



Resort Area Mobility Plan

Kimley»»Horn

RAMP Public Survey | Summary

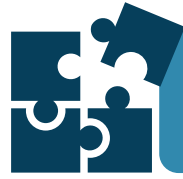
March 2021

Survey Overview



~2,500

Participants



127,000+

Individual
Data Points



~700

Written
Comments

What is
PublicInput.com?

An online community engagement platform designed to educate the public about projects and collect feedback using easy-to-use surveys

How long was the
survey active?

January 18, 2021 to February 15, 2021

What were
participants asked?

- 1) Describe their typical mobility patterns in the Resort Area and what constrains them from choosing other modes
- 2) Report their experience with and goals for the trolley
- 3) How do they use Atlantic Avenue and what are their views on possible changes to the right-of-way allocation

Survey Takeaways | Participant Profile

By ZIP Code

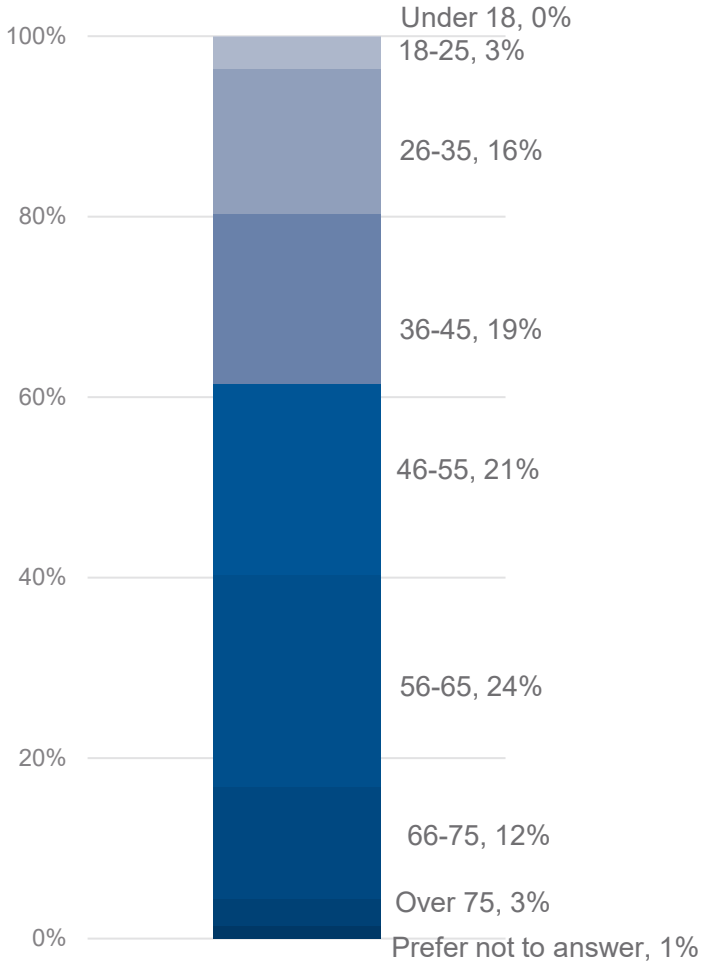
Virginia Beach ZIP Codes

74%

23451
35%

- 23451
- 23452
- 23454
- 23456
- 23462

By Age



By Visitation

either live in or frequently visit the Resort Area

47%

During the Summer

41%

During the Off-Season

Survey Takeaways | Traveling by Mode

Driving



80%

always or almost always
drive their vehicle and park

indicated difficulty traveling
in Resort Area has not
changed in last few years

50%

Riding the Trolley



82%

have never taken
the Trolley

Ways to make the Trolley
a better option...

- access to more destinations
- simpler service

Shared Mobility



90%

have never used
a scooter

50%

have not used rideshare

Survey Takeaways | Traveling by Mode

Walking



48%

..... often or always/almost
always travel by walking
within the Resort Area

Reasons People Don't Walk

- Safety
- Distance to destinations
- Sidewalk condition

Bicycling



33%.....

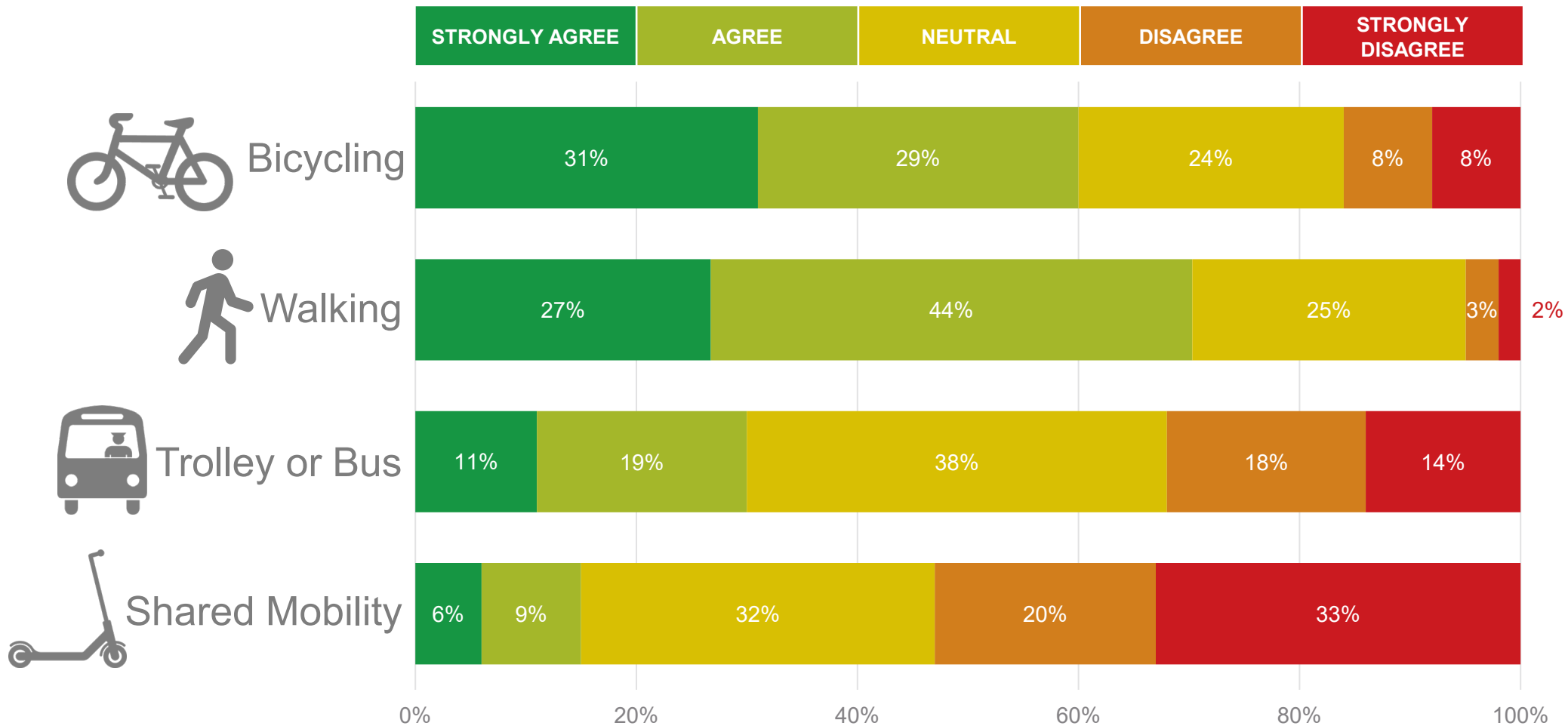
often or always/almost
always travel by bicycle
within the Resort Area

Reasons People Don't Bike

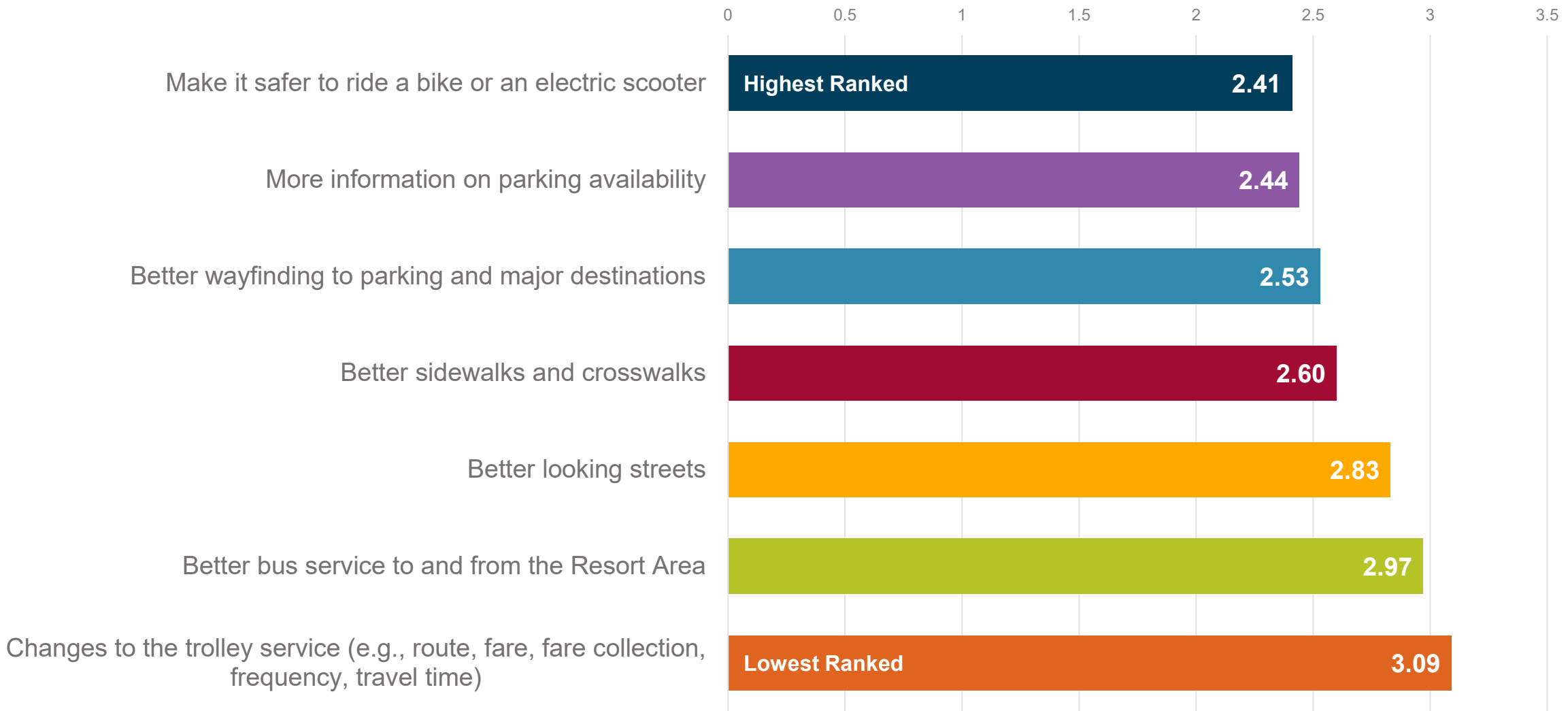
- Limited bicycle facilities
- Safety
- Lack of bike parking
- Bicycle security (i.e., theft)
- Bike/ped conflicts on the boardwalk

Survey Takeaways | Mobility Wants by Mode

I would like to travel more often within the Resort Area...



Survey Takeaways | Ranked Mobility Needs



Survey Takeaways | Atlantic Avenue



Driving

77%.....

indicated driving a vehicle along Atlantic Avenue is not easy



Walking

73%.....

indicated walking along was very or somewhat easy

50%.....

indicated crossing is not easy



Bicycling

50%..

indicated bicycling was not easy

43%.....

indicated they would ride their bicycle more on Atlantic Avenue if there were dedicated bicycle lanes



Trolley

67%.....

indicated taking the trolley was easy (for those who answered this question)



Curbside Zone

Highest Curbside Zone Priorities

{ more space for dining, entertainment, and streetscape improvements

Survey Takeaways | Parking



70%

would prefer to use the curb lane on Atlantic Avenue as extended space for dining and entertainment



77%

of respondents would use Atlantic Avenue parking to visit a shop or restaurant



40%

of respondents would walk/bike/use a shuttle for 6+ blocks



43%

of respondents prefer digital sign boards (wayfinding and space available) to learn about parking availability



82%

of respondents were unaware of the Virginia Beach events app

Impact on Parking Location

82% | Cost

81% | Distance from Destination

81% | Space Availability

73% | Security of Parking Location

71% | Safety of route to/from vehicle

Difficulty Finding a Parking Space

76% | Surface Parking Lot

53% | Parking Garage

85% | On-street Parking

14% | Convention Center

Survey Confirms...

A recommended Active Transportation Network that...

- Improves the mobility experience (bicycle and pedestrian)
- Provides more dedicated bicycle facilities
- Includes sidewalk and crossing improvements

A recommended Transit Network that ...

- Clarifies the function and purpose of the Trolley
- Addresses the needs of visitors and employees
- Connects people to the recommended transfer center

A design for Atlantic Avenue that ...

- Activates the street for all user types
- Enhances the streetscape
- Expands options (dining and entertainment)

An approach to Parking that ...

- Makes it easier to find parking and destinations (i.e., better wayfinding)
- Addresses parking supply based on specific locations and when demand is highest
- Advocates for a strategic marketing and promotions campaign related to parking options

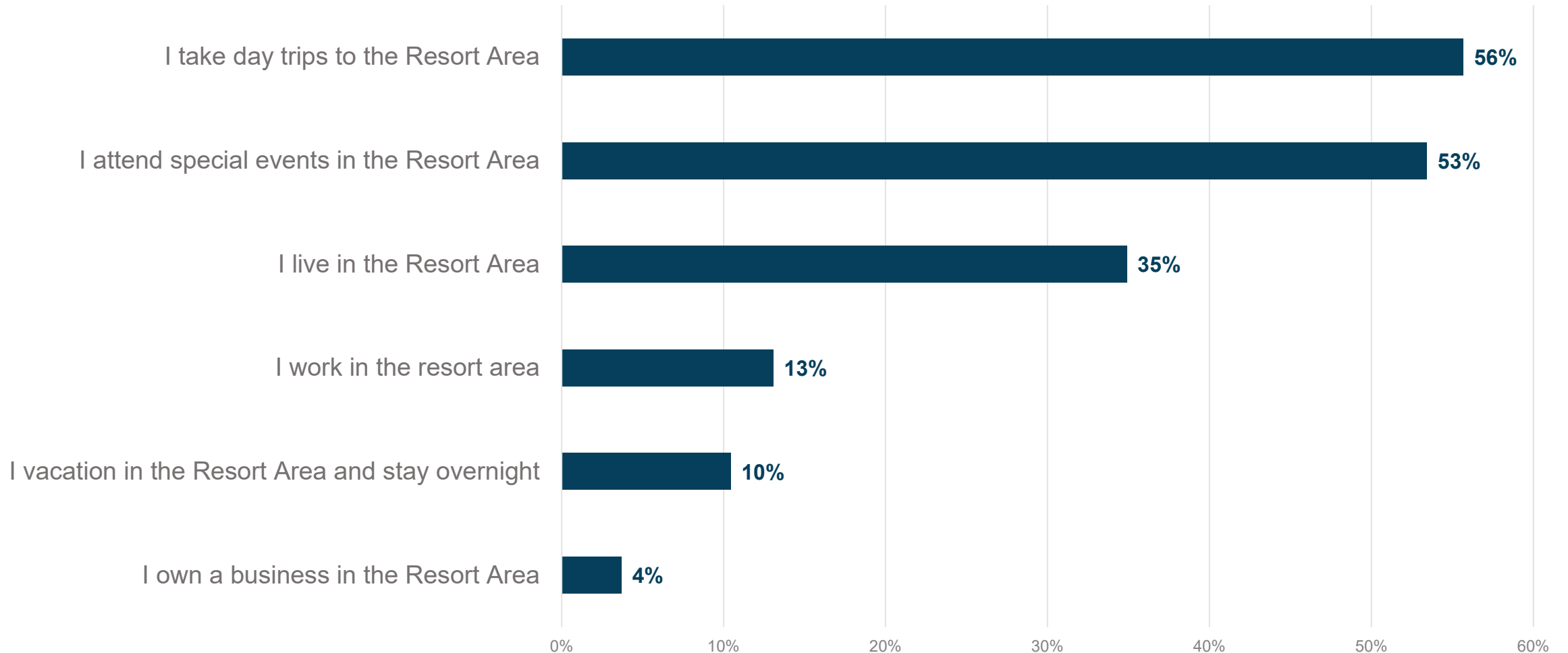


R e s o r t A r e a M o b i l i t y P l a n

Individual Question Results

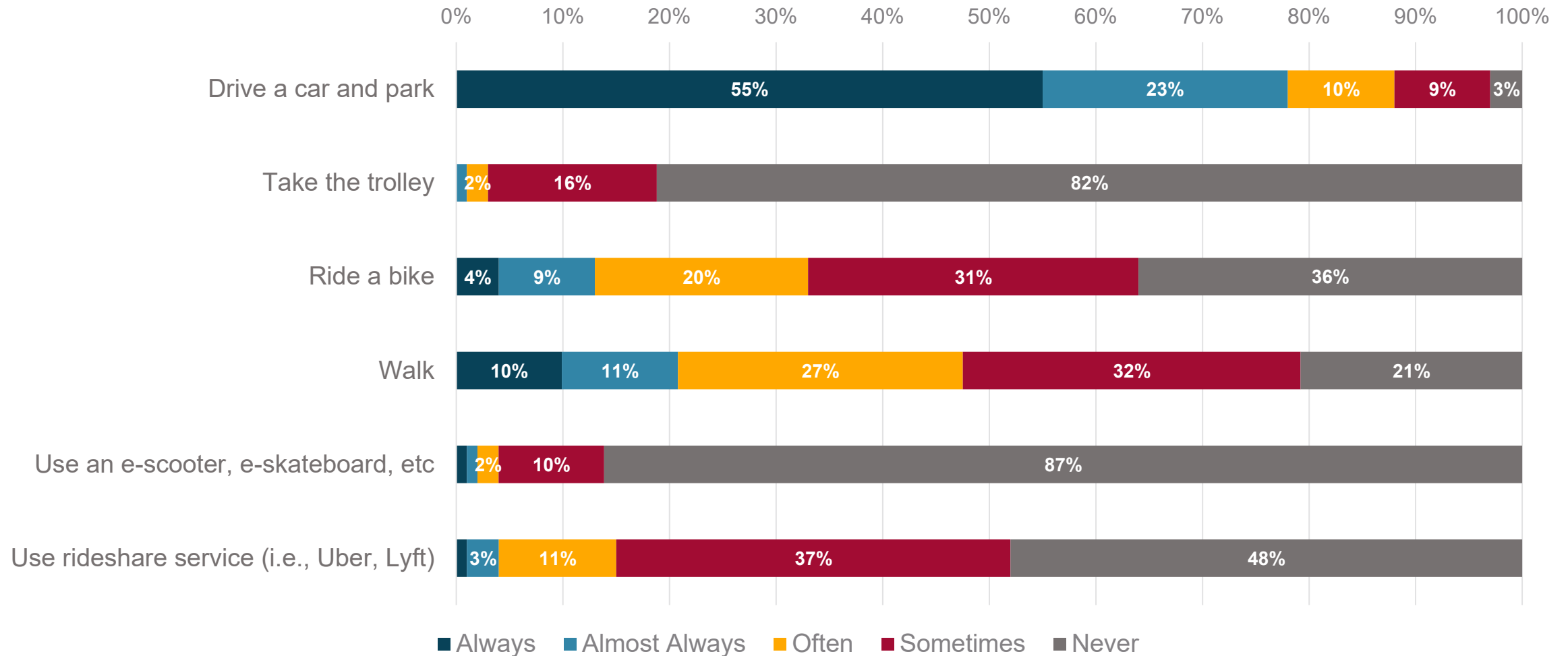
Question 1

Which of the following apply to you?



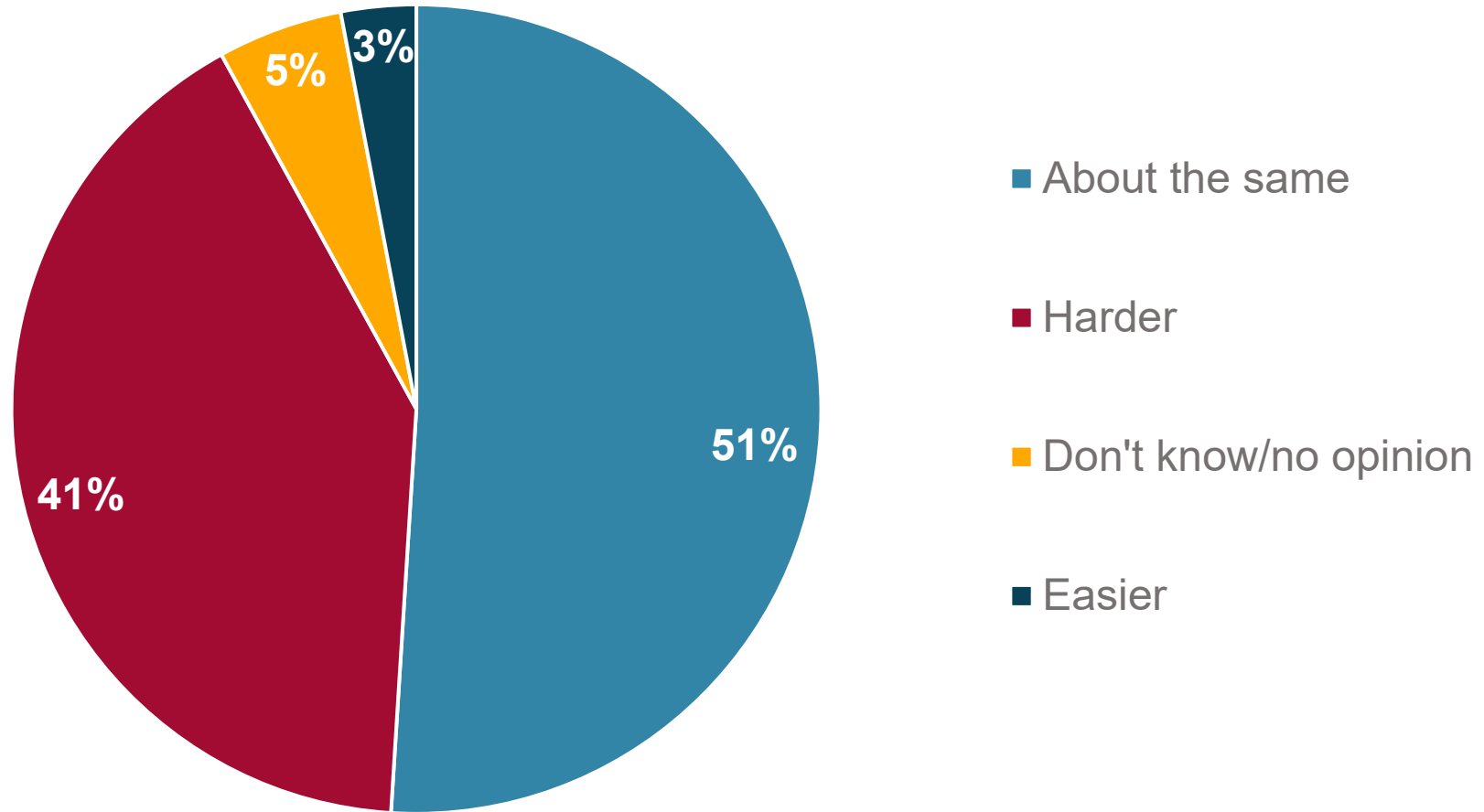
Question 2

How often do you travel by the following modes?



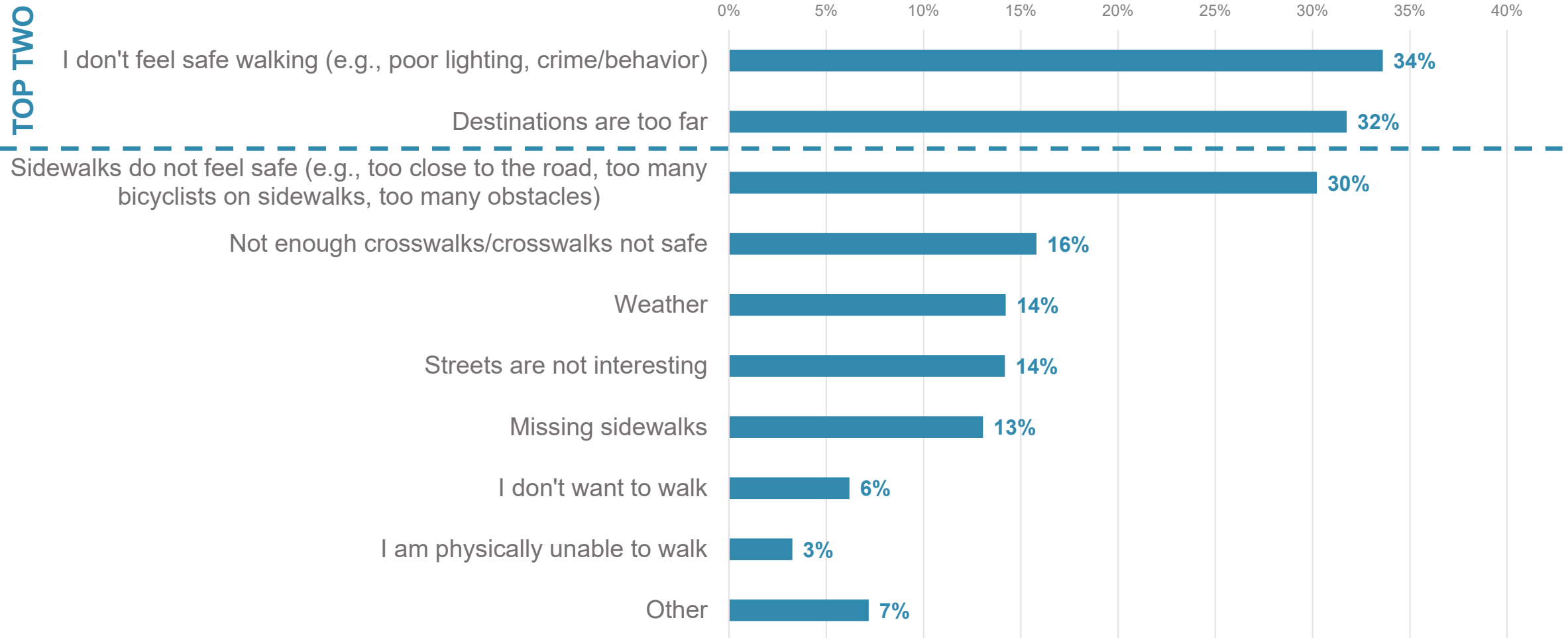
Question 3

Over the last few years, is **traveling** to the Virginia Beach Resort Area easier, about the same, or harder?



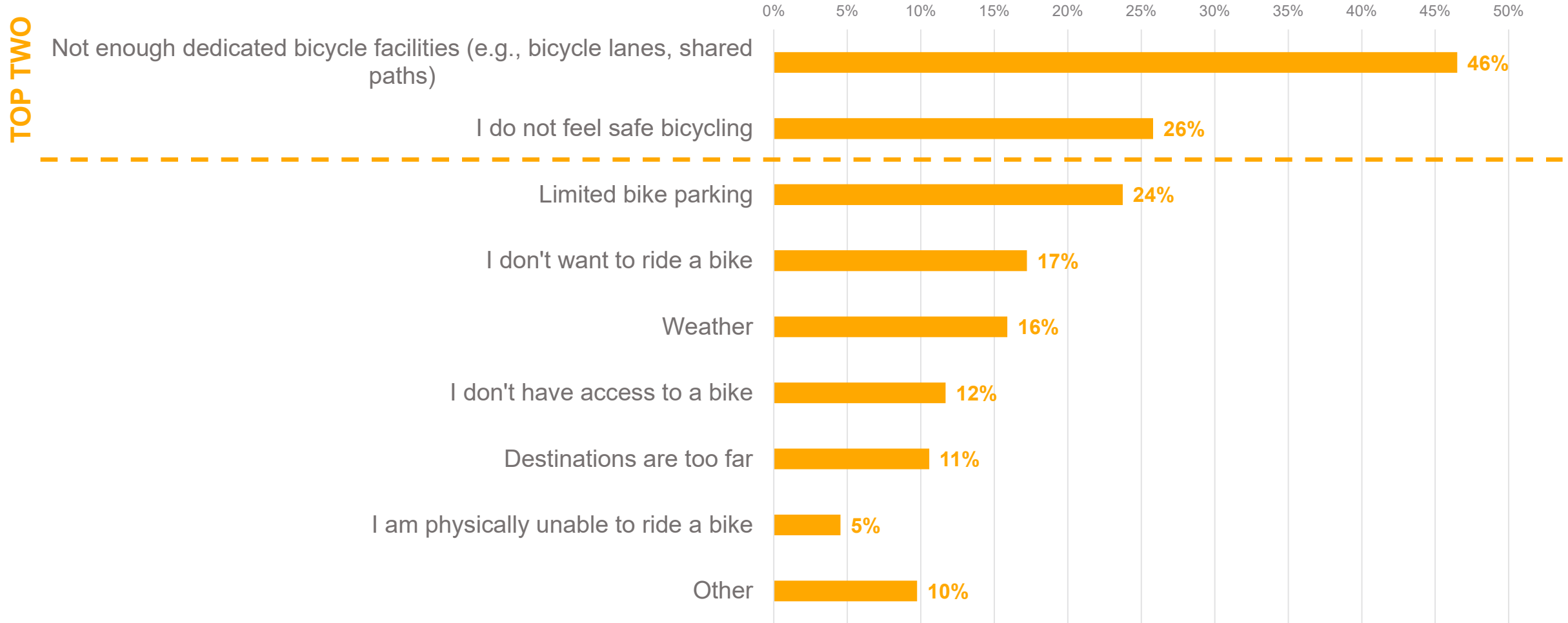
Question 4

What are **two things** that prevent you from **walking** in the Resort Area?



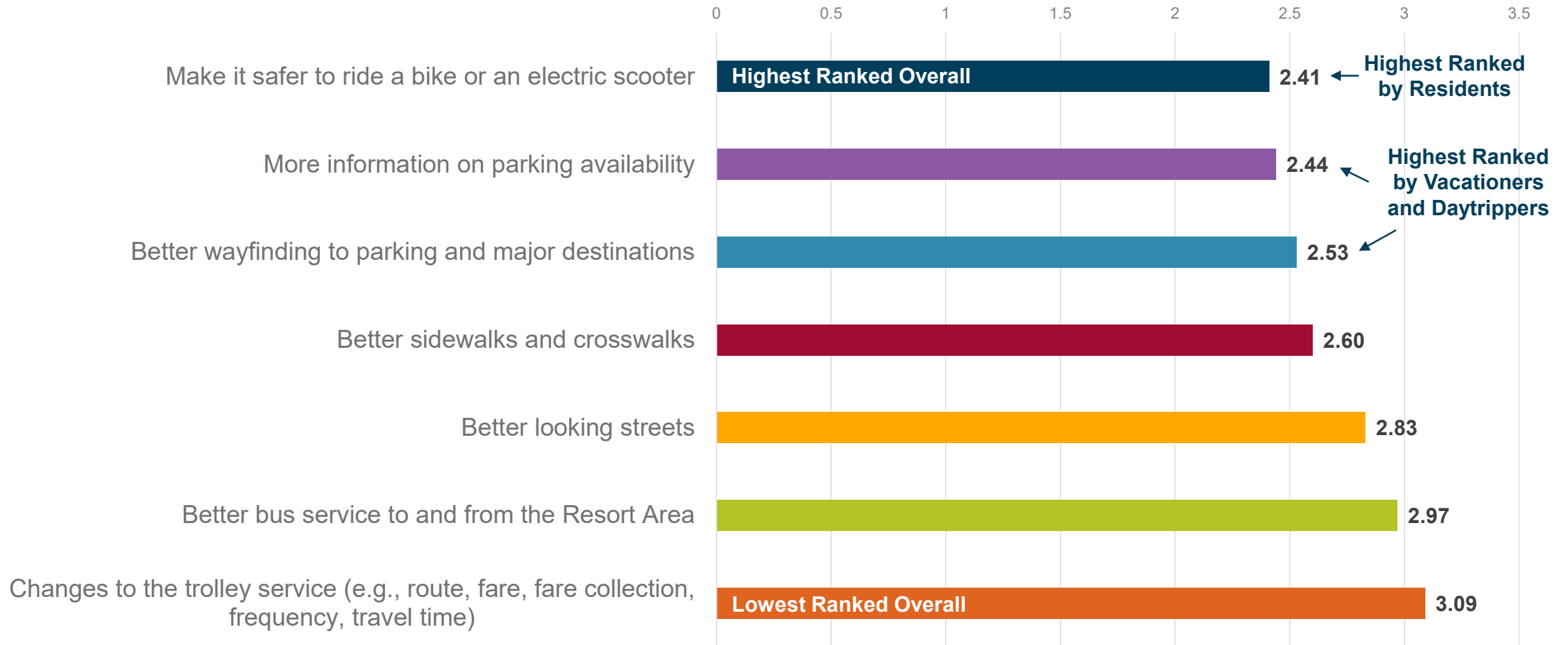
Question 5

What are **two things** that prevent you from **bicycling** in the Resort Area?



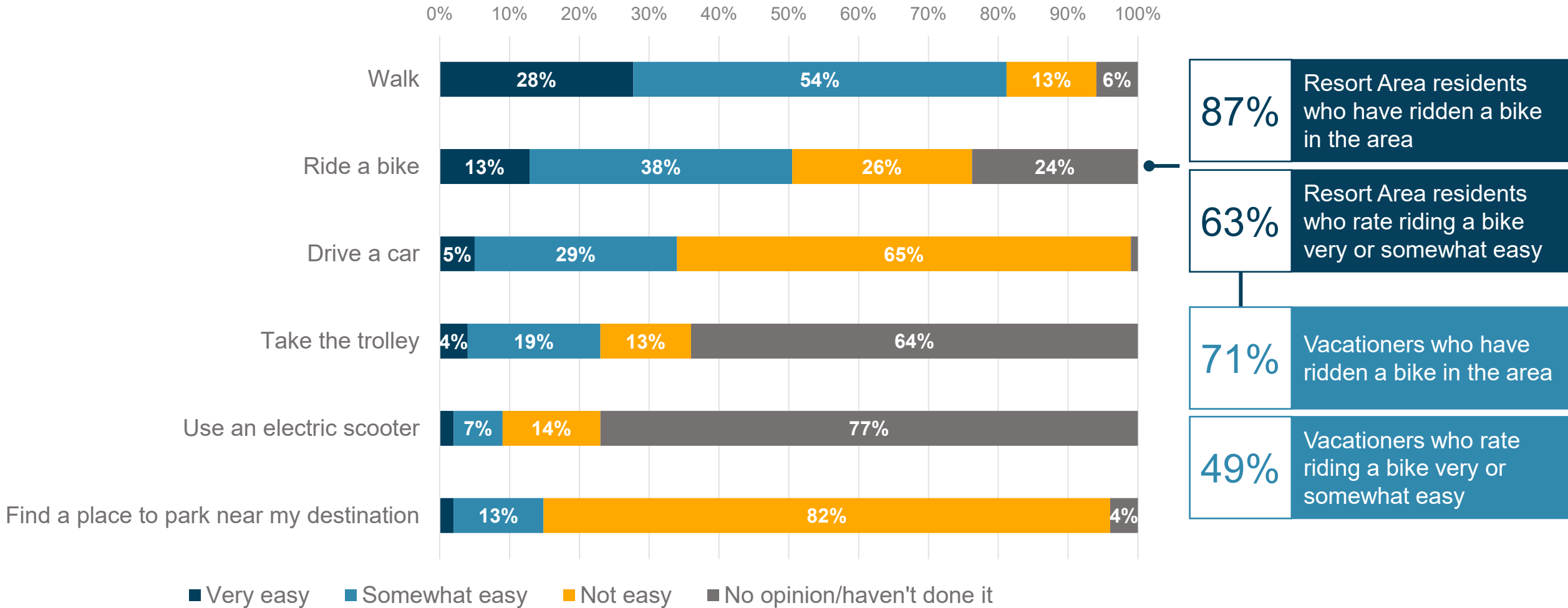
Question 6

What transportation and mobility changes would you like to see at the Virginia Beach Resort Area? Please **rank** your top five choices.



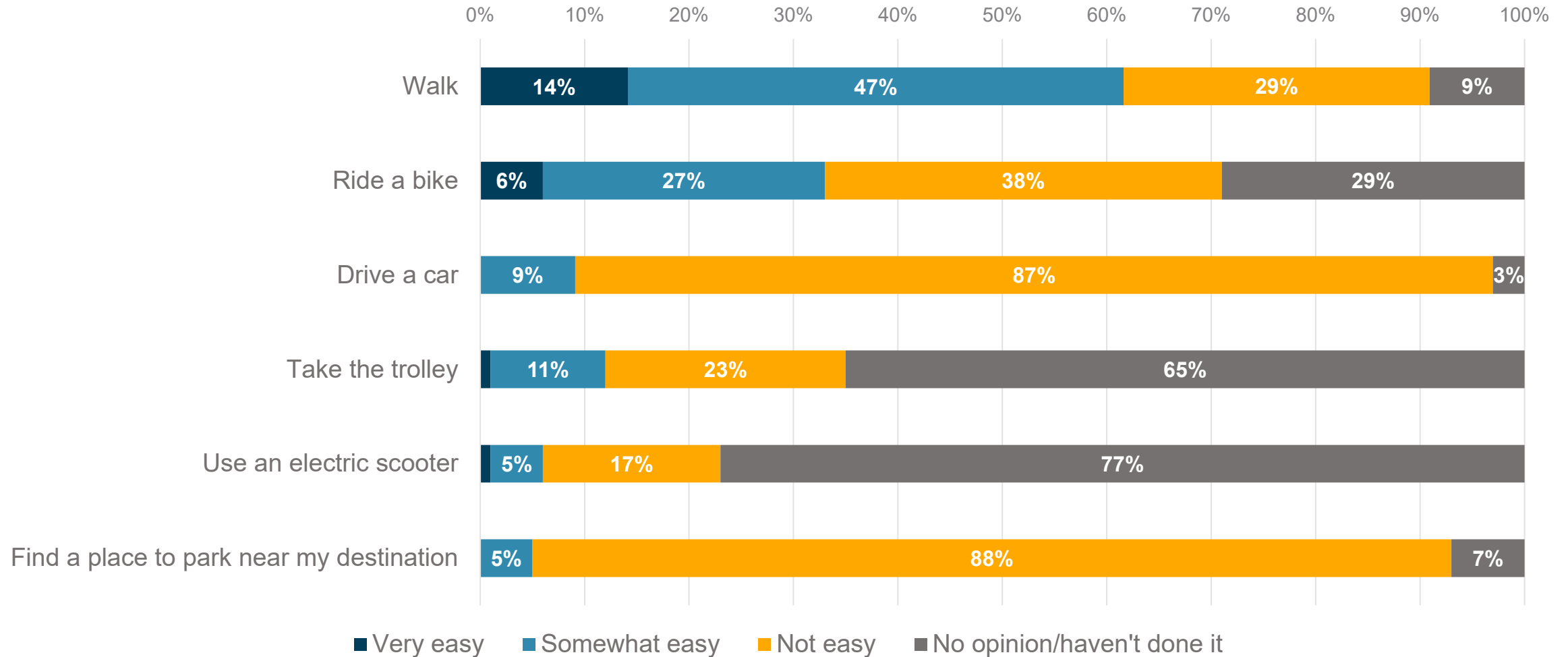
Question 7

On a **typical** day during the **summer**, how easy is it to do the following within the Virginia Beach Resort Area?



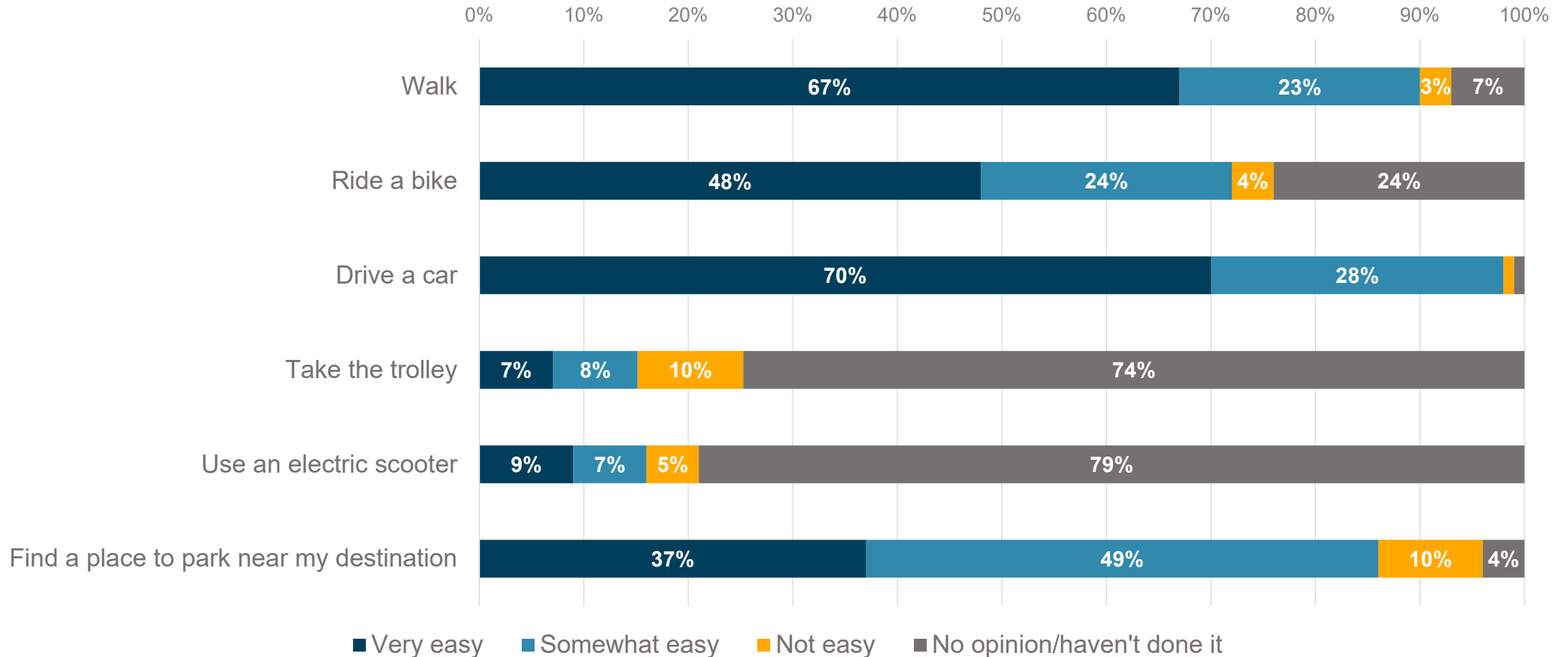
Question 8

On a **typical** day during a **special event or holiday**, how easy is it to do the following within the Virginia Beach Resort Area?



Question 9

On a **typical** day during the **off season**, how easy is it to do the following within the Virginia Beach Resort Area?



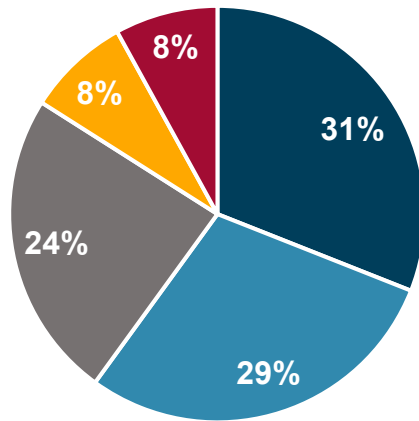
Question 10

To what extent do you agree or disagree with the following statements?

77%

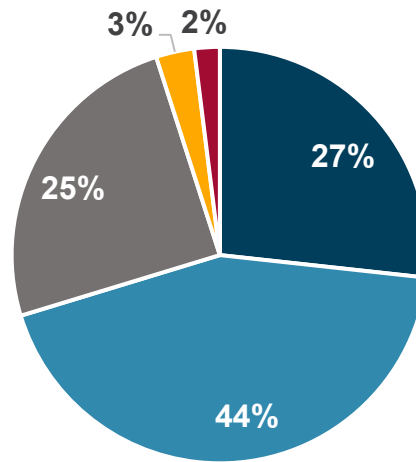
Resort Area residents that “strongly agree” or “agree” with this statement

I would like to travel more often by bicycle within the Resort Area



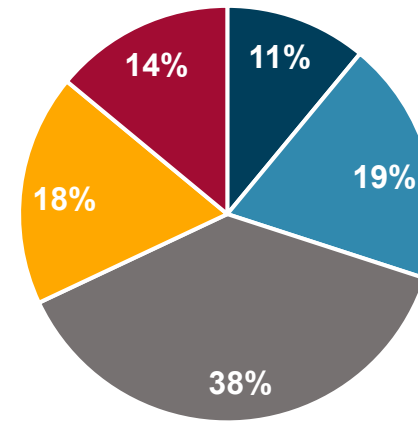
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

I would like to travel more often on foot within the Resort Area



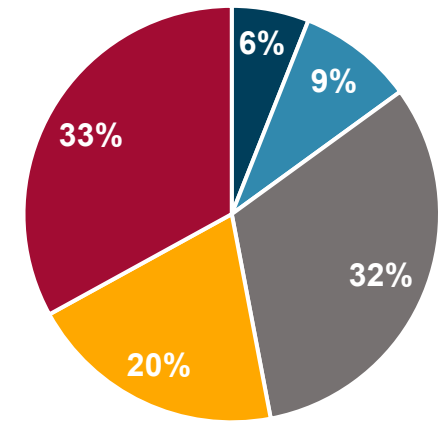
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

I would like to travel more often by bus or trolley within the Resort Area



- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

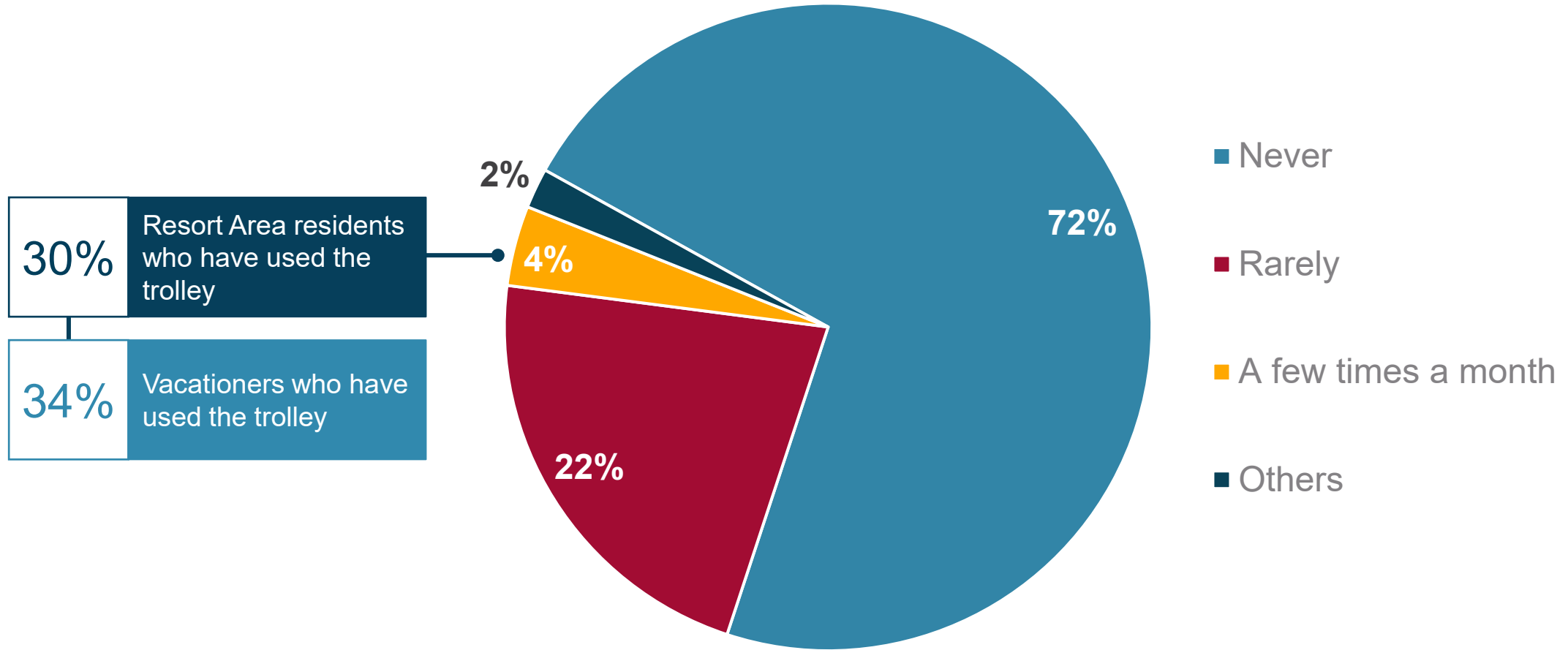
I would like to travel more often by electric scooter or other shared mobility device within the Resort Area



- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

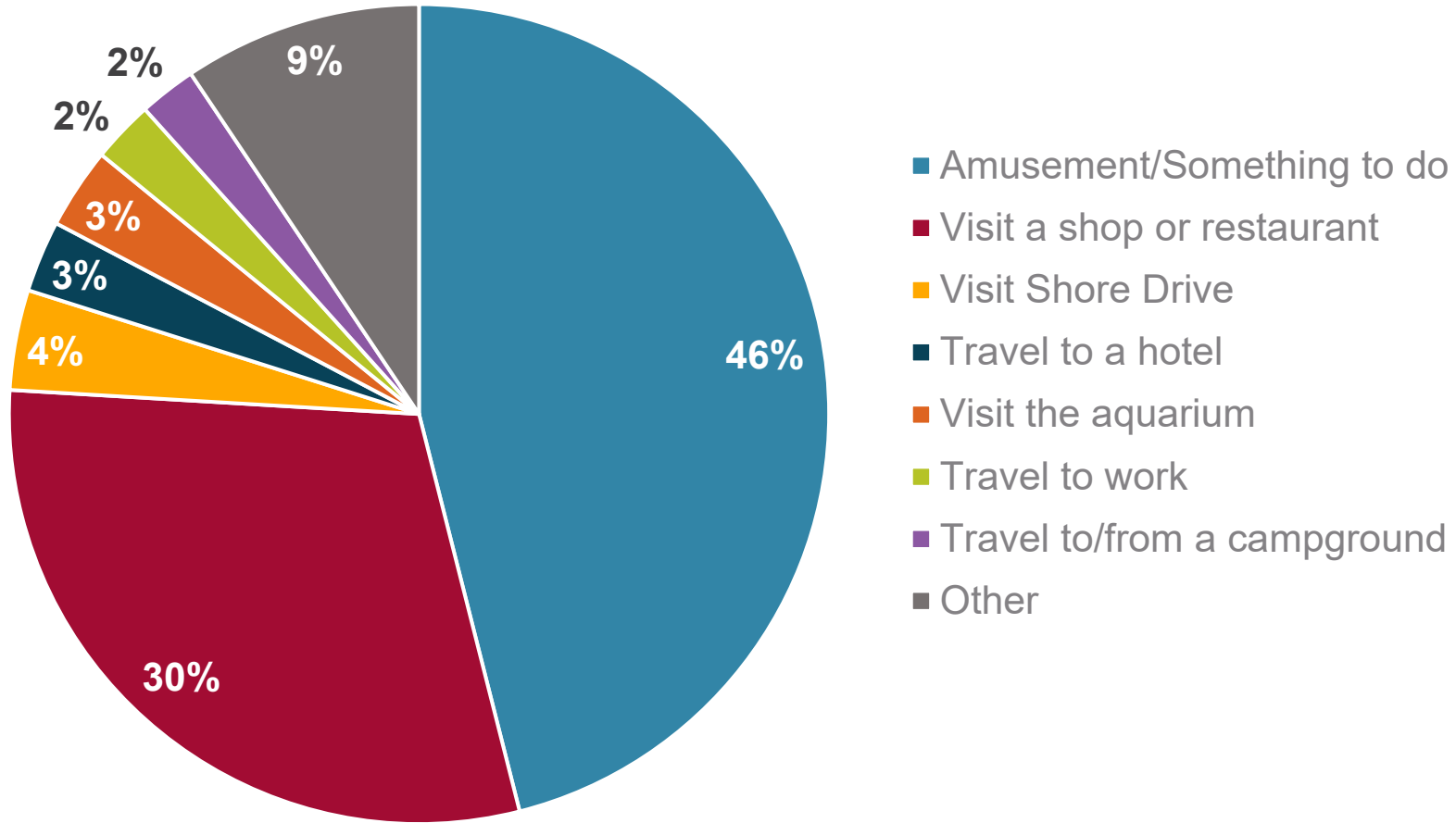
Question 11

How frequently have you used the Wave Trolley or Bayfront Shuttle in the last two years?



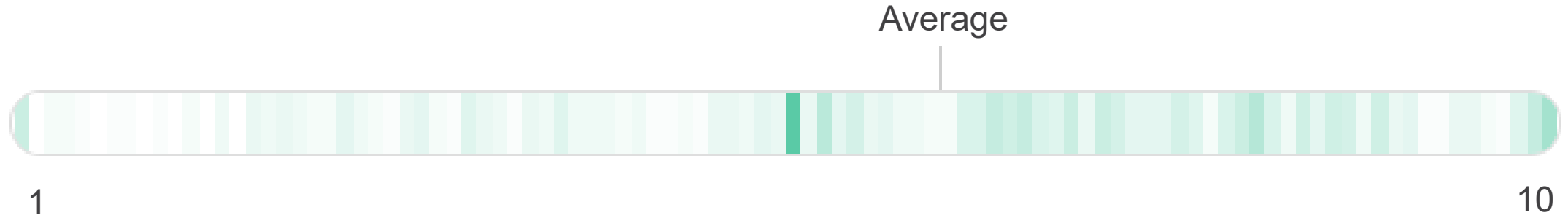
Question 12

What was the primary reason for your trip(s) on the trolley?



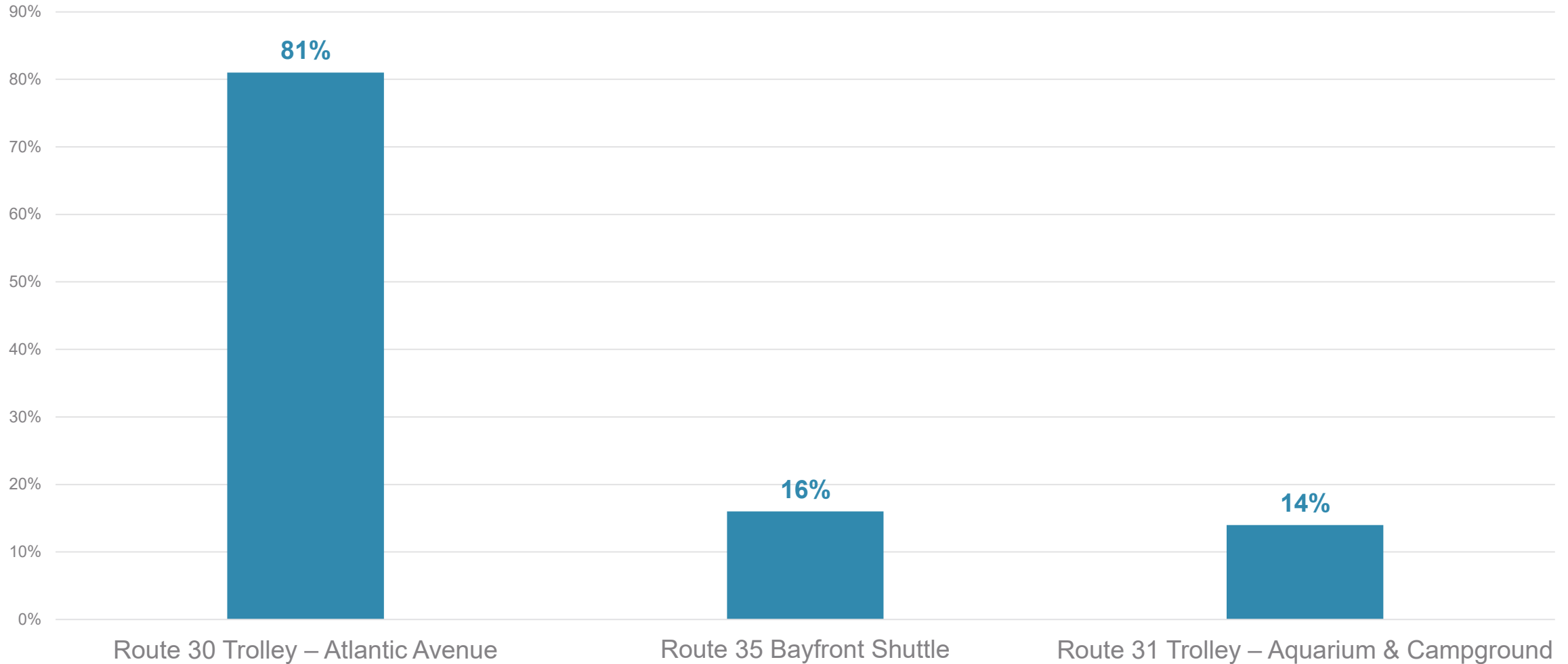
Question 13

How would you rate your trolley experience on a scale of 1 to 10? (1 = poor, 10 = excellent)



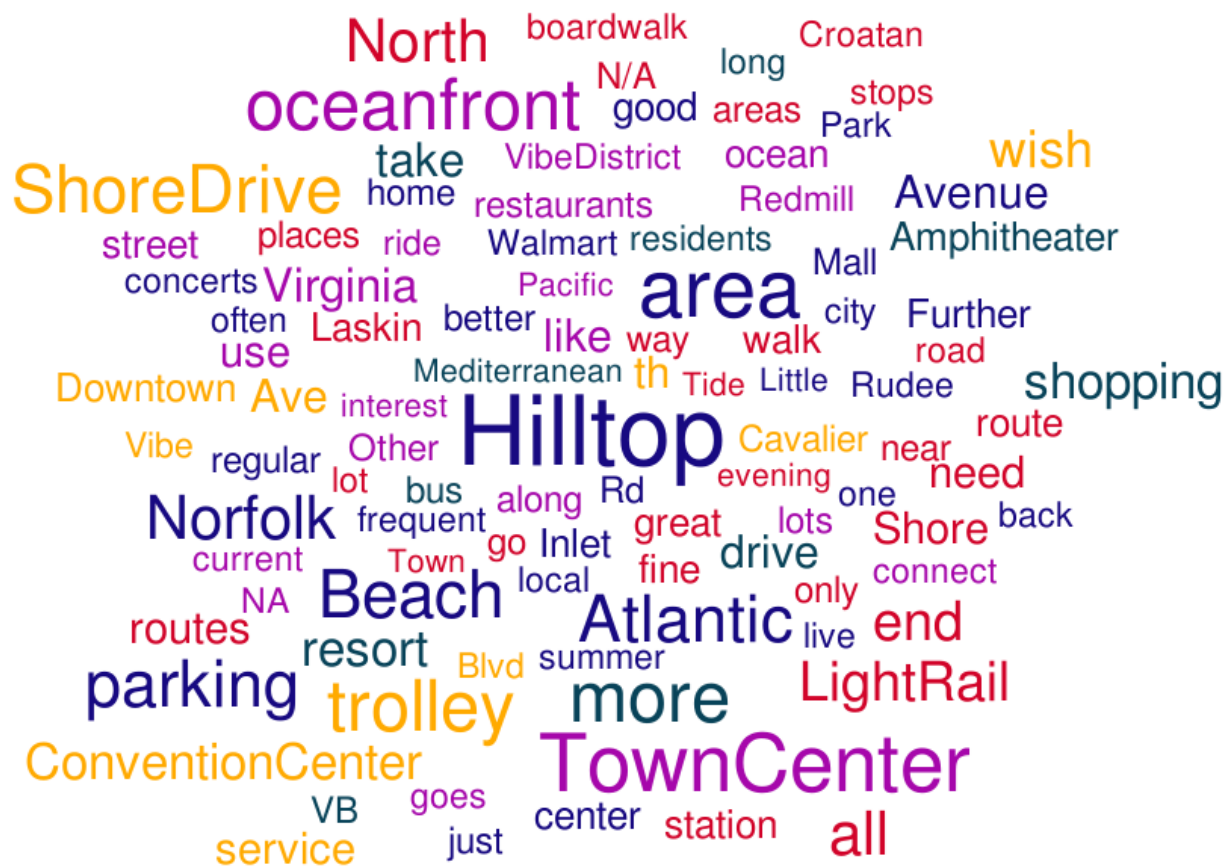
Question 14

Which routes did you use? (Select all that apply)



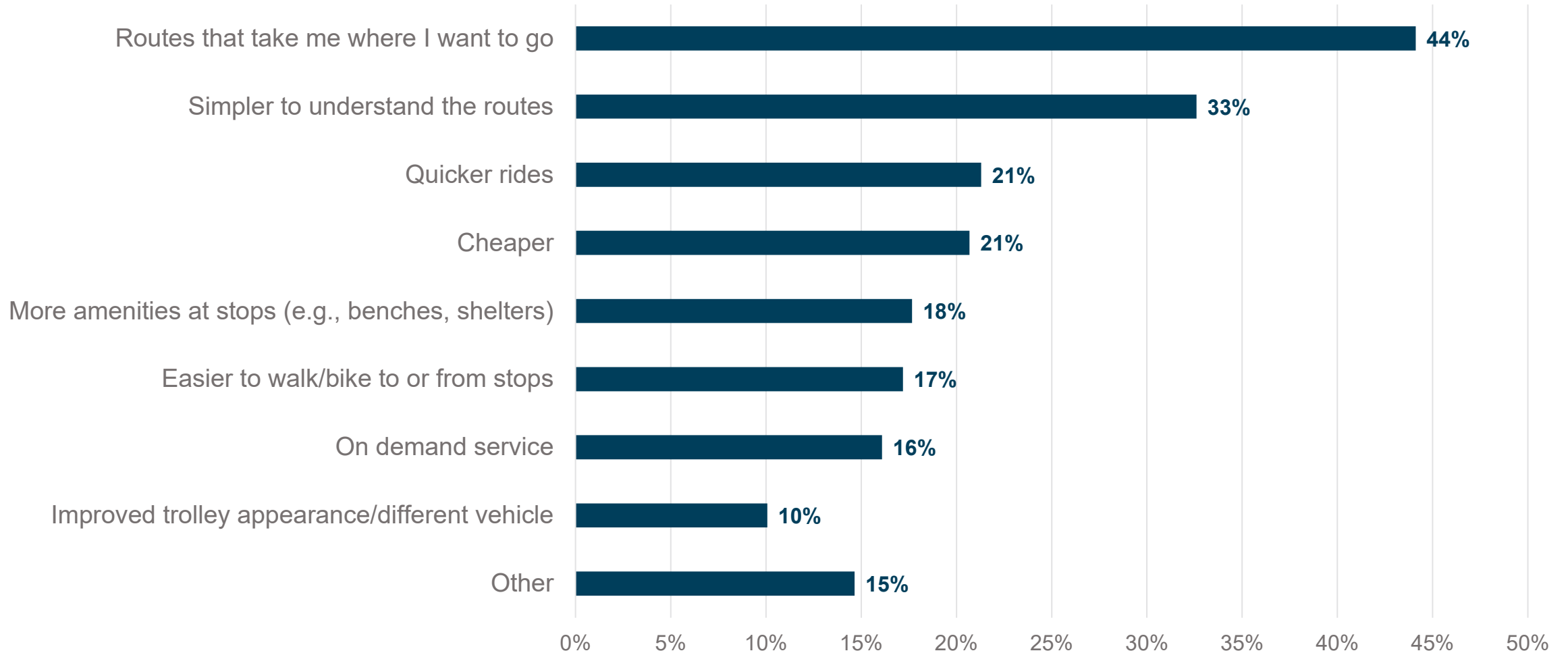
Question 15

Where do you wish the trolley could take you?



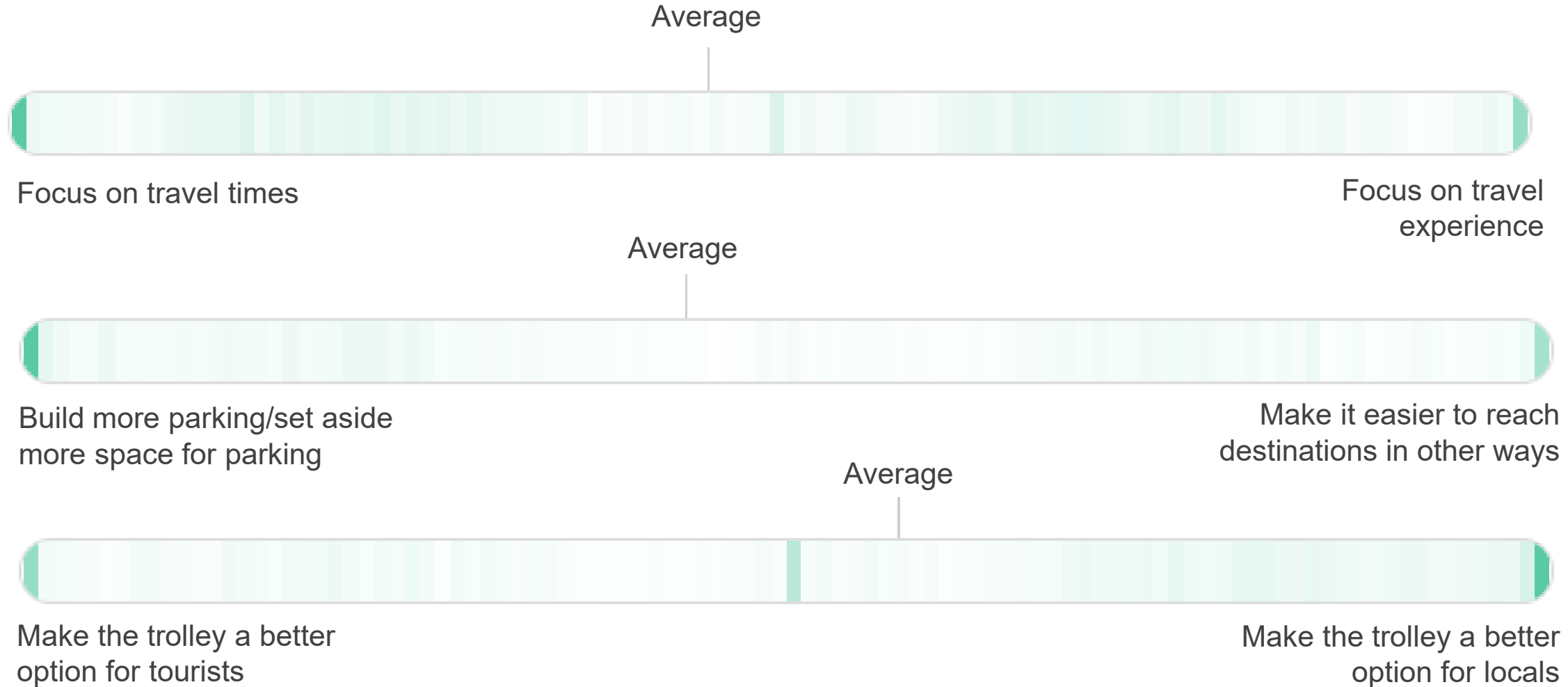
Question 16

What would make you want to take the trolley? Choose the **top two** that best apply to you.



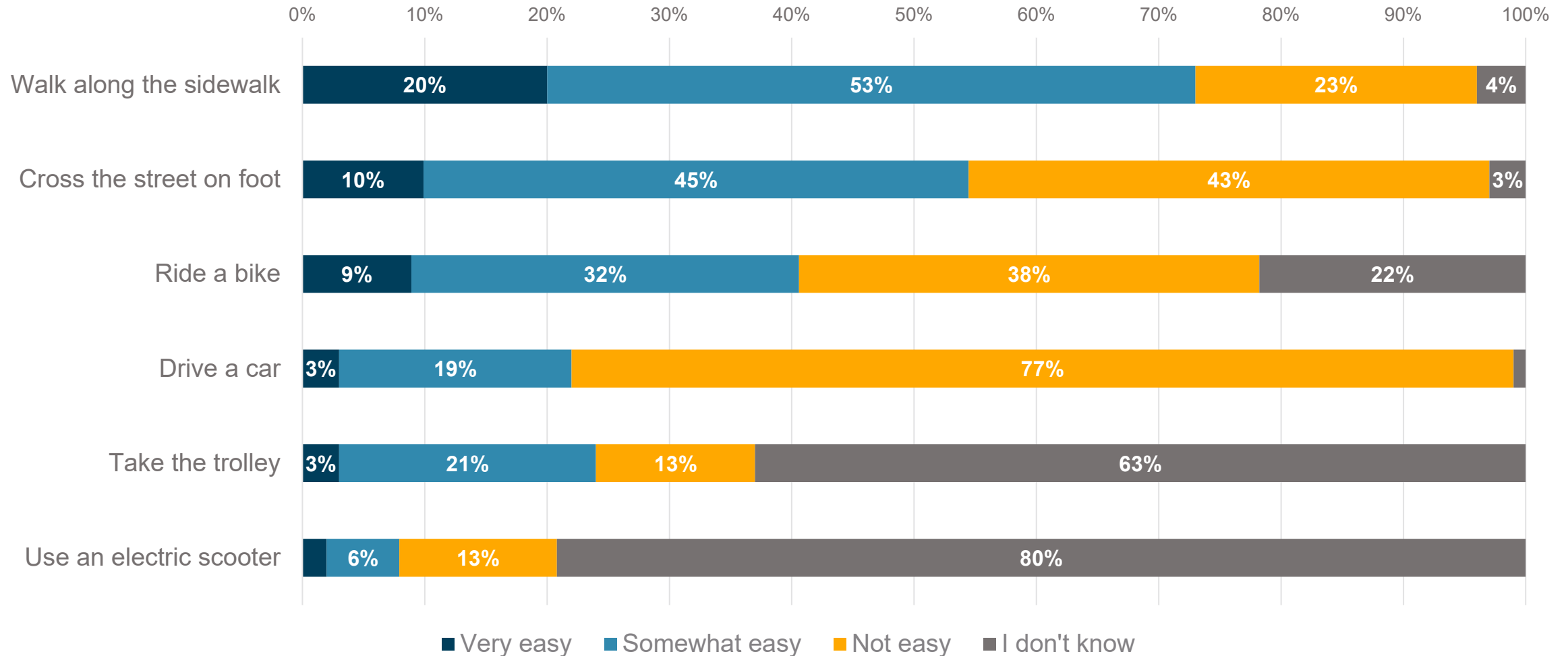
Questions 17-19

If we had the same amount of money to spend and/or space to accommodate, should we...



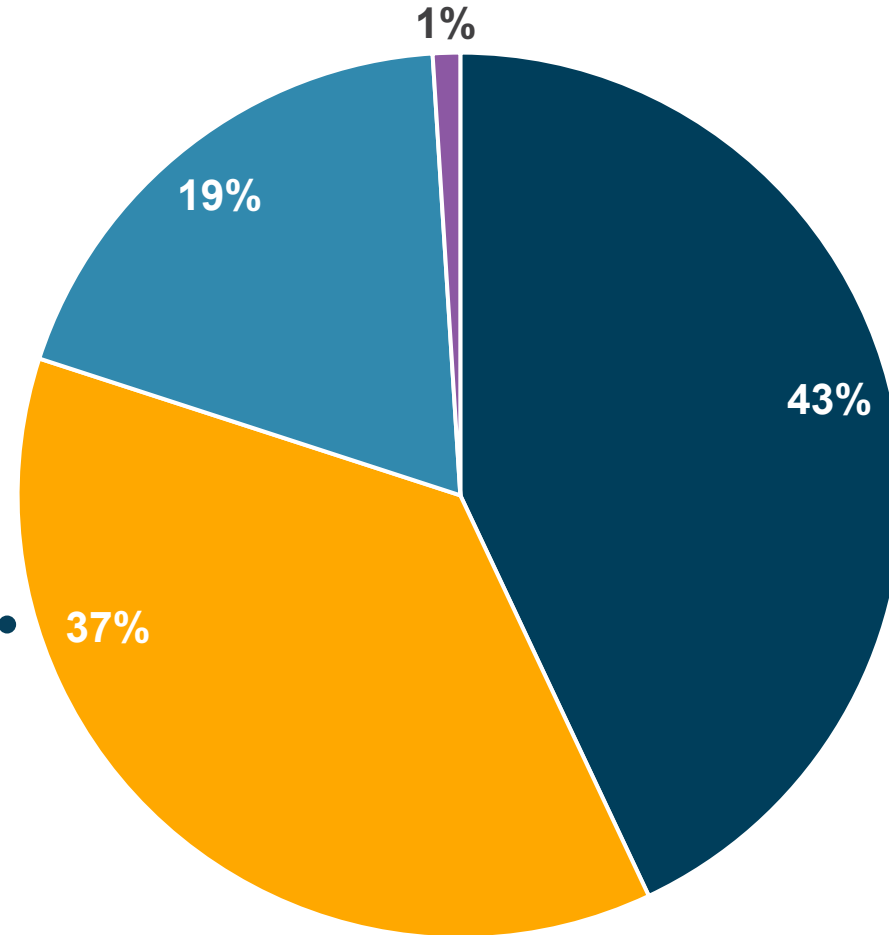
Question 20

How easy is it to do the following along **Atlantic Avenue** on a typical day during the summer?



Question 21

Today, bicyclists and scooters share a lane with the trolley on Atlantic Avenue. If a dedicated land for bicyclists and scooters was provided and no longer shared with the trolley, it would...



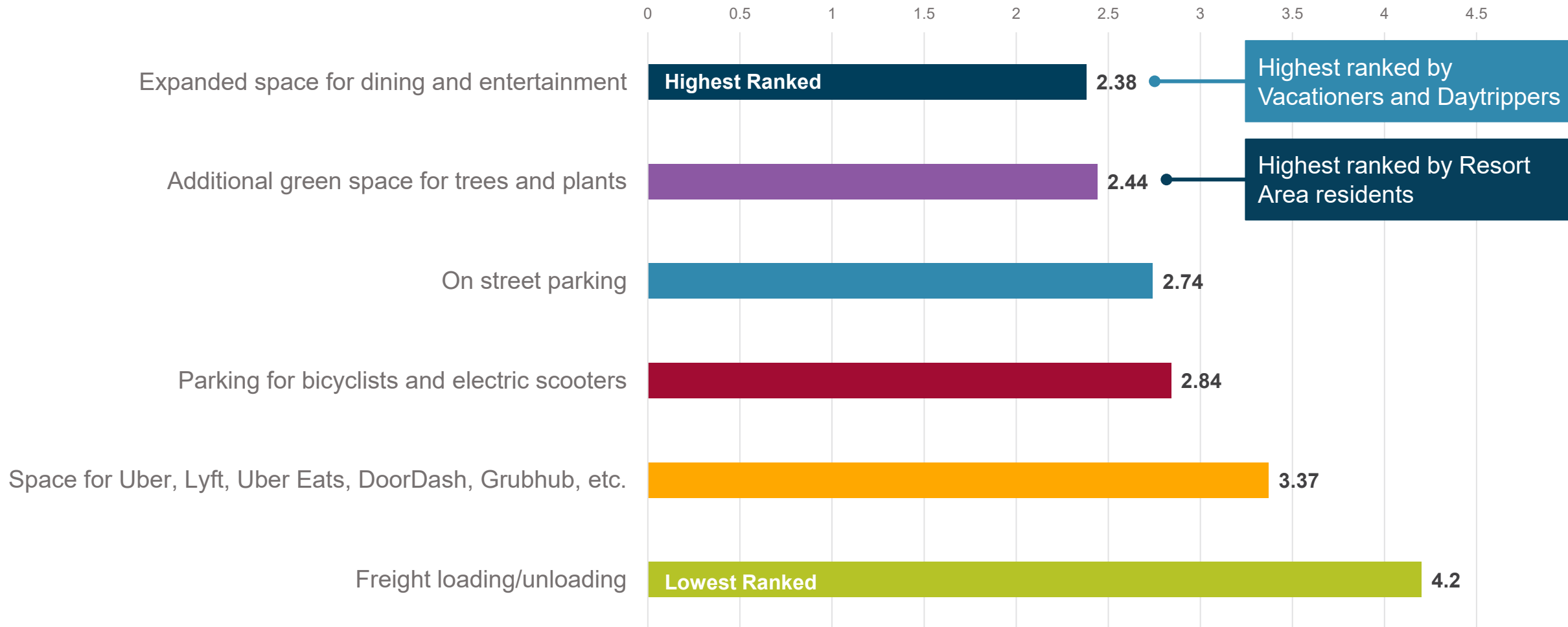
- Encourage me to ride a bike or scooter more on Atlantic Avenue
- Not impact me because I don't want to ride a bike or scooter on Atlantic Avenue
- Not impact me because I don't mind sharing the lane with the trolleys
- Encourage me to ride a bike or scooter less on Atlantic Avenue

24% Resort Area residents not interested in riding a bike or scooter on Atlantic Avenue

47% Vacationers not interested in riding a bike or scooter on Atlantic Avenue

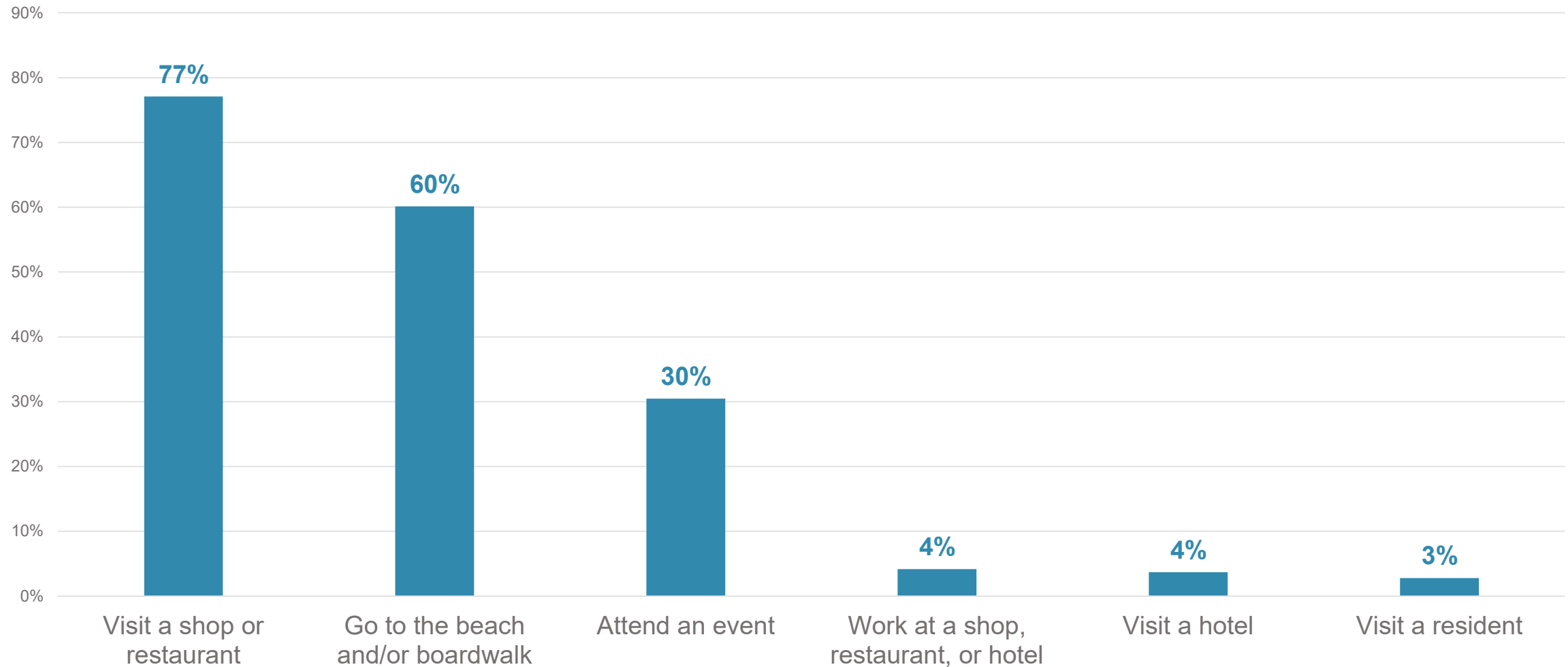
Question 22

The space between a travel lane and the curb is used for many purposes, including on-street parking, loading/unloading, street trees, and – as in the case of Atlantic Avenue today – a shared space for trolleys and bicycles. How would you use this space on Atlantic Avenue? (**Rank** your preferences.)



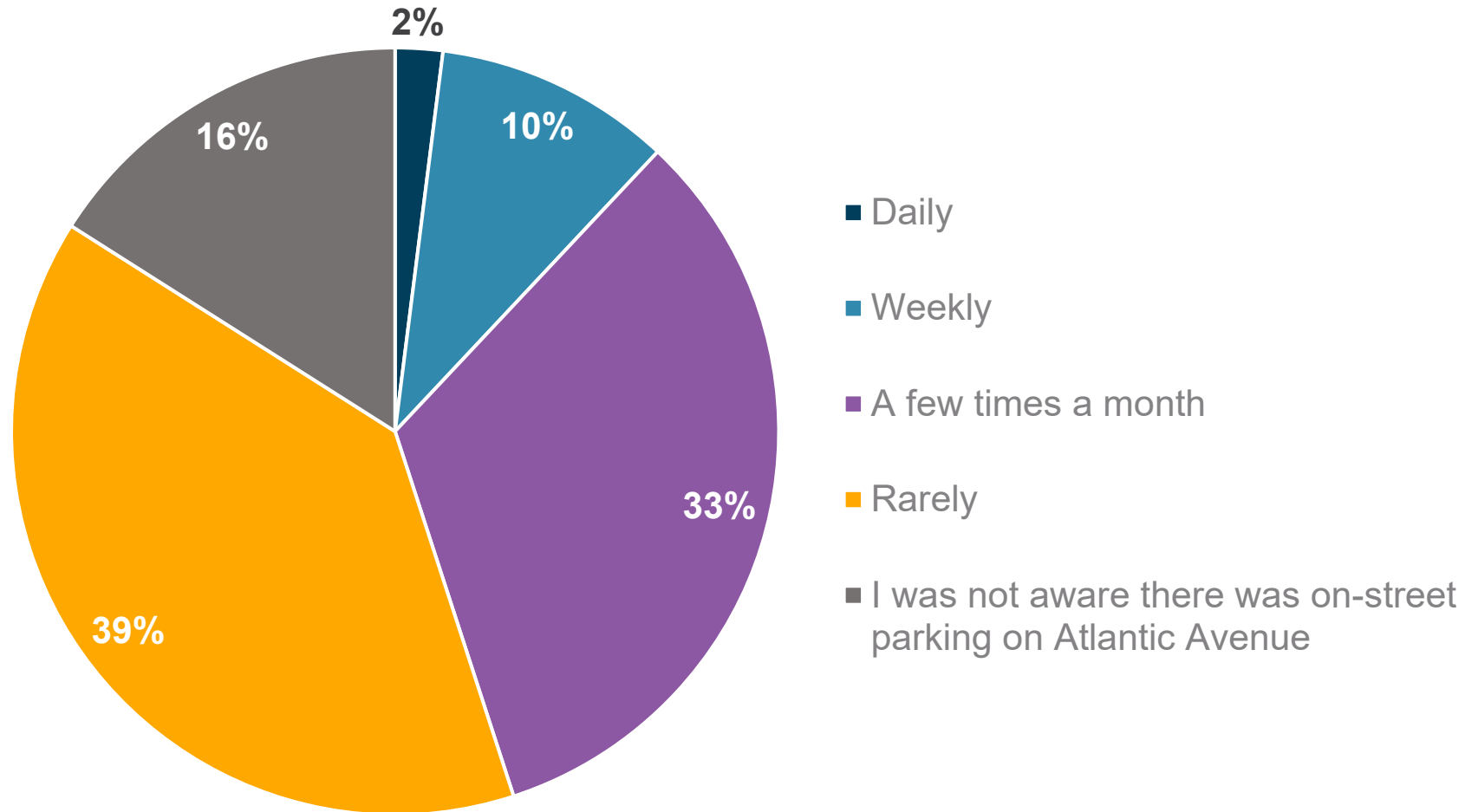
Question 23

If Atlantic Avenue had year-round on-street parking, what would be your primary purpose for using it? (Choose up to two.)



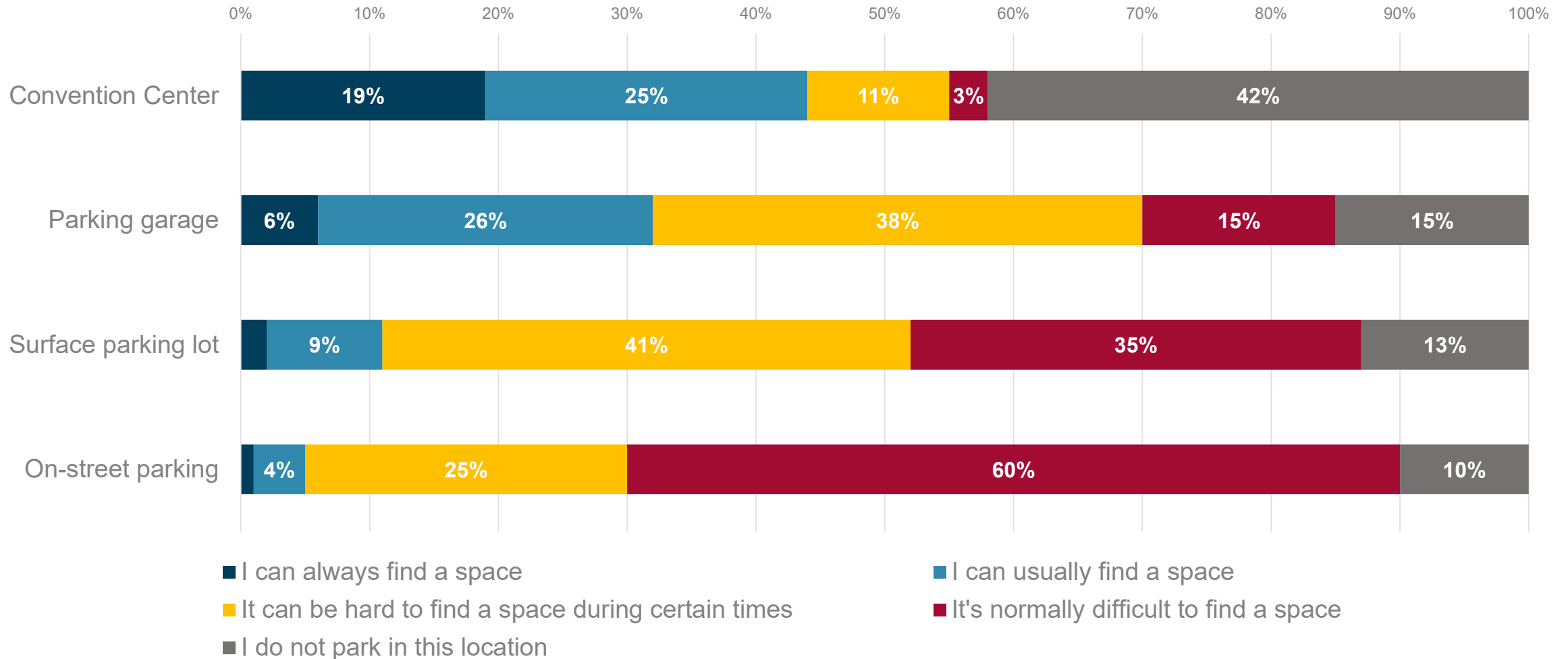
Question 24

How frequently do you use on-street parking on Atlantic Avenue during the off-season (October through April)?



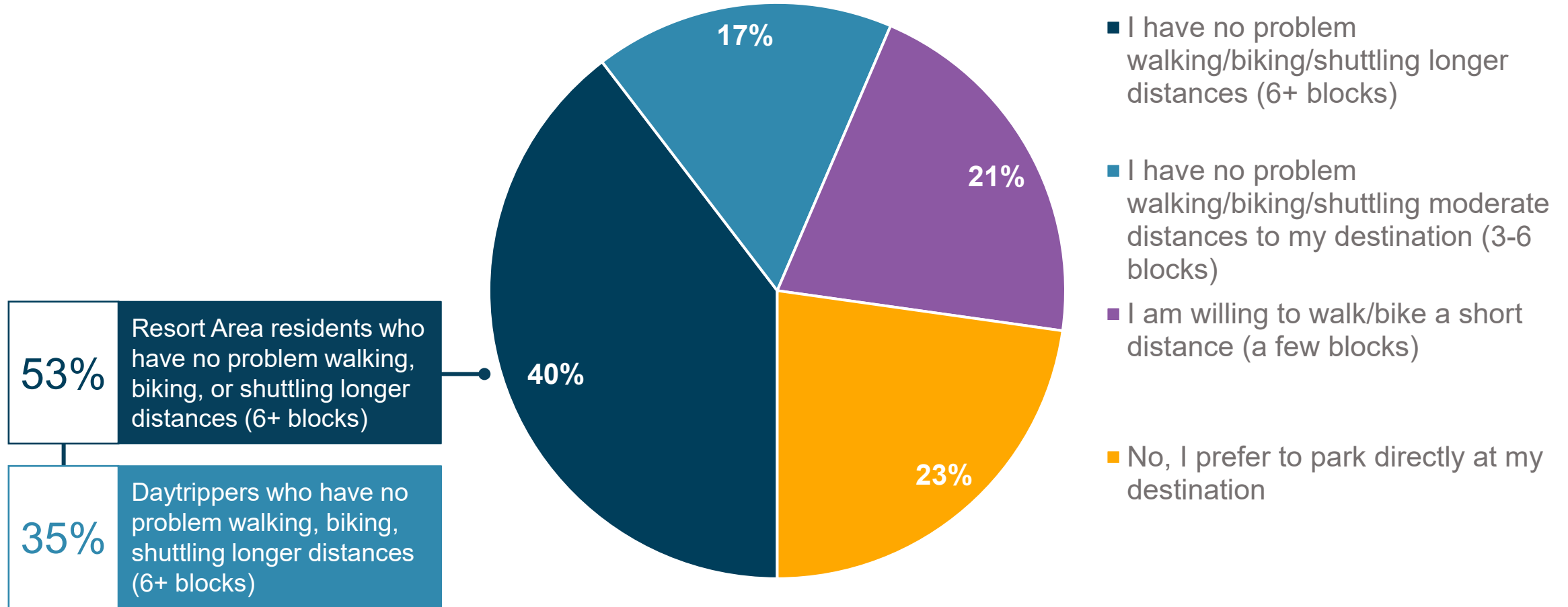
Question 25

On a **typical** day during the **off season**, how easy is it to do the following within the Virginia Beach Resort Area?



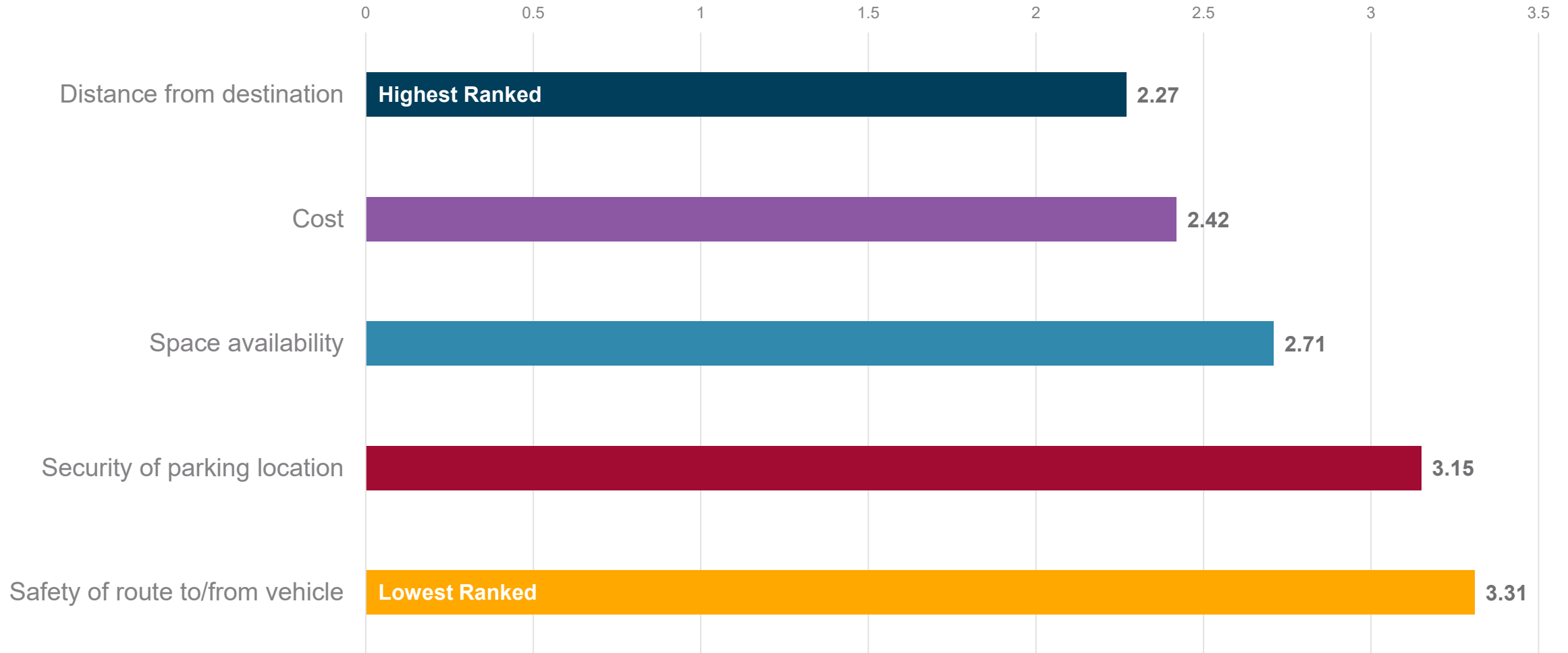
Question 26

Are you willing to walk/bike/trolley from your home or parking spot to your destination?



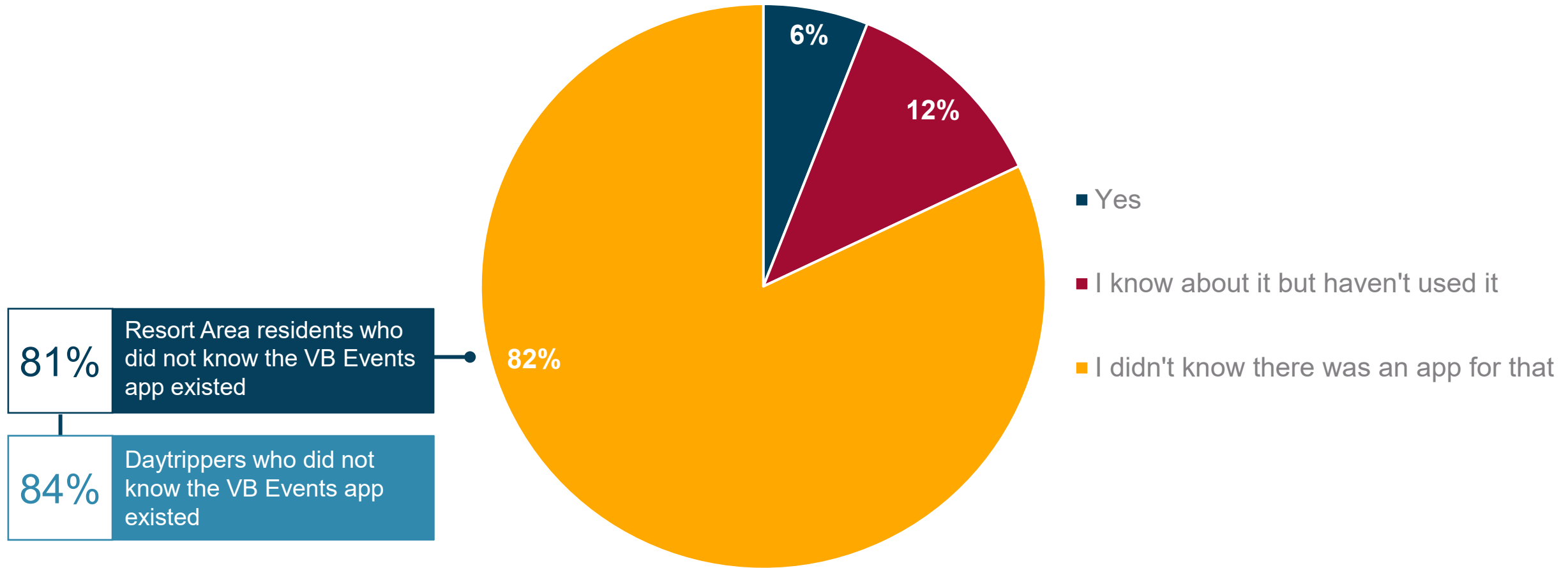
Question 27

Rank the following factors in terms of how they influence where you park when visiting the Resort Area.



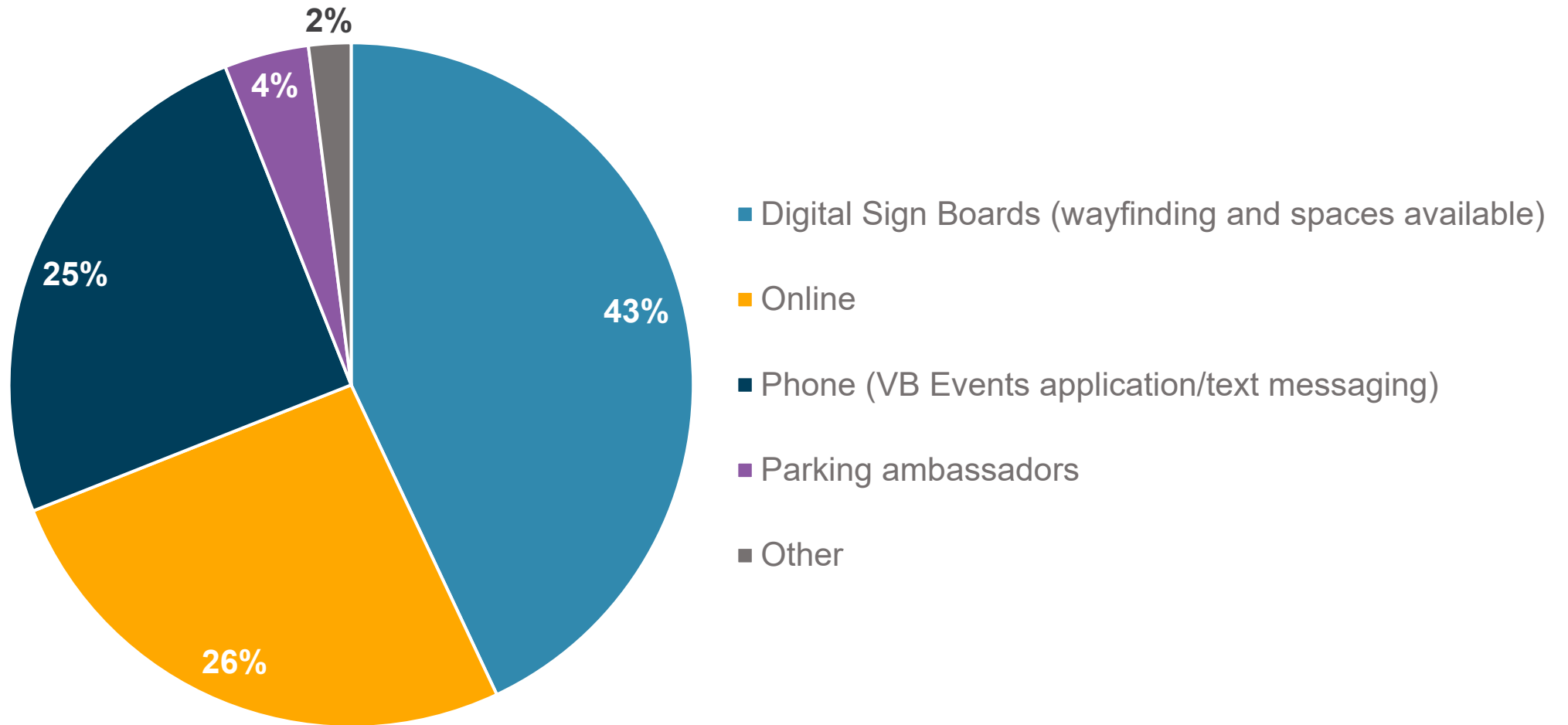
Question 28

Have you used the **VB Events application (app)** to locate parking and view availability?



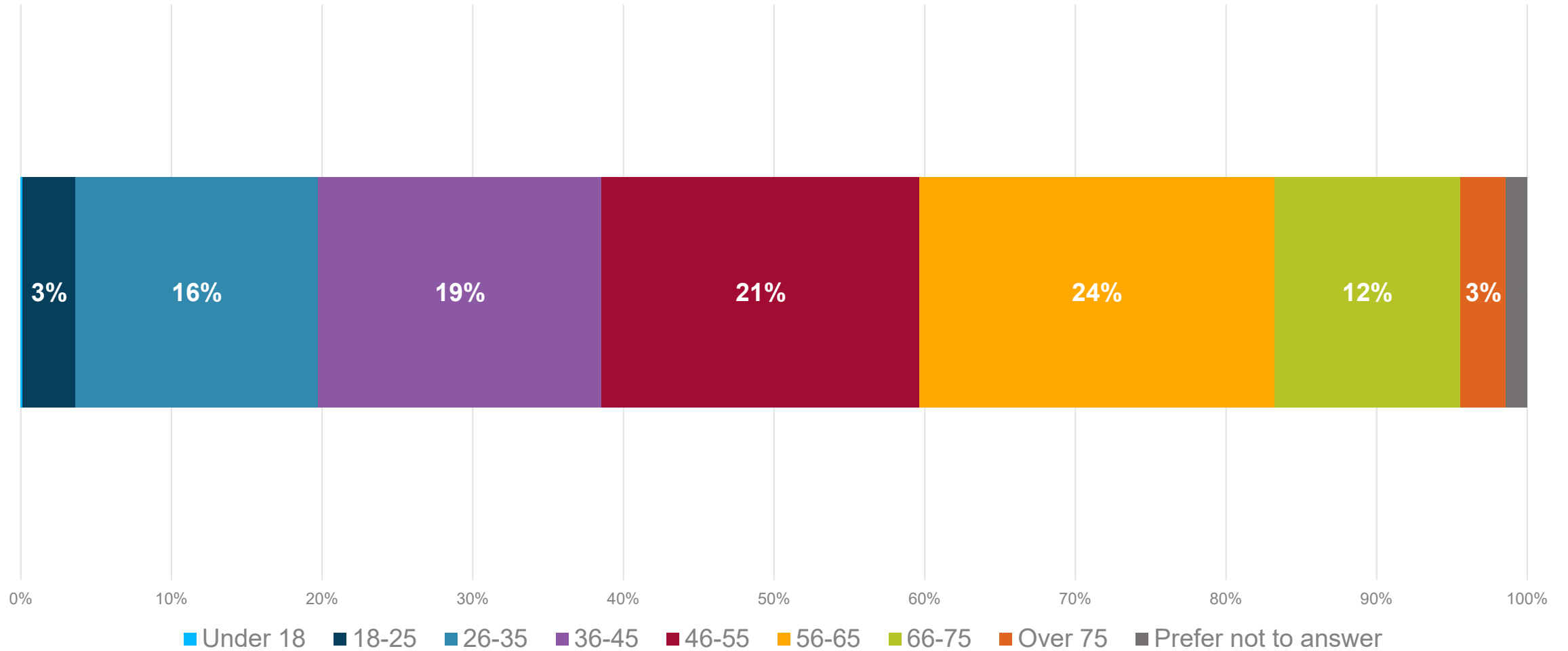
Question 29

What is the best way to keep you updated about available parking spots?



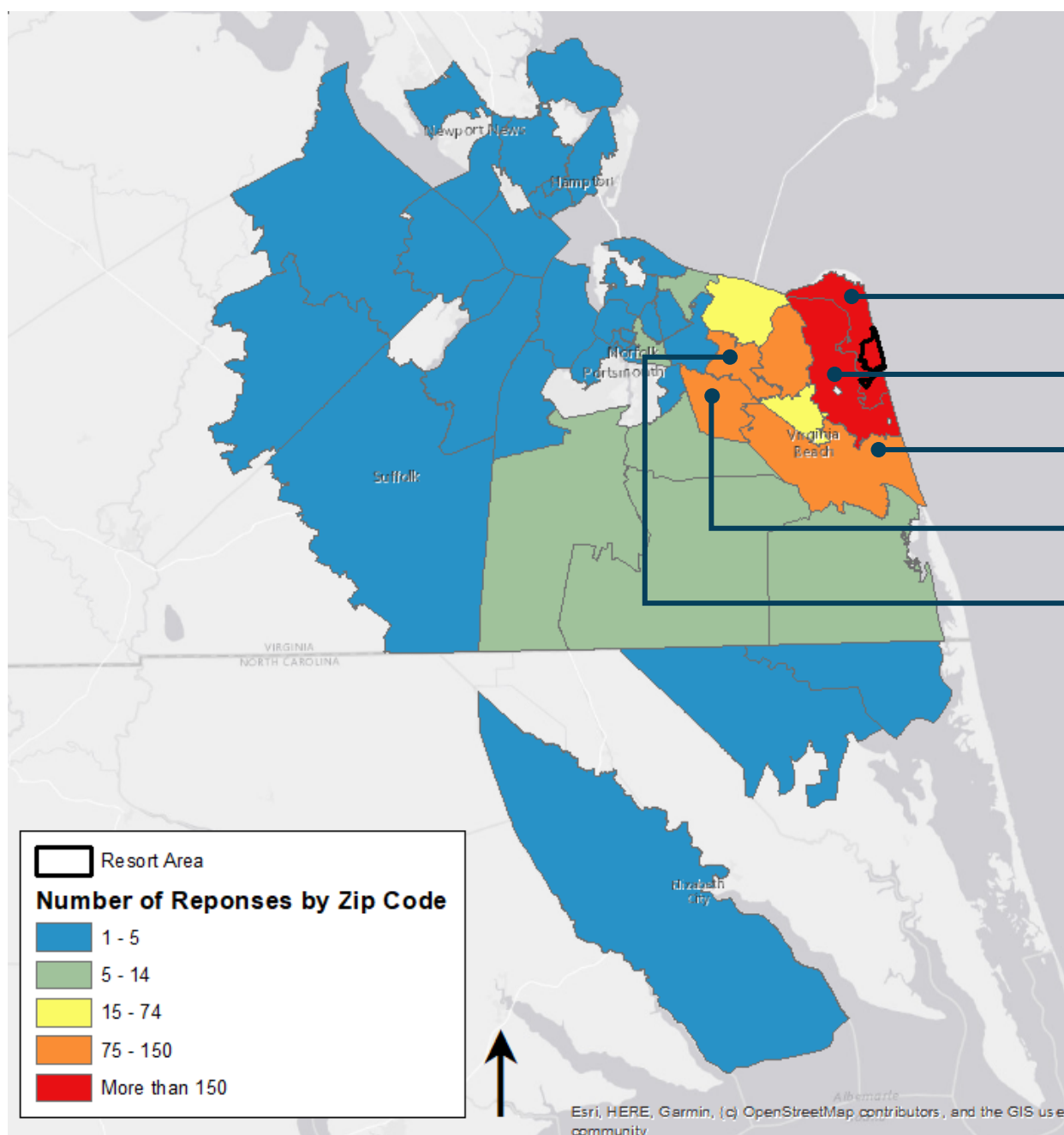
Question 30

What is your **age**?



Question 31

What is the **zip code** where you live?



Top Five Zip Codes

23451 | 34.1%

23454 | 12.2%

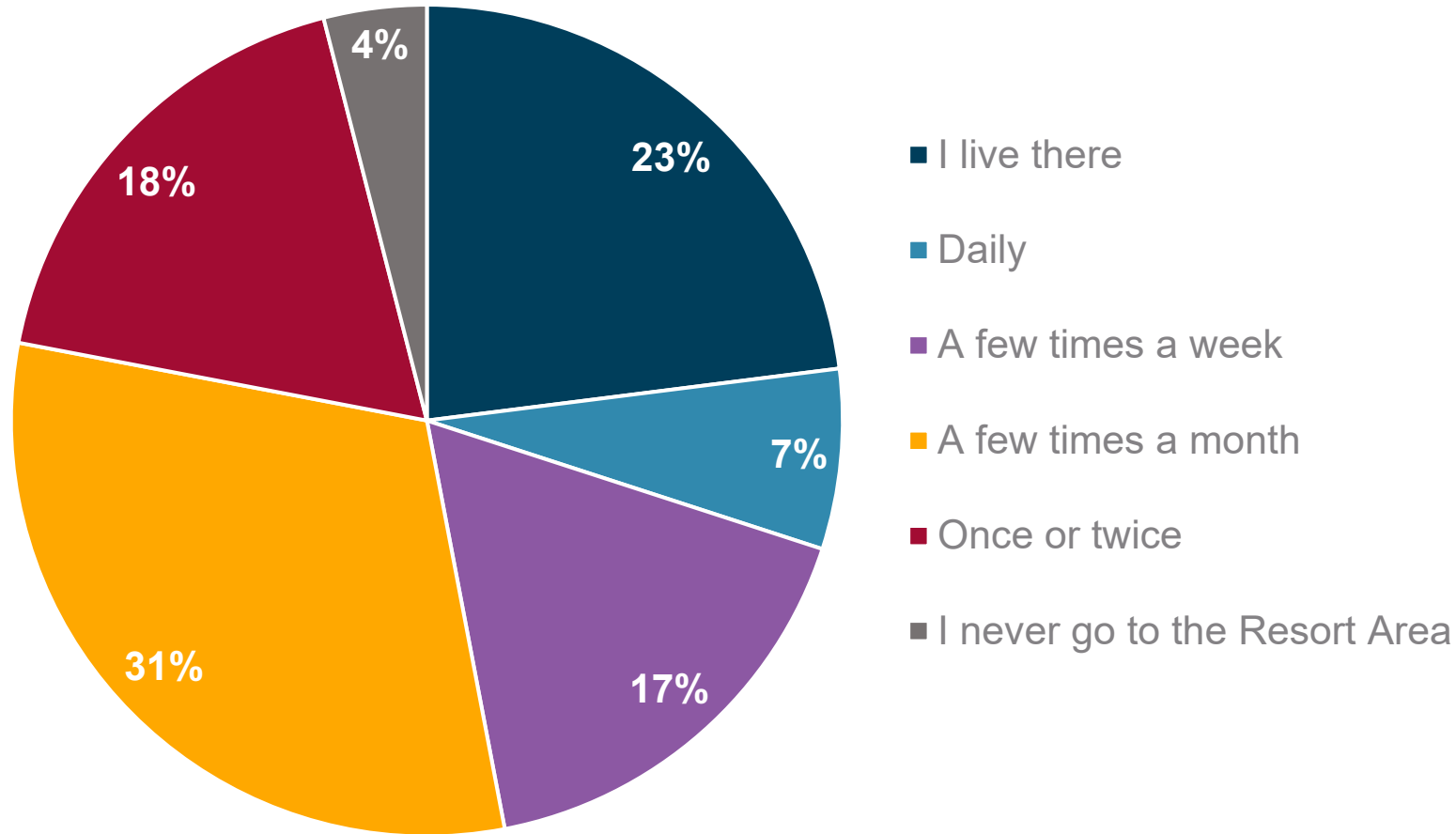
23456 | 9.9%

23452 | 9.6%

23462 | 7.5%

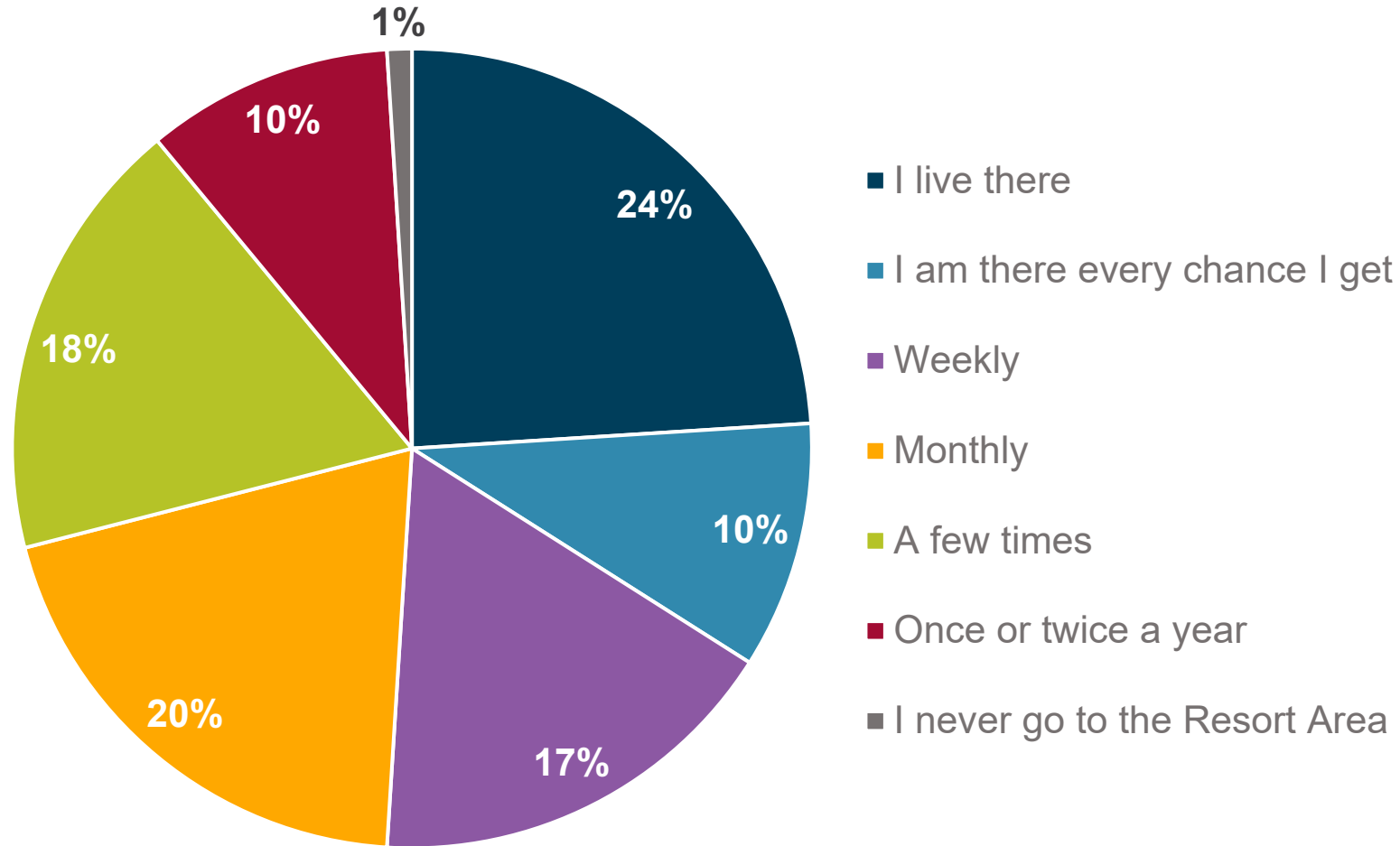
Question 32

How often do you typically visit the Virginia Beach Resort Area **during the summer**?



Question 33

How often do you typically visit the Virginia Beach Resort Area **during the off season**?





Resort Area Mobility Plan

Kimley»»Horn