kansas City, Missouri



Figure 101 | Question 4 Results

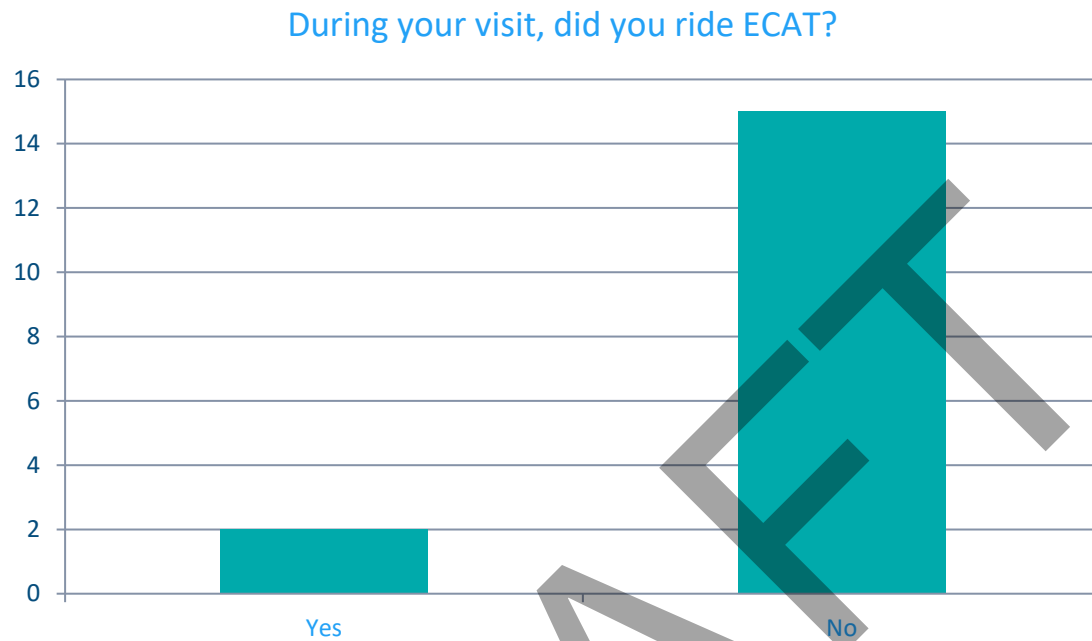


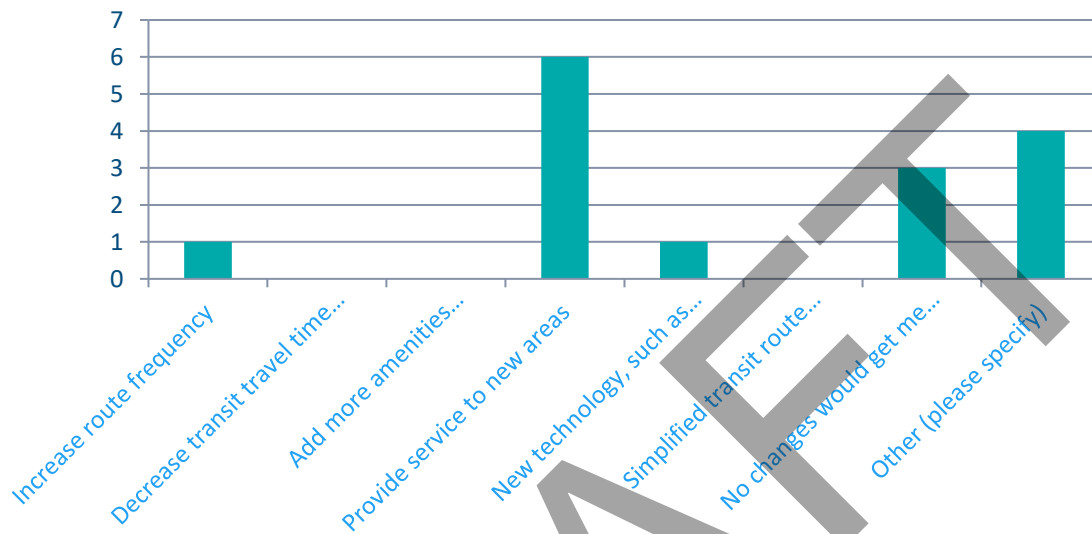
Table 44 | Question 5 Results

Respondents	Responses
1	Having the buses run later.
2	It's a nice service although I did wish 61 ran every 15 to 30 minutes until the end of the day. The Island Trolley was my favorite mode of transportation in Pensacola. Although I was treated very poorly by a guy dressed like a bus operator who said he was Security. Basically he got onto me all because I was taking pictures of my journey on Route 61 Pensacola Beach. I didn't get anyone in the pics. All I wanted was my picture taken next to one of the buses with the curved front that was in one of the bays at the park and ride on a layover that's when he said it was illegal so when I got home I filed a civil rights complaint and was told it was not illegal by somebody in management. my pics are personal use



Figure 102 | Question 6 Results

What is one change to the system that would need to be made for you to ride the bus?



Other:

- You need to hire more mechanics to help fix the buses
- You waste more money than your system is worth
- Stop wasting \$10 million to ferry around f\*\*\*\*\* like eight crackheads you worthless m\*\*\*\*\*
- All of the above





Figure 103 | Question 7 Results

Which route/corridor would you like higher frequency, i.e. less time between buses? Select one.

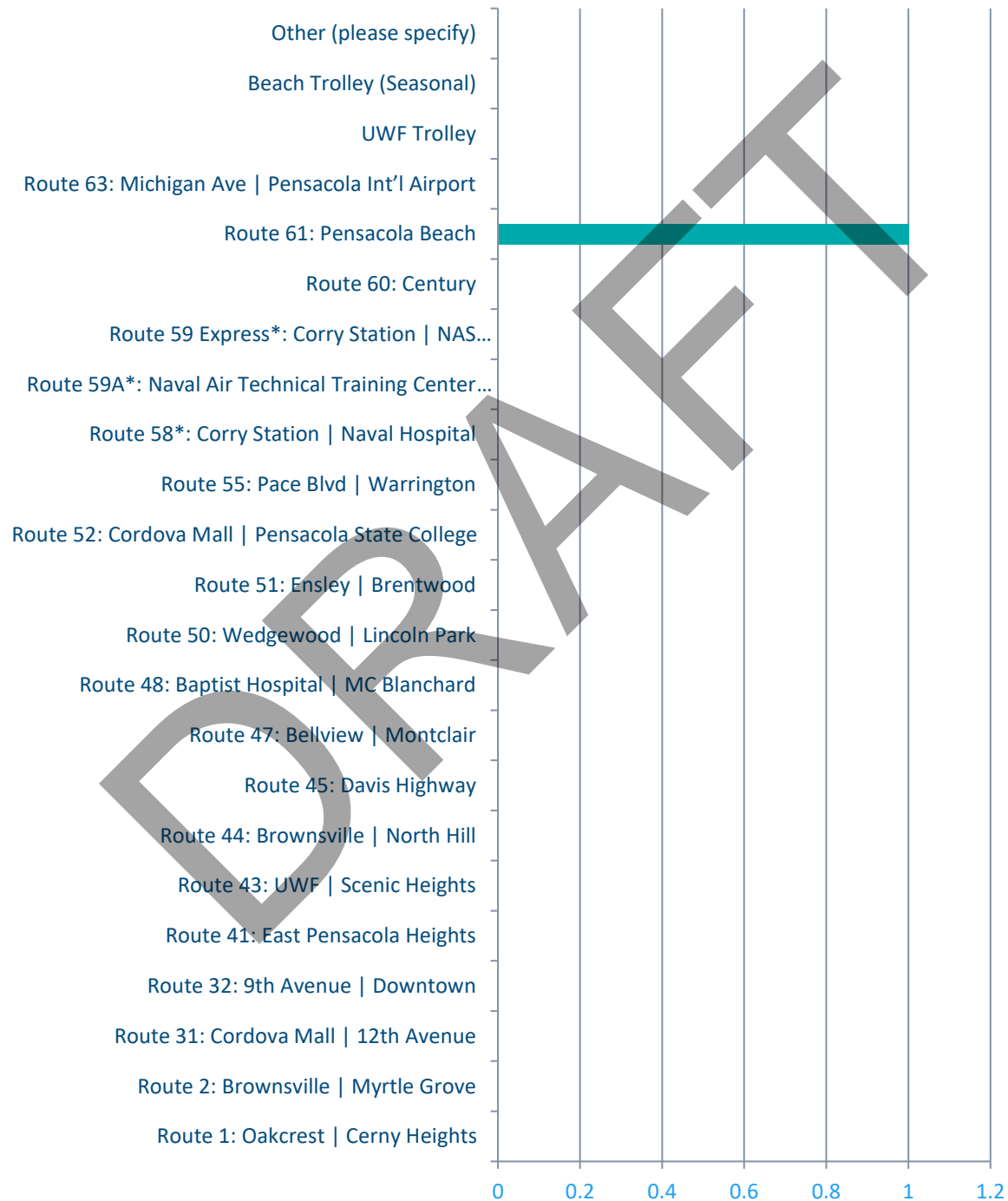
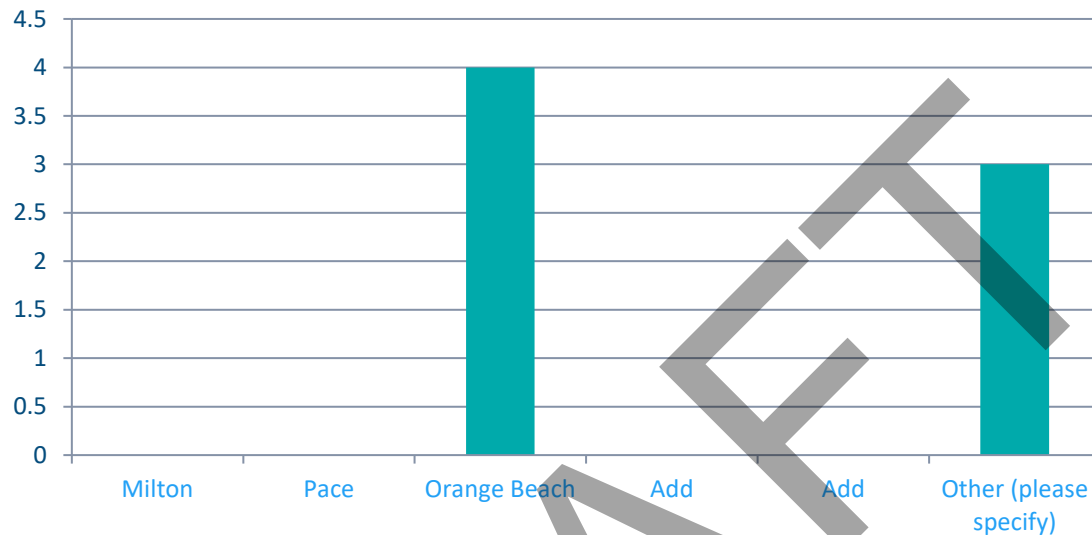




Figure 104 | Question 8 Results

What new area should ECAT extend transit service to ?  
Select one.



Other:

- Perdido Key
- Beulah
- Perdido and Innerarity area

Table 45 | Question 9 Results

What is one change to the system that would need to be made for you to ride the bus? (Visitors)	
Respondents	Responses
1	clearly marked bus stops. When they tried the route to Perdido a few years ago, the bus went right past me when I was standing where I was told to.
2	Your Director Tonya resign from her position.
3	Cleanliness
4	1. Better bus shelters and street signage with arrival times at the stop.
5	I would like its assets sold off and rebated back to the taxpayers at the rate by which they're taxed.
6	EASY Online information on bus routes and location of buses on the route. I experienced about a 5 minute deviation on the times a bus was supposed to be at each stop, while previously living in Minneapolis, MN. Even during snow storms.
7	frequency is key concern



### What is one change to the system that would need to be made for you to ride the bus? (Visitors)

Respondents	Responses
8	To stop ferrying around crackheads and taking my money we don't need a mass transit system cuz like eight or nine f***** people use it and it's eating into my taxes and my money for someone that doesn't work
9	None
10	Better clientele
11	More route with later service more pay to the bus drivers safe sites to what in the bus

Figure 105 | Question 10 Results

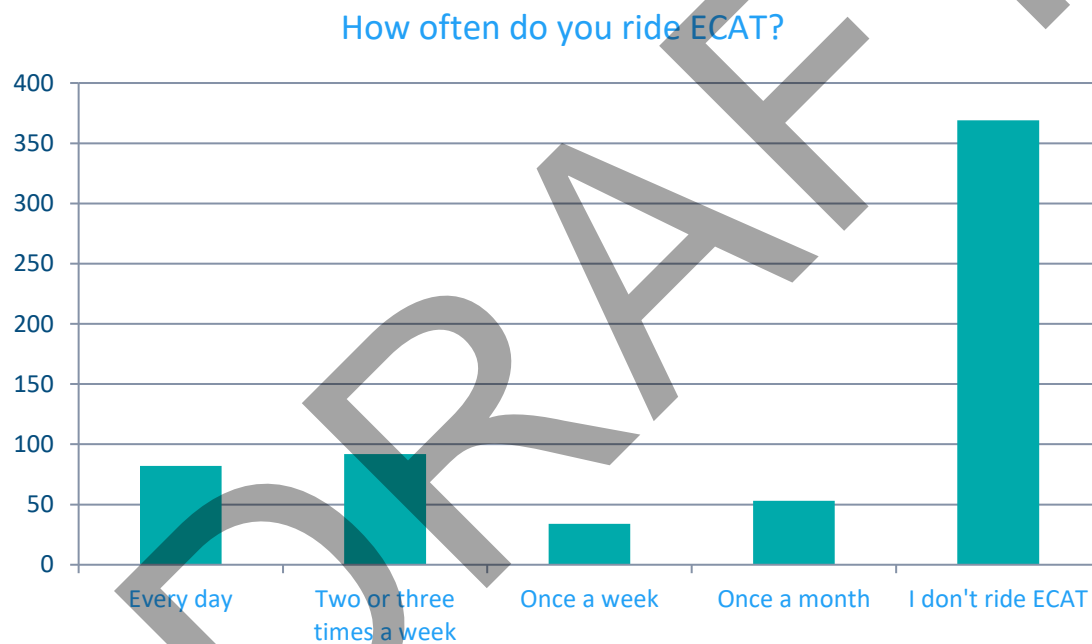
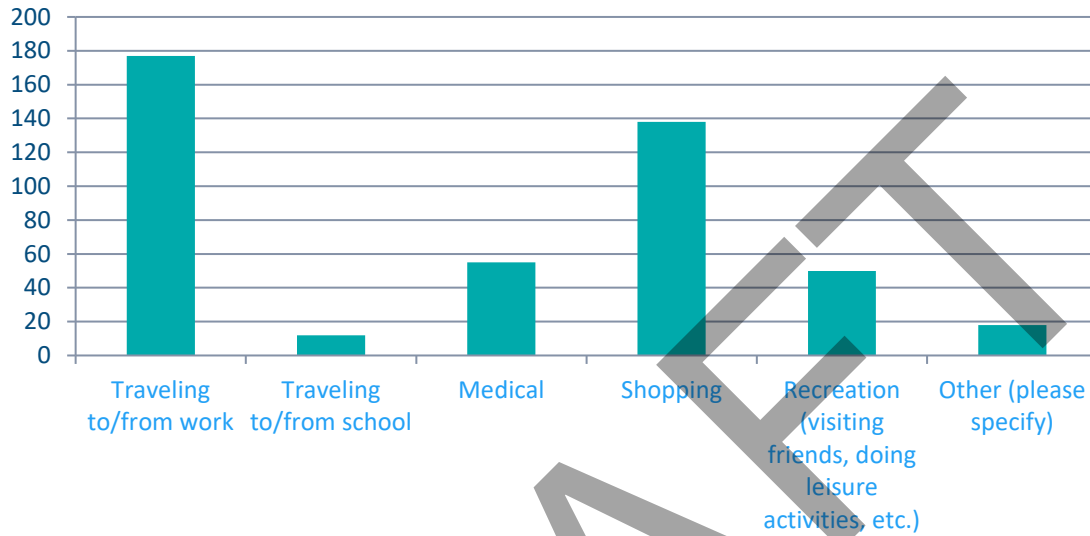




Figure 106| Question 11 Results

What is your most common trip regardless of transportation mode?



Other:

- Medical and Shopping
- Travel where I need to go
- Downtown
- Shopping
- Church
- N/A
- Shopping/recreation, medical
- Grocery/pharmacy
- Provide transportation for others
- N/a
- Feeding feral cats
- Church
- ECAT is my source of transportation from work, school and recreation. Everything
- If my car breaks down, then I have to ride the bus
- Church
- To church
- Travel across town when personal vehicle is unavailable





Figure 107| Question 12 Results

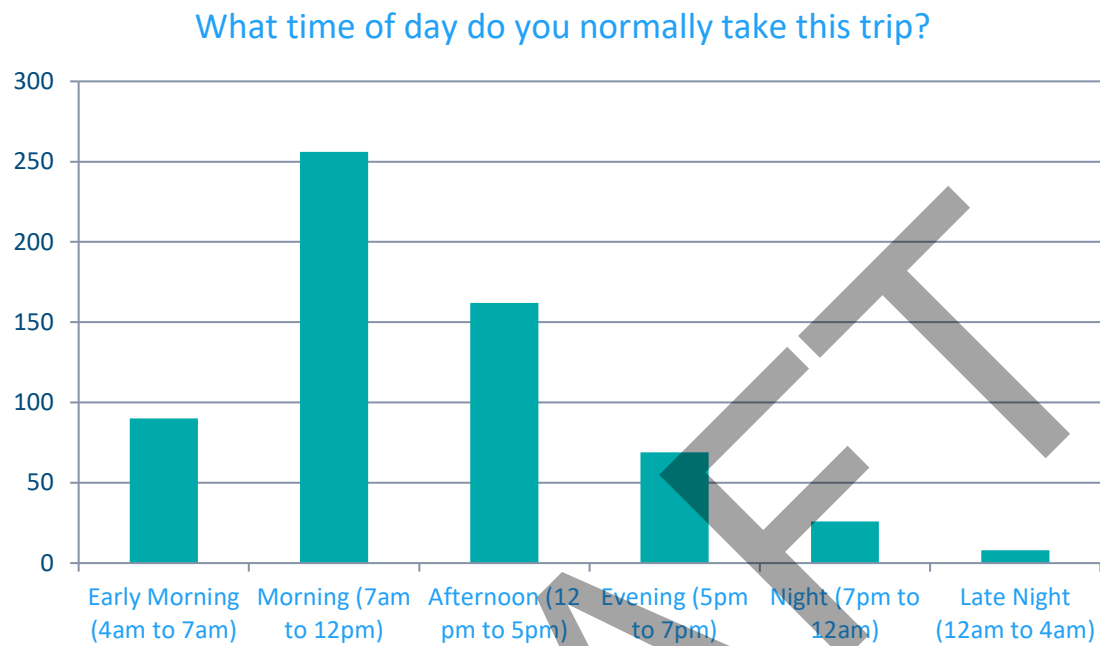
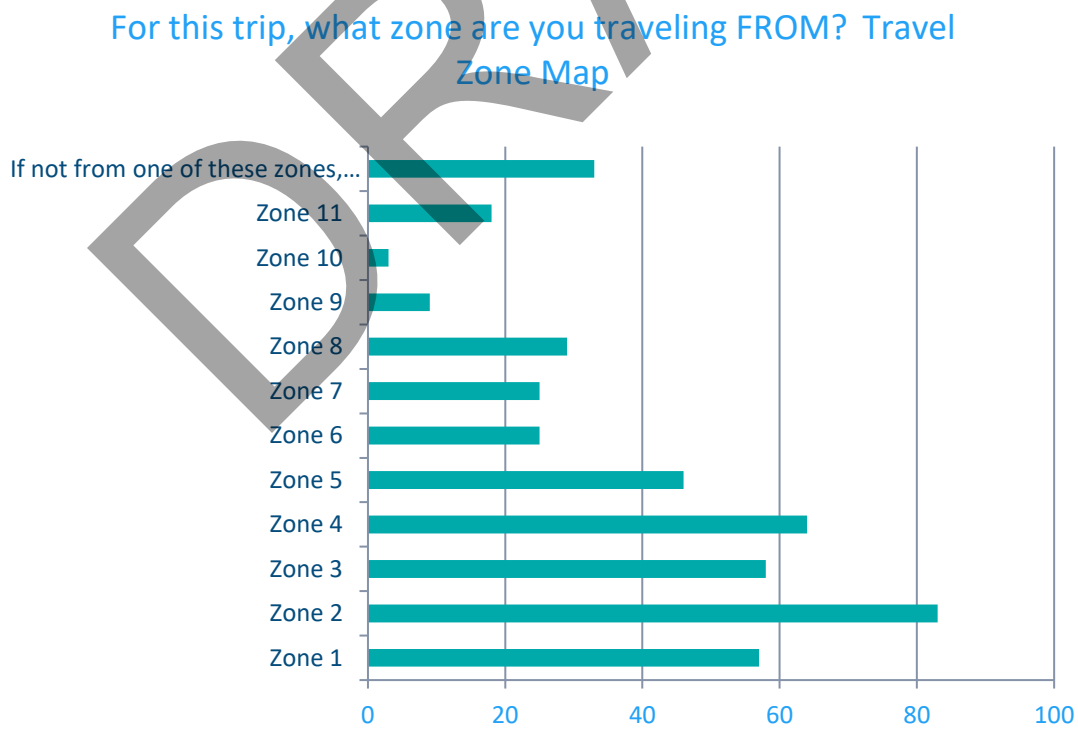


Figure 108 | Question 13 Results





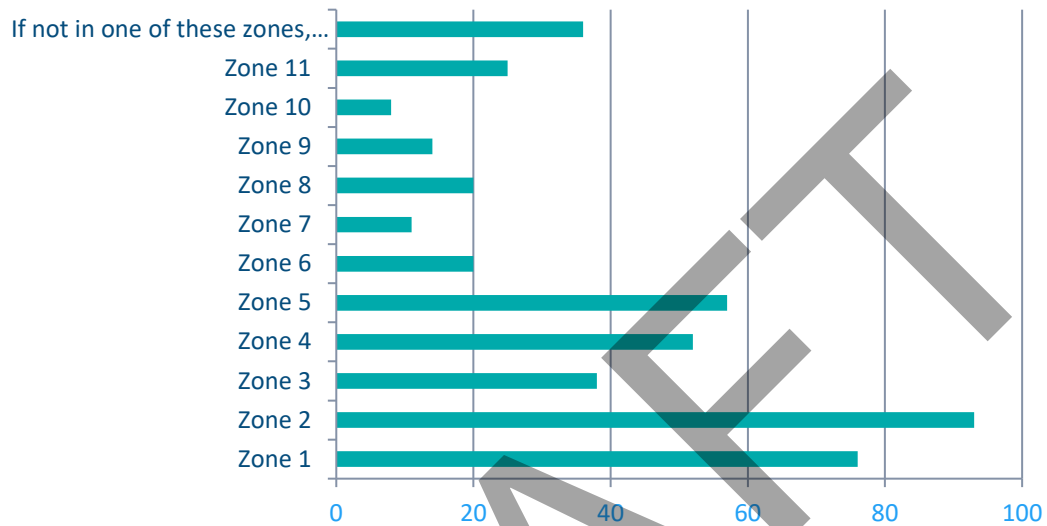
Other:

- Gulf Breeze Proper
- Olive Road Carlisle subdivision
- Blue angels and 98
- Beulah
- Davis Hwy
- Pace
- Navy Hospital Area
- Beulah nine mile Road
- I worked downtown for 38 years & never saw a handful of people on those buses. Maybe use the “Community Transportation” vans should be incorporated into providing transportation to smaller groups/routes.
- Warrington
- Pace
- Myrtle Grove Area
- Not sure which zone I’m in. Need to see main streets
- Home
- Montclair area
- N/A
- Home
- Langley and Leesway
- Florida state line
- Brownsville
- Downtown
- Nearly blind and unable to make out the graphics here, Say I’, starting from 15<sup>th</sup> & Bobe St.
- Hi
- Pace blvd.
- Gulf Breeze
- I dont
- Dog Track
- Brentwood Area
- Myrtle Grove
- Timberlake
- 20<sup>th</sup> Avenue and Lakeview
- Beulah
- Pensacola State College main campus



Figure 109 | Question 14 Results

### For this trip, what zone are you traveling TO? Travel Zone Map



#### Other:

- Not sure of the zone , but to P'cola Baptist hospital and doctor offices
- Sacred Heart
- Davis Hwy
- Milton
- Home
- Mall
- Cantonment area 9 mile
- Qed
- Mars
- Warrington
- Different zones
- Sacred Heart Hospital
- Work
- Mall area
- Church
- Florida Line
- I go to more than one zone as most people do
- Sacred heart hospital
- 32503



- Beach trolley but canceled
- Target on Bayou
- Again, not being able to see your graphics, to Publix East Hill at 12<sup>th</sup> and Cervantes, Publix by Cordova, and to Walmart on Creighton , and to the downtown library: to doctors in the area of Sacred Heart Hospital and to CVS Pharmacies at 9<sup>th</sup> and Fairfield and at 9<sup>th</sup> and Creighton
- Walmart Blue Angel, NAS shopping mall and or Cordova Mall
- Mobile hwy
- Loop
- Downtown Pensacola
- It varies daily based on calls
- No
- Davis Hwy
- Brentwood area
- Fairfield and 90 West
- Saufley field base
- Mccoy dr.
- Walmart 9<sup>th</sup> and Creighton
- Ecat station transfer another bus

Figure 110| Question 15 Results

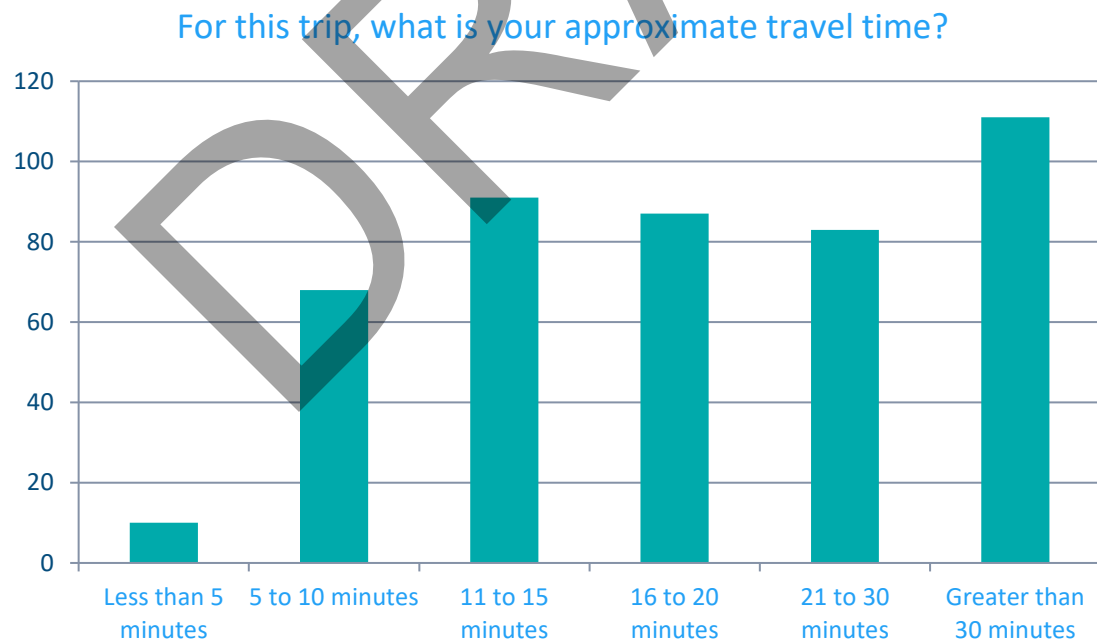
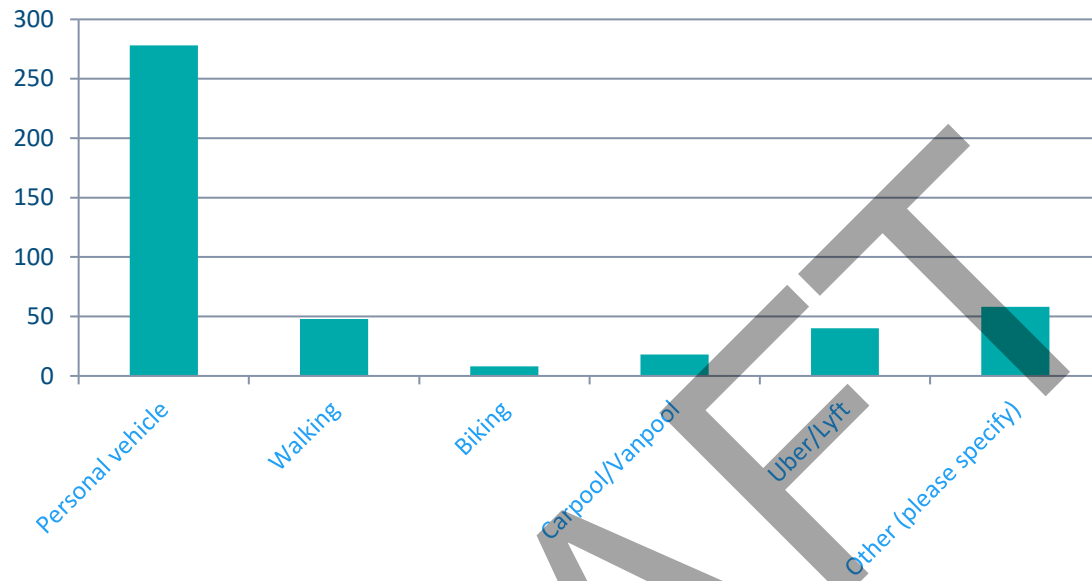




Figure 111 | Question 16 Results

What is your mode of transportation for this trip?



Other:

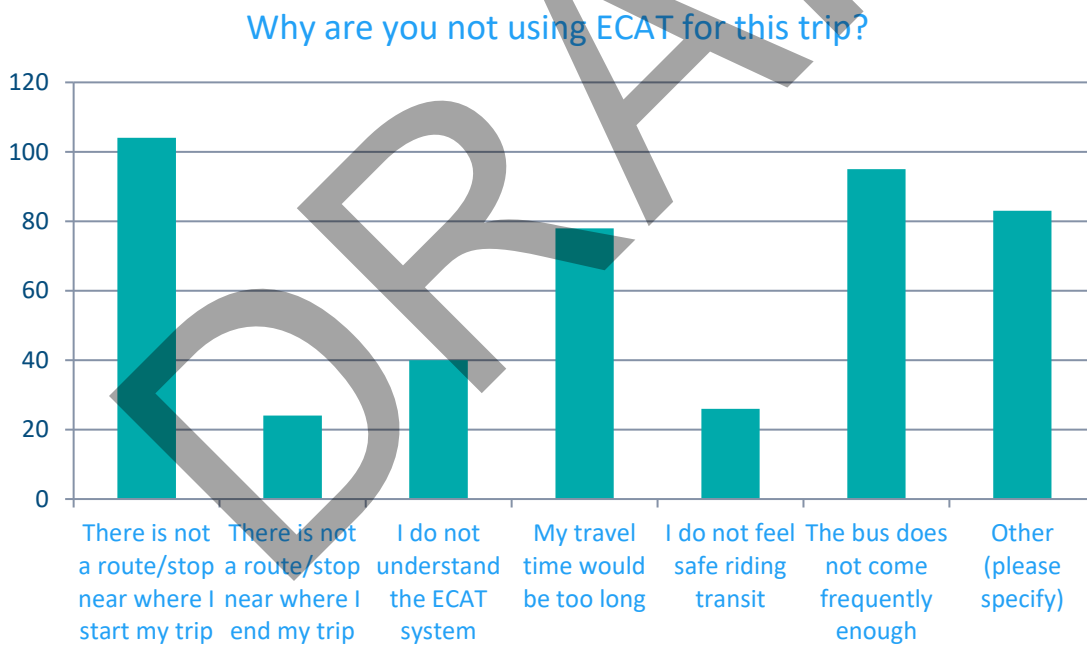
- Bus X 14
- Personal car or insurance paid transportation
- Bus or ride in cars
- Cab X2
- Santa Rosa Transportation
- ECAT X10
- The E Cat
- Water ski
- Taking ECAT
- Car/family members
- A Friend
- C
- Was getting a ride to work nights
- I use your bus, my only transportation
- Ecat bus
- Ecct X2
- My mother drives me
- BUS!! COME ON, THIS IS STUPID
- Company Vehicle





- Transportation
- Ride from friend
- Friend drives me or I ride bus
- Bus till I have to walk
- Ride with parent
- B
- Personal vehicle now, maybe other later
- Neighbor
- Taxi
- I use community transportation
- Bud
- Other people
- Other driver
- Public Transportation

Figure 112 | Question 17 Results



Other:

- Bus stop too far from home
- I use ECAT for these trips
- I ride ECAT
- Overnight trips 10pm until 6am



- Use ecac
- No need
- All of the answers are correct except I don't feel safe
- I like go when I want too. I'm an independent person
- I live outside of the county
- I do ride the bus as well as walking
- Don't have the money cause I am in a wheel chair
- I do use ecac
- Our bus routes suck and take forever to get anywhere in town
- There is only one trip a day servicing north escambia
- Personal car
- There are no canopies to cover the area where I would sit. No canopies to protect from the rain and wind. This area is in the dark ages not to have these. Please install them everywhere. It's the humane thing you can do. Thank you
- Declining health and lack of funds for a tactile will soon require changes in my transportation mode
- Unprofessional employees
- Riding mass transit does not fit my occupation
- The driver looks at me funny when I ask to get off at Mars
- I feel too old
- I do use it
- Because of the covid 19
- When do they go back to regular schedule
- N/A
- I use my car
- Waste of my tax money
- It is cheaper to drive my car short distance
- Due to the covid
- I have a car
- I cannot carry needed supplies on buses
- I ride the bus
- I like things on my time.
- Why no multiple choice? The bus didn't come often enough, travel time can take long time, the bus stops way too early
- There is no direct route
- Hard to carry groceries on bus
- Too short of a trip...5 blocks
- Not enough seats on the bus
- Ecct

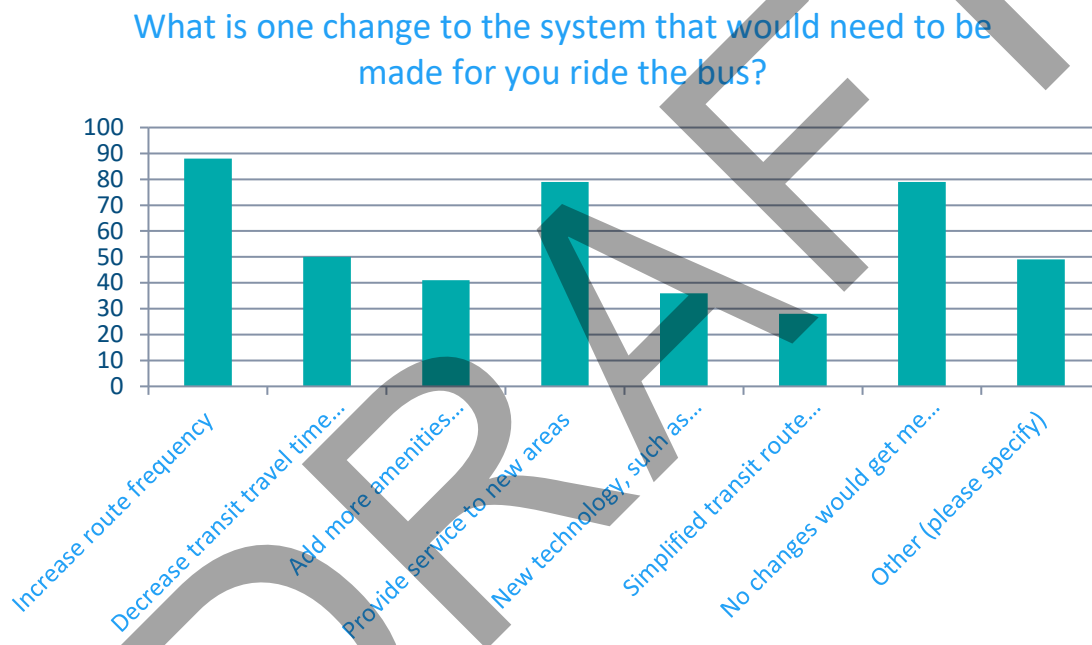


- Currently there is a stay wait which would make me late for my class at 8 & 9
- I do ride ECAT
- No need
- Have a car
- I own a car
- Everything on this list are needed changes. Good public transportation is an important service
- All of the above
- Not accustomed to riding
- The bus service is inadequate to meet my needs in both frequency and location of pickup/departure locations
- Using ecatt
- I don't get off work until 6, get to stop at 6:30 and there are no busses at that time
- Waste of tax payers money
- I do take the bus
- Bus driver to personal
- Not safe, no bus, too long, not convenient, mask requirement
- I have a vehicle and don't need to use ECAT
- No bus stop near enough to my home (I have mobility issues), my travel time would be too long (I have fibromyalgia and sometimes I suddenly I arrive at a brick wall of exhaustion and pain and have to be home THEN. (I guess that qualifies as the bus not coming often enough?)
- Personal vehicle
- I have a car
- Every two hours
- Easier to drive
- Bus is a wasted money
- Frequently need to go several places during the day
- Have own transportation
- Have to cross 4+ lanes of traffic either way to get to stop. Have trouble walking, so usually just go to dollar store
- No stop near me during covid
- Why should I if I have my own transportation
- Ecatt wont answer
- Didn't know Escambia County had a transit system
- Bus
- See 9 above
- I usually use ECAT
- Hauling home rehab materials
- The bus does not run at the times I need



- Own a car
- I drive my child to school
- Can't carry lumber on ECAT
- I have a car
- N/A
- I do use ECAT
- Major reason would be convenience. Too cold out... Private ride. Too hot out...private ride
- N/a

Figure 113 | Question 18 Results



Other:

- I will not be able to answer until Bay Bridge has reopened
- No car
- All of the answers except not changes are correct
- I can't really say, since I drive myself
- For people like me who is in a wheel chair or special needs could ride free without having a disability around ADA card
- Was rough due to routes every two hours. But not it is better with frequent trips
- Friendlier staff
- People not waiting to ride the bus being kept from loitering at bus stops
- Lattes, heavy horsdevours



- Discontinue
- Create EXPRESS ROUTES and tie to LOCAL ROUTES. To be practical, ECAT needs to SHORTEN TRAVEL TIMES
- More routes
- Closer pickups
- Bad foot bus stop to faraway
- Cheaper fares
- Smaller vehicles would save money
- Route frequency, longer hours
- Either fixing the stay or getting more drivers
- Cut out ECAT use Uber instead
- All of the above
- Safety and cleanliness
- Bus to enter back of Cordova mall
- Everything on that list are needed changes. I would ride the bus everything if Escambia County had great public transportation system.
- I don't want EACT TO BE IN OUR AREA – Cantonment!
- People who use pay to ride bus not the people who don't use it pay for it
- Run later in the evening
- Shut it down no one rides it
- Get drivers to stop at railroad crossings when they are in class c type vehicles
- Buses run later
- Possibly later run times for certain areas and more stops
- Time 800
- The first four items would be a good start
- Less bums, drugies and crazy folks riding all day just for fun
- Covered bus stops, more of them, more frequent stops and more routes
- A stop near me. I saw your map and it had a stop at Mesquite and Blue Angle. I have lived hear for 30 years no bus stop. The nearest to me is too far to walk. I am a senior citizen and can't walk that far.
- Regular schedule
- Close and put out of business
- Longer run times
- I do ride but infrequently
- Go into mall, Walmart, etc.
- No fee tv
- Pick up time
- Would need to feel safe as a single female rider





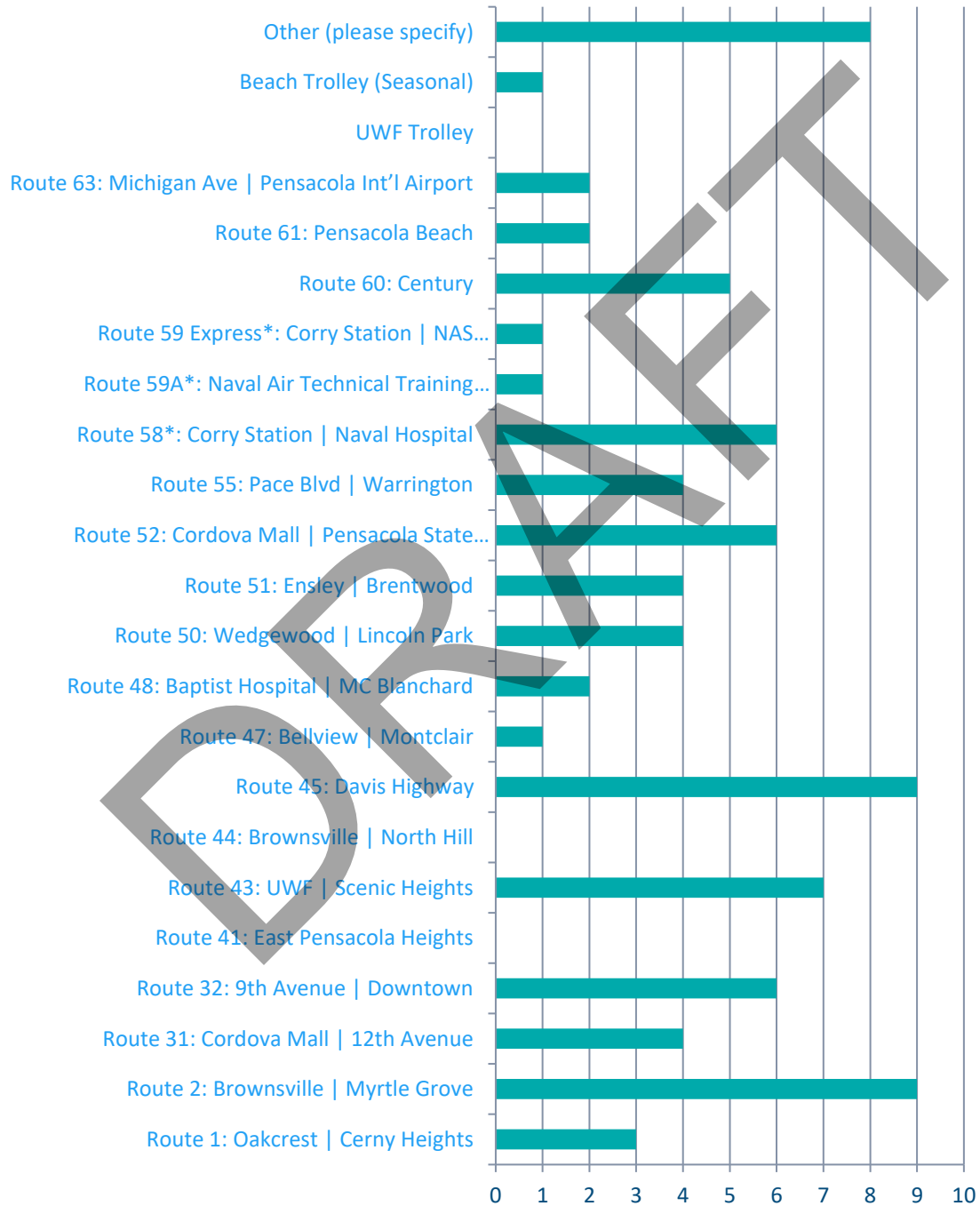
- Ecat needs to start adding light rail so they can improve smaller buss routes that run more frequently
- I am going for groceries or. Home repair items none of which can be done by using a bus
- Light rail from 9 mile to downtown
- Make bus stops near a business that you could wait inside, especially after dark
- I'm open to the bus, I just drive because of the flexibility
- My bus was Route 41. Please restart one that goes to the East end of Cervantes.

DRAFT



Figure 114 | Question 19 Results

Which route/corridor would you like higher frequency, i.e. less time between buses? Select one.



Other:



- All X3
- Massachusetts Ave
- Bauer Rd | Perdido Key
- The old way every 30 minutes
- Myrtle Grove to W. on Mobile Hwy
- Gulf breeze hospital

Figure 115 | Question 20 Results



Other:

- Navarre
- Don't know
- Beulah, West 9 Mile Rd.
- Pace/Milton
- Beulah x4
- Cantonment 9 mile east
- To Scenic Hwy/East Pensacola Heights
- North end of escambia
- North Pensacola
- Pensacola Beach
- Beulah nine mile road
- Molino x2



- Cantonment x 5
- New Warrington rd, old corry
- West Pensacola not perdido key but west of blue angel
- Closer to neighborhood street
- Outlying subdivisions
- Scenic Hwy area. I used Route 41 before it was discontinued
- Nine mile Road
- West Pensacola
- Route 50
- Noceville/Defuniak Springs/Ponce De Leon
- I live on Scenic Hwy. Please make a stop at Cervantes near Perry Ave. st
- I don't know – not familiar with these areas
- Winndixie
- Further north
- Na
- None
- Blue Angel to the Fresenius dialysis clinic
- West Pensacola
- Nine mile road
- Davis Highway Area
- Gonzales
- Not sure
- None, increase frequency of existing service first
- Does not pertain
- Gulf Breeze
- Ni
- Bring back Route 41 or have a stop at the East end of Cervantes at Perry St
- All chemstrand north of 9 mile
- Ensely/Cantonment Area
- Pine Forest area
- Actually, I think bus services should be eliminated
- Creighton and Lanier
- Nine mile
- More thorough coverage within Escambia County
- 98 & airport rd
- 292 west of Fairfield Dr
- 9 Mile Rd area
- Detroit blvd and nine mile road



- Nfcu
- Beulah area
- Cantonment kingsfield/297a
- West side
- 10 mile road
- I don't know – not familiar with these areas
- Downtown
- Gulf Breeze
- Down Creighton's Road, Down Lanely in Pensacola
- Pensacola
- NAVAL AIR STATION, SURROUNDING OFFICE PARKS, EAST PENSACOLA (17<sup>TH</sup> & 20<sup>T</sup> AV) AND OUTER SUBURBS

Table 46 | Question 21 Results

What additional improvements would you like to make to the ECAT system?	
Respondents	Responses
1	Sunday service
2	Corners can be closer than the bus stop many times.
3	Better technology, frequent and more expansion of routes, more benches
4	I can't say since I don't ride at this time, but like the idea that it is available.
5	None
6	More funding lower rates, More frequent buses.
7	Increase in number of shelters so that I can sit down!
8	None
9	More frequency
10	More times and routes
11	run on Sunday
12	NA
13	I haven't ridden ECAT so I am not sure...perhaps an online pay system, if already not in place (?)
14	Come into my neighborhood 50 year of family and friends riding, we still walk a long way to and from the stop.
15	More frequent trips
16	Make everyone where Mask not pick and choose who and bus drivers personalities are angry and awful and only 10 riders due to covid-19
17	Fewer transfers for short distances
18	go back to normal service times
19	N/a
20	Drequency





### What additional improvements would you like to make to the ECAT system?

Respondents	Responses
21	Longer Buses
22	I would like to see buses become a viable alternative to personal cars. More stops, more frequency, more routes, smaller buses to allow for increased routes and stops.
23	Better guides
24	That i can't truly elaborate on, since i don't use ECAT at present.
25	Come outside the county LLP a
26	The management of Ecat needs some new faces with new ideas. They need more advertising- still a lot of people that don't know they have a route to Gulf Breeze and the beach area...
27	Drivers using the microphone
28	Benches at all stops
29	Buses on time and more routes to outlier areas
30	New routes.
31	If u could run on Sunday would be great as well and there are people who work on Sunday such as my husband Michael Mozley
32	More coverage general area
33	None needed in my opinion
34	I do not know.
35	Update to current or cutting edge technology
36	branches seats at stops
37	None
38	Look at on call services more like an Uber or a taxi instead of running buses that may be Vastly under used all day long
39	With no benches or weather shelters at bus stops, weather makes these a necessary not an extra
40	Better bus stops, specially for rainy days. More seating and covered stops for hot days. Faster and better connected routs. Less time to wait on the next bus
41	Better access to Pensacola zbrach from down twin.
42	Better time accuracy on pick up time.
43	Ease of payment. Exact change hard to come by since my trips are sometimres irregularly spaced. Service to Nortjpointe/Westpointe Retirement Community's.
44	Utilize park and ride at large parking lots, speed up travel, have stops between intersections, be on time
45	N/A
46	X



### What additional improvements would you like to make to the ECAT system?

Respondents	Responses
47	Move the bus stop benches back off the sidewalks. Most have been installed diagonally with one end on the sidewalk. Baby stroller can't get by on the sidewalk on two of them near UWF.
48	Increase frequency of routes
49	Each bus stop should be required to have an awning, canopy etc to protect riders while they wait for the bus.
50	None at all
51	Assistance for handicapped people.
52	Re-visit your hiring practices.
53	New buses
54	Highly visible stop areas and that's all I can think o to suggest at this time. More accessible and easily understood route chart
55	More efficient routes
56	Afternoons
57	Express route
58	Shorter time on bus
59	You need to make routes to the Navy Federal call center. I used to work there and I've talked to so many employees who wish there was a route to this area. Additionally, routes to this location will cut back on traffic/emissions. This is an opportunity to increase ECAT's cash flow, and you guys constantly pass up this opportunity. Do you not want more money? What's the issue?
60	go back to the regular schedule
61	Don't know
62	Better shelter at stops, more routes, easier route guide
63	More stops on north route.
64	Mobile app to schedule pickups and view routes. This will allow riders a better idea where the bus is and the drivers to know where to pick up riders
65	Put seatbelts on the bus for the kids
66	New buses
67	other than that.
68	It to come by more
69	Easier to read brochure
70	Continue to do the wonderful job yall do
71	I would like to see busses run later, bus tracker, Friendly driver
72	Don't make all of us pay more gas taxes when we're not serviced by ecata! We can't use the system, but are paying for it.
73	Áreas for bus to stop without blocking traffic



### What additional improvements would you like to make to the ECAT system?

Respondents	Responses
	The Covid restrictions led to more crowded busses.
74	The route(s) from home to work do not mesh with an 8 to 5 schedule. (Coming from w Hwy 98 to downtown)  Also no way for my high school kid to get home from PHS to w Hwy 98 in a timely way. It can be done but it would take longer than it's worth
75	Cleaner and safer
76	I
77	Privatize it
78	Better communication
79	Smaller, more efficient buses since there are never more than a few people riding.
80	None
81	Simple understanding of the bus times
82	Help on and off bus.
83	Coming ever hrs.
84	Saturday service to Scenic Hwy.
85	Dunno
86	Add more buses
87	Perhaps shelters at stops especially in myrtle grove Jackson 49 th perhaps a bus to gulf breeze
88	Create EXPRESS ROUTES linked to LOCAL ROUTES in order to substantially reduce traveling from any Point A to any Point B.
89	More frequent buses, longer run times (buses running til like 10 or 11 pm)
90	None
91	WiFi
92	Better sitting arrangements, cleaner facilities, safety/enforce rules and add credit/debit fares
93	Move the inbound and outbound stops closer and obvious. I have several stops where the stops are at least a block away. I count 2 blocks between stops. There are stops that aren't wheelchair accessible. (All along Rt 31, RT 63, 42,, 41,45). No there are routes where the stops are too far apart or just not there. There is a 63 inbound stop on East Airport after Davis Hwy but nothing closer than the stop at the Hilton Garden Inn.stop. My dentist is on Garden Gate Circle and I have to take a Lyft because there is nothing but dirt from that stop to Davis Hwy.
94	Bring service to our area
95	Keep the cost for seniors down. Senior seats are always filled with young people.
96	Add more bus benches and more buses.
97	Have buses run more frequently



What additional improvements would you like to make to the ECAT system?

Respondents	Responses
98	Route 50
99	Increase how long the bus runs for more hours.
100	More routes
101	none
102	Higher frequency of rides, expand service area
103	I don't know enough about the system, routes and times to make a suggested improvement.
104	None
105	More frequently, additional stops in neighborhoods not just the main roads. Minimal waking and/or carrying stuff back and forth
106	Cheaper fares and more benches around town
107	Smaller buses would allow for more routes.
108	none
109	Shuttle from transit station to work
110	Added security to bus stop locations and or on buses
111	The system is terrible and unless you fix it, I will not be riding your sad public transit.
112	New Buses
113	It would be nice to have some shelters at the bus stops on gulf Beach highway
114	Easter access
115	Stops in more areas, bus service at night, decreased travel time.
116	BusingondVlshighway
117	I would like more information publicly available
118	More cover at bus stops
119	None
120	Bus tracking app
121	More seats in the bus
122	More thorough routes through residential areas, longer service hours
123	To get on time
124	.
125	Priority lanes.



What additional improvements would you like to make to the ECAT system?

Respondents	Responses
126	Focus on downtown areas and the beach. Areas where the bus should be a primary transportation mode. This will require reliable and frequent service. Clear route information and low cost. Downtown routes should be free at first until ridership shows a strong and consistent demand. Look to Cities like Tampa for their transit examples. They have diverse options with beyond excellent bus service. Extremely easy to hop on and off, very frequent pick up and low to no cost. They are growing slowly. Working in small areas and expanding. The street car is a good example.
127	Smaller buses and use of van type vehicles.
128	More kind drivers
129	Smaller. Uses electric
130	Schedule express routes with local routes going from trip origin to express route, followed by express route, ending with local routes going from express route to destination. It would cut the trip time significantly and improve ridership.  Having WIFI where one can monitor ones trip would also help.
131	Better times
132	cleaner buses
133	Special section for people with disabled dogs
134	None
135	Get more covered benches!!
136	Have the county pay users travel by Uber and cut ECAT out
137	Frequent stops and making the system work better by not having to go to a transit station to catch another bus
138	Don't know of any at this time.
139	More buses, more routes, more benches.
140	More stops downtown. Expand Service Area
141	Drop off pick up stops at all dialysis clinics
142	Maybe late night routes for people who work late at night would be a plus.
143	Smaller buses, stop covering the windows ( if someone was in need there's no way for someone outside the bus to see. It's like having heavy tinted windows in a car
144	More routes
145	More frequent pick ups, more stops outside the core, & more transfer hubs.
146	More stops with rain protection and more rush hour routes for workers...and remembering even the west side pays taxes for services. Why can navy people not take a route to the airport? Why can west side single parents not have transportation to jobs? We need safer, lighted, covered stops in all areas.
147	Expand routes and increase availability
148	Non





### What additional improvements would you like to make to the ECAT system?

Respondents	Responses
149	More shelters
150	More express type routes
151	N
152	Route times
153	Friendly Customer service. Bus drivers are rude.
154	Expand to more areas of the city more frequent trips which could lessen the amount of people per ride.
155	Driver Attitude and Some of them don't know the routes. They all need to learn the routes. They give you the wrong routes and time. Bring back the route guides.
156	More buses
157	More route
158	Get rid of the rude drivers. You know who they are.
159	Greater service area
160	Na
161	Public transportation is something that will only enrich the area it's serving.
162	Covered bench seats
163	Easier transfers
164	More frequently n later
165	More routes out to 9mile corridor as it is booming with new businesses.
166	Smaller busses
167	Not sure
168	Making sure drivers don't take off until passengers are seated. Drivers are in to much of a hurry. And making sure drivers are pulling to the curb for passengers to get on the bus properly and safely. And let drivers know not to come to early at the bus stop. Sometimes they come too early and passengers miss their trip
169	Routes in Santa Rosa County! Would love to use public transportation!
170	Better connection between Pine Forest Road and Highway 29
171	More bus stops on Brent lane and later hours
172	Later hours
173	More covered areas away from inclement weather
174	Service to outlying areas of Escambia county off of Kingsfield road
175	Keep the dangerous low life's off the bus!
176	Not sure
177	New buses
178	Increase frequency of existing routes.
179	Idk
180	None



### What additional improvements would you like to make to the ECAT system?

Respondents	Responses
181	Modernize with easy online ways to learn about, use, and pay for ECAT.
182	permanent, dedicated funding through gas tax revenues. BCC needs to stop trying to remove the needed funding.
183	Later times as I work at 10pm. I have to wait 3 hrs...even before my shift starts
184	More benches with protection from rain. Decrease travel time. Additional stops.
185	None
186	Pick up mobile
187	Frequency.
188	Get rid of unused routes
189	More stops further north
190	More available routs
191	See answer fro #11
192	Travel time
193	elimination of this
194	More benches
195	Later hours at night from major work areas
196	Make reading routes easier being able to know which bus you can catch along the way etc
197	Close
198	See#14
199	GPS audits of routes because drivers in smaller vehicles are not stopping at crossings
200	None
201	Later hours
202	More bus stops and benches with shelter I have kids
203	Longer run times
204	Electric powered small vehicles to do popular routes, Apple Market to Palafox pier or airport or mall. Pay online.
205	More routes from airport. Connectors to santa rosa or orange beach.
206	Bus driver the puck and choose we all are customer
207	Increasing frequency of buses coming every 20 minutes on main routes such as Brent lane and palafox/29 Fairfield and w street,Gulf Beach hwy and Barancas,Scenic Hwy as well as nine mile.
208	Clean bathrooms with soap and paper towels
209	More PR
210	Less travel time shelter



### What additional improvements would you like to make to the ECAT system?

Respondents	Responses
211	I used to work with people that had to catch a bus around 10 or 12 to be at work by 3. That is unsat. Make it more convenient for the people that work. Go longer hours in the evening. Some people work afternoons and evenings.
212	Bus stops with cover
213	The bus coming more often
214	I would like to see expanded coverage throughout Escambia County. I work at a location heavily dependent on public transportation, and oftentimes the lack of availability of bus routes/stops in many areas is a barrier to services that would help many families in the county,
215	Mo
216	Allow more than 10 people in them, allow people who request it to board using the front door, clean and remodel the disgusting ladies' bathroom, allow us to wait inside the lounge area at ecat, run night service buses to main interest areas, how about a bus to the zoo? I hear we have a zoo, but i've never been able to go see it because there's no buses there, teaching your bus drivers how to drive the buses without jerking the customers around every few seconds while in transit (smoother rides)
217	Run every hour than every 2 hour
218	Less wait time.
219	Change routes
220	Charge everyone a fare. Let drivers where at least a stun gun to protect the passengers incase of a hostile situation
221	change to electric or other alt system
222	Not sure.
223	Easy access to info/understanding of routes
224	As a previous rider, travel time efficiency.
225	Learn from any third world country. Even they do it better than you. In the US look at small communities with public transportation (Dorchester, MD and Moses Lake, WA.)
226	Stops on 9 Mile Rd
227	Put more pick up sites.
228	N/A
229	Bus services to Navy Federal
230	Routes in the 9 mile rd area. More sheltered sitting areas at bus stops. I use public transportation in big cities when I visit, but in Pensacola it never suits my need!
231	Covered benches
232	Smaller Busses, more frequencies for suburban routes. Leave big busses to increase frequencies on routes like 43 and 45.
233	Newer buses and route both ways on nine mile road



What additional improvements would you like to make to the ECAT system?

Respondents	Responses
234	Incorporate all of nine mile
235	nicer, friendlier drivers. Some just rude for no reason
236	Early morning time.
237	Close it
238	Longer times in the evenings A commute that does not take me over an 1hr
239	Beulah area
240	Sunday and 24 hour bus service
241	Help customers more
242	Hook up with the Transit app
243	ECAT could help people in the 32505 zip code get good Navy Federal jobs if they could transport that route.
244	Would like a stop closer to Westover Ave.
245	Frequency
246	None
247	.
248	Just what I discussed
249	More routes with regular departure times.
250	Benches at bus stops. Buses to new areas
251	More friendly drivers
252	Shorter time between buses.
253	Need buses to cover the area that are none
254	Rail
255	More stops so I wouldn't have to walk so far to the stop nearest my house.
256	Make routes easier to understand. Increased frequency of stops
257	Easier to understand transit maps and times online
258	Commuter rail. This would make it so all of the could be covered by buses and smaller routes that are more frequent which means more ridership and less maintenance
259	Have real time location available.
260	I'm uncertain
261	Bus run more often
262	None
263	Improve transit times. A route, along Chemstrand Rd. North. Better access for service to lower income people.
264	Make it mandatory for customers to wear a mask or don't allow them to ride.
265	I don't



What additional improvements would you like to make to the ECAT system?

Respondents	Responses
266	According to the buses I see, smaller more economical buses could be used.
267	There's not one bus that goes down Creighton Road and be nice if there was some kind of route that include Creighton Road
268	Drivers more friendly
269	It takes too long to get anywhere and the buses are rarely on time. Good public transportation is an economy booster!
270	Longer hours
271	A light rail system with a north-south line, and an east-west line
272	I believe it would greatly benefit ECat to have buses going to and from destination rather than just in a circle. Especially in residential areas for example on olive rd to Johnson ave. Other areas as well. This would help because instead of having to take a bus all the way back to the station then to where you need to go you could catch it both ways. Its more time effective.  Also, a route for Sunday. People work more than Mon-Sat and later routes
273	Some direct routes. Should not have to change buses to go to downtown.
274	More stops, wider area
275	More shelters while waiting for bus
276	Smaller busses and more frequently
277	Real time app location of bus would be awesome.
278	More routes
279	Work on the Para transit system and have them be ON TIME to pick people up
280	Easier wheelchair loading
281	An app to determine how to get from point A to point B, as all major cities have.  Increased hours  Short ride times
282	More routes, longer hours
283	None
284	Us tracking in DoubleMap only show busses half the time. Live bus tracking on the mobile phone makes catching the bus easier.
285	More buses more often
286	Make the bus fair cheaper
287	Buses should stop at ALL libraries!  Buses should stop at ALL LARGE SHOPPING AREAS SUCH AS WALMARTS AND MALLS.





What additional improvements would you like to make to the ECAT system?

Respondents	Responses
288	I'm new here but it would be nice to be able to ride to east Pensacola hospitals or shopping areas
289	Can't think of any now.
290	More direct routes
291	More Covered Bus Stops w/Benches, more frequent service, service extended to 11 pm.
292	There needs to be a stop closer to where we live in Cantonment- in Iron Horse subdivision. My husband used to have to leave work to pick up my daughter from home and drive her to a stop on 9 mile road between Palafox and Chemstrand so that she could get to PSC for class. We used to live in the DC area where it was so easy to take public transit!
293	Make bus stops safer.
294	Na
295	Expand routes
296	Extended hours on certain routes for people who may be working late night instead of just one route I.e rt 59
297	There ARE excellent bus drivers, but you need them more frequently.
298	knowing I could catch a bus after going out to dinner at 7pm
299	No improvements
300	Smaller busses.
301	Safer bus stops. Add lighting
302	Longer service time
303	Less time
304	Have a route for Creighton's road, lot of people go to the Walmart on Creighton's road Pensacola.
305	Bring back your normal schedules and eliminate the mask rule. Making us wear one is a violation of our civil rights
306	Additional stops in Century
307	More bus routes, buses working day and night, some people work the night shift and don't have a way to go only by bus
308	More covered shelter and seats at stops
309	More handicapped accessible for wheelchair
310	Better bus stop facilities. Benches,
311	I liked riding the bus, before my Route was eliminated.
312	The busses to come more than every two hours.
313	More frequency, less travel time, cheaper fare days (specific), more encouragement for happiness, more rain shelters in poorer neighborhoods and area stops.
314	None
315	Since it is contracted out I want the drivers compensated better, mechanics compensated better. Lowest bid should not be a sole criteria.

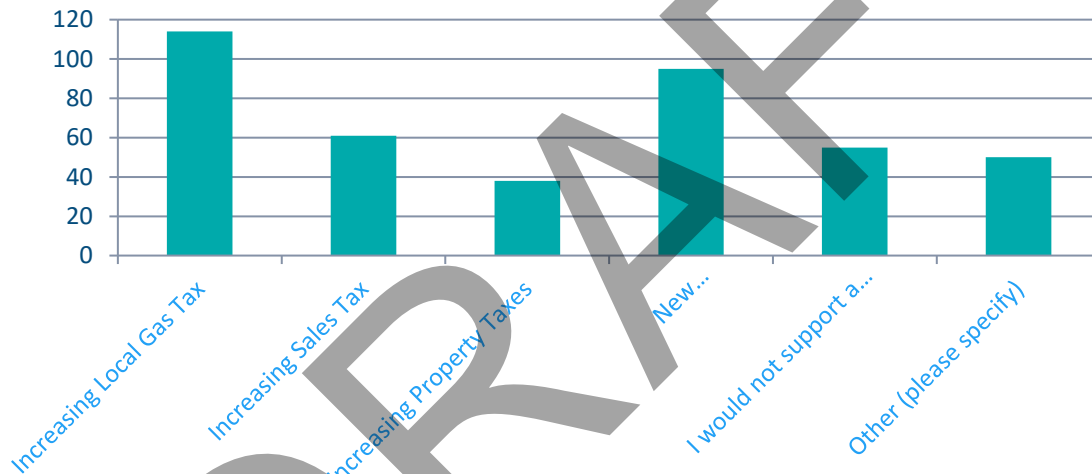


What additional improvements would you like to make to the ECAT system?

Respondents	Responses
316	Having benches and shelters at bus stops that does not have them.
317	Buses should be running til 9pm Mon thru Sat every hour on Sat too
318	INCREASE SERVICE TO SURROUNDING AREAS.
319	Look at mobility overall and tie buses into that. Look at more modern , vehicles, autonomous for downtown

Figure 116 | Question 22 Results

Making the improvements you identified may require additional funding for ECAT. Which funding mechanisms would you support? Check all that apply.



Other:

- Not sure...lottery money
- No improvement needed just stop the delays on route 50
- Easier guides to understand
- Not sure
- Increase tourist base tax
- Higher bus fare
- Last time you increase the gas tech failed to realize that the people at North use more gas to get in and out of town yet received no benefit of the tax increase with services rendered.
- Tourismus tax
- State funding for a new concept, like the monorail at Disney World.
- Use smaller buses on routes which have small number of riders. Would save money on fuel



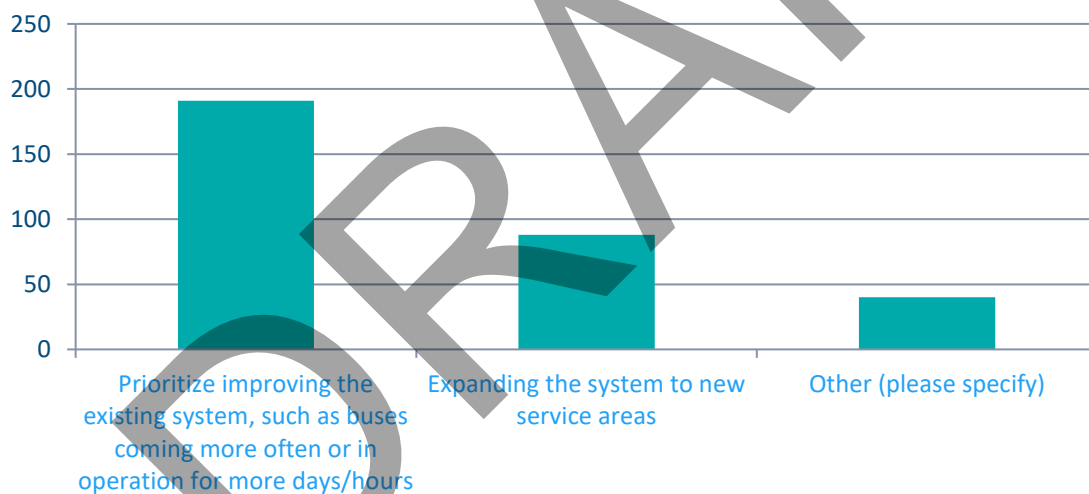
- Cut certain costs and streamline
- Add more route, get more cash in the bank. It's not rocket science
- Employer contribution
- New Buses
- None
- Daily, weekly, & monthly discount bus passes
- Increase fares
- Just charge more for the rides. I would expect the number of people riding the bus to increase substantially which would allow ECAT to continue with reduced rates for certain people.
- Increase fee
- New Buses
- Tourism
- Just charge the rider what it costs to provide the ride. If some can't afford that, figure out how to cover the expense.
- Have Areas find raisers
- Use the tax money you just got
- Raise price of ticket unless the person is on disability or other assistance
- Smaller buses – I have never seen a full or even half full bus. Those big monsters are out of date. Smaller buses and more routes.
- You get enough from the federal government
- I would ride more, and so would a lot of other people
- Not sure
- Should not have to be like that
- Unknown
- Already paid and the sop and time
- I would only support users paying for the costs of operating this service
- Make people that w
- None
- Sponsorship from local businesses
- Hi
- I have no idea which one I support. None of the changes I mentioned would warrant any of them since you already used to do most of it
- N/A
- Bus fare
- Grants?
- I don't have an answer
- Business/County partnerships. Hospitals, Utilities, Naval base, Navy Federal, etc.



- The public voted for a percentage that is too much in the first place. I am not opposed to supporting this system, but sometimes too much funding causes money to be used for things other than the original need.
- More convenience would mean more paying customers
- Riders fees
- Not sure
- Get matching or available Federal & state funding
- 5 CENT SALES TAX TO FUND TRANSIT, AS WELL AS FULL TRANSPARENCY & ACCOUNTABILITY FOR WHAT THIS ADDITIONAL REVENUE WOULD PAY FOR
- Like uber. Pay as you ride

Figure 117 | Question 23 Results

Due to limited financial resources, should ECAT prioritize improving the existing system or expanding to new service areas?



Other:

- I have heard that buses have many empty seats. Maybe use smaller vehicles and run more often if needed.
- Where is the most need for transportation? That is where we need to start
- Last time you increase the gas tech failed to realize that the people at North use more gas to get in and out of town yet received no benefit of the tax increase with services rendered.
- Of course, if not properly cared for, it will degrade and cease to exist.
- Improve routes, maybe have a sign up system for some routes, so they only run when there is a need.



- They should use smaller size bus. Also have service to all areas that that are paying tax for this with zero service.
- Existing routes are ok but it is difficult to get across town to a Dr appt or work without it taking hours or the entire day. Also smaller busses seem to be a more ecological choice and hybrid or slt fuel busses might be worth investing in. The bus system could increase ridership if you could do park n ride locations for regular customers.
- Privatize it
- Prioritize implementing the EXPRESS ROUTES, then bring in new service areas
- Both
- A transfer station
- Both
- A mixture focus on downtown and improve service, reliability and ease of use and more comfortable and convenient stops to increase ridership. Do tons of outreach to break the stigma that riding the bus is only for the poor. Introduction through major events may be a good way.
- Discontinue ECAT
- Taxes were raised to improve the system so what happened? Smaller buses and reevaluate routes. The school system can pick up every child in the county then why can't we have a valued bus system for our tax money?
- ??
- Longer hours and Sunday
- I see more empty busses then with people in them
- I highly encourage a very limited operation of this service. It is a huge waste of \$\$\$ and a drain on non-users
- Make people that want to ride fully fund this bleeding heart waste of money.
- Both
- Doppler's revampto small electric vehicles and vouchers for private rides
- Both. People need to work and all of the places that are hiring right now are in the outlying areas like milton, pace, and molino and people can't afford to take all day to get to their jobs like the way your schedules for buses are forcing on us now.
- Both
- Close it and save wasted money
- A little of both
- Determine where services are most needed
- Light rail service
- Truly the only way forward is to start investing in light rail. Once we have commuter rail that goes from the North End of the county to the South we can re distribute the current fleet of busses to be more efficient in there routes. Having light rail will also make it better for citizens that need to use the busses to get to work as they will have shorter wait times. I would say we should looks at





older Commuter Rail trains that are being replaced in other major cities as they would work great as starters while we try to build our own network.

- If new service areas would cause a significant up tick in usage, that would be the correct choice
- Better service to people with disabilities
- Both would be nice
- And added stops
- Both of the above
- Take the opinion of those that are currently using ecata
- Do both, by doing so you increase ridership
- More routes at night for people who work downtown
- I suggest a hybrid of improving existing operation and look toward additional coverage areas. Get the drivers inputs on how to improve routes, schedules and getting the buses where/when needed. They are our best bet on improving and increasing services.
- Both
- Re look at current routes and see which could gain more ridership and also new routes

Figure 118 | Question 24 Results

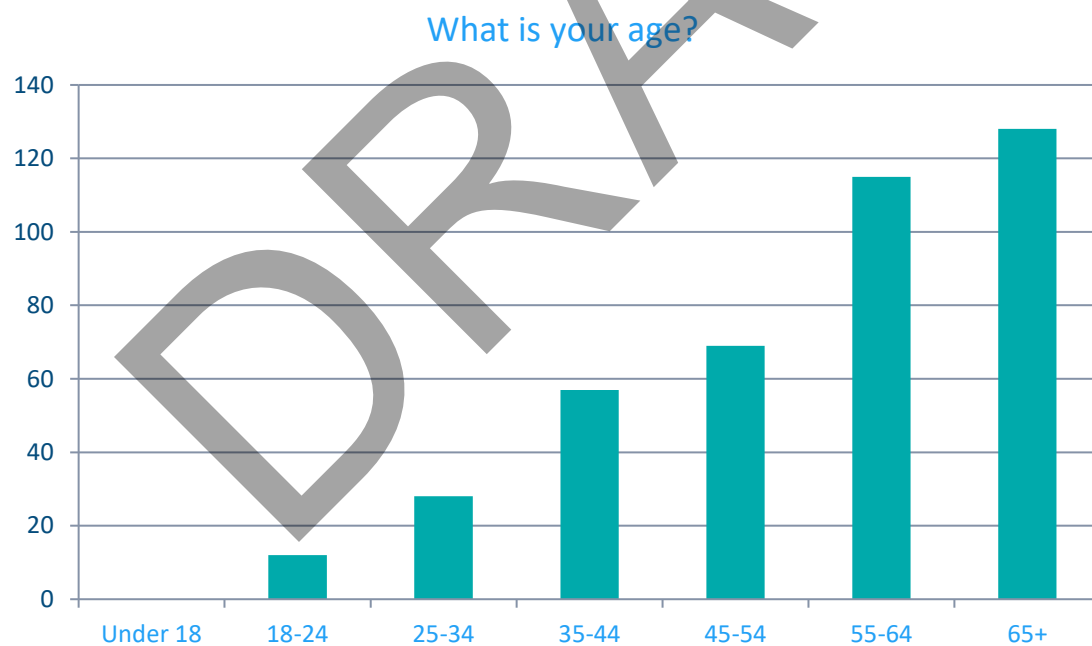
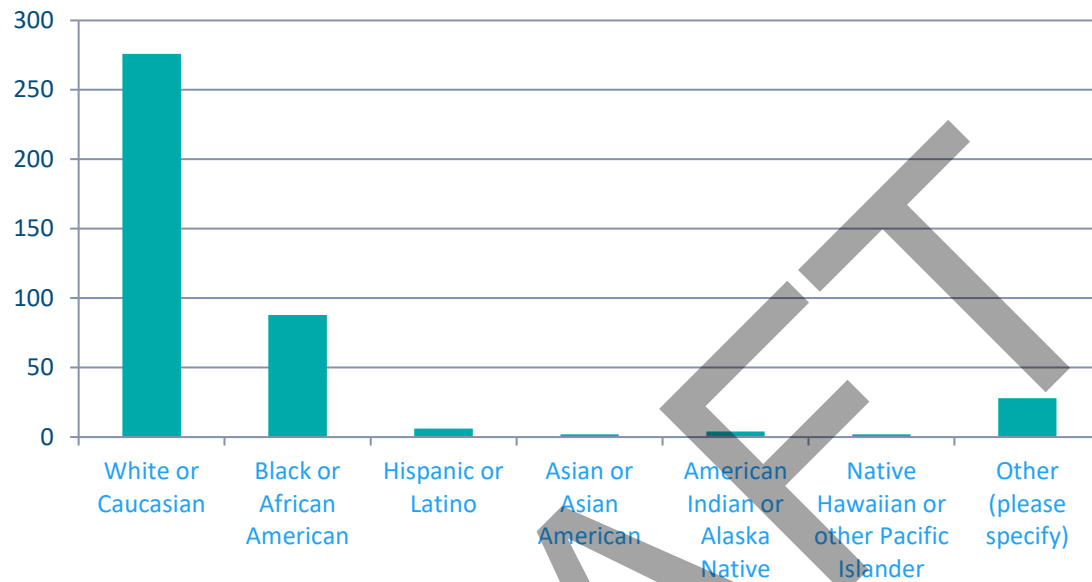




Figure 119 | Question 25 Routes

### What is your race/ethnicity?



Other:

- Caucasian and Asian American
- European American
- 2 or more
- Human X4
- Prefer not to answer
- Bi-racial
- Why should that matter
- American
- Mixed white samoan
- Why ask this? What does race/ethnicity have to do with it?
- None X2
- Multiple races
- Ggggg
- Unknown
- Not Important. Why ask
- Refuse to answer
- Citizen
- Italian



- No reason for this question to be asked
- Unspecified
- American mutt...I have historical ancestors from many diverse systems. I do not have a specific word to identify to.
- N/A

Figure 120 | Question 26 Results

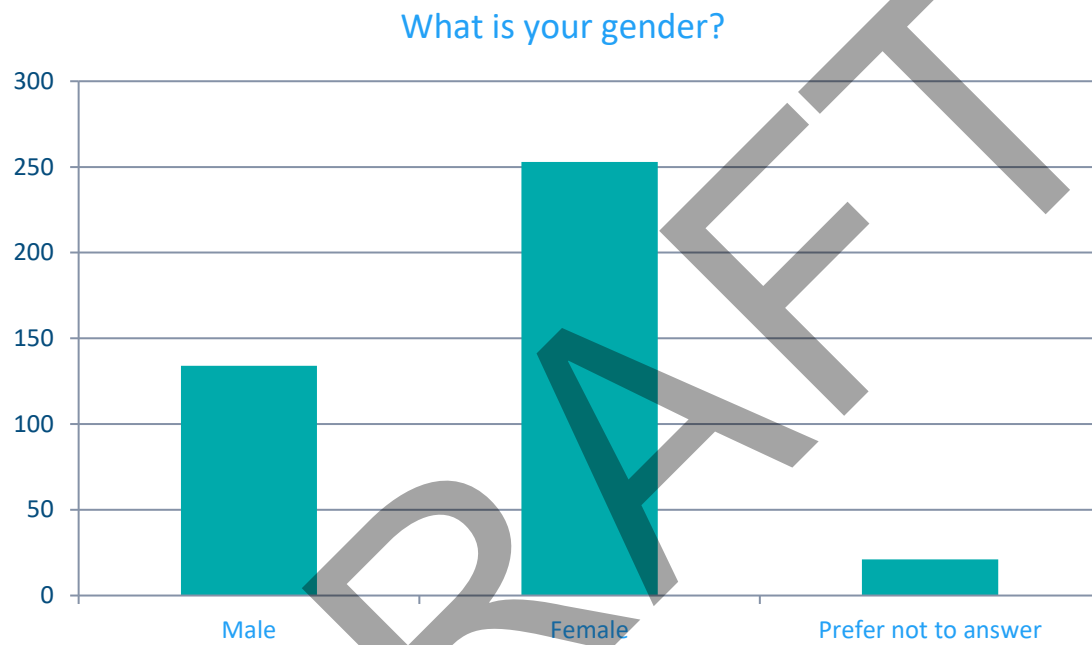




Figure 121 | Question 27 Results



Figure 122 | Question 28 Results

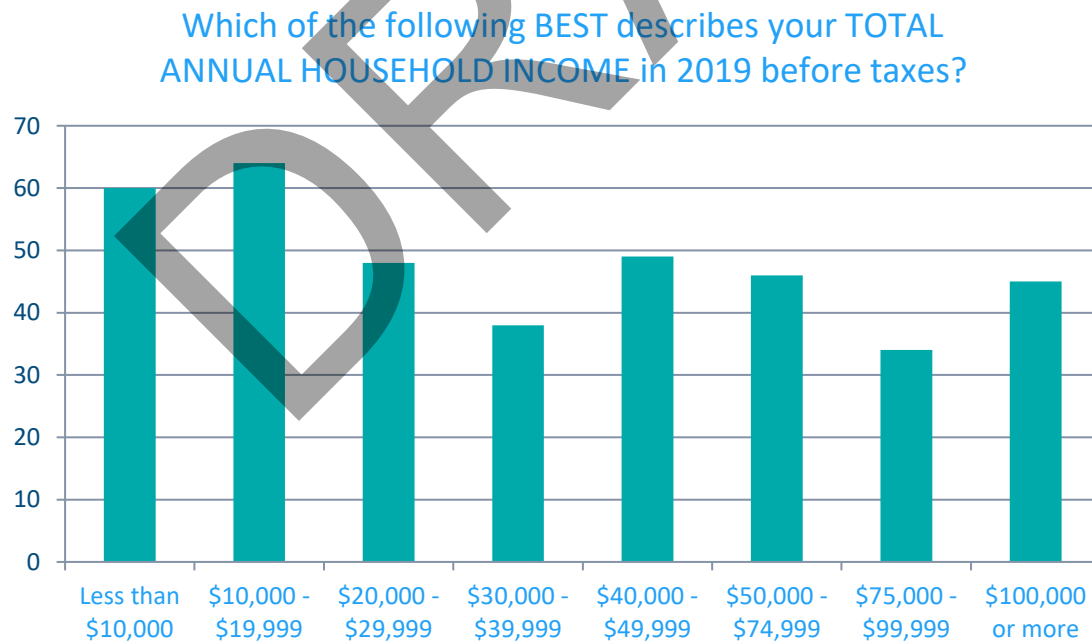




Table 47 | Question 29 Results

Your opinion matters, and we appreciate you taking the time to complete our survey. If you'd like to receive future updates on the Your Service, Your Say initiative, please provide your email and/or phone number. Your email and phone number will be disassociated from your survey responses.

Respondents	Email:	Phone Number:
Confidential		

DRAFT





## Phase III Survey Results

Thank you for taking this survey. It will take approximately 4 minutes for you to complete. During the survey, you will be asked to determine the level of importance of several potential projects. Any personal information identified in this survey will remain strictly confidential and will never be sold or shared.

If you have questions, concerns, or other comments that you would like to provide outside of this survey, please email us at [ECAT@myescambia.com](mailto:ECAT@myescambia.com).

Figure 123 | Question 1 Results

Provide transit service to the Navy Federal Credit Union Office/Heritage Oak Commerce Park on Nine Mile Road.

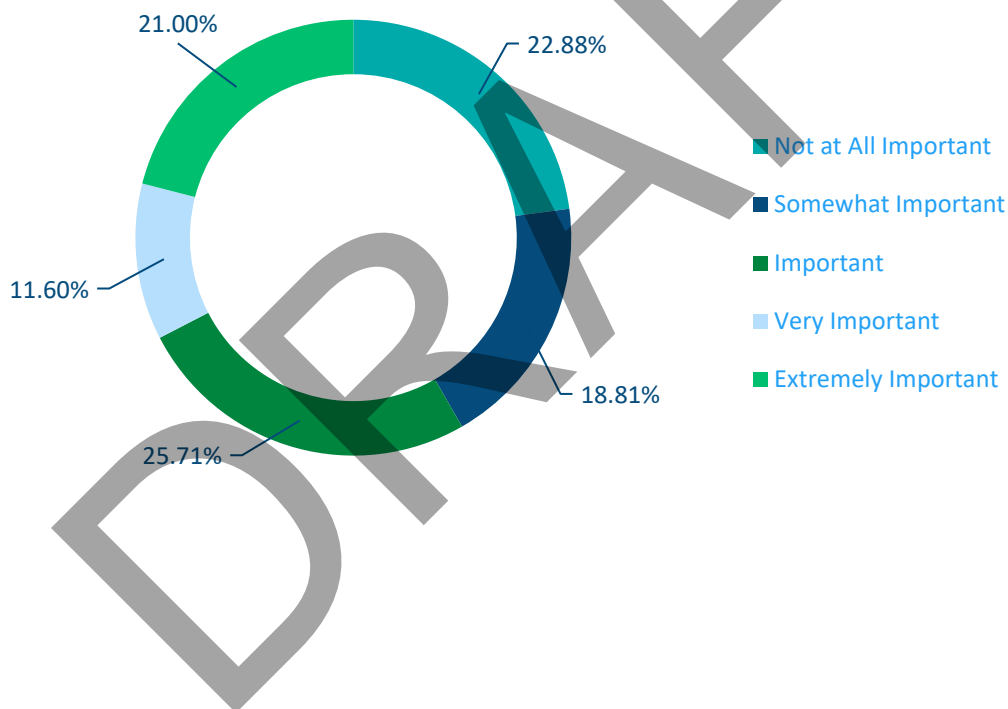




Figure 124 | Question 2 Results

Create a new commuter express bus route to Milton along US 90 with stops in Pace and ending at the Rosa Parks Transfer Center where riders can access the rest of the transit system.

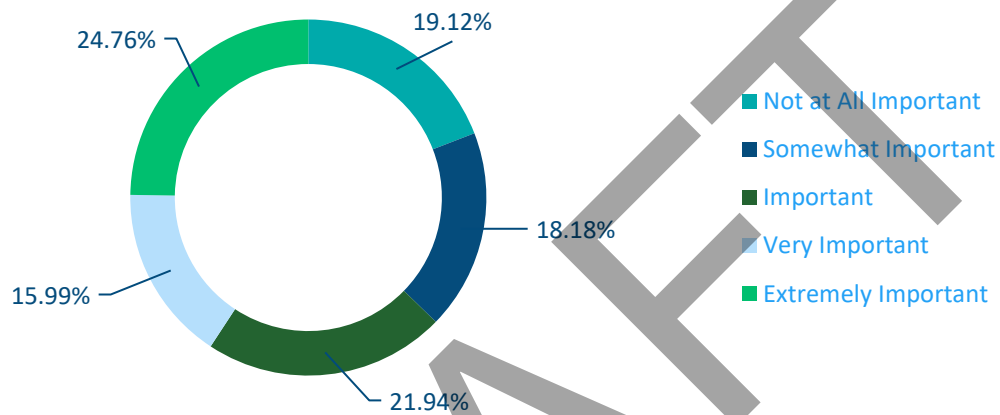


Figure 125 | Question 3 Results

Create a new route along Gulf Breeze Parkway (US-98) from Gulf Breeze to the Tiger Point Community Center, continuing the detour service that was put in place after the closure of the Pensacola Bay Bridge.

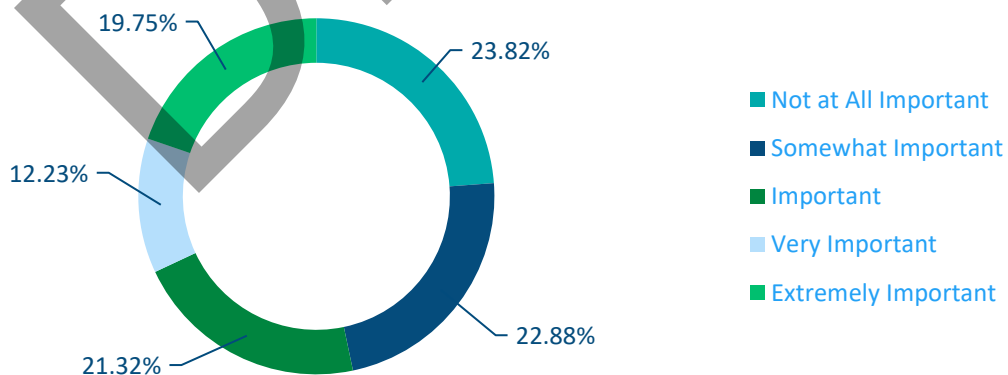




Figure 126 | Question 4 Results

Increase transit service on Sunday to match the current Saturday service levels.

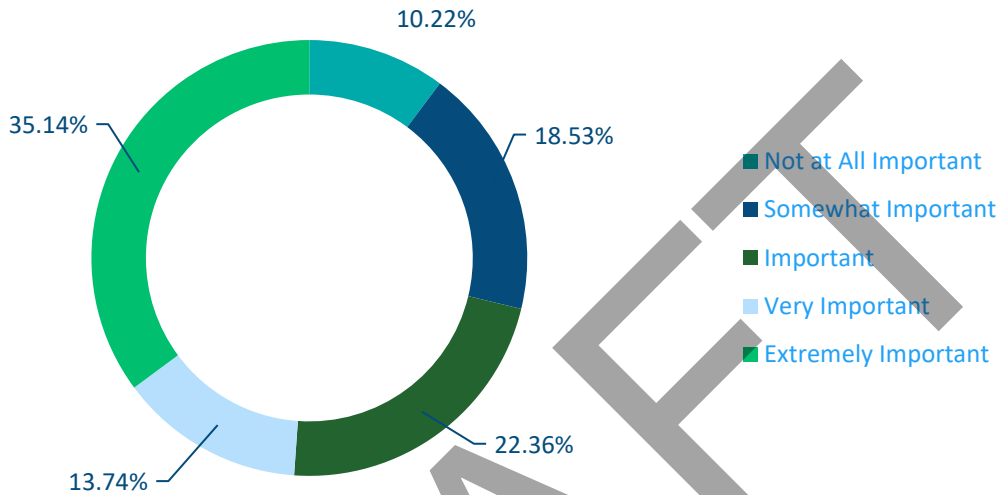


Figure 127 | Question 5 Results

Increase transit service on Saturdays to match current weekday service levels.

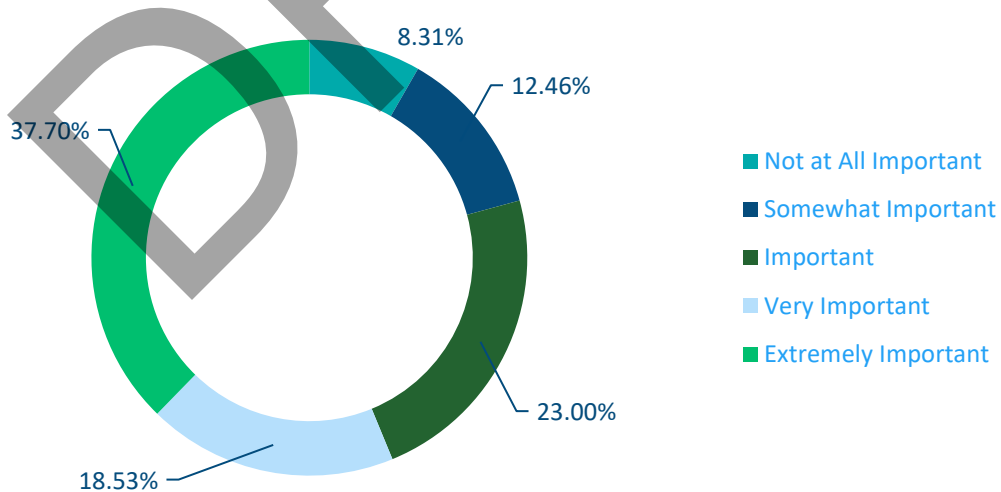




Figure 128 | Question 6 Results

Expand the hours of operation for the weekday service so that all routes end at 10 pm.

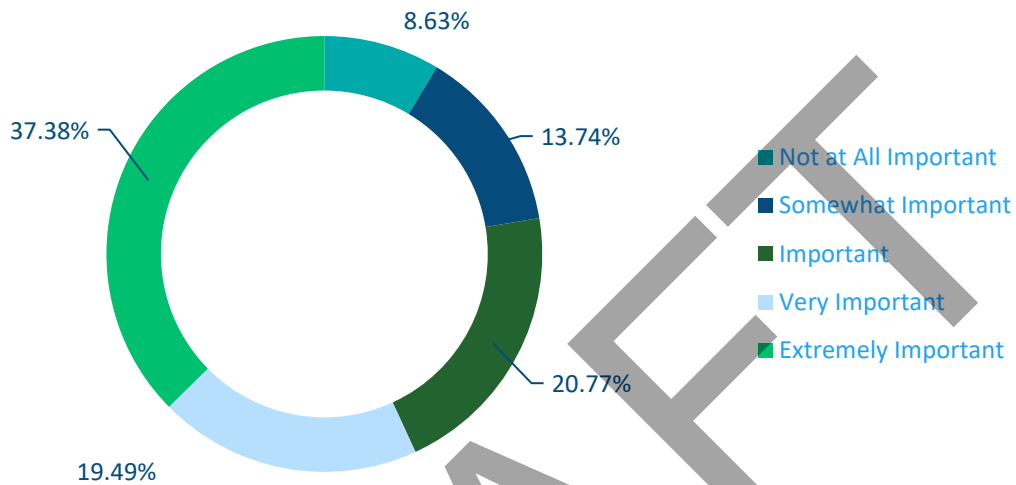


Figure 129 | Question 7 Results

Double the frequency on Route 1 (W Fairfield Drive & Mobile Highway) from every 60 minutes on weekdays and every 120 minutes on Saturdays to every 30 minutes on weekdays and 60 minutes on Saturdays.

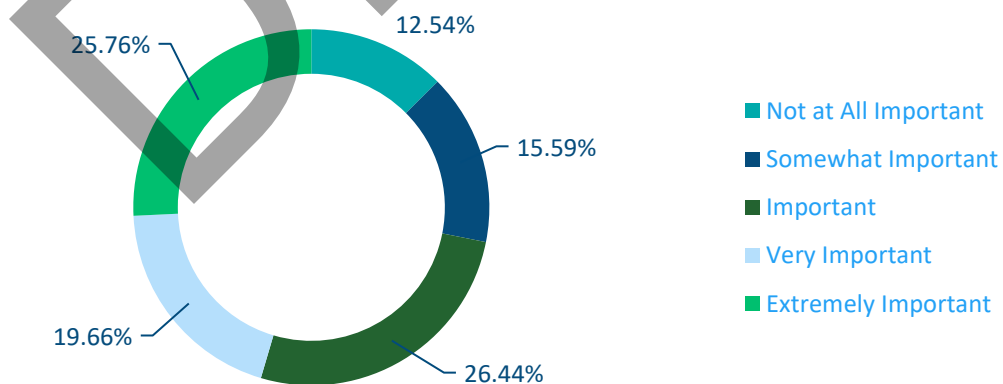




Figure 130 | Question 8 Results

Double the frequency on Route 2 (Palafox Street & Cervantes Street to Myrtle Grove) from every 60 minutes on weekdays and every 120 minutes on Saturdays to every 30 minutes on weekdays and 60 minutes on Saturdays.

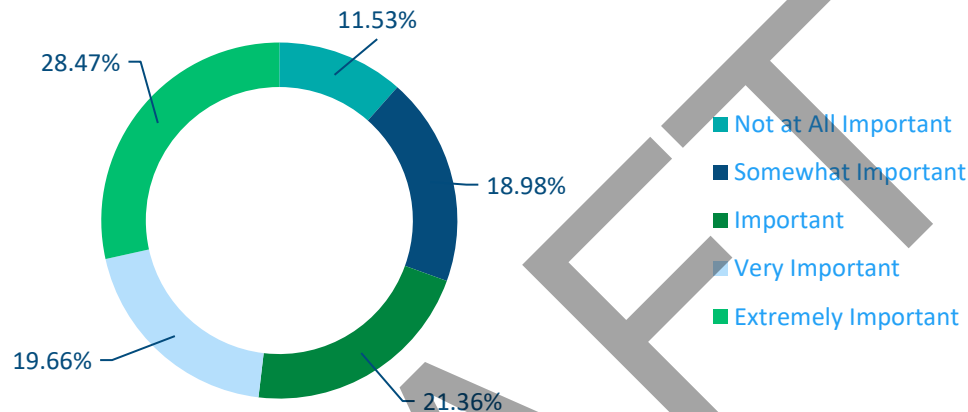


Figure 131 | Question 9 Results

Double the frequency on Route 48 (Rosa Parks Transfer Center to Downtown Transfer Center, via L Street, A, Street, and Government Street) from every 60 minutes on weekdays and every 120 minutes on Saturdays to every 30 minutes on weekdays and 60 minutes on Saturdays.

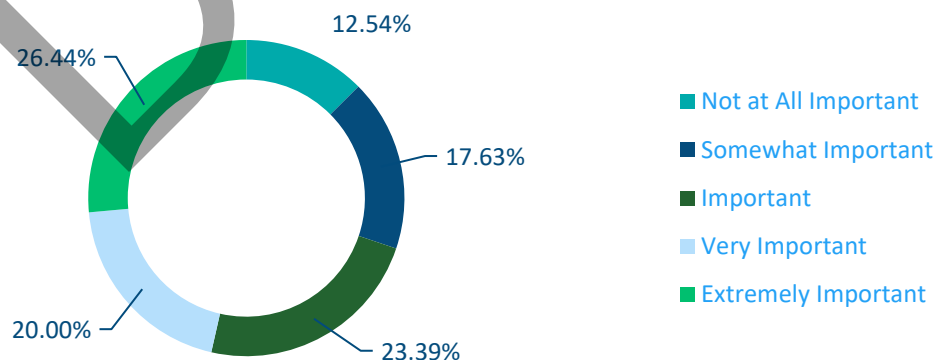






Figure 132 | Question 10 Results

Double the frequency on Route 52 (E Fairfield Drive & 9th Avenue to Cordova Mall) from every 60 minutes on weekdays and every 120 minutes on Saturdays to every 30 minutes on weekdays and 60 minutes on Saturdays.

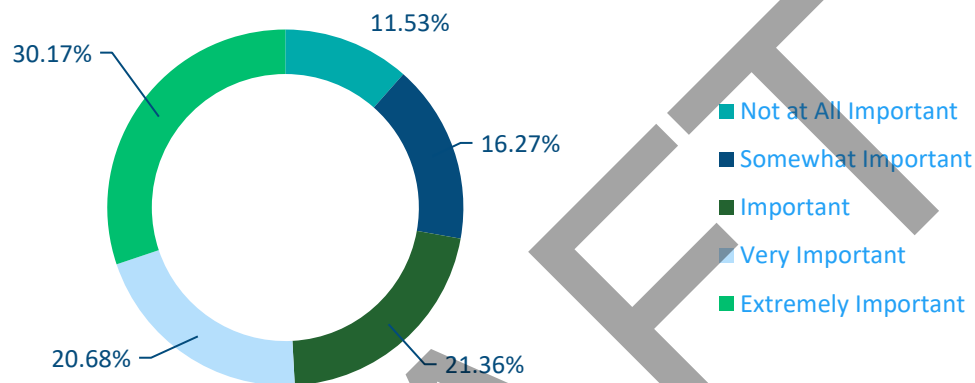


Figure 133 | Question 11 Results

Double the frequency on Route 55 (Pace Boulevard & Barrancas Avenue) from every 60 minutes on weekdays and every 120 minutes on Saturdays to every 30 minutes on weekdays and 60 minutes on Saturdays.

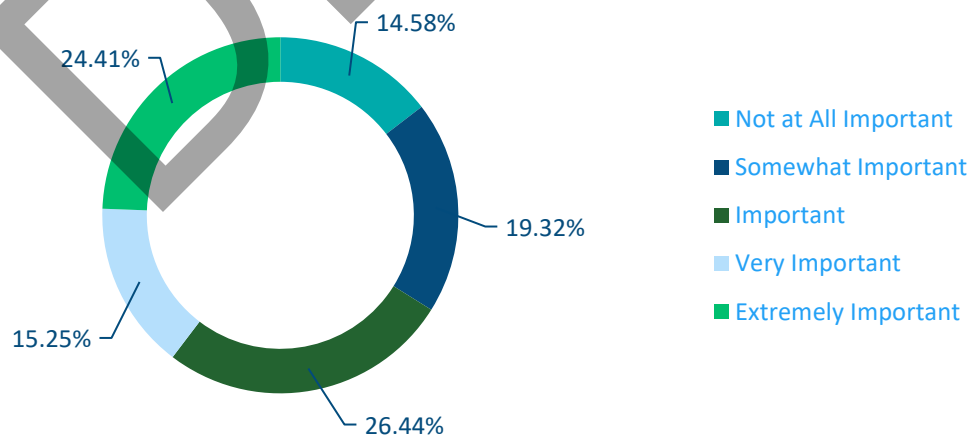




Table 48 | Question 12 Results

Any comments on these projects?	
Respondents	Responses
1	No
2	I do agree extended bus services and the every 30 min routes
3	Ensuring the public that utilizes transit can get to Pensacola Beach for work and recreation. Additionally, ensuring that appropriate investments are set aside for fleet replacements, especially the island trolleys.
4	Increasing the route from the transfer center, to A St to Government St. would be especially important to citizens getting to the Govermental Center, the downtown tax collectors office, BOCC meetings and the James Chappie building.
5	I would probably park my car and ride
6	Increase of services will lead to increase of usage. As the service now stands, it means that people often have to look for alternative ways of getting where the need. These recommendations a very good. Let's get this done so next time we can talk about more improvements due to the increased usage of the service.
7	All are good ideas. Do you have plans for a but to pass by the new Baptist Hospital location?
8	I would love the projections. And I understand that you would have to go up on the prices to do that, but I wouldn't mind. It would get me out of the house a little more.
9	Thank you for taking our opinions into account concerning system improvements.
10	Allowing more frequent times and later time will help great.
11	Service on Sunday and later service during the week would really be a huge help.
12	The goal should be to make public transportation more frequent, more reliable, and access the main sites that folk need to get to.
13	Not at this time. Thanks for including me in your survey.
14	Remove the big ugly bus stop shed on Langley Ave.
15	More service along Hwy. 29 north to Century.
16	The overall issue is to build and maintain a transit system and schedule that can be relied upon for timely arrival and departures at the various stops.
17	It's very important to make public transportation more accessible to the community. Making certain routes run more frequently is an excellent way of doing so.
18	They're all very good ideas, because not everybody has the usual 9 to 5 job. Increasing the route frequency is especially good.
19	All services north of Muscogee Rd need increased because north county taxpayers are funding the service through fuel taxes. All rides and routes should be completely accessible to wheelchair users with multiple wheelchair slots per bus and decent accessible bus shelters at every stop, especially those designed for inclement weather.



### Any comments on these projects?

Respondents	Responses
20	More frequent service will much improve commutes to work.
21	Yes when the riders goto and in an don't come at 5am when they have to be at work at 7 am and pick them up when they get off at 12:30 not 1942 pm and get them home at 3&4 pm.they pay you to pick up and return home on time. Most are handicap and work gce..some Waite in rain too. It's not fair to them.
22	I am dependant on the bus, so these issues are important and will help the whole community
23	It is very difficult to understand, as to why So West Pensacola and the Perdido area are not even mentioned with a bus route. Don't you think that we don't need one?
24	Why the bus run on Saturday like weekday.why run every two hours, people have place to go.
25	Increase frequency out to Sorento and blue Angel Pkwy
26	It high time that changes should be made to bus service; both in frequency and duration of service hours. Especially with the rising price of gas. It's time to have better service on Saturdays and service on Sunday. People should be able to go out in the evenings as well. We shouldn't have to be home before dark.
27	These improvements are long over due.
28	Encourage better land use around bus stations to have development oriented around the bus stop.  Add dedicated bus lanes to give the bus more visibility and priority in traffic as to make it more attractive to users who would otherwise not know about the bus.  Add gold standard Bus Rapid Transit routes perhaps from the navy base to downtown and from downtown to Cordova mall and the airport linking major urban and suburban centers together via transit.
29	Rode the ecat for the first time this week and found the bus drivers dude got on at downtown transfer station on route 2 and at the Rosa parks transfer station the same bus changed routes with no announcement or prior warning and we ended up very lost
30	By changing the time buses run would create more jobs and passengers alot of time to get to work and travel time would be less and not take half a day to get where you need to go in this town. Pensacola is so far behind other cities.We really need a better transportation system than what we have..
31	Sounds good. Hope that It happens



### Any comments on these projects?

Respondents	Responses
32	To increase riders you need to reduce travel time using express routes between multiple transfer stations. You are ignoring this and the end result will be too few riders. So frustrating that you spend money and end up with status quo.
33	This survey really isn't about forward thinking...How about connecting the city via a light rail...I've lived in other cities and countries where this was the norm. Why not think bigger and think of the possibilities, rather than another bandaied fix to an outdated system of transportation. C'mon man...
34	Sounds wonderful for the riders & Creating jobs for the area people
35	Mass transit would be great
36	nope
37	100% of the system needs to move to 15-30 passenger people movers (vans) to support more frequent service.
38	Would like to see how many riders each hour by route
39	The better the public transportation system is, the better the community will function. Increasing the amount of availability to any location in our city will provide workers who are without vehicles for a multitude of reasons get access to more of the community they live in, and by providing later bus routes can help to cut down on the drinking and driving from downtown to our more residential areas.
40	ECAT is so poorly run that it is a huge waste of our tax dollars
41	It will be very helpful for the people
42	<p>Reducing wait time for users is very important along with the addition of Sunday service. Extending schedule hours until 10pm will make it possible for riders who get off work 5pm and later.</p> <p>THANKS FOR ANY IMPROVEMENT IN THESE AREAS.</p> <p>Sincerely,</p> <p>ECAT Rider</p>
43	I think they are all important. Some people are unable to get to work without bus service. Parking has also become expensive. The buses are clean and on time. I just with the services were expanded. I once met a young man who was working for the city or some thing on the street - I'd seen him in the exact spot with his vest in and it was FREEZING and it was like 8 and he was hanging out for three hours before his overnight job because that was the last bus ride in. It was pretty sad.
44	Add additional service to the Cantonment area of Highway 29.
45	I would be glad if the week day hours would extend to 10:00 pm or at least 9:00 pm



### Any comments on these projects?

Respondents	Responses
46	No comments these drivers deserve praise for their hard work we need the bus system the disabled the workers needing to go to and from work the school kids need these buses thank you
47	Charge More
48	No need to change route times. We do need all drivers, including those who pick up elderly and handicap, to be more friendly with a better attitude. I will not use the transit system until that changes
49	Put 31 back on every hour
50	If you build it we will come....🤖
51	Week schedules are already on week-end schedule, yet, online, it shows the week schedule, which is not correct. Very frustrating
52	There needs to be service all along W Street from Hwy. 29 to Navy Blvd and then back to transfer center via pace blvd
53	You need to fix what you have before adding all These hours and expenses. The current ECAT route system should be fixed to include shortening the long routes and having buses scheduled to transfer passengers. Routes take too long.
54	No
55	No
56	Ever coming to Cantonment?
57	The more routes and higher frequency equals less driving for me. Thanks
58	I would love to see the buses run until 12am then pick back up at 5am. I truly believe it would help out those people who work late nights with no transportation.
59	ECAT services are a necessary part of the infrastructure of our county in order to prepare and ensure that as many folks as possible have access to transportation to go to work, school, the doctors, see friends and other things as not everyone has the means to afford their own transportation.
60	Please have more bus benches at the bus stops.
61	I like the idea of expanding transport. It would help working people spend money with ecat vs cabs and lifts and provide the disabled more freedom. This is heading in the right direction. Would like to see buses off modified schedules sooner and routes running off Creighton back to the every hour minimum
62	I don't ride the bus, but I think it's important for people that work that have those options, so I commented thinking what would be nice but I trust your guises judgment on that
63	yes PLEASE make the saturday routes like the weekday routes. lots of us go places on the weekend and if we miss the bus, have to wait 2 hours for the next one, its awful! and i wish there were twice as many trips to the beach. its rotten being stuck there for 5 hours if the weather turns bad or there's jellyfish preventing swimming.





### Any comments on these projects?

Respondents	Responses
64	ECAT service is very important to people like me who no longer drive due elderly issues or a disability. Saturday and Sunday routes are very important also. The way the weekend schedule is now, it is almost impossible to depend on bus service for transportation. Please consider letting buses run till at least 9 pm week days and 6pm on weekends, Waiting longer then 30 minutes for a bus is not productive. Even if you have to raise bus fares, please take this message in consideration..
65	I would not have graduated college without the ECAT service. I do believe it would be used more if there were more routes and more frequency on the routes. Please keep it going!
66	The fact that cutting hours and routes was considered is beyond cruel! We need more buses 24 hrs a day! After all we are trying to cut emissions RIGHT! So get over yourselves and do the right time for Escambia County and America
67	Have a better system for challenged
68	Thank you ECAT for making sure our intellectually and developmentally disabled citizens who can't achieve a driver's license due to their disability, have a way to get to work, get to shopping areas and get to local restaurants, etc. Our area needs more routes and less wait times.  We appreciate you ECAT!
69	Later hours will be very helpful to many people, including me.
70	All are great ideas except the Sunday schedule the drivers deserve one day off but yes I'm in agreement with everything else
71	You also need benches at each bus stops and a shelter folks can get out of the weather
72	No
73	None
74	Eat needs to expand it's bus service in Escambia & Santa Rosa counties as soon as possible. You have many workers seniors and people who have a emergency and need transportation asap. There are jobs that can not be taken because there is no transportation after dark. Also the bus ride is cheaper than a taxi. This system would also mean employment for a wide range of jobs.
75	Besides what I checked there need to be bus shelters, not benches or in many places just a sign. Make it easier to wait for a bus.
76	Only operate in the urbanized areas.
77	Yes, Route (43)going down to Mooring Apt every hour I don't like that Route 43 on Saturday schedule
78	Covered bus stops! It rains so much and many places only have a pole...especially on the west side of town. That is outrageous!
79	Please keep up the great work!!
80	After coming from South Florida where public transit routes run , a bus schedule that only runs until 10 p.m. is insufficient.



Any comments on these projects?	
Respondents	Responses
81	I Appreciate Everything You All Do God Bless You All
82	Anything you can do to help make using the bus system easier for all.
83	Action speaks louder than just words.
84	I will be sending an email to the BOCC to let them no that valid results from it will be impossible, as there were no "don't know" options, forcing people taking the survey to answer with an opinion whether they had one or not. Which is Survey 101. Also, perhaps I missed it, because I started flying once I realized the survey was pointless, other than to register my belief in the general value of ECAT. Was bus service to Perdido Key on there, or did Commissioner Underhill keep it off? If it wasn't on there, buses all the way to the Florabama are very important.
85	Bus transportation is a must for the city
86	45 need to go back to regular schedule.
87	If more routes were available more frequently, I would be able to use ECAT instead of have to always rely on my vehicle.
88	None of these important to me since buses don't come to my area. Closest one over 3 miles, is have to drive to get bus. Taxation but no service. You should get smaller buses, always empty now. SW pencacola Gulf beach Hwy between blue angel and Perdido Key
89	All stops comply with the ADA a requirement.
90	Sunday service will Good
91	The bus service on 52 must be 30 minutes.
92	The people who need vis service bay not have internet access. The elderly, the disabled and those who lost driving privileges are desperate for transportation in Santa Rosa County.
93	People should be able to ride the bus and not have to prove they have a job or interview. People have missed out because an employer told them to come in by phone and they couldn't prove it. Poor bus/customer service
94	Sunday service would be helpful.
95	Nope
96	In such a large county, increased routes and schedules are vital to meet community connection with a growing ridership and safety.
97	Decrease size of buses on certain routes, keep the main transits south of 9 mile road for now until surrounding counties contribute to the cause of mass transit. install pull off loading and unloading spots and reduce stops unless handicapper.
98	West Side to Perdido Key needs more emphasis!
99	No
100	ECAT needs more funding to be able to contribute to the community like other mass transit agencies
101	It would make it a much more convenient and usable service to make these increases.



### Any comments on these projects?

Respondents	Responses
102	Good public transportation drives a healthy local economy. Don't let the politicians or naysayers get y'all down— a lot of people depend on and are grateful for the work you do!
103	Obviously nothing will change. The problem is rides taking too long. The solution is the addition of express routes that merge with local routes. Unfortunately, you can't tear yourselves away from the Rosa Parks transfer site forcing rides to be prohibitively long and insuring low ridership. I'd say this entire 10-year plan will be a total waste.
104	All of that sounds great! We also need better coverage in the Nine Mile Road area and Cantonment area, as well as out around Bailey Middle School area.
105	Yes too extended hours, 30 bus minutes routes.
106	I would like to see more frequent buses. I use buses for everything. Shopping, going to work, general getting around the city. It would be nice if buses came more often than every 2 hours. That is an awfully long wait if you happen to miss a bus.
107	No service near me at all.
108	The more public transportation to the downtown areas of Pensacola the better!
109	In addition to these great project ideas that's been listed, by chance could you look into the safety for some of the buses? At times I have noticed there has been some people who aren't mentally well or aggressive people on the bus that will make a scene, which is a bit concerning. I'm a young woman and it does make me feel unsafe taking the bus at times, so I'd thought it would be good to bring this to attention. Also upgrading the wifi and security cameras would be nice too since it's hard to connect to the internet at times to do work or just for leisure. Thank you!
110	Looking for increased transit availability and options in the Beulah area beyond Navy Federal site.
111	More frequent service is becoming more important to me as I'm less able to drive at night.
112	As the city moves north to the 9 mile area, it is important to prioritize this area. The number of NFCU employees and customers living in town and commuting to/from NFCU has increased significantly in past years.
113	the bus routes need to match riders working times and places,,,,thank you for listening
114	I think you guys should also put the 43 back on regular schedule for the week instead of doing the Saturday schedule all week.
115	They are a joke
116	Gulf Breeze would be great to have!
117	bus service to Navy Federal Credit Union campus on Nine Mile Rd is imperative for disabled, visually impaired and low income people who would like to work there. As the county's #1 employer, public transport is very needed.
118	If these changes help alleviate the traffic, then it is a win-win for everyone. Regardless if the beneficiary rides the bus or not.



### Any comments on these projects?

Respondents	Responses
119	Buses need to go where jobs opportunities are. Nine mile road from Hwy 29 to University Pkwy should be a priority.
120	All of these expansions & improvements are URGENTLY needed ASAP!
121	FREE TO PUBLIC, ALL NAT GAS BUSES, TAX CHURCHES TO PAY FOR SERVICE.
122	At every bus stop, there should be some type of shelter where a potential rider can seat wait on the bus and feel safe from the weather elements.
123	Regular schedules will help us all get our lives back on track during this pandemic a lot of us have had extra expenses to get to and from work.
124	This left off beach trolley! Suggestions: make many more circuits because wait is terrible. Also this must expand to mid morning and afternoon hours, unless your only goal is to pick up from bars. Families and tourists and residents definitely would be more likely to use trolley if it was daytime and nighttime, and arrived every ten minutes max. I rode it a few times each year, and just sat forever waiting, listening to tourists who felt deserted. Does anyone on council or sria monitor? It's a very very needed solution. Thanks for listening.
125	Ellison Field has hundreds of jobs for people who can get there
126	Please expend all route frequencies and also an app if not already available.
127	Consider late-night service Friday Saturday Sunday to 12th Avenue, Bayou Blvd/Summit Ave, UWF and Navy Base.
128	They all are very important to me, especially increasing the Saturday frequency and running on Sunday so we may use them for church services.
129	Improve the bus stops so that they have shade, cell phone charging stations and comfortable seating.



Figure 134 | Question 13 Results

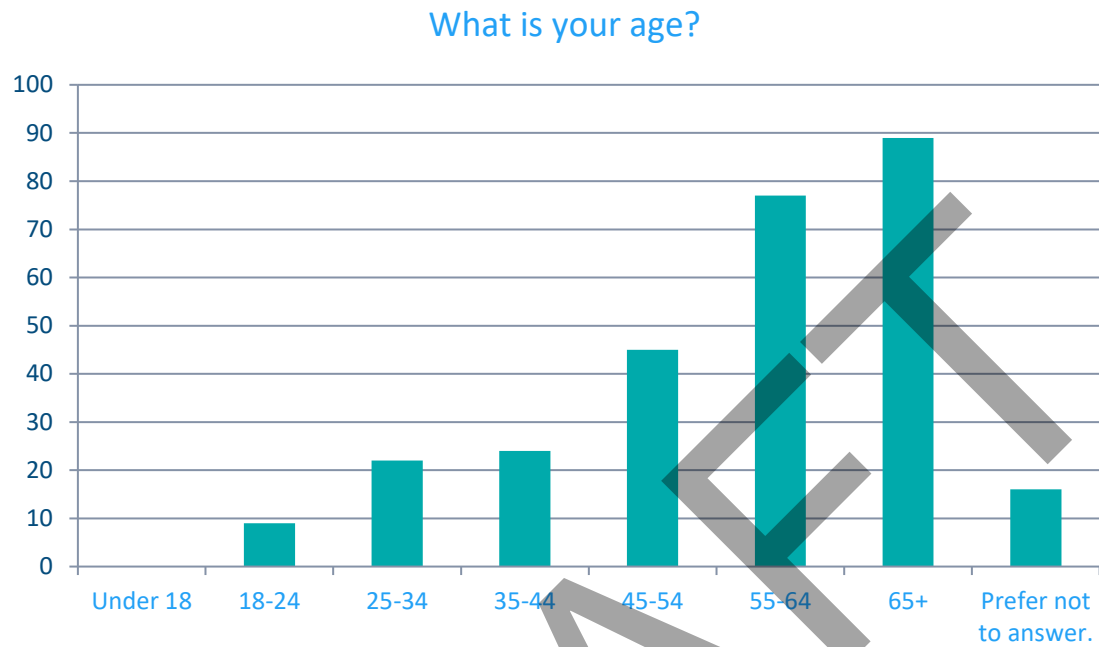
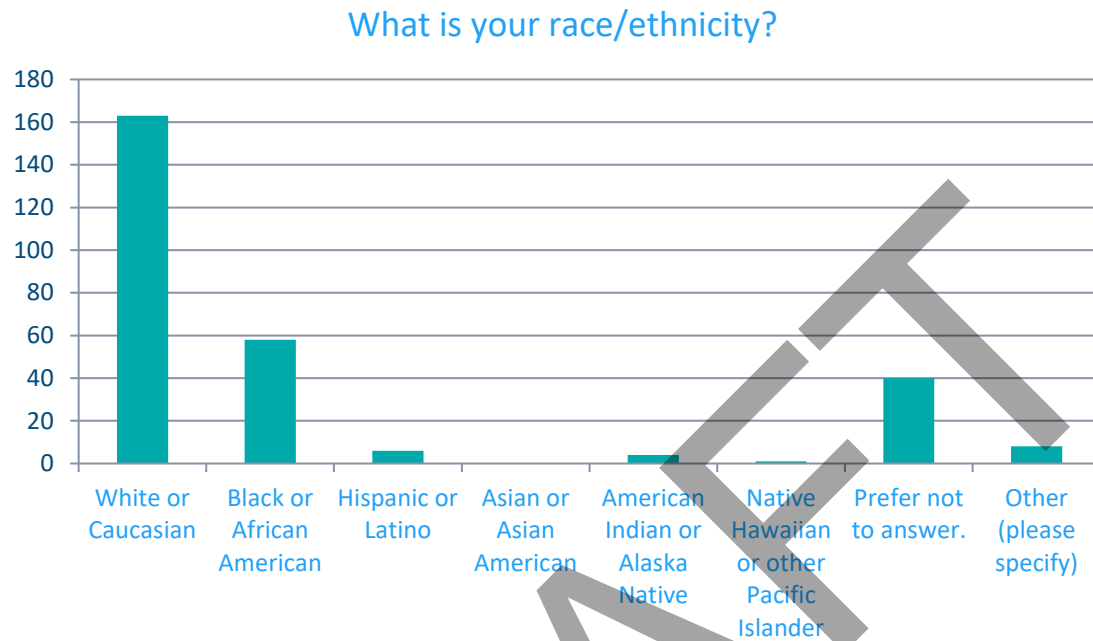






Figure 135 | Question 14 Results



Other:

- What does this have to do with transit?
- Italian where Latin originated
- American
- Black, white, NA
- Mixed
- African and Native American
- Multi-ethnic
- Mixed



Figure 136 | Question 15 Results

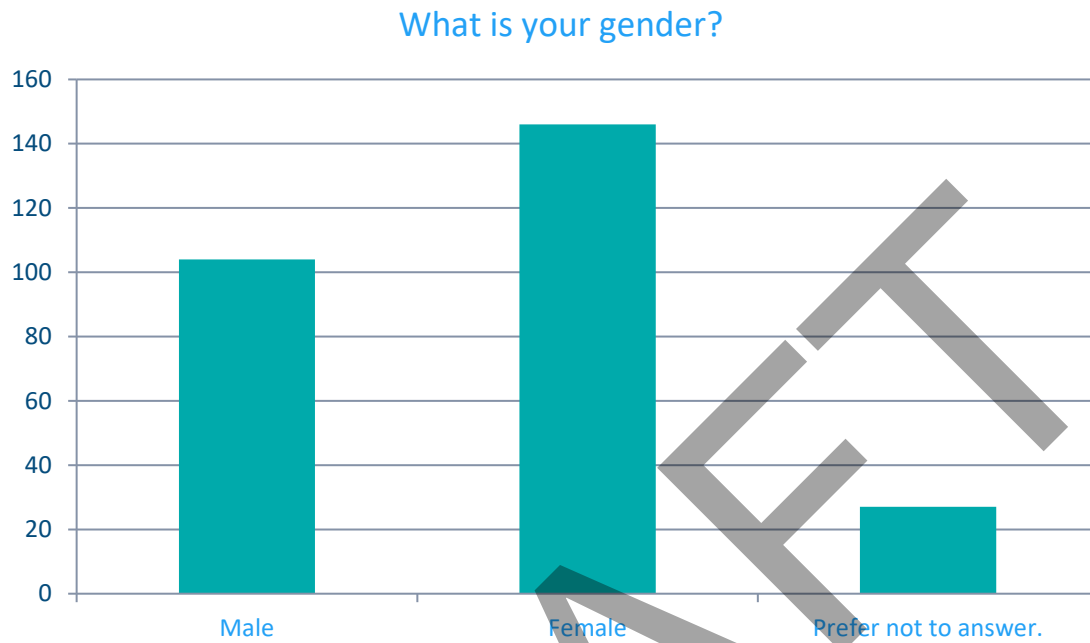


Figure 137 | Question 16 Results

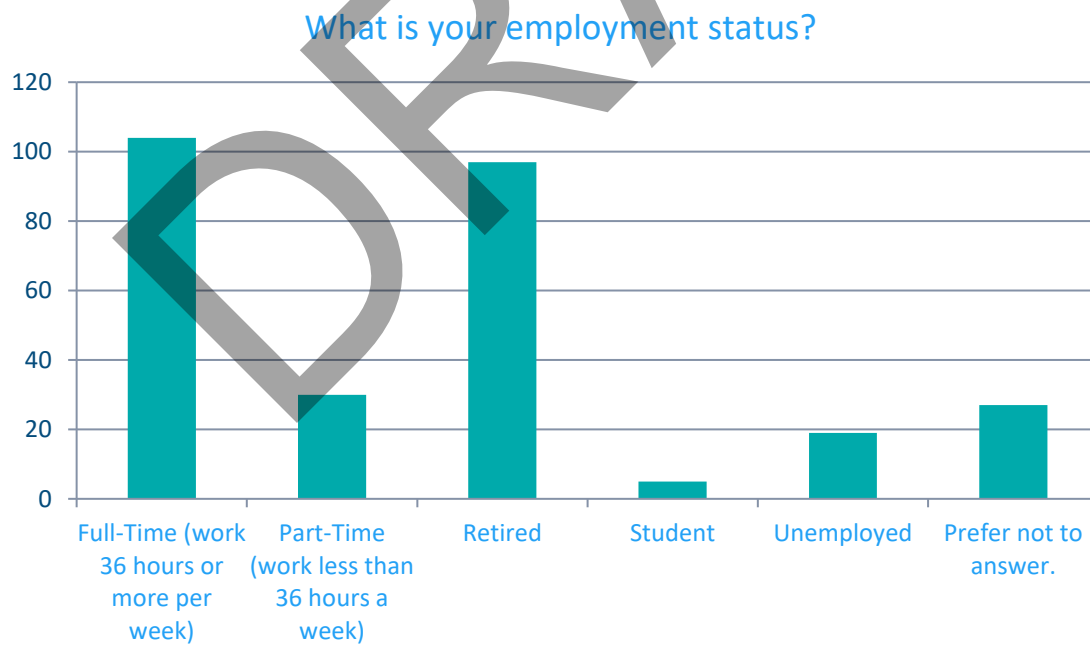




Figure 138 | Question 17 Results

Which of the following BEST describes your TOTAL ANNUAL HOUSEHOLD INCOME in 2019 before taxes?

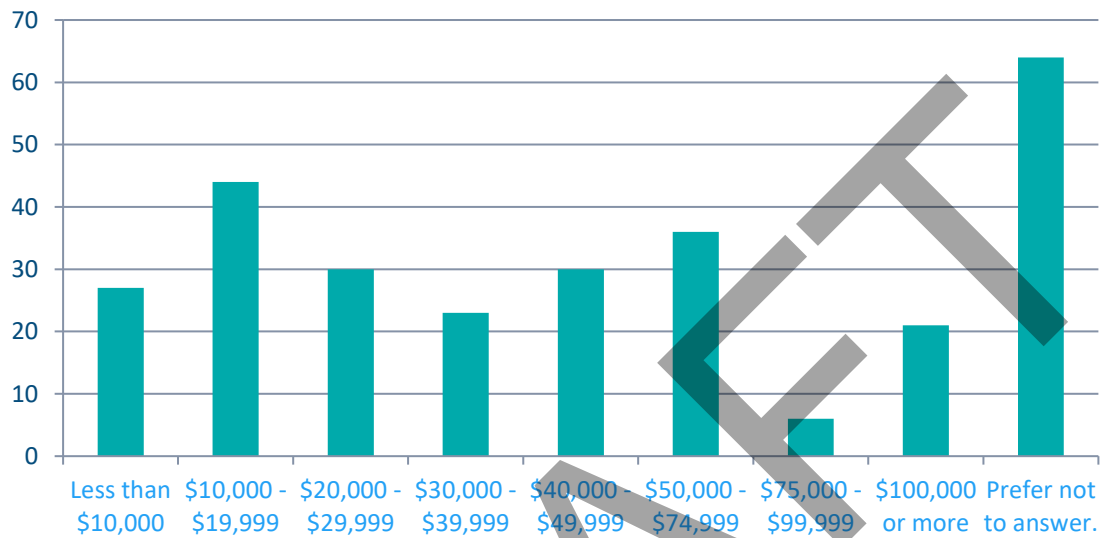


Table 49 | Question 18 Results

Your opinion matters, and we appreciate you taking the time to complete our survey. If you'd like to receive future updates on the Your Service, Your Say initiative, please provide your email and/or phone number. Your email and phone number will be disassociated from your survey responses.

Respondents	Email:	Phone Number:
Confidential		



## **Appendix E – Service Projects Performance/Summary Sheets**

DRAFT

## Double Route 1 Frequency

### Description

This improvement would double the frequency of Route 1 on Weekdays and Saturdays, as it is one of the top five ECAT-funded routes for ridership per revenue hour.

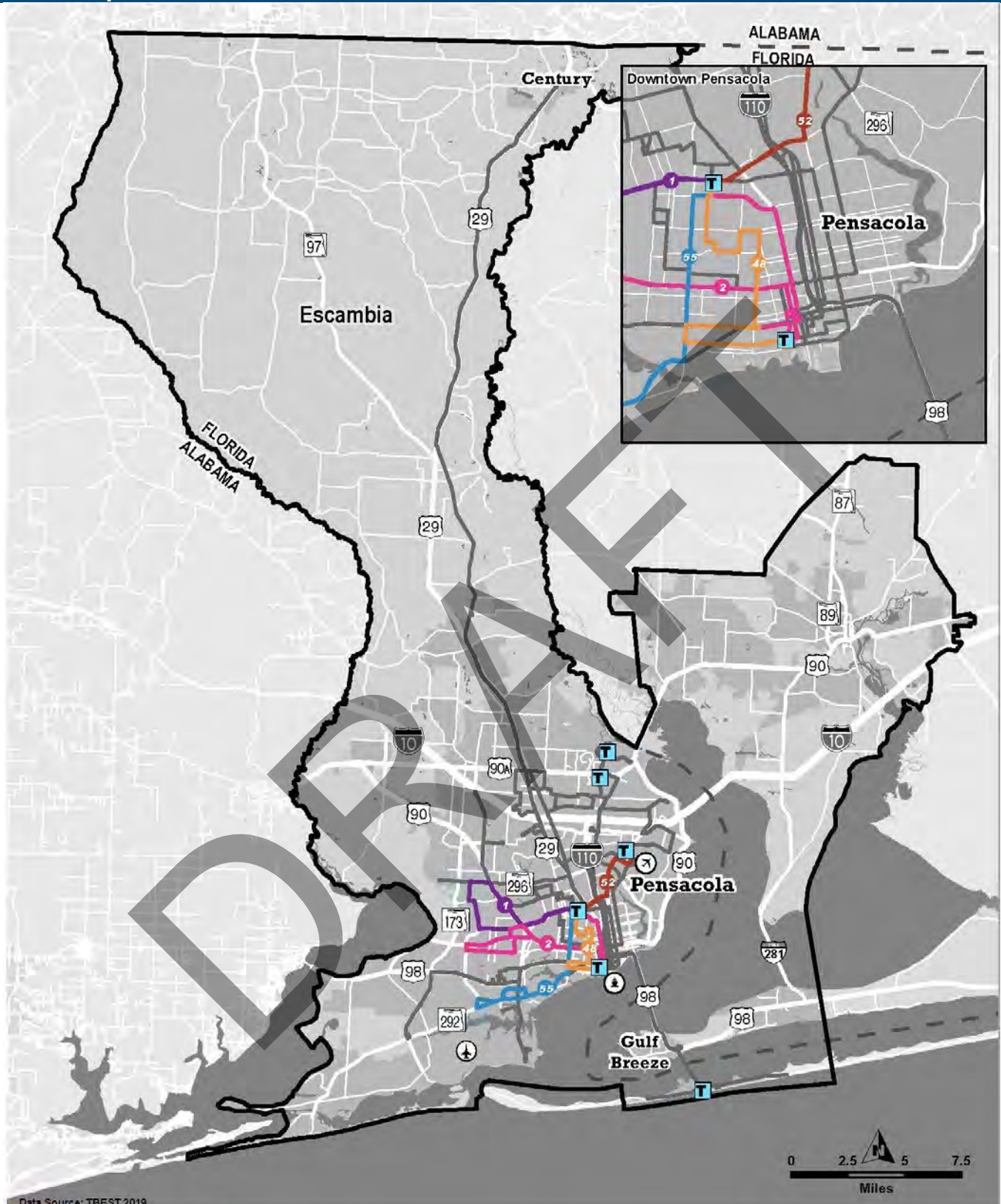
Characteristics	Weekday	Saturday	Sunday
Span of Service	5:30 am – 6:25 pm	7:30 am – 6:25 pm	No Service
Frequency	Every 30 minutes	Every 60 minutes	
Cycle Time	55 minutes	55 minutes	
Route Distance	12.9 miles	12.9 miles	
Number of Buses	1 more bus	No increase	
More ADA Service Required	No		
Implementation Year	2028		
Operating Measures (Δ)	Weekday	Saturday	Sunday
Round Trips per Day	12	5	No Service
Annual Revenue Miles	38,937.18	3,361.11	
Annual Revenue Hours	3,242.08	280.80	
Demographics (2031)	Within ¼-mile of stops	Demographics (2031)	Within ¼-mile of stops
Population	11,960	Seniors	2,175
Jobs	8,348	Youth	2,194
Poverty	1,948	W/ Disabilities	2,123
Minority	4,761	Zero Vehicle Households	292
Service Productivity (Δ)	Weekday	Saturday	Sunday
Avg Daily Ridership	146	50	No Service
Riders/Revenue-Hour	11.3	9.2	
Riders/Revenue-Mile	0.9	0.8	
Riders/Round Trip	12.2	10	
Financial Performance (Δ)	Weekday	Saturday	Sunday
Avg Daily Revenue	\$79.51	\$27.23	No Service
Daily Operating Cost	\$1,369.06	\$572.21	
Farebox Recovery Ratio	6%	5%	

The capital delta (Δ) symbol indicates that the numbers are differences between existing and new service rather than total values. Any ratios are simply the ratio of the differences.





## Scenario Map



Data Source: TBEST 2019



Transfer Stations



Routes With No Change



Study Area

Urbanized Area

County Boundary

**Transit Development Plan**

**Routes With Frequency Increases**

Escambia County Area Transit

## Double Route 2 Frequency

### Description

This improvement would double the frequency of Route 2 on Weekdays and Saturdays, as it is one of the top five ECAT-funded routes for ridership per revenue hour.

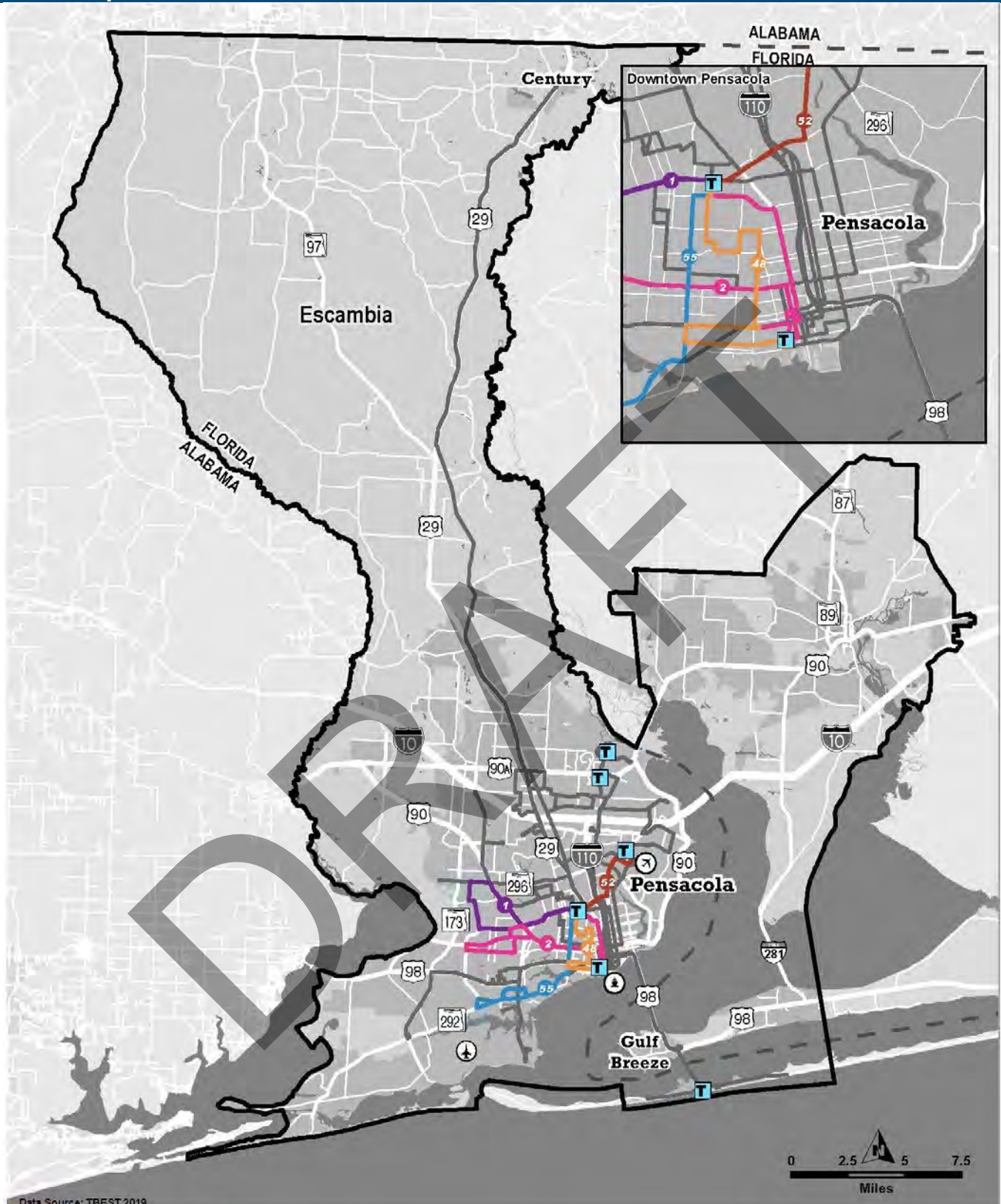
Characteristics	Weekday	Saturday	Sunday
Span of Service	5:00 am – 7:55 pm	6:00 am – 7:25 pm	No Service
Frequency	Every 30 minutes	Every 60 minutes	
Cycle Time	85 min	85 min	
Route Distance	22.5 miles	22.5 miles	
Number of Buses	1 more bus	1 more bus	
More ADA Service Required	No		
Implementation Year	2026		
Operating Measures (Δ)	Weekday	Saturday	Sunday
Round Trips per Day	14	6	No Service
Annual Revenue Miles	78,943.78	7,009.24	
Annual Revenue Hours	3,982.52	877.93	
Demographics (2031)	Within ¼-mile of stops	Demographic Data	Within ¼-mile of stops
Population	19,896	Seniors	2,975
Jobs	20,946	Youth	4,633
Poverty	4,511	W/ Disabilities	3,766
Minority	8,900	Zero Vehicle Households	995
Service Productivity (Δ)	Weekday	Saturday	Sunday
Avg Daily Ridership	196	70	No Service
Riders/Revenue-Hour	12.3	4.2	
Riders/Revenue-Mile	0.6	0.5	
Riders/Round Trip	14	11.7	
Financial Performance (Δ)	Weekday	Saturday	Sunday
Avg Daily Revenue	\$104.51	\$37.33	No Service
Daily Operating Cost	\$1,783.85	\$1,897.38	
Farebox Recovery Ratio	6%	2%	

The capital delta (Δ) symbol indicates that the numbers are differences between existing and new service rather than total values. Any ratios are simply the ratio of the differences.





## Scenario Map



Data Source: TBEST 2019



Transfer Stations



Routes With No Change



Study Area

Urbanized Area

County Boundary

**Transit Development Plan**

**Routes With Frequency Increases**

Escambia County Area Transit

## Double Route 48 Frequency

### Description

This improvement would double the frequency of Route 48 on Weekdays and Saturdays, as it is one of the top five ECAT-funded routes for ridership per revenue hour.

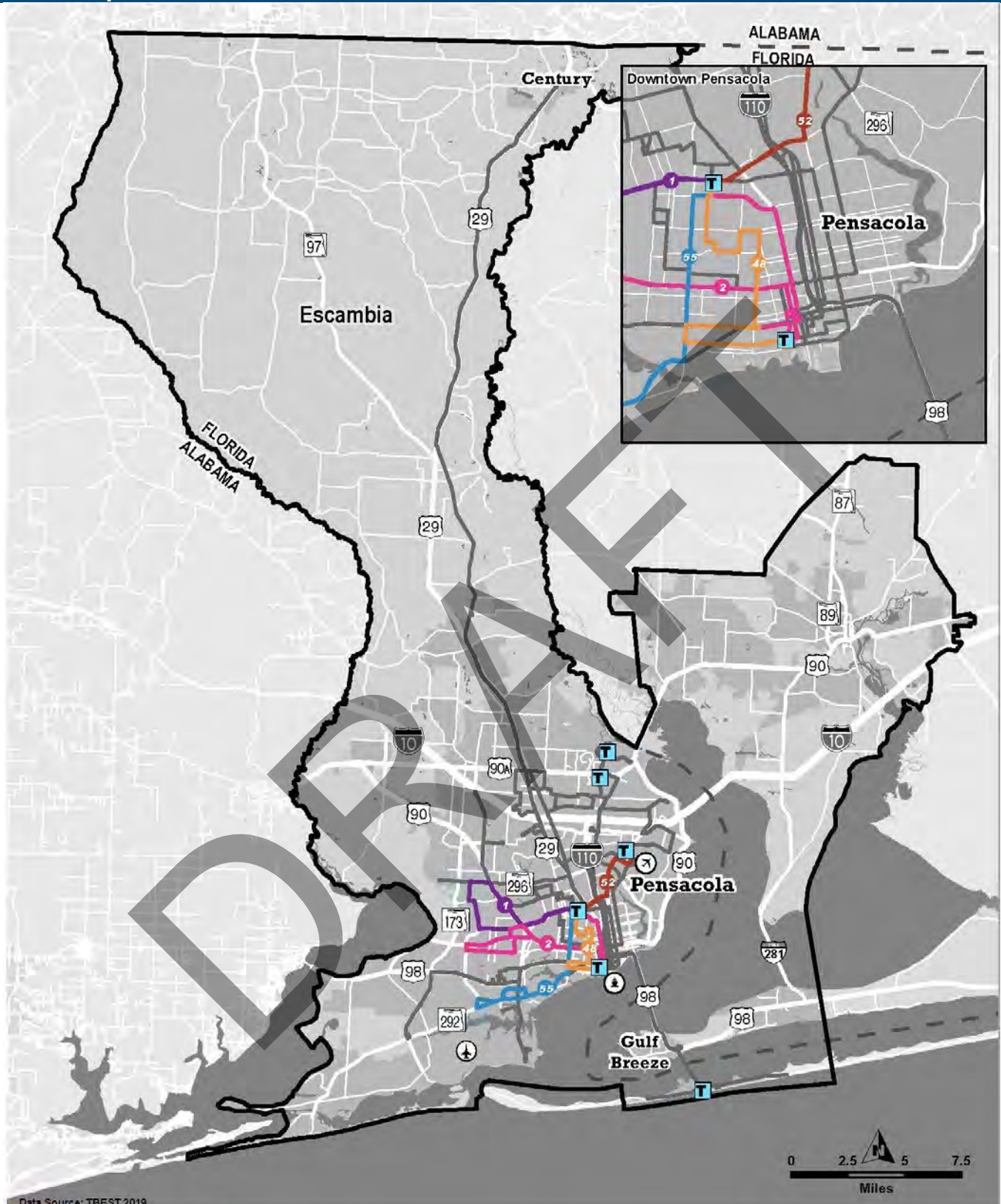
Characteristics	Weekday	Saturday	Sunday
Span of Service	5:30 am – 7:25 pm	6:30 am – 5:25 pm	No Service
Frequency	Every 30 minutes	Every 60 minutes	
Cycle Time	55 min	55 min	
Route Distance	13.3 miles	13.3 miles	
Number of Buses	1 more bus	No increase	
More ADA Service Required	No		
Implementation Year	2024		
Operating Measures (Δ)	Weekday	Saturday	Sunday
Round Trips per Day	13	5	No Service
Annual Revenue Miles	43,234.28	3,444.96	
Annual Revenue Hours	3,493.08	280.80	
Demographic Data	Within ¼-mile of stops	Demographic Data	Within ¼-mile of stops
Population	8,574	Seniors	1,565
Jobs	23,595	Youth	1,846
Poverty	2,122	W/ Disabilities	1,589
Minority	5,185	Zero Vehicle Households	526
Service Productivity (Δ)	Weekday	Saturday	Sunday
Avg Daily Ridership	102	30	No Service
Riders/Revenue-Hour	7.4	5.6	
Riders/Revenue-Mile	0.6	0.5	
Riders/Round Trip	7.9	6.1	
Financial Performance (Δ)	Weekday	Saturday	Sunday
Avg Daily Revenue	\$54.72	\$16.10	No Service
Daily Operating Cost	\$1,563.97	\$606.86	
Farebox Recovery Ratio	3%	3%	

The capital delta (Δ) symbol indicates that the numbers are differences between existing and new service rather than total values. Any ratios are simply the ratio of the differences.





## Scenario Map



Escambia County Area Transit





## Increase Route 52 Frequency

### Description

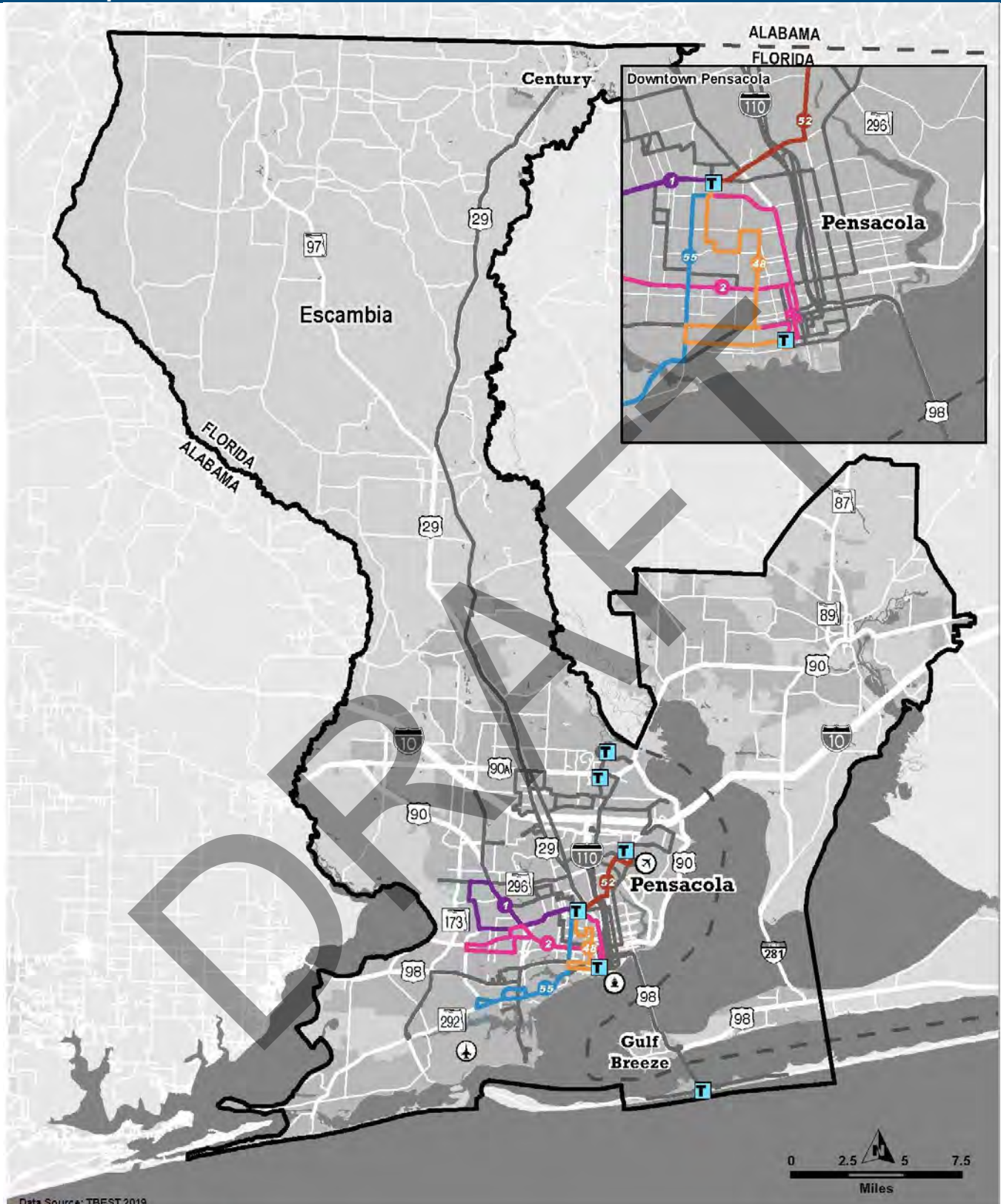
This improvement would increase the frequency of Route 52 on Weekdays and Saturdays, as it is one of the top five ECAT-funded routes for ridership per revenue hour. It would consistently run every 30 minutes throughout the day on weekdays, and the frequency would double on Saturdays.

Characteristics	Weekday	Saturday	Sunday
Span of Service	6:00 am – 7:25 pm	6:00 am – 6:55 pm	No Service
Frequency	Every 30 minutes	Every 60 minutes	
Cycle Time	55 min	55 min	
Route Distance	8.7 miles	8.7 miles	
Number of Buses	No increase	No increase	
More ADA Service Required	No		
Implementation Year	2022		
Operating Measures (Δ)	Weekday	Saturday	Sunday
Round Trips per Day	4	6	No Service
Annual Revenue Miles	8,726.54	2,711.83	
Annual Revenue Hours	1004.00	337.13	
Demographic Data	Within ¼-mile of stops	Demographic Data	Within ¼-mile of stops
Population	6,418	Seniors	722
Jobs	13,479	Youth	1,485
Poverty	1,927	W/ Disabilities	1,039
Minority	4,348	Zero Vehicle Households	226
Service Productivity (Δ)	Weekday	Saturday	Sunday
Avg Daily Ridership	42	45	No Service
Riders/Revenue-Hour	10.5	6.9	
Riders/Revenue-Mile	1.2	0.9	
Riders/Round Trip	10.5	7.4	
Financial Performance (Δ)	Weekday	Saturday	Sunday
Avg Daily Revenue	\$22.17	\$23.76	No Service
Daily Operating Cost	\$449.69	\$728.86	
Farebox Recovery Ratio	5%	3%	

The capital delta (Δ) symbol indicates that the numbers are differences between existing and new service rather than total values. Any ratios are simply the ratio of the differences.



## Scenario Map



Data Source: TBEST 2019



Transfer Stations



Routes With No Change



Study Area

Urbanized Area

County Boundary

Transit Development Plan

Routes With Frequency Increases

Escambia County Area Transit

## Double Route 55 Frequency

### Description

This improvement would double the frequency of Route 55 on Weekdays and Saturdays, as it is one of the top five ECAT-funded routes for ridership per revenue hour.

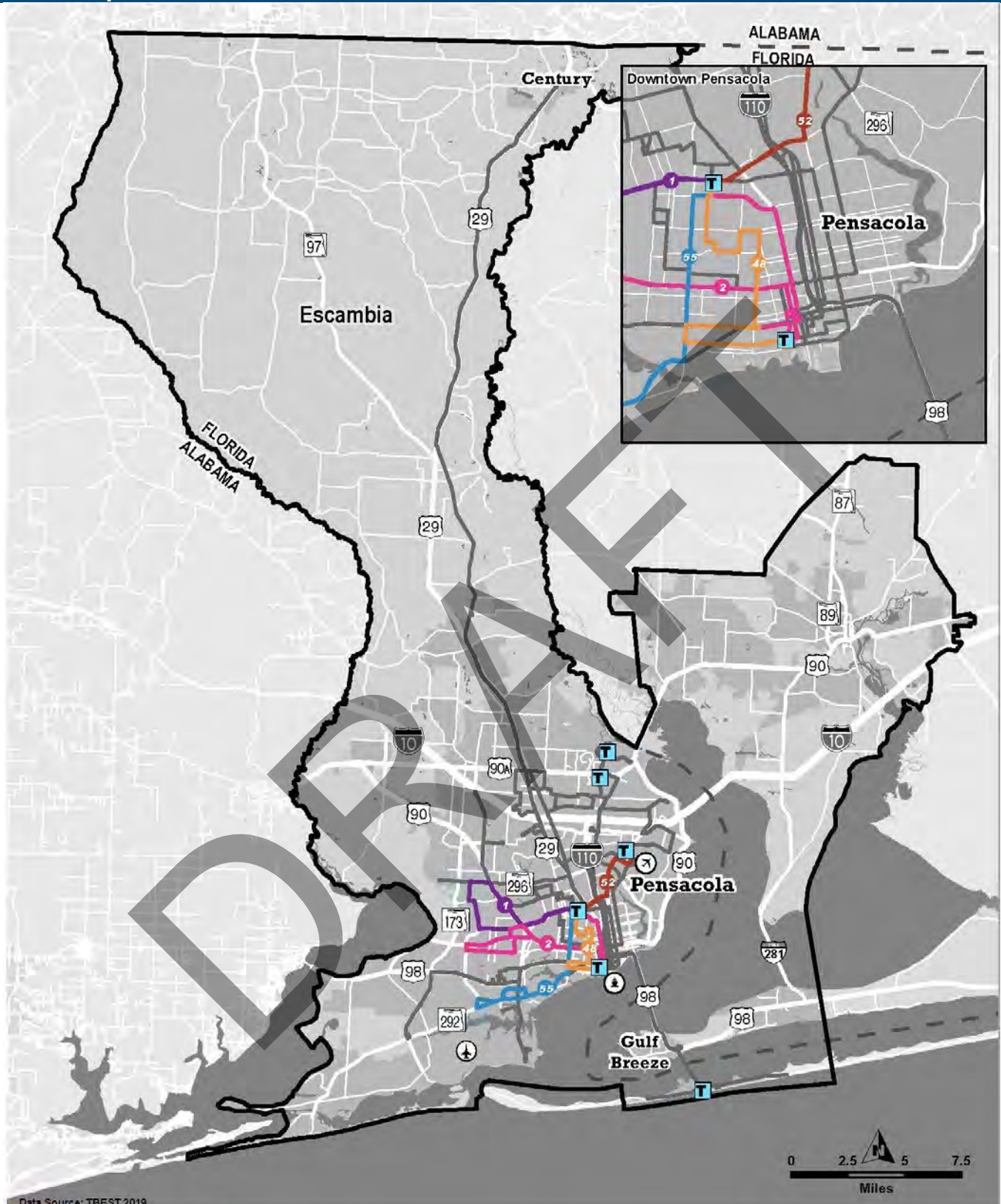
Characteristics	Weekday	Saturday	Sunday
Span of Service	6:00 am – 6:55 pm	6:00 am – 6:55 pm	No Service
Frequency	Every 30 minutes	Every 60 minutes	
Cycle Time	55 min	55 min	
Route Distance	16.2 miles	16.2 miles	
Number of Buses	1 more bus	No increase	
More ADA Service Required	No		
Implementation Year	2025		
Operating Measures (Δ)	Weekday	Saturday	Sunday
Round Trips per Day	12	6	No Service
Annual Revenue Miles	48,867.37	5061.96	
Annual Revenue Hours	3,242.08	337.13	
Demographic Data	Within ¼-mile of stops	Demographic Data	Within ¼-mile of stops
Population	12,888	Seniors	2,077
Jobs	9,226	Youth	2,655
Poverty	3,349	W/ Disabilities	2,529
Minority	6,634	Zero Vehicle Households	791
Service Productivity (Δ)	Weekday	Saturday	Sunday
Avg Daily Ridership	223	61	No Service
Riders/Revenue-Hour	17.3	9.4	
Riders/Revenue-Mile	1.1	0.6	
Riders/Round Trip	18.6	10.2	
Financial Performance (Δ)	Weekday	Saturday	Sunday
Avg Daily Revenue	\$120.88	\$33.07	No Service
Daily Operating Cost	\$1,428.80	\$717.16	
Farebox Recovery Ratio	8%	5%	

The capital delta (Δ) symbol indicates that the numbers are differences between existing and new service rather than total values. Any ratios are simply the ratio of the differences.





## Scenario Map



Escambia County Area Transit



## Extended Evening Service

### Description

This improvement would extend the weekday service hours of nine routes to approximately 10:00 PM. The routes are 31, 32, 43, 44, 45, 48, 55, 57, and 63. Routes that are excluded from being extended are those that are funded outside of ECAT and those whose service extensions are not expected to be cost effective.

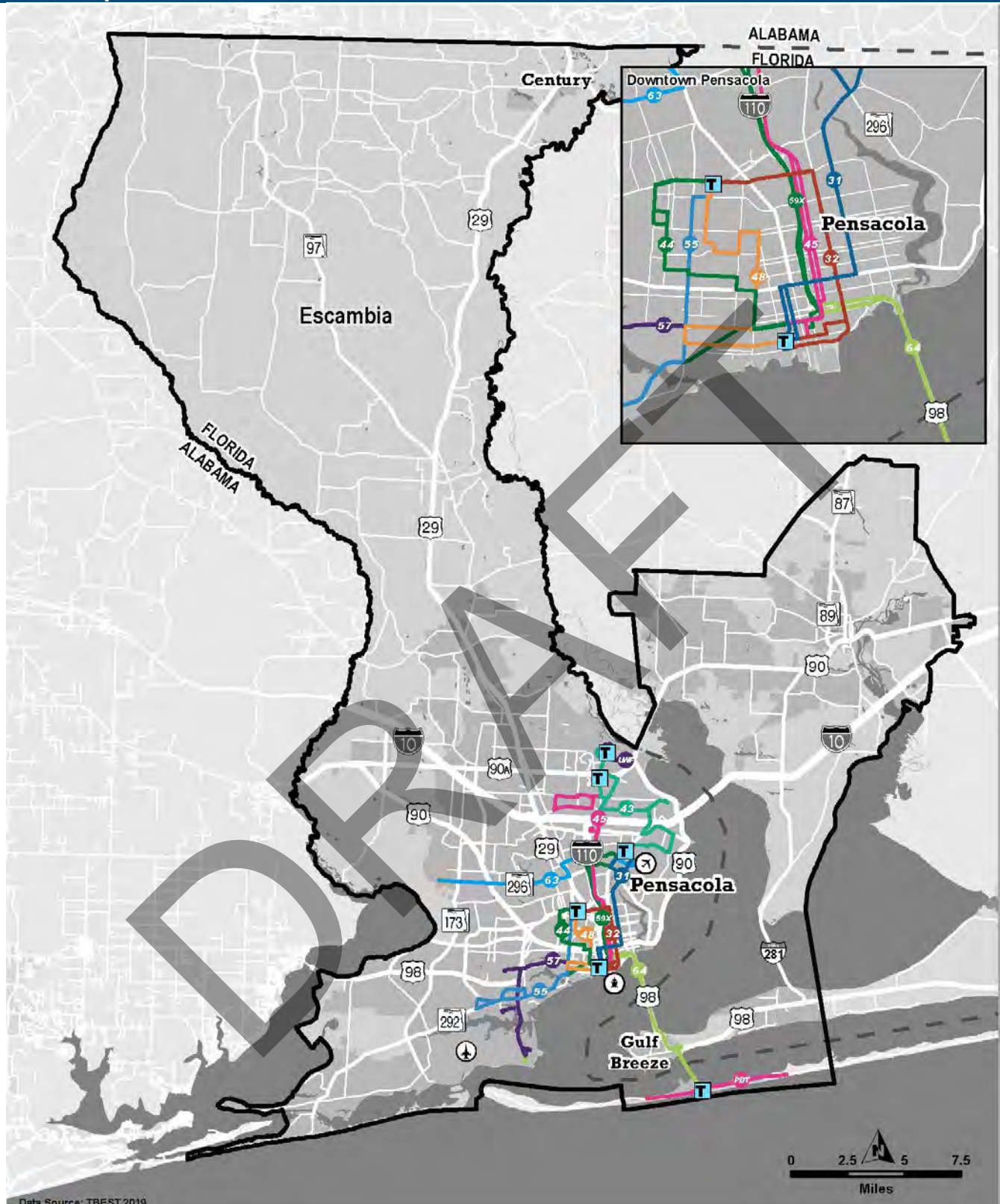
Characteristics	Weekday	Saturday	Sunday
<b>Span of Service</b>	Extended until 10 PM		
<b>Frequency</b>	No changes		
<b>Cycle Time</b>	No changes	No changes	No changes
<b>Route Distance</b>	No changes		
<b>Number of Buses</b>	No changes		
<b>More ADA Service Required</b>	No		
<b>Project Type</b>	Operating		
<b>Implementation Year</b>	2028		
Operating Measures (Δ)	Weekday	Saturday	Sunday
<b>Round Trips per Day</b>	27		
<b>Annual Revenue Miles</b>	120,967.21	No changes	No changes
<b>Annual Revenue Hours</b>	13,072.92		
Demographics (2031)	Within ¼-mile of stops	Demographics (2031)	Within ¼-mile of stops
<b>Population</b>	86,147	<b>Seniors</b>	12,242
<b>Jobs</b>	82,570	<b>Youth</b>	18,888
<b>Poverty</b>	16,906	<b>W/ Disabilities</b>	12,916
<b>Minority</b>	36,222	<b>Zero Vehicle Households</b>	3,174
Service Productivity (Δ)	Weekday	Saturday	Sunday
<b>Avg Daily Ridership</b>	253		
<b>Riders/Revenue-Hour</b>	4.9	No changes	No changes
<b>Riders/Revenue-Mile</b>	0.5		
<b>Riders/Round Trip</b>	9.4		
Financial Performance (Δ)	Weekday	Saturday	Sunday
<b>Avg Daily Revenue</b>	\$290.29		
<b>Daily Operating Cost</b>	\$4043.62	No changes	No changes
<b>Farebox Recovery Ratio</b>	7%		

The capital delta (Δ) symbol indicates that the numbers are differences between existing and new service rather than total values. Any ratios are simply the ratio of the differences.





# Scenario Map



Data Source: TBEST 2019



Transfer Stations

Study Area

Urbanized Area

County Boundary

Transit Development Plan

Late Night Service

Escambia County Area Transit



## Saturday to Match Weekday

### Description

This improvement would involve increasing service on eight routes on Saturdays to match weekday service. The routes are 1, 2, 32, 45, 48, 51, 52, and 55. Routes that are excluded from this service expansion are those that are funded outside of ECAT and those in which such service expansions would not be expected to be cost effective.

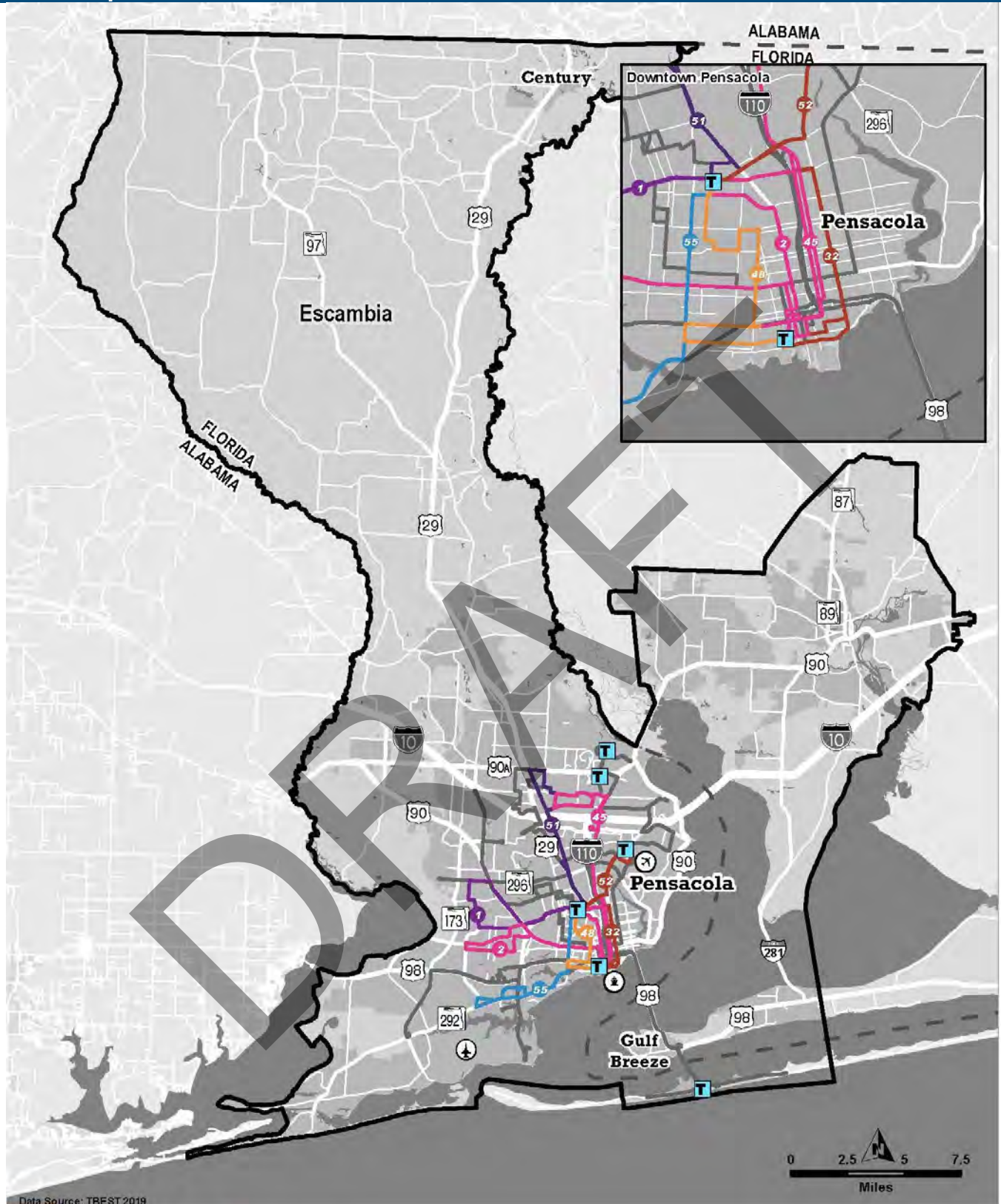
Characteristics	Weekday	Saturday	Sunday
<b>Span of Service</b>		5:00 AM to 7:55 PM	
<b>Frequency</b>		Every 60 minutes	
<b>Cycle Time</b>	No changes	Matching Weekday	No changes
<b>Route Distance</b>		Matching Weekday	
<b>Number of Buses</b>		5 more buses	
<b>More ADA Service Required</b>	No		
<b>Project Type</b>	Operating		
<b>Implementation Year</b>	2027		
Operating Measures (Δ)	Weekday	Saturday	Sunday
<b>Round Trips per Day</b>		72	
<b>Annual Revenue Miles</b>	No changes	60,845	No changes
<b>Annual Revenue Hours</b>		5,304	
Demographics (2031)	Within ¼-mile of stops	Demographics (2031)	Within ¼-mile of stops
<b>Population</b>	69,055	<b>Seniors</b>	10,541
<b>Jobs</b>	73,220	<b>Youth</b>	15,911
<b>Poverty</b>	14,949	<b>W/ Disabilities</b>	12,189
<b>Minority</b>	32,322	<b>Zero Vehicle Households</b>	3,067
Service Productivity (Δ)	Weekday	Saturday	Sunday
<b>Avg Daily Ridership</b>		836	
<b>Riders/Revenue-Hour</b>	No changes	8.2	No changes
<b>Riders/Revenue-Mile</b>		0.7	
<b>Riders/Round Trip</b>		11.6	
Financial Performance (Δ)	Weekday	Saturday	Sunday
<b>Avg Daily Revenue</b>		\$803.36	
<b>Daily Operating Cost</b>	No changes	\$11,502.75	No changes
<b>Farebox Recovery Ratio</b>		7%	

The capital delta (Δ) symbol indicates that the numbers are differences between existing and new service rather than total values. Any ratios are simply the ratio of the differences.





## Scenario Map



Escambia County Area Transit



## Sunday to Match Saturday

### Description

This improvement would involve increasing service systemwide to match Saturday service, except for routes that are not funded by ECAT (such as the UWF Express Trolley).

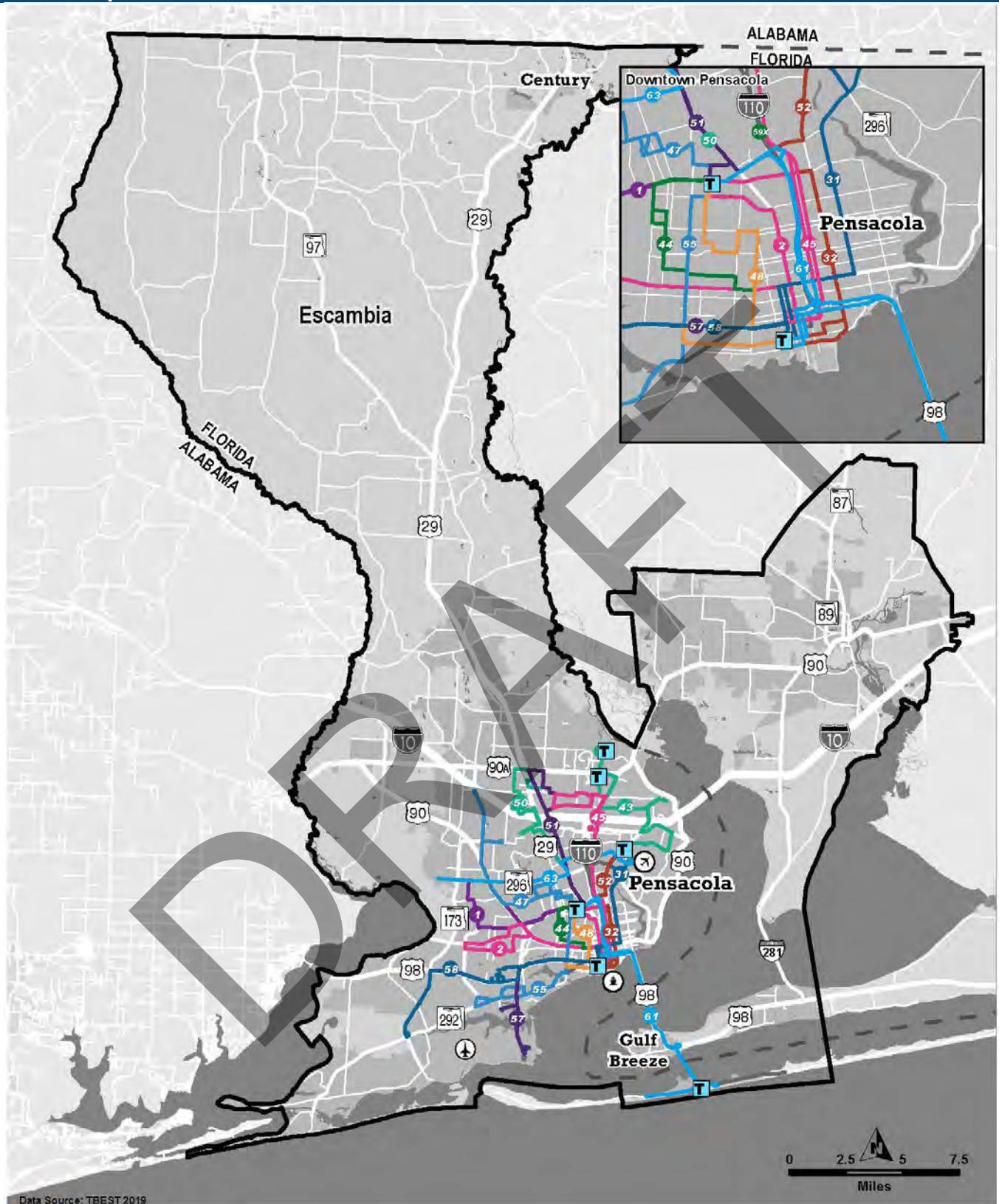
Characteristics	Weekday	Saturday	Sunday
<b>Span of Service</b>			5:00 AM to 7:55 PM
<b>Frequency</b>			Every 60 minutes
<b>Cycle Time</b>	No changes	No changes	Matching Saturday
<b>Route Distance</b>			Matching Saturday
<b>Number of Buses</b>			18 more buses
<b>More ADA Service Required</b>	No		
<b>Project Type</b>	Operating		
<b>Implementation Year</b>	2023		
Operating Measures (Δ)	Weekday	Saturday	Sunday
<b>Round Trips per Day</b>			110
<b>Annual Revenue Miles</b>	No changes	No changes	120,201
<b>Annual Revenue Hours</b>			7,734
Demographics (2031)	Within ¼-mile of stops	Demographics (2031)	Within ¼-mile of stops
<b>Population</b>	132,618	<b>Seniors</b>	20,140
<b>Jobs</b>	107,181	<b>Youth</b>	28,727
<b>Poverty</b>	24,164	<b>W/ Disabilities</b>	20,318
<b>Minority</b>	54,252	<b>Zero Vehicle Households</b>	4,452
Service Productivity (Δ)	Weekday	Saturday	Sunday
<b>Avg Daily Ridership</b>			2,014
<b>Riders/Revenue-Hour</b>	No changes	No changes	13.3
<b>Riders/Revenue-Mile</b>			0.9
<b>Riders/Round Trip</b>			18.3
Financial Performance (Δ)	Weekday	Saturday	Sunday
<b>Avg Daily Revenue</b>			\$1,314.39
<b>Daily Operating Cost</b>	No changes	No changes	\$17,101.88
<b>Farebox Recovery Ratio</b>			8%

The capital delta (Δ) symbol indicates that the numbers are differences between existing and new service rather than total values. Any ratios are simply the ratio of the differences.





## Scenario Map



Data Source: TBEST 2019



Transfer Stations



Routes With No Service Change



Study Area



Urbanized Area



County Boundary

**Transit Development Plan**

**Sunday to Match Saturday**

Escambia County Area Transit





## Split Route 45

### Description

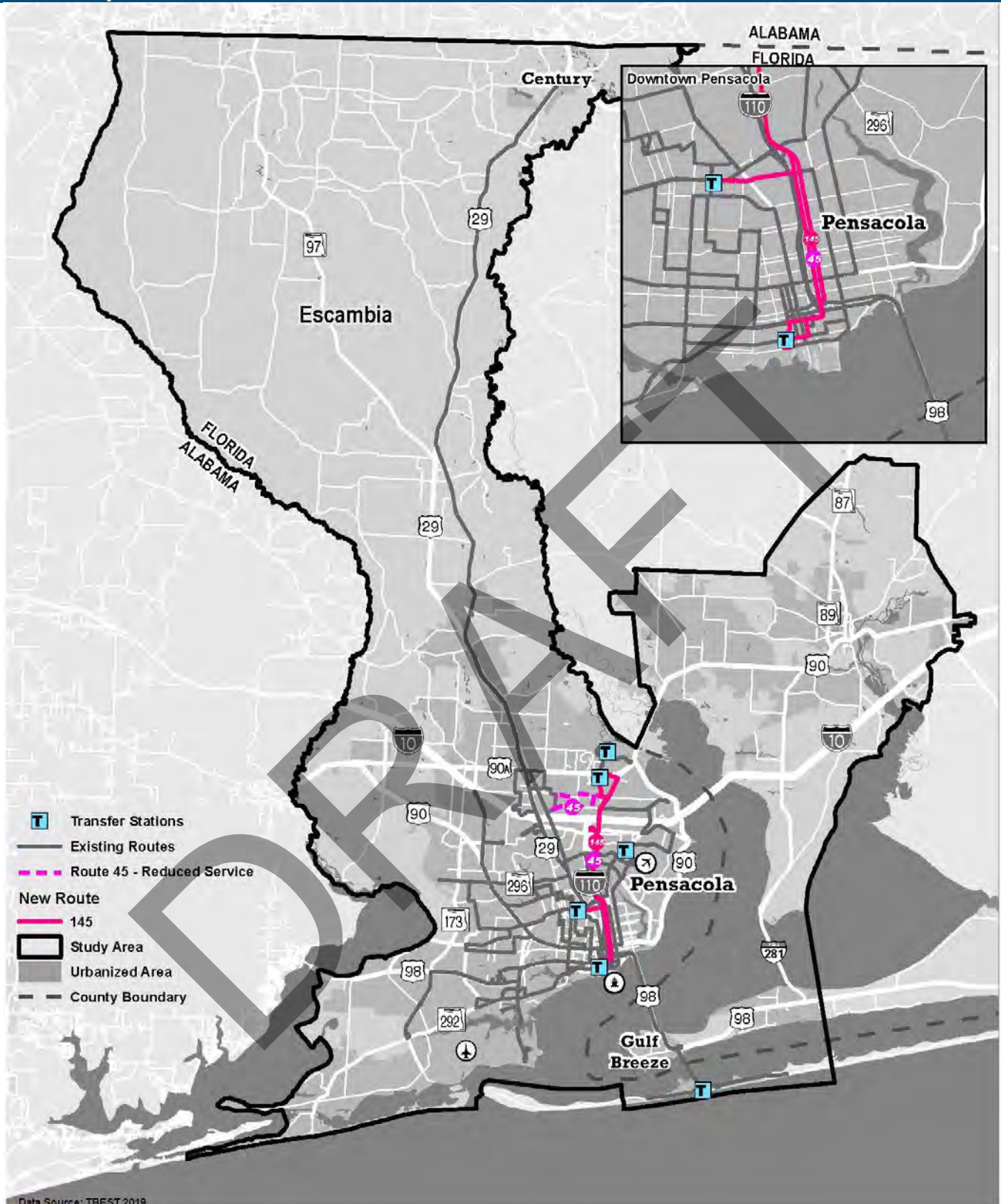
This improvement would involve repurposing nearly every other trip on Route 45 as Route 145. Route 145 would follow the path of Route 45 for much of the route, but it would diverge just north of the West Florida Hospital at Johnson Ave. There, the route would follow the path of Route 43 to and from the University Town Center, which would be the route's northern terminus and serve as a transfer point to university routes and future commuter routes.

Characteristics	Weekday	Saturday	Sunday
Span of Service	5:30 AM to 7:25 PM	6:00 AM to 6:47 PM	No Service
Frequency	45 & 145 each hourly	45 & 145 each every 2 hrs	
Cycle Time	115 & 108 mins	115 & 107 mins	
Route Distance	25.5 & 23.5 mi	25.5 & 23.5 mi	
Number of Buses	No change	No change	
More ADA Service Required	No		
Project Type	Operating		
Implementation Year	2031		
Operating Measures (Δ)	Weekday	Saturday	Sunday
Round Trips per Day	No change	No change	No Service
Annual Revenue Miles	-275	0	
Annual Revenue Hours	-12,475	-655.2	
Demographics (2031)	Within ¼-mile of stops	Demographics (2031)	Within ¼-mile of stops
Population	23,652	Seniors	3,031
Jobs	32,919	Youth	5,190
Poverty	5,159	W/ Disabilities	3,614
Minority	11,683	Zero Vehicle Households	861
Service Productivity (Δ)	Weekday	Saturday	Sunday
Avg Daily Ridership	28	98	No Service
Riders/Revenue-Hour	N/A	N/A	
Riders/Revenue-Mile	N/A	N/A	
Riders/Round Trip	N/A	N/A	
Financial Performance (Δ)	Weekday	Saturday	Sunday
Avg Daily Revenue	\$11.22	\$39.26	No Service
Daily Operating Cost	-\$378.20	-\$95.88	
Farebox Recovery Ratio	N/A	N/A	

The capital delta (Δ) symbol indicates that the numbers are differences between existing and new service rather than total values. Any ratios are simply the ratio of the differences.



## Scenario Map



**Transit Development Plan**  
New Routes - Route 45 Split

Escambia County Area Transit

## New Tiger Point Express Route

### Description

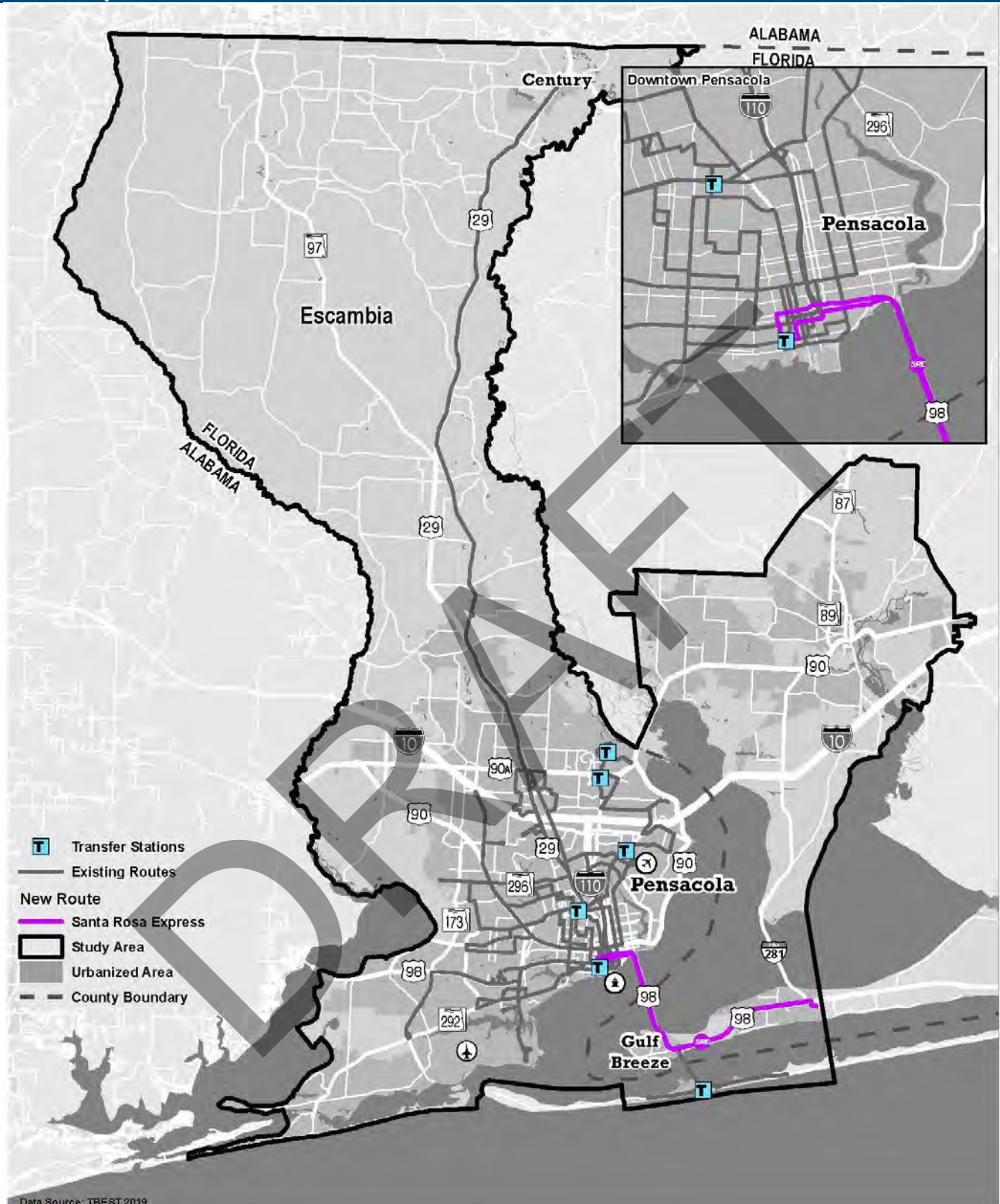
This improvement would involve a new express route connecting Downtown Pensacola to the Tiger Point Community Center in Santa Rosa County via Gulf Breeze.

Characteristics	Weekday	Saturday	Sunday
Span of Service	6:15 AM to 6:15 PM	7:00 AM to 6:13 PM	No Service
Frequency	Every 5 hours	Every 5 hours	
Cycle Time	73 minutes	73 minutes	
Route Distance	27.5 miles	27.5 miles	
Number of Buses	1 bus	1 bus	
More ADA Service Required	No		
Project Type	Operating		
Implementation Year	2030		
Operating Measures	Weekday	Saturday	Sunday
Round Trips per Day	3	3	No Service
Annual Revenue Miles	20,708	4,290	
Annual Revenue Hours	903.6	187.2	
Demographics (2031)	Within ¼-mile of stops	Demographics (2031)	Within ¼-mile of stops
Population	9,353	Seniors	1,789
Jobs	17,726	Youth	2,005
Poverty	592	W/ Disabilities	1,234
Minority	1,205	Zero Vehicle Households	178
Service Productivity	Weekday	Saturday	Sunday
Avg Daily Ridership	136	672	No Service
Riders/Revenue-Hour	37.8	186.7	
Riders/Revenue-Mile	1.65	8.15	
Riders/Round Trip	45.3	224	
Financial Performance	Weekday	Saturday	Sunday
Avg Daily Revenue	\$76.51	\$378.03	No Service
Daily Operating Cost	\$404.64	\$404.64	
Farebox Recovery Ratio	19%	93%	





## Scenario Map



Data Source: TBEST 2019



**Transit Development Plan**  
**New Routes - Santa Rosa Express**

Escambia County Area Transit

## New Milton Express Route

### Description

This improvement would involve a new express route connecting Milton to Pensacola via US-90. From the east, the route would begin at the FDOT Park & Ride lot where US-90 meets FL-87, continue west through downtown Milton and end at the University Town Center, where riders would transfer to routes going to Downtown, UWF, and other destinations. This new route would be implemented after the Route 45 Split.

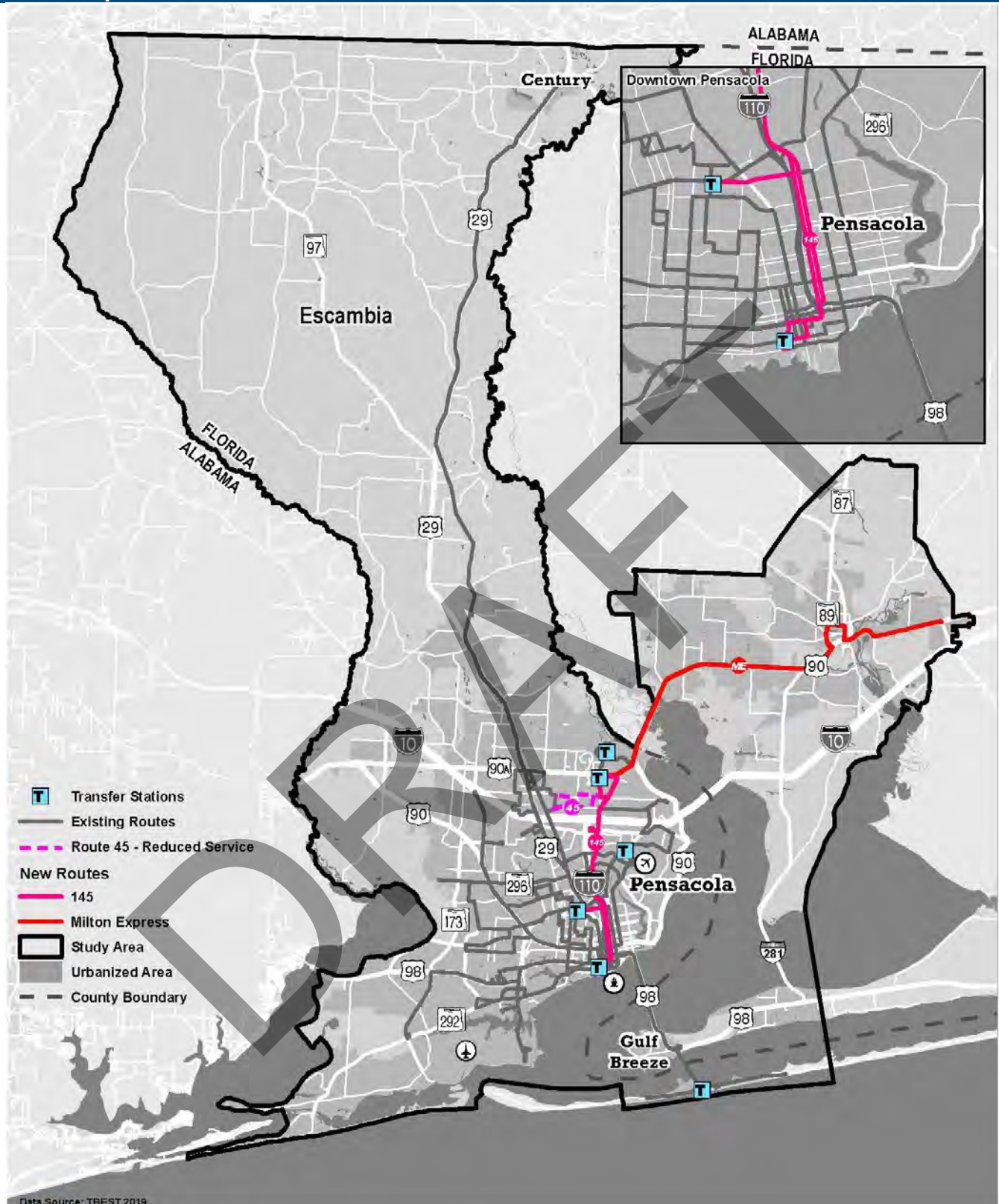
Characteristics	Weekday	Saturday	Sunday
<b>Span of Service</b>	5:50 AM to 6:35 PM		
<b>Frequency</b>	Every 5-5.5 hours		
<b>Cycle Time</b>	70 minutes	No Service	No Service
<b>Route Distance</b>	41.7 miles		
<b>Number of Buses</b>	1 bus		
<b>More ADA Service Required</b>	No		
<b>Project Type</b>	Operating		
<b>Implementation Year</b>	2031		
Operating Measures	Weekday	Saturday	Sunday
<b>Round Trips per Day</b>	3		
<b>Annual Revenue Miles</b>	31,250	No Service	No Service
<b>Annual Revenue Hours</b>	950		
Demographics (2031)	Within ¼-mile of stops	Demographics (2031)	Within ¼-mile of stops
<b>Population</b>	11,141	<b>Seniors</b>	2,009
<b>Jobs</b>	9,416	<b>Youth</b>	2,595
<b>Poverty</b>	1,616	<b>W/ Disabilities</b>	2,033
<b>Minority</b>	1,962	<b>Zero Vehicle Households</b>	222
Service Productivity	Weekday	Saturday	Sunday
<b>Avg Daily Ridership</b>	187		
<b>Riders/Revenue-Hour</b>	49.4	No Service	No Service
<b>Riders/Revenue-Mile</b>	1.5		
<b>Riders/Round Trip</b>	62.3		
Financial Performance	Weekday	Saturday	Sunday
<b>Avg Daily Revenue</b>	\$23.22		
<b>Daily Operating Cost</b>	\$426.83	No Service	No Service
<b>Farebox Recovery Ratio</b>	5%		

The numbers presented are the differences between the 45 Split scenario and this scenario





## Scenario Map



Data Source: TBEST 2019



**Transit Development Plan**  
**New Routes - Milton Express**

Escambia County Area Transit



## New Navy Federal Route

### Description

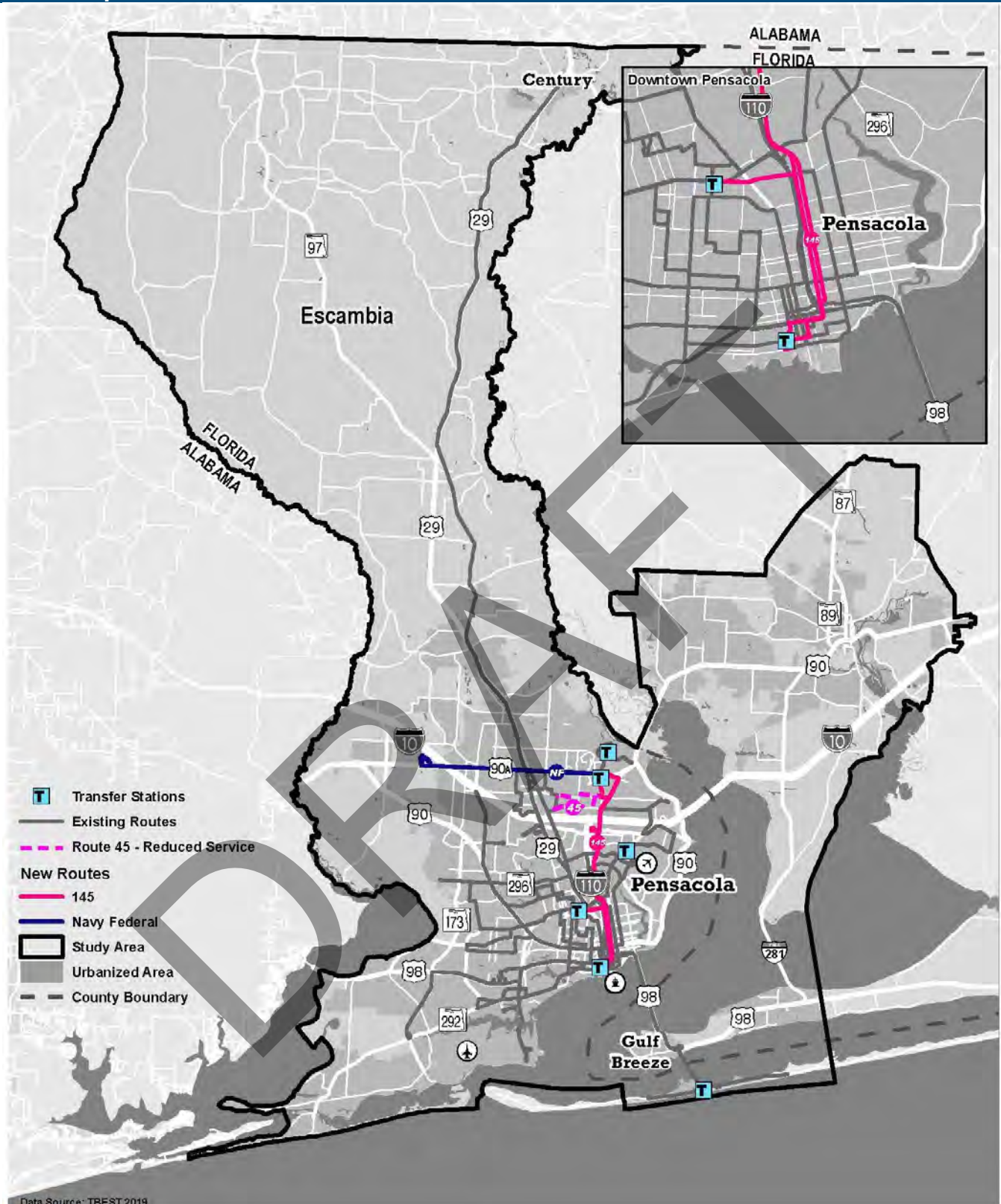
This improvement would involve a new express route connecting Pensacola to the Navy Federal Credit Union corporate offices via US-90. The eastern terminus would be at the University Town Center shopping center, providing connections to UWF, Downtown Pensacola, and more. This new route would be implemented after the Route 45 Split.

Characteristics	Weekday	Saturday	Sunday
<b>Span of Service</b>	7:00 AM to 7:10 PM		
<b>Frequency</b>	Every 60 minutes		
<b>Cycle Time</b>	68 minutes	No Service	No Service
<b>Route Distance</b>	17.1 miles		
<b>Number of Buses</b>	2 buses		
<b>More ADA Service Required</b>	Yes		
<b>Project Type</b>	Operating		
<b>Implementation Year</b>	2031		
Operating Measures	Weekday	Saturday	Sunday
<b>Round Trips per Day</b>	12		
<b>Annual Revenue Miles</b>	51,150	No Service	No Service
<b>Annual Revenue Hours</b>	6,000		
Demographics (2031)	Within ¼-mile of stops	Demographics (2031)	Within ¼-mile of stops
<b>Population</b>	6,012	<b>Seniors</b>	1,118
<b>Jobs</b>	4,414	<b>Youth</b>	1,160
<b>Poverty</b>	778	<b>W/ Disabilities</b>	854
<b>Minority</b>	1,858	<b>Zero Vehicle Households</b>	112
Service Productivity	Weekday	Saturday	Sunday
<b>Avg Daily Ridership</b>	200		
<b>Riders/Revenue-Hour</b>	8.4	No Service	No Service
<b>Riders/Revenue-Mile</b>	1.0		
<b>Riders/Round Trip</b>	16.7		
Financial Performance	Weekday	Saturday	Sunday
<b>Avg Daily Revenue</b>	\$185.79		
<b>Daily Operating Cost</b>	\$3,556.47	No Service	No Service
<b>Farebox Recovery Ratio</b>	5%		

The numbers presented are the differences between the 45 Split scenario and this scenario



## Scenario Map



Data Source: TBEST 2019



**Transit Development Plan**

**New Routes - Navy Federal**

Escambia County Area Transit



## Baptist Hospital Relocation Adjustments

### Description

Baptist Hospital, currently located in the Downtown vicinity where E Street meets Moreno Street, is in the process of relocating to Brent Lane directly across from Pensacola Christian College. Due to its significant impact on ECAT ridership, slight adjustments were made to two existing routes – the 59X and 63 – so that the new hospital site can be served directly.

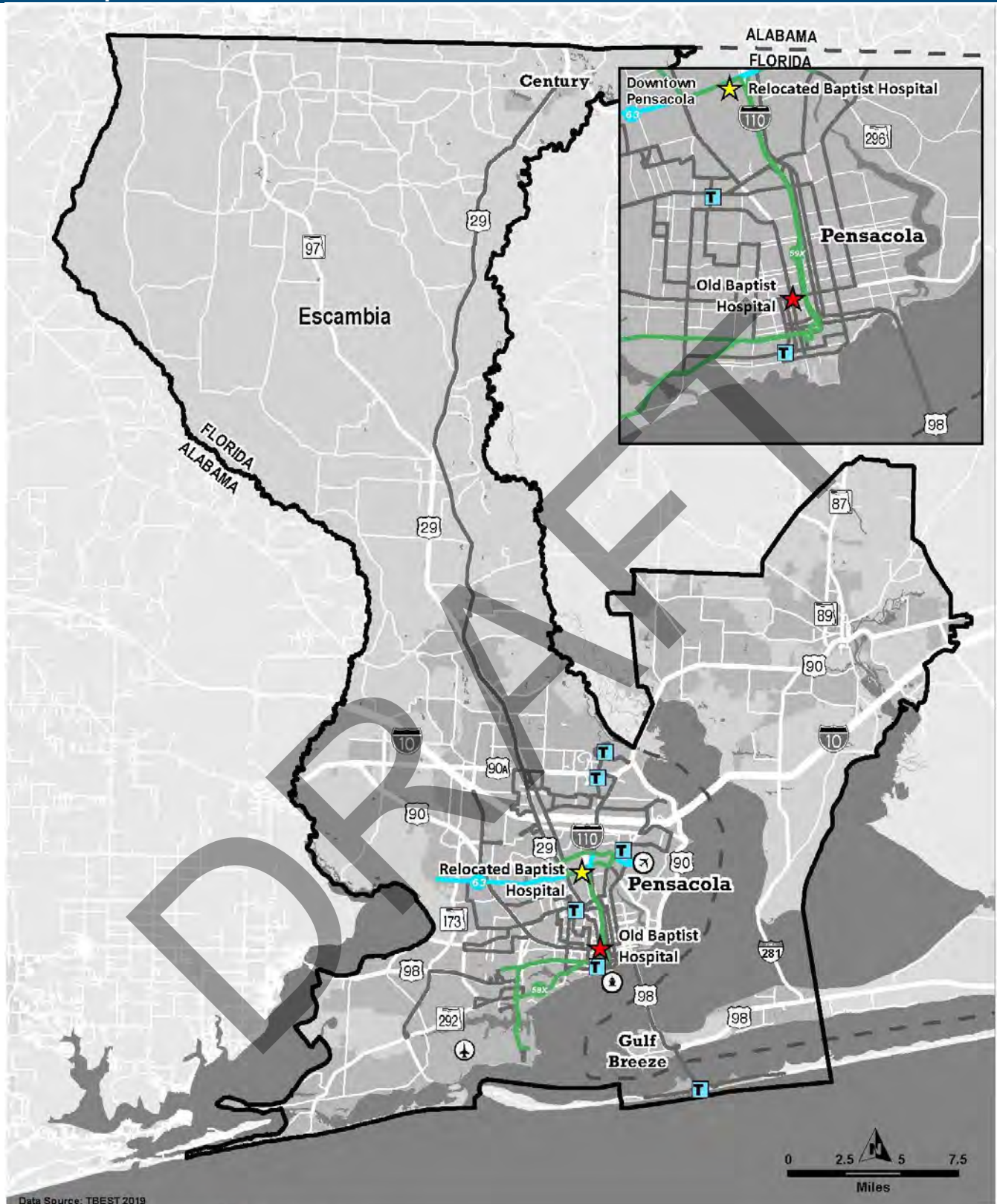
Characteristics	Weekday	Saturday	Sunday
<b>Span of Service</b>	6:00 AM to 10:32 PM	8:00 AM to 1:36 AM	10:35 AM to 10:22 PM
<b>Frequency</b>	Every hour	Every 67 minutes	Every 67 minutes
<b>Cycle Time</b>	70.4 to 103.7 minutes	70.4 to 100.5 minutes	103.8 minutes
<b>Route Distance</b>	19.6 to 31.1 miles	19.6 to 31.1 miles	31.1 miles
<b>Number of Buses</b>	No change	No change	No change
<b>More ADA Service Required</b>	No		
<b>Project Type</b>	Operating		
<b>Implementation Year</b>	2023		
Operating Measures (Δ)	Weekday	Saturday	Sunday
<b>Round Trips per Day</b>	No change	No change	No change
<b>Annual Revenue Miles</b>	848.8	1,006.6	972.1
<b>Annual Revenue Hours</b>	740.8	-13	20.91
Demographics (2031)	Within ¼-mile of stops	Demographics (2031)	Within ¼-mile of stops
<b>Population</b>	33,483	<b>Seniors</b>	3,815
<b>Jobs</b>	35,353	<b>Youth</b>	6,295
<b>Poverty</b>	5,889	<b>W/ Disabilities</b>	4,392
<b>Minority</b>	13,399	<b>Zero Vehicle Households</b>	1,003
Service Productivity (Δ)	Weekday	Saturday	Sunday
<b>Avg Daily Ridership</b>	122	204	94
<b>Riders/Revenue-Hour</b>	41.3	N/A	229.3
<b>Riders/Revenue-Mile</b>	36.1	N/A	4.9
<b>Riders/Round Trip</b>	N/A	N/A	N/A
Financial Performance (Δ)	Weekday	Saturday	Sunday
<b>Avg Daily Revenue</b>	N/A	N/A	N/A
<b>Daily Operating Cost</b>	\$331.37	-\$28.07	\$46.03
<b>Farebox Recovery Ratio</b>	N/A	N/A	N/A

The capital delta (Δ) symbol indicates that the numbers are differences between existing and new service rather than total values. Any ratios are simply the ratio of the differences.

Because the primary intent of the service change is to continue serving existing hospital patrons, no net fare revenue gain is assumed.



## Scenario Map



Data Source: TBEST 2019



Transfer Stations



Routes With No Service Change



Study Area



Urbanized Area



County Boundary

**Transit Development Plan**

**Baptist Hospital Relocation**

Escambia County Area Transit





**ESCAMBIA COUNTY AREA TRANSIT**

“

**Your Service,  
Your Say.....”**



**Tonya Ellis**

Mass Transit Director

Escambia County Area Transit