FLORIDA OFFICIAL TRANSPORTATION MAP:
USER EXPECTATIONS, INTERESTS, AND PREFERENCES

Final Report
Contract BDK83 977-23

**Prepared for Survey and Mapping Office
Florida Department of Transportation**

May 2013

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Disclaimer

The opinions, findings, and conclusions expressed in this publication are those of the authors and not necessarily those of the State of Florida Department of Transportation.

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16. Abstract

 In an effort to improve Florida's Official Transportation Map, the Florida Department of Transportation (FDOT) commissioned a study of Florida's Official Transportation Map users. The goal was to identify potential changes that can be used to help design and improve the overall usability of the map. The Florida State University Survey Research Laboratory staff designed a survey to accompany the 2013 Florida Official Transportation Map. Feedback was solicited from the travelers of Florida's highway system as well as other government agencies and offices who are contributors of data represented in the map. The report describes the methodology used and contains the survey instruments, letters of invitation, tabulated results, and open-ended responses. A database containing the results was created for the Florida Department of Transportation staff so they could analyze and evaluate the suggestions made by map users.

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Executive Summary

In an effort to improve Florida's Official Transportation Map, the Florida Department of Transportation (FDOT) commissioned a survey of Florida's Official Transportation Map users. The goal was to identify potential changes that can be used to help design and improve the overall usability of the map. This project identified interests and improvements suggested by the Florida Official Transportation Map users. Feedback was solicited from the travelers of Florida's highway system as well as other government agencies and offices who are contributors of data represented in the map.

The Approach. The Florida State University (FSU) Survey Research Laboratory designed two surveys, one which targeted visitors and residents and the other which targeted stakeholders. User groups surveyed included tourists/visitors to Florida; Florida residents; and internal and external stakeholders (state and federal agencies contributing to data represented on the Florida Official Transportation Map).

The FSU Survey Research Laboratory, with review from FDOT staff, designed original survey instruments to accompany the 2013 paper Florida's Official Transportation Map. The potential respondents were provided a 2013 paper Florida Official Transportation Map along with the survey. Respondents were asked to evaluate specific features of the map including formatting and display options, advertisements, map boxes such as city insets. In addition, respondents were asked to provide general comments and opinions about the map. The survey versions differed slightly for Florida residents/ visitors and the stakeholders. Fieldwork was conducted between January 2013 and May 2013. Different sampling strategies and sampling frames were employed to distribute the survey and gather these data from the various users.

Florida Visitors and Non-Florida Residents. In order to solicit opinions from visitors and non-Florida residents, two strategies were used. To distribute the survey to Florida visitors, VISITFLORIDA asked people requesting a map in the welcome centers if they would be willing to participate in a survey assessment of the map. Among the welcome centers, 950 survey packets were distributed to those willing to participate. A total of 127 welcome center visitors returned a survey.

To distribute the survey to non-Florida residents, a second sample of 1,200 non-residents was obtained through a commercial sampling company. For this project, the company drew a sample from non-Florida households that had recently visited Universal Studios or Disney World theme parks. This sample was mailed a survey packet containing a letter, Map, survey instrument, and return envelope. A total of 57 Out-of State individuals who were mailed a survey returned it.

Florida Residents. In order to gather the opinions of Florida residents, surveys were sent to a random sample of 1,200 Florida residents. The sampling frame for this population was obtained using an addressed-based sample (ABS) purchased from a commercial company. A sample of 1,200 randomly selected addresses in Florida were mailed a survey packet containing a letter, map, survey instrument, and return envelope. A total of 111 Florida residents who were mailed a survey returned it.

Internal and External Stakeholders. FDOT staff provided a list of 35 internal and 28 external stakeholders for this survey. FDOT District and Central Office staff made up the internal stakeholder sample. Florida city and county officials, other state transportation departments, and federal agencies made up the external stakeholder sample. The survey instrument was modified slightly to better target opinions and concerns of stakeholders. Eight stakeholders returned the survey.

Results. Based on all of the fieldwork efforts, a total of 303 map users' opinions and perceptions were obtained. The report presents a compilation of responses to the survey items by each user group. The responses to the open-ended questions posed to respondents are found in the appendix C. The instruments as well as the letters used to invite participation are also included in appendix A and appendix B.

The primary goal of the Florida Official Transportation Map: User Expectations, Interests, and Preferences project was to gather information from various users and to provide data sets for use by the Survey and Mapping Office staff as they design future maps. The FDOT staff were provided the data in an ACCESS database so they may identify and evaluate potential changes in improving the overall usability of the 2014 Florida Official Transportation Map.

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Table of Contents

List of Tables

List of Acronyms

ABS   address based sampling

FDOT   Florida Department of Transportation

FSU   Florida State University

SSI   Survey Sampling, Incorporated

Chapter One
Introduction

The Florida Official Transportation Map is produced through the Florida Department of Transportation (FDOT) Survey and Mapping Office, in agreement with VISITFLORIDA, the official Florida tourism industry marketing corporation. Since 1998, VISITFLORIDA has solicited financial participation from tourism-related businesses, made all revisions requested by the Survey and Mapping Office and prepared the final print of the map. The Survey and Mapping Office reviews and approves revision requests for all cartographic and travel-related information and monitors all changes to the map for each edition produced by VISITFLORIDA. Beginning with the 2013 edition of Florida's Official Transportation Map, the FDOT Surveying and Mapping Office has undertaken responsibility of preparing the map cartography, a responsibility previously held by VISITFLORIDA. This research project collects and prepares ACCESS databases for subsequent use by the Survey and Mapping Office staff. The Survey and Mapping Office staff will analyze the information collected and integrate useful findings into their future design efforts.

This project identifies interests and improvements suggested by the Florida Official Transportation Map users. Feedback was solicited from the travelers of Florida's highway system as well as other government agencies and offices who are contributors of data represented in the map. Collecting information that could help FDOT staff identify potential changes to the design and overall usability of the Florida Official Transportation Map was the goal of the project.

Project Objectives

Objectives of the project include collecting and tabulating information that would:
- Enhance the accuracy and functionality of Florida's Official Transportation Map;
- Better meet the interests of travelers of Florida's transportation systems;
- Better target sponsor support for generating needed revenues for production costs;
- Obtain input from Florida's Official Transportation Map users regarding improvements they would like to see incorporated into the map; and
- Increase interest in Florida's destinations by providing information on points of interest desired by the users of Florida's Official Transportation Map and Florida's tourism.

The Approach

User Groups. The FSU Survey Research Laboratory, in consultation with the FDOT Survey and Mapping Office staff, designed and implemented two surveys targeted at various user groups:

- Tourists/visitors to Florida
- Florida Residents
- Internal and external stakeholders--state and federal agencies contributing to data represented on the Florida Official Transportation Map.

An original survey instrument was prepared along with appropriate cover letters. Appendix A contains the survey instruments and appendix B contains the cover letters.

Methodology

The Florida Official Transportation Map: User Expectations, Interests, and Preferences project sought to gather information from Florida Visitors , Florida residents, and government stakeholders. Different sampling strategies and sampling frames were employed to gather this data.

The Samples

Florida Visitors and Non-Florida Resident Samples.   In order to solicit opinions from visitors and non-Florida residents, two strategies were used. VISITFLORIDA asked people requesting a map in the welcome centers if they would be willing to participate in a survey assessment of the map. Among the welcome centers, 950 survey packets were distributed. For those willing to participate, packets containing a letter, the 2013 Florida Official Transportation Map, a survey instrument, and a return business reply envelope were given to them. A second sample of 1,200 non-residents was obtained through a commercial sampling company, Survey Sampling Inc. (SSI). This sample was drawn from their database that could identify out-of-state households that had recently visited Universal Studios or Disney World theme parks. This sample was mailed a survey packet.

Florida Residents Sample. In order to gather the opinions of Florida residents, surveys were sent to a random sample of 1,200 Florida residents. The sampling frame for this population was obtained using an addressed-based sample (ABS) purchased from Survey Sampling Inc. (SSI). Address-based frames are compiled based on the Delivery Sequence File of the U.S. Postal Service. Address-based samples provide a listing of al households that receive mail delivered at a home. It provides a sampling base to randomly select households for a survey.

Internal and External Stakeholders Sample. FDOT staff provided a list of 35 internal and 28 external stakeholders for this survey. FDOT District and Central Office staff made up the internal stakeholder sample. Florida city and county officials, other state transportation departments, and federal agencies made up the external stakeholder sample. The survey instrument was modified slightly to better target opinions and concerns of stakeholders.

Survey Instruments

The FSU Survey Research Laboratory, in consultation with FDOT staff, designed original survey instruments to accompany the 2013 paper Florida's Official Transportation Map. The potential respondents were provided a 2013 paper Florida Official Transportation Map. The survey directed the respondent to the appropriate side of the map and described specific features. The versions differed slightly for Florida residents/ visitors and the stakeholders. [See Appendix A.]

Visitors and Florida Resident Survey. The Florida resident and visitor survey covered a number of topics:
- How and why the user obtained the map
- Formatting and display options for the map
- Map advertisements
- Background information
- Evaluating the legend, city insets and transportation boxes
  - How likely to use
  - Most helpful

Appendix B contains the letters that accompanied the packets.

Internal and External Stakeholder Survey. The stakeholder survey was modified slightly to accommodate the stakeholders:
- Formatting and display options for the map
- Background information
- Evaluating the legend, city insets and transportation boxes
  - How clear
  - Most helpful
- Other suggestions

Appendix B contains the letters that were sent to internal and external stakeholders.

Fieldwork

In December 2012, a pretest of the instrument was conducted. When asked by a visitor for a map at the welcome center, VISITFLORIDA staff asked if they would be willing to take a survey assessing the map features and fill it out later. The survey packet contained a letter explaining the project, a 2013 Florida Official Transportation Map, the survey instrument, and a self-addressed business reply envelope. Based on this pretest, 950 packets were prepared and distributed to the five Official Florida Welcome Centers in early February 2013. [See Table 1.] The letter of instructions for the distribution of the surveys to visitors willing to participate in the survey is included in Appendix B.

Table 1
Distribution of Visitor Surveys by VISITFLORIDA Welcome Centers

VISITFLORIDA Welcome Centers		Total Distributed	Total Returned
Tallahassee	State Capitol Building	50	1
US 231	near Campbellton and also near Marianna	150	26
I-10	west of Pensacola	250	42
I-95	north of Yulee (near Jacksonville)	150	27
I-75	at Jennings (near Lake City)	300	31

The mail survey to Florida residents and the survey targeting recent visitors to Florida were sent the first week of March 2013. Each purchased sample contained 1,200 addresses. The results of the welcome center and mailed surveys are displayed in Table 2.

Table 2
Resident and Visitor Survey Dispositions

	Florida Welcome Centers		Resident Mail		Visitor Mail	
Cooperation Rate -- % of Surveys Delivered	Number	Percent	Number	Percent	Number	Percent
Delivered	950		1,082		1,200	
Returned -- Complete	127	13%	111	10%	57	5%
Unreturned	823	87%	971	90%	1,069	95%
Results of All Surveys Attempted						
Total Attempted	950		1,200		1,200	
Surveys Delivered	950	100%	1,082	90%	1,126	94%
Not Deliverable	0	0%	118	10%	74	6%

The survey was sent to internal and external stakeholders in early April 2013. FDOT staff identified 63 stakeholders they wanted to survey. The internal stakeholder sample included FDOT District and Central Office staff. the external stakeholder sample contained Florida city and county officials, other state transportation departments, and federal agencies staff. Table 3 contains the results of this effort.

Table 3
Internal and External Survey Dispositions

	Internal Stakeholder		External Stakeholder	
Cooperation Rate -- % of Surveys Delivered	**Number**	**Percent**	**Number**	**Percent**
Delivered	35		28	
Returned -- Complete	6	17%	2	7%
Unreturned	29	83%	26	93%
Results of All Surveys Attempted				
Total Attempted	35		28	
Surveys Delivered	35	100%	28	100%
Not Deliverable	0	0%	0	0%

Findings

The primary goal of the Florida Official Transportation Map: User Expectations, Interests, and Preferences study was to gather information from various users and provide data sets for use by the Survey and Mapping Office as they design future maps. This chapter contains a compilation of responses to the survey items by each user group. The methodology used to gather opinions and preferences is important to document. Appendix A contains the instruments used and Appendix B contains the letters. The responses to the open-ended questions posed to respondents are found in Appendix C.

Survey Results

The remainder of the report contains a comparison of the responses by various groups sampled. The first section compares welcome centers, Florida residents, and the visitors sample respondents. The second section reports internal and external stakeholder group responses.

1.	What are your reasons for getting and/or using the Florida Official Transportation map? [Please ✓ all that apply]	Welcome Centers (n=126)	Florida Resident (n=111)	Visitors (n=56)
	Planning trips	68%	61%	64%
	Use with GPS or other computer Mapping applications	41%	24%	25%
	Locate specific facilities, points of interests such as rest areas, state parks	65%	47%	45%
	Navigate during trips	77%	49%	55%
	Like to have a hard copy map on-hand when travel	91%	74%	63%
	Other [Please specify]:_____	5%	8%	13%
	Would Not Use this paper map	0%	7%	5%

2.	Please indicate if you have obtained the Florida Official Transportation Map from any of the following: [Please ✓ all that apply]	Welcome Centers (n=126)	Florida Resident (n=107)	Visitors (n=57)
	Florida Welcome Center	96%	42%	19%
	Tourist Bureau (County, City)	2%	12%	2%
	Rest Area	15%	29%	25%
	Visit Florida Website	1%	3%	4%
	Florida Dept of Transportation Website	0%	2%	0%
	Other [Please specify] _____	2%	23%	21%
	I have never obtained a Official Florida Transportation Map	1%	31%	44%

3.	Which format would you prefer when using the Florida Official Transportation Map? [Please ✓ only one]	Welcome Centers (n=127)	Florida Resident (n=108)	Visitors (n=57)
	Paper hard copy only	72%	26%	39%
	Web only	0%	7%	7%
	Both web and paper hard copy	28%	68%	54%

4.	Which of the following options concerning the way the Florida map is displayed would you prefer? [Please ✓ only one]	Welcome Centers (n=123)	Florida Resident (n=110)	Visitors (n=56)
	Keep the map's scale as it is with the entire state displayed on a single side	38%	49%	43%
	Display the state in two sections using the front and back of the map resulting in a larger scale.	48%	38%	36%
	I do not have a preference	14%	13%	21%

5.	In what way do you think the layout and appearance of the map of Florida could be improved? [Please describe]

Map Advertisements—Currently, the Florida Official Transportation Map is produced at no cost to taxpayers and is distributed to the public for free. The cost of production, printing, and delivery of the map is paid for entirely through the sale of commercial advertising. All advertisements on the map promote Florida travel and tourist attractions or services. We would like your views about the advertisements located on the Florida Official Transportation Map.

6. How likely are you to use the information provided in the advertisements?	Welcome Centers (n=124)	Florida Resident (n=109)	Visitors (n=56)
Very likely to use	7%	16%	11%
Somewhat likely to use	48%	43%	46%
Not likely to use	39%	34%	41%
I would not use the information provided in the advertisements	7%	7%	2%

7. Do the ads provide information you find useful . . .	Welcome Centers (n=123)	Florida Resident (n=109)	Visitors (n=56)
Most of the time	9%	20%	5%
Some of the time	50%	48%	61%
Hardly ever	31%	24%	25%
None of the time	10%	8%	9%

8. Which option would you prefer?	Welcome Centers (n=121)	Florida Resident (n=107)	Visitors (n=56)
A map with ads	20%	38%	21%
A map without ads that is updated only when there are major road changes	31%	27%	34%
A map without ads that is updated every 2 years	49%	35%	45%

Background Information—We would like you to provide us with some background information before we ask you to look at the map and evaluate the legend, city insets, and transportation information boxes.

9. Do you live in:	Welcome Centers (n=125)	Florida Resident (n=110)	Visitors (n=56)
Florida	11%	97%	0%
Another State _____	87%	0%	100%
Both	2%	3%	0%

11. Gender	Welcome Centers (n=123)	Florida Resident (n=109)	Visitors (n=57)
Female	42%	37%	21%
Male	56%	63%	79%
Both	3%	0%	0%

12. In what year were you born? Age Group	Welcome Centers (n=120)	Florida Resident (n=108)	Visitors (n=52)
18-45 Years Old	3%	16%	19%
46-55 Years Old	9%	23%	25%
56-65 Years Old	25%	29%	29%
Over 65	63%	32%	27%

Evaluating the Legend, City Insets, and Transportation Information Boxes

We value your opinions and insights about items such as the legend, city map insets, and transportation information boxes. In order to help locate these features, we refer to Side A and Side B of the Florida Official Transportation map.

SIDE A
- Map of Florida
- City Insets
- Information Features

SIDE B
- Governor's Welcome
- Park Information & Mileage Advertisements

Legend—The Legend provides symbols for Road Classifications, Population, State Parks, Recreation Areas, Rest Area, and special features such as airports and points of interest. (Side A)

13. How easy or difficult was it to find things such as parks or locations on the map using the symbols in the Legend?	Welcome Centers (n=123)	Florida Resident (n=106)	Visitors (n=55)
Very easy (no difficulty)	39%	36%	46%
Fairly easy (some difficulty)	47%	51%	44%
Not easy at all (very difficult)	10%	11%	6%
I do not think I would use the Legend information.	4%	2%	6%

14. Did the information in the Legend help you find what you were looking for on the map?	Welcome Centers (n=123)	Florida Resident (n=105)	Visitors (n=55)
Yes	86%	85%	86%
No **[Please answer the following]** What was the problem?	7%	10%	6%
I do not think I would use the Legend information.	7%	6%	9%

15. Did you find any symbols in the Legend confusing or difficult to interpret? *[Please explain]*

City Map Insets—The Florida Official Transportation Map contains inset maps for a number of Florida Cities. We would like your opinion about these city maps. (Side A)

16. How likely are you to refer to or use the City Map Insets?	Welcome Centers (n=120)	Florida Resident (n=107)	Visitors (n=54)
Very Likely to Use	76%	47%	56%
Somewhat Likely to Use	23%	41%	37%
Not Likely to Use	1%	11%	7%
Would Not Use	0%	1%	0%

17. Is there a CITY MAP that you would

Recommend ADDING: _____

Recommend REMOVING: _____

18.   Any suggestions for the CITY MAP INSETS?

19. We would like your views about transportation information boxes located on the map. The side of the map (A or B) where the transportation information box is located is indicated. Please rate each of the items listed below.

Transportation Information Boxes **SIDE A** How LIKELY would you be TO USE the following?			
1. Amtrak Stations—List of Amtrak and Tri-Rail Stations	Welcome Centers (n=120)	Florida Resident (n=107)	Visitors (n=56)
Very Likely to Use	4%	9%	5%
Somewhat Likely to Use	13%	34%	21%
Not Likely to Use	50%	37%	50%
Would Not Use	33%	20%	23%
2. Florida's Turnpike—Lists Milepost for each exit	Welcome Centers (n=120)	Florida Resident (n=106)	Visitors (n=56)
Very Likely to Use	64%	51%	43%
Somewhat Likely to Use	22%	37%	45%
Not Likely to Use	9%	8%	9%
Would Not Use	5%	5%	4%
3. Florida Turnpike List Where Electronic Tolls Only are Accepted	Welcome Centers (n=120)	Florida Resident (n=104)	Visitors (n=56)
Very Likely to Use	48%	43%	39%
Somewhat Likely to Use	19%	32%	38%
Not Likely to Use	22%	14%	13%
Would Not Use	12%	12%	11%
4. Update: Florida Tolls – What you Need to Know	Welcome Centers (n=118)	Florida Resident (n=104)	Visitors (n=56)
Very Likely to Use	58%	47%	48%
Somewhat Likely to Use	23%	34%	38%
Not Likely to Use	11%	12%	11%
Would Not Use	9%	7%	4%
5. Florida Tolls Roads—Lists roads that charge tolls	Welcome Centers (n=117)	Florida Resident (n=103)	Visitors (n=57)
Very Likely to Use	68%	51%	54%
Somewhat Likely to Use	24%	36%	35%
Not Likely to Use	6%	8%	9%
Would Not Use	3%	6%	2%
6. Florida Designated Scenic Highways—provides description of roads designated as scenic highways	Welcome Centers (n=119)	Florida Resident (n=107)	Visitors (n=55)
Very Likely to Use	46%	34%	33%
Somewhat Likely to Use	40%	44%	44%
Not Likely to Use	13%	17%	20%
Would Not Use	2%	6%	4%

How LIKELY would you be TO USE the following?

7. **Florida Interstate Exit Key**—Exit/Milepost Listed for Each Interstate Highway	Welcome Centers (n=119)	Florida Resident (n=106)	Visitors (n=56)
Very Likely to Use	80%	58%	43%
Somewhat Likely to Use	16%	29%	45%
Not Likely to Use	3%	8%	11%
Would Not Use	1%	6%	2%

8. **Florida Greenways & Trails**—lists location and activities	Welcome Centers (n=114)	Florida Resident (n=107)	Visitors (n=56)
Very Likely to Use	24%	21%	16%
Somewhat Likely to Use	40%	49%	43%
Not Likely to Use	30%	26%	32%
Would Not Use	6%	5%	9%

9. **Road Rangers & Florida Highway Patrol**	Welcome Centers (n=110)	Florida Resident (n=106)	Visitors (n=56)
Very Likely to Use	17%	19%	11%
Somewhat Likely to Use	42%	44%	38%
Not Likely to Use	36%	27%	48%
Would Not Use	6%	9%	4%

10. **Partial List of Cities and Towns**—map coordinates given to locate city/town	Welcome Centers (n=119)	Florida Resident (n=107)	Visitors (n=57)
Very Likely to Use	62%	42%	42%
Somewhat Likely to Use	24%	44%	49%
Not Likely to Use	12%	10%	9%
Would Not Use	2%	4%	0%

11. **Florida Interstate System**—Lists milepost and road names for Interstate Highways such as I-75	Welcome Centers (n=120)	Florida Resident (n=106)	Visitors (n=56)
Very Likely to Use	84%	62%	61%
Somewhat Likely to Use	13%	26%	34%
Not Likely to Use	3%	7%	4%
Would Not Use	1%	6%	2%

Transportation
 Information Boxes

 SIDE B

How LIKELY would you be TO USE the following?

12. **Florida Parks**—Location, activities, and Features	Welcome Centers (n=120)	Florida Resident (n=108)	Visitors (n=57)
Very Likely to Use	44%	42%	42%
Somewhat Likely to Use	40%	47%	40%
Not Likely to Use	14%	6%	14%
Would Not Use	3%	6%	4%
13. **Coastal & Aquatic Managed Areas**—Location and Features	Welcome Centers (n=116)	Florida Resident (n=106)	Visitors (n=56)
Very Likely to Use	29%	27%	29%
Somewhat Likely to Use	37%	44%	42%
Not Likely to Use	27%	21%	23%
Would Not Use	8%	8%	5%
14. **U.S. Park & Forest Service** —Location and Features	Welcome Centers (n=114)	Florida Resident (n=105)	Visitors (n=56)
Very Likely to Use	33%	31%	32%
Somewhat Likely to Use	35%	46%	39%
Not Likely to Use	29%	17%	23%
Would Not Use	4%	6%	5%
15. **Division of Forestry**—Location and Features	Welcome Centers (n=114)	Florida Resident (n=106)	Visitors (n=56)
Very Likely to Use	18%	17%	20%
Somewhat Likely to Use	27%	32%	36%
Not Likely to Use	44%	43%	27%
Would Not Use	11%	8%	18%
16. **Official Highway Mileage Chart**—provides intercity distances	Welcome Centers (n=117)	Florida Resident (n=107)	Visitors (n=57)
Very Likely to Use	72%	50%	53%
Somewhat Likely to Use	26%	32%	39%
Not Likely to Use	1%	11%	7%
Would Not Use	2%	8%	2%

SIDE A	MOST LIKELY TO USE			LEAST LIKELY TO USE		
	Welcome Centers (n=56)	Florida Resident (n=56)	Visitors (n=30)	Welcome Centers (n=55)	Florida Resident (n=47)	Visitors (n=32)
1. **Amtrak Stations**—List of Amtrak and Tri-Rail Stations	0%	4%	4%	33%	30%	38%
2. **Florida's Turnpike**—Lists Milepost for each exit	0%	5%	7%	18%	4%	6%
3. **Florida Turnpike List Where Electronic Tolls Only are Accepted**	4%	0%	10%	4%	4%	0%
4. **Update: Florida Tolls –** What you Need to Know	4%	4%	13%	2%	11%	0%
5. **Florida Tolls Roads**—Lists roads that charge tolls	7%	2%	7%	2%	2%	3%
6. **Florida Designated Scenic Highways**—provides description of roads designated as scenic highways	4%	5%	7%	4%	2%	3%
7. **Florida Interstate Exit Key**—Exit/Milepost Listed for Each Interstate Highway	30%	16%	3%	2%	0%	3%
8. **Florida Greenways & Trails**—lists location and activities	4%	5%	7%	7%	2%	16%
9. **Road Rangers & Florida Highway Patrol**	4%	2%	0%	6%	15%	0%
10. **Partial List of Cities and Towns**—map coordinates given to locate city/town	7%	9%	13%	2%	0%	3%
11. **Florida Interstate System**—Lists milepost and road names for Interstate Highways such as I-75	13%	16%	7%	2%	0%	0%
SIDE B						
12. **Florida Parks**—Location, activities, and Features	5%	9%	3%	6%	0%	0%
13. **Coastal & Aquatic Managed Areas**—Location and Features	2%	4%	3%	2%	9%	6%
14. **U.S. Park & Forest Service** — Location and Features	9%	0%	0%	2%	4%	0%
15. **Division of Forestry**—Location and Features	0%	2%	0%	13%	13%	18%
16. **Official Highway Mileage Chart**—provides intercity distances	9%	18%	17%	0%	4%	3%

Transportation Information Boxes

SIDE A

How HELPFUL are the following?

	Welcome Centers (n=84)	Florida Resident (n=90)	Visitors (n=45)
1. Amtrak Stations—List of Amtrak and Tri-Rail Stations			
Very Helpful	13%	23%	20%
Somewhat Helpful	39%	56%	51%
Not Helpful	48%	21%	29%

	Welcome Centers (n=96)	Florida Resident (n=91)	Visitors (n=46)
2. Florida's Turnpike—Lists Milepost for each exit			
Very Helpful	73%	62%	50%
Somewhat Helpful	18%	35%	46%
Not Helpful	9%	3%	4%

	Welcome Centers (n=94)	Florida Resident (n=90)	Visitors (n=49)
3. Florida Turnpike List Where Electronic Tolls Only are Accepted			
Very Helpful	53%	52%	57%
Somewhat Helpful	32%	38%	35%
Not Helpful	15%	10%	8%

	Welcome Centers (n=94)	Florida Resident (n=89)	Visitors (n=48)
4. Update: Florida Tolls – What you Need to Know			
Very Helpful	62%	60%	63%
Somewhat Helpful	30%	26%	33%
Not Helpful	9%	15%	4%

	Welcome Centers (n=95)	Florida Resident (n=90)	Visitors (n=49)
5. Florida Tolls Roads—Lists roads that charge tolls			
Very Helpful	68%	68%	67%
Somewhat Helpful	26%	29%	29%
Not Helpful	5%	3%	4%

	Welcome Centers (n=91)	Florida Resident (n=93)	Visitors (n=46)
6. Florida Designated Scenic Highways—provides description of roads designated as scenic highways			
Very Helpful	55%	42%	48%
Somewhat Helpful	40%	51%	46%
Not Helpful	6%	8%	7%

Transportation
 Information Boxes

SIDE A

How HELPFUL are the following?

7. **Florida Interstate Exit Key**—Exit/Milepost Listed for Each Interstate Highway	Welcome Centers (n=94)	Florida Resident (n=92)	Visitors (n=48)
Very Helpful	82%	63%	50%
Somewhat Helpful	18%	32%	44%
Not Helpful	0%	5%	6%

8. **Florida Greenways & Trails**—lists location and activities	Welcome Centers (n=91)	Florida Resident (n=91)	Visitors (n=46)
Very Helpful	32%	34%	39%
Somewhat Helpful	55%	52%	48%
Not Helpful	13%	14%	13%

9. **Road Rangers & Florida Highway Patrol**	Welcome Centers (n=87)	Florida Resident (n=89)	Visitors (n=48)
Very Helpful	31%	42%	31%
Somewhat Helpful	58%	45%	58%
Not Helpful	12%	14%	10%

10. **Partial List of Cities and Towns**—map coordinates given to locate city/town	Welcome Centers (n=94)	Florida Resident (n=90)	Visitors (n=47)
Very Helpful	68%	53%	66%
Somewhat Helpful	28%	42%	34%
Not Helpful	4%	4%	0%

11. **Florida Interstate System**—Lists milepost and road names for Interstate Highways such as I-75	Welcome Centers (n=95)	Florida Resident (n=92)	Visitors (n=48)
Very Helpful	84%	70%	69%
Somewhat Helpful	15%	26%	25%
Not Helpful	1%	4%	6%

**Transportation
 Information Boxes**

SIDE B

How HELPFUL are the following?

	Welcome Centers (n=95)	Florida Resident (n=92)	Visitors (n=47)
12. Florida Parks—Location, activities, and Features			
Very Helpful	59%	53%	62%
Somewhat Helpful	34%	42%	32%
Not Helpful	7%	4%	6%

	Welcome Centers (n=91)	Florida Resident (n=90)	Visitors (n=47)
13. Coastal & Aquatic Managed Areas—Location and Features			
Very Helpful	43%	46%	45%
Somewhat Helpful	39%	41%	47%
Not Helpful	19%	13%	9%

	Welcome Centers (n=91)	Florida Resident (n=89)	Visitors (n=46)
14. U.S. Park & Forest Service —Location and Features			
Very Helpful	47%	43%	48%
Somewhat Helpful	40%	44%	46%
Not Helpful	13%	14%	7%

	Welcome Centers (n=89)	Florida Resident (n=90)	Visitors (n=47)
15. Division of Forestry—Location and Features			
Very Helpful	30%	32%	36%
Somewhat Helpful	39%	49%	43%
Not Helpful	30%	19%	21%

	Welcome Centers (n=95)	Florida Resident (n=91)	Visitors (n=47)
16. Official Highway Mileage Chart—provides intercity distances			
Very Helpful	74%	65%	62%
Somewhat Helpful	24%	30%	36%
Not Helpful	2%	6%	2%

SIDE A	MOST HELPFUL			LEAST HELPFUL		
	Welcome Centers (n=55)	Florida Resident (n=51)	Visitors (n=30)	Welcome Centers (n=49)	Florida Resident (n=41)	Visitors (n=30)
1. **Amtrak Stations**—List of Amtrak and Tri-Rail Stations	0%	4%	7%	35%	32%	23%
2. **Florida's Turnpike**—Lists Milepost for each exit	4%	10%	13%	8%	7%	10%
3. **Florida Turnpike List Where Electronic Tolls Only are Accepted**	2%	2%	10%	10%	2%	7%
4. **Update: Florida Tolls –** What you Need to Know	6%	4%	10%	4%	10%	7%
5. **Florida Tolls Roads**—Lists roads that charge tolls	6%	2%	10%	2%	2%	0%
6. **Florida Designated Scenic Highways**—provides description of roads designated as scenic highways	2%	2%	3%	4%	0%	3%
7. **Florida Interstate Exit Key**—Exit/Milepost Listed for Each Interstate Highway	22%	14%	0%	2%	2%	3%
8. **Florida Greenways & Trails**—lists location and activities	6%	0%	7%	4%	0%	10%
9. **Road Rangers & Florida Highway Patrol**	9%	2%	0%	4%	15%	3%
10. **Partial List of Cities and Towns**—map coordinates given to locate city/town	11%	16%	10%	2%	0%	7%
11. **Florida Interstate System**—Lists milepost and road names for Interstate Highways such as I-75	16%	12%	7%	2%	0%	0%
SIDE B						
12. **Florida Parks**—Location, activities, and Features	6%	10%	13%	0%	0%	0%
13. **Coastal & Aquatic Managed Areas**—Location and Features	2%	4%	0%	8%	12%	7%
14. **U.S. Park & Forest Service** — Location and Features	4%	0%	0%	0%	0%	0%
15. **Division of Forestry**—Location and Features	0%	4%	0%	14%	14%	20%
16. **Official Highway Mileage Chart**—provides intercity distances	7%	16%	10%	0%	2%	0%

Using the Florida Official Transportation Map

The Florida Department of Transportation (FDOT) is conducting this assessment to help identify potential changes in the 2014 Florida Official Transportation Map. The Department encourages your participation in this survey. Responses will be used to help design and improve our map. Thank you for your participation. Please Return in the Reply Envelope to:

FSU Survey Research Laboratory ■ MC: 2221 Florida State University ■ Tallahassee, FL 32306-2221

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1. Which format would you prefer when using the Florida Official Transportation Map?
[Please ✓ only one]

	(n=8)
Paper hard copy only	38%
Web only	0%
Both web and paper hard copy	63%

---

2. Which of the following options concerning the way the Florida map is displayed would you prefer? [Please ✓ only one]

	(n=8)
Keep the map's scale as it is with the entire state displayed on a single side	63%
Display the state in two sections using the front and back of the map resulting in a larger scale.	25%
I do not have a preference	13%

---

3. In what way do you think the layout and appearance of the map of Florida could be improved? *[Please Describe or Attach Comments]*

---

3. Findings: Internal and External Stakeholders   **Page 19**

Evaluating the Legend, City Insets, and Transportation Information Boxes

We value your opinions and insights about items such as the legend, city map insets, and transportation information boxes. In order to help locate these features, we refer to Side A and Side B of the Florida Official Transportation map.

SIDE A

- Map of Florida
- City Insets
- Information Features

SIDE B

- Governor's Welcome
- Park Information & Mileage Advertisements

Legend—The Legend provides symbols for Road Classifications, Population, State Parks, Recreation Areas, Rest Area, and special features such as airports and points of interest. (Side A)

13.	How easy or difficult was it to find things such as parks or locations on the map using the symbols in the Legend?	(n=7)
	Very easy (no difficulty)	43%
	Fairly easy (some difficulty)	29%
	Not easy at all (very difficult)	0%
	I do not think I would use the Legend information.	29%

14.	Did the information in the Legend help you find what you were looking for on the map?	(n=7)
	Yes	86%
	No **[Please answer the following]** What was the problem?	14%
	I do not think I would use the Legend information.	0%

15.	Did you find any symbols in the Legend confusing or difficult to interpret? *[Please explain]*

City Map Insets—The Florida Official Transportation Map contains inset maps for a number of Florida Cities. We would like your opinion about these city maps. (Side A)

16.	How likely are you to refer to or use the City Map Insets?	(n=7)
	Very Likely to Use	86%
	Somewhat Likely to Use	14%
	Not Likely to Use	0%
	Would Not Use	0%

17.	Is there a CITY MAP that you would
	Recommend ADDING: _____
	Recommend REMOVING: _____

18.	Any suggestions for the CITY MAP INSETS?

19. We would like your views about transportation information boxes located on the map. The side of the map (A or B) where the transportation information box is located is indicated. Please rate each of the items listed below.

Transportation Information Boxes	
SIDE A	
How CLEAR are the following?	
1. Amtrak Stations—List of Amtrak and Tri-Rail Stations	**(n=7)**
Very Clear	43%
Somewhat Clear	43%
Not Clear	14%
2. Florida's Turnpike—Lists Milepost for each exit	**(n=7)**
Very Clear	57%
Somewhat Clear	43%
Not Clear	0%
3. Florida Turnpike List Where Electronic Tolls Only are Accepted	**(n=7)**
Very Clear	43%
Somewhat Clear	29%
Not Clear	29%
4. Update: Florida Tolls – What you Need to Know	**(n=7)**
Very Clear	43%
Somewhat Clear	29%
Not Clear	29%
5. Florida Tolls Roads—Lists roads that charge tolls	**(n=7)**
Very Clear	57%
Somewhat Clear	29%
Not Clear	14%
6. Florida Designated Scenic Highways—provides description of roads designated as scenic highways	**(n=7)**
Very Clear	29%
Somewhat Clear	43%
Not Clear	29%

Transportation Information Boxes	
SIDE A	

How CLEAR are the following?

7.	**Florida Interstate Exit Key**—Exit/Milepost Listed for Each Interstate Highway	**(n=7)**
	Very Clear	71%
	Somewhat Clear	28%
	Not Clear	0%

8.	**Florida Greenways & Trails**—lists location and activities	**(n=7)**
	Very Clear	29%
	Somewhat Clear	57%
	Not Clear	14%

9.	**Road Rangers & Florida Highway Patrol**	**(n=7)**
	Very Clear	43%
	Somewhat Clear	57%
	Not Clear	0%

10.	**Partial List of Cities and Towns**—map coordinates given to locate city/town	**(n=7)**
	Very Clear	57%
	Somewhat Clear	29%
	Not Clear	14%

11.	**Florida Interstate System**—Lists milepost and road names for Interstate Highways such as I-75	**(n=7)**
	Very Clear	57%
	Somewhat Clear	43%
	Not Clear	0%

Transportation
 Information Boxes

SIDE B

How CLEAR are the following?

12.	**Florida Parks**—Location, activities, and Features	**(n=7)**
	Very Clear	57%
	Somewhat Clear	43%
	Not Clear	0%

13.	**Coastal & Aquatic Managed Areas**—Location and Features	**(n=7)**
	Very Clear	43%
	Somewhat Clear	57%
	Not Clear	0%

14.	**U.S. Park & Forest Service** —Location and Features	**(n=7)**
	Very Clear	43%
	Somewhat Clear	57%
	Not Clear	0%

15.	**Division of Forestry**—Location and Features	**(n=7)**
	Very Clear	57%
	Somewhat Clear	43%
	Not Clear	0%

16.	**Official Highway Mileage Chart**—provides intercity distances	**(n=7)**
	Very Clear	57%
	Somewhat Clear	43%
	Not Clear	0%

SIDE A	MOST CLEAR (n=3)	LEAST CLEAR (n=4)
1. **Amtrak Stations**—List of Amtrak and Tri-Rail Stations	0%	25%
2. **Florida's Turnpike**—Lists Milepost for each exit	0%	0%
3. **Florida Turnpike List Where Electronic Tolls Only are Accepted**	0%	25%
4. **Update: Florida Tolls –** What you Need to Know	33%	0%
5. **Florida Tolls Roads**—Lists roads that charge tolls	33%	25%
6. **Florida Designated Scenic Highways**—provides description of roads designated as scenic highways	0%	0%
7. **Florida Interstate Exit Key**— Exit/Milepost Listed for Each Interstate Highway	0%	0%
8. **Florida Greenways & Trails**—lists location and activities	0%	25%
9. **Road Rangers & Florida Highway Patrol**	0%	0%
10. **Partial List of Cities and Towns**—map coordinates given to locate city/town	0%	0%
11. **Florida Interstate System—**Lists milepost and road names for Interstate Highways such as I-75	0%	0%
SIDE B		
12. **Florida Parks**—Location, activities, and Features	0%	0%
13. **Coastal & Aquatic Managed Areas**— Location and Features	0%	0%
14. **U.S. Park & Forest Service** —Location and Features	0%	0%
15. **Division of Forestry**—Location and Features	33%	0%
16. **Official Highway Mileage Chart**— provides intercity distances	0%	0%

Transportation
Information Boxes

SIDE A

How HELPFUL are the following?

1. Amtrak Stations—List of Amtrak and Tri-Rail Stations	**(n=6)**
Very Helpful	50%
Somewhat Helpful	33%
Not Helpful	17%
2. Florida's Turnpike—Lists Milepost for each exit	**(n=6)**
Very Helpful	50%
Somewhat Helpful	50%
Not Helpful	0%
3. Florida Turnpike List Where Electronic Tolls Only are Accepted	**(n=6)**
Very Helpful	50%
Somewhat Helpful	33%
Not Helpful	17%
4. Update: Florida Tolls – What you Need to Know	**(n=6)**
Very Helpful	50%
Somewhat Helpful	33%
Not Helpful	17%
5. Florida Tolls Roads—Lists roads that charge tolls	**(n=6)**
Very Helpful	67%
Somewhat Helpful	33%
Not Helpful	0%
6. Florida Designated Scenic Highways—provides description of roads designated as scenic highways	**(n=6)**
Very Helpful	17%
Somewhat Helpful	67%
Not Helpful	17%

Transportation
Information Boxes

SIDE A

How HELPFUL are the following?

7.	**Florida Interstate Exit Key**—Exit/Milepost Listed for Each Interstate Highway	**(n=6)**
	Very Helpful	83%
	Somewhat Helpful	17%
	Not Helpful	0%
8.	**Florida Greenways & Trails**—lists location and activities	**(n=6)**
	Very Helpful	0%
	Somewhat Helpful	83%
	Not Helpful	17%
9.	**Road Rangers & Florida Highway Patrol**	**(n=6)**
	Very Helpful	50%
	Somewhat Helpful	50%
	Not Helpful	0%
10.	**Partial List of Cities and Towns**—map coordinates given to locate city/town	**(n=6)**
	Very Helpful	67%
	Somewhat Helpful	17%
	Not Helpful	17%
11.	**Florida Interstate System**—Lists milepost and road names for Interstate Highways such as I-75	**(n=6)**
	Very Helpful	67%
	Somewhat Helpful	33%
	Not Helpful	0%

Transportation Information Boxes **SIDE B**	
How HELPFUL are the following?	

12. Florida Parks—Location, activities, and Features	**(n=6)**
Very Helpful	83%
Somewhat Helpful	17%
Not Helpful	0%
13. Coastal & Aquatic Managed Areas—Location and Features	**(n=6)**
Very Helpful	50%
Somewhat Helpful	50%
Not Helpful	0%
14. U.S. Park & Forest Service —Location and Features	**(n=6)**
Very Helpful	67%
Somewhat Helpful	33%
Not Helpful	0%
15. Division of Forestry—Location and Features	**(n=6)**
Very Helpful	67%
Somewhat Helpful	33%
Not Helpful	0%
16. Official Highway Mileage Chart—provides intercity distances	**(n=6)**
Very Helpful	83%
Somewhat Helpful	17%
Not Helpful	0%

SIDE A	MOST HELPFUL	LEAST HELPFUL
	(n=4)	(n=4)
1. **Amtrak Stations**—List of Amtrak and Tri-Rail Stations	0%	25%
2. **Florida's Turnpike**—Lists Milepost for each exit	0%	50%
3. **Florida Turnpike List Where Electronic Tolls Only are Accepted**	25%	25%
4. **Update: Florida Tolls –** What you Need to Know	25%	0%
5. **Florida Tolls Roads**—Lists roads that charge tolls	0%	0%
6. **Florida Designated Scenic Highways**—provides description of roads designated as scenic highways	0%	0%
7. **Florida Interstate Exit Key**— Exit/Milepost Listed for Each Interstate Highway	0%	0%
8. **Florida Greenways & Trails—**lists location and activities	0%	0%
9. **Road Rangers & Florida Highway Patrol**	0%	0%
10. **Partial List of Cities and Towns**—map coordinates given to locate city/town	25%	0%
11. **Florida Interstate System—**Lists milepost and road names for Interstate Highways such as I-75	0%	0%
SIDE B		
12. **Florida Parks**—Location, activities, and Features	0%	0%
13. **Coastal & Aquatic Managed Areas**— Location and Features	0%	0%
14. **U.S. Park & Forest Service** —Location and Features	25%	0%
15. **Division of Forestry**—Location and Features	0%	0%
16. **Official Highway Mileage Chart**— provides intercity distances	0%	0%

Appendices

Appendix A: Survey Instruments

Appendix B: Cover Letters

Appendix C: Open-Ended Comments

APPENDIX A

Survey Instruments: Using the Florida Official Transportation Map

- VISITFLORIDA, Resident Mail, and Visitor Mail Instrument

- Stakeholder Instrument

Using the Florida Official Transportation Map

The Florida Department of Transportation (FDOT) is conducting this assessment to help identify potential changes in the 2014 Florida Official Transportation Map. The Department encourages your participation in this survey. Responses will be used to help design and improve our map. Thank you for your participation. Please Return in the Reply Envelope to: FSU Survey Research Laboratory ■ MC: 2221 Florida State University ■ Tallahassee, FL 32306-2221

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1. What are your reasons for getting and/or using the Florida Official Transportation map?
[Please ✓ all that apply]

☐ Planning trips
☐ Use with GPS or other computer Mapping applications
☐ Locate specific facilities, points of interests such as rest areas, state parks
☐ Navigate during trips
☐ Like to have a hard copy map on-hand when travel
☐ Other **[Please specify]:**_____

☐ Would Not Use this paper map

---

2. Please indicate if you have obtained the Florida Official Transportation Map from any of the following: **[Please ✓ all that apply]**

☐ Florida Welcome Center   ☐ Visit Florida Website
☐ Tourist Bureau (County, City)   ☐ Florida Dept of Transportation Website
☐ Rest Area   ☐ Other [Please specify] _____

☐ I have never obtained a Official Florida Transportation Map

---

3. Which format would you prefer when using the Florida Official Transportation Map?
[Please ✓ only one]

☐ Paper hard copy only
☐ Web only
☐ Both web and paper hard copy

---

4. Which of the following options concerning the way the Florida map is displayed would you prefer? **[Please ✓ only one]**

☐ Keep the map's scale as it is with the entire state displayed on a single side
☐ Display the state in two sections using the front and back of the map resulting in a larger scale.
☐ I do not have a preference

---

5. In what way do you think the layout and appearance of the map of Florida could be improved? **[Please describe]**

Map Advertisements—Currently, the Florida Official Transportation Map is produced at no cost to taxpayers and is distributed to the public for free. The cost of production, printing, and delivery of the map is paid for entirely through the sale of commercial advertising. All advertisements on the map promote Florida travel and tourist attractions or services. We would like your views about the advertisements located on the Florida Official Transportation Map.

---

6. How likely are you to use the information provided in the advertisements?

- ☐ Very likely to use
- ☐ Somewhat likely to use
- ☐ Not likely to use
- ☐ I would not use the information provided in the advertisements

---

7. Do the ads provide information you find useful . . .

- ☐ Most of the time
- ☐ Some of the time
- ☐ Hardly ever
- ☐ None of the time

---

8. Which option would you prefer?

- ☐ A map with ads
- ☐ A map without ads that is updated only when there are major road changes
- ☐ A map without ads that is updated every 2 years

Background Information—We would like you to provide us with some background information before we ask you to look at the map and evaluate the legend, city insets, and transportation information boxes.

---

9. Do you live in:

- ☐ Florida
- ☐ Another State _____

---

10. What is your Zipcode _____

---

11. Gender

- ☐ Female
- ☐ Male

---

12. In what year were you born? _____

Evaluating the Legend, City Insets, and Transportation Information Boxes

We value your opinions and insights about items such as the legend, city map insets, and transportation information boxes. In order to help locate these features, we refer to Side A and Side B of the Florida Official Transportation map.

SIDE A
- Map of Florida
- City Insets
- Information Features

SIDE B
- Governor's Welcome
- Park Information & Mileage
- Advertisements

Legend—The Legend provides symbols for Road Classifications, Population, State Parks, Recreation Areas, Rest Area, and special features such as airports and points of interest. (Side A)

---

13. How easy or difficult was it to find things such as parks or locations on the map using the symbols in the Legend?

- ☐ Very easy (no difficulty)
- ☐ Fairly easy (some difficulty)
- ☐ Not easy at all (very difficult)
- ☐ I do not think I would use the Legend information.

---

14. Did the information in the Legend help you find what you were looking for on the map?

- ☐ Yes
- ☐ No   **[Please answer the following]**
  What was the problem?

- ☐ I do not think I would use the Legend information.

---

15. Did you find any symbols in the Legend confusing or difficult to interpret? *[Please explain]*

City Map Insets—The Florida Official Transportation Map contains inset maps for a number of Florida Cities. We would like your opinion about these city maps. (Side A)

---

16. How likely are you to refer to or use the City Map Insets?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Not likely
- ☐ I would not use or refer to city map insets.

---

17. Is there a CITY MAP that you would

Recommend ADDING: _____

Recommend REMOVING: _____

---

18. Any suggestions for the CITY MAP INSETS?

Visitors / Residents   **Page 3**

19. We would like your views about transportation information boxes located on the map. The side of the map (A or B) where the transportation information box is located is indicated.   Please rate each of the items listed below.

Transportation Information Boxes SIDE A	How LIKELY would you be TO USE the following?				How HELPFUL are the following?		
	Very Likely to Use	Somewhat Likely to Use	Not Likely to Use	Would Not Use	Very Helpful	Somewhat Helpful	Not Helpful
1. **Amtrak Stations**—List of Amtrak and Tri-Rail Stations	☐	☐	☐	☐	☐	☐	☐
2. **Florida's Turnpike**—Lists Milepost for each exit	☐	☐	☐	☐	☐	☐	☐
3. **Florida Turnpike List Where Electronic Tolls Only are Accepted**	☐	☐	☐	☐	☐	☐	☐
4. **Update: Florida Tolls –** What you Need to Know	☐	☐	☐	☐	☐	☐	☐
5. **Florida Tolls Roads**—Lists roads that charge tolls	☐	☐	☐	☐	☐	☐	☐
6. **Florida Designated Scenic Highways**—provides description of roads designated as scenic highways	☐	☐	☐	☐	☐	☐	☐
7. **Florida Interstate Exit Key**—Exit/Milepost Listed for Each Interstate Highway	☐	☐	☐	☐	☐	☐	☐
8. **Florida Greenways & Trails—**lists location and activities	☐	☐	☐	☐	☐	☐	☐
9. **Road Rangers & Florida Highway Patrol**	☐	☐	☐	☐	☐	☐	☐
10. **Partial List of Cities and Towns**—map coordinates given to locate city/town	☐	☐	☐	☐	☐	☐	☐
11. **Florida Interstate System—**Lists milepost and road names for Interstate Highways such as I-75	☐	☐	☐	☐	☐	☐	☐
SIDE B							
12. **Florida Parks**—Location, activities, and Features	☐	☐	☐	☐	☐	☐	☐
13. **Coastal & Aquatic Managed Areas**—Location and Features	☐	☐	☐	☐	☐	☐	☐
14. **U.S. Park & Forest Service** —Location and Features	☐	☐	☐	☐	☐	☐	☐
15. **Division of Forestry**—Location and Features	☐	☐	☐	☐	☐	☐	☐
16. **Official Highway Mileage Chart**—provides intercity distances	☐	☐	☐	☐	☐	☐	☐

SIDE A   **SIDE B**

20. **Please list the number for the TRANSPORTATION INFORMATION BOX**

Most Likely to Use: _____   Most Helpful _____
Least Likely to Use _____   Least Helpful _____

Using the Florida Official Transportation Map

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---

1. **Which format would you prefer when using the Florida Official Transportation Map?**
   [Please ✓ only one]
   ☐　Paper hard copy only
   ☐　Web only
   ☐　Both web and paper hard copy

2. **Which of the following options concerning the way the Florida map is displayed would you prefer?** **[Please ✓ only one]**
   ☐　Keep the map's scale as it is with the entire state displayed on a single side
   ☐　Display the state in two sections using the front and back of the map resulting in a larger scale.
   ☐　I do not have a preference

3. **In what way do you think the layout and appearance of the map of Florida could be improved?** *[Please Describe or Attach Comments]*

Evaluating the Legend, City Insets, and Transportation Information Boxes

We value your opinions and insights about items such as the legend, city map insets, and transportation information boxes. In order to help locate these features, we refer to Side A and Side B of the Florida Official Transportation map.

SIDE A

- Map of Florida
- City Insets
- Information Features

SIDE B

- Governor's Welcome
- Park Information & Mileage
- Advertisements

Legend—The Legend provides symbols for Road Classifications, Population, State Parks, Recreation Areas, Rest Area, and special features such as airports and points of interest. (Side A)

---

4. How easy or difficult was it to find things such as parks or locations on the map using the symbols in the Legend?

- ☐ Very easy (no difficulty)
- ☐ Fairly easy (some difficulty)
- ☐ Not easy at all (very difficult)
- ☐ I do not think I would use the Legend information.

---

5. Did the information in the Legend help you find what you were looking for on the map?

- ☐ Yes
- ☐ No   **[Please answer the following]**
  What was the problem?

- ☐ I do not think I would use the Legend information.

---

6. Did you find any symbols in the Legend confusing or difficult to interpret? *[Please explain]*

City Map Insets—The Florida Official Transportation Map contains inset maps for a number of Florida Cities. We would like your opinion about these city maps. (Side A)

---

7. How likely are you to refer to or use the City Map Insets?

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Not likely
- ☐ I would not use or refer to city map insets.

---

8. Is there a CITY MAP that you would

Recommend ADDING: _____

Recommend REMOVING: _____

---

9. Any suggestions for the CITY MAP INSETS?

---

10. We would like your views about transportation information boxes located on the map. The side of the map (A or B) where the transportation information box is located is indicated.   Please rate each of the items listed below.

Transportation Information Boxes **SIDE A**	How CLEAR are the following?			How HELPFUL are the following?		
	Very Clear	Somewhat Clear	Not Clear	Very Helpful	Somewhat Helpful	Not Helpful
1. **Amtrak Stations**—List of Amtrak and Tri-Rail Stations	☐	☐	☐	☐	☐	☐
2. **Florida's Turnpike**—Lists Milepost for each exit	☐	☐	☐	☐	☐	☐
3. **Florida Turnpike List Where Electronic Tolls Only are Accepted**	☐	☐	☐	☐	☐	☐
4. **Update: Florida Tolls –** What you Need to Know	☐	☐	☐	☐	☐	☐
5. **Florida Tolls Roads**—Lists roads that charge tolls	☐	☐	☐	☐	☐	☐
6. **Florida Designated Scenic Highways**—provides description of roads designated as scenic highways	☐	☐	☐	☐	☐	☐
7. **Florida Interstate Exit Key**—Exit/Milepost Listed for Each Interstate Highway	☐	☐	☐	☐	☐	☐
8. **Florida Greenways & Trails**—lists location and activities	☐	☐	☐	☐	☐	☐
9. **Road Rangers & Florida Highway Patrol**	☐	☐	☐	☐	☐	☐
10. **Partial List of Cities and Towns**—map coordinates given to locate city/town	☐	☐	☐	☐	☐	☐
11. **Florida Interstate System**—Lists milepost and road names for Interstate Highways such as I-75	☐	☐	☐	☐	☐	☐
SIDE B						
12. **Florida Parks**—Location, activities, and Features	☐	☐	☐	☐	☐	☐
13. **Coastal & Aquatic Managed Areas**—Location and Features	☐	☐	☐	☐	☐	☐
14. **U.S. Park & Forest Service** —Location and Features	☐	☐	☐	☐	☐	☐
15. **Division of Forestry**—Location and Features	☐	☐	☐	☐	☐	☐
16. **Official Highway Mileage Chart**—provides intercity distances	☐	☐	☐	☐	☐	☐

11. **Please list the number for the TRANSPORTATION INFORMATION BOX**

Most Clear: _____   Most Helpful _____

Least Clear _____   Least Helpful _____

Background Information—We would like you to provide us with some background information before we ask you to look at the map and evaluate the legend, city insets, and transportation information boxes.

Your Organization

Organization Name:: _____

Your Position: _____

County: _____

Do you have any other suggestions about the Florida Official Transportation Map?
[Please Describe or Attach Comments]

Thanks for your help

Please Return in the Reply Envelope to
FSU Survey Research Laboratory ■ MC: 2221 Florida State University ■ Tallahassee, FL 32306-2221

Stakeholders   **Page 4**

A. Survey Instrument: Stakeholders   **Page 38**

APPENDIX B

Cover Letters: Using the Florida Official Transportation Map

- VISITFLORIDA Packet Letter

- Resident Mail Cover Letter

- Visitor Mail Cover Letter

- Internal Stakeholder Cover Letter

- External Stakeholder Cover Letter

FLORIDA STATE UNIVERSITY

The COLLEGE *of* SOCIAL SCIENCES AND PUBLIC POLICY
FSU Survey Research Laboratory
Dr. Mary Stutzman, Director
mstutzman@fsu.edu

Thanks VISITFLORIDA Staff!

In an effort to improve Florida's Official Transportation Map, the Florida Department of Transportation (FDOT) in conjunction with Visit Florida is conducting a study with Florida's Official Transportation Map Users. Feedback from Florida visitors and residents can help us make the necessary improvements to Florida's Official Transportation Map that will enhance the accuracy and overall functionality of the Map. Our goal is to identify potential changes that can be used to help design and improve the overall usability of the Map. We have

Target Population. We have done our best to make this study as simple as possible. We are asking you to help distribute the survey to visitors and Florida residents who may be willing to help us in this assessment of the Florida Official Transportation Map. Our goal is to obtain feedback from a cross section of people. We ask you to distribute the Florida Mapping Project packets to as diverse group as possible in terms of:

- age,
- ethnicity/race, and
- gender.
- We value the insights of both Visitors and Florida residents concerning the Florida Official Transportation Map.

Florida Mapping Project Packets. The packet to be handed out along with the map includes a:

- letter from the Florida Department and VISITFLORIDA explaining the project;
- 4-page survey asking questions about map features and preferences; and
- a business reply envelope addressed to the FSU Survey research laboratory who will be analyzing the results. No postage is needed to return the survey.

Again, Thanks for your help.

Mary Stutzman, Director
FSU Survey Research Laboratory

FLORIDA MAPPING PROJECT:

Assessing the Florida Official Transportation Map

Florida Department of Transportation

VISITFLORIDA.

Dear Florida Traveler,

Welcome to Florida! In an effort to improve Florida's Official Transportation Map, the Florida Department of Transportation (FDOT) in conjunction with VISITFLORIDA is conducting a study with Florida's Official Transportation Map Users. Your input can help us make the necessary improvements to Florida's Official Transportation Map that will enhance the accuracy and overall functionality of the Map. Our goal is to identify potential changes that can be used to help design and improve the overall usability of the Map.

We have done our best to make this study as simple as possible. Please take the time to complete the survey and return it to the Florida State University Research Laboratory via the self addressed envelope provided in the package.

Thank you for your participation with this research study and we hope you enjoy your stay in the wonderful State of Florida!

John L. Krause, Jr., PSM
State Surveyor
Surveying and Mapping Office
Florida Department of Transportation

David L. Dodd

David L. Dodd
Vice President of Visitor Services
VISITFLORIDA

FLORIDA MAPPING PROJECT:

Assessing the Florida Official Transportation Map

Florida Department of Transportation

February 2013

«SalLet1»
«Add1»
«Add2»
«Pcity», Florida «ZIP»

Dear Florida Resident ,

In an effort to improve Florida's Official Transportation Map, the Florida Department of Transportation (FDOT) is conducting a study with Florida's Official Transportation Map Users. Visitor and resident input can help us make the necessary improvements to Florida's Official Transportation Map that will enhance the accuracy and overall functionality of the Map. Our goal is to identify potential changes that can be used to help design and improve the overall usability of the Map.

You have been randomly selected from a publicly available list of households generated from postal service addresses to participate in this survey. We have done our best to make this study as simple as possible. Please take the time to complete the survey and return it to the Florida State University Research Laboratory via the self addressed envelope provided in the package. If you have any questions, you can contact the FSU Survey Research Laboratory at 1-800-933-9482.

Thank you for your participation with this study!

John L. Krause, Jr., PSM
State Surveyor
Surveying and Mapping Office
Florida Department of Transportation

«Track»

FLORIDA MAPPING PROJECT:

Assessing the Florida Official Transportation Map

Florida Department of Transportation

March 2013

«SalLet2»
«add1» «add2»
«pcity», «pstate» «ZIP»

Dear «SalLet1»,

In an effort to improve Florida's Official Transportation Map, the Florida Department of Transportation (FDOT) is conducting a study with Florida's Official Transportation Map Users. Visitor and resident input can help us make the necessary improvements to Florida's Official Transportation Map that will enhance the accuracy and overall functionality of the Map. Our goal is to identify potential changes that can be used to help design and improve the overall usability of the Map.

You have been randomly selected from a list of households throughout the U.S. to participate in this survey. We have done our best to make this study as simple as possible. Please take the time to complete the survey and return it to the Florida State University Research Laboratory via the self addressed envelope provided in the package. If you have any questions, you can contact the FSU Survey Research Laboratory at 1-800-933-9482.

Thank you for your participation with this study!

John L. Krause, Jr., PSM
State Surveyor
Surveying and Mapping Office
Florida Department of Transportation

«Track»

Florida Department of Transportation

RICK SCOTT
GOVERNOR

605 Suwannee Street
Tallahassee, FL 32399-0450

ANANTH PRASAD, P.E.
SECRETARY

April 1, 2013

MEMORANDUM

TO:
ATTN:

FROM: John Krause, State Surveyor

CC:

Subject: Updated information for the *Florida Official Transportation Map*

We are preparing for the *2014 Florida Official Transportation Map*. Please review the enclosed map and clearly mark any changes on the map. Detailed information may be attached for clarification. Please make every effort to show grade separations where appropriate; indicate road shields as posted on the highway; note desired road classifications; and refrain from referring to local road names not shown on the map. The corrections should reflect, as best possible, conditions as you anticipate by January 1, 2014.

All corrections should be returned no later than May 31, 2013. Any corrections received after that date may not be included in this map update. Corrections will be accomplished as space on the map permits. Should there be no changes you wish to have included, please respond by stating as such.

Also this year we are conducting a research study with Florida's Official Transportation Map Users. A copy of which has been included with this update/corrections request. The goal of this research is to identify potential changes to the design and overall usability of the Map. Please complete the survey and return it to the Florida State University Research Laboratory via the self addressed envelope provided with this package.

We thank you in advance for your cooperation. Please help the Department continue to make this map a valuable tool for the travelling public. Should you have any questions regarding this matter, please do not hesitate to contact me at (850) 245-1565.

www.dot.state.fl.us

Florida Department of Transportation

RICK SCOTT
GOVERNOR

605 Suwannee Street
Tallahassee, FL 32399-0450

ANANTH PRASAD, P.E.
SECRETARY

Mail Stop 5-L

April 1, 2013

Dear

The Florida Department of Transportation (FDOT) is soliciting information in order to prepare the *2014 Florida Official Transportation Map*. Please review the portion of the map that is of concern to you, and clearly indicate any necessary corrections. The corrections you submit should reflect, as best as possible, the conditions anticipated by January 1st, 2014. Although the submission of detailed ancillary information is useful, it is also extremely important that you note the corrections directly on the map. Due to the proposed schedule for the completion of the map, we must receive your response no later than May 31, 2013. If your response is not received by this date, it may impact our ability to include the information. Please be aware that the information we receive will be included as space allows. Should there be no changes you wish to have included, please respond by stating as such.

Also this year the FDOT is conducting a research study with Florida's Official Transportation Map Users. A copy of which has been included with this update/corrections request. The goal of this research is to identify potential changes to the design and overall usability of the Map. Please complete the survey and return it to the Florida State University Research Laboratory via the self addressed envelope provided with this package.

We thank you in advance for your cooperation. Please help the Department continue to make this map a valuable tool for the traveling public. If you have any questions, please do not hesitate to contact me at (850) 245-1565.

Sincerely,

John Krause
State Surveyor

APPENDIX C

Open-Ended Comments

Using the Florida Official Transportation Map

In what way do you think the layout and appearance of the map of Florida could be improved?

Larger Print or Map

Survey Type:	Age:	Residence:	Comment:
Residents		FLORIDA	SOME OF THE ADVERTISEMENT CAN BE SMALLER. INCREASE THE PRINT SIZE.
Residents	47	FLORIDA	LEGENDS: WRITING IS VERY SMALL. PEOPLE TRYING TO READ THE FL PARK SERVICE SECTION COME CLOSE TO NEEDING A MAGNIFYING GLASS. FOR THOSE WITH POOR VISION, THIS IS TORTURE.
Residents	50	FLORIDA	IF A MAGNIFIER SHEET COULD BE ATTACHED, SMALL MAYBE 4X4, THAT COULD BE MOVED AROUND.
Residents	59	FLORIDA	BIGGER PRINT WOULD BE HELPFUL. PRINT SEEMS TOO SMALL.
Residents	61	FLORIDA	LARGER WORDING. GET MORE SUPPORT FROM MAJOR HOTELS AND RESORTS. NEED TO IMPROVE ORLANDO INSERT.
Residents	62	FLORIDA	I FOUND THE PRINTING TO BE TOO SMALL FOR ME TO EASILY LOCATE A TOWN, EVEN WHEN USING THE GRID REFERENCE
Residents	62	FLORIDA	MORE LAND THAN WATER.
Residents	63	FLORIDA	MADE LARGER
Residents	64	FLORIDA	LARGER PRINT
Residents	64	FLORIDA	LARGER PRINT AND MORE CITY DETAIL
Residents	75	FLORIDA	BOLD PRINT
Residents	75	FLORIDA	PRINT IS TOO SMALL ON SIDE B

Using the Florida Official Transportation Map

In what way do you think the layout and appearance of the map of Florida could be improved?

Residents	75	FLORIDA	PRINT IS TOO SMALL
Residents	85	FLORIDA	SEE MY LETTER: YOUR MAP IS VERY PRETTY HOWEVER IT IS USELESS FOR ANYONE WITH LESS THAN 20/20 VISION. MY GRANDDAUGHTER IS 19 AND SHE WAS UNABLE TO READ THE INFORMATION BOXES AS WELL AS SOME OF THE HIGHWAY NUMBERS. 1. THE WHOLE BACKSIDE OF THE MAP IS USELESS ADVERTISEMENT, GET RID OF THEM. 2. DEVOTE THE SAVED SPACE FOR YOUR MAP AND INFORMATION BOXES WITH A FONT SIZE THE SAME AS THE SURVEY. 3. HOPE THIS LETTER DOES NOT OFFEND YOU IN ANY WAY, BUT BENEFITS OUR SENIORS AND HELPS YOU IN YOUR ENDEAVOR.
Residents	85	FLORIDA	LARGER PRINT
Stakeholder			MAYBE HAVE LARGER SIZE INSETS THAT GO INTO MORE LOCAL DETAIL.
Stakeholder			I WOULD THINK INCREASING THE SIZE/SCALE OF THE STATE WOULD BE IDEAL. THIS WOULD MAKE THE MAP EASIER TO SEE FOR PEOPLE WITH LESS THAN 20/20 VISION. THIS CAN BE DONE BY MOVING THE TEXT AT THE BOTTOM TO THE BACKSIDE OF THE MAP. I WOULD ALSO RECOMMEND MAP INSET E12 BE CENTERED ON DAYTONA BEACH AND NOT HOLLY HILL. IT WOULD ALSO BE GREAT TO HAVE AN EASY READ BASE MAP WITH JUST INTERSTATE, HWY, STATE ROADS AND CITIES. THIS COULD ALSO BE ON BACKSIDE.
Visitors Mail	43	ALABAMA	INCREASE FONT SIZE WHERE POSSIBLE. SMALL TEXT IS DIFFICULT TO READ.
Visitors Mail	64	LOUISIANA	LARGER DISPLAY CHART FOR OFFICIAL HWY MILEAGE. READ-OUT IS TOO SMALL.
Visitors Mail	50	MARYLAND	LARGER PRINT, INDICATE AREAS TO VISIT.
Visitors Mail	64	NEW YORK	LEGEND SYMBOLS TOO SMALL ON MAIN MAP. POINTS DIFFICULT TO LOCATE ON MAP OF SUCH SCALE.
Visitors Mail	42	OREGON	LARGER SCALE TO IMPROVE VISIBILITY
Visitors Mail	67	PENNSYLVANIA	ROTATE 90 DEGREES USE LARGER SCALE SO MAIN MAP FITS ON ROUGHLY HALF OF THE MAP

Using the Florida Official Transportation Map

In what way do you think the layout and appearance of the map of Florida could be improved?

Welcome Center	51	FLORIDA	PLEASE HAVE LARGE PRINT ONES AVAILABLE.
Welcome Center	71	FLORIDA	LARGE PRINT MAPS LIKE YOU ONCE HAD
Welcome Center	76	FLORIDA	ENLARGE EXIT NO OR INTERSTATE
Welcome Center	83	FLORIDA	GO BACK TO THE LARGE PRINT MAP--MOST HELPFUL FOR US SENIORS
Welcome Center	56	INDIANA	BIGGER PRINT
Welcome Center	63	ARKANSAS	ENLARGED
Welcome Center	63	CANADA	LARGER SCALE WOULD BE EASIER FOR SENIORS TO USE
Welcome Center	63	CANADA	THE 2008 LARGE PRINT EDITION WAS PERFECT AND WOULD BE APPRECIATED IF WE COULD HAVE IT BACK.
Welcome Center	69	CANADA	I WOULD LIKE TO BE IN A SLIGHTLY LARGER SCALE. WE WERE AMAZED THAT THE PANAMA CITY - DESTIN AREA WAS NOT SHOWN IN AN INSET.
Welcome Center	65	GEORGIA	LARGER PRINT
Welcome Center	80	ILLINOIS	LARGE PRINT
Welcome Center	74	MASSACHUSETTS	LARGE PRINT STATE HIGHWAY MAPS
Welcome Center	75	MICHIGAN	THE OFFICIAL HIGHWAY MILEAGE COULD BE MADE LARGER, IT IS DIFFICULT TO USE AT TIMES.

C. Open-Ended Comments   **Page 49**

In what way do you think the layout and appearance of the map of Florida could be improved?

Welcome Center	75	MISSOURI	LARGE PRINT
Welcome Center	71	NEW JERSEY	EXIT NUMBERS ON ROADS SHOULD BE LARGER AND IN DIFFERENT COLOR--TOO MUCH BLUE IS USED ON MAP, EXIT NUMBERS SHOULD BE IN A MORE VIVID COLOR LIKE ORANGE.
Welcome Center	77	NEW JERSEY	SLIGHTLY LARGER PRINT
Welcome Center	68	NEW YORK	BIGGER IS BETTER, LIKE TO SEE SMALLER ROADS WELL.
Welcome Center	68	ONTARIO, CANADA	IN CURRENT FORMAT--TYPE SIZE IS TOO SMALL
Welcome Center	72	ONTARIO, CANADA	AS AGREED IN #4, A LARGER SCALE WOULD BE MUCH EASIER.
Welcome Center	68	RHODE ISLAND	PRINTING IS A BIT TOO SMALL. NEED MAGNIFYING GLASS!
Welcome Center	62	TEXAS	LARGER PRINT
Welcome Center	62	VIRGINIA	USE THE ENTIRE LENGTH OF ONE SIDE
Welcome Center	62	VIRGINIA	IT'S GOOD, LARGER PRINT WOULD HELP.
Welcome Center	66	VIRGINIA	LARGER SCALE--TWO SIDES. SMALL PRINT HARDER TO USE, BUT I CAN MANAGE WITH MAGNIFIER.
Welcome Center	76	VIRGINIA	SOME SMALL ROADS HAVE NO NUMBERS OR NAMES. LARGER SCALE WOULD BE NICE WITH MORE DETAIL. GPS IS OK BUT DRIVING A BIG MOTOR HOME I USE MY PAPER MAPS SO I CAN SEE THE GENERAL DIRECTION I NEED TO GO. GPS IS NOT REAL ACCURATE. LOVE MY PAPER MAPS. KEEP THEM IN ALL VEHICLES AND MY HOME OFFICE SO I CAN STUDY THEM.

In what way do you think the layout and appearance of the map of Florida could be improved?

Welcome Center   LARGER PRINT FOR LOCATIONS (TOWNS, ROADS, ETC)

Double Sided

Survey Type:	Age:	Residence:	Comment:
Residents	51	FLORIDA	USING BOTH SIDES IT'S A BIG STATE
Residents	62	FLORIDA	DISPLAY METRO AREAS ON THE OTHER SIDE IF MORE ROOM IS NEEDED. INCREASE SCALE SIZE AND PRINT SIZE.
Residents	62	FLORIDA	PUT AREA/CITY MAPS ON REVERSE AND INCREASE SIZE OF FULL STATE MAP. REDUCE ADVERTISING TO A FEW MAJOR SPONSORS INSTEAD OF THE MASS OF ADVERTS WHICH NO ONE READS AND CLUTTER THE MAP. INFORMATION BOXES COULD THEN ALSO BE INCREASED IN SIZE.
Residents	64	FLORIDA	HAVE ENTIRE STATE ON ONE SIDE. ON BACK PLACE THE CITY MAPS.
Residents	72	FLORIDA	NORTHERN PART AND PANHANDLE ON BACK, SMALLER ADS
Visitors Mail	47	KANSAS	NO ADVERTISING. STATE MAP ONE SIDE, CITY MAPS BACK SIDE.
Visitors Mail	31	TEXAS	ZOOM IN TO FIT STATE TO FULL SIDE OF PAGE. CHARTS AND SMALLER ZOOMED IN AREAS ON BACK.
Visitors Mail	63	TEXAS	PUT ALL KEYS, NEED TO KNOW INFO ON BACK TO MAKE SMALLER

C. Open-Ended Comments   **Page 51**

In what way do you think the layout and appearance of the map of Florida could be improved?

It Is Good As Is

Survey Type:	Age:	Residence:	Comment:
Residents			IT'S JUST FINE.
Residents	38	FLORIDA	NOT SURE
Residents	46	FLORIDA	IT LOOKS GOOD
Residents	47	FLORIDA	I DON'T SEE THE NEED FOR ANY IMPROVEMENTS.
Residents	51	FLORIDA	IT'S GREAT THE WAY IT IS NOW
Residents	53	FLORIDA	IT IS WELL DONE--NO CHANGES I WOULD MAKE
Residents	59	FLORIDA	IT IS PERFECT AS IS. YOU DID A GREAT JOB!
Residents	60	FLORIDA	MAP AS OF TODAY IS OK
Residents	61	FLORIDA	FINE
Residents	62	FLORIDA	OK
Residents	63	FLORIDA	VERY GOOD LAYOUT
Residents	66	FLORIDA	NOT MUCH I CAN SAY HERE. LOOKS GOOD.

C. Open-Ended Comments   **Page 52**

Using the Florida Official Transportation Map
In what way do you think the layout and appearance of
the map of Florida could be improved?

Residents	73	FLORIDA	OKAY AS IS
Residents	77	FLORIDA	NO SUGGESTIONS
Residents	77	FLORIDA	IT WORKS FOR ME LIKE IT IS!
Residents	78	FLORIDA	LOOKS GOOD TO ME THE WAY IT IS.
Residents	87	FLORIDA	I LIKE THE WAY IT IS LAID OUT WITH THE ENTIRE STATE AND THE MAPS OF FLORIDA CITIES ON ONE PAGE. ALSO, THE MILEAGE AND PARKS SERVICE SECTIONS ON REVERSE ARE GOOD.
Stakeholder			APPEARS TO COVER FEATURES OF MOST IMPORTANCE. NO RECOMMENDATIONS.
Visitors Mail	60	CALIFORNIA	NO CHANGES
Visitors Mail	56	CONNECTICUT	OK AS IS
Visitors Mail	56	KANSAS	THE HIGHWAY MILEAGE GRAPH IS GREAT--VERY COMPLETE
Visitors Mail	76	KENTUCKY	NA
Visitors Mail	56	NEW MEXICO	NA
Visitors Mail		NEW YORK	IT'S OK, IT'S A NICE MAP
Visitors Mail	69	NORTH CAROLINA	FINE AS IS

Using the Florida Official Transportation Map
In what way do you think the layout and appearance of the map of Florida could be improved?

Visitors Mail	39	PENNSYLVANIA	GOOD THE WAY IT IS
Visitors Mail	49	TENNESSEE	IT'S OK
Visitors Mail		TEXAS	THE MAP IS EXTREMELY INFORMATIVE.
Visitors Mail	46	TEXAS	NONE
Visitors Mail	47	VIRGINIA	I THINK IT IS A GOOD MAP!
Welcome Center	81	CANADA	IT IS PERFECT THE WAY IT IS LAID OUT.
Welcome Center	32	GEORGIA	NA
Welcome Center	73	ILLINOIS	PLEASE KEEP MAPS AVAILABLE FOR USE. GPS DOES NOT ALWAYS SEND YOU ON THE PREFERRED ROUTES. NO MAPS, NO INFO; RESTROOMS, MARKERS, TURN OFFS, ETC.
Welcome Center	53	LOUISIANA	IT IS GREAT THE WAY IT IS.
Welcome Center	73	MICHIGAN	?
Welcome Center	68	MINNESOTA	IT'S FINE
Welcome Center	70	MINNESOTA	GOOD THE WAY IT IS
Welcome Center	76	NORTH CAROLINA	NONE. YOU HAVE DONE AN EXCELLENT JOB.

C. Open-Ended Comments   **Page 54**

Using the Florida Official Transportation Map
In what way do you think the layout and appearance of the map of Florida could be improved?

Welcome Center 69 ONTARIO, CANADA LOOKS GOOD NOW

Welcome Center 72 TENNESSEE VERY GOOD THE WAY IT IS.

Welcome Center WISCONSIN NO CHANGES

Welcome Center 73 WISCONSIN NONE

C. Open-Ended Comments   **Page 55**

Using the Florida Official Transportation Map
In what way do you think the layout and appearance of
the map of Florida could be improved?

Add Features

Survey Type:	Age:	Residence:	Comment:
Residents	50	FLORIDA	PUT ICONS ON ALL FLORIDA'S GREAT TOURIST ATTRACTIONS
Residents	53	FLORIDA	SCENIC ROUTES SHOULD BE BECAUSE THESE ROADS ARE VERY INTERESTING FOR VISITORS TO FIND THE BEST VIEWS.
Residents	60	FLORIDA	INDICATE POLICE AND EMERGENCY AREAS (HOSPITALS). ADS SMALLER.
Residents	63	FLORIDA	UPDATE SMALL INSERT MAPS OF DIFFERENT URBAN AREAS
Residents	65	FLORIDA	STATE PARKS OF FL SHOULD BE ATTACHED SHEET TO MAP. FL HAS BEAUTIFUL STATE PARKS AND A LOT OF PEOPLE DO NOT KNOW ABOUT THEM. SEBASTIAN INLET IS A BEAUTIFUL PARK AND IS ALSO A WAY THE STATE CAN RECEIVE MORE REVENUE. ADVERTISE THE STATE PARKS AND WHAT THEY OFFER. WHAT YOU HAVE IS TOO SMALL.
Residents	75	FLORIDA	DETAIL W. LAKE WORTH
Residents	77	FLORIDA	SHOW MAP COORDINATES FOR EACH AMTRAK STATION. SHOW SYMBOL FOR AMTRAK TRIRAIL AT SUCH LOCATION ON FL MAPS AND ON CITY MAPS. USE A 1=20 MILE SCALE AND POINT ON LAMINATED STOCK SIMILAR TO FL TASSY MAPS. ELIMINATE THE HIGHWAY MILEAGE SECTION.
Stakeholder			A NOTE ON THE STATEWIDE VIEW INDICATING THAT AN ENLARGED VIEW IS AVAILABLE.
Visitors Mail	67	NEW JERSEY	ADD GOLF COURSES, AT LEAST ON CITY MAPS
Welcome Center	59	FLORIDA	ALL EXITS CLEARLY MARKED LARGER--MORE INFORMATION ON TOLLS.
Welcome Center	76	FLORIDA	WE LIKE TO USE SCENIC ROUTES--COULD INDICATE SOME ON MAP.

C. Open-Ended Comments   **Page 56**

Using the Florida Official Transportation Map

In what way do you think the layout and appearance of
the map of Florida could be improved?

Welcome Center	66		GPS…TARGETS IN AN ODER OF: STATE, CITY, ADDRESS AND SO SHOULD ALL DESTINATIONS.
Welcome Center	51	ARKANSAS	ADD HIGHWAY PATROL EMERGENCY PHONE NUMBERS TO TITLE, THERE IS 911 BUT ALSO THOSE OTHER FEW NUMBERS TO GET HOLD. AT CURRENT SCALE, HURRICANE EVAL ROUTES WOULD MAKE MAP MORE DIFFICULT TO USE--BUT ADD NOTE ON WHOLE TO GET EVAC INFO TO BACK SIDE. I USE THE MAP FOR SEVERAL YEARS SO CALENDAR GETS DATED. SOME ADS ARE GOOD--MUSEUM AND SEMINOLE TRIBE --PLACES YOU MAY STOP AND SEE YOU MIGHT NOT HAVE NOTICED BEFORE. ACCOMMODATIONS--NOT SO USEFUL.
Welcome Center	65	GEORGIA	BEAUTIFUL YOUNG WOMEN, LOL
Welcome Center	51	ILLINOIS	MORE DETAIL IN THE CITY MAP INSETS
Welcome Center	73	MISSOURI	ADD FLORIDA COLLEGES TO CITIES PARTIAL LIST. REMOVE THE ADVERTISEMENTS AND MAKE MAP SMALLER.
Welcome Center	69	NEBRASKA	REST STOPS ON HWY NOT IDENTIFIED. NOT ALL EXITS LISTED ON MAP.
Welcome Center	64	OHIO	MAKE CERTAIN STATE AND NATIONAL PARKS ARE WELL DISPLAYED.
Welcome Center	71	TEXAS	MORE DETAIL, ABOVE ACTION WOULD HELP.
Welcome Center	25	WISCONSIN	NOT PUBLIC BEACHES

C. Open-Ended Comments

Using the Florida Official Transportation Map

In what way do you think the layout and appearance of the map of Florida could be improved?

Remove or Change Ads

Survey Type:	Age:	Residence:	Comment:
Residents	42	FLORIDA	LESS ADVERTISEMENTS
Residents	54	FLORIDA	FEWER ADS
Residents	56	FLORIDA	LESS ADS AND MORE PIONT OF INTEREST INFO.
Residents	63	FLORIDA	PERHAPS LESS ADVERTISING TO ALLOW FOR LARGER PRINT SPACE FOR FL PARK SERVICE.
Residents	69	FLORIDA	REDUCE THE NUMBER OF ADVERTISEMENTS
Residents	82	FLORIDA	REDUCE SPACE ALLOCATED TO ADS AND USE SPACE TO INCREASE FONT SIZE FOR PARK SERVICE, HIGHWAY MILEAGE, ETC.
Visitors Mail	53	GEORGIA	LESS ADVERTISEMENTS--ALSO, DIDN'T SEE A REVISION DATE WHICH WOULD BE HELPFUL TO ENSURE YOU HAVE THE MOST RECENT VERSION.
Visitors Mail	60	KANSAS	LESS ADVERTISING
Visitors Mail	65	MICHIGAN	IF I WANT ADVERTISEMENT I WILL GET IT BUT NOT ON A MAP. STATE PARKS WITH LOCATIONS LIKE FINDING CITIES WOULD BE OK.
Visitors Mail	64	RHODE ISLAND	LESS ADVERTISEMENT, MORE DETAIL
Welcome Center	72	FLORIDA	TAKE OUT ADS, LARGER SCALE

C. Open-Ended Comments   **Page 58**

Using the Florida Official Transportation Map

In what way do you think the layout and appearance of the map of Florida could be improved?

Welcome Center		GEORGIA	GET RID OF THE ADS AND MAKE THE MILEAGE CHART BIG ENOUGH TO READ--ALSO THE PARK SERVICE CHARTS ARE ALL TOO SMALL.
Welcome Center	52	GEORGIA	LESS ADS, MORE MAP
Welcome Center	73	ILLINOIS	CAN'T FLORIDA MAKE A MAP WITHOUT ADS? WE CAN PICK UP ALL KINDS OF THAT STUFF.
Welcome Center	50	MARYLAND	NO ADVERTISING, BUT UNDERSTAND IT MAY BE NEEDED FOR COSTS.
Welcome Center	79	MASSACHUSETTS	GET RID OF ADS, BIGGER MORE DETAILED CITY MAPS, CAN'T TELL ADS FROM USEFUL INFO--CLUTTER.
Welcome Center	62	ONTARIO, CANADA	I THINK THAT THE ADVERTISING SHOULD BE SMALLER SO YOU COULD MAINTAIN A LARGER PRINT ON SECTION LIKE THE FLORIDA PARK SERVICE TO MAKE IT EASIER TO SEE.
Welcome Center	78	PENNSYLVANIA	PUT THE MAP ON THE FRONT, NOT ALL THE ADS AND THE POINTS OF INTEREST. WE NEED THE MAP WHEN TRAVELLING, NOT THE ADS.
Welcome Center	67	WISCONSIN	REMOVE THE ADS WHICH I DON'T LOOK AT ANYWAY. USE BOTH SIDES.

C. Open-Ended Comments

Using the Florida Official Transportation Map
In what way do you think the layout and appearance of the map of Florida could be improved?

Too Awkward for Use

Survey Type:	Age:	Residence:	Comment:
Residents	27	FLORIDA	SMALLER, BUT UNDERSTANDABLE WOULD BE HARD TO SEE.
Residents	47	FLORIDA	MORE LIKE A BOOK STYLE--SMALLER. LIKE AN I-PAD SIZE. TOO BIG FOLDED OUT.
Residents	49	FLORIDA	BOOKLET FORMAT. THE LARGE FOLDING MAP TEARS EASILY AND WEARS DOWN.
Residents	65	FLORIDA	BOOKLET FORM
Residents	77	FLORIDA	MAP IS TOO LARGE TO USE. FOLLOW AAA MAP. LIKE DETAIL MAPS OF SELECTED CITIES AND DETAIL SHOWN.
Visitors Mail	61	ALABAMA	MAKE LAYOUT WHERE CERTAIN AREAS CAN BE SEEN WITHOUT HAVING TO FULLY OPEN MAP.
Visitors Mail	35	ARKANSAS	IT'S HUGE. PUT DETAILED CITY MAPS ON BACK SIDE.
Visitors Mail		KENTUCKY	THE WHOLE MAP IS TOO BIG. HARD TO USE IN THE CAR.
Visitors Mail		MARYLAND	I PREFER TO HAVE A MAP THAT CAN BE EASILY OPENED IN A CAR AND FOLDED IN SUCH A WAY TO HAVE MY ROUTE AND POINTS OF INTEREST HANDY. THE MAP SENT TO ME IS TOO LARGE TO BE USEFUL FOR MY USE MODEL. THE FIRST THING I SEE ARE A TON OF ADS. I THINK YOU SHOULD SEE THE MAP WHEN YOU FIRST OPEN THIS SAVE THE OTHER INFO FOR THE LARGER OPENING.
Visitors Mail		66	OHIO SMALLER SIZE--UNHANDY TO OPEN IN VEHICLE BECAUSE OF SIZE, TOO LARGE.
Visitors Mail	61	PENNSYLVANIA	IT'S TOO BIG--TOO AWKWARD. SEVERAL PAGES (SEPARATE PAGES) WOULD BE BETTER.

Using the Florida Official Transportation Map

In what way do you think the layout and appearance of
the map of Florida could be improved?

| Welcome Center | 71 | FLORIDA | WHEN OPENED, THE MAP SHOULD UNFOLD TO SIDE A. IT IS DIFFICULT TO COMPLETELY UNFOLD THE MAP IN A CAR TO BE ABLE TO READ THE MAP. |
| Welcome Center | | BOTH FLORIDA AND VIRGINIA | BOOKLET FORMAT WITH SECTION ON EACH PAGE SO THAT IT IS EASIER TO VIEW WHILE TRAVELING AND COULD HAVE ONE COMPLETE STATE   VIEW AND LARGER WITH LARGER PRINT OF QRT SECTIONS. |

Too Congested

Survey Type:	Age:	Residence:	Comment:
Residents	34	FLORIDA	THE WAY THE MAP LOOKS IS VERY CONDENSED AND CONGESTED.
Residents	51	FLORIDA	MAP SIZE NEEDS TO BE SMALLER, LAYOUT IS TOO BUSY, MAP SCALE NEEDS TO BE LARGER FOR US OLD FOLKS :)
Residents	68	FLORIDA	TERRIBLY BUSY AD PLACEMENT. NO ORDER, HARD TO USE. EXPLORE…340 FL MUSEUMS--WHERE IS THE LIST? PRINT TOO SMALL!! DETAIL: I WOULD NEED TO GO TO SEARCH OTHER SOURCES TO GET ENOUGH DETAIL TO BE USEFUL. WHY BOTHER WITH THE MAP IF I HAVE TO GO ELSEWHERE ANYHOW. TOO AMBITIOUS. HOW ABOUT AN ORGANIZED LIST WITH CONTACT INFO?
Stakeholder			IT'S VERY BUSY. ONE COULD EVEN SAY IT'S RATHER CLUTTERED. LESS IS GOLD.
Visitors Mail	48	NORTH CAROLINA	MAP IS TOO BUSY. COMBINING SOME INFORMATION IN A WEB BASE FORMAT AND REDUCING SOME OF THE INFORMATION ON THE MAP WOULD MAKE FOR LESS CONFUSION. OLDER TRAVELERS ARE MORE LIKELY TO USE THE MAP. THEY OFTEN ARE OVERWHELMED WHEN TO MUCH INFORMATION IS INVOLVED.

Using the Florida Official Transportation Map
In what way do you think the layout and appearance of the map of Florida could be improved?

Other

Survey Type:	Age:	Residence:	Comment:
Residents	37	FLORIDA	I BELIEVE THE AVAILABILITY OF THIS MAP SHOULD BE BETTER PUBLICIZED.
Residents	44	FLORIDA	I THINK THE INSET RIVIERA BEACH TO FLORIDA CITY COVERS TOO LARGE AN AREA.
Residents	63	FLORIDA	DISPLAY OR SELL AT DRIVERS LICENSE OFFICES FOR REASONABLE FEE. UPDATES EVERY 3-5 YEARS.
Residents	81	MICHIGAN	HAVE NOT SEEN ONE LATELY.
Visitors Mail	54	OREGON	LAYOUT OF MAPS SEEMS FINE. I'M WONDERING THE USEFULNESS OF THE FLORIDA INTERSTATE SYSTEM INFO…IS THAT REALLY NEEDED? PRINT IS VERY SMALL.
Welcome Center	63	MASSACHUSETTS	BOX #4
Welcome Center		NEW JERSEY	APPEARANCE AND LAYOUT OK--I WISH THE PAPER WAS BETTER--THE MAP TEARS ALONG THE FOLD VERY QUICKLY.
Welcome Center	73	PENNSYLVANIA	OBTAINING THE OFFICIAL SC DOT SOUTH CAROLINA MAP, OF ALL I LIKE THIS ONE FOR SEVERAL REASONS. OUTLINE OF STATE CLEARLY DEFINED WITH WHITE BACKGROUND OF STATE. PRIMARY AND SECONDARY ROUTES DEFINED WITH CITIES AND TOWNS CLEARLY MARKED. INTERSTATE MILE MARKERS CLEARLY INDICATED, REST ARES, AND MILEAGE AND ROUTES CLEARLY MARKED. I HAVE ON NUMEROUS TIMES HAD HOLIDAY AT HHI, CHARLESTON, GREENVILLE, AND UP AND DOWN I-95, I-26, SAVANNAH, GA TO MYRTLE BEACH AND FIND THIS MAP VERY EASY TO NAVIGATE WITH. ACQUIRING A COPY WITH WHICH TO PATTERN YOUR STATE MAP WOULD CLEARLY BE ENCOURAGED. ON OPPOSITE SIDE A LARGER SCALE IS CLEAR AND EASY TO USE AND UNDERSTAND.
Welcome Center	70	SOUTH CAROLINA	LARGER PRINT. I AM RED/GREEN COLORBLIND. RED AND GREEN APPEAR BROWN. I KNOW IT IS DIFFICULT BUT USING LESS RED, GREEN, AND BROWN OR MAKING THEM MORE PRONOUNCED WOULD BE HELPFUL.
Welcome Center	80	FLORIDA	DARKEN THE MAIN ROADS THAT GO EAST/WEST. 50, 52, 54 ARE HARD TO FOLLOW.

The information in the legend did not help you find what you were looking for.
What was the problem?

Larger Print or Map

Survey Type:	Age:	Residence:	Comment:
Welcome Center	73	ILLINOIS	TOO SMALL
Welcome Center	34	MISSISSIPPI	NEED TO BE BIGGER
Stakeholder			TOO SMALL
Residents		FLORIDA	I HAD TROUBLE READING. WORDING TOO SMALL.
Residents	49	FLORIDA	TOO SMALL TO READ AND COMPLICATED. NOT MAP FRIENDLY. TOOK LONG TO VIEW.
Residents	51	FLORIDA	SMALL PRINT
Residents	64	FLORIDA	MAP PRINT TOO SMALL
Residents	64	FLORIDA	PRINT TOO SMALL
Residents	68	FLORIDA	PRINT TOO SMALL. NOT ENOUGH IDENTIFYING INFORMATION.
Residents	71	FLORIDA	PRINT TOO SMALL
Visitors Mail	53	GEORGIA	FONT IS TOO SMALL
Visitors Mail	65	MICHIGAN	MY MAGNIFYING GLASS WAS NOT HANDY

The information in the legend did not help you find what you were looking for.
What was the problem?

| Visitors Mail | 64 | NEW YORK | SMALL SCALE ON MAIN MAP |

Add Features

Survey Type:	Age:	Residence:	Comment:
Residents	70	FLORIDA	I THINK THE INFORMATION SHOULD BE COLOR CODED

Too Awkward To Use

Survey Type:	Age:	Residence:	Comment:
Residents	64	FLORIDA	TOO LITTLE DIFFERENCE BETWEEN OPTIONS UNDER ROAD CLASSIFICATION AND SPECIAL FEATURES.
Visitors Mail	61	PENNSYLVANIA	MAP PAGE TOO LARGE, MAP TOO SMALL, LEGEND TOO SMALL. VERY AWKWARD TO USE.

Too Congested

Survey Type:	Age:	Residence:	Comment:
Welcome Center	73	PENNSYLVANIA	TOO CLUTTERED BOTH IN COLOR AND CONTENT

Other

Survey Type:	Age:	Residence:	Comment:
Welcome Center	57	NORTH CAROLINA	DID NOT NEED IT FOR THIS TRIP. HAVE USED IT IN THE PAST.
Welcome Center	70	SOUTH CAROLINA	COULD NOT FIND A LOCATION…DID NOT NEED ONE, BUT LOOKED. LEGEND INFO IS IMPORTANT.

Using the Florida Official Transportation Map

Did you find any symbols in the Legend confusing or difficult to interpret?

Too Small

Survey Type:	Age:	Residence:	Comment:
Welcome Center	59	FLORIDA	SYMBOLS ON MAY SMALL--NEED TO BE LARGER.
Welcome Center	69	CANADA	BIRDING TRAIL GATEWAY SITE NOT LEGIBLE.
Welcome Center	53	LOUISIANA	NO, BUT THE TYPE SHOULD BE A LITTLE LARGER.
Residents	47	FLORIDA	AUTO TRAIN SYMBOL IS TOO SMALL
Residents	51	FLORIDA	LEGEND SYMBOLS WOULD BE EASIER TO USE IF MAP SCALE LARGER.
Residents	62	FLORIDA	JUST SMALL DUE TO SCALE OF MAP
Residents	63	FLORIDA	HARD TO READ POPULATION INDICATORS
Residents	70	FLORIDA	TOO SMALL TO READ, COLORS WOULD HELP TO FIND THINGS EASIER
Residents	71	FLORIDA	PRINT TOO SMALL
Residents	77	FLORIDA	YES, SOME OF THE PRINTING WAS TOO SMALL
Visitors Mail	61	PENNSYLVANIA	THE SYMBOLS WERE OK--THE SIZE IS THE ISSUE

Using the Florida Official Transportation Map

Did you find any symbols in the Legend confusing or difficult to interpret?

Yes

Survey Type:	Age:	Residence:	Comment:
Welcome Center	68	CONNECTICUT	YES

Using the Florida Official Transportation Map

Did you find any symbols in the Legend confusing or difficult to interpret?

Fine As Is

Survey Type:	Age:	Residence:	Comment:
Welcome Center		ALABAMA	NO
Welcome Center	63	ARKANSAS	NO
Welcome Center	32	GEORGIA	NO
Welcome Center	73	ILLINOIS	NO
Welcome Center	68	MINNESOTA	NO
Welcome Center	34	MISSISSIPPI	NA
Welcome Center	68	RHODE ISLAND	NO
Welcome Center	62	VIRGINIA	NO
Welcome Center	52	FLORIDA	NO
Welcome Center	71	FLORIDA	NO
Welcome Center	76	FLORIDA	NO
Welcome Center	70		NO

C. Open-Ended Comments

Did you find any symbols in the Legend confusing or difficult to interpret?

Welcome Center	63	CANADA	NO
Welcome Center	70	MINNESOTA	NO
Welcome Center	75	MISSOURI	NO
Welcome Center	62	TEXAS	NO
Welcome Center	71	TEXAS	NO
Welcome Center	73	WISCONSIN	NO
Welcome Center	63	CANADA	NO
Welcome Center	81	CANADA	NONE
Welcome Center	52	GEORGIA	NO
Welcome Center	65	GEORGIA	NO
Welcome Center	77	NEW JERSEY	NO
Welcome Center	68	NEW YORK	NO
Welcome Center	65	NORTH CAROLINA	NO
Welcome Center	61	PENNSYLVANIA	NO

Florida Map Assessment Question 15

C. Open-Ended Comments

Using the Florida Official Transportation Map

Did you find any symbols in the Legend confusing or difficult to interpret?

Welcome Center	67	SOUTH CAROLINA	NO
Welcome Center	66	VIRGINIA	NO, QUITE CLEAR.
Welcome Center	53	GEORGIA	NO
Welcome Center	51	ILLINOIS	NO
Welcome Center	70	INDIANA	NO
Welcome Center	70	MINNESOTA	NO
Welcome Center	73	MISSOURI	NO
Welcome Center	64	OHIO	NO
Welcome Center	69	ONTARIO, CANADA	NO
Welcome Center	70	ONTARIO, CANADA	NO
Welcome Center	62	VIRGINIA	NO
Welcome Center	25	WISCONSIN	NOPE
Stakeholder			NO. I AM USED TO READING MAPS.

Did you find any symbols in the Legend confusing or difficult to interpret?

Stakeholder			NO
Stakeholder			NO
Residents		FLORIDA	NO
Residents	22	FLORIDA	NO
Residents	27	FLORIDA	NOPE
Residents	29	FLORIDA	NONE
Residents	37	FLORIDA	NO
Residents	38	FLORIDA	NO
Residents	42	FLORIDA	NO
Residents	43	FLORIDA	NO
Residents	46	FLORIDA	NO
Residents	49	FLORIDA	NO
Residents	49	FLORIDA	NO
Residents	50	FLORIDA	NO

C. Open-Ended Comments   **Page 70**

Using the Florida Official Transportation Map

Did you find any symbols in the Legend confusing or difficult to interpret?

Residents	51	FLORIDA	NO
Residents	51	FLORIDA	NOPE
Residents	51	FLORIDA	NO
Residents	53	FLORIDA	NO
Residents	53	FLORIDA	NO
Residents	55	FLORIDA	NO
Residents	57	FLORIDA	NO
Residents	57	FLORIDA	NO
Residents	59	FLORIDA	NO. PLUS, THE MAP FOLDS BACK IN PLACE, MOST DO NOT.
Residents	59	FLORIDA	NO
Residents	61	FLORIDA	NO
Residents	61	FLORIDA	FAIRLY EASY
Residents	62	FLORIDA	NO
Residents	62	FLORIDA	NO

C. Open-Ended Comments   **Page 71**

Did you find any symbols in the Legend confusing or difficult to interpret?

Residents	63	FLORIDA	NO
Residents	64	FLORIDA	NO
Residents	64	FLORIDA	NO
Residents	65	FLORIDA	NO
Residents	66	FLORIDA	NO
Residents	67	FLORIDA	NO
Residents	70	FLORIDA	NO
Residents	73	FLORIDA	NO
Residents	75	FLORIDA	NO
Residents	85	FLORIDA	NO
Residents	87	FLORIDA	NO
Visitors Mail	43	ALABAMA	NO
Visitors Mail	35	ARKANSAS	NO
Visitors Mail	60	CALIFORNIA	NO

Florida Map Assessment Question 15   Page 8

Did you find any symbols in the Legend confusing or difficult to interpret?

Visitors Mail	56	CONNECTICUT	NO
Visitors Mail	47	KANSAS	NO
Visitors Mail		KENTUCKY	NO
Visitors Mail	76	KENTUCKY	NO
Visitors Mail	64	LOUISIANA	NO
Visitors Mail	67	MINNESOTA	NO
Visitors Mail	53	NEW JERSEY	NO
Visitors Mail	67	NEW JERSEY	NO
Visitors Mail	56	NEW MEXICO	NO
Visitors Mail		NEW YORK	NO
Visitors Mail	66	NEW YORK	NO
Visitors Mail	48	NORTH CAROLINA	NO, BUT IT MAY BE MORE INFORMATION THAN IS NEEDED.
Visitors Mail	69	NORTH CAROLINA	NO
Visitors Mail	44	PENNSYLVANIA	NO

Florida Map Assessment Question 15

Using the Florida Official Transportation Map

Did you find any symbols in the Legend confusing or difficult to interpret?

Visitors Mail	67	PENNSYLVANIA	NO
Visitors Mail	64	RHODE ISLAND	NO
Visitors Mail	49	TENNESSEE	NO
Visitors Mail		TEXAS	NO
Visitors Mail	63	TEXAS	NO
Visitors Mail	47	VIRGINIA	NO

Using the Florida Official Transportation Map

Did you find any symbols in the Legend confusing or difficult to interpret?

Symbol Problems

Survey Type:	Age:	Residence:	Comment:
Welcome Center		GEORGIA	THE AIRPORTS ARE TRICKY DUE TO THE PLANE SYMBOLS BEING SIMILAR AND REVERSED ON THE MAP.
Stakeholder			THE BLACK PICNIC TABLE SYMBOLIZING REST AREA WITH NO FACILITIES WAS CONFUSING. I SEE PICNIC TABLE AND WOULD ASSUME FACILITY.
Stakeholder			OK. TOO MANY SYMBOLS.
Stakeholder			POPULATION SYMBOLS NOT SURE WHY OR WHERE THEY ARE ON THE MAP.
Residents	64	FLORIDA	FORESTS AND PARKS TOO SIMILAR
Visitors Mail	54	OREGON	DIDN'T REALLY UNDERSTAND WHY A SYMBOL WITH AN AIRPLANE SAID SCHEDULED AIRLINE STOPS. WHY NOT JUST SAY AIRPORT.

Add Features

Survey Type:	Age:	Residence:	Comment:
Welcome Center	73	ILLINOIS	SINCE IT IS FL, WHY NOT MARK THE PUBLIC BEACHES.

Using the Florida Official Transportation Map

Did you find any symbols in the Legend confusing or difficult to interpret?

Color Problems

Survey Type:	Age:	Residence:	Comment:
Welcome Center	76	NORTH CAROLINA	THE COLOR OF NAME PRINT IS OFTEN HARD TO READ OVER SOME COLORS ON THE MAP.
Welcome Center	70	SOUTH CAROLINA	COLOR ISSUES.
Residents	56	FLORIDA	MORE VIVID COLOR WOULD HELP TO FIND ICONS ON MAP

Other

Survey Type:	Age:	Residence:	Comment:
Welcome Center	66		WTF

Using the Florida Official Transportation Map

Any suggestions for the city map insets?

Larger Map or Print

Survey Type:	Age:	Residence:	Comment:
Residents	50	FLORIDA	THE BIGGER AND MORE DETAILED THE BETTER!
Residents	53	FLORIDA	LARGERTAMPA LOCAL MAP--SOME OF THE AREAS ARE NOT SHOWN
Residents	53	FLORIDA	TAKE ALL OUT BECAUSE THEY ARE TOO SMALL TO BE HELPFUL
Residents	61	FLORIDA	ARE THE RESORTS SPONSORING YOU? SUCH AS UNIVERSAL, DISNEY. HAVE PROBLEMS SEEING THE WRITING, EVEN THE INSERT OF CITIES.
Residents	62	FLORIDA	MAKE THEM LARGER ON REVERSE OF MAP. ADS ARE FINE, BUT I LIKE TO HAVE A CLEARER SENSE OF WHERE I AM IN THE STATE SO ALWAYS CARRY MAPS EVEN WHEN USING GPS--WHICH ARE FALLIBLE. I DRIVE A LOT BETWEEN LOUISIANA AND FLORIDA AND AROUND FLORIDA WITH VISITORS TO THE STATE. I LIKE MY MAPS!
Residents	64	FLORIDA	MAKE THEM LARGER WITH EASIER TO READ STREETS AND PUT THEM ON BACK OF STATE MAP. GET RID OF ADS.
Residents	71	FLORIDA	LARGER TYPE FACE
Residents	72	FLORIDA	LARGER, MORE DETAILED
Stakeholder			MAKE BIGGER
Stakeholder			SUGGEST MAKING S.FL LARGER. IT IS HARD TO READ DETAILS. THE DISTANCE BETWEEN DOTS WAS ILLEGIBLE.
Visitors Mail	53	GEORGIA	TYPE IS SO SMALL THAT IT'S NOT WORTH TRYING TO REFERENCE

C. Open-Ended Comments

Page 77

Using the Florida Official Transportation Map

Any suggestions for the city map insets?

Visitors Mail		KENTUCKY	MAKE MAP SMALLER. HAVE INSETS SEPARATE.
Visitors Mail	44	MINNESOTA	BIGGER--ADDING MORE DETAIL
Visitors Mail	61	PENNSYLVANIA	THE WHOLE THING IS GREAT--BUT TOO SMALL TO READ AND AWKWARD TO HOLD.
Welcome Center	71	FLORIDA	LARGER SCALE WITH MORE DETAIL.
Welcome Center	52	GEORGIA	LARGER WITH MORE DETAIL OF STREETS
Welcome Center	73	ILLINOIS	I EXPECTED THIS MAP TO BE BIGGER THAN THE RAND MCNALLY MAP, BUT IT ISN'T. LEAVE OFF TOLL, TURNPIKE, TOLL INFO AND MAKE MAP BIGGER.
Welcome Center	73	ILLINOIS	LARGE CITY ROUTES NEEDED TO FIND THINGS LIKE HOTELS, RESTAURANTS, ATTRACTIONS, ETC.
Welcome Center	53	LOUISIANA	LARGER TYPE
Welcome Center	79	MASSACHUSETTS	BIGGER, MORE DETAILED.
Welcome Center	73	MISSOURI	PRINT IS TOO SMALL
Welcome Center	77	NEW JERSEY	A LITTLE LARGER PRINT
Welcome Center	69	ONTARIO, CANADA	MAKE THE KEYES MAP LARGER
Welcome Center	62	VIRGINIA	PRINT ROAD LANES BIGGER

Using the Florida Official Transportation Map

Any suggestions for the city map insets?

Double Sided

Survey Type:	Age:	Residence:	Comment:
Residents	51	FLORIDA	JUST LARGER PRINT AND BOTH SIDES FOR STATE
Residents	60	FLORIDA	SPLIT STATE - LESS INSERTS, ONLY WHEN NECESSARY
Visitors Mail	61	ALABAMA	PUT THEM ON BACK AND MAKE LARGER
Visitors Mail	35	ARKANSAS	NEED TO MOVE TO BACKSIDE.
Visitors Mail	31	TEXAS	PUT THEM ON OPPOSITE SIDE TO ZOOM IN ON MAP
Welcome Center	32	GEORGIA	TAKE ADVERTISEMENT OFF AND PUT ON BACK OF MAPS. THIS WAY YOU CAN ENLARGE THE SIZE OF CITY MAPS.
Welcome Center	63	TENNESSEE	MAKE BIGGER ON ONE PAGE AND THE INSETS ON THE BACK.

Using the Florida Official Transportation Map

Any suggestions for the city map insets?

It Is Good As It Is

Survey Type:	Age:	Residence:	Comment:
Residents		FLORIDA	NO, I LIKE THE WAY THEY ARE DISPLAYED.
Residents	43	FLORIDA	NO
Residents	47	FLORIDA	NONE
Residents	47	FLORIDA	I GUESS THEY CAN'T TAKE UP TOO MUCH SPACE. OK.
Residents	51	FLORIDA	NO SUGGESTIONS.
Residents	57	FLORIDA	NONE
Residents	59	FLORIDA	NICE JOB, THE WAY IT IS.
Residents	60	FLORIDA	NONE
Residents	61	FLORIDA	NO
Residents	61	FLORIDA	NO
Residents	62	FLORIDA	NO
Residents	62	FLORIDA	NO

Using the Florida Official Transportation Map

Any suggestions for the city map insets?

Residents	73	FLORIDA	NO
Residents	77	FLORIDA	NO
Residents	83	FLORIDA	NO
Residents	85	FLORIDA	NONE
Residents	87	FLORIDA	THE CITY MAP INSETS ARE GOOD AND SHOW HIGHWAYS AND MAIN STREETS VERY WELL.
Stakeholder			NO
Stakeholder			SEEMS ADEQUATE
Stakeholder			NO
Visitors Mail	43	ALABAMA	NONE
Visitors Mail	60	CALIFORNIA	NO
Visitors Mail	49	COLORADO	NO
Visitors Mail	56	CONNECTICUT	GOOD NOW
Visitors Mail	47	KANSAS	NO
Visitors Mail	76	KENTUCKY	NO

Using the Florida Official Transportation Map

Any suggestions for the city map insets?

Visitors Mail	64	LOUISIANA	GOOD FORMAT
Visitors Mail	50	MARYLAND	NONE
Visitors Mail	67	MINNESOTA	NO
Visitors Mail	53	MISSISSIPPI	NO
Visitors Mail	53	NEW JERSEY	NO
Visitors Mail	67	NEW JERSEY	NO
Visitors Mail	56	NEW MEXICO	NO
Visitors Mail		NEW YORK	NO. THEIR OK.
Visitors Mail	48	NORTH CAROLINA	NONE
Visitors Mail	69	NORTH CAROLINA	NONE
Visitors Mail	54	OREGON	LOOKS PRETTY GOOD.
Visitors Mail	39	PENNSYLVANIA	NO
Visitors Mail	44	PENNSYLVANIA	NO
Visitors Mail	72	PENNSYLVANIA	NO

C. Open-Ended Comments   **Page 82**

Any suggestions for the city map insets?

Visitors Mail	49	TENNESSEE	NA
Visitors Mail		TEXAS	NO
Visitors Mail	63	TEXAS	NO
Visitors Mail	47	VIRGINIA	NO
Welcome Center	52	FLORIDA	NO
Welcome Center	66		NO
Welcome Center	51	ARKANSAS	LOOKS GOOD--ORLANDO IS PROBABLY MOST USED BY DRIVING VISITORS.
Welcome Center	63	ARKANSAS	NO
Welcome Center	63	CANADA	NO
Welcome Center	81	CANADA	NONE
Welcome Center	53	GEORGIA	NA
Welcome Center	70	INDIANA	NO
Welcome Center	68	IOWA	NO, THEY DID A GOOD JOB FOR US.
Welcome Center	73	MICHIGAN	NO

Florida Map Assessment Question 18

C. Open-Ended Comments

Using the Florida Official Transportation Map

Any suggestions for the city map insets?

Welcome Center	70	MINNESOTA	NO
Welcome Center	34	MISSISSIPPI	NA
Welcome Center	76	NORTH CAROLINA	NO
Welcome Center	68	RHODE ISLAND	THEY WERE USEFUL. I WOULD KEEP THEM.
Welcome Center	67	SOUTH CAROLINA	NONE
Welcome Center	62	TEXAS	NO
Welcome Center	79	TEXAS	NO
Welcome Center	62	VIRGINIA	NO
Welcome Center	66	VIRGINIA	NO.
Welcome Center		WISCONSIN	NO

C. Open-Ended Comments

Using the Florida Official Transportation Map

Any suggestions for the city map insets?

Add Features

Survey Type:	Age:	Residence:	Comment:
Residents	38	FLORIDA	COUPONS
Residents	42	FLORIDA	ADD MORE COMMON BUILDINGS
Residents	47	FLORIDA	SCALE BARS ARE NEEDED
Residents	55	FLORIDA	ALTHOUGH IT IS CHALLENGING, MORE DETAIL WOULD BE APPRECIATED
Residents	63	FLORIDA	UPDATE THEM. NEW COLLEGE IS NOT SHOWN FOR SARASOTA, FOR EXAMPLE.
Residents	64	FLORIDA	HOSPITAL LOCATIONS
Residents	64	FLORIDA	MORE DETAIL
Residents	75	FLORIDA	DETAILS W OF 441 - LAKE WORTH AND W. PALM BEACH
Residents	77	FLORIDA	ADD THE AMTRAK STATIONS
Residents	81	MICHIGAN	ATTRACTIONS--POINTS OF INTEREST
Stakeholder			MORE DETAILED MAPS OF DAYTONA, OCALA AND PALM BAY/MELBOURN AREAS.
Visitors Mail	67	PENNSYLVANIA	YOU NEED A KEY THAT TELLS WHERE TO LOOK FOR INSET OR IF ONE IS EVEN AVAILABLE

Using the Florida Official Transportation Map

Any suggestions for the city map insets?

Welcome Center	59	FLORIDA	MORE DETAIL
Welcome Center	76	FLORIDA	COULD NOT FIND NW FLORIDA UNIVERSITY ON PENSACOLA MAP--COULD EXPAND A LITTLE ABOVE I-10 TO SHOW IT.
Welcome Center	69	CANADA	MORE ROADS TO BE SHOWN IN TALLAHASSEE MAP.
Welcome Center	51	ILLINOIS	MORE DETAIL AND COVER LARGER AREA.
Welcome Center	50	MARYLAND	THE MORE DETAIL THE BETTER
Welcome Center	64	OHIO	GAINESVILLE
Welcome Center	72	ONTARIO, CANADA	SHOW H.O.V. LANES
Welcome Center	70	SOUTH CAROLINA	DETAILED AS POSSIBLE.
Welcome Center	71	TEXAS	MORE DETAILED
Welcome Center	73	VIRGINIA	IT WOULD BE HELPFUL TO HAVE HOSPITALS AND MAJOR EMERGENCY FACILITIES SHOWN.
Welcome Center	80	FLORIDA	INFO ON CASINOS, WHERE.

C. Open-Ended Comments   **Page 86**

Using the Florida Official Transportation Map

Any suggestions for the city map insets?

Remove or Change Ads

Survey Type:	Age:	Residence:	Comment:
Residents	49	FLORIDA	IF YOU DO CONSIDER TAKING OUT THE ADS THEN ADD MORE INSETS TO THE MAP.
Residents	63	FLORIDA	NO-SELL ADS TO MAKE IT NO COST
Welcome Center	76	ILLINOIS	I WOULD PREFER NO ADS AND BIGGER CITY INSETS.

Any suggestions for the city map insets?

Other

Survey Type:	Age:	Residence:	Comment:
Residents	22	FLORIDA	ORDER THEM GEOGRAPHICALLY
Residents	62	FLORIDA	GET IT DONE AND GIVE PINK SLIP TO GOVERNOR SCOTT
Residents	63	FLORIDA	DON'T USE THEM AND NOT LIKELY TO DO SO
Residents	63	FLORIDA	MIAMI BY ITSELF
Stakeholder			CENTER MAPS FOR THEIR RESPECTIVE CITY BOUNDARY
Visitors Mail	56	KANSAS	DO YOU REALLY NEED 14 INSETS? OCALA? REALLY? LAKELAND?
Visitors Mail		MARYLAND	WITH GPS AND GOOLD THIS IS NOT AS NECESSARY
Welcome Center	65	CANADA	JACKSONVILLE STILL SHOWS 9A EAST NOT 295
Welcome Center	73	PENNSYLVANIA	SEE PAGE 1 Q5. Q5: "OBTAINING THE OFFICIAL SCDOT SOUTH CAROLINA MAP, OF ALL I LIKE THIS ONE FOR SEVERAL REASONS. OUTLINE OF STATE CLEARLY DEFINED WITH WHITE BACKGROUND OF STATE. PRIMARY AND SECONDARY ROUTES DEFINED WITH CITIES AND TOWNS CLEARLY MARKED. INTERSTATE MILE MARKERS CLEARLY INDICATED, REST ARES, AND MILEAGE AND ROUTES CLEARLY MARKED. I HAVE ON NUMEROUS TIMES HAD HOLIDAY AT HHI, CHARLESTON, GREENVILLE, AND UP AND DOWN I-95, I-26, SAVANNAH, GA TO MYRTLE BEACH AND FIND THIS MAP VERY EASY TO NAVIGATE WITH. ACQUIRING A COPY WITH WHICH TO PATTERN YOUR STATE MAP WOULD CLEARLY BE ENCOURAGED. ON OPPOSITE SIDE A LARGER SCALE IS CLEAR AND EASY TO USE AND UNDERSTAND."

Do you have any other suggestions about the Florida Official Transportation Map?

Stakeholder   I RECOMMEND UPDATING THE GIS DATA THAT GENERATES THE MAP. I HAVE INCLUDED TWO MAPS OF AREAS OF INTEREST THAT NEEDS TO BE REFLECTED ON THE MAP. (ON MAP: CROSSES OUT SR 408 TO VALENCIA, BETWEEN SR 408 AND SR 417; CROSSES OUT SR 429 BETWEEN OCOEE APOPKA RD AND MARSHALL LAKE RD).

Stakeholder   I THINK THERE ARE TOO MANY ADS ON THE MAP.

Stakeholder   COMMISSIONERS HAVE ASKED THAT EAST NAPLES BE PLACED ON THE MAP. EAST NAPLES HAS 92,000 RESIDENTS WHILE NAPLES MANOR IS OLD (PLATTED IN 1950S). CAN NAPLES MANOR BE REMOVED AND BE REPLACED WITH EAST NAPLES?

Stakeholder   APPEARS TO BE VERY ADEQUATE AND DETAILED

Stakeholder   GOOD PRODUCT. KEEP UP THE GOOD WORK.