

# The Navy Yard Commuter Survey 2014

**Survey Results**  
**July 2, 2014**



- 
- ▶ Who responded to the survey
  - ▶ How do people ride The Shuttles
  - ▶ Why don't people ride The Shuttles
  - ▶ Shuttle Improvement Suggestions
  - ▶ Young Employees at The Navy Yard
  - ▶ Other Services
  - ▶ Future of The Navy Yard Shuttles

# Important Lessons

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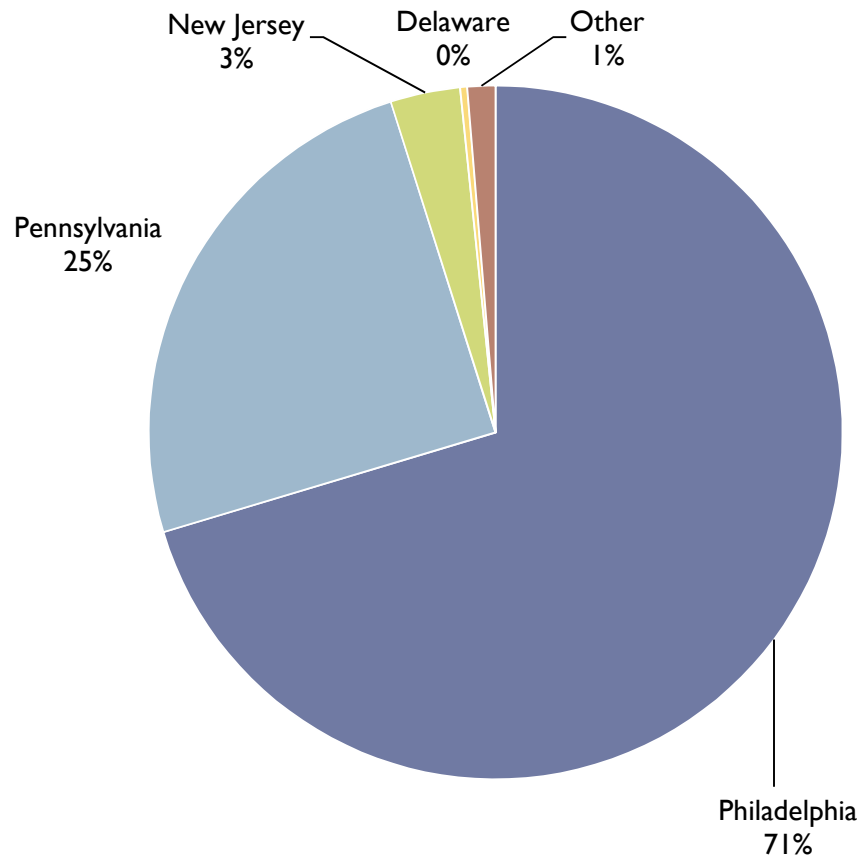
- ▶ People are pleased overall with Shuttle Services
- ▶ Overcrowding is the most identified transit-related complaint
- ▶ Desire for additional services and pick-up/drop-off locations also frequently cited
- ▶ Shuttle Services critical for City resident employees
- ▶ Roadway conditions in and around The Navy Yard discussed by non-shuttle riders
  
- ▶ OPPORTUNITY FOR IMPROVED SHUTTLE SERVICES FROM NEW LOCATIONS WITHIN THE CITY

# Survey Takers

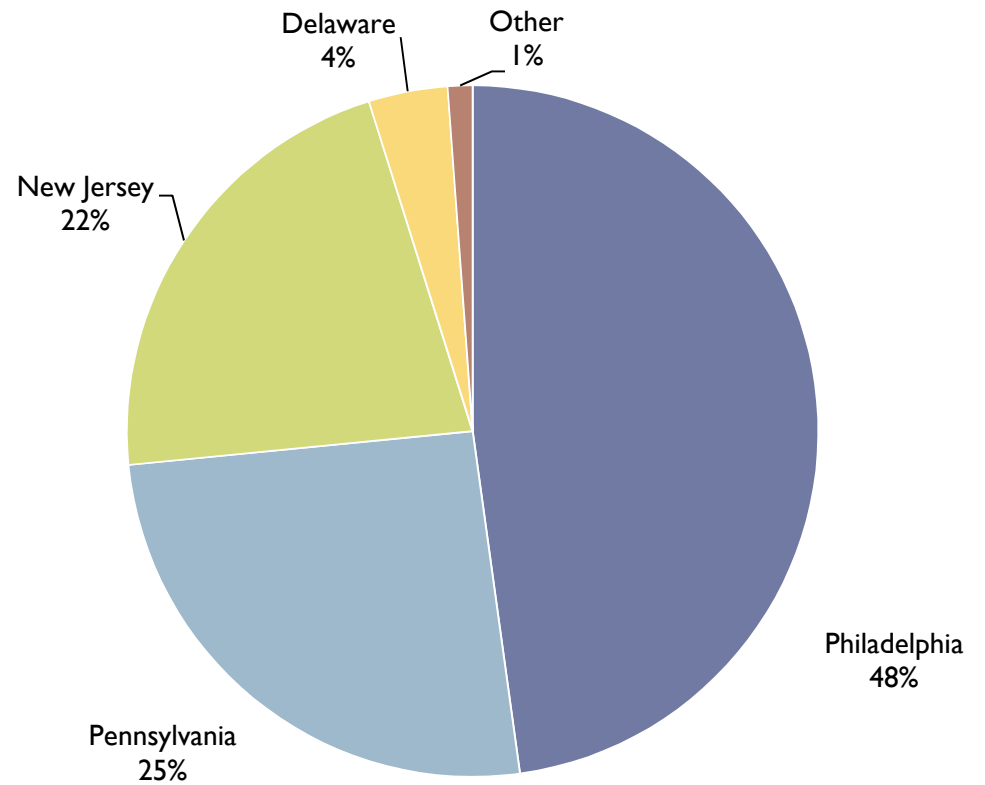
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- ▶ **765 respondents representing:**
  - ▶ Phila, PA, NJ, DE, MD, NY
  - ▶ 74 companies
  - ▶ More than 20 commute mode combinations
  - ▶ At least 5 people who don't work at The Navy Yard but need to visit doctors/clients there
  - ▶ 327 regular Shuttle Riders

# Residence

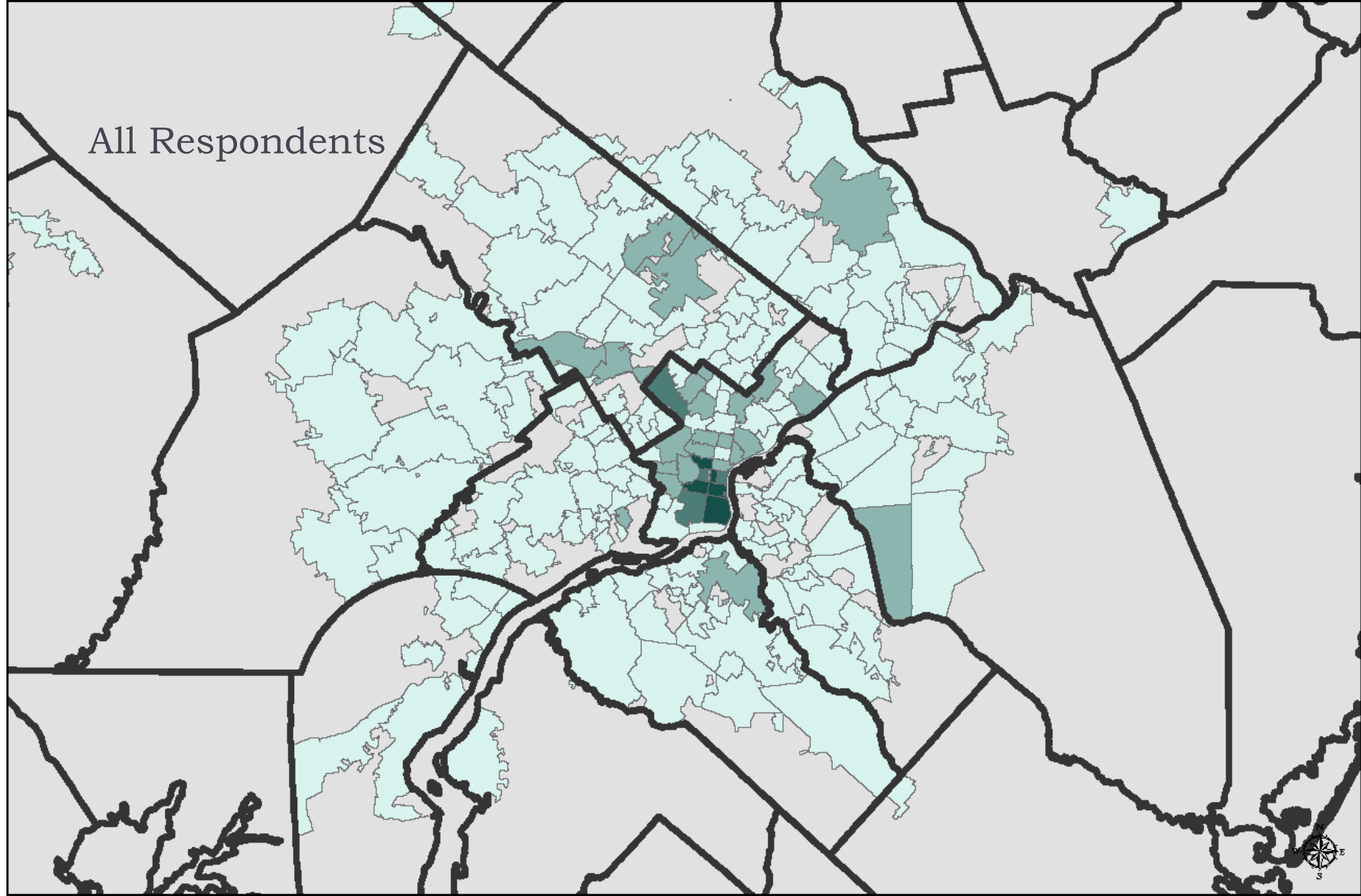


Shuttle Riders

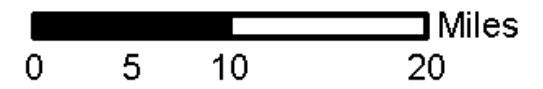


Non-Shuttle Riders

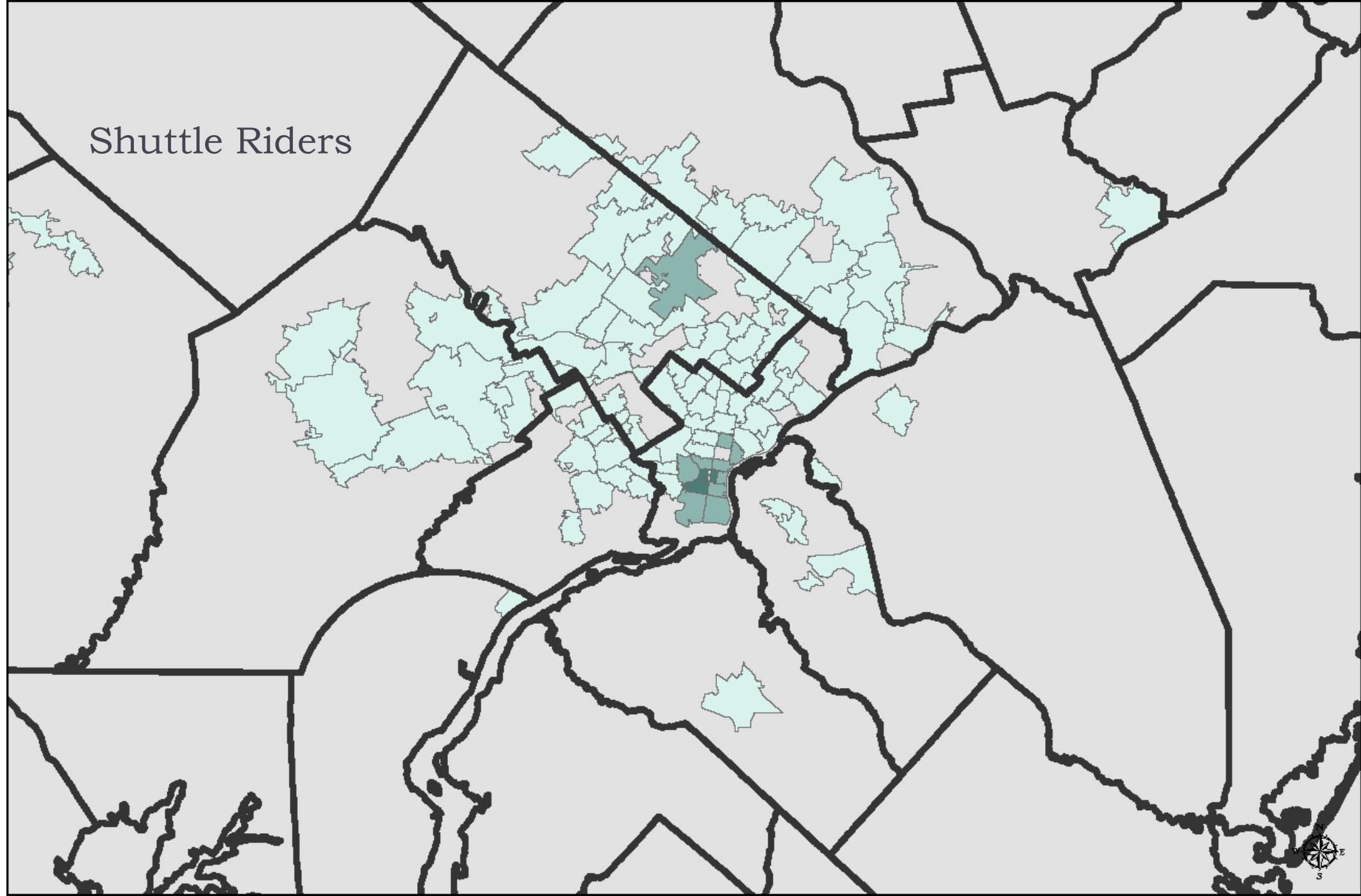
All Respondents



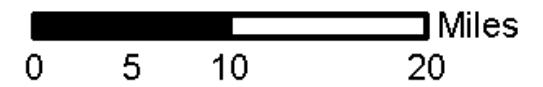
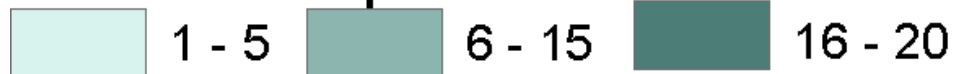
Number of Respondents



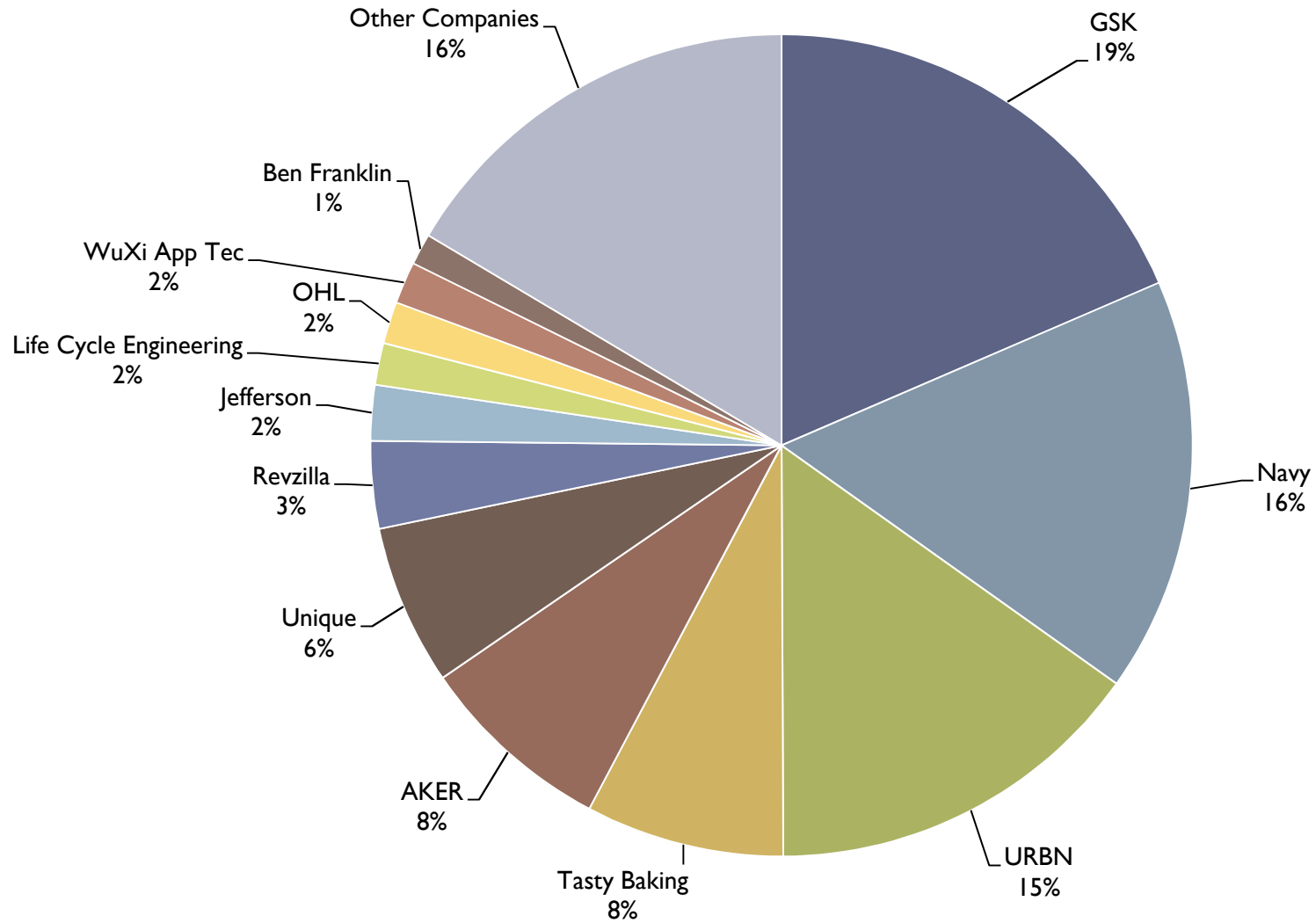
# Shuttle Riders



## Number of Respondents

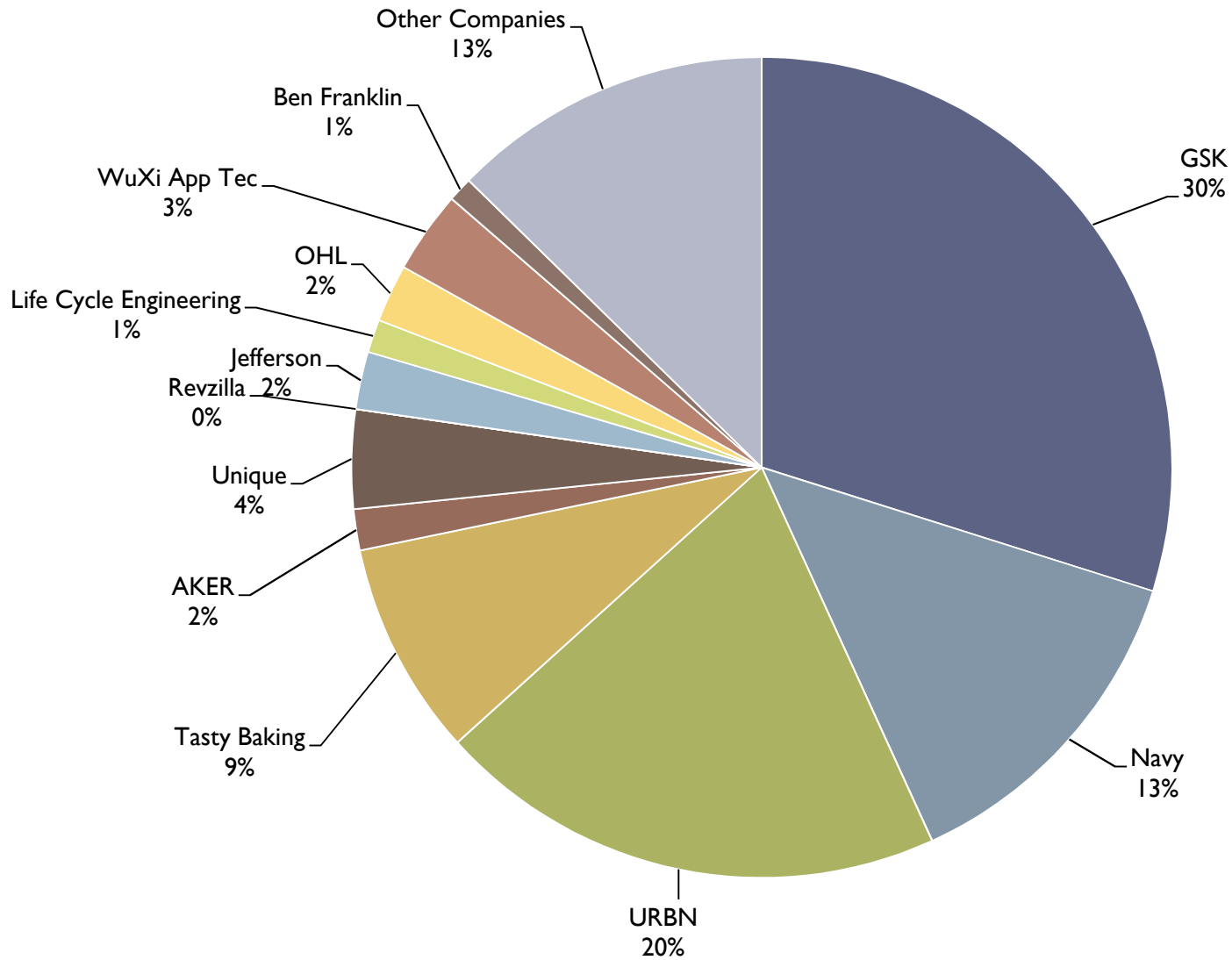


# All Respondents Workplace

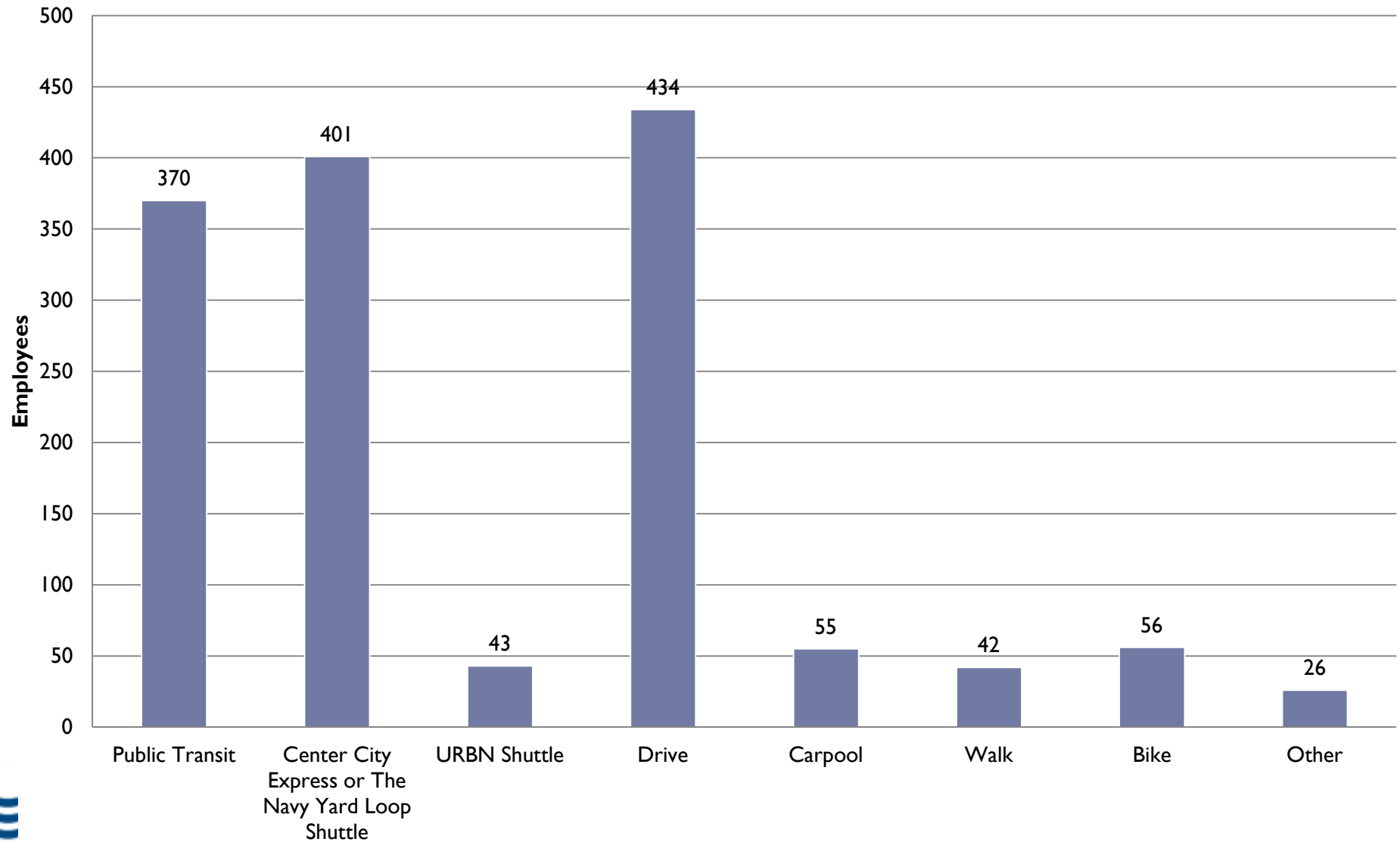




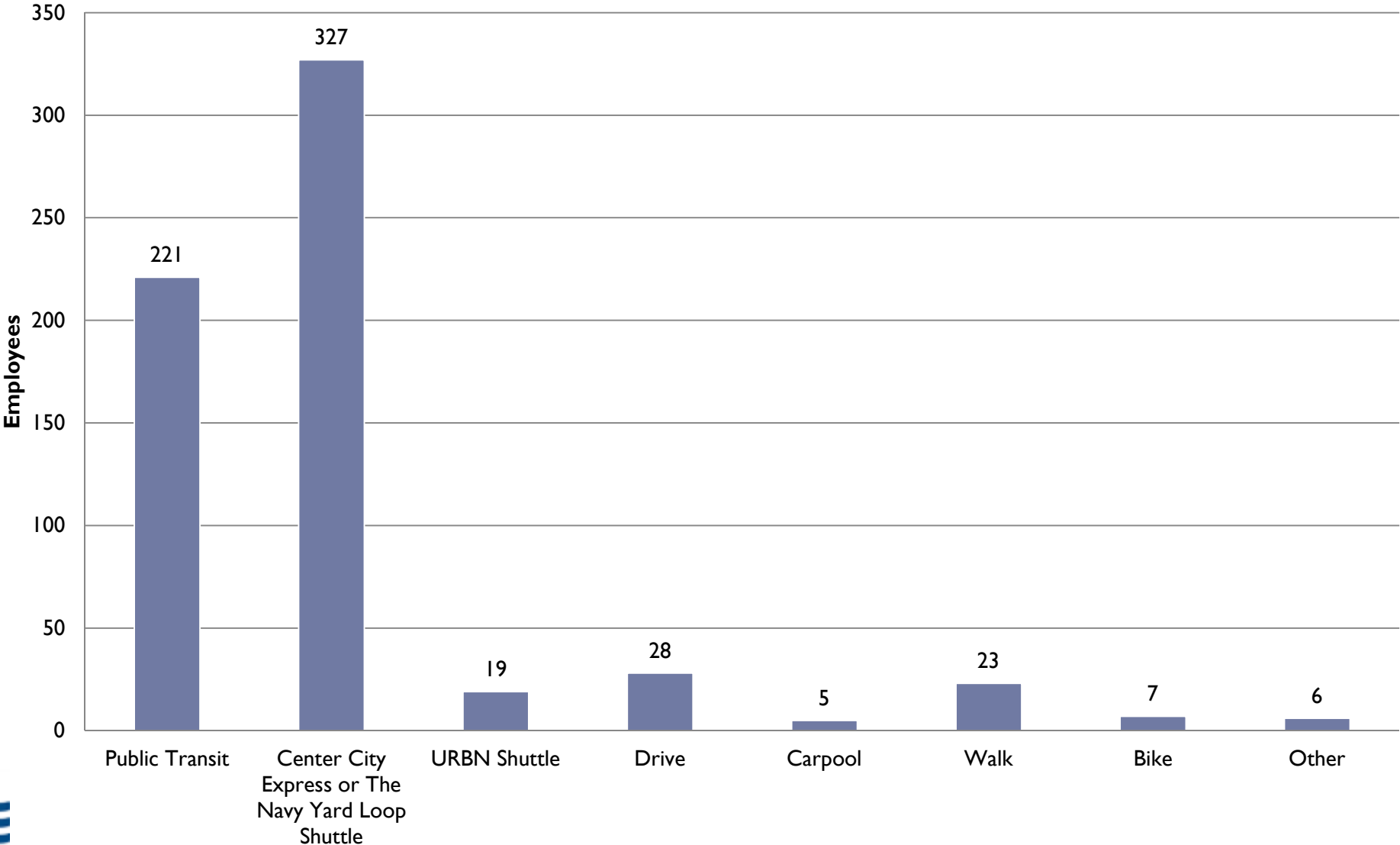
# Shuttle Riders Workplace



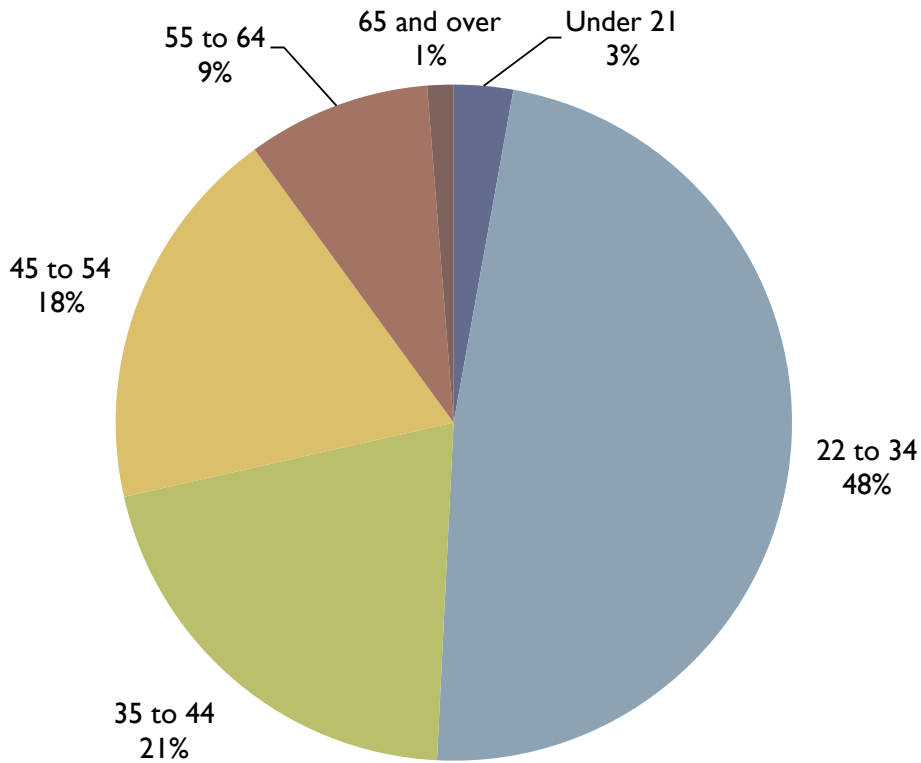
# All Respondents: How do you PRIMARILY commute to The Navy Yard? Select all that apply.



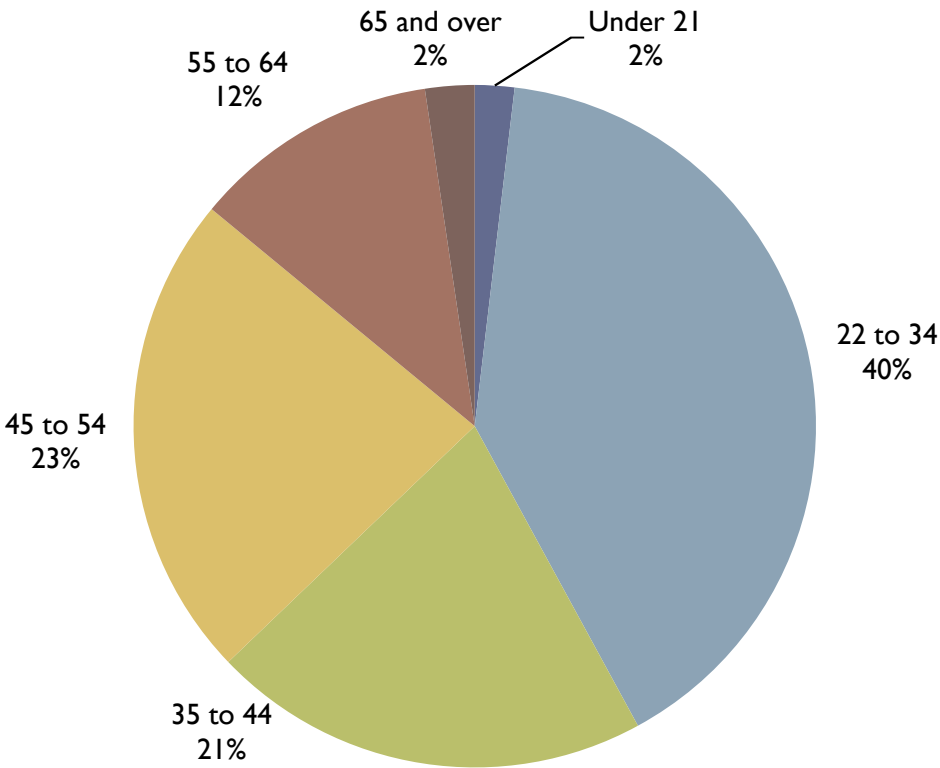
# Shuttle Riders: How do you PRIMARILY commute to The Navy Yard? Select all that apply.



# Respondents by Age Group



Shuttle Riders

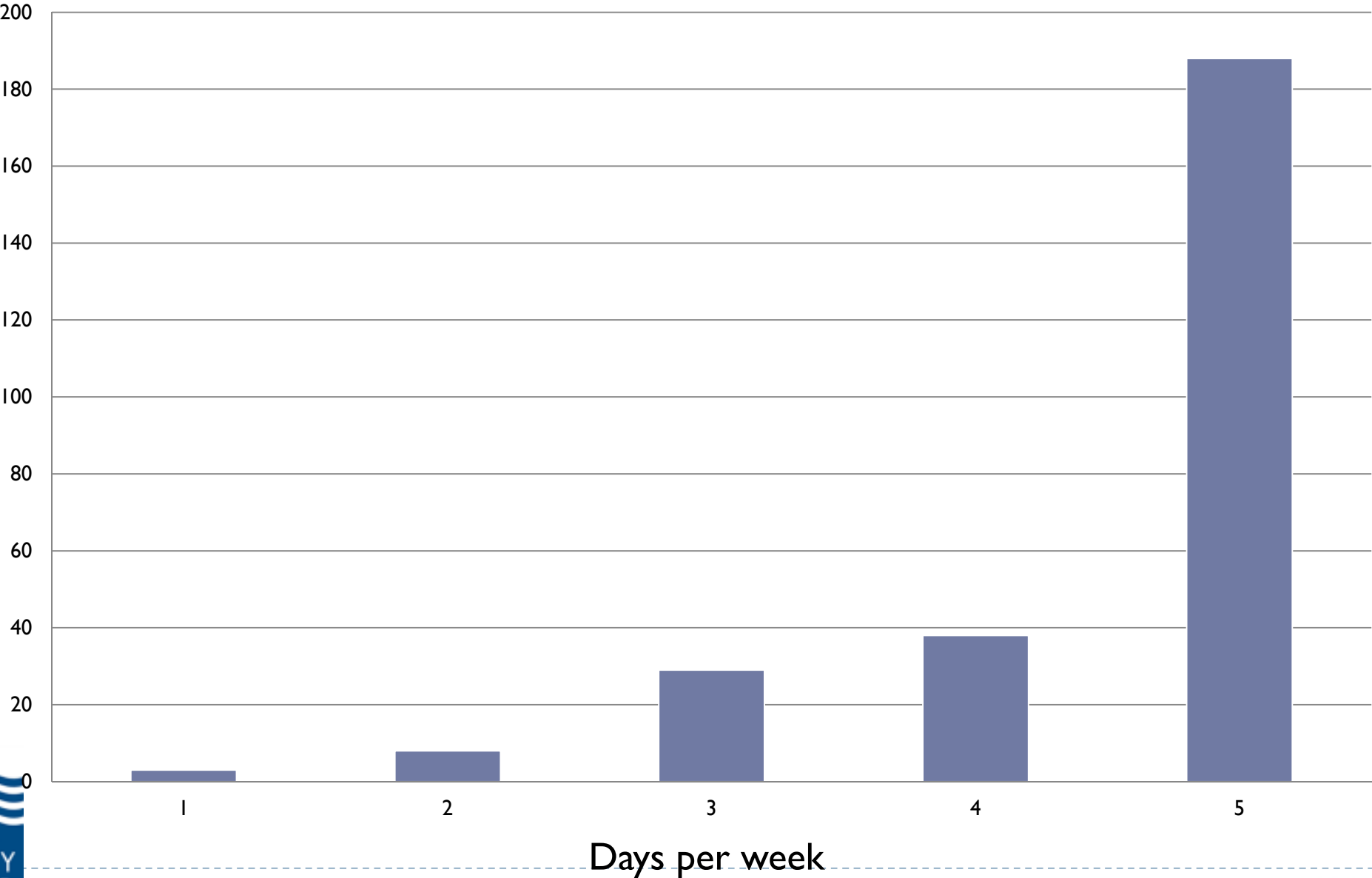


Non-Shuttle Riders

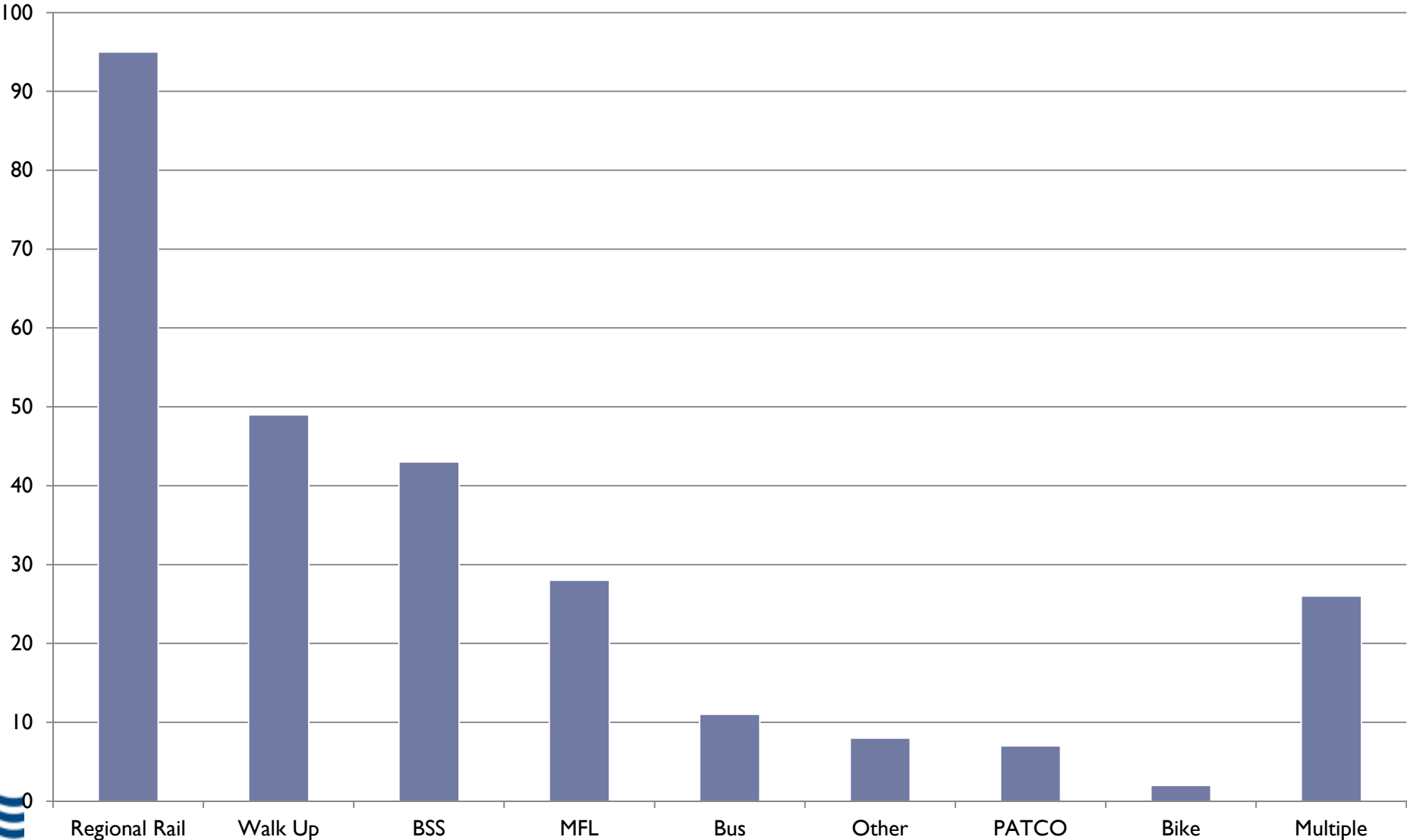
# Shuttle Riders

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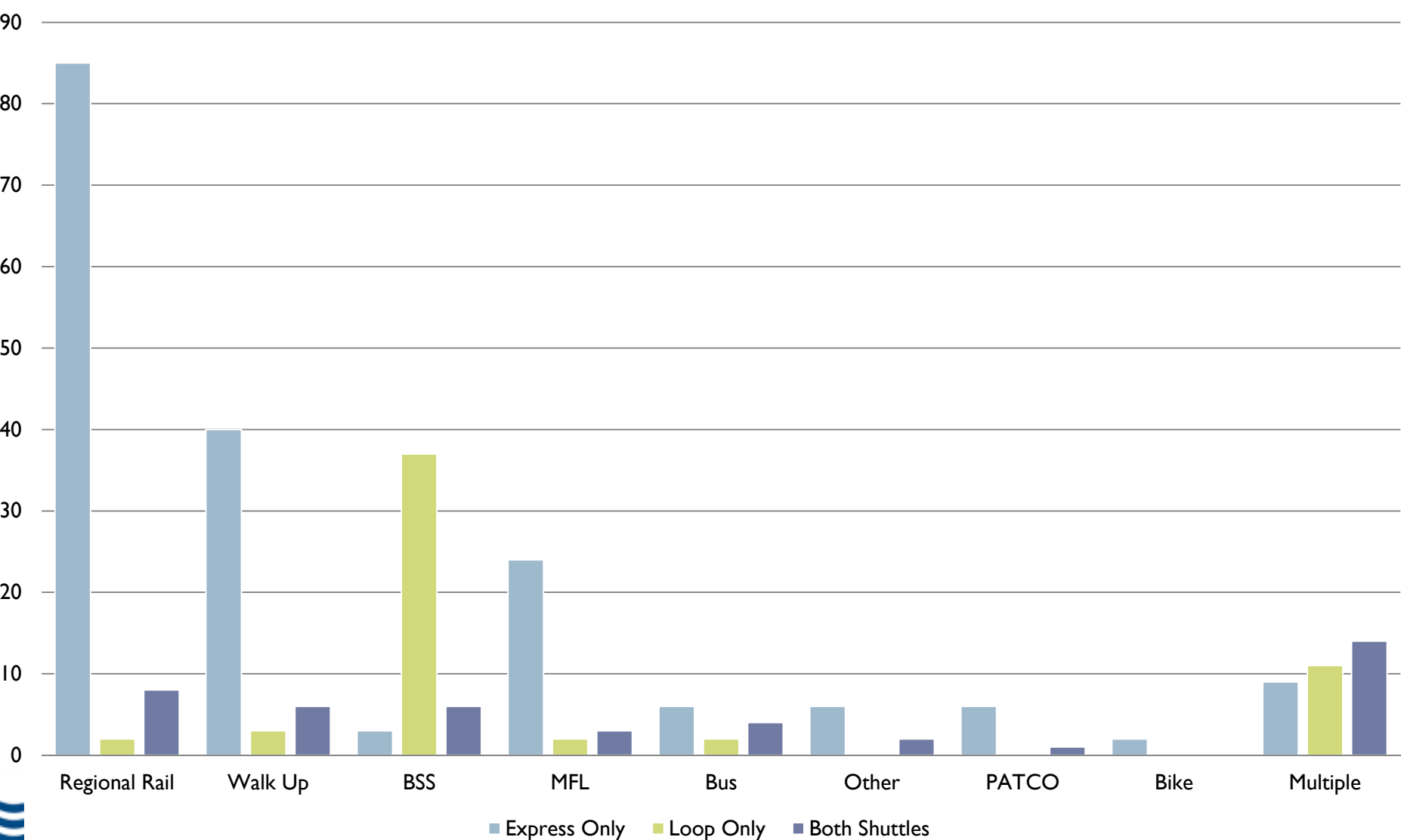
# How often do riders use The Shuttles?



# How do Shuttle riders arrive?

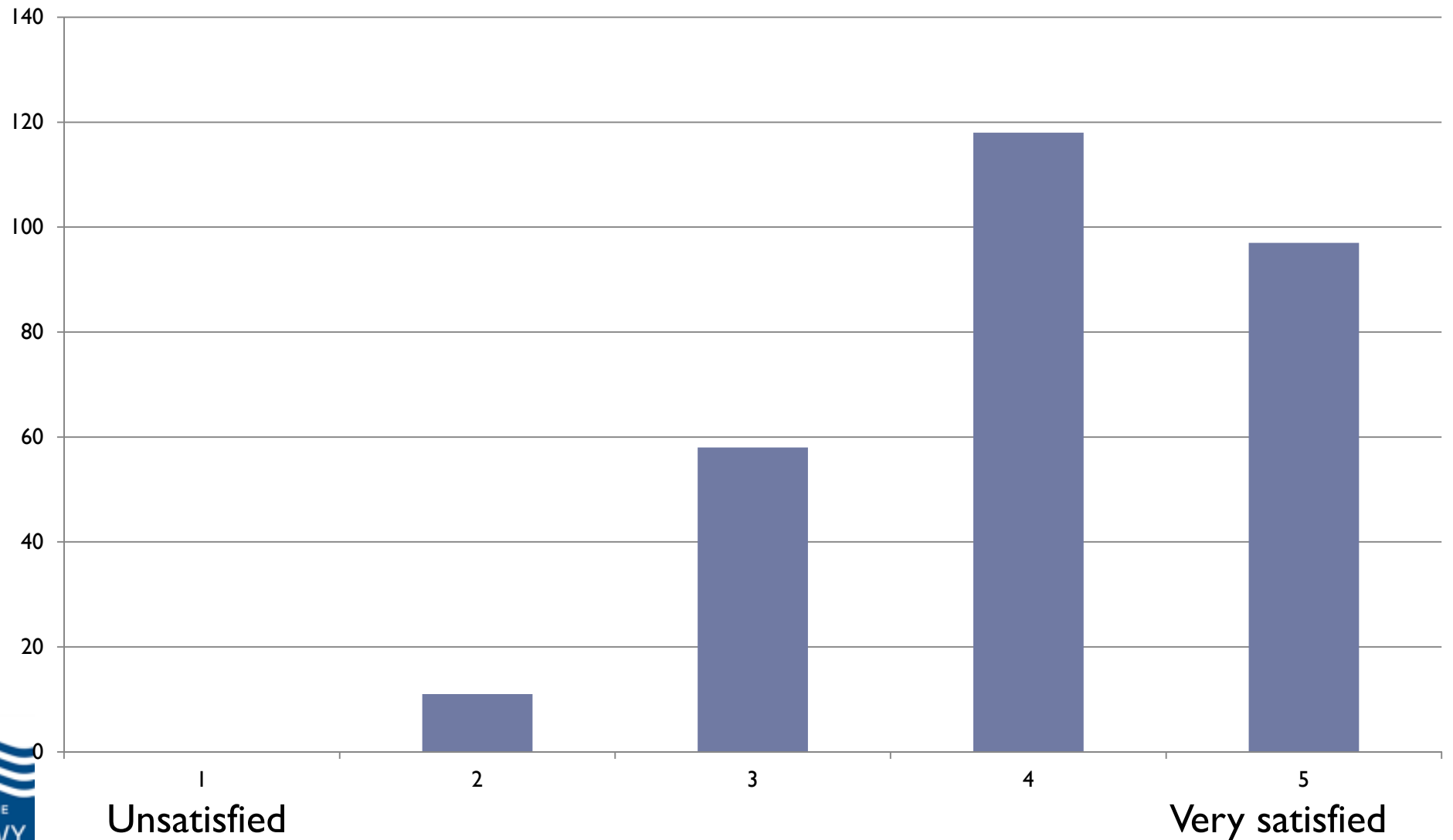


# How Shuttle Riders arrive by Route

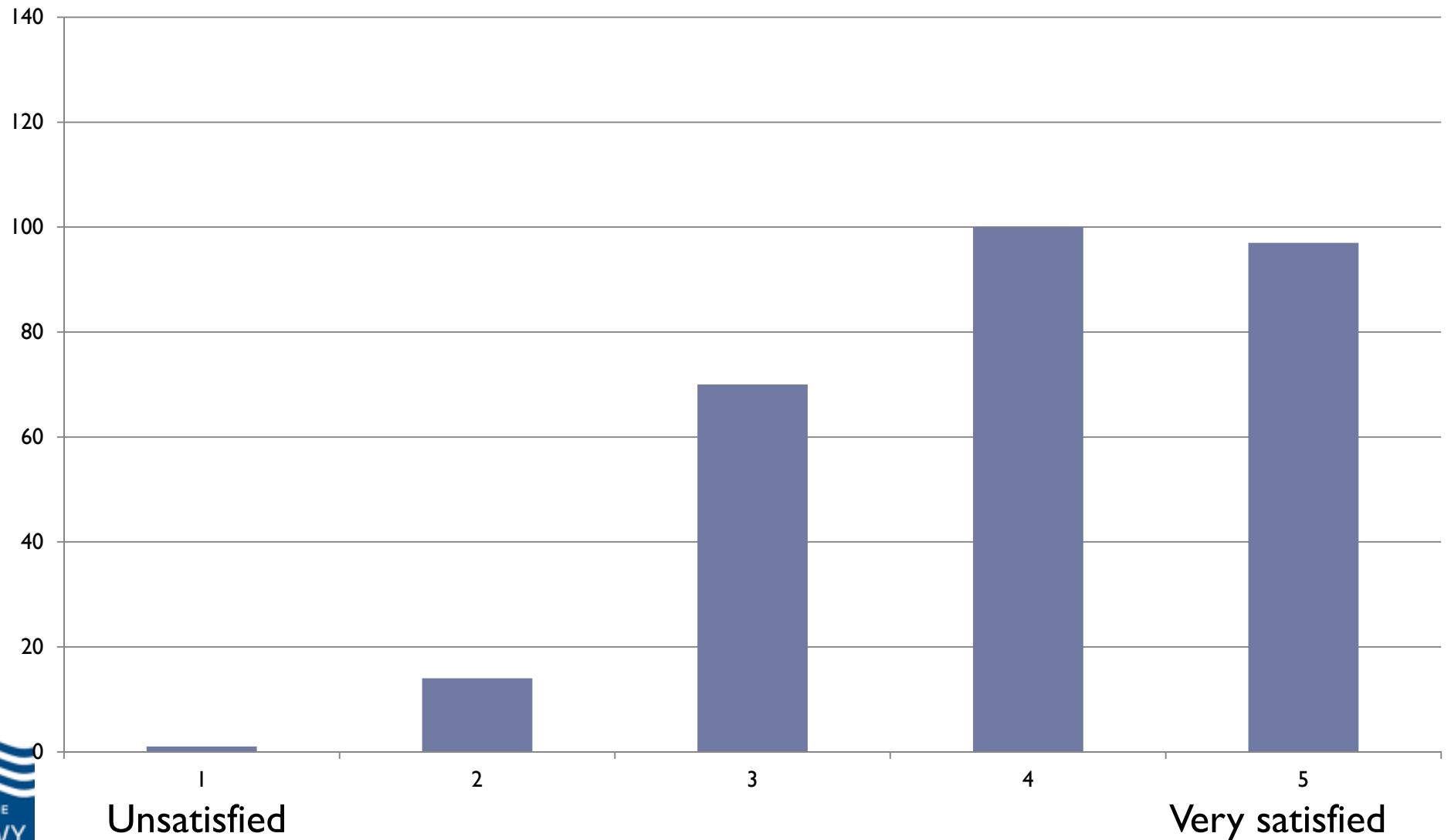




# How satisfied are you with your overall Navy Yard Shuttle experience?



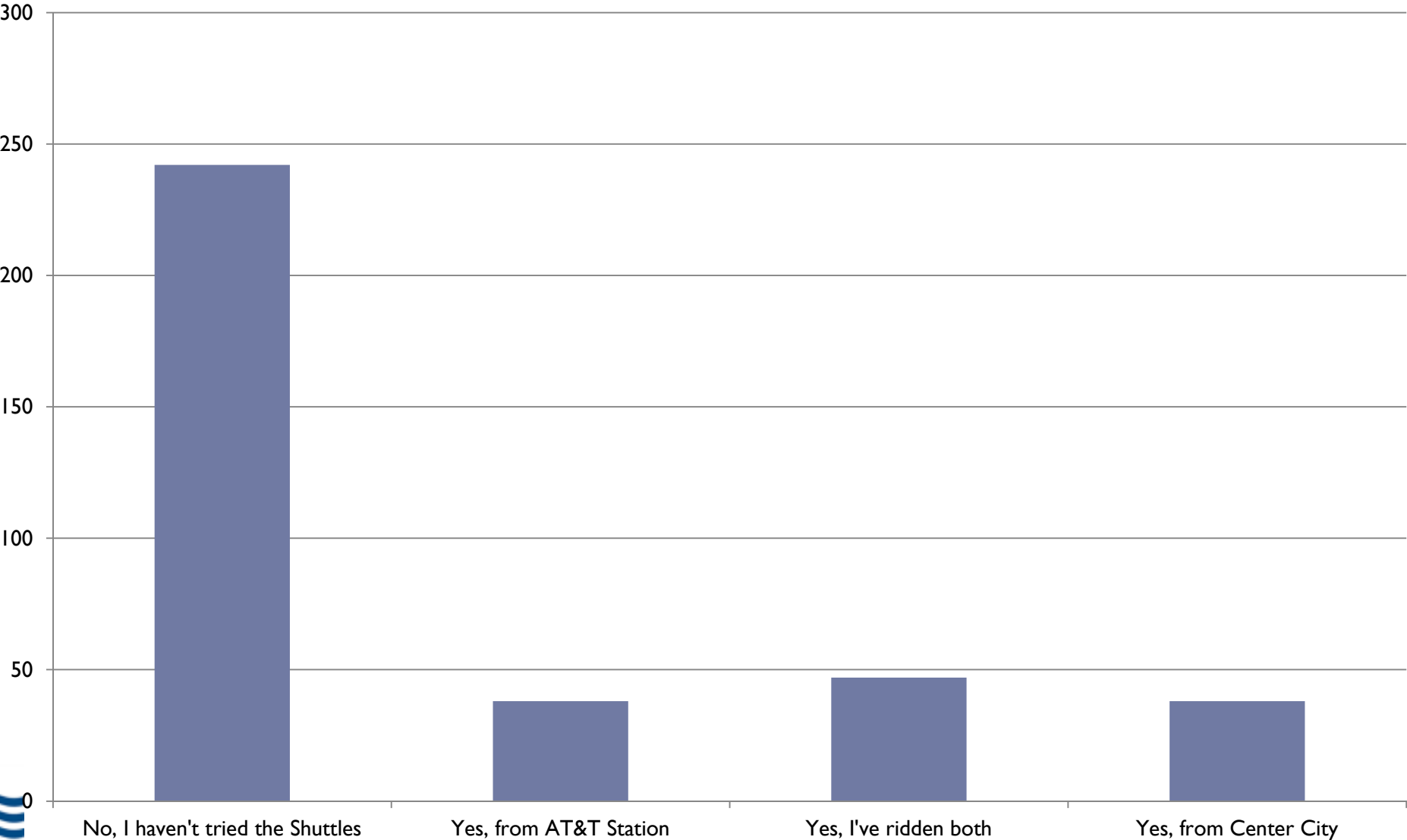
# How satisfied are you with the quality of your morning transfer to The Shuttle?



# Non-Shuttle Riders

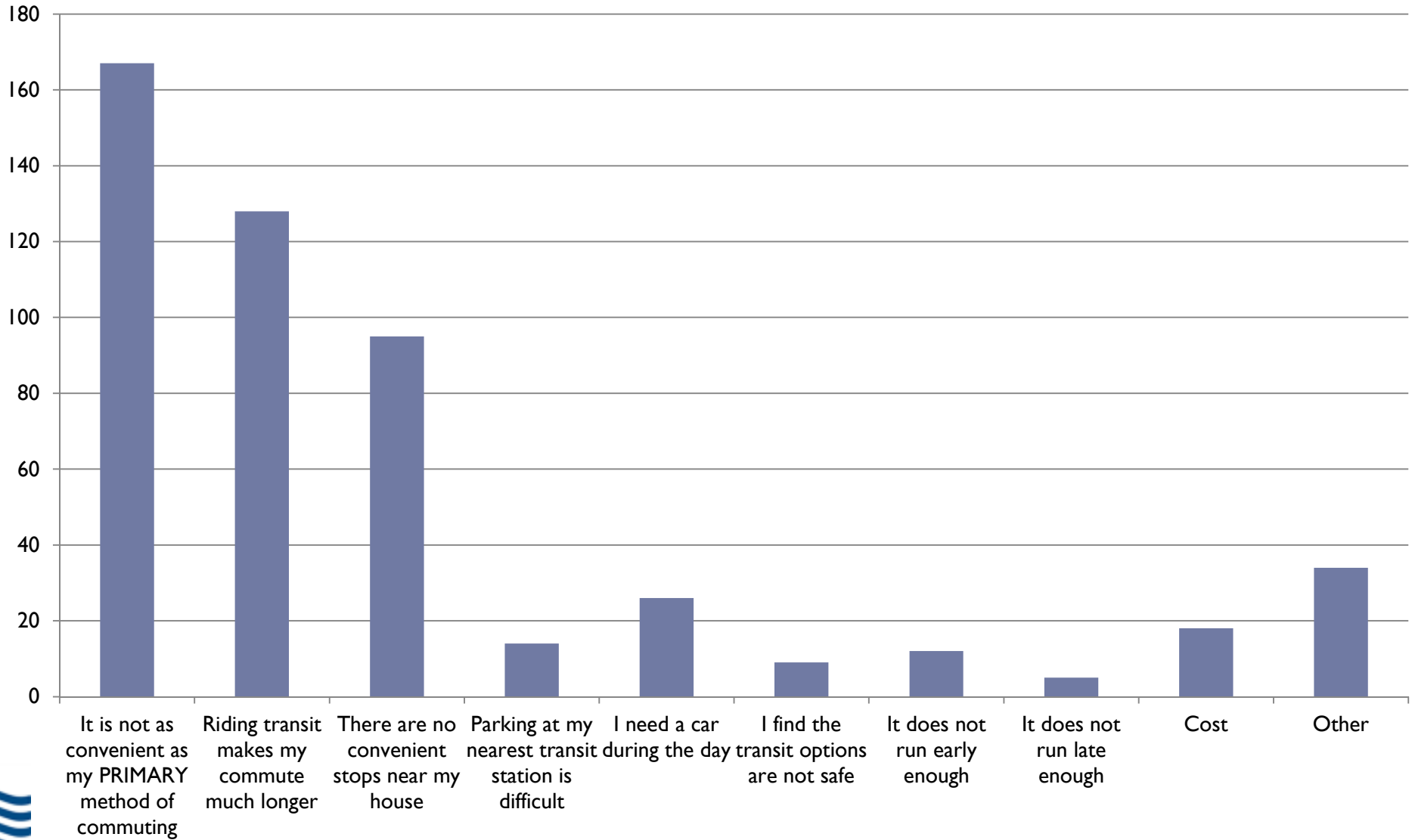
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# Have you ridden The Shuttles before?



\*excluding TastyKake paper survey respondents

# Why don't you use public transportation, including the Shuttles?

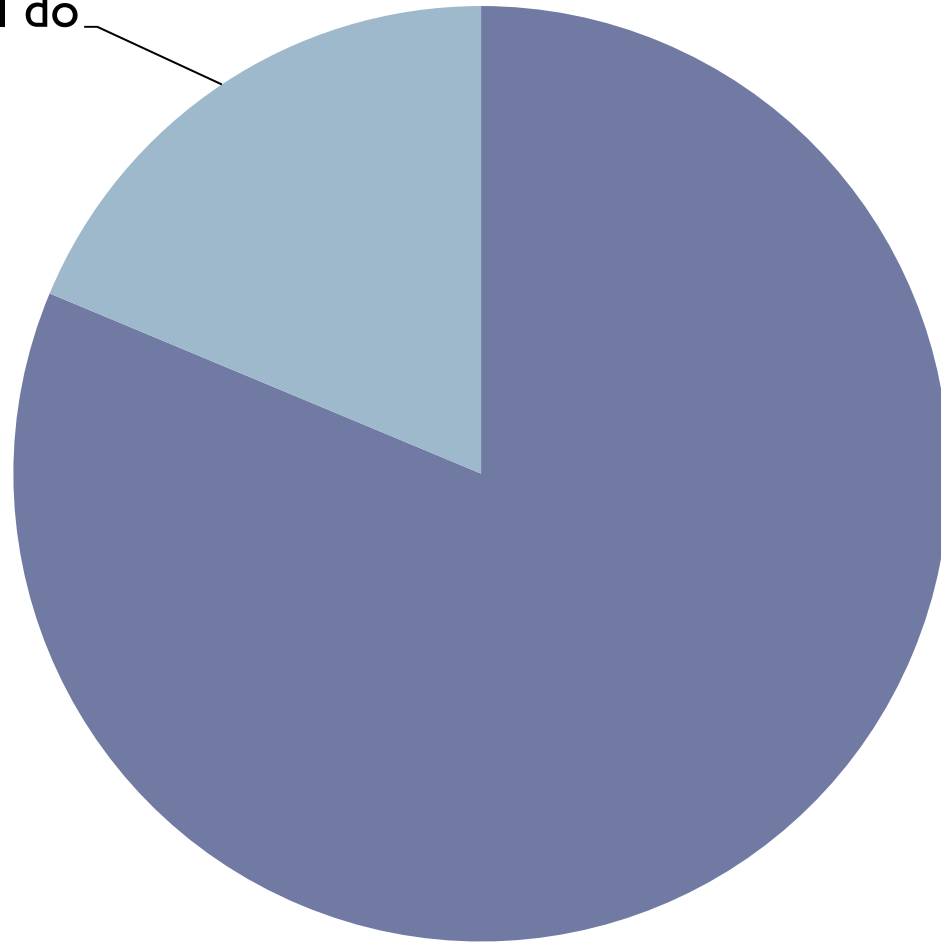


\*excluding TastyKake paper survey respondents

# Do you still ride The Shuttle sometimes?

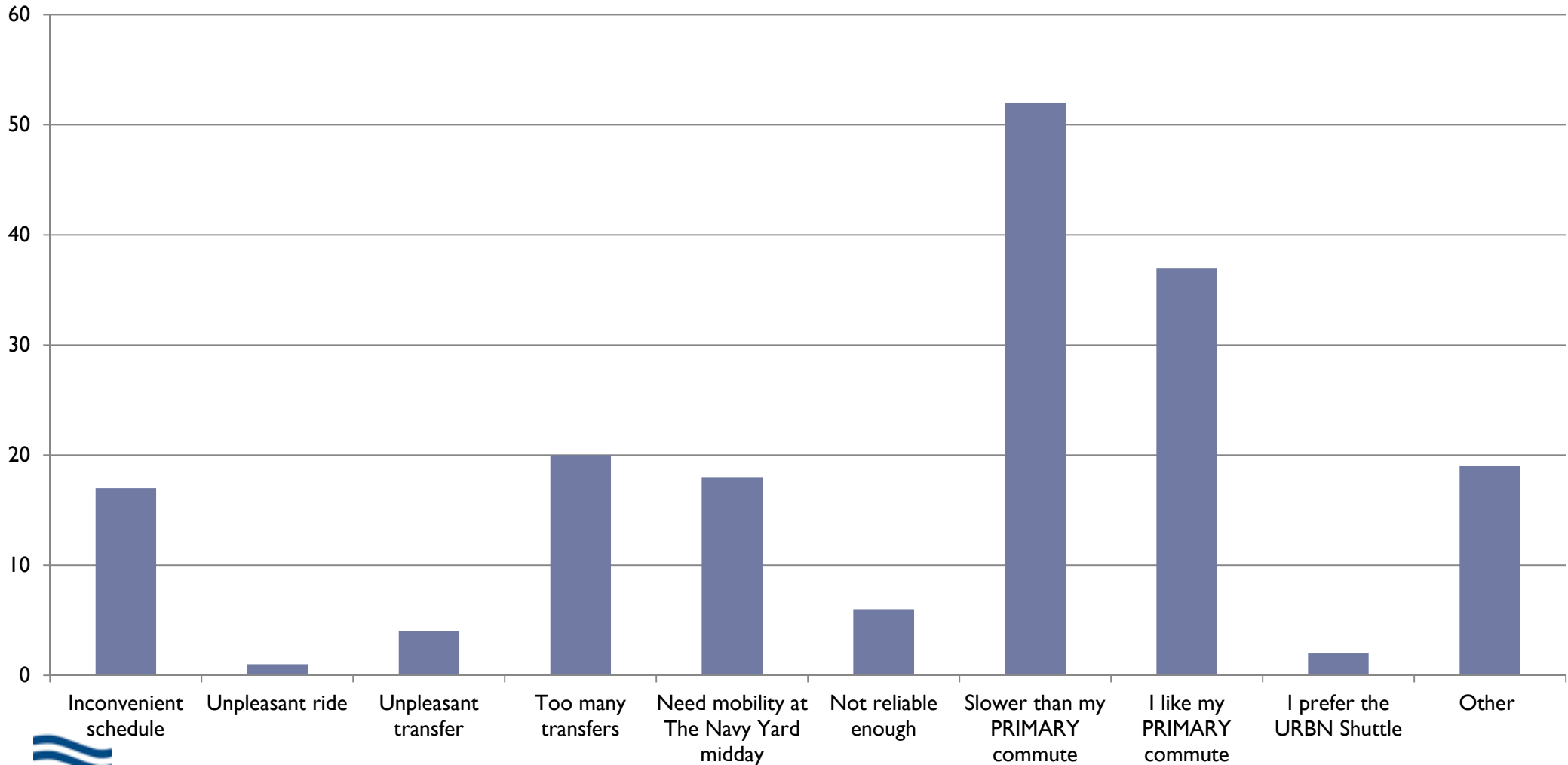
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I used to ride  
but now I do  
not  
19%



I still ride  
sometimes  
81%

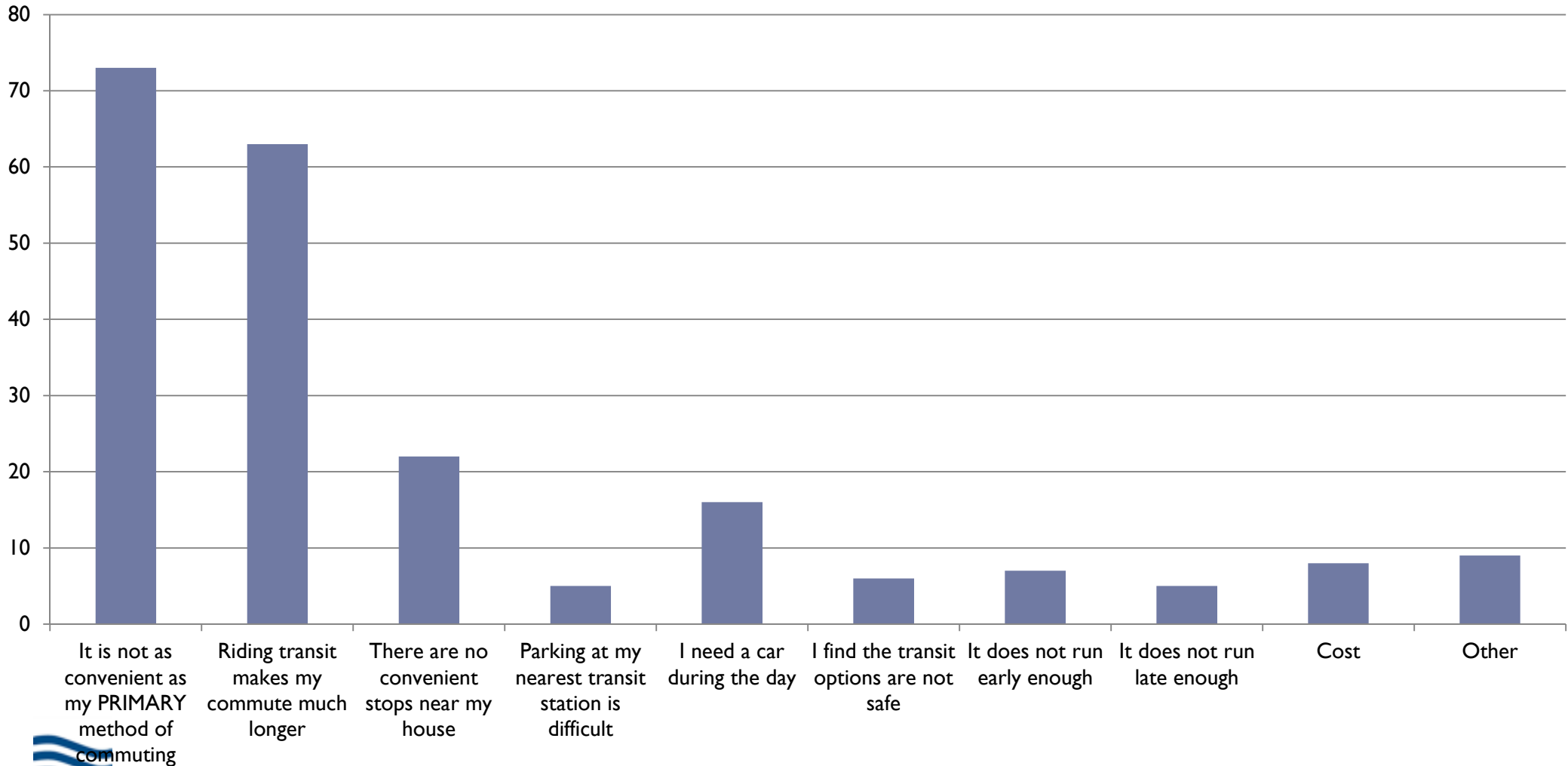
# Occasional Riders: Why don't you use The Shuttles as part of your primary commute?



\*excluding TastyKake paper survey respondents



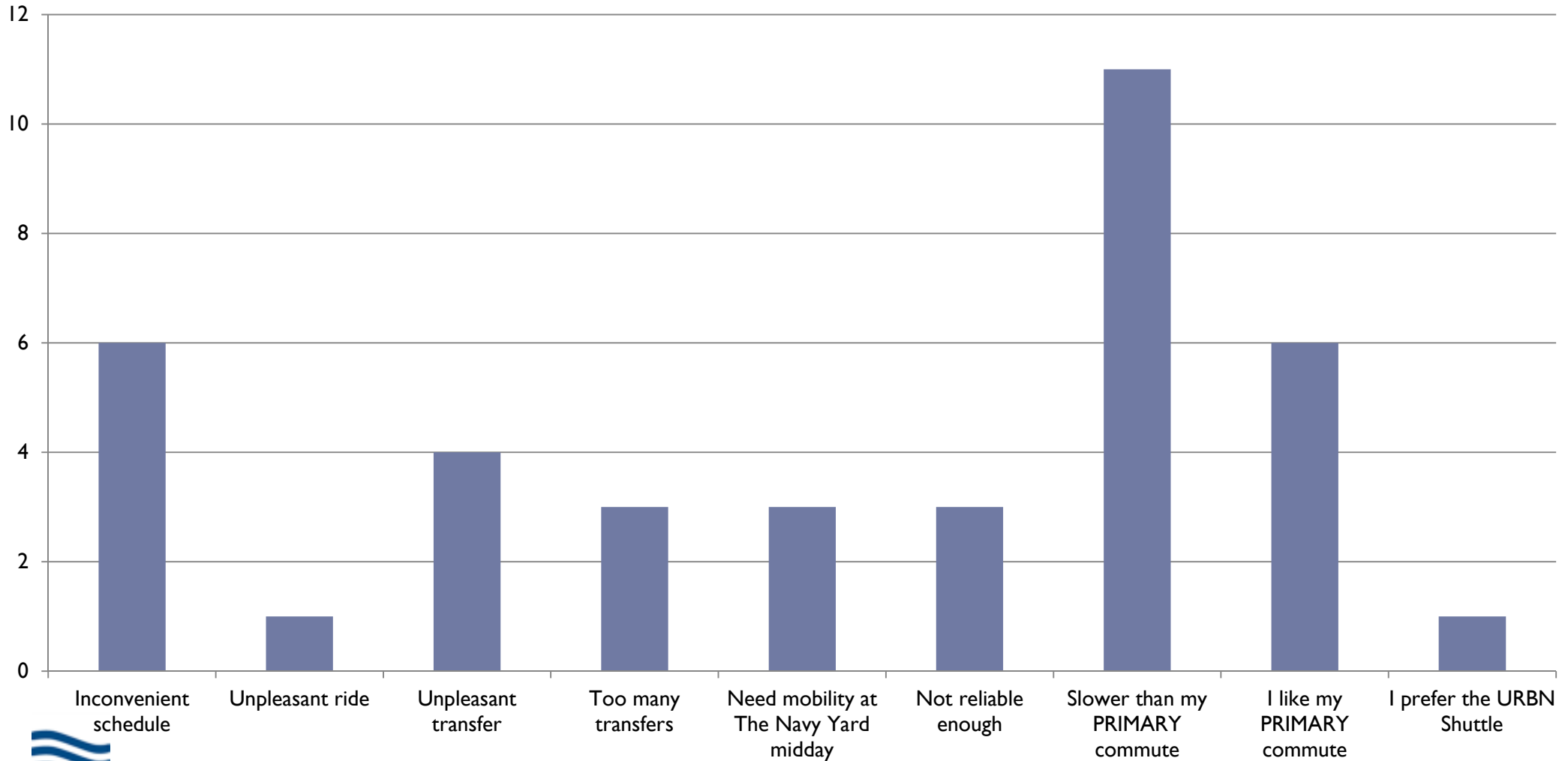
# Occasional Riders: What made you stop taking The Shuttle for your primary commute?



\*excluding TastyKake paper survey respondents



# Commuters who stopped riding: What made you decide to stop taking The Navy Yard Shuttle?



\*excluding TastyKake paper survey respondents

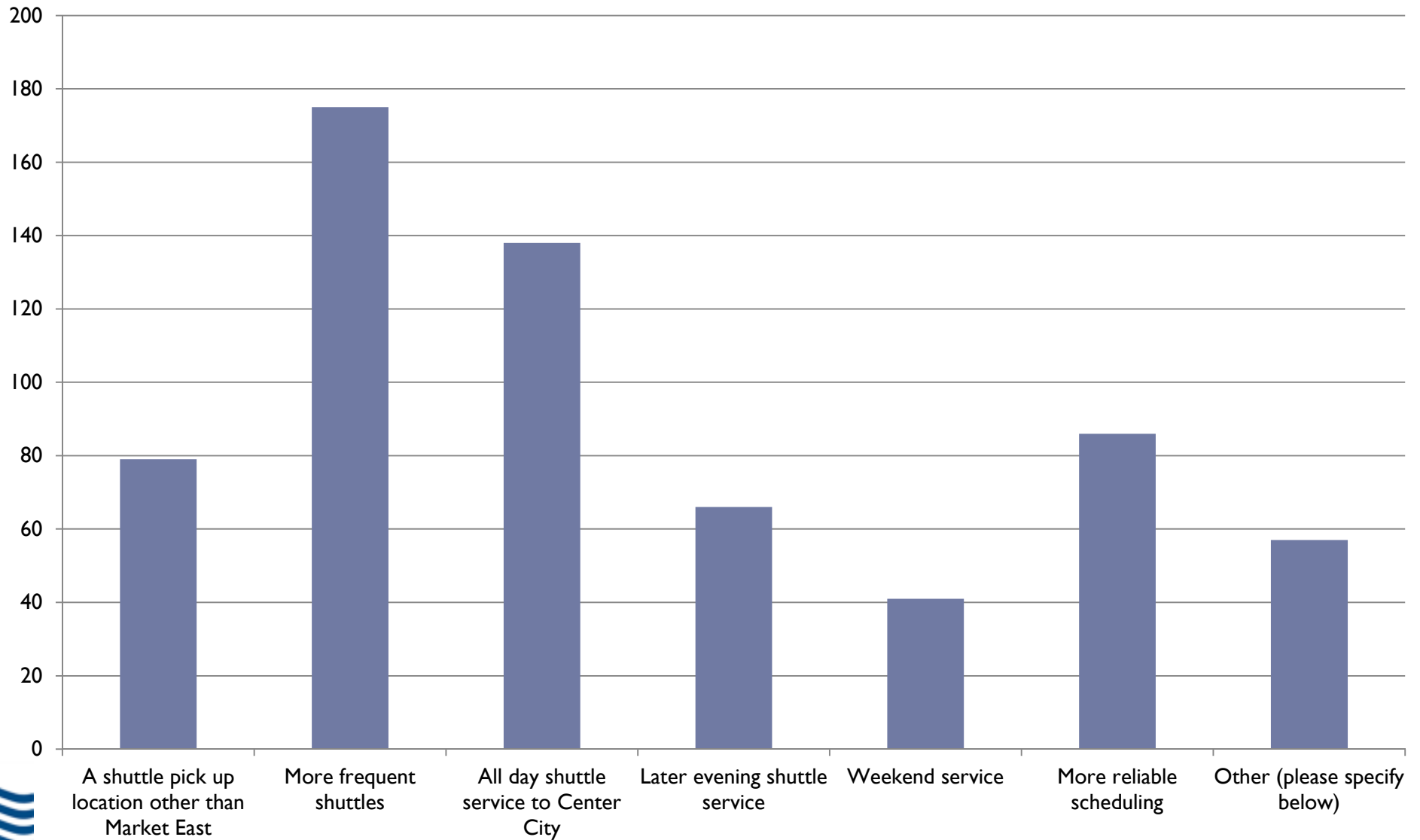


# Improvements offered by Non-Shuttle Riders

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- ▶ **Comments received focused on:**
  - ▶ Requested transit/shuttle improvements
  - ▶ Requested roadway and Navy Yard access improvements
  - ▶ Requested ferry services
  - ▶ Other potential services (additional amenities, weekend service, mid-day service)
  - ▶ Broad Street Line Extension (in advance of question about Broad Street Line)

# What improvements to riders want to see for The Shuttles?

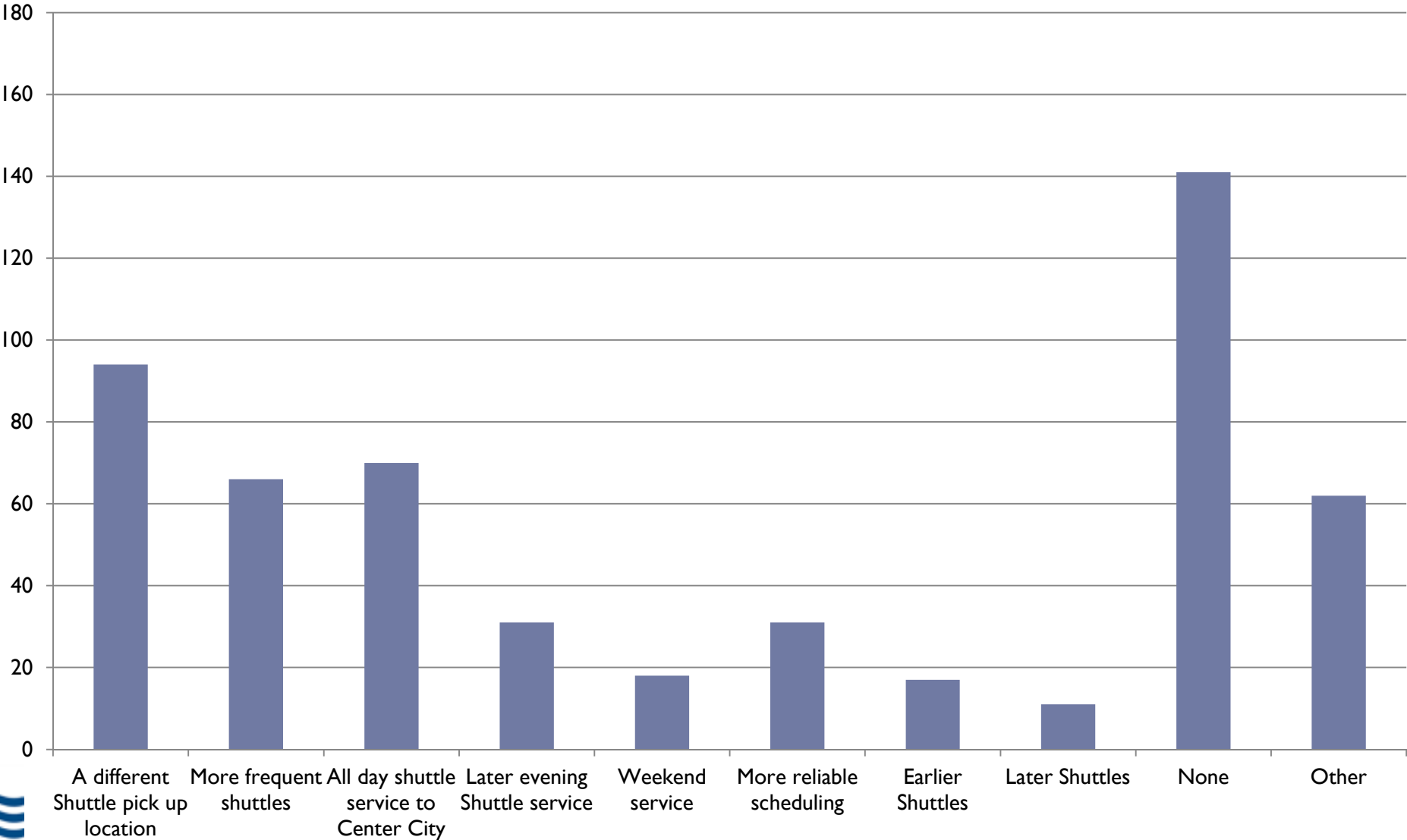


# Improvements Offered by Shuttle Riders

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- ▶ Express Loop service modifications in the Navy Yard to serve more employers
- ▶ More peak service to alleviate crowding
- ▶ Alternate pick up locations
- ▶ Better app tracking in real time
- ▶ Equipment functionality (air conditioning)
- ▶ Mid-day ride guarantee

# What improvements might entice non-riders to make the switch?



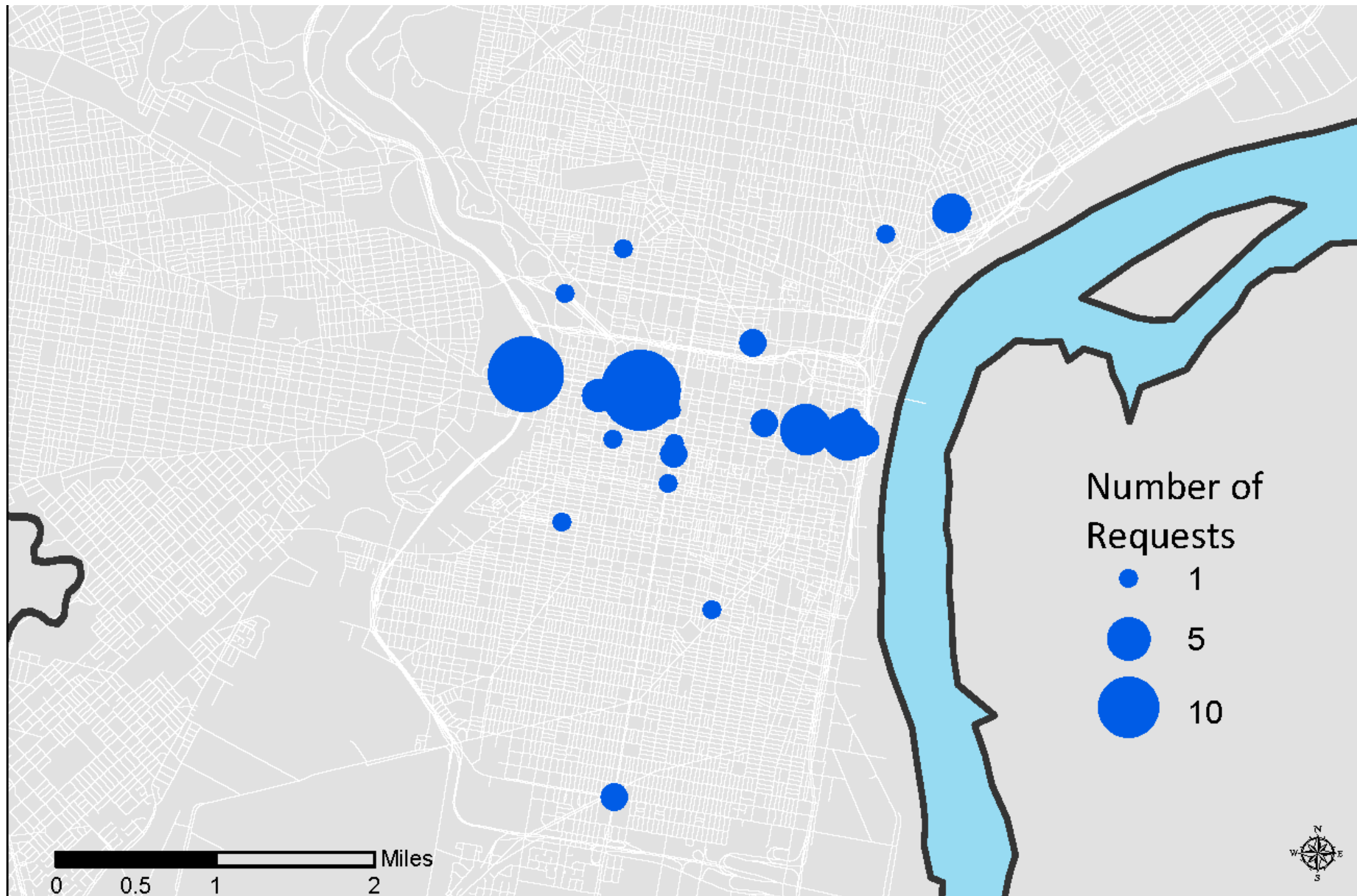
\*excluding TastyKake paper survey respondents

# Improvements Offered by Non-Shuttle Riders

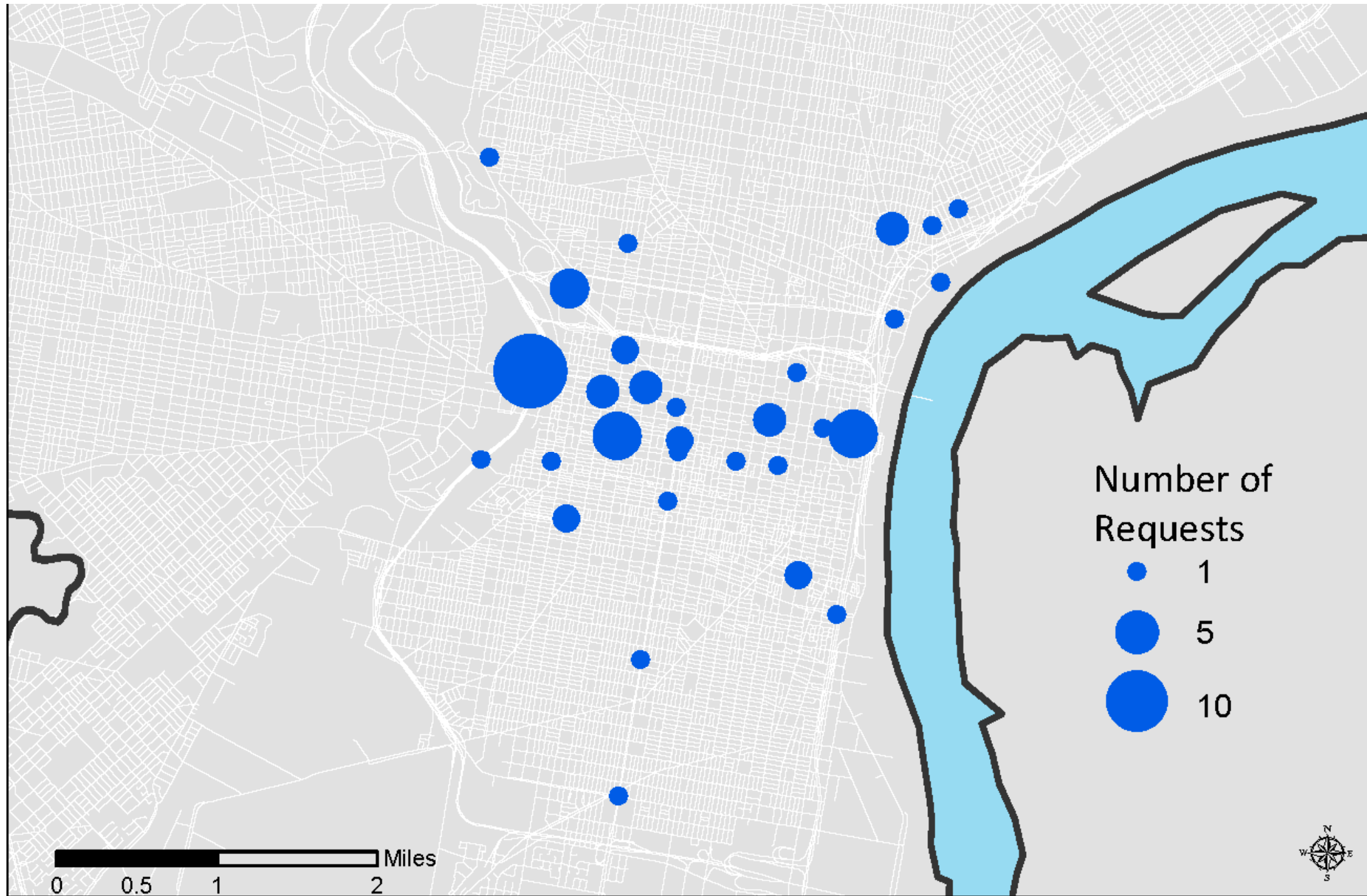
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- ▶ Alternate pick up locations (especially NJ)
- ▶ Ferry
- ▶ Better integration with SEPTA bus and rail routes
- ▶ Better branding

# Where do Shuttle Riders want a new stop?



# Where do non-Shuttle Riders want a new stop?

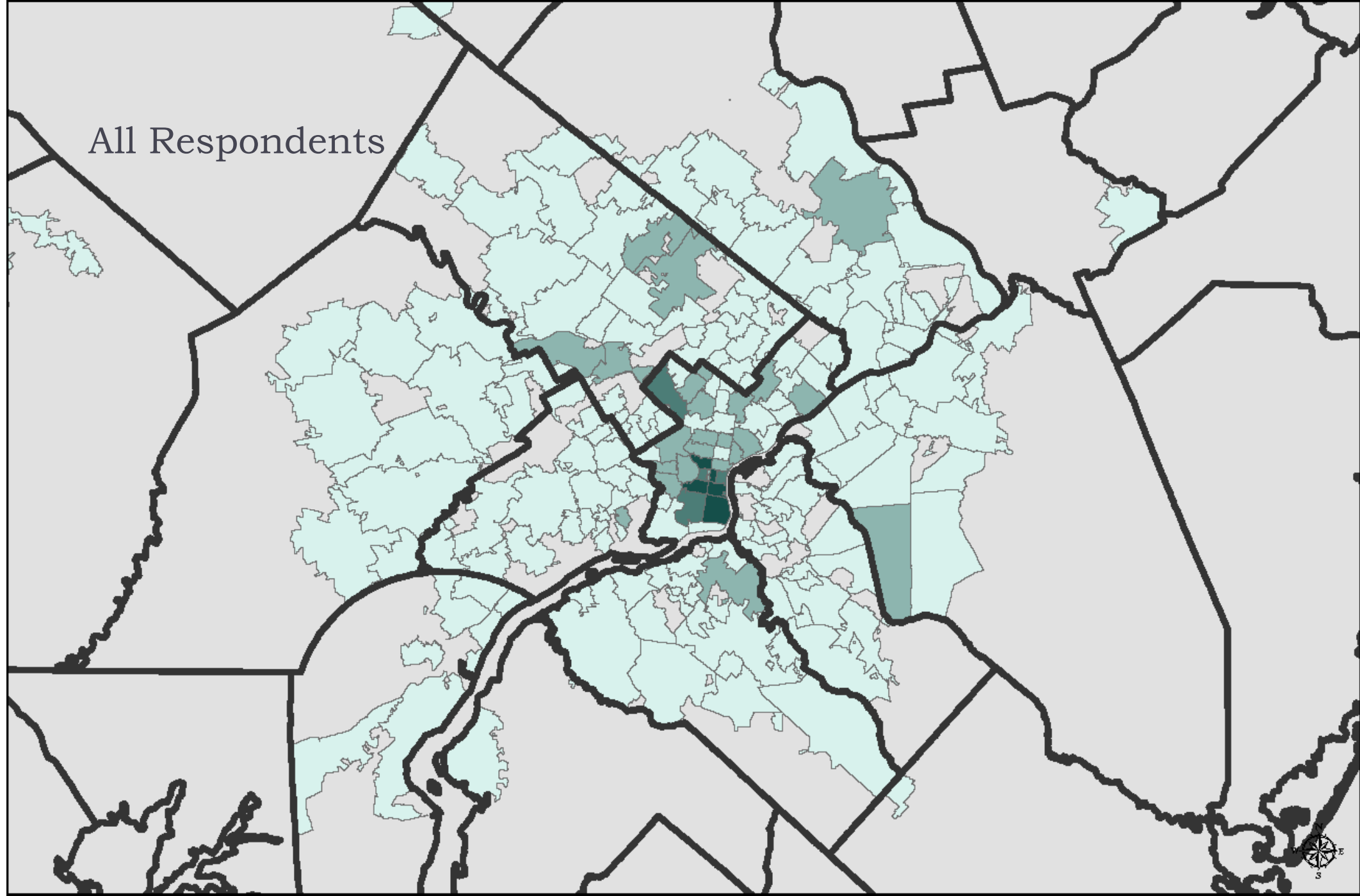




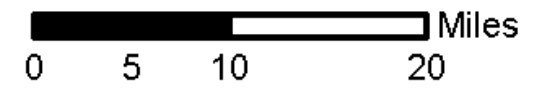
# Young Employees

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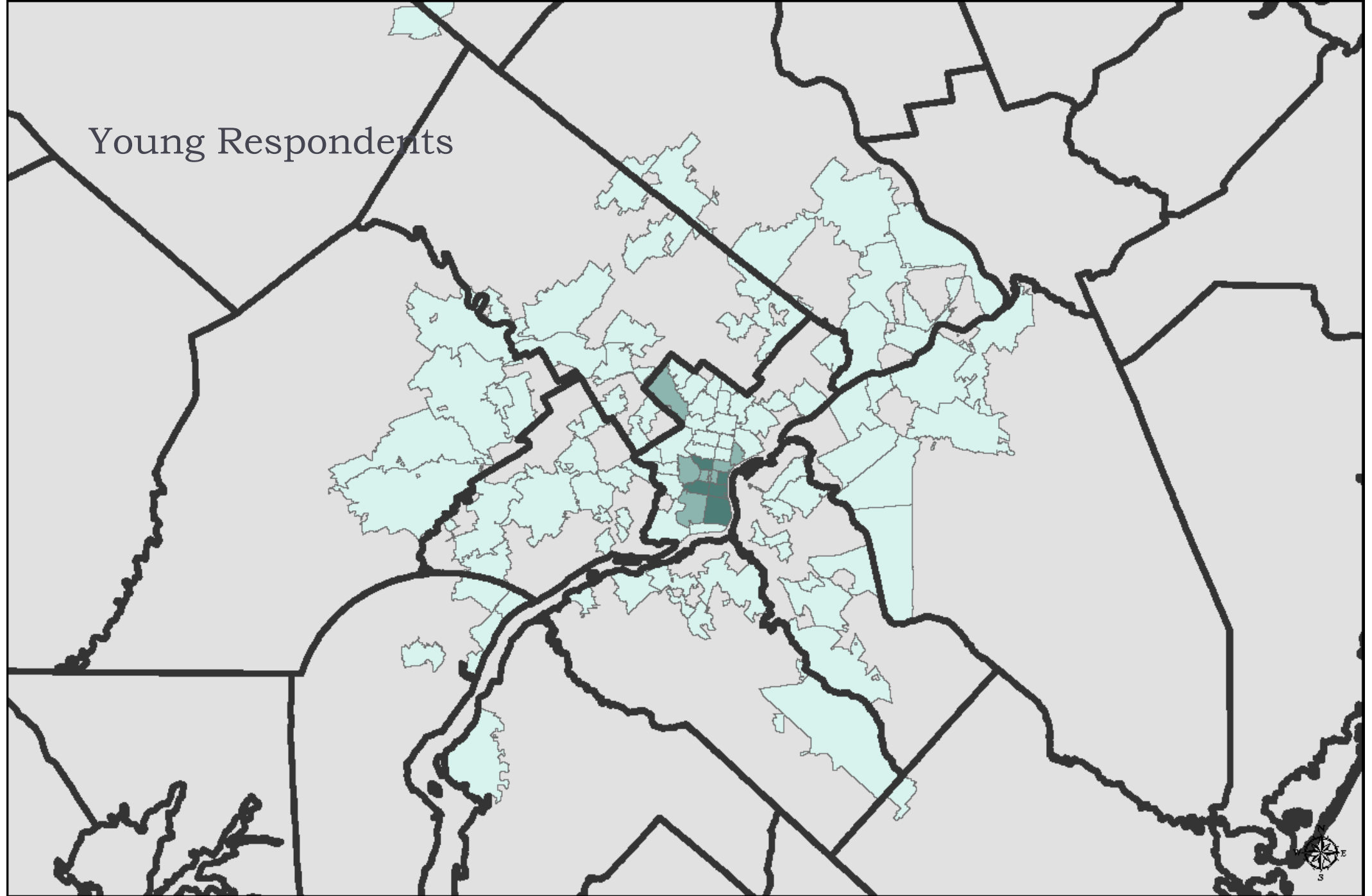
All Respondents



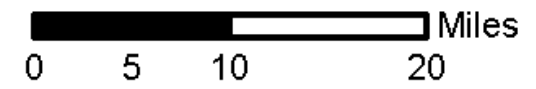
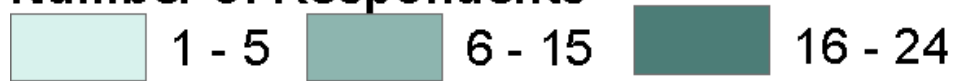
Number of Respondents



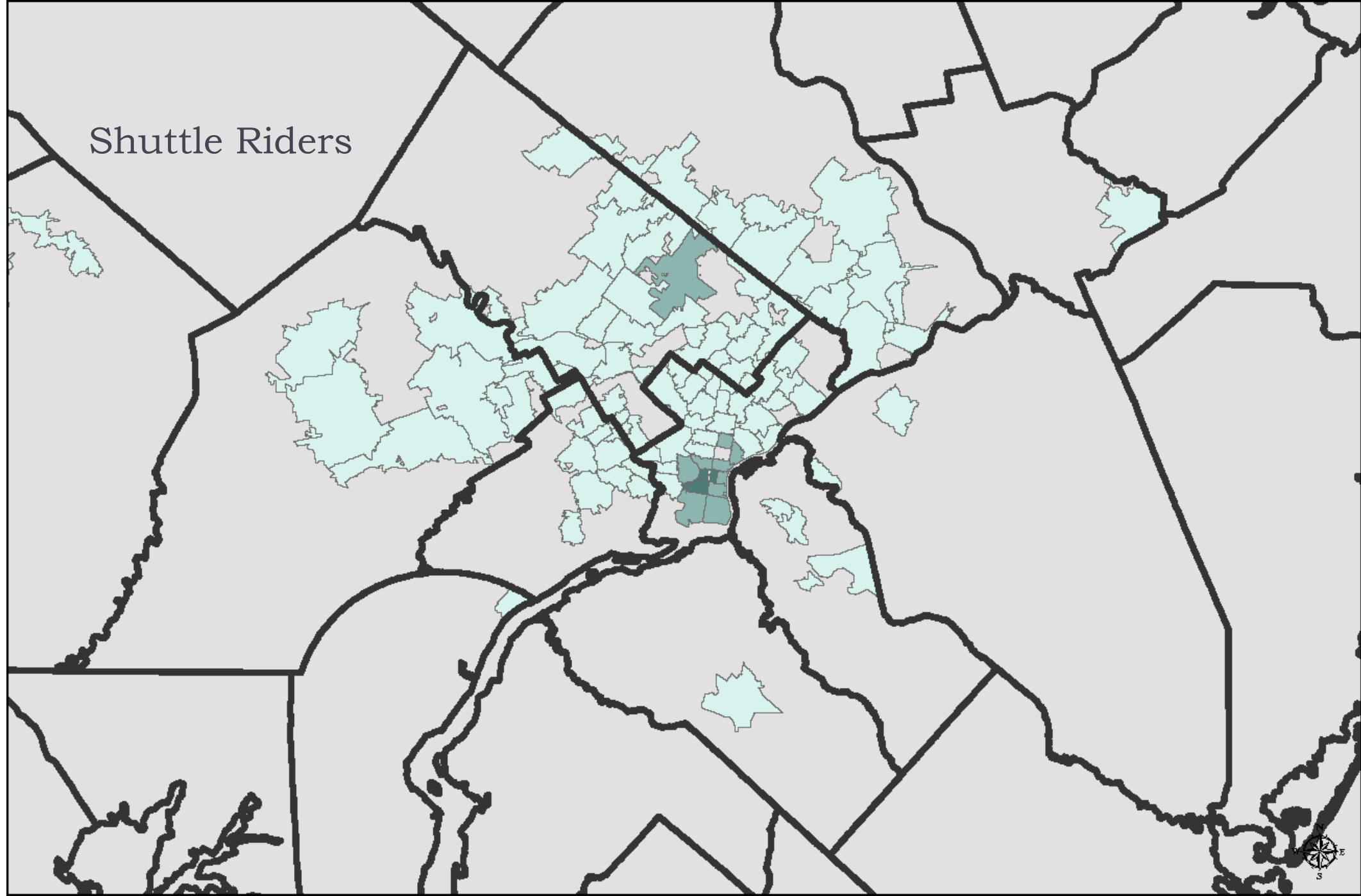
# Young Respondents



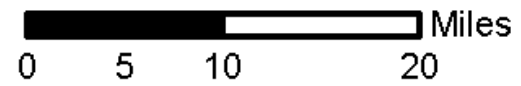
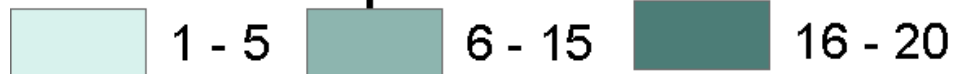
## Number of Respondents



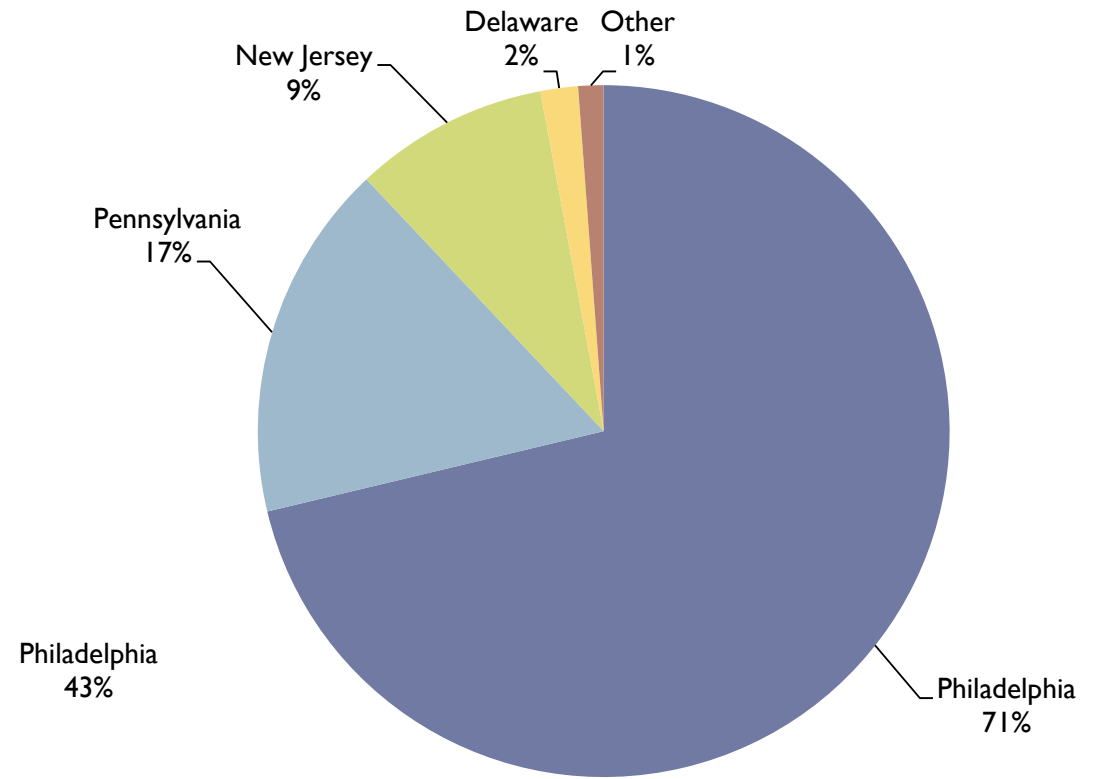
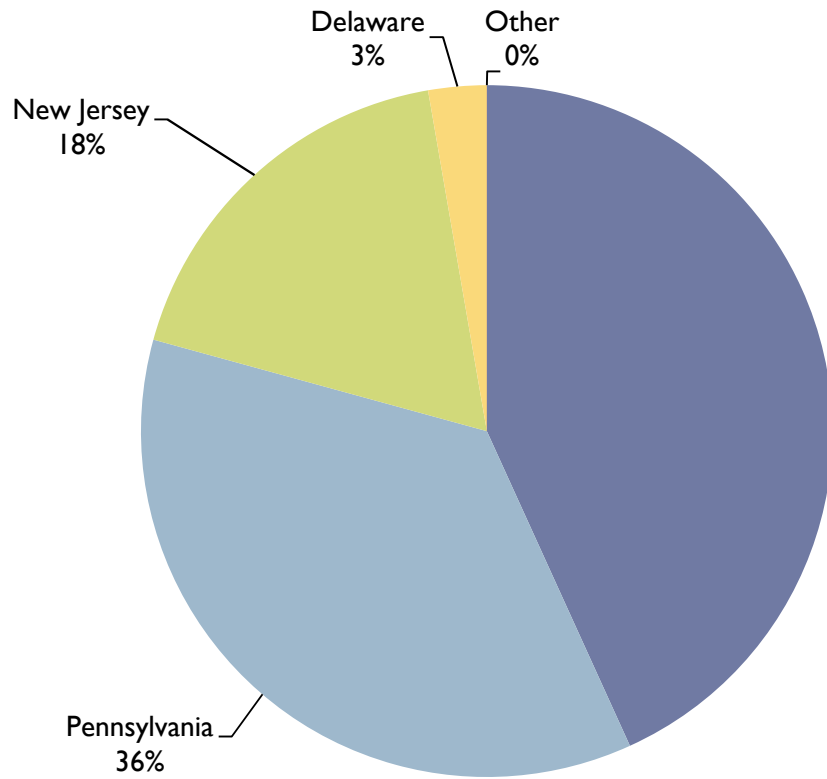
# Shuttle Riders



## Number of Respondents

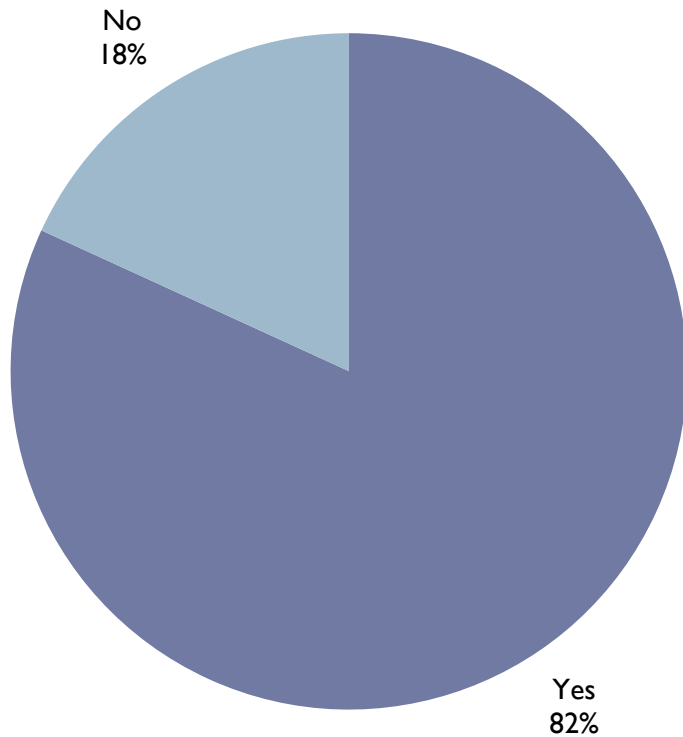


# All Other Employees & Young Employees Residence

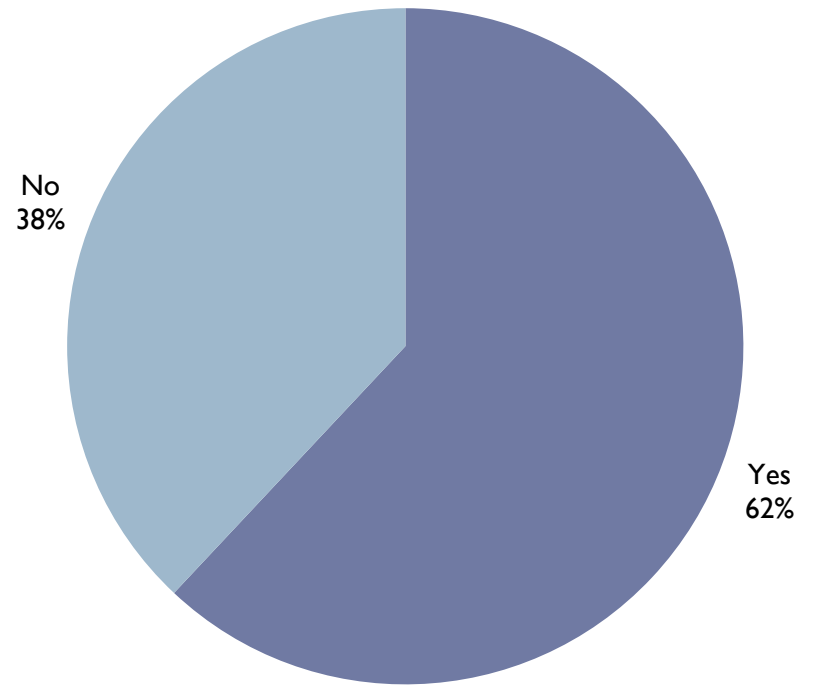


# All Other Employees & Young Employees Access to a vehicle

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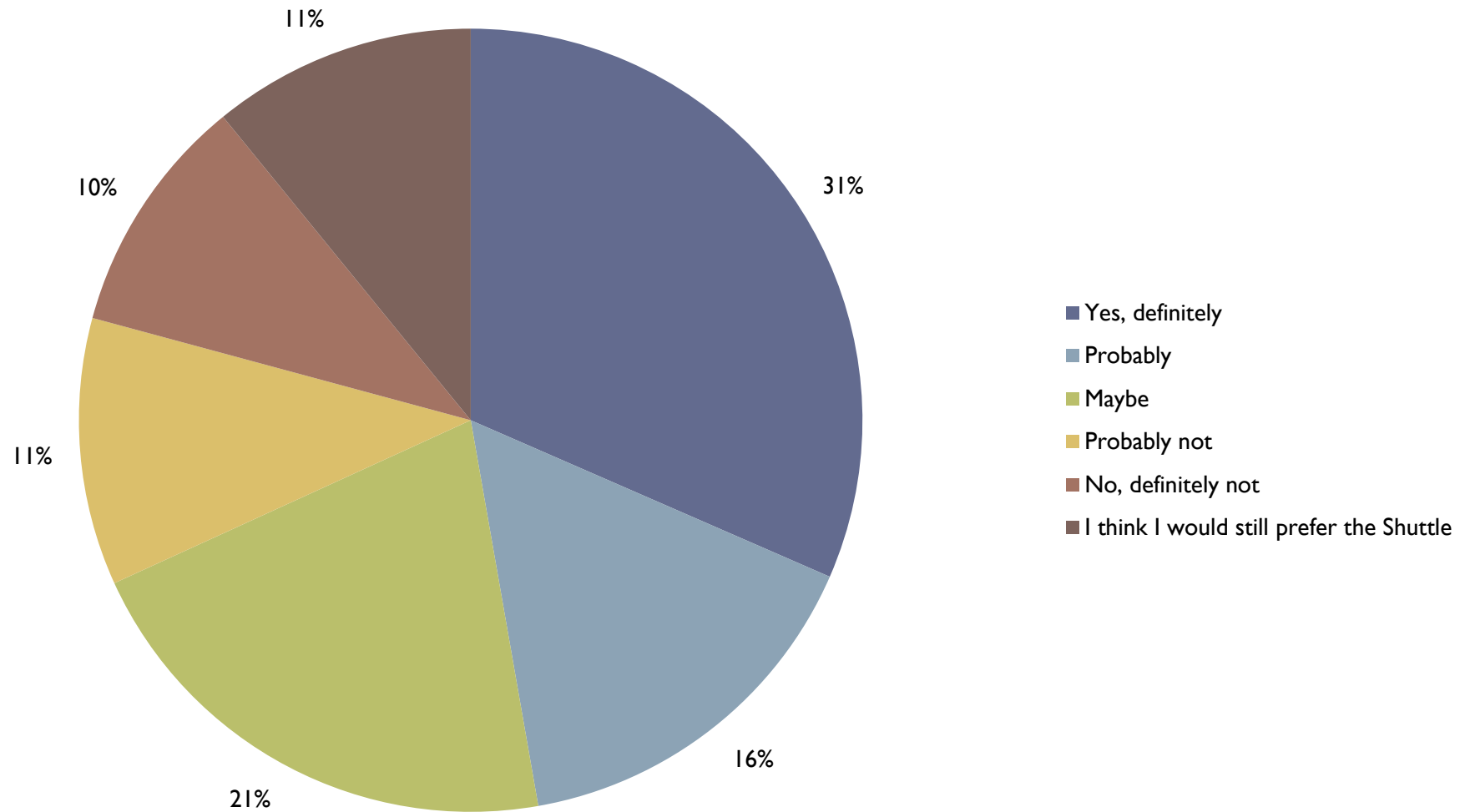
All Other Employees



Young Employees

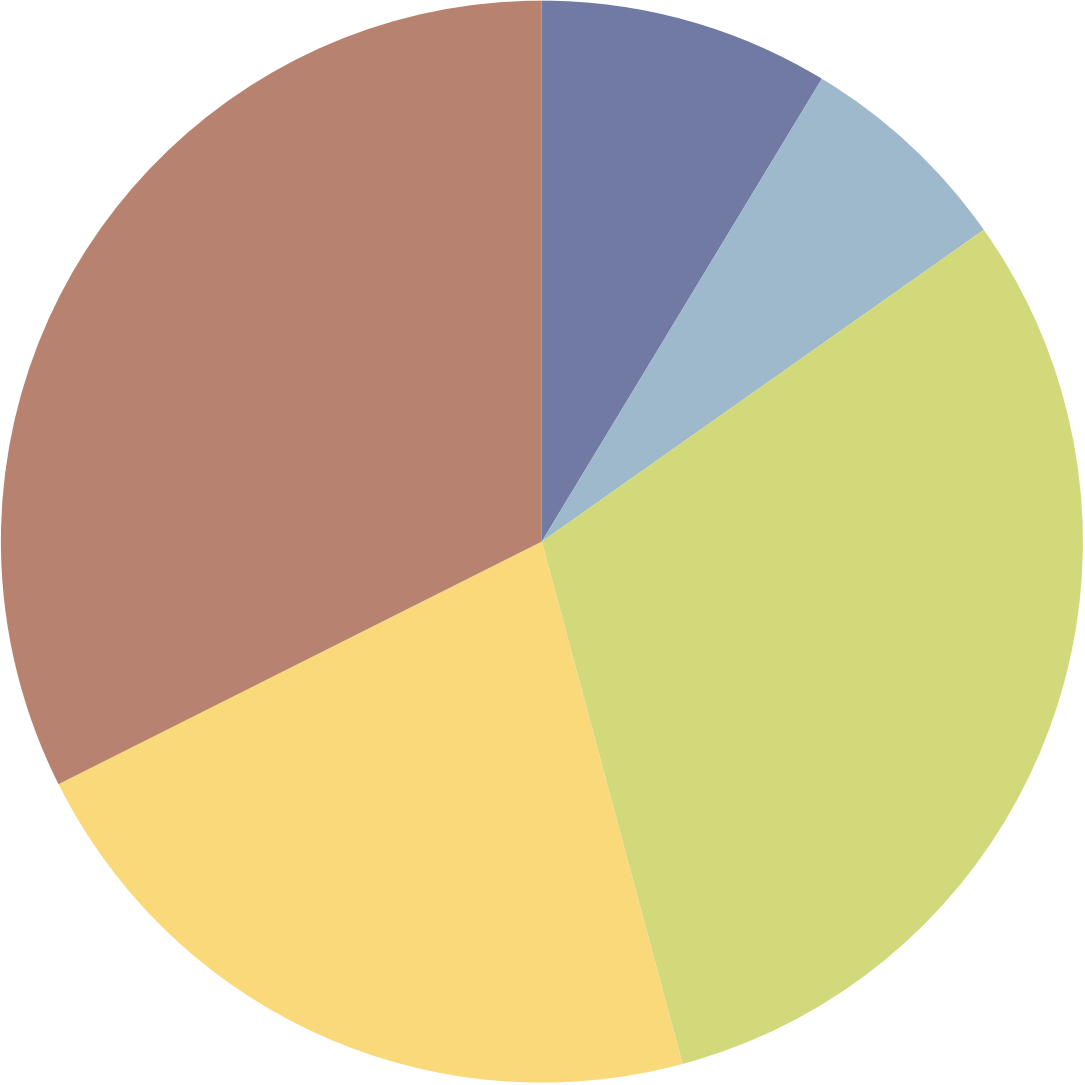
# If the Broad Street Line were extended to The Navy Yard would you ride it?

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# If there were a regular shuttle service from The Navy Yard to Philadelphia International Airport would you use it?

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- Yes, and I'd use it more than once a month
- Yes, and I'd use it about once a month
- Yes, and I'd use it occasionally
- Maybe
- Probably not

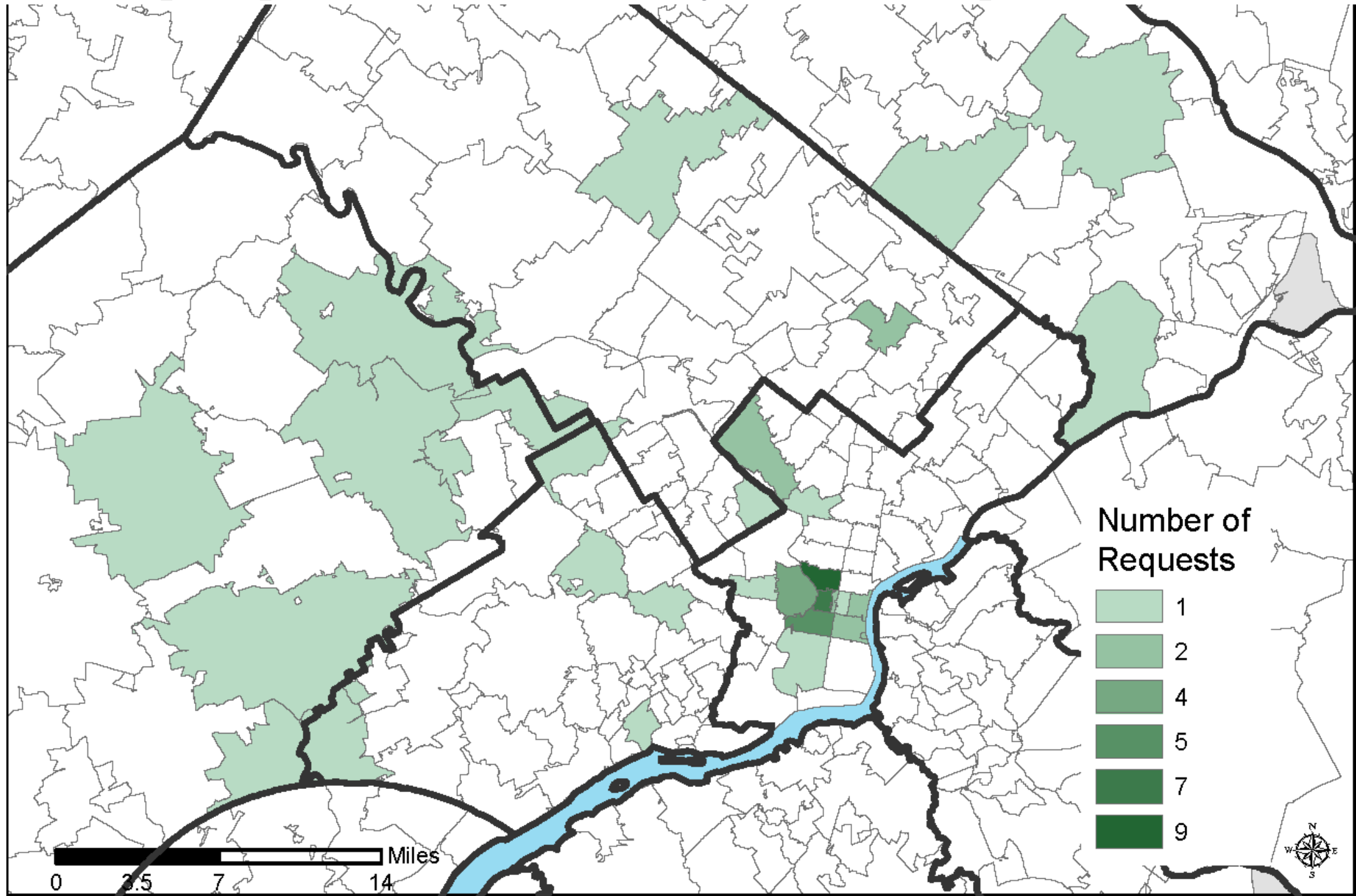


# Recommendations

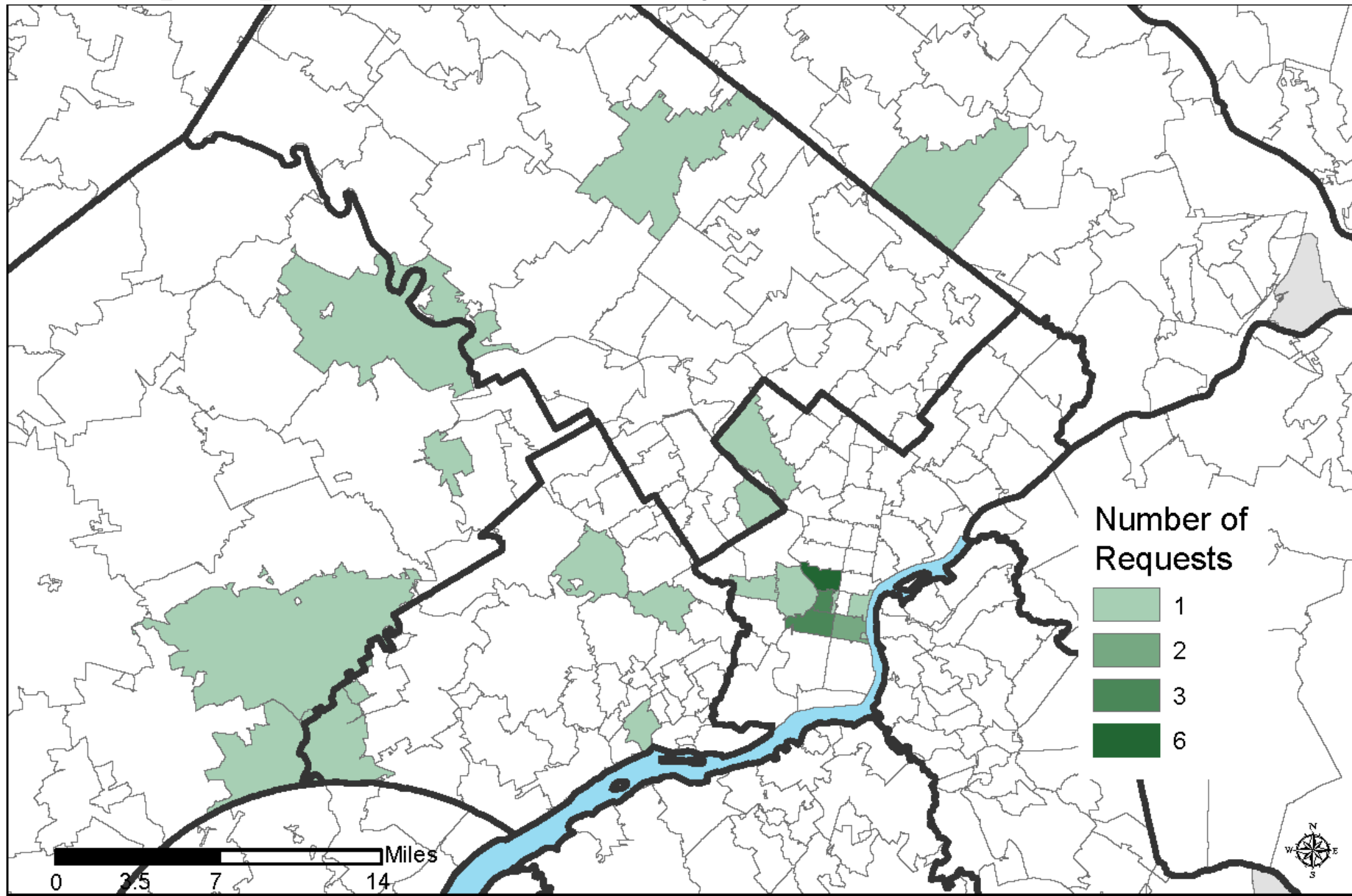
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- ▶ Center City Express Stop in Old City
- ▶ Consider second Center City Express Service from Suburban Station and/or 30<sup>th</sup> Street Station
- ▶ Taxi stand at The Navy Yard for midday Center City access

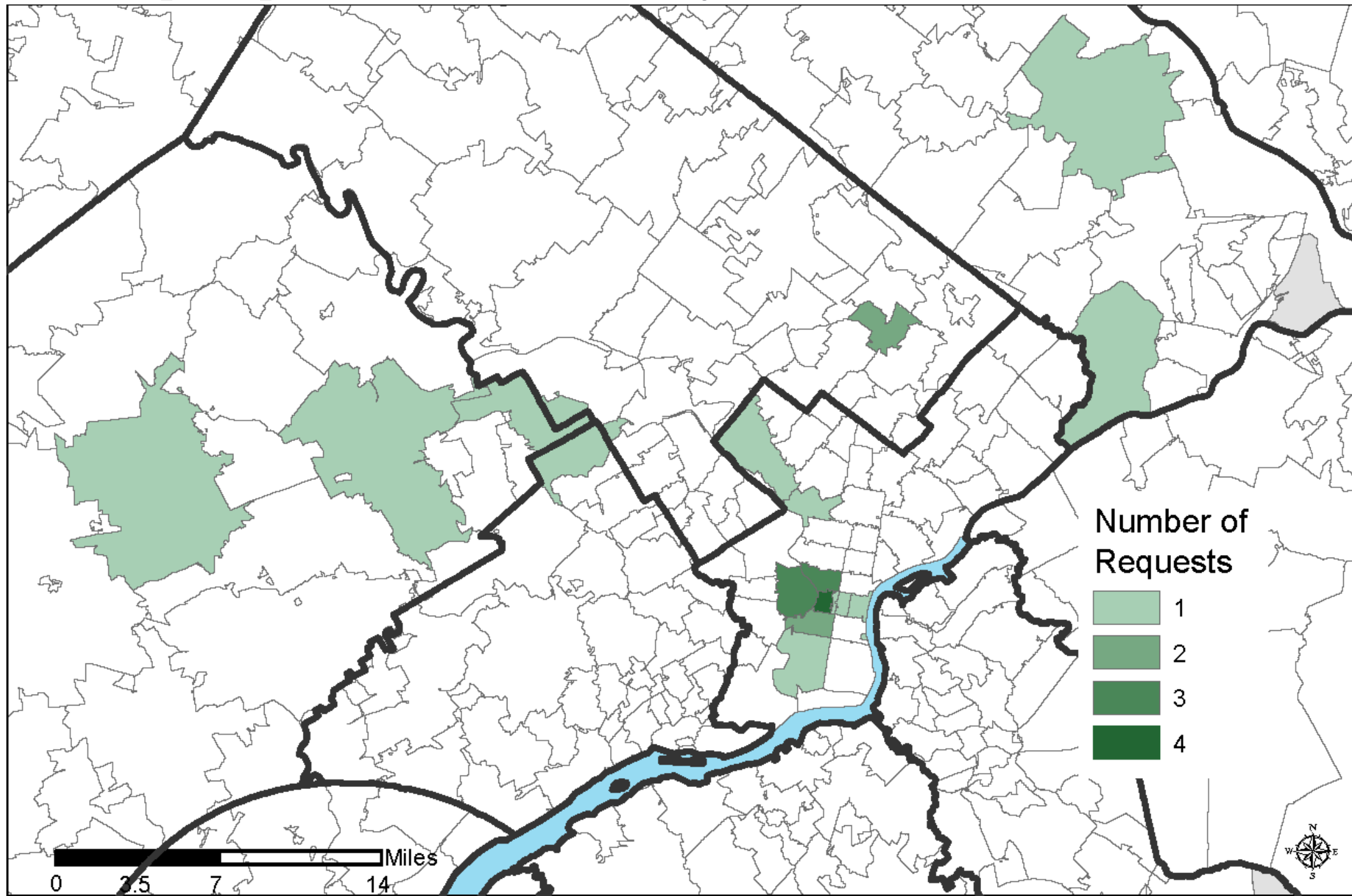
# 30<sup>th</sup> Street/Suburban Station/Rittenhouse Shuttle Stop requests, where do they live? 54 requests.

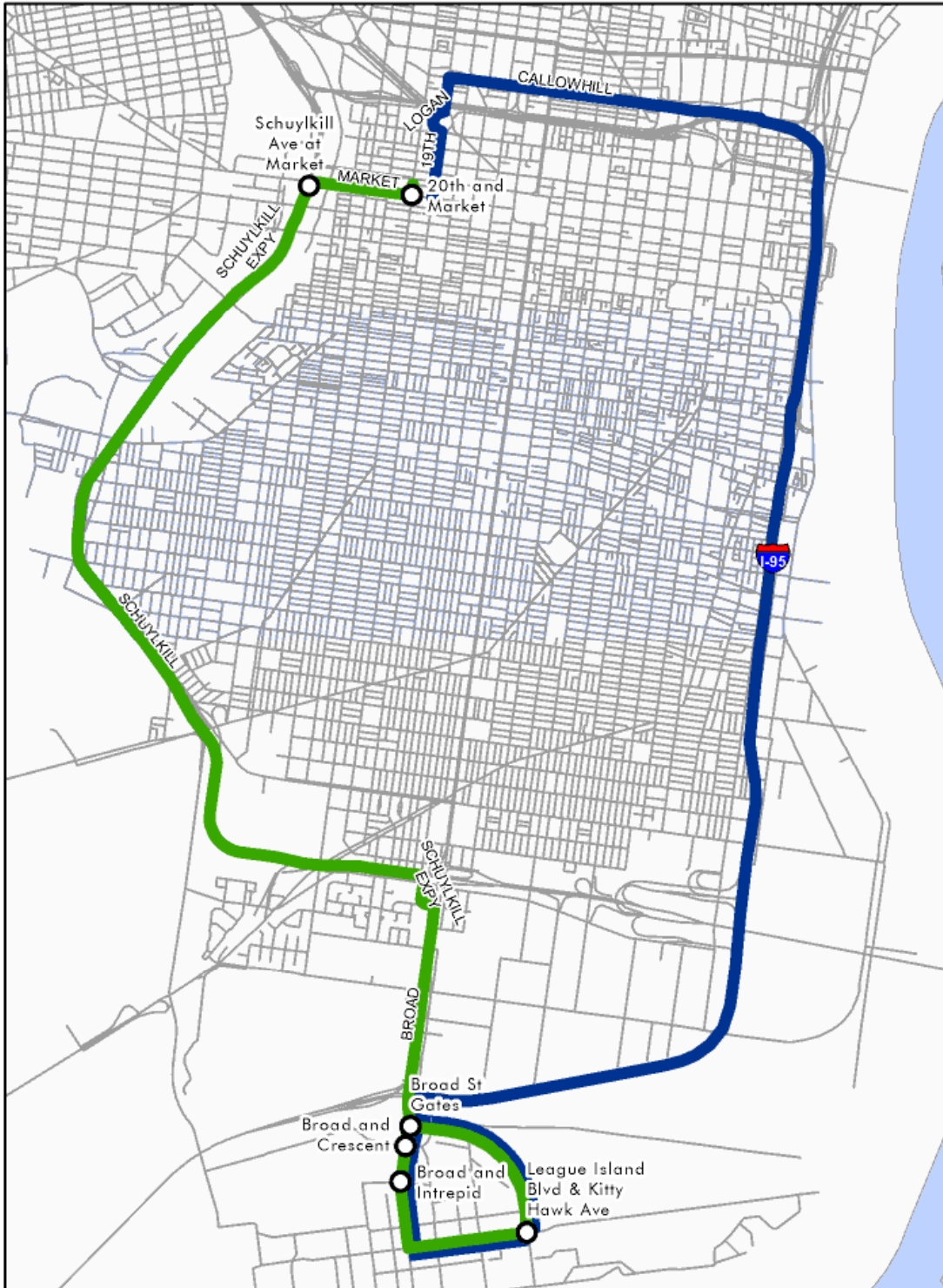


# 30<sup>th</sup> Street/Suburban Station/Rittenhouse Shuttle Stop requests, where do they live? 29 Non-Riders.



# 30<sup>th</sup> Street/Suburban Station/Rittenhouse Shuttle Stop requests, where do they live? 25 Riders.





## Proposed Center City West Shuttle Route

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- 20<sup>th</sup> and Market stop
  - 30th Street Station stop at 29<sup>th</sup> and Market
  - AM Schuykill Expressway southbound
  - PM I-95 North Bound
  - Attractive to riders and non-riders
  - Alleviates crowding from Market East stop
  - Draws from Rittenhouse and West of Broad requests
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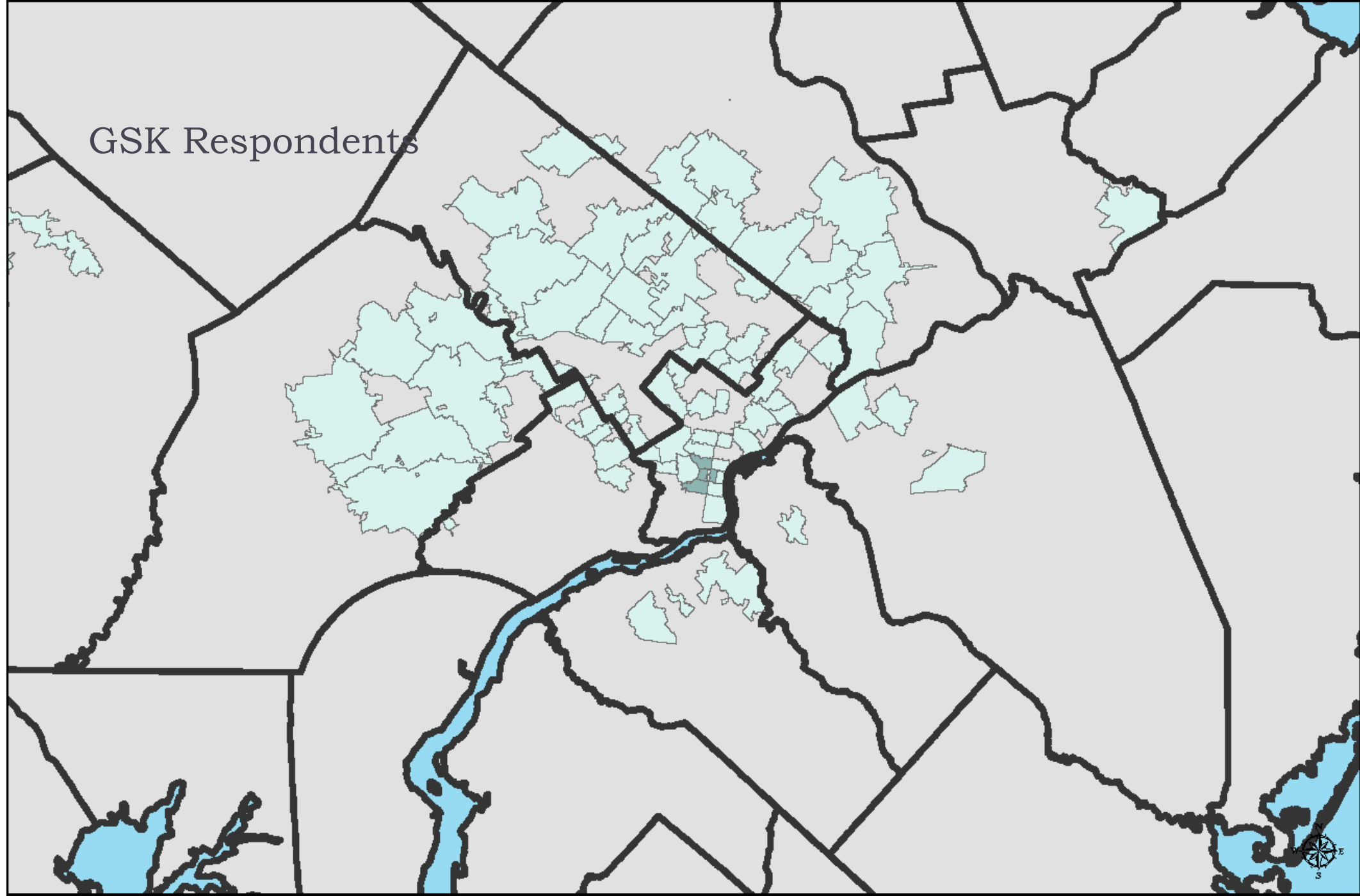
# Center City West Example Shuttle

<b>CC West Express</b>						
<b>MONDAY THROUGH FRIDAY</b>						
<b>AM SERVICE</b>						
<b>20th and Market</b>	<b>Schuykill Ave. at Market</b>	<b>Broad and Crescent</b>	<b>League Island Blvd. &amp; Kitty Hawk Ave.</b>	<b>Broad and Intrepid</b>	<b>Broad Street Gates</b>	<b>20th and Market</b>
0:00	0:04	0:13	0:14	0:15	0:16	0:32
7:00	7:04	7:13	7:14	7:15	7:16	7:32
7:40	7:44	7:53	7:54	7:55	7:56	8:12
8:20	8:24	8:33	8:34	8:35	8:36	8:52
<b>PM SERVICE</b>						
<b>League Island and Crescent</b>	<b>League Island Blvd. &amp; Kitty Hawk Ave.</b>	<b>Broad and Kitty Hawk</b>	<b>Broad and Intrepid</b>	<b>Broad Street Gates</b>	<b>20th and Market</b>	<b>League Island and Crescent</b>
0:00	0:01	0:02	0:03	0:04	0:17	0:32
4:30	4:31	4:32	4:33	4:34	4:47	5:02
5:10	5:11	5:12	5:13	5:14	5:27	5:42
5:50	5:51	5:52	5:53	5:54	6:07	6:22

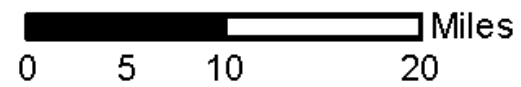
# Employers

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GSK Respondents

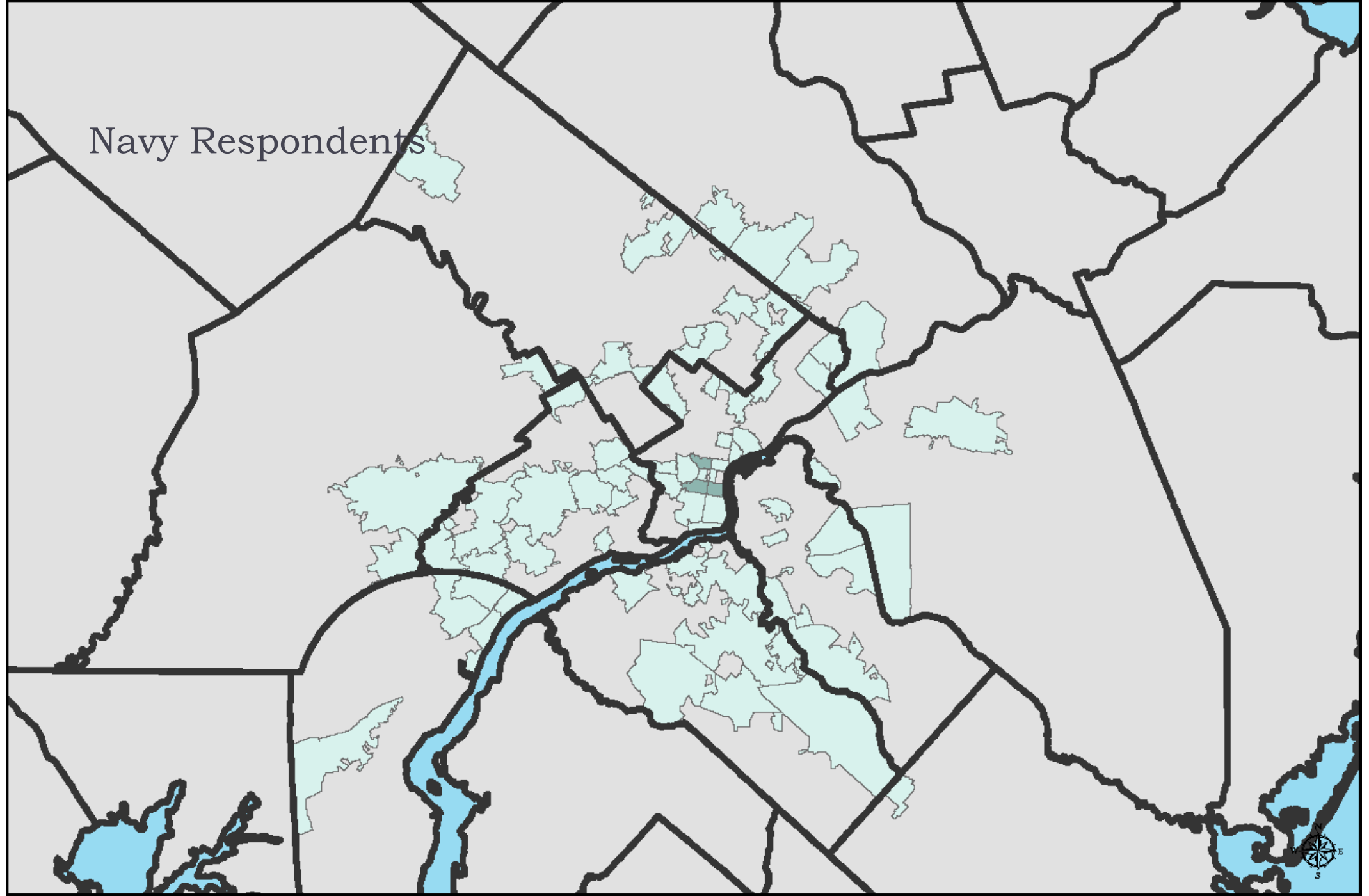


Number of Respondents

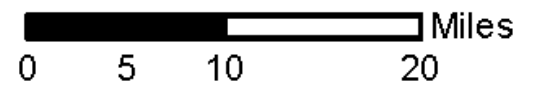




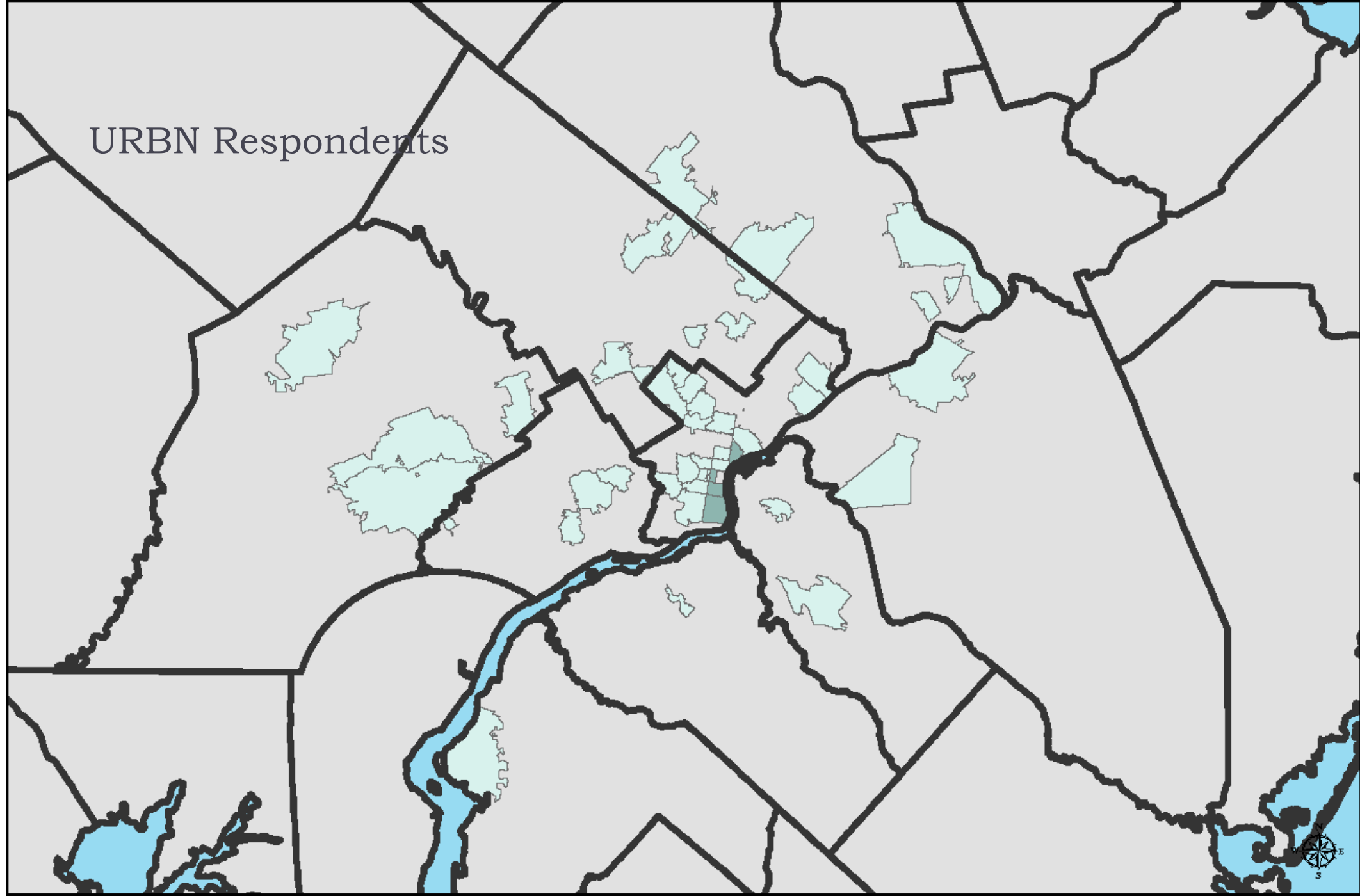
Navy Respondents



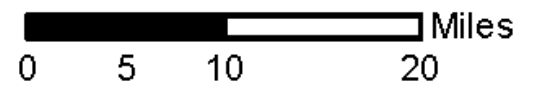
Number of Respondents



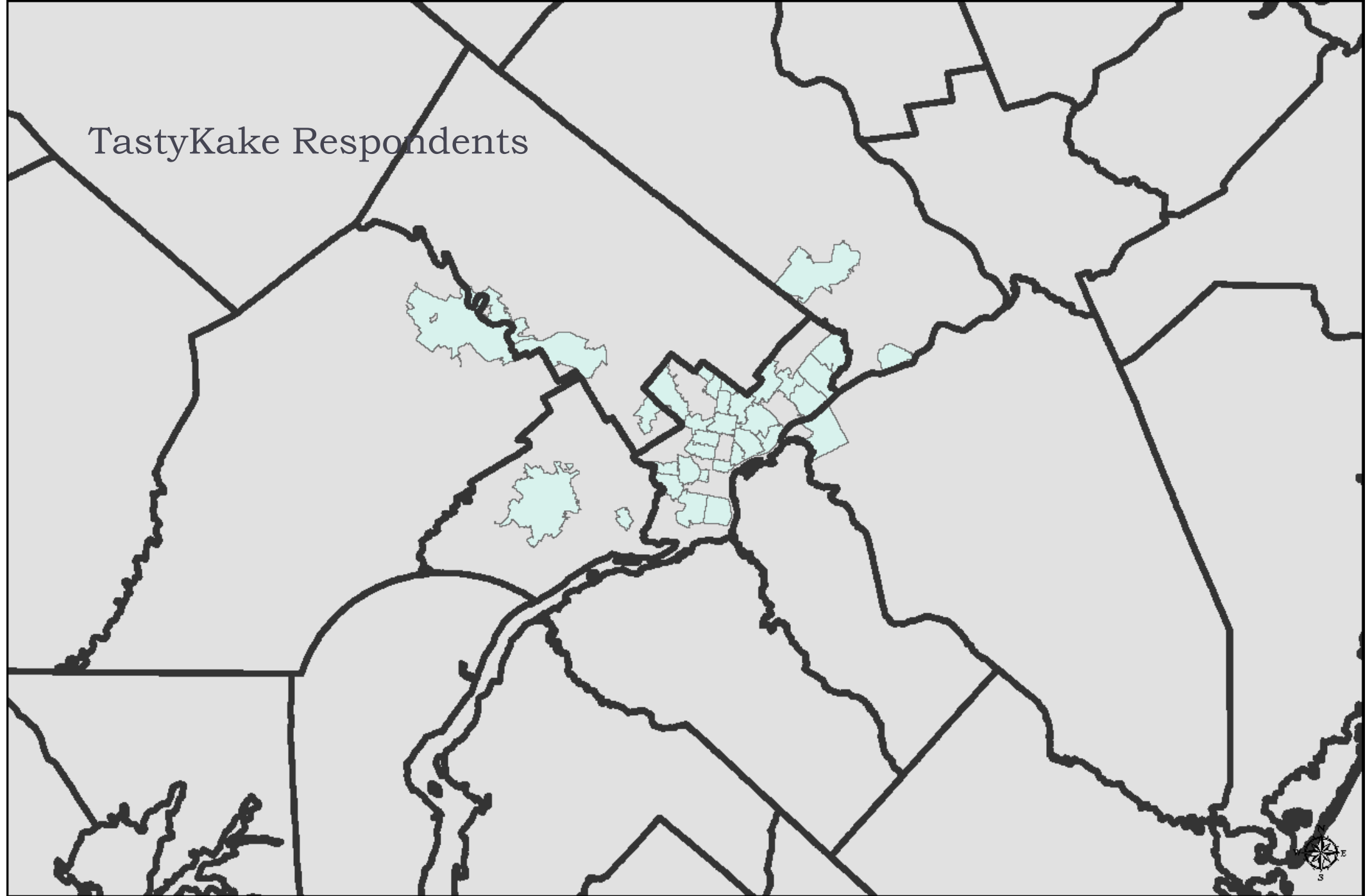
URBN Respondents



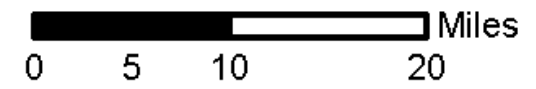
Number of Respondents



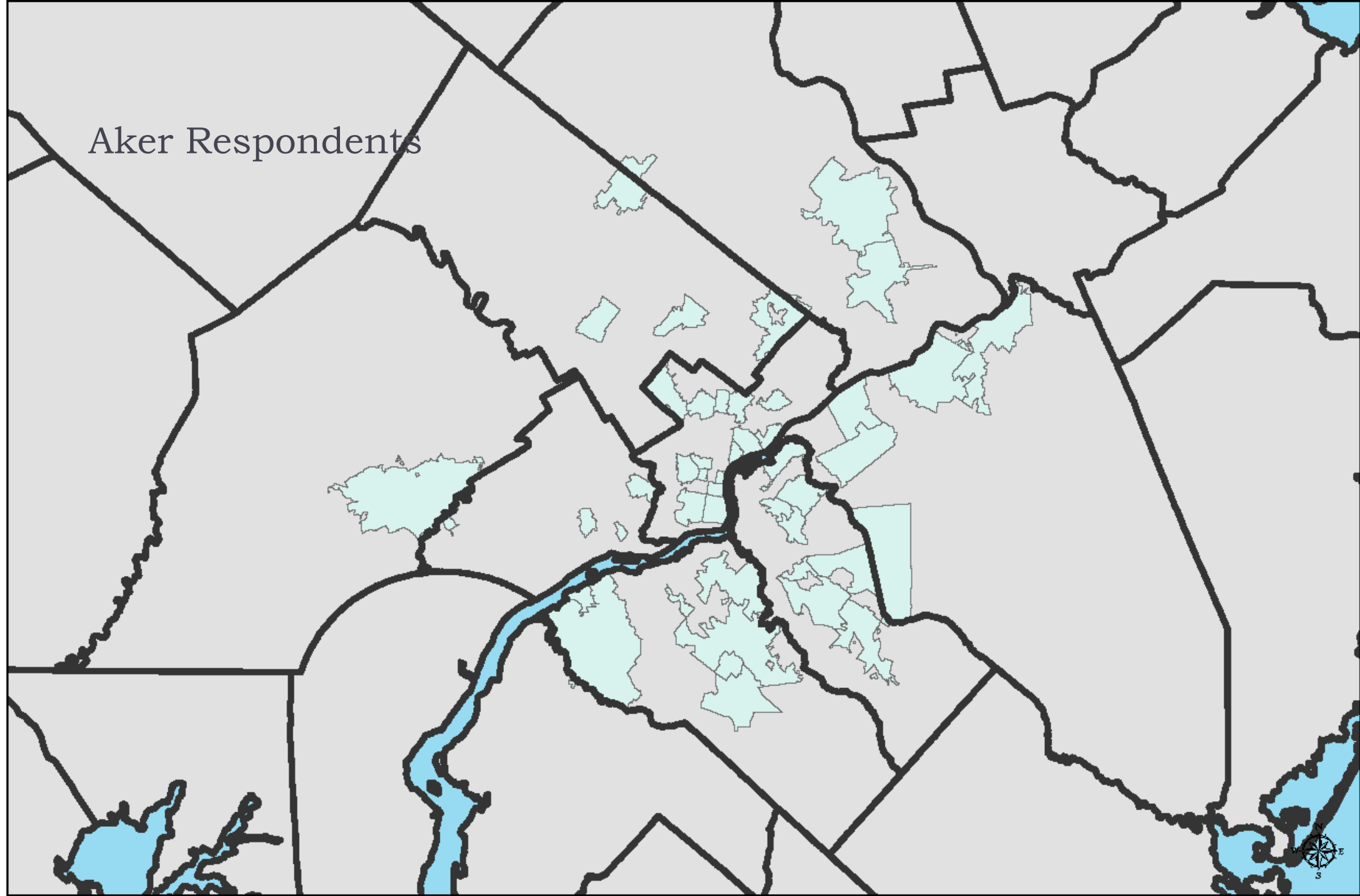
# TastyKake Respondents



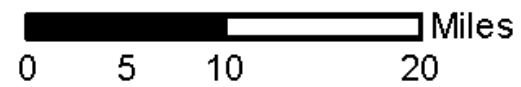
## Number of Respondents



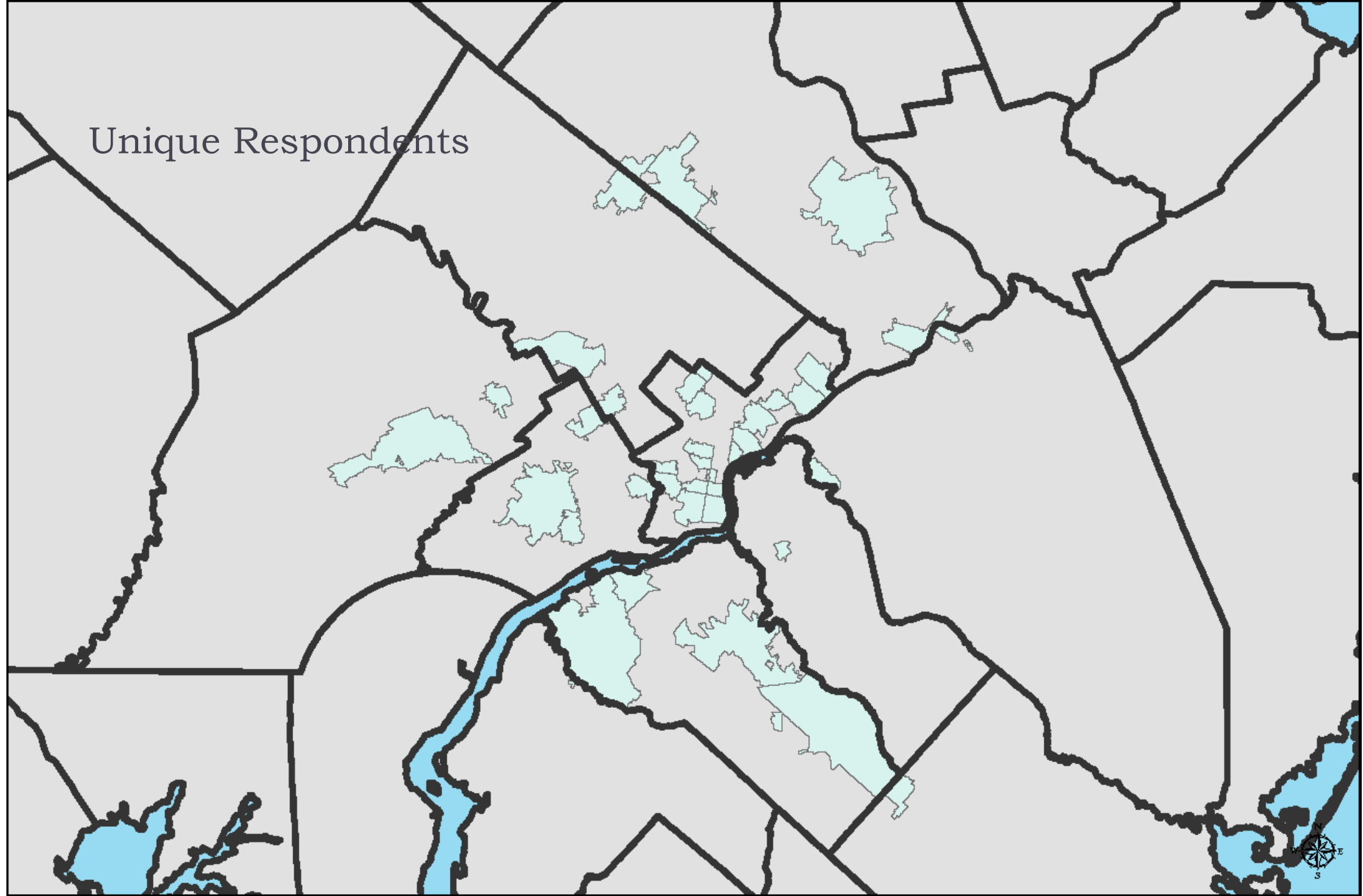
Aker Respondents



**Number of Respondents**



# Unique Respondents



## Number of Respondents

