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# FLORIDA DEPARTMENT OF TRANSPORTATION

Florida Intercity Bus Service Needs Assessment and Action Plan

Final June 2010

# Technical Memorandum Number Two Needs Assessment

Prepared for: Florida Department of Transportation Transit Office



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## Florida Intercity Bus Service Needs Assessment and Action Plan

**Technical Memorandum Number Two** 

**Needs Assessment** 

Prepared for



### FLORIDA DEPARTMENT OF TRANSPORTATION CENTRAL TRANSIT OFFICE

Grant Programs Administrator 605 Suwannee St., MS 26 Tallahassee, FL 32399 Telephone (850) 414-4530, Facsimile (850) 414-4508

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**Tindale-Oliver & Associates, Inc.** 1000 Ashley Drive, Suite 100 Tampa, FL 33602 Telephone (813) 224-8862, Facsimile (813) 226-2106 610001-00.09 (This page intentionally left blank.)



Intercity Bus Needs Assessment and Action Plan

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#### LIST OF ACRONYMS

This acronym list includes all acronyms included in the two technical memorandums and action plan.

- ADA Americans with Disabilities Act
- ARRA American Recovery and Reinvestment Act
- BCT Broward County Office of Transportation
- CAC Citizen's Advisory Committee
- CAT Collier Area Transit
- CDBG Community Development Block Grant
- CDTLS Community Development Transportation Lending Services
- CMAQ Congestion Management and Air Quality
- COAMC Council on Aging of Martin County
- CSBG Community Service Block Grants
- CTO Central Transit Office
- CUTR Center for Urban Transportation Research
- DRI Development of Regional Impact
- ECAT Escambia County Area Transit
- EPA Environmental Protection Agency
- ESRI Environmental Systems Research Institute
- FCTD Florida Commission for the Transportation Disadvantaged
- FDOT Florida Department of Transportation
- FEMA Federal Emergency Management Administration
- FHWA Federal Highway Administration
- FMCSA Federal Motor Carrier Safety Administration
- FS Florida Statutes
- FTA Federal Transit Administration
- FTIS Florida Transit Information System
- FTP Florida Transportation Plan
- HART Hillsborough Area Regional Transit Authority
- HUD U.S. Department of Housing and Urban Development
- IBSGP Intercity Bus Security Grant Program
- ISTEA Intermodal Surface Transportation Efficiency Act
- JARC Job Access and Reverse Commute
- JTA Jacksonville Transit Authority
- LAMTD Lakeland Area Mass Transit District





- LCHSTP Locally Coordinated Human Services Transportation Plans
- LRTP Long Range Transportation Plan
- LYNX Central Florida Regional Transportation Authority
- MCAT Manatee County Area Transit
- MCSS Marion County Senior Services
- MDT Miami-Dade Transit
- MIC Miami Intermodal Center
- MPO Metropolitan Planning Organization
- MTS Marion Transit Services
- NAAQS National Ambient Air Quality Standards
- NBTA National Bus Traffic Association
- NHTS National Household Travel Survey
- NTD National Transit Database
- OCT Okaloosa County Transit
- PCPT Pasco County Public Transportation
- PCTSD Polk County Transit Services Division
- PSTA Pinellas Suncoast Transit Authority
- RACEC Rural Areas of Critical Economic Concern
- REDI Rural Economic Development Initiative
- RFP Request for Proposal
- RTS Gainesville Regional Transit System
- SAFETEA-LU Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users
- SCAT Sarasota County Area Transit
- SCAT Space Coast Area Transit
- SCTA Sarasota County Transportation Authority
- SFRTA South Florida Regional Transportation Authority
- SIS Strategic Intermodal System
- SMP State Management Plan
- SRTNA Strategic Regional Transit Needs Assessment
- STB Surface Transportation Board
- STP Surface Transportation Program
- STS Special Transportation Service
- STSPAC Statewide Transit Strategic Plan Advisory Committee
- TBARTA Tampa Bay Area Regional Transportation Authority
- TCAP Tri-County Access Plan
- TCC Technical Coordinating Committee





- TCRP Transit Cooperative Research Program
- TCSP Transportation, Community, and System Preservation
- TD Transportation Disadvantaged
- TDC Tourist Development Council
- TDP Transit Development Plan
- TDSP Transportation Disadvantaged Service Plan
- TPO Transportation Planning Organization
- UASI Urban Areas Security Initiative
- USC United States Code
- USF University of South Florida
- USDA U.S. Department of Agriculture
- USDOT U.S. Department of Transportation
- UWF University of West Florida



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### **Section 1: Introduction**

This document is the second technical memorandum of two to be prepared under the *Florida Intercity Bus Service Needs Assessment and Action Plan* project undertaken by Florida Department of Transportation (FDOT) Transit Office. Technical Memorandum Number One focused on providing an overview of existing demographic and market conditions. It provided a review of current federal and State intercity bus policy, an existing intercity bus service profile, and a preliminary identification of gaps in and needs for service based on previously conducted public outreach for other studies (e.g., transit development plans (TDPs), long range transportation plans (LRTPs, etc.).

This memorandum focuses on new data gathering activities as well as analyzing the demographic data put forth in Technical Memorandum Number One. This technical memorandum has six sections.

**Section 2** examines the new high-speed rail corridor to be implemented in Florida and its implications for intercity bus service.

**Section 3** contains summaries of the outreach specifically undertaken in furtherance of this project.

**Section 4** provides an overview of traditional and discretionary markets by analyzing demographic data to identify concentrations of individuals with characteristics indicative of these types of markets.



**Section 5** examines the urban areas in the State and identities those not being served by intercity bus service. Rural areas are also examined in this section to determine which rural areas lack intercity bus service.

Section 6 provides an overview of the next steps in the study process.

Following this technical memorandum, the study will move into its final phase where an action plan is developed.





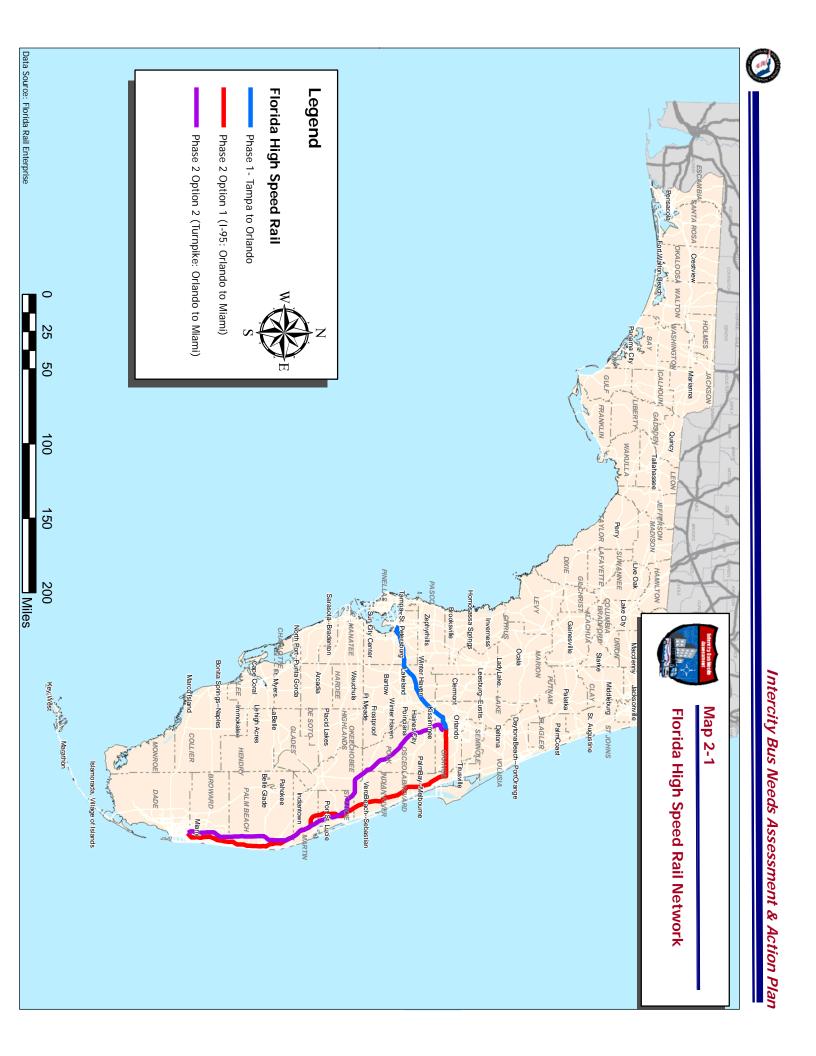
### Section 2: High-Speed Rail Impacts

On January 28, 2010, President Obama announced an \$8 billion federal investment in highspeed rail, which included funding a project from Tampa to Orlando. The \$1.25 billion investment in this Florida corridor has impacts for intercity bus service. Although the exact implementation schedule is unknown at this point, this corridor will have high-speed rail operating in this corridor in the future. Proposed stops include downtown Tampa, Lakeland, the Disney resort area, Orlando International Airport, and downtown Orlando.

The Tampa-Orlando segment is the first segment of a proposed statewide network. The second segment is expected to connect Orlando to Miami. There are two potential alignments for this segment: I-95 and the Florida Turnpike. Proposed stops include Cocoa/Port Canaveral (Florida Turnpike alignment only), Fort Pierce, West Palm Beach, Fort Lauderdale, and Miami. Map 2-1 provides a displays the high speed rail routing.

Currently both the Tampa-Orlando and Orlando-Miami corridors are served by intercity bus service. The high-speed rail network would offer comparable service with the intercity bus system. As the high-speed rail network becomes operational, current intercity service may shift its focus away from serving the Tampa-Orlando corridor to providing service in other underserved areas. The action plan to follow this technical memorandum will provide guidance as to how the intercity bus network should develop in light of these high-speed rail corridors.







### Section 3: Public Participation

In Technical Memorandum Number One, a review of previously produced studies related to intercity bus service was undertaken in order to gather input on intercity travel needs. The review focused on public input already gathered through these previous studies. This section provides an overview of the public input gathered directly in furtherance of this study. The primary effort involved stakeholder interviews while there was a smaller secondary public participation effort conducted at an Orlando-based conference.

#### STAKEHOLDER INTERVIEWS

As part of the *Intercity Bus Service Needs Assessment and Action Plan*, stakeholder interviews were conducted. Attempts were made to interview existing and potential intercity service providers, representatives from each FDOT district, representatives from the various Regional Planning Councils throughout Florida, members of the Florida Commission for the Transportation Disadvantaged (FCTD) Board, and several regional economic or tourism agencies throughout Florida.

In total, 26 stakeholders from 19 different agencies were interviewed during the period from November to early December 2009. Interviewees included the following individuals:

- Brian Scott, Escot Bus Lines
- Darrell J. Smith, Runways Transportation Company
- Boyd Thompson, Ride Solutions
- Randy Isaacs, Greyhound
- Tim Therrian, Greyhound
- Wayne Young, American Charters





- James Bennett, FDOT District 2
- Phillip Worth, FDOT District 2
- Donnie Duce, FDOT District 3
- Kathy Rudd, FDOT District 3
- Vanessa Strickland, FDOT District 3
- Karen Adamson, FDOT District 5
- Elba Lopez, FDOT District 7
- Lawrence Forman, FCTD Vice Chairman Representing the Business Community
- J.R. Harding, Ed. D., FCTD Chairman Representing Users with a Disability
- Vanita Anderson, Apalachee Regional Planning Council
- Ed Lehman, Northeast Florida Regional Planning Council
- Lynn Godfrey, North Central Florida Regional Planning Council
- Marlie Sanderson, North Central Florida Regional Planning Council
- Kim Delaney, Treasure Coast Regional Council
- Terry Hess, Treasure Coast Regional Council
- Dave Hutchinson, Southwest Florida Regional Planning Council
- Mary Robinson, West Florida Regional Planning Council
- Bruce Day, Withlacoochee Regional Planning Council
- Cristie Kedroski, Florida's Great Northwest
- Lynn Topel, Florida's Heartland Rural Economic Development Initiative

The remainder of this section provides a summary of the responses received during the interviews. In some instances, one interview consisted of multiple interviewees. In those instances, the responses are summarized together. In addition, a sample interview questionnaire form is provided in Appendix A.

#### Stakeholder 1

Stakeholder 1 is aware of some of the current intercity services and needs summarized at the beginning of the interview through his involvement with the transit industry, regular attendance of transit board meetings, and a career in the intercity bus industry. Stakeholder 1 is not aware of any additional intercity service not mentioned by the interviewer, nor is he aware of any intercity routes that were removed from service that should be reinstated in the Tampa Bay area.





According to Stakeholder 1, the population most in need of the intercity bus service is the age group from 18 to 54 years. The younger generation is very concerned with the environment and is passionate with the "Going Green" movement. In previous years, intercity bus service had a reputation as being unsafe and unclean. However, younger generations have a more positive perception of intercity bus service since charter buses presently are nicer and have been used for purposes other than daily transportation.

Stakeholder 1 believes that there are many unmet needs in the Tampa Bay area, especially regarding levels of congestion faced by commuters. He believes the Tampa Bay region has yet to fully develop its transit potential. Many potential users are unaware of current transit service availability due to a lack of marketing, dispersed housing, and a lack of compelling services being provided.

Stakeholder 1 believes there is a need for intercity routes from Tampa to Orlando and from Ft. Myers to Orlando via Port Charlotte and Tampa. Stakeholder 1 notes that it is hard to determine unmet needs in the immediate area, as local intercity-related discussions typically exclude private sector providers. He notes a need for more private providers.

According to Stakeholder 1, one of the most significant obstacles facing intercity passengers in the Tampa Bay region is a lack of providers. Following completion of its Master Plan, the Tampa Bay Area Regional Transportation Authority (TBARTA) plans to link service provided by transportation agencies in the seven counties participating in the plan. However, there has been no discussion of tapping into the private sector. In addition, obstacles facing intercity providers include an arduous application process and strict requirements to obtain 5311(f) funding. There are currently not enough providers for quality intercity service. In terms of any opportunities for local or regional funding for intercity bus service, Stakeholder 1 believes that if the public transit agencies reached out to the private sector, they would acquire more funding and find highly-qualified providers.

Stakeholder 1 agrees overall with the noted policies and needs derived the review of regional and local plans conducted for the initial phase of the Intercity Bus Service Needs and Assessment Plan. He also thinks that Pasco and Hernando counties should





be recognized as highly-populated areas traveling into the Tampa and St. Petersburg areas on a daily basis.

#### Stakeholder 2

Stakeholder 2 is aware of current intercity services and needs through his previous involvement with a public transit agency. He is also presently in touch with a current intercity provider. In addition to the services previously discussed, Stakeholder 2 also notes that the Thruway Bus Connection and the Amtrak train were replaced with a bus service traveling from Waldo to Ocala. Stakeholder 2 believes the former service provided from Jacksonville to southwest Florida via Gainesville and Tampa should be reinstated, as well as Greyhound services within Jacksonville and Gainesville, which have been cut back to five days a week and round-trip tickets only.

According to Stakeholder 2, the populations most in need of the intercity bus service are college students, travelers on a budget, and families traveling at the last minute. When asked if there are any unmet intercity service needs connecting cities within the northeast Florida region, Stakeholder 2 noted that there is a need to connect the Gainesville area to Central Florida, Tampa, and Ft. Lauderdale/Miami. Stakeholder 2 notes that service from Jacksonville International Airport to Brunswick, GA and Savannah, GA is also needed.

According to Stakeholder 2, the most significant obstacles for potential intercity service passengers are negative perceptions and safety issues, as many stations are located in bad areas. Stakeholder 2 believes that the post-9/11 world is very fearful and worried about safety. Another specific obstacle facing intercity providers is trying to connect to Greyhound, since all private sector providers should connect with Greyhound's national system.

With regard to opportunities for regional and local funding for intercity service, Stakeholder 2 believes there is no funding for private sector providers operating separately from Greyhound unless they raise the fares and work at creating a quality service that will last.





Stakeholder 2 agrees with the policies and needs mentioned in the review of regional and local plans conducted for the initial phase of the Intercity Bus Service Needs and Assessment Plan.

#### Stakeholder 3

Stakeholder 3 is aware of most current intercity services and needs summarized at the beginning of the interview, with the exception of the Baldwin Commuter Shuttle and the Gainesville Regional Transit System (RTS) needs documented in RTS' TDP. Stakeholder 3 is aware of existing services through work as an intercity provider, as well as through research, council meetings, and general involvement in the current transit issues. Stakeholder 3 notes that the Greyhound route formerly operated from Jacksonville to Palatka and Deland should be reinstated.

According to Stakeholder 3, those with the greatest need for intercity service are lowincome populations who lack automobiles and the income required to travel by train or plane. Stakeholder 3 notes that intercity service needs throughout Florida and into northern states will depend, in some part, on how high fuel prices rise in future years. In addition, when asked if there are any unmet intercity service needs connecting cities in the region to other areas of the State or to states adjacent to Florida, Stakeholder 3 notes that public transportation should be connected everywhere, from small rural regional transit services to government services that may also partner with the private sector.

According to Stakeholder 3, the most significant obstacles facing intercity service include ticketing and a lack of regional planning and perspective. Additionally, intercity passengers are not offered any regional support. Stakeholder 3 believes a checks-and-balance system should be implemented where the private sector can bid and be awarded the management position of specific intercity bus services.

As far as opportunities for regional or local funding for intercity service, Stakeholder 3 believes regional funding opportunities are possibly available, and the commuter market could be self-supported. Stakeholder 3 agrees with the policies and needs mentioned in the review of regional and local plans conducted for the initial phase of the Intercity Bus





Service Needs and Assessment Plan, but thinks that Transportation Disadvantaged (TD) funds should be used for public transportation, not only those with disabilities.

#### Stakeholders 4 and 5

Stakeholders 4 and 5 are aware of most current intercity services and needs summarized at the beginning of the interview. They also note there was interest at one point for more Greyhound service along the southwest Florida coast from Ft. Myers to Sarasota, but instituting additional service along the corridor was postponed pending the conclusions of the Intercity Bus Service Needs Assessment and Action Plan.

Stakeholders 4 and 5 note that other rural operators may exist, but none they could specifically name. The stakeholders note that passengers can buy a ticket from their location to any destination served by Greyhound, a connecting feeder service (approximately 20 providers), or an interline carrier (approximately 30 providers) if the providers are part of the National Bus Traffic Association. If a rural operator is not connected to Greyhound's national system, then only the people in that local service area will know about the service. From Greyhound's perspective, interconnections are essential for informational, travel, and national connectivity reasons. Even extremely rural areas can still be connected to Greyhound and therefore the rest of the country.

According to Stakeholders 4 and 5, several intercity routes that were removed from service should be reinstated, including service along US 27 and US 17, and additional service connecting DuFuniak Springs to the greater intercity bus network.

According to Stakeholders 4 and 5, those in Florida that need intercity bus services the most are low-income populations lacking other transportation options. Migrant workers are an additional group with high intercity transportation needs. An emerging type of passenger for intercity service includes riders of cultural carriers and curbside operators. These operators do not serve rural communities, but instead provide service between urban population centers. The typical model for these carriers is to sell a few seats at a low cost and then increase the price exponentially once those are sold. Riders are typically young, middle-aged, or college-educated, and they are often heavy technology users. Tickets are purchased online, and there are no stations because passenger pick-ups occur on a designated street corner. This service is not yet available in Florida, but





if brought to Florida, it would augment existing intercity service by providing expresstype services to already-existing stations. One of the outcomes of this Needs Assessment could be to lay the groundwork for implementation of such services in Florida.

Regarding unmet intercity service needs within Florida or to adjacent states, Stakeholders 4 and 5 note that Greyhound is not considering additional service at this time.

Stakeholders 4 and 5 State that one of the most significant obstacles facing intercity providers is the fact that so many people own cars, since traditional intercity service use increases only when gas prices increase over \$4 per gallon. The most significant obstacle to providing intercity service is funding. It is assumed that when reauthorization of federal funding occurs, there will be a significant increase in 5311(f) funding; however, revenues versus expenditures will always be an issue.

#### Stakeholder 6

Stakeholder 6 is interested in establishing an intercity line in 2010 that would connect Ft. Myers to Orlando via Highway 17, connecting to US 27 in Winter Haven, with stops in Punta Gorda, Arcadia, Wachula, Ft. Meade, Bartow, Winter Haven, and Haines City. The new bus company, Florida Bus Lines, will make two runs per day—one in the morning and one in the evening. Ideally, Florida Bus Lines would connect to the Greyhound terminals in both Ft. Myers and Orlando.

In Orlando, Florida Bus Lines will also serve the Amtrak station and LYNX downtown terminal so that passengers can transfer to other transportation modes in Orlando and have access to attractions, airports, northern Florida, or other areas of the nation. As with most intercity service, funding for this new route is an issue, so Stakeholder 6 is very interested in the process for obtaining 5311(f) funding.

If the Highway 17 intercity route is successful, then Stakeholder 6 will consider starting another route on US 27 in another year. According to Stakeholder 6, instituting the route could fill a big gap in intercity service through the Heartland counties.





#### Stakeholders 7 and 8

Stakeholders 7 and 8 are aware of the current intercity services and needs summarized at the beginning of the interview through their direct involvement in the planning of these services, their participation in local government, and information provided in local newspapers. Stakeholder 7 believes the agencies that provide intercity service in his area market the services well.

According to Stakeholder 7, areas currently needing service are St. Johns, Putnam, and Duval counties. In addition, Stakeholder 8 comments that Ride Solution provides commuter assistance from 7:00 A.M. to 9:00 A.M. Putnam County presently runs service between Palatka and Gainesville, St. Augustine, and Orange Park. From Orange Park, passengers are able to connect to Jacksonville.

When asked if there are any intercity routes that were removed from service that should be reinstated, Stakeholder 7 notes that the McClenny Baldwin County Commuter Shuttle should be reinstated. Stakeholder 8 states that the Palatka County Commuter service to Gainesville funded by 5311(f) grants should be reinstated.

According to Stakeholders 7 and 8, the populations in northeast Florida needing intercity bus service include under-served, low-income, and transportation disadvantaged persons, such as the disabled, elderly, and those with medical needs. Large numbers of low-income populations residing within the rural areas of northeast Florida have a great need for intercity services due to long travel distances required to receive services such as medical care. An evaluation of population densities in rural counties should be performed to determine where to focus intercity services.

When asked if there are there any unmet intercity service needs connecting cities within northeast Florida, Stakeholder 7 noted that there are unmet needs for residents in unincorporated Alachua County who need to travel to Gainesville. Currently, Gainesville's transit agency, RTS, does not provide service to outlying areas in Alachua County. Stakeholder 7 believes there should be more connections between rural areas and Gainesville, but understands there may not be enough funding for all needed services. According to Stakeholder 8, more daily intercity service is needed to connect





Levy and Alachua Counties. In addition, there is a general need in this region to connect passengers to education, health services, and shopping areas.

The stakeholders were asked if there are there any unmet intercity service needs connecting cities within northeast Florida to other areas within the State or states immediately north of Florida. Stakeholder 7 believes there is no unmet need due to Big Bend Transit, a TD provider, running service into Tallahassee, Chipley, and Putnam County. Stakeholder 8 responded that travel to the submarine base in Southern Georgia, along with travel to Kings Bay, GA, is needed. Also, travel to Daytona Beach should be considered.

When asked about the most significant obstacles facing intercity passengers, Stakeholders 7 and 8 discuss the reliability of service, ability to get from very rural areas to the nearest bus stop, frequency of service, travel time, and high fare costs. When asked what the most significant obstacles facing intercity providers are, Stakeholders 7 and 8 note that funding is the largest issue, along with an overlap of services which leads to tension among service providers. In addition, fuel prices, sustainability of service, low ridership, conditions and maintenance of the vehicles, and mechanical reliability are further obstacles facing intercity providers.

Stakeholder 8 states that there is a small amount of funding for services catering to more rural areas, but this funding will not support long-term maintenance and operation costs. As a result, the routes can be started but will not have the funding to endure. Stakeholder 8 is not aware of any revenue sources other than federal and State funding.

In terms of the review of regional and local plans conducted for the initial phase of the Intercity Bus Service Needs and Assessment Plan, Stakeholder 7 agrees with all policies and needs listed within District 2, with the exception of some wording related to the intent of the transportation agency created by House Bill 1213 of the 2009 legislative session, which allows the Jacksonville Transportation Authority (JTA) to plan and develop transportation projects throughout Duval County and to enter into agreements with neighboring counties. Stakeholder 8 largely agrees with the policies and needs mentioned but believes that, although there is a need for a more regional approach to funding transit services, actually delivering them will be a substantial problem. Also,





Stakeholder 8 does not see a need to serve Flagler County as a destination within northeast Florida.

Finally, Stakeholder 7 mentions that, with the release of Transportation Investment Generating Economic Recovery (TIGER) grant funds, there is an opportunity to reestablish commuter services for northeastern Florida. Further investigation should occur within this Needs Assessment. Stakeholder 8 adds that a long-range regional transportation study must consider how to finance the plan and implement necessary improvements. Stakeholder 8 believes JTA is in a good position to gain concensus on regional transportation as a means of support, but that JTA is inevitably not the agency to carry out that plan. Stakeholder 8 also believes that routes between Gainesville and Jacksonville have long-term potential, but future planning will require thinking outside the box.

#### Stakeholders 9, 10, and 11

Stakeholders 9, 10, and 11 are aware of current routes and needs for the Panhandle region, but think a more in-depth study on the urbanized areas and maps is needed to confirm that there are not routes that have been missed. There may also be additional 5311(f) funds that could be used for a route from Ft. Walton Beach in Okaloosa County to Century in Escambia County. These stakeholders became aware of the services provided in their region by being involved in reviewing TDPs and Transportation Disadvantaged Service Plans (TDSPs) for transit agencies in the region. These stakeholders also are involved with funding the Mexico Beach route, a project that provides information on all current routes and projects. Stakeholders 9, 10, and 11 note that there are three routes overlooked in the initial review of intercity service in the Panhandle region: the Perdido Key route from Santa Rosa to Pensacola, Milton to Navarre, and Quincy to Tallahassee.

Stakeholders 9, 10, and 11 note that the Mexico Beach route into Panama City should be reinstated. Through the TDP process, several other routes have been identified as needs, but funding has not been available.

According to this group of stakeholders, commuters are the group with the largest need for intercity service. There is also a major need for north and south routes from rural





areas located in the northern Panhandle to the south and the coast. The majority of jobs are in the coastal areas, but the average worker cannot afford to live in these areas, resulting in a long daily commute.

When asked if there are there any unmet intercity service needs connecting cities within the Panhandle region, this group of stakeholders responded that a couple routes should be considered, including Chipley to Marianna with service continuing on to Tallahassee, as well as service from Crawfordville to Tallahassee. The stakeholders are not aware of any unmet intercity service needs connecting cities within the Panhandle to other areas within the State or states immediately north of Florida.

This group of stakeholders identified a lack of service, scheduling, and transportation to and from the route stops as the most significant obstacles facing intercity passengers. In addition, shift workers were cited as having a major obstacle of arriving to work on time, so there is a need for frequent and consistent trips in order to give passengers the freedom to travel at any time throughout the day. This group of stakeholders also identified several obstacles facing intercity service providers, including obtaining funding and long travel distances, which often result in higher costs for passengers.

At this time, this group of stakeholders does not foresee any opportunities for local or regional funding for intercity bus service. In terms of the review of regional and local plans conducted for the initial phase of the Intercity Bus Service Needs and Assessment Plan, this group of stakeholders agrees with the list of policies and services and notes that many of these policies are already being implemented.

Finally, the stakeholders mention the need for further review of routes starting in Pensacola traveling through all the counties along the Panhandle Gulf Coast. Also, routes into Lillian, AL, must be reviewed, although the local governments will not fund the service.

#### Stakeholder 12

Stakeholder 12 is aware of the Greyhound bus service that used to travel between Volusia County and downtown Orlando and the LYNX commuter service between Clermont to downtown Orlando through her work with the agency responsible for





funding the service through 5311(f) grants. She notes that, because only Greyhound was eligible for the funding and not Volusia County, the service ended. Stakeholder 12 is not aware of any other intercity services and notes that she agrees that the services previously mentioned are not true intercity services.

When asked if there are any intercity routes that were removed from service that should be reinstated, Stakeholder 12 stated that Greyhound is still operating services because she sees them on the highway; however, she is not sure if they still are operating between Volusia County and downtown Orlando. She is not sure whether or not they should be re-instated because any potentially new service would depend upon past ridership.

In Stakeholder 12's opinion, veterans, those with medical needs, and commuters are potential populations in the central Florida region that may need intercity bus services. With new medical facilities being constructed on Innovation Way in Orlando, there may be a need for connectivity for veterans and people with disabilities.

When asked if there are any unmet intercity service needs connecting cities within the central Florida region, Stakeholder 12 noted that there is potential for service needed from Bartow to Orlando, Umatilla to Orlando via Zellwood, and Leesburg to Orlando. Stakeholder 12 notes that with the Veterans Affairs (VA) Hospital now in Brevard County, there may also be a need for occasional travel between Orlando's new facilities on Innovation Way and the VA services. Other trips people make that could be served by intercity bus service are Orlando to Tampa, Jacksonville to Orlando, and Orlando to Miami. These are all needs identified for high-speed rail and could be served by bus first.

Stakeholder 12 identified the following as obstacles facing intercity passengers: limited frequency of service, service cuts, high fares, and the perception that intercity bus service facilities are not safe or often are in poor shape. In addition, obstacles facing intercity service providers include: lack of funding, lack of support for decent locations to build transit stops and facilities to make connections, and a perceived lack of demand for service by potential riders.



Stakeholder 12 does not see any opportunities for local or regional funding for intercity bus service. She adds that times are tough and it is difficult enough keeping local transit services funded, so she does not see much demand for future expansion to intercity. She also states that intercity service is better left to private providers, who can absorb the risk of launching services and determine ways to make a profit.

In terms of the review of regional and local plans conducted for the initial phase of the Intercity Bus Service Needs and Assessment Plan, Stakeholder 12 believes the list of cross-town routes provided are not necessarily intercity, but rather operate within one service area (i.e., LYNX-operated and within the MetroPlan service area). She also notes that future SunRail service will replace the Volusia County to Orlando route because they are on the same corridor. According to this stakeholder, the Volusia County to Orlando and Clermont to Orlando routes should continue to be funded so there is the opportunity to keep building ridership. She adds that the Clermont route is experiencing consistent growth in ridership. Finally, Stakeholder 12 believes that the proposed future Northwest commuter rail corridor should provide connections between Umatilla, Zellwood, and Orlando.

#### Stakeholder 13

Stakeholder 13 is aware of the current services in West Central Florida through her involvement with local transit systems. When asked whether there are any additional routes missing from the initial review, Stakeholder 13 notes that the fixed-route service recently started in Citrus County was not mentioned.

Stakeholder 13 comments that low-income populations, especially those with no personal means of transportation, benefit most from intercity service. Stakeholder 13 is not aware of any unmet intercity service needs connecting cities within the region. Furthermore, FDOT District 7 is working on a complete study of unmet intercity service needs connecting cities within the west central Florida region to other areas within the State or states immediately north of Florida. This study will show where funding is being used in relation to the transit services within the district.

According to Stakeholder 13, the most significant obstacles facing intercity passengers are safety, cost, Americans with Disabilities Act (ADA) compliance, transportation to and





from bus stops, land use, and lack of safe facilities at the bus stop. In addition, Stakeholder 13 believes the system is outdated and needs to be redeveloped. A lack of funding and no access to public funds are the most significant obstacles facing intercity providers. Stakeholder 13 does not see any opportunities for regional or local funding for intercity bus service.

In terms of the review of regional and local plans conducted for the initial phase of the Intercity Bus Service Needs and Assessment Plan, Stakeholder 13 believes private sector providers are taking away from the transit agencies. Therefore, as long as services continue to be provided by the local agencies she is in agreement with the policies and needs stated for West Central Florida; if service provisions are shared with the private transit industry, then she strongly disagrees.

#### Stakeholder 14

Stakeholder 14 is aware of all routes currently provided in South Florida with the exception of the Lower Key Shuttle, which provides service from Key West to Marathon and is operated by the Key West Department of Transportation. Stakeholder 14 is aware of this service as he is a frequent user of intercity bus services. Stakeholder 14 notes that TriRail is not mentioned in the study and thinks more information on this service should be included. Stakeholder 14 is not aware of any intercity routes in South Florida removed from service that should be reinstated.

According to Stakeholder 14, the populations in south Florida that need intercity bus services the most include individuals with disabilities, the elderly, low-income, and the transportation disadvantaged.

Stakeholder 14 is not aware of any unmet intercity service needs connecting cities within South Florida, but believes there is a great need for routes between cities and counties throughout the State of Florida.

According to Stakeholder 14, ride times, schedules, and finding transportation to the scheduled stops are significant obstacles facing intercity passengers. In addition, securing sufficient funding is the biggest issue facing intercity providers, especially in the





current economic climate. Thus, Stakeholder 14 does not believe that there are any other local or regional funding opportunities at this time.

Stakeholder 14 agrees with the policies and needs that have been noted within the South Florida region of the Intercity Bus Service Needs and Assessment Plan.

Stakeholder 14 believes there should be greater emphasis on serving destinations such as hospitals, rehabilitation facilities, and office parks along with route planning, schedules, ride times, frequency of trips, and the ability for commuters to reach scheduled stops.

#### Stakeholder 15

Stakeholder 15 is aware of the current routes that have been identified throughout the Panhandle region through his involvement in a successful community transportation program that allows him to be informed of current intercity bus services. Specifically in the Tallahassee area, he notes that StarMetro's attempt to reinvent their route systems was ineffective and paratransit service is currently filling the gaps.

According to Stakeholder 15, Wakulla County has a large population of elderly and disadvantaged individuals, about 25 percent of whom are employed and in need of public transportation.

When asked if there are there any unmet intercity service needs connecting cities within the Panhandle region, Stakeholder 15 cites the need for service from Quincy to Havana, as people have lost jobs because they did not have transportation to and from work.

Stakeholder 15 believes an analysis should be conducted to study how to move people in a systematic fashion from the Panhandle region to other cities such as Miami, Orlando, and Tampa. A regionally-coordinated plan is needed to connect the Panhandle to the rest of the State.

According to Stakeholder 15, the most significant obstacle facing intercity passengers is a lack of funding, the economy, and a lack of ADA compliant vehicles. The latter is of particular concern because there are a great number of mature communities in the





northwestern part of the State. More people are in need of transit services now than ever, but service does not particularly cater to the affordable housing areas within the region. Stakeholder 15 notes that significant obstacles facing intercity providers are high procurement costs of purchasing ADA compliant vehicles without readily-available funding. Stakeholder 15 does not foresee any additional local or regional funding opportunities for intercity service.

Stakeholder 15 agrees with the policies and needs that have been noted within the Panhandle region section of the document review.

Stakeholder 15 reiterates that there is a large need for ADA compliant transportation for the disabled within the region—especially the northwest Florida and Pensacola area. Similar support for mobility should be implemented in the middle counties to connect the I-10 corridor to Panama City, Destin, and Ft. Walton Beach. There is a huge need to dedicate funding for increased TD and paratransit trips to intersect with mature transit systems on a daily or weekly basis. Rural counties do a lot with very little—thus a small amount of funding would go a long way. Frequently, disadvantaged citizens live outside of the transit infrastructure because more affordable housing is located in these outer areas. An effort should be made to connect them to the employment centers, healthcare, and related community based services in the more urban areas.

#### Stakeholder 16

Stakeholder 16 is aware of the transit services provided by StarMetro, but is unaware of remaining transit and intercity services in the Panhandle region. Her knowledge of Tallahassee's transit services is due to her involvement with the Regional Transit Study, as well as her regular attendance of Tallahassee transit board meetings. Additional intercity routes exist in Leon County—Tallahassee and StarMetro are funding the Express, which runs from Quincy to Tallahassee Community College. This stakeholder is not aware of any intercity routes in the Panhandle region that were removed from service that should be reinstated.

According to Stakeholder 15, the greatest intercity needs in the Panhandle region are for those in Crawfordville and Monticello who need to connect to Leon County and those in Port Saint Joe and Gulf County who need to reach Panama City. This stakeholder is not





aware of any other unmet intercity service needs connecting cities within the Panhandle region or connections to other areas in Florida or to states immediately north of Florida.

According to Stakeholder 16, long ride times, irregular route scheduling, and high fares due to the distance between rural areas and urban areas are all significant obstacles facing intercity passengers. In addition, according to Stakeholder 15, funding is the main obstacle for intercity providers. This stakeholder is not aware of any opportunities for local or regional funding for intercity bus service, and she feels that several counties in her region, such as Calhoun, Franklin, Gadsden, Gulf, Jackson, Jefferson, Leon, Liberty, and Wakulla, have been forgotten about. The State has passed down much of the responsibility to the local government, which places great pressure on local government resources.

In terms of the review of regional and local plans conducted for the initial phase of the Intercity Bus Service Needs and Assessment Plan, Stakeholder 16 believes that much of the research on northeast Florida has not included her area of interest, so it is difficult for her to express any opinion regarding this portion of the study.

Stakeholder 16 would like to see more information on the StarMetro routes and funding within the region of Calhoun, Franklin, Gadsden, Gulf, Jackson, Leon, Liberty, and Wakulla counties.

#### Stakeholder 17

Stakeholder 17 is aware of the current intercity services and intercity bus needs within the northeast Florida region because his agency serves the planning function for the local coordinating board. Stakeholder 17 is not aware of any additional intercity bus services in the northeast Florida region that were not previously mentioned and also is not aware of intercity routes that were removed from service that should be reinstated.

According to Stakeholder 17, the disadvantaged population benefits the most from intercity bus service, largely because the purpose of intercity bus service is not primarily to serve the commuter. Stakeholder 17 believes that if this requirement were to change, there would be a much larger commuter population in need of these services.





When asked about other unmet intercity service needs connecting cities within the northeast Florida region, Stakeholder 17 notes the need to connect Fernandina Beach to Jacksonville. In addition, Stakeholder 17 comments that there is a need to connect the Palm Coast to Daytona Beach and to provide transportation to those needing medical treatment, both within the northeast Florida region and outside of it.

According to Stakeholder 17, significant obstacles facing intercity passengers include the dispersed geographic area of the northwest Florida region, which creates an issue with lack of connections. This problem in turn also leads to a lack of service, longer ride times, and scheduling issues. A lack of funding further complicates route frequency and schedule. Funding is the main obstacle facing intercity providers. Stakeholder 17 believes that local government will make it difficult to obtain additional funding sources, but if local and intercity services could come together, there may be more of an opportunity.

In terms of the review of regional and local plans conducted for the initial phase of the Intercity Bus Service Needs and Assessment Plan, Stakeholder 17 believes that House Bill 1213 needs a more cohesive plan and analysis of the results of the current study to determine effectiveness. Stakeholder 17 also believes that intercity services would not be utilized throughout St. Johns, Flagler, Putnam, and Duval Counties.

Stakeholder 17 is concerned with the definition of intercity bus service, which stipulates that the service not be commuter-based. This stakeholder also believes that there should be a funding pool for local and intercity services to create a more efficient transit system throughout northeast Florida.

#### Stakeholders 18 and 19

Stakeholders 18 and 19 are aware of the intercity routes listed within this study. Stakeholder 18 is aware of services due to living in the Jacksonville area for more than 30 years; she believes there is a lack of intercity service in this area, and she is not aware of any additional intercity routes in the northeast Florida region or any routes removed from service that should be reinstated.





According to these two stakeholders, elderly and disabled populations need intercity bus service the most, including service connecting cities within the northeast Florida region in addition to cities outside of the area.

The most significant obstacles facing intercity passengers are safety, affordability, ride times, and the ability to transfer to other transit systems if needed. The most significant obstacles for intercity providers are marketing of services, gaining ridership, efficiency of service, lack of interest, and maintaining adequate funding to keep the services going.

When asked if they foresee any opportunity for local or regional funding of intercity service, Stakeholders 18 and 19 note that the 5311(f) funding is designed as a three-year revenue source, which does not provide stability for services developed with those funds. FDOT service development funds may be a revenue source to explore further.

In terms of the review of regional and local plans conducted for the initial phase of the Intercity Bus Service Needs and Assessment Plan, Stakeholder 18 believes there should be further study of intercity services from Alachua County into the Gainesville area because there are currently no fixed routes, and the service is through smaller providers.

Stakeholder 18 believes there is a need for service in North Central Florida, but these users receive the services they need from currently-operating TD programs. Due to the rural nature of the counties she works with, Stakeholder 18 believes there would not be a great deal of users interested in intercity bus services.

#### Stakeholders 20 and 21

Stakeholder 20 is aware of current intercity routes, although she believes that the express bus service between Stuart and the nearest Tri-Rail station in Mangonia Park has been expanded to Stuart and Port St. Lucie. The stakeholders note that intercity routes are being advertised in several ways, including on message boards over major roadways. Stakeholders 20 and 21 comment that there was previously a route traveling from Martin County to Palm Beach County twice per day, but it has been suspended due to funding issues. In addition, the stakeholders think there may also be a cross-county transit service that has not been noted in the study. Stakeholder 20 is not aware of any





intercity services that have been removed from service in the Treasure Coast region that should be reinstated.

According to Stakeholders 20 and 21, there is a large need for commuters in St. Lucie and Martin Counties to travel to the Palm Beach area. Upcoming 2010 Census data regarding commuters should be informative.

The workforce from western Palm Beach County traveling to eastern Palm Beach County for jobs is in great need of transit services connecting these two areas. In addition, a route traveling along SR 7 to Palm Beach and continuing into Miami-Dade is needed.

According to Stakeholders 20 and 21, transit support, amenities, and major improvements to land use are significant obstacles facing intercity passengers. Currently, bus stations are not located in safe areas or sheltered from weather. Transit-oriented land development is a major need. The most significant obstacles facing intercity providers are establishing safe and sufficient parking areas, improving land use across the region, and providing a pedestrian-friendly environment. Providers should also consider improving their relationships with work centers to offer incentives to workers using public transportation.

When asked if they foresee any opportunities for regional or local funding for intercity bus services, the two stakeholders State that the I-95 expansion may provide funding along with the mobility fees. Toll lanes may be another helpful funding source.

Stakeholder 20 agrees with the listed policies and needs in the review of regional and local plans conducted for the initial phase of the Intercity Bus Service Needs and Assessment Plan, but she believes there should be bus stops added to the express bus service prior to Stuart on the route between Stuart and the Tri-Rail station in Mangonia Park.

Stakeholder 20 states that providing intercity service is an uphill battle because of major land use issues. A more assertive effort needs to be made. She also believes that ridership will increase with improvements to passenger waiting areas and travel options to reach transit services.





#### Stakeholder 22

Stakeholder 22 is aware of the current intercity bus services and needs throughout the Southwest Florida region but noted that, although Polk County is part of FDOT District 1, he is not directly involved with Polk County. Stakeholder 22 is aware of the current intercity bus services being provided through the Metropolitan Planning Organization (MPO) and advisory committees of Lee, Sarasota, and Collier Counties.

When asked if he is aware of other intercity or connector services provided within the Southwest Florida region that were not previously mentioned, Stakeholder 22 states that there is a need for further review of routes throughout Sarasota, Englewood, and Charlotte Counties, since it is possible there are many routes throughout Southwest Florida that have not been mentioned. He also notes that Charlotte County is planning for intercity services at a local level.

When asked if there are any intercity routes in the south Florida region removed from service that should be reinstated, Stakeholder 22 believes the Greyhound services to Miami listed as needs for Collier County and Hendry County are in need of being reinstated.

According to Stakeholder 22, the large TD population in Naples, Lehigh Acres, and Cape Coral need intercity services, along with low-to-middle income populations throughout the region. Stakeholder 22 notes that, currently, no system exists for traveling from Ft. Myers to Sarasota, Cape Coral to Ft. Myers, or Clewiston to Ft. Myers via LaBelle. Service along the Highway 80 corridor would allow residents in Clewiston to obtain jobs in the Ft. Myers area. In addition, there is a need for cities in Southwest Florida to connect to other areas in Florida, including LaBelle to the east coast of Florida via Clewiston, Ft. Myers to Arcadia, and Naples to Ft. Myers via Coconut Point in Estero.

According to Stakeholder 22, fare cost, transfers from system to system, and scheduling are the most significant obstacles facing intercity passengers, while funding and long-term financial feasibility are the main obstacles facing intercity providers.





Stakeholder 22 does not foresee regional or local funding for intercity bus service. He notes that there are talks of funding local transit with property tax and sales revenue, but this seems unlikely to occur.

In terms of the review of regional and local plans conducted for the initial phase of the Intercity Bus Service Needs and Assessment Plan, Stakeholder 22 agrees with the listed policies and needs, but he believes providing medical transportation to TD populations is just as large a need as providing commuter service.

Stakeholder 22 believes that the area transit systems should work with the local university and mall employees to purchase bus passes, though he thinks route schedules will hinder this effort. He also believes that funding should be put toward service to allow development of a single point of contact such as the VA Hospital on Pine Island Road in Cape Coral.

#### Stakeholder 23

Stakeholder 23 is aware of the current intercity bus services and needs provided in the Panhandle region through her direct involvement with route planning and managing all transit planning throughout the Panhandle region. She is not aware of any additional intercity routes in this region that were not previously mentioned, nor is she aware of any intercity routes removed from service that should be reinstated.

According to Stakeholder 23, the primary population in need of the intercity bus services is the disadvantaged and daily commuters.

Stakeholder 23 states that there is a need for routes traveling from Chipley to Panama City, the US 231 corridor, and coastal areas in the Panhandle region. In addition, intercity bus service is needed to connect Pensacola to Mobile, AL.

According to Stakeholder 23, frequency of service is the largest obstacle facing intercity passengers. There are not enough trips, but an increase in the number of trips will also increase fares. In addition, funding is the primary obstacle facing intercity service providers. Potential funding options for intercity service at the local and regional level should be explored, including possibilities such as a local option gas tax or formation of





a regional transit authority. She also indicates that there is some talk of legislation expanding sales tax revenue to the region's coastal counties.

In terms of the review of regional and local plans conducted for the initial phase of the Intercity Bus Service Needs and Assessment Plan, Stakeholder 23 agrees with the policies and needs discussed for her region, except for connections between Milton and Pensacola and possibly along US 98; given the direction of this road, she believes the correct reference is US 90.

Finally, Stakeholder 23 believes there is a need for further review of routes traveling west to Escambia County and routes from Baldwin to Mobile, AL.

#### Stakeholder 24

Stakeholder 24 is aware of all of existing routes listed for the northern west central Florida region except for Crystal River to Tampa and Inverness to Brooksville. He is aware of these services through participation with local government, newspapers, board meetings along with county, community, city council, and MPO meetings. Stakeholder 24 is not aware of any other intercity services not previously mentioned for his area, nor is he aware of any intercity routes that were removed from service that should be reinstated.

According to Stakeholder 24, airport travelers and TD populations with medical needs are those most in need of intercity service in the northern west central Florida counties. This stakeholder does not think that there are major intercity service needs for connecting cities within this region, nor to other cities in Florida or states to the north. Stakeholder 24 notes that since there are good connections to Tampa and Orlando, there is not a major need for other areas.

According to Stakeholder 24, the biggest obstacle facing intercity passengers is the amount of time and overall distance required to complete the work-to-home commute. Scheduling and funding are the most significant obstacles facing intercity providers.





Stakeholder 24 is not aware of any additional funding opportunities for local or regional intercity service. Available funding is being spent in urban areas, where it is needed most.

In terms of the review of regional and local plans conducted for the initial phase of the Intercity Bus Service Needs and Assessment Plan, Stakeholder 24 notes that Ocala is the largest city in his region with a population of 54,000. Inverness, Brooksville, and Ocala are the only other cities with more than 5,000 people. There is a need for more routes running to Gainesville, as well as from Inverness to Ocala. This stakeholder believes that there are also needs for medical and dialysis patients without the money to reach hospitals and other medical facilities for treatment every other day.

Finally, Stakeholder 24 believes that there should be a greater attempt to connect multimodal systems such as Amtrak, especially since there are still a number of park & ride facilities connecting to the Amtrak station in Deland.

#### Stakeholder 25

Stakeholder 25 is not aware of the intercity routes noted in Northwest Florida, nor any additional intercity services within her region. This stakeholder also is unaware of any intercity service needed to connect cities within the northwest Florida region to each other, to other areas within the State, or to states north of Florida.

According to Stakeholder 25, tourists and the service-oriented workforce, such as hospitality, tourism, and retail employees, need intercity bus services. Currently, the most significant obstacles facing intercity passengers include a lack of consistent service and insufficient connections to warrant utilization of public transportation. In addition, low population density is the most significant obstacle facing intercity providers.

In terms of the review of regional and local plans conducted for the initial phase of the Intercity Bus Service Needs and Assessment Plan, Stakeholder 25 states that she would like to see service expanded among the intercity connections mentioned for the northwest Florida region.





#### Stakeholder 26

Stakeholder 26 is aware of the current services and needs throughout the Heartland Region, although she does not believe that the Desoto County service is still active. She is aware of this service through her daily interaction with intercity transit services and knowledge of challenges facing the heartland region. The Clewiston to Belle Glade route is the only one she is aware of that was not previously mentioned.

Stakeholder 26 notes that Greyhound service previously provided through the Heartland Region from Polk County to Clewiston along Highway 27 should be the first to be reinstated. However, there are many more needs within the region in addition to this service, such as Clewiston to Belle Glade traveling along Highway 80 to the coast; Clewiston to Charlotte and Collier Counties; and routes traveling along Highway 27 to Sebring, Lake Placid, and Avon Park. In addition, there are needs for traveling from the Heartland Region to other areas outside of the region, including to the Treasure Coast and Polk and Highlands Counties.

According to Stakeholder 26, the entire population in the heartland region consists of low-to-middle income residents, most of which would benefit from intercity services. The most significant obstacle facing intercity passengers is personal finances, while funding is the most significant obstacle for intercity providers. Stakeholder 26 foresees opportunities for regional or local funding of intercity service through partnerships with local businesses, as there is a great need for workers.

Stakeholder 26 agrees with the policies and plans noted in the review of regional and local plans conducted for the initial phase of the Intercity Bus Service Needs and Assessment Plan. Finally, Stakeholder 26 notes a huge need for additional funding and transit service throughout the Heartland Region of Florida. A greater emphasis must be placed on providing transportation to the low-income populations throughout this area.

#### Common Themes of Interviews

In addition to specific intercity service needs, the stakeholder interviews conducted as part of the Florida Intercity Needs Assessment and Action Plan yielded a number of common themes among stakeholders, which also can be used to assess intercity service





needs in Florida. A brief discussion of the common themes or ideas stemming from these interviews is provided below.

- While FTA indicates that intercity service does not include commuter service (service designed primarily to provide daily work trips within the local commuting area), many of the stakeholders indicated that the population most needing intercity service were commuters. While the focus of this study is intercity travel as defined by FTA, the obvious demand for services to accommodate commuters traveling from rural to urban areas cannot be ignored.
- While most stakeholders indicated a working knowledge of currently provided intercity services, many of them indicated a need for services that are currently being provided. The confusion as to which services are currently operating may be due to the ever-evolving nature of intercity bus service as well as a lack of a central clearinghouse with detailed information on each provider and routes.
- When asked about populations in most need of intercity services, the most common responses were persons with disabilities, low-income populations, and TD populations with no or limited transportation options.
- Cost, distance, trip length, frequency of service, scheduling, and access to stations are the most common obstacles facing intercity passengers, as noted by the stakeholders. In addition to these obstacles, safety issues or negative perceptions concerning intercity service were also sited.
- Funding is cited as being the most significant obstacle facing intercity providers. In addition, safety, distance of travel, marketing, and scheduling also are noted by the stakeholders as additional obstacles facing intercity providers.
- The majority of stakeholders do not foresee any substantial local or regional funding sources for intercity bus service, although some potential revenue sources noted include public-private partnerships, toll revenue, and mobility fees.





#### SURVEY RESULTS

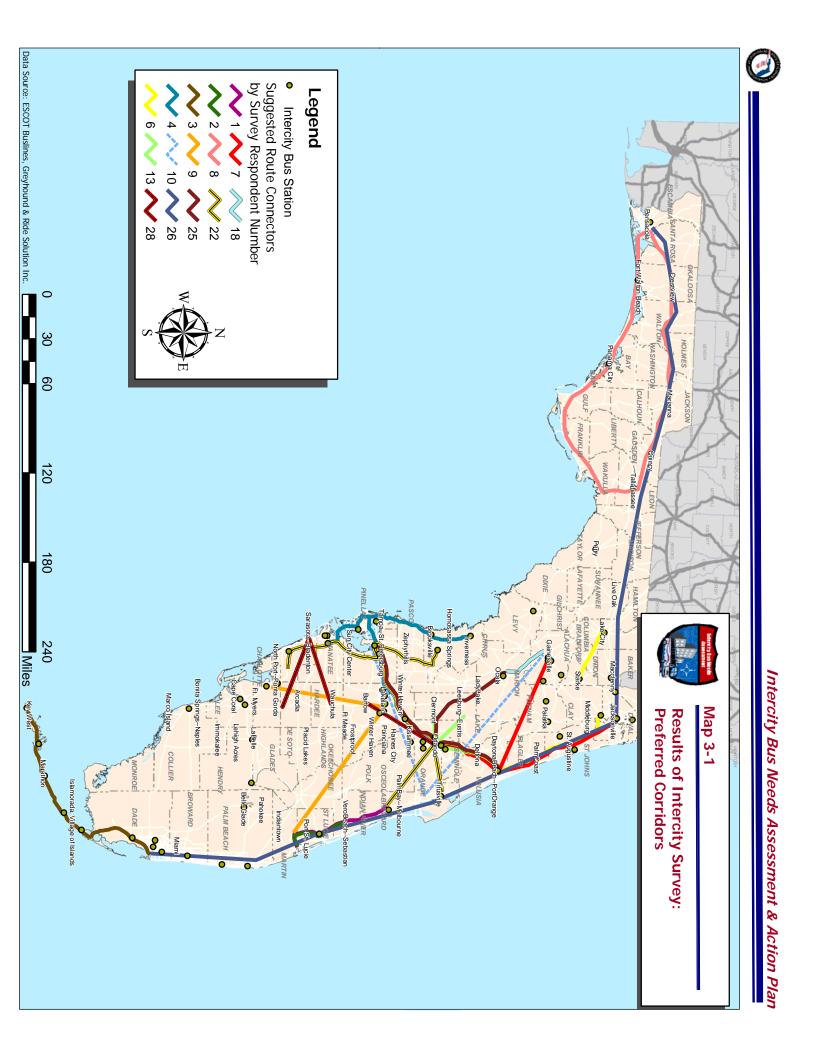
Although not part of the official scope for this project, a survey was conducted during the *Public Involvement in the Planning Process* session at the Transportation Disadvantaged Training and Technology Conference held in Orlando August 17 - 20, 2009. Members of the consultant team were asked to speak about public involvement at the conference and used the presentation as an opportunity to seek input on this project. A brief summary of the findings from this survey is provided below.

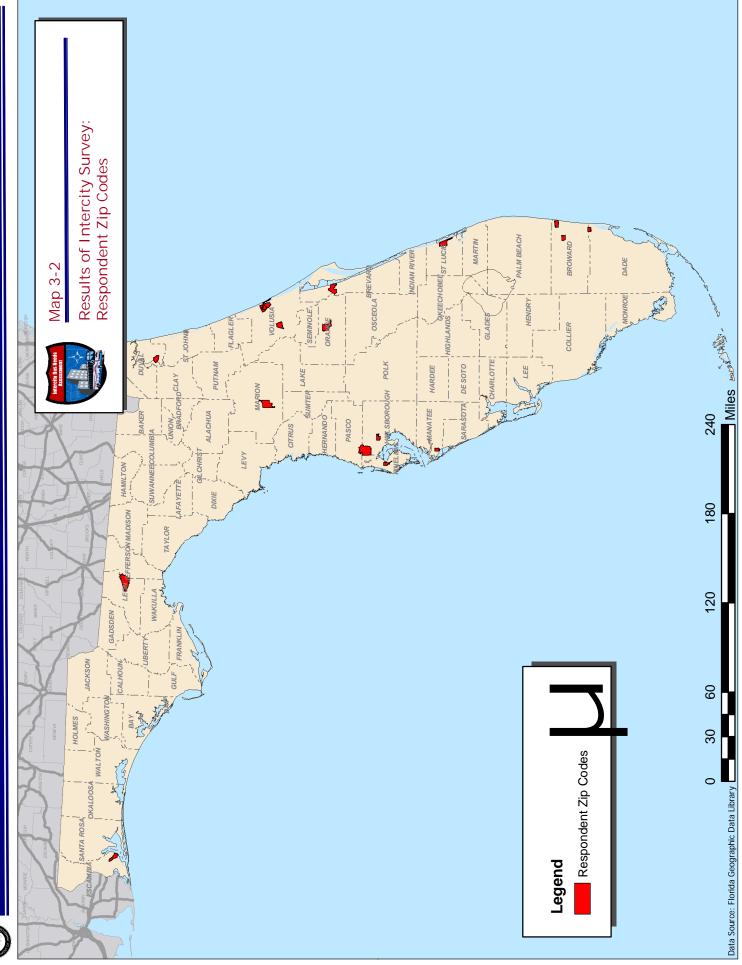
A total of 20 respondents completed surveys regarding intercity bus service. Because the survey was not part of the project scope, information derived from the survey is not statistically significant and intended for anecdotal use only. Survey results revealed the following:

- Seventy-five percent respondents had fixed-route service in their area.
- Half of respondents reported having regional connector bus service in their area.
- Eighty percents of respondents came from an area with local paratransit service.
- Only two respondents (10%) reported using intercity bus service such as Greyhound within the last five years.
- Eighty percent of respondents believe that the amount of §5311 funding distributed to intercity bus service providers is insufficient.

Respondents were asked to indicate preferred corridors for intercity bus service in Florida. These corridors are displayed on Map 3-1. Chosen corridors were predominantly located within Central Florida. Respondent's cities of residence likely impacted chosen corridors. Map 3-2 displays respondent zip codes.









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### Section 4: Intercity Bus Market Assessments

In this section, the analysis focuses on identifying locations that generate intercity travelers. To do this two intercity bus market assessments are undertaken. The first analysis is of traditional markets, or those passengers that have limited travel options. The second analysis focuses on discretionary markets. Discretionary markets include individuals who have other travel options beyond bus service.

#### TRADITIONAL MARKET PERSPECTIVE

As noted in Technical Memorandum Number One, Report 79 from the Transit Cooperative Research Program (TCRP), *Effective Approaches to Meeting Rural Intercity Bus Transportation Needs*, indicates the following characteristics of regular-route intercity bus passengers:

- regular-route intercity bus passengers are more likely to be younger or older more passengers are under age 24 or over age 60 than on other modes;
- regular-route intercity bus passengers are more likely to have a low-income bus passengers have lower household incomes than those using other intercity modes; and
- regular-route intercity bus passengers are less likely to own a vehicle in operating condition about 30 percent do not own a vehicle.

Building on these characteristics, a Transit Orientation Index (TOI) was developed for the State of Florida. The TOI includes the following characteristics:







- Elderly population (i.e., age 60 or older),
- Youth population (i.e., age 15 to 24),
- Low-income population (i.e., households with annual income less than \$10,000), and
- Areas with high population density.

High population density was added to account for the demand experienced in urban areas. TCRP Report 79 only focuses on rural passengers.

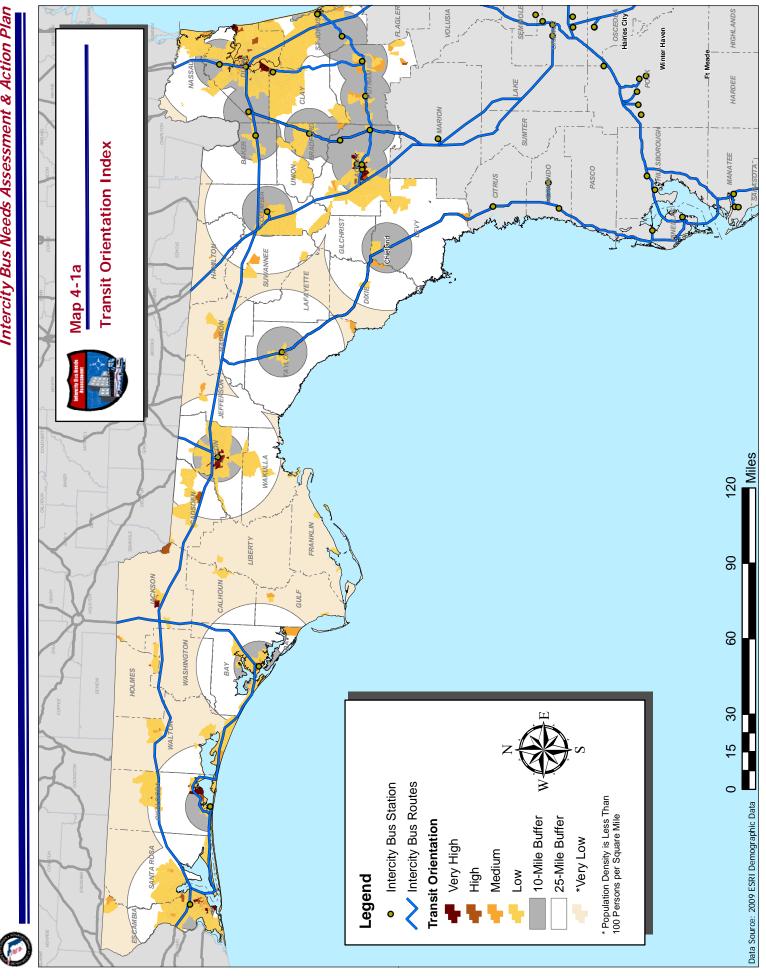
The TOI categorizes each block group in the State according to its relative ability to support transit based on the prevalence of specific demographic characteristics. The results of the TOI are illustrated in Map 4-1. The orientation index provides a starting point for understanding where transit needs are concentrated throughout the State. The results of the TOI are used in subsequent analysis to assist in projecting transit demand from this traditional transit market.

To create the TOI, data from the 2009 Environmental Systems Research Institute (ESRI) demographic data set were compiled at the block group level. Using the combination of the four characteristics listed previously, the block groups are rated as "Very High," "High," "Medium," "Low," or "Very Low" in their respective levels of transit orientation. Please note that typically zero-vehicle households are used in the TOI analysis, but these data are not available from ESRI. As a substitute, households with incomes less than \$10,000 were used instead. The complete methodology for conducting a TOI can be found in Appendix B.

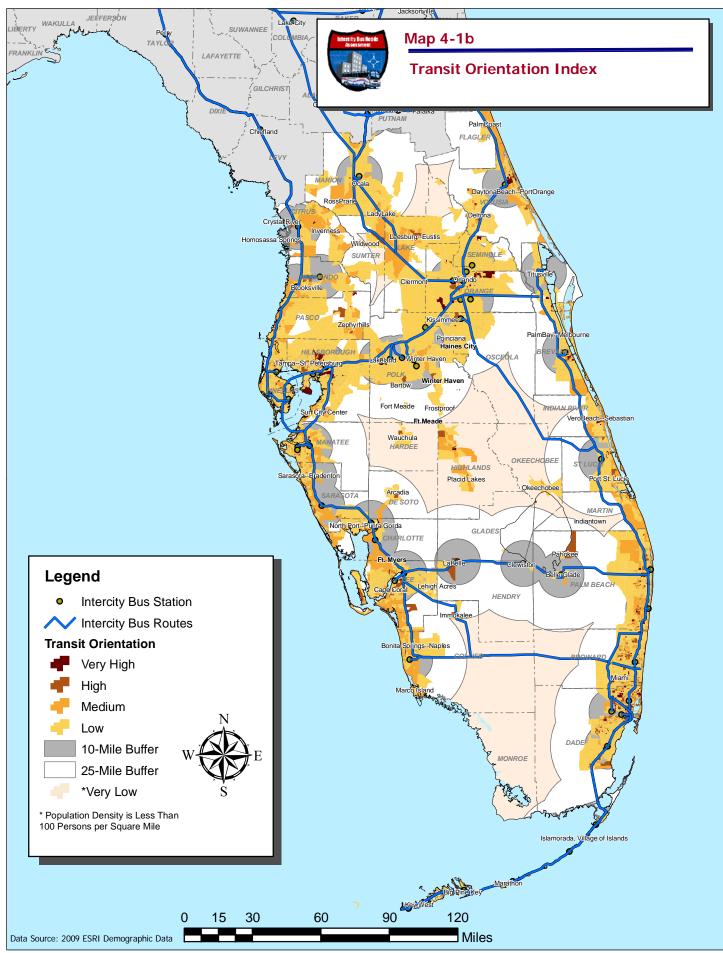
Map 4-1 indicates that there are not many areas in the State that are considered to have "Very High" or "High" transit orientation. Of those that are considered "Very High" or "High," many currently have intercity bus service. Notable exceptions include the Sneads area in the Panhandle, the eastern areas of Pasco County, Wachula, the Leesburg-Eustis area, the Ft. Meade area, and Pahokee. A greater proportion of the State is considered to have a "Medium" transit orientation. Again a good portion of these areas are already being served by intercity bus service. Areas not being served include the eastern portions of Hernando and Citrus Counties, the southeastern portion of Bay County, the coastal region of Flagler County, and the southeastern portion of Taylor County.













#### DISCRETIONARY MARKET PERSPECTIVE

The discretionary market (also called the choice market) includes potential passengers living in higher density areas of the State who use transit by choice as opposed to necessity. These passengers choose to ride transit for a myriad of reasons, which include cost savings, convenience, and environmental concerns. Discretionary passengers often live in areas that are transit supportive with regard to local transit service. As density increases, areas generally become more and more supportive of transit use.

A Density Threshold Assessment (DTA) was conducted based on industry standard relationships between an area's density and its ability to support transit services. The DTA identifies areas of the State that are likely to support transit by having higher levels of discretionary passengers. Understanding that transit services, including intercity services, operate most efficiently in areas with high residential and employment densities, the DTA assists in determining the presence of optimal conditions for varying levels of fixed-route transit service.

Three levels of density thresholds were developed to indicate whether or not an area contains sufficient densities to sustain efficient fixed-route transit operations. Table 4-1 presents the density thresholds as identified for local bus service. Because intercity service is provided less regularly and used less frequently than local service, the standards provided in Table 4-1 were reduced by 50 percent to provide standards for discretionary intercity bus markets.

Transit Service Threshold Level	Population Density Threshold <sup>1</sup>	Employment Density Threshold
Minimum	4.5 – 5 dwelling units/acre	4 employees/acre
High	6 - 7 dwelling units/acre	5 - 6 employees/acre
Very High	≥ 8 dwelling units/acre	≥ 7 employees/acre

# Table 4-1Transit Service Density Thresholds

Sources: FDOT, Transportation Research Board (TRB), National Research Council, Transit Cooperative Research Program (TCRP) Report 16, Volume 1 (1996).

The levels from Table 4-1 are provided as a relative gauge of an area's ability to support intercity bus service. Using 2009 ESRI dwelling unit and employment estimates by block group,

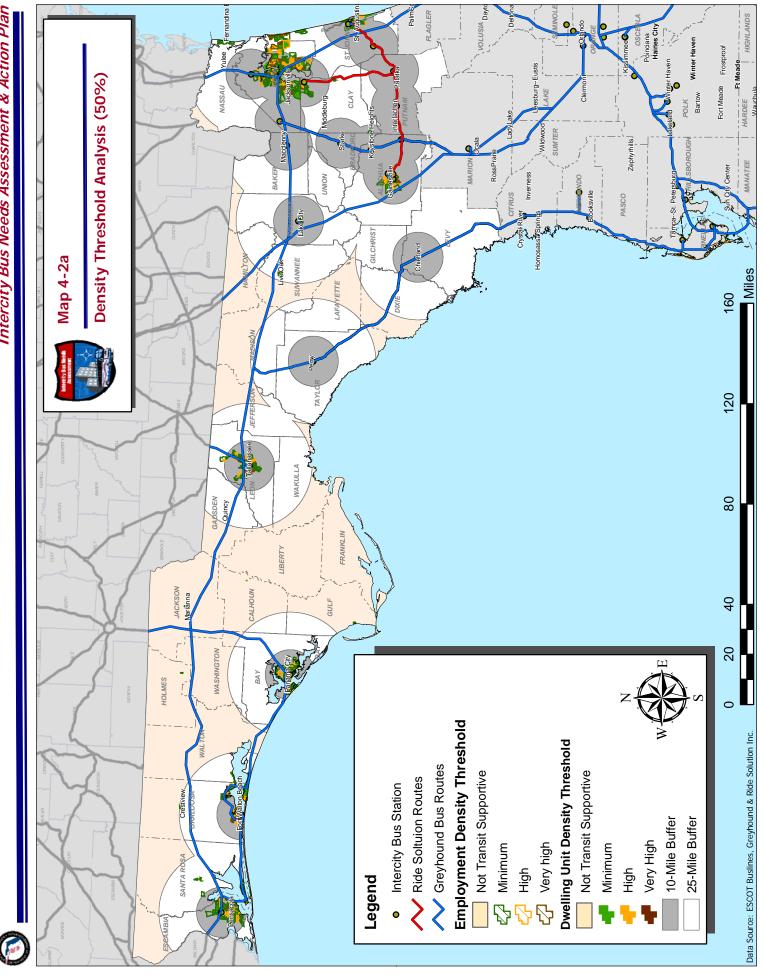


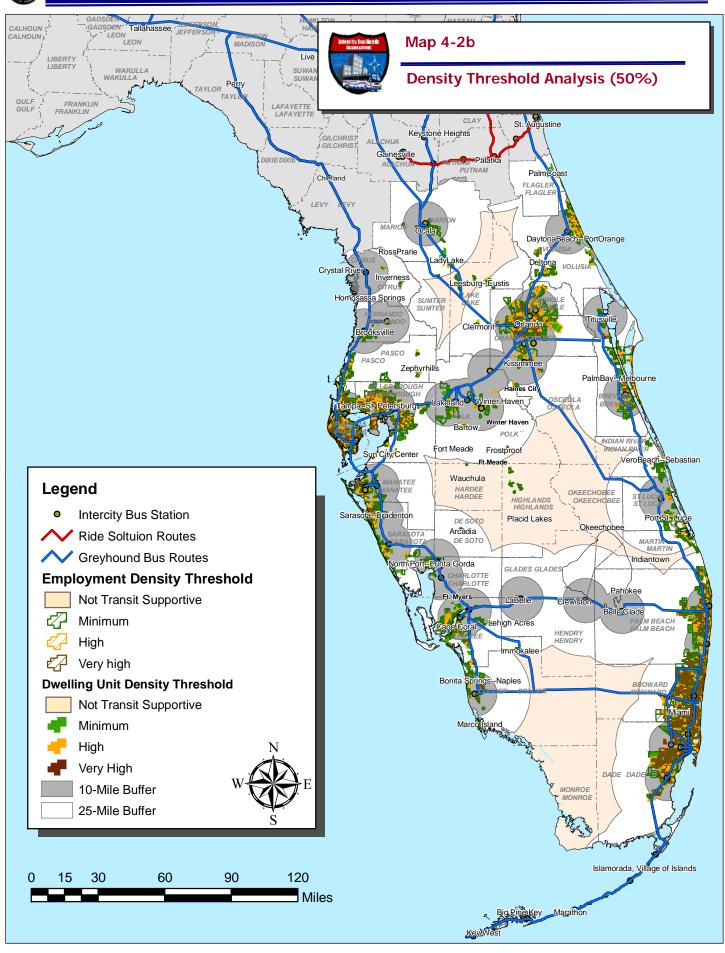
areas of the State that meet these thresholds for a particular density level are illustrated in Map 4-2. The existing intercity route network is overlaid on the DTA to display the extent to which areas meeting various thresholds are served by existing intercity bus service. For the most part, areas with "Very High" or "High" DTA levels have intercity bus service already. There are small pockets in the central part of the State that do not have intercity bus service.

#### CONCLUSIONS

While they are helpful tools, the TOI and DTA tools should not be used in isolation to identify demand for intercity service. They should be used in combination with other tools and data to determine where intercity bus service demand exists. To a large extent, the areas identified as transit supportive already have intercity bus service.







Data Source: ESCOT Buslines, Greyhound & Ride Solution Inc.



## Section 5: Intercity Bus Service Needs

Whereas the previous section focused on identifying areas of the State that contain higher concentrations of transit users, this section focuses on identifying connections needed. The State definition of intercity service indicates that it is "bus service...connecting two or more urban areas not in close proximity." The Federal goals for intercity bus service focus on connecting nonurban area residents to the larger intercity network and meeting the travel needs of nonurban area residents. To that end, this report examines the needs of urban and rural areas.

#### NEEDS IDENTIFICATION PROCESS

As noted above, intercity service is to target both urban and rural areas. Urban areas were identified as those areas defined as urbanized areas under the 2000 Census. As defined under Census 2000, an urbanized area consists of continuous, densely-settled census block groups and census blocks that meet minimum population density requirements, along with adjacent densely-settled census blocks that together encompass a population of at least 50,000 people (67 *FR* 11663, March 15, 2002).

To accommodate the Federal focus on nonurban areas, urban clusters were used to identify communities situated within nonurban areas that had populations concentrated enough to support an intercity bus station. An urban cluster consists of continuous, densely-settled census block groups and census blocks that meet minimum population density requirements, along with adjacent densely-settled census blocks that together encompass a population of at least 2,500 people, but fewer than 50,000 people (67 *FR* 11663, March 15, 2002). Those areas





smaller than an urban cluster were not considered to have enough population to support an intercity bus station.

To determine Florida's intercity bus needs, urbanized areas and urban clusters were determined to be served, underserved, and unserved. A need was defined as an area that is unserved or underserved. The following definitions were used.

- **Served** Intercity service is available within 10 miles.
- **Underserved** Intercity service is available within 25 miles but not within 10 miles or the area has an intercity bus station that is served fewer than five days per week.
- **Unserved** No intercity service is available within 25 miles.

Analysis revealed that 23 percent of Florida's total area is located within 10 miles of an intercity bus stop. Seventy-two percent is located within 25 miles of an intercity bus stop. Twenty-eight percent of Florida's total area is unserved by intercity bus service. Unserved locations are primarily concentrated in the Panhandle and central Florida.

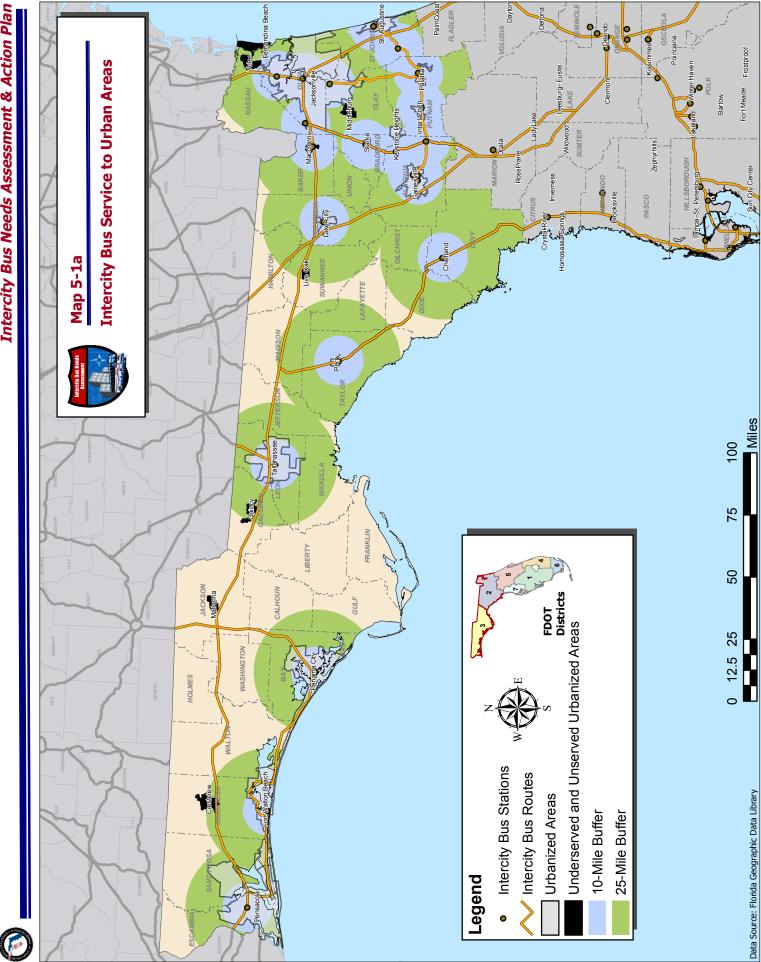
As shown on Maps 5-1a and 5-1b, all urbanized areas in Florida are considered served or underserved by intercity bus service. Almost all urbanized areas are located within 10 miles of an intercity bus stop. Only three urbanized areas - Deltona, Leesburg-Eustis, and Zephyrhills - are located between 10 and 25 miles from the nearest intercity bus stop and are considered geographically underserved.

As listed in Table 5-1, 18 urban clusters are geographically underserved. Five urban clusters are unserved by intercity bus service: Indiantown, Marianna, Placid Lakes, Sebring-Avon Park, and Wauchula.

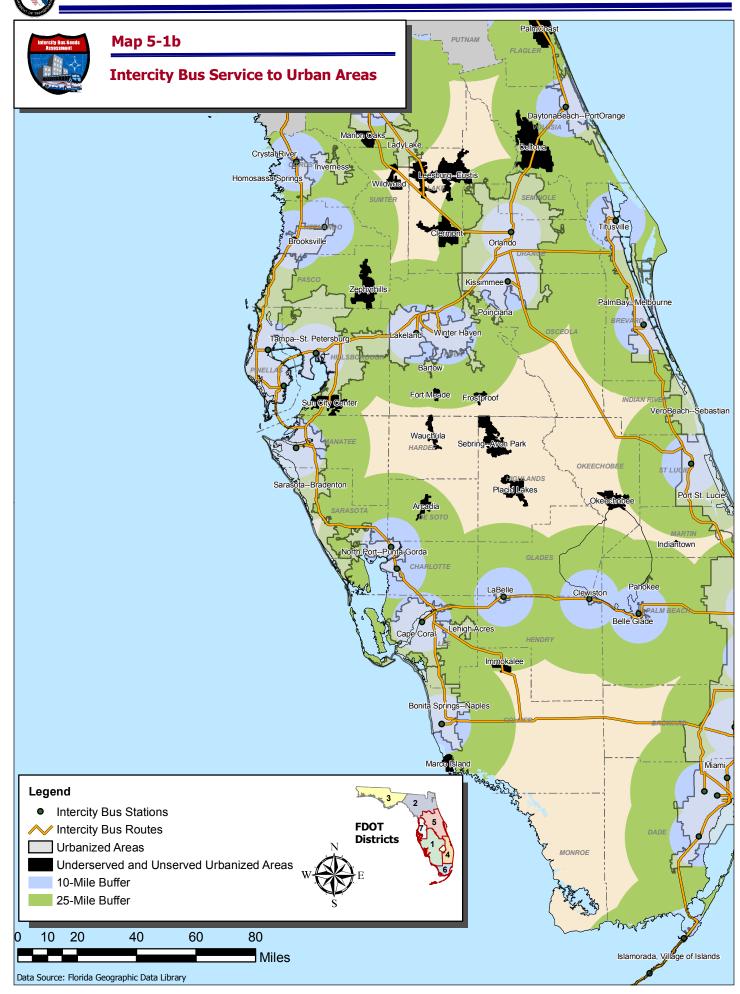
Eighty-eight percent (49 of 56) of cities with intercity bus stops are served daily. The seven cities without daily service are Auburndale, Casselberry, Davenport, Starke, Venice, and Waldo. Waldo and Starke are served by Greyhound five days per week and are, therefore, still considered served. The remaining cities are served by Escot. Davenport is served four days per week, Casselberry and Auburndale three days per week, and Venice two days per week. All areas with fewer than five days of service per week are considered underserved.







#### Intercity Bus Needs Assessment & Action Plan





# Table 5-1Urban Areas: Level of Intercity Bus Service

Underserved	Unserved					
URBANIZED AREAS						
Deltona						
Leesburg-Eustis						
Zephyrhills						
URBAN CLUSTERS						
Arcadia	Indiantown					
Auburndale	Marianna					
Casselberry	Placid Lakes					
Clermont	Sebring-Avon Park					
Crestview	Wauchula					
Davenport						
Fernandina Beach						
Fort Meade						
Frostproof						
Immokalee						
Live Oak						
Macclenny						
Marco Island						
Marion Oaks						
Middleburg						
Okeechobee						
Palm Coast						
Quincy						
Sun City Center						
Venice						
Wildwood						
Yulee						

Note: Urban areas noted in yellow are considered underserved due to the low frequency of service at these locations. There is intercity bus service within 10 miles, but it operates fewer than five days per week.





For the purposes of this analysis, service was only attributed to formal stops identified by service providers. It should be noted that Greyhound does offer flag-down service. A passenger may flag down the driver as the bus makes its route. Stopping for a flag-down passenger is entirely at the driver's discretion and is not permitted on the interstate system.

Table 5-1 identifies the areas in Florida that are in need of intercity bus service. Prioritization of these locations for service is the next step in this analysis. Prioritization will be based on population size, extent of current service (i.e., underserved versus unserved status), availability of other intercity providers such as rail, and prevalence of ridership generators.

#### **REVIEW OF AREAS NEEDING INTERCITY BUS SERVICE**

In furtherance of the upcoming action plan, the following information was gathered concerning each of the underserved and unserved locations. The urbanized areas are described first, followed by the urban clusters.

**Deltona** is a city located in southwestern Volusia County. It is the largest city in the County and a principal city of the Deltona-Daytona Beach-Ormond Beach Metropolitan Statistical Area. Deltona is also a principal city in the Fun Coast. According to the 2000 Census, the Deltona Urbanized Area had a population of 147,713. The city has a total area of 38.3 square miles. The median income for a household in 2000 was \$36,887, and 10 percent of the population was below the poverty line. Due to its proximity to Orlando and Daytona Beach via I-4, Deltona serves as a bedroom community for commuters. Public transportation is available via Votran to intercity bus stop locations in Orlando and Daytona Beach. The Daytona Beach Greyhound stop is located 29 miles from Deltona. The Escot stop at Casselberry is 26 miles away, and the Greyhound stop in Orlando is located 33 miles away.

The **Leesburg-Eustis** Urbanized Area is located in Lake County and had a population of 97,497 in 2000, according to the U.S. Census Bureau (USCB). It is part of the Orlando–Kissimmee Metropolitan Statistical Area. Leesburg is located in central Florida, between Lake Harris and Lake Griffin, at the head of the Oklawaha River system and is the home of Lake-Sumter Community College. Eustis serves as the center for many small communities of rural eastern Lake County including Cassia and Pine Lakes. Leesburg has a total area of 24.4 square miles, and Eustis has a total area of 9.6 square miles.





Several major highways pass through the area, including U.S. Highway 27, U.S. Highway 441, and S.R. 44. Proximity to I-4 and I-75 provide easy access to other areas in Florida, including Orlando, Daytona Beach, and Ocala. The median income for a household in the Leesburg-Eustis Urbanized Area in 2000 was \$33,049, and 12 percent of the population was below the poverty line. The citrus industry was the principal business in Leesburg for many years, until devastating freezes in December 1983 and January 1985 persuaded growers to move their groves further down the Florida peninsula. Today, most of Leesburg's growth and economic development is the result of the increasing popularity of the area as a retirement destination and the rapid growth of nearby Orlando. The Leesburg-Eustis Urbanized Area is served by Lake Xpress. Route 4 provides a connection to Orlando's LYNX system and the intercity bus stops in the Orlando area. The Leesburg-Eustis area is located 42 miles from the Greyhound stop in Orlando.

**Zephyrhills** is the second largest city in Pasco County. It is a suburb of the Tampa Bay Metropolitan Statistical Area. The Urbanized Area had a population of 53,979 at the 2000 census. Local population swells to about 85,000 during the winter months. The median income for a household in the city in 2000 was \$28,552, and 13 percent of the population was below the poverty line. The city is served by Zephyrhills Municipal Airport. The Zephyrhills Municipal Airport is also the home of Skydive City, one of the world's largest skydiving drop zones. Connections are available via Pasco County Public Transportation (PCPT) to Pinellas Suncoast Transit Authority (PSTA) routes 18 and 19. PSTA routes provide access to intercity bus stop locations in Clearwater and St. Petersburg and connections to Hillsborough Area Regional Transit Authority (HART) and additional intercity bus stops in Tampa. Additionally, Zephyrhills is located 19 miles from the Greyhound stop in Lakeland, though no public transportation service is available between the two destinations.

**Arcadia** is the county seat of DeSoto County, and the county's only incorporated community. The USCB designates Arcadia an Urban Cluster, with a population of 14,199 at the 2000 census. The city has a total area of 4 square miles. The median income for a household in 2000 was \$25,939, and 31 percent of the population was below the poverty line. Arcadia's local economy is heavily reliant upon agriculture, including citrus, cattle, and watermelons. Arcadia has experienced a surge in home development due in part to residents relocating from surrounding counties and commuting to their work destinations. During winter months, many retirees relocate to Arcadia. Arcadia Municipal Airport is a public-use airport located 1 mile southeast of





the central business district. Greyhound and Escot intercity bus stops are located in Port Charlotte 22 miles from Arcadia.

**Clermont** is located in south Lake County, about 22 miles west of Orlando and 22 miles southeast of Leesburg. Clermont was founded in 1884 and incorporated in 1916. It is part of the Orlando-Kissimmee Metropolitan Statistical Area and has a total area of 14.4 square miles. The USCB designates Clermont an Urban Cluster, with a population of 27,970 at the 2000 Census. The median income for a household in 2000 was \$45,013, and 8 percent of the population was below the poverty line. Clermont's population grew in the early to mid-2000s as orange groves were converted into subdivisions. The City is currently residential in character and its economy is primarily tourism-oriented, with retail, lodging, and restaurants. Express bus service to intercity bus stops in Orlando is available via LYNX. An Escot station is located 20 miles from Clermont, and a Greyhound station is 23 miles away.

**Crestview** is the county seat of Okaloosa County. Crestview's name was chosen because of its location on the peak of a long woodland range between the Yellow and Shoal rivers which flow almost parallel on the east and west side of the City. As of the 2000 Census, the Crestview Urban Cluster had a population of 21,853. Crestview is a principal city of the Fort Walton Beach–Crestview–Destin Metropolitan Statistical Area. The city has a total area of 12.8 square miles. The median income for a household in 2000 was \$36,027, and 14 percent of the population was below the poverty line. Bob Sikes Airport is a public-use airport located 3 miles northeast of the central business district. Public transportation access to the Greyhound stop in Fort Walton Beach is available via Okaloosa County Transit. The stop is located 27 miles from Crestview.

**Fernandina Beach** is the county seat of Nassau County and located on Amelia Island. The area was first inhabited by the Timucuan Indian tribe and is known as the "Isle of 8 Flags" because it is the only municipality in the United States that has flown eight different national flags. As of the 2000 census, the Fernandina Beach Urban Cluster had a population of 18,491. The city has a total area of 10.7 square miles. It is the northern-most city in Florida. The median income for a household in the city was \$47,395, and 9 percent of the population was below the poverty line. The nearest intercity bus station is served by Runways and located at the Jacksonville International Airport, a distance of 25 miles. Fernandina Beach is located 44 miles from the Greyhound station in Jacksonville.





**Fort Meade** is the oldest city in Polk County, and it is part of the Lakeland–Winter Haven Metropolitan Statistical Area. According to the USCB, the population of the Fort Meade Urban Cluster in 2000 was 5,570. The city has a total area of 5 square miles. The median income for a household in the city was \$33,177, and 18 percent of the population was below the poverty line. Citrus Connection transit service is available in Bartow, 11 miles from Fort Meade. The nearest intercity bus stops are located in Lakeland and served by Greyhound and Escot, at distances of 24 and 26 miles respectively.

**Frostproof** is located in Polk County. It is part of the Lakeland–Winter Haven Metropolitan Statistical Area. The name was a marketing ploy to convince potential landowners that the town has never had, and never would have, a frost that could destroy the large citrus-driven economy. However, only a couple of years later, a terrible frost killed most of the citrus in Frostproof. According to the USCB, the population of the Frostproof Urban Cluster was 5,468 in 2000. The city has a total area of 2.5 square miles. The median income for a household in 2000 was \$29,517, and 14 percent of the population was below the poverty line. The east side of Frostproof is sheltered by 26,000 acres of the Lake Wales Ridge State Forest. U.S. Highway 17, also called Scenic Highway, runs through the center of town. Frostproof's base commerce is citrus and cattle. An additional source of revenue is derived from residents who own second homes or mobile homes and spend winters in the area. The nearest intercity bus stations are located in Winter Haven. An Escot bus stop is located 27 miles from Frostproof, and a Greyhound stop is approximately 30 miles away.

**Immokalee** is a city in Collier County. Immokalee, Collier County's largest non-coastal community, has long been associated with sprawling cattle ranches and a thriving agricultural economy. It is part of the Naples–Marco Island Metropolitan Statistical Area. At the 2000 census, the population of the Immokalee Urban Cluster was 21,324. The Immokalee Seminole Reservation and casino is located in the city. Immokalee has a total area of 8.1 square miles. The median income for a household was \$24,313, and 40 percent of the population was below the poverty line. Immokalee Airport is a public-use airport located one mile northeast of the central business district. Immokalee is served by Collier Area Transit (CAT), which provides connections to the Greyhound station located in Naples, 48 miles away. Alternatively, the Greyhound station in LaBelle is located 25 miles from Immokalee, though no public transportation service is available.





Indiantown is a rural community located in western Martin County, about 30 miles northwest of West Palm Beach. The USCB designates Indiantown an Urban Cluster, with a population of Indiantown is part of the Port St. Lucie Metropolitan Statistical Area and 5,345 in 2000. comprises a total area of 6 square miles. The median income for a household in 2000 was \$27,206, and 27 percent of the population was below the poverty line. Indiantown is home to Payson Park, one of the premier horse racing facilities in the country. Access to Florida's Turnpike and I-95 is within 20 minutes of Indiantown. Witham Field, 30 miles to the east in Stuart, handles executive aircraft. For commercial flights, Palm Beach International Airport (PBIA) is about 35 miles away. In addition, Indiantown has waterway access to two ports with docking facilities, both of which can be accessed by the Intercoastal Waterway. Indiantown also has access to both the Atlantic Ocean via the St. Lucie Canal, and the Gulf of New Mexico via Lake Okeechobee and the Caloosahatchee River. The nearest intercity bus stops are served by Greyhound and located in Belle Glade and West Palm Beach. The Belle Glade stop is 38 miles from Indiantown, and the West Palm Beach stop is located 41 miles away.

**Live Oak** is the county seat of Suwannee County. The Live Oak Urban Cluster is located east of Tallahassee and had a population of 6,460 at the 2000 census. U.S. Highway 90, U.S. Highway 129, and I-10 are major highways running through Live Oak. The city has a total area of 7 square miles. The median income for a household in 2000 was \$24,213, and 26 percent of the population was below the poverty line. The nearest intercity bus stop is served by Greyhound and located in Lake City, 25 miles from Live Oak.

Originally named San Marco Island by Spanish explorers, **Marco Island** is a city in Collier County. The city is an island on the Gulf of Mexico off the coast of Southwest Florida and the largest barrier island within Southwest Florida's Ten Thousand Islands area extending south to Cape Sable. It is a principal city of the Naples–Marco Island Metropolitan Statistical Area. The population of the Marco Island Urban Cluster was 12,879 at the 2000 census. The city has a total area of 17.1 square miles. The median income for a household in 2000 was \$60,875, and 5 percent of the population was below the poverty line. Marco Island is served by CAT, which provides connections to the Greyhound station located in Naples, about 17 miles away.

**Marianna** is a city in Jackson County. The USCB designates Marianna an Urban Cluster, with a population of 6,607 at the 2000 census. Marianna is home to Chipola College and is the county seat of Jackson County, home to almost 50,000 residents. Marianna is an official Florida Main Street town, and its official nickname is "The City of Southern Charm." The town comprises a





total area of 8.1 square miles. The median income for a household in 2000 was \$24,102, and 27 percent of the population was below the poverty line. The Marianna Municipal Airport is a public-use airport located four miles northeast of the central business district. The nearest intercity bus stops are located in Panama City and Tallahassee at distances of 59 and 65 miles respectively. Both locations are served by Greyhound.

**Marion Oaks** is located one mile west of I-75 in Marion County near Ocala and Belleview. It is part of the Ocala Metropolitan Statistical Area. According to the USCB, the population of the Marion Oaks Urban Cluster was 5,399 in 2000. The median income for a household in 2000 was \$31,888, and 14 percent of the population was below the poverty line. Marion Oaks was developed by The Deltona Corporation more than thirty years ago. Marion Oaks has community areas, medical facilities, houses of worship, and a community center with an auditorium, meeting rooms, a public library, and recreational facilities such as lighted multi-purpose sports courts. The nearest intercity bus stop is served by Greyhound and located in Ocala, a distance of 19 miles from Marion Oaks.

**Middleburg** is located in Clay County. The population of the Middleburg Urban Cluster was 8,694 at the 2000 census. The city has a total area of 18.3 square miles. In 2000, the median income for a household was \$42,806, and 9 percent of the population was below the poverty line. The nearest intercity bus stop is served by Greyhound and located in Orange Park, a distance of 13 miles from Middleburg. An additional Greyhound stop in Starke is located 23 miles away.

**Okeechobee** is the county seat of Okeechobee County. According to the USCB, the population of the Okeechobee Urban Cluster was 20,432 in 2000. Okeechobee has a total area of 4.2 square miles. The median income for a household in 2000 was \$28,170, and 18 percent of the population was below the poverty line. The city is serviced by the Okeechobee County Airport. The nearest intercity bus stop is served by Greyhound and located in Port St. Lucie, a distance of 23 miles from Okeechobee. An additional Greyhound stop in Belle Glade is located approximately 50 miles away.

**Palm Coast** is the most populous city in Flagler County and a principal town of the Palm Coast Metropolitan Statistical Area. The Palm Coast Urban Cluster had a population of 28,141 in 2000. Palm Coast was developed by ITT Community Development Corporation in 1969. The original development plan encompasses 48,000 home sites on approximately 42,000 acres.





According to 2000 figures, the city has a total area of 51.7 square miles. Palm Coast has become a bedroom community for commuters working in St. Augustine, Daytona Beach, Orlando, and Jacksonville. The median income for a household in 2000 was \$41,491, and 7 percent of the population was below the poverty line. In December 2009, it had an unemployment rate of 16.9 percent, the worst of the State of Florida's largest metropolitan areas, according to the Bureau of Labor Statistics. The intercity bus stops closest to Palm Coast are served by Greyhound and located in Daytona Beach and St. Augustine, each about 30 miles away. A Ride Solution stop located in Hastings is approximately the same distance from Palm Coast.

**Placid Lakes** is located in Highlands County. Placid Lakes is a mostly residential community southwest of the town of Lake Placid and due south of Lake June. The USCB designates Placid Lakes an Urban Cluster, with a population of 13,350 at the 2000 census. Placid Lakes has a total area of 18.32 square miles. The median income for a household in 2000 was \$30,024, and 18 percent of the population was below the poverty line. The nearest intercity bus stop is served by Greyhound and located in Clewiston 60 miles from Placid Lakes. Greyhound and Escot intercity bus stops are located in Winter Haven about 70 miles from Placid Lakes.

**Quincy** is the county seat of Gadsden County. The population was 6,982 at the 2000 census. Quincy is part of the Tallahassee Metropolitan Statistical Area. Quincy is located on U.S. Highway 90 about midway between Pensacola and Jacksonville. The city has a total area of 7.6 square miles. The median income for a household in 2000 was \$26,087, and 24 percent of the population was below the poverty line. Quincy Municipal Airport is a public-use airport located 2 miles northeast of the central business district. The nearest intercity bus stop is served by Greyhound and located in Tallahassee, a distance of 22 miles from Quincy.

**Sebring** and **Avon Park** are cities in Highlands County. Together they comprise the Sebring-Avon Park Urban Cluster, an area with a population of 45,123 according to the 2000 Census. Median household income in 2000 was \$28,094, and 17 percent of the population was below the poverty line. Sebring is nicknamed "The City on the Circle," in reference to Circle Drive, the center of the Sebring Downtown Historic District. It is the county seat of Highlands County. The city has a total area of 11 square miles, about half of which is water. Sebring is the home of the Sebring International Raceway, created on a former airbase and first used in 1950. Avon Park, founded in 1886, is known as "The City of Charm," "The City of Champions", and "Home of the Mile Long Mall" where the center of the Downtown Business District is located. Avon





Park has a total area of 5.65 square miles. Agriculture is a major contributor to the city's economy, with citrus and livestock production the predominant agricultural activities. The Avon Park Executive Airport is a public-use airport located 2 miles west of the central business district. The nearest intercity bus stops are served by Greyhound and Escot in Winter Haven, about 45 miles from the Sebring-Avon Park area.

Greater Sun Center, known more commonly as **Sun City Center**, is located in Hillsborough County, south of Tampa and north of Sarasota off I-75. As of the 2000 census, the population of the Greater Sun Center Urban Cluster was 30,133. The Sun City Center area caters to the needs of individuals age 55 and above. The area includes more than 15,000 private homes and 14 facilities providing a multitude of senior living options. Sun City Center consists mostly of single family dwellings, but also has duplexes, townhouses, and apartment buildings. The community has a total area of 12.8 square miles. The median income for a household in 2000 was \$35,486, and 13 percent of the population was below the poverty line. Sun City Center is served primarily by two HART bus lines, Route 87 (SouthShore Connector) and Route 35LX (Brandon to SouthShore), that provide connections to intercity bus stops in Tampa. HART began Flex service April 12, 2010. HART Flex is an on-demand, curb-to-curb, van-based service open to all passengers. Flex allows the van to maneuver up to a ½ mile from the route on request in the Sun City Center area. Sun City Center is located 27 miles from the Greyhound stop in Tampa.

**Wauchula** is the county seat of Hardee County. The USCB designates Wauchula an Urban Cluster, with a population of 14,737 at the 2000 census. Wauchula has been called the "Cucumber Capital of the World," although citrus has become a more important agricultural crop over the past few decades. The city has a total area of 2.6 square miles. The median income for a household in the city was \$26,985 in 2000, and 29 percent of the population was below the poverty line. Wauchula Municipal Airport is a public-use airport located 5 miles southwest of the central business district. Greyhound and Escot intercity bus stops are located in Lakeland 40 miles from Wauchula. Greyhound and Escot stops in Port Charlotte are located 46 miles away.

**Wildwood** is located in Sumter County. According to the USCB, the population of the Wildwood Urban Cluster was 9,469 at the 2000 census. The city has a total area of 5.2 square miles. The median income for a household in 2000 was \$23,829, and 20 percent of the population was below the poverty line. Wildwood is located at the juncture of I-75, Florida's





Turnpike, State Road 44, and US Highway 301. Because of its centralized location and easy access to both coasts, it is referred to as "The Crossroads of Florida." The nearest intercity bus stop is served by Greyhound and located in Ocala, a distance of 25 miles from Wildwood. Additional stops are as follows: Brooksville, served by Greyhound and located 44 miles away; Orlando, served by Escot and located 47 miles away; and Orlando, served by Greyhound and located 49 miles away.

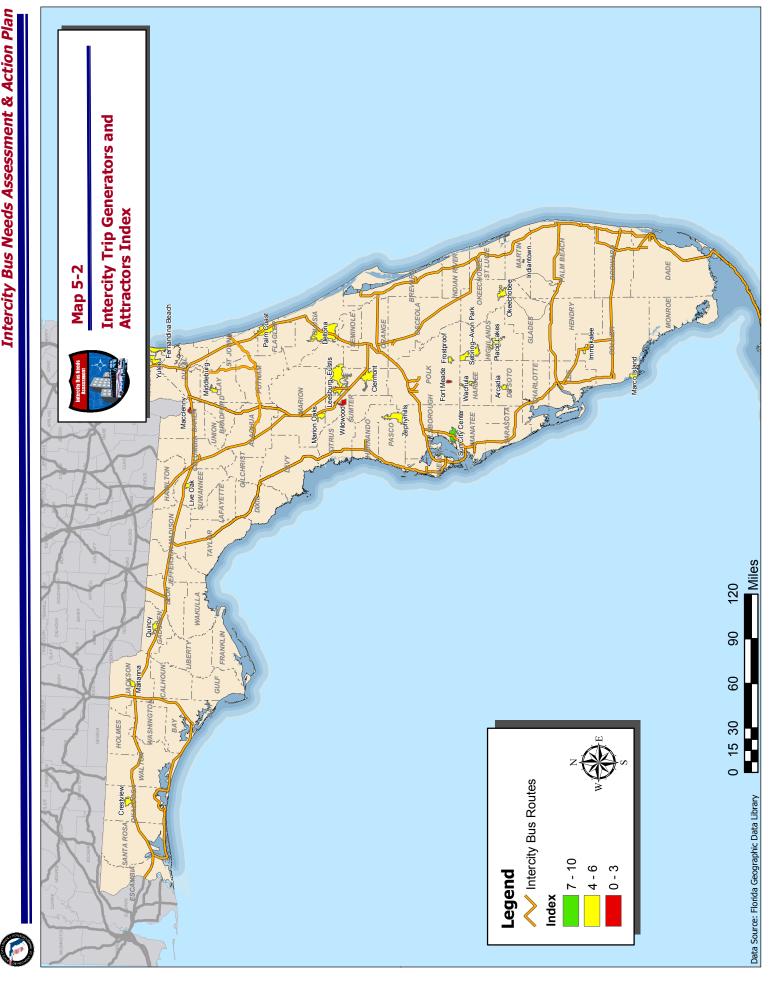
**Yulee** is located in Nassau County. The population of the Yulee Urban Cluster was 5,532 at the 2000 census. The city was named for David Levy Yulee, Senator from Florida. Yulee has a total area of 23 square miles. The median income for a household in 2000 was \$37,647, and 13 percent of the population was below the poverty line. Yulee consists primarily of residential neighborhoods along with commercial development along Route A1A. Yulee serves as a gateway to Amelia Island and metropolitan Jacksonville, with access to Jacksonville International Airport and Georgia's King's Bay Naval Base. The nearest intercity bus stops to Yulee are located in Jacksonville. The nearest intercity bus station is served by Runways and located at the Jacksonville International Airport, a distance of 14 miles from Yulee. Yulee is 33 miles from the Greyhound station in Jacksonville.

Table 5-2 provides an overview of the urban areas that are underserved or unserved by intercity bus service. The table identifies each community and its status as underserved or unserved. It provides 2000 Census data as well as the percent of the population that was under the poverty line in 2000.

The generators and attractors index is a score developed to compare communities based on the number of activity centers, or intercity bus passenger generators, located in a community. Technical Memorandum Number One provided information on the location of various generators which included airports and seaports, hospitals, correctional facilities, colleges and universities, regional shopping malls, immigration offices, tribal lands, and military bases. The score is calculated by summing the number of generators in a community. All generators were weighted equally with the exception of airports and seaports allow for access beyond their location, these were deemed more beneficial than other generators. Map 5-2 displays the attractors and generators used to develop a score in Table 5-2.









Community	Level of Service	2000 Census Population	Percent under Poverty Level	Activity Center Score	Other Intercity Providers		
URBANIZED AREAS							
Deltona	Underserved	147,713	10%	6	-		
Leesburg-Eustis	Underserved	97,497	12%	6	-		
Zephyrhills	Underserved	53,979	13%	5	-		
URBAN CLUSTERS							
Arcadia	Underserved	14,199	31%	6	-		
Clermont	Underserved	27,970	8%	4	-		
Crestview	Underserved	21,853	14%	5	-		
Fernandina Beach	Underserved	18,491	<b>9</b> %	5	-		
Fort Meade	Underserved	5,570	18%	2	-		
Frostproof	Underserved	5,468	14%	4	-		
Immokalee	Underserved	21,324	40%	4	-		
Indiantown	Unserved	5,345	27%	3	-		
Live Oak	Underserved	6,460	26%	5	-		
Marco Island	Underserved	12,879	5%	4	-		
Marianna	Unserved	6,607	27%	4	-		
Marion Oaks	Underserved	5,399	14%	5	-		
Middleburg	Underserved	8,694	9%	5	-		
Okeechobee	Underserved	20,432	18%	6	Amtrak		
Palm Coast	Underserved	28,141	7%	6	-		
Placid Lakes	Unserved	13,350	18%	5	-		
Quincy	Underserved	6,982	24%	5	-		
Sebring-Avon Park	Unserved	45,123	17%	6	Amtrak		
Sun City Center	Underserved	30,133	13%	7	-		
Wauchula	Unserved	17,737	29%	4	-		
Wildwood	Underserved	9,469	20%	3	Amtrak		
Yulee	Underserved	5,532	13%	4	-		

## Table 5-2Characteristics of Underserved or Unserved Areas

The information provided in Table 5-2 will assist in developing the action plan.



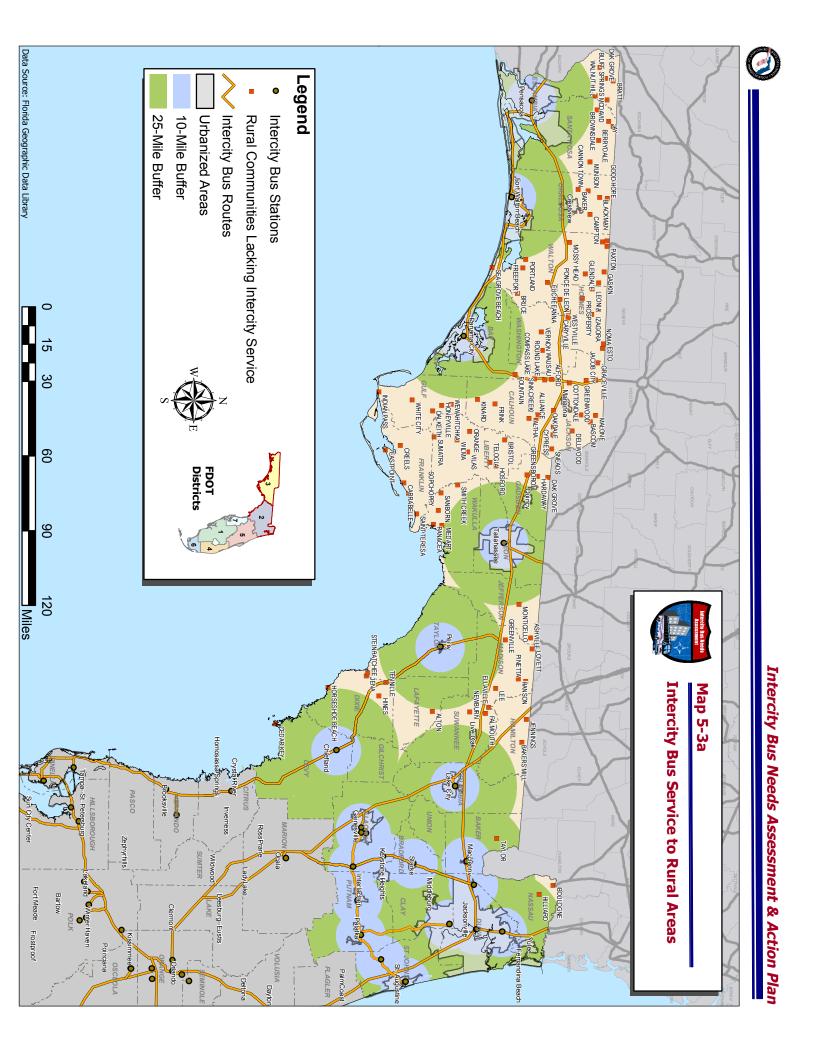


To assist with further planning, an analysis of other intercity providers that are not bus services was undertaken to determine whether the needs of intercity passengers might be met through alternative means. Three of the urban areas receive intercity service from Amtrak.

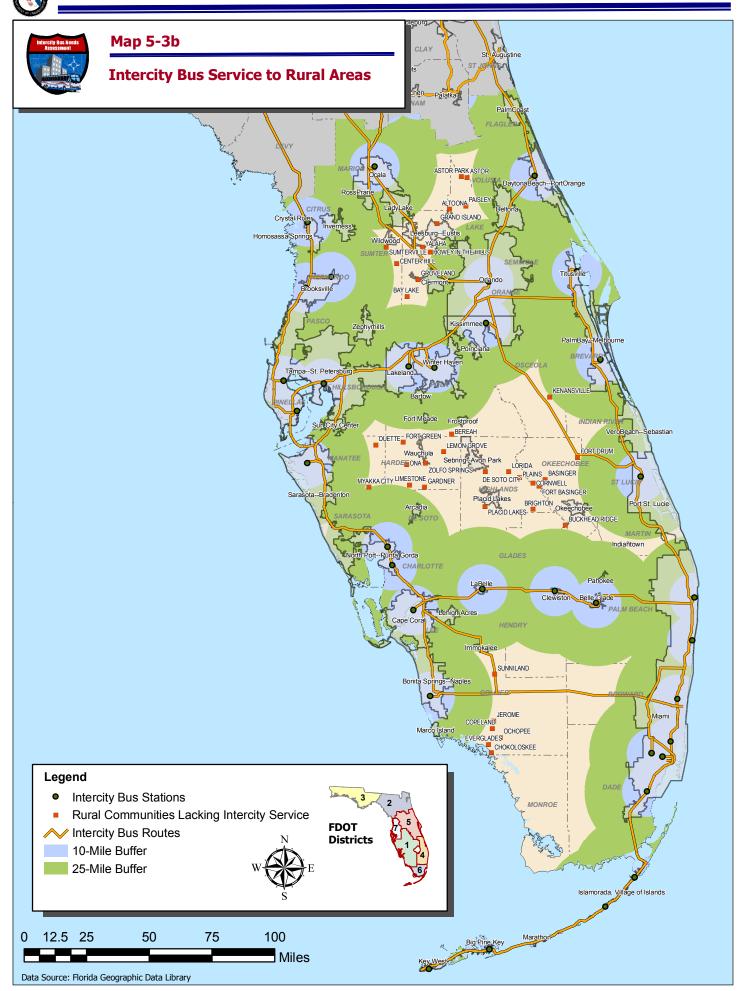
#### RURAL COMMUNITIES WITHOUT ACCESS TO INTERCITY BUS SERVICE

Although not considered viable options for intercity bus service, rural areas smaller than urban clusters were mapped in relation to the intercity bus stops in order to show current service levels. Of the rural communities in Florida, 144 communities are unserved by intercity bus service, as shown in Maps 5-3a and 5-3b. The majority of these communities (107 of 144) are located in the Panhandle region, especially areas bordering Georgia. Only six intercity bus stations are located west of the I-75 corridor in the Panhandle. The next largest concentration of rural communities lacking intercity bus service is located in Central Florida between Sarasota and Port St. Lucie. Rural communities in coastal areas are generally well served by intercity bus service, with some exceptions in the Panhandle and Southwest Florida. Appendix C contains a listing of each rural community in Florida and an indication of whether it is served, underserved, or unserved by intercity bus service.





#### Intercity Bus Needs Assessment & Action Plan



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## Section 6: Next Steps

The next step in *Intercity Bus Needs Assessment and Action Plan* is to develop the action plan. The action plan will contain recommendations on prioritizing intercity bus service expansion. It will review and make recommendations in the following areas:

- Intercity bus funding and policy,
- Intercity bus policy,
- Goals and objectives,
- Performance monitoring program, and
- Financial plan.





Intercity Bus Needs Assessment and Action Plan

Appendix A

## STAKEHOLDER INTERVIEW GUIDE





#### FDOT CENTRAL TRANSIT OFFICE INTERCITY BUS SERVICE NEEDS ASSESSMENT & ACTION PLAN STAKEHOLDER INTERVIEW QUESTIONS

Interviewee (Name/Title): Agency/Organization: Date/Time:

Note: Red text denotes instructions

#### Introduction & Background Information:

Tindale-Oliver & Associates, Inc. (TOA) is assisting the Florida Department of Transportation's (FDOT) Central Transit Office in developing an Intercity Bus Service Needs Assessment and Action Plan.

The federal government requires that each State allocate a portion of its annual funding dedicated to providing public transportation in less populated areas to intercity bus service. While local bus service provides service within a localized urban area, intercity bus service connects two or more urban areas. Intercity bus service has to be regularly scheduled, have the capacity to carry luggage, and cannot primarily serve commuters.

Funding for rural transportation services is provided under §5311 and one objective of §5311(f) funding program is to support intercity connections both between non-urbanized and urbanized areas and non-urbanized areas and the national intercity bus system. Additional objectives include supporting services to meet non-urbanized residents' travel needs and to support infrastructure of the intercity bus network through planning and marketing assistance and capital investment in facilities. There are two §5311(f) funded carriers of intercity passengers currently operating in Florida, including Greyhound and Ride Solution, Inc. based in Palatka.

In many states, including Florida, intercity bus service is a vital link between otherwise isolated rural communities and the rest of the nation. In the 1980s and more recently, major intercity bus carriers have abandoned many less productive routes. Nationally, intercity bus services peaked in 1970, with over 17,000 communities served and about 130 million passengers. By the beginning of 2006, only about 5,000 communities were receiving services, and only about 40 million passengers rode intercity buses.

Despite the overall downward trend, intercity bus use had its highest growth rate in 40 years in 2008. Even with the recent increase in ridership, there have been severe cuts in services, with many Florida cities no longer connected to the national system. The combination of increased demand for intercity bus service and declining service make this an important time to undertake this study.





The first step in developing the Intercity Bus Service Needs Assessment and Action Plan was to conduct a review of State, regional, and local plans to identify preliminary intercity needs, connector services, and gaps in the current system. Based on this review, we have identified (verbally describe the intercity/connector services in stakeholder's area of concern based on results of Tech Memo #1, including whether or not the area is served by Greyhound and/or Ride Solutions). The next step in this study is to conduct the needs assessment for intercity bus service throughout Florida. To do this we are interviewing stakeholders throughout the State to gain different perspectives on intercity service needs, gaps in current service, etc.

#### Interview Questions:

Please note, the following questions are guidelines for interview topics and may be modified to fit the perspective of the interviewee.

- (1) Are you currently aware of the intercity/connector services previously described?
- (2) If yes to the previous question, how did you become aware of these services?
- (3) Are you aware of other intercity/connector services provided within your region that were not mentioned?
- (4) Are there any intercity routes that were removed from service that should be reinstated. (If yes, determine where the route served, the provider, etc.)
- (5) What population(s) in your region do you see as needing/utilizing intercity bus services the most?
- (6) Are there any unmet intercity service needs connecting cities within your region? If there are unmet needs, please elaborate on those needs (target population segments, geographic areas without service, specific intercity connections needed, etc.).
- (7) Are there any unmet intercity service needs connecting cities within your region to other areas within the State or states immediately north of Florida? If there are unmet needs, please elaborate on those needs (target population segments, geographic areas without service, specific intercity connections needed, etc.).
- (8) What are some of the more significant obstacles facing intercity passengers (e.g., lack of service/connections, cost of fare, etc.)
- (9) What are some of the more significant obstacles facing intercity providers (e.g., lack of service/connections, funding, State requirement\*, etc.)



Intercity Bus Needs Assessment and Action Plan

Appendix B

## TRANSIT ORIENTED INDEX METHODOLOGY





There are five steps to developing the TOI, as summarized below.

### Step 1: Compile data by block group for the five demographic characteristics.

The first step involves the compilation of demographic data by block group for each of the following five characteristics:

- Elderly population (i.e., age 60 or older),
- Youth population (i.e., age 15 to 24),
- Low-income population (i.e., households with annual income less than \$10,000), and
- Areas with high population density.

As Census data is out-dated at this time, 2009 estimates were used from ESRI. In particular, the percent distributions for the demographic characteristics are compiled for every block group. These proportions are then ranked in descending order from block groups with the greatest proportion of each characteristic to those with the smallest proportion.

# Step 2: Compute an average proportion and standard deviation for each of the demographic characteristics.

An average percent (mean) and standard deviation is then computed for each demographic characteristic. A standard deviation measures the extent to which the actual percent values for each block group vary from the average percent value. With a normal "bell-shaped" distribution, approximately 68 percent of the values will be within one standard deviation of the average percent, while 95 percent will be within two standard deviations of the average.

### Step 3: Stratify the proportions into four segments using the following breaks.

The resulting percent values for each block group fall into one of four categories for each demographic characteristic: below average (low), above average but within one standard deviation (medium), above average but between one and two standard deviations (high), and



above average and more than two standard deviations (very high). Those areas with population densities below 100 persons per square mile are excluded from the analysis.

# Step 4: Assign discrete numerical scores to each of the four categories established for each demographic characteristic.

Scores are assigned through the use of a comparative probability distribution methodology. This is done by first estimating the probability that a block group would end up in a given category for a given demographic characteristic. For example, 7 of 123 block groups are above average and more than two standard deviations above average for elderly population, which translates to 5.69 percent (seven divided by 123). There is a 5.69 percent probability for any given block group in the study area to fall within this above average category. The probability percentage for each group is then divided into the probability percentage for the below average category. Continuing the previous example, the category score for "above average" elderly population is 10.57 (60.16 percent probability percentage for "below average" category divided by 5.69 probability percentage for "above average" category is equal to 10.57).

### Step 5: Calculate composite scores.

Composite scores are computed for each block group by summing the individual category scores for each of the demographic characteristics. The block groups are then ranked in descending order using the composite score and then stratified using the same method applied to individual demographic characteristics in Step 3. Block groups in the highest category are indicated as having a very high orientation for transit use based on the four demographic characteristics used to develop the TOI. Other categories are indicated as having a high, medium, and low orientation, respectively. Those areas that were excluded from the analysis in Step 3 are labeled as having very low transit orientation.





Intercity Bus Needs Assessment and Action Plan

Appendix C

## RURAL COMMUNITIES AND INTERCITY BUS SERVICE LEVELS





The following lists indicate which rural communities are served, underserved, or unserved with regard to intercity bus service. Served communities have intercity bus service within ten miles. Underserved communities have intercity bus service within 25 miles but further than ten miles. Unserved communities do not have intercity bus service within 25 miles.





	SERVED	
ALACHUA	GORDA HEIGHTS	PINLAND
ANKONA	HAMPTON	POWELL
ANTHONY	HAMPTON SPRINGS	PROVIDENCE
ARIPEKA	HASTINGS	PUTNAM HALL
ARMSTRONG	HAWTHORNE	ROCHELLE
ATHENA	HERNANDO BEACH	ROY
BAYOU GEORGE	HIGHLAND CITY	RUSSELL
BAYPORT	HOMOSASSA	SAMPSON
BAYSHORE	HULL	SAMSULA
BELLE GLADE CAMP	INDIAN ROCKS BEACH	SATSUMA
BELLWOOD	KINGSLEY	SHADY
BOSTWICK	LAKE HARBOR	SILVER SPRINGS
BOYD	LAWTEY	S. PONTE VEDRA BEACH
BROOKSVILLE	LECANTO	S. PUNTA GORDA HEIGHTS
CAMPVILLE	LOCHLOOSA	SPARR
CHAIRES	LOWELL	SPRINGS
CHIEFLAND	LUNDY	SUMMERLAND KEY
COLUMBIA	MANALAPAN	THERESSA
CUDJOE KEY	MARTEL	TRENTON
DENAUD	MASARYKTOWN	TURNBULL
DOCTORS INLET	MEDLEY	USHER
EAST PALATKA	MURDOCK	VEDRA BEACH
FAIRBANKS	NAPLES MANOR	VERMONT HEIGHTS
FANNING SPRINGS	NEW RIVER	VIKING
FEATHER SOUND	NORFLEET	WALDO
FIVE POINTS	NORTH BROOKSVILLE	WHITE CITY
FLORAHOME	OKEELANTA	WILSON
FOLEY	ORANGE HEIGHTS	WINFIELD
FORT OGDEN	PANAMA CITY BEACH	WOODVILLE
GANDY	PARADISE	YELVINGTON
GOODNO	PENNSUCO	





	UNDERSERVED	
ALCOMA	HIGHLAND CITY	PARMALEE
ALLENTOWN	HIGHLAND PARK	PARRISH
ALTURAS	HILDEN	PASCO
ALVA	HILLCREST HEIGHTS	PEMBROKE
APOLLO BEACH	HINSON	PENNEY FARMS
ARCHER	HOBE SOUND	PIERSON
BABSON PARK	HOLDER	PINE BARREN
BALDWIN	HOLLEY	PINE LOG
BARBERVILLE	HOLOPAW	PINELAND
BARRINEAU PARK	HOLT	PINEOLA
BAY LAKE	HOMELAND	PINEY POINT
BEACON HILL	HOMOSASSA SPRINGS	PLACIDA
BECKER	HOUSTON	POMONA PARK
BELL	HUGH	PORT MAYACA
BLANTON	INGLIS	PORT SALERNO
BLUE MOUNTAIN BEACH	ISLAND GROVE	PUNTA RASSA
BOGIA	ISLANDIA	QUINTETTE
BOKEELIA	ISTACHATTA	RAIFORD
BOYETTE	ITALIA	RALEIGH
BRADLEY JUNCTION	JAMIESON	RATLIFF
BRANFORD	JUPITER ISLAND	RED HEAD
BRONSON	KEYSVILLE	REDDICK
BROOKER	KNIGHTS	RERDELL
BRYCEVILLE	KORONA	RIDGE MANOR
BUNNELL	LA CROSSE	ROMEO
CANDLER	LACOOCHEE	ROTONDA
CAPITOLA	LAKE BIRD	RUSKIN
CAPPS	LAKE BUENA VISTA	SAINT CATHERINE
CAPTIVA	LAKE MONROE	SAINT JAMES CITY
CHARLOTTE BEACH	LAKE PANASOFFKEE	SAINT LEO
CITRA	LAMONT	SAINT MARKS
CLARK	LAYTON	SALEM
COCOA BEACH	LOXAHATCHEE	SALT SPRINGS





COCONUT	LULU	SAN ANTONIO
COOKS HAMMOCK	LUMBERTON	SANDERSON
CRAWFORDVILLE	LURAVILLE	SANTA FE
CROOKED LAKE PARK	LYNNE	SANTA ROSA BEACH
CROWS BLUFF	MARINELAND	SARASOTA BEACH
CRYSTAL SPRINGS	MATLACHA	SCOTTSMOOR
DALLAS	MAYO	SEVILLE
DAY	MAYTOWN	SHADY GROVE
DEER PARK	MCALPIN	SHAMROCK
DEKLE BEACH	MCINTOSH	SHILOH
DINNER ISLAND	MCKINNON	SIRMANS
DOWLING PARK	MEXICO BEACH	SOUTHGATE
DREXEL	MICANOPY	SOUTHWEST RANCHES
DRIFTON	MICCO	SUGARMILL WOODS
DUKES	MICCOSUKEE	SUMMER HAVEN
DUPONT	MIDWAY	SUN GARDEN
DURBIN	MILLIGAN	SUWANNEE
EASTLAKE WEIR	MIRAMAR BEACH	TRILBY
EBRO	MOLINO	VALKARIA
ECONFINA	MONTBROOK	VENUS
ELDRIDGE	MONTVERDE	VERNA
ELLZEY	MORRISTON	VICKSBURG
ERIDU	NARCOOSSEE	WACISSA
ESPANOLA	NEW YORK	WAKULLA
EUREKA	NEWBERRY	WAKULLA BEACH
EVA	NEWPORT	WANNEE
FAVORETTA	NOCATEE	WAUKEENAH
FELDA	NORTH KEY LARGO	WEBSTER
FELICIA	NORTH PORT	WEIRSDALE
FERNDALE	OAK HILL	WELAKA
FLAMINGO	O'BRIEN	WELLBORN
FLORAL CITY	ODESSA	WEST BAY
FORT WHITE	OLD TOWN	WEST FROSTPROOF
GENEVA	OLUSTEE	WEST LAKE WALES
GENOA	ORANGE LAKE	WHITE SPRINGS







GEORGETOWN	ORCHID	WILLIFORD
GULF HAMMOCK	ORMOND-BY-THE-SEA	WILLISTON
HAILE	OSTEEN	WINTER BEACH
HAROLD	OTTER CREEK	WOODVILLE
HATCHBEND	OXFORD	YANKEETOWN
HIGH SPRINGS	PALMDALE	YOUNGSTOWN

UNSERVED		
ALFORD	EVERGLADES	MONTICELLO
ALLIANCE	FALMOUTH	MOSSY HEAD
ALTHA	FLOWERSVILLE	MOUNT CARMEL
ALTON	FORT BASINGER	MUNSON
ALTOONA	FORT DRUM	MYAKKA CITY
ASHVILLE	FORT GREEN	NEW HOPE
ASTOR	FOUNTAIN	NEWBURN
ASTOR PARK	FREEPORT	NOMA
BAKER	FRINK	OAK GROVE
BAKERS MILL	GARDNER	OAK GROVE
BASCOM	GASKIN	OAKDALE
BASINGER	GLENDALE	OCHOPEE
BAY LAKE	GOOD HOPE	ONA
BEREAH	GRACEVILLE	ORANGE
BERRYDALE	GRAND ISLAND	PAISLEY
BLACKMAN	GRAND RIDGE	PANACEA
BLUFF SPRINGS	GREENSBORO	PAXTON
BOULOGNE	GREENVILLE	PINETTA
BRATT	GREENWOOD	PLACID LAKES
BRIGHTON	GROVELAND	PLAINS
BRISTOL	HANSON	PONCE DE LEON
BROWNSDALE	HARDAWAY	PORTLAND
BRUCE	HILLIARD	PROSPERITY
BUCKHEAD RIDGE	HINES	ROUND LAKE
CAMPBELLTON	HONEYVILLE	SAINT TERESA
CAMPTON	HORSESHOE BEACH	SANBORN



CANNON TOWN	HOSFORD	SEAGROVE BEACH
CARRABELLE	HOWEY IN THE HILLS	SINK CREEK
CARYVILLE	INDIAN PASS	SMITH CREEK
CEDAR KEY	IZAGORA	SNEADS
CENTER HILL	JACOB CITY	SOPCHOPPY
CHOKOLOSKEE	JAY	STEINHATCHEE
CLEAR SPRINGS	JENA	SUMATRA
COMPASS LAKE	JENNINGS	SUMTERVILLE
COPELAND	JEROME	SUNNILAND
CORNWELL	KENANSVILLE	TAYLOR
COTTONDALE	KINARD	TELOGIA
CREELS	LANARK VILLAGE	TENNILLE
CYPRESS	LAUREL HILL	VERNON
DALKEITH	LEE	VILAS
DARLINGTON	LEMON GROVE	WALNUT HILL
DE SOTO CITY	LEONIA	WAUSAU
DELLWOOD	LIMESTONE	WESTVILLE
DUETTE	LORIDA	WEWAHITCHKA
EASTPOINT	LOVETT	WHITE CITY
ELLAVILLE	MALONE	WILMA
ESTO	MCDAVID	YALAHA
EUCHEEANNA	MEDART	ZOLFO SPRINGS

