

ELFS USER SURVEY - OVERVIEW

- When: April 12-16, 2004
- Where: Over 100 employment and shopping locations within ½ mile of C-470
- Who: 1,574 C-470 users (+/- 2.6% at 95% Confidence Level)
- Objectives:
 - Price Sensitivity
 - Travel characteristics of C-470 users
 - Awareness of Express Lanes Concept
 - Reasons users avoid C-470
 - Interest in mode shift - HOVs, Express Bus
 - Gauge support for Express Lanes