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</tbody>
</table>
This research report was prepared by Dr. Caroline E. Sawyer, Assistant Professor of Communication Studies at the University of South Carolina Beaufort, as part of the Students Connected community partnership program. Special thanks to COMM B255: Communication Studies Research students: Jasmine Archie, Jeffrey Borthick, Leslee Brown, Carrie Cochrans, Maddison Csernica, Danielle Galella, John Good, Lucas Graves, David Guzman, Anam Kuyper, Aleis Ledwell, Briyana, Rachel Mendietta, Kenneth Qualls, Holli Ramirez, Jacob Shumate, Matthew Turner, Wesley Virtue, and Zoe Zadoorian. Additional special thanks to Rebecca Warth, Anton Abraham, Jim Glasson, Jan O'Rourke, Ginni Kozak, Charles Rutkowski, Dr. Najmah Thomas, Dr. John Salazar, & Dr. Summer Roberts for their contributions to this project. For more information, please contact Dr. Sawyer at cesawyer@uscb.edu.

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University of South Carolina Beaufort
1 University Blvd.
Bluffton, SC 29909
843-208-8000
INTRODUCTION

PROJECT
This project was part of the USCB’s Students Connected. USCB communication studies students were given the opportunity to explore and apply communication research methods to a transportation project sponsored by the community partner, Together for Beaufort County. This project included an extensive four-pronged data collection with four groups of students collecting and analyzing the data in four parts of Beaufort County, SC.

PURPOSE
The purpose of this project was to investigate, understand, and report on the current local-level transportation needs in Beaufort County such as number of potential passengers, the location of the potential passengers, the main barriers to using such transportation, and the potential outcome if a proposed transportation system was developed.

DESIRED OUTCOMES
Beaufort County, SC
• Presentations and a comprehensive report of the current local-level transportation needs in four areas of Beaufort County.

University of South Carolina Beaufort
• Provide USCB communication studies majors with an educational experience that will contribute to their professional development and understanding of communication research.

• Provide USCB communication studies majors with a mixed methods research project experience that engages the student with a client and requires them to fulfill deliverables to the client.

• Provide USCB communication studies major with an education experience that allows them to contribute to the community through the application of communication research.

• Allow USCB communication studies majors to learn professional and social skills that will help them gain employment in their chosen careers.

“The students provided a unique perspective with creative insights rarely heard in typical industry meetings. We appreciated their candor and enthusiasm. We hope that their experience with this program enriched their education just as their efforts will enrich our community activities.”

– Fred Leyda, Beaufort County Human Services
METHODS

Prior to data collection, all students, enrolled in the course, completed two training courses administered by the Collaborative Institutional Training Initiative (CITI Program). Students collected both qualitative data, online discourse, ethnographic fieldwork, and qualitative interviews, as well as quantitative data, surveys over the course of three months. The students worked in four groups, across four different geographical areas of the county, to collect and analyze the different types of data.

Students collected data in four prior defined quadrants of the county.
This research employed a mixed methods approach. Students collected data using four different methods. The online discourse using textual analysis. The ethnographic fieldnotes, including journey maps, and the interviews were analyzed using qualitative coding. Finally, statistical analysis was conducted on the survey data. Overall, 120 examples of online discourse about transportation were collected, 8 interviews were conducted, 4 journey maps were created, 8 sets of fieldnotes were generated, 203 surveys were collected.

The data collection by quadrant are as follows:

**Hilton Head**
- 30 examples of online discourse
- 2 interviews
- 1 journey map
- 2 sets of fieldnotes
- 46 surveys

**Bluffton/Okatie**
- 30 examples of online discourse
- 2 interviews
- 1 journey map
- 2 sets of fieldnotes
- 52 surveys

**Beaufort/Port Royal/Sheldon**
- 30 examples of online discourse
- 2 interviews
- 1 journey map
- 2 sets of fieldnotes
- 51 surveys

**St. Helena/Outlying Islands**
- 30 examples of online discourse
- 2 interviews
- 1 journey map
- 2 sets of fieldnotes
- 54 surveys
SUMMARY OF FINDINGS

PARTICIPANTS
This section presents data about the participants in the study, specifically from the survey.

Gender (n = 176)

- Male: 41.48%
- Female: 58.52%
- Other (please specify)

Age (n = 175)

- 18-25: 12.57%
- 26-35: 15.43%
- 36-45: 22.86%
- 46-55: 11.43%
- 56-65: 14.86%
- Over 65: 23.43%
Race/Ethnicity (n = 171)

- White or Caucasian: 53.80%
- Black or African American: 22.16%
- Hispanic or Latino: 5.85%
- Asian or Asian American: 0.58%
- American Indian or Alaska Native: 1.77%
- Native Hawaiian or Other Pacific Islander: 7.60%
- Another race: 1.73%

Education (n = 173)

- No schooling: 1.73%
- Some high school: 4.62%
- High school graduate: 15.61%
- Some college: 23.70%
- Associate’s degree: 12.72%
- Bachelor’s degree: 25.43%
- Master’s degree: 16.18%
- Professional degree: 1.73%
- Doctorate degree: 3.47%
Annual Income (n = 155)

- Under $10,000: 3.87%
- Between $10,000 and...: 6.45%
- Between $15,000 and...: 19.35%
- Between $25,000 and...: 26.45%
- Between $50,000 and...: 20.65%
- Between $100,000 and...: 12.26%
- Between $150,000 and...: 2.68%
- Over $200,000: 8.39%

Vehicles (n = 162)

- 1: 43.21%
- 2: 40.12%
- 3: 9.88%
- 4: 4.32%
- 5 or more: 3.70%
Forms of Transportation Previously Taken (whether in Beaufort, County or elsewhere) (select all that apply) (n = 147)

- Bus: 85.03%
- Trolley: 26.53%
- Van: 29.93%
- Train: 43.54%
- Subway: 40.82%
- Light Rail: 27.21%
- Other (please specify): 2.72%
COMMUNICATING IN BEAUFORT, SC

This section presents data about how the participants in the study communicate about new businesses and events, as well as social media usage, specifically from the survey.

Finding out about New Businesses (select all that apply) (n = 177)

Finding out about Events (select all that apply) (n = 176)
Social Media Usage – overall (select all that apply) (n = 158)

- Facebook: 86.08%
- Twitter: 22.78%
- Instagram: 34.81%
- Snapchat: 25.95%
- Pinterest: 22.15%
- LinkedIn: 16.46%
- YouTube: 42.31%
- WhatsApp: 21.52%
- Other (please specify): 1.27%

Primary Social Media Platform (n = 156)

- Facebook: 76.92%
- Twitter: 11.54%
- Instagram: 27.56%
- Snapchat: 20.51%
- Pinterest: 10.90%
- LinkedIn: 7.69%
- YouTube: 24.36%
- WhatsApp: 20.51%
- Other (please specify): 1.28%
Activities on Social Media (select all that apply) (n = 154)

- Use for Work: 35.71%
- Keeping up with Family: 74.03%
- Keeping up with Friends: 69.48%
- Finding out about Local...: 50.00%
- Seeking Recommendations: 25.32%
- Keeping up with Current...: 50.65%
- Other (please specify): 2.60%

Time of Day for Activities on Social Media (select all that apply) (n = 132)

<table>
<thead>
<tr>
<th>Activity</th>
<th>EARLY MORNING (4:30 AM)</th>
<th>MID-MORNING (9-11:30 AM)</th>
<th>NOON (12-1 PM)</th>
<th>EARLY AFTERNOON (1:30-3 PM)</th>
<th>LATE AFTERNOON (3:30-5 PM)</th>
<th>EARLY EVENING (5:30-7PM)</th>
<th>EVENING (7:30-10 PM)</th>
<th>TOTAL RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Use for Work</td>
<td>60.92%</td>
<td>37.93%</td>
<td>6.90%</td>
<td>20.69%</td>
<td>8.05%</td>
<td>13.79%</td>
<td>14.94%</td>
<td>87</td>
</tr>
<tr>
<td>Keeping up with Family</td>
<td>24.49%</td>
<td>48.96%</td>
<td>18.37%</td>
<td>15.31%</td>
<td>22.45%</td>
<td>23.47%</td>
<td>24.49%</td>
<td>98</td>
</tr>
<tr>
<td>Keeping up with Friends</td>
<td>20.54%</td>
<td>38.39%</td>
<td>16.96%</td>
<td>23.21%</td>
<td>16.07%</td>
<td>29.46%</td>
<td>22.32%</td>
<td>112</td>
</tr>
<tr>
<td>Finding out about Local Events</td>
<td>23.86%</td>
<td>45.45%</td>
<td>21.59%</td>
<td>19.32%</td>
<td>13.64%</td>
<td>19.32%</td>
<td>23.86%</td>
<td>88</td>
</tr>
<tr>
<td>Seeking Recommendations</td>
<td>16.67%</td>
<td>41.67%</td>
<td>6.94%</td>
<td>22.22%</td>
<td>12.50%</td>
<td>19.44%</td>
<td>12.50%</td>
<td>72</td>
</tr>
<tr>
<td>Keeping up with Current News</td>
<td>30.43%</td>
<td>44.57%</td>
<td>19.57%</td>
<td>18.48%</td>
<td>13.04%</td>
<td>20.65%</td>
<td>22.83%</td>
<td>92</td>
</tr>
</tbody>
</table>
TRAVELING IN BEAUFORT, SC
This section presents data about the experience of travelling in Beaufort County, SC. Data presented in this section is a combination of fieldwork and survey data.

Journey Maps. During this project, students were asked to map out a commute within their quadrant, exploring the possible transportation options and the length of time that the commute would take for each option. This part of the project is embodied in the Journey Maps below. After completing the Journey Maps, students were encouraged to experience the journey without personal transportation. Included below with the journey maps are excerpts students’ fieldnotes during this experience.

BEAUFORT/SHELDON

Driving: 17 Minutes  
Biking: 1 Hour 1 Minute  
Walking: 4 Hours

“Having to walk almost 4 hours without the security of sidewalks is a very scary experience. It is definitely something that I wouldn’t want to do on regular basis and it would make it impossible to do anything other than go to one destination and go home. It’s eight hours round trip!”
When walking in this quadrant, you must either walk on the grass or on the side of the road. Either way, you have to watch out for passing cars. Several times, I got scared that someone might hit me.

After analyzing the data collected, I decided to go back out into the field to see what it was like without a car. Using the journey map that I created, I attempted to go from the University of South Carolina Beaufort to the Coastal Carolina Hospital in Hardeeville. This was very difficult and eye opening to the fact that there is no public transportation, even to get to the hospital, you need a car or an Uber. If you were to walk to the hospital from the university, it would take you around 2 hours, while it would only take you 8 minutes by car. Someone without a car in this area would have a very big problem. After having spent my second time in the field, I realized that it is extremely important to have a form of transportation. Without transportation in this specific area, it is almost impossible to get anywhere by walking. I also observed that there were almost no sidewalks anywhere. If an individual was to walk from the university to the hospital, they could most likely get hurt, as it is along a highway.
There is a need for workers to gain access to the Island due to Hilton Head being one of the biggest job employers in the Beaufort county. Without a dependable way of transport many of these workers are bound to miss shifts and get fired leaving a major lack of employees for these companies to hire. This type of threat is one that can completely destabilize an economy. While there is transportation to the island, once you are on the island, you must walk to go to any place other than your job. This means that many are standing around waiting on the bus to take them home.
How Often to Where – Current Transportation (select all that apply) (n = 191)

<table>
<thead>
<tr>
<th></th>
<th>Daily</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Quarterly</th>
<th>Yearly</th>
<th>Total Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work</td>
<td>82.05%</td>
<td>15.38%</td>
<td>3.85%</td>
<td>1.28%</td>
<td>4.49%</td>
<td>156</td>
</tr>
<tr>
<td>Medical</td>
<td>3.75%</td>
<td>14.37%</td>
<td>45.00%</td>
<td>24.38%</td>
<td>14.37%</td>
<td>160</td>
</tr>
<tr>
<td>Shopping</td>
<td>24.57%</td>
<td>62.29%</td>
<td>8.57%</td>
<td>6.86%</td>
<td>2.29%</td>
<td>175</td>
</tr>
<tr>
<td>Entertainment</td>
<td>12.90%</td>
<td>46.45%</td>
<td>29.68%</td>
<td>9.03%</td>
<td>1.94%</td>
<td>155</td>
</tr>
<tr>
<td>Education</td>
<td>24.30%</td>
<td>30.84%</td>
<td>14.02%</td>
<td>14.02%</td>
<td>16.82%</td>
<td>107</td>
</tr>
<tr>
<td>Place of Worship</td>
<td>9.42%</td>
<td>66.67%</td>
<td>12.32%</td>
<td>2.90%</td>
<td>8.70%</td>
<td>138</td>
</tr>
<tr>
<td>Friends/Family</td>
<td>43.90%</td>
<td>37.80%</td>
<td>15.24%</td>
<td>2.44%</td>
<td>0.61%</td>
<td>164</td>
</tr>
</tbody>
</table>

Time of Day – Current Transportation (select all that apply) (n = 186)

<table>
<thead>
<tr>
<th></th>
<th>Early Morning (4:30 AM)</th>
<th>Mid-Morning (9:30 AM)</th>
<th>Noon (12 – 1 PM)</th>
<th>Early Afternoon (1:30 – 3 PM)</th>
<th>Late Afternoon (3:30 – 5 PM)</th>
<th>Early Evening (6:30 – 7 PM)</th>
<th>Evening (7:30 – 10 PM)</th>
<th>Total Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work</td>
<td>65.54%</td>
<td>38.51%</td>
<td>11.49%</td>
<td>16.22%</td>
<td>17.57%</td>
<td>10.81%</td>
<td>10.81%</td>
<td>148</td>
</tr>
<tr>
<td>Medical</td>
<td>22.22%</td>
<td>56.21%</td>
<td>13.73%</td>
<td>19.61%</td>
<td>7.84%</td>
<td>3.27%</td>
<td>3.27%</td>
<td>153</td>
</tr>
<tr>
<td>Shopping</td>
<td>12.80%</td>
<td>32.93%</td>
<td>23.17%</td>
<td>23.17%</td>
<td>20.12%</td>
<td>17.07%</td>
<td>10.37%</td>
<td>164</td>
</tr>
<tr>
<td>Entertainment</td>
<td>11.28%</td>
<td>15.04%</td>
<td>21.05%</td>
<td>18.05%</td>
<td>22.56%</td>
<td>35.34%</td>
<td>28.57%</td>
<td>133</td>
</tr>
<tr>
<td>Education</td>
<td>25.30%</td>
<td>37.35%</td>
<td>13.25%</td>
<td>15.66%</td>
<td>10.84%</td>
<td>14.46%</td>
<td>6.02%</td>
<td>83</td>
</tr>
<tr>
<td>Place of Worship</td>
<td>26.19%</td>
<td>57.14%</td>
<td>18.25%</td>
<td>6.35%</td>
<td>6.35%</td>
<td>7.94%</td>
<td>3.97%</td>
<td>126</td>
</tr>
<tr>
<td>Friends/Family</td>
<td>16.91%</td>
<td>39.71%</td>
<td>36.76%</td>
<td>30.88%</td>
<td>40.44%</td>
<td>38.97%</td>
<td>25.74%</td>
<td>136</td>
</tr>
</tbody>
</table>
FEELINGS ABOUT PUBLIC TRANSPORTATION

This section presents data about how people feel about public transportation in Beaufort County, SC. Data presented in this section is a combination of fieldwork, interviews, online discourse and survey data.

Public Transportation is... (n = 181)

- **Good for Community**
  - Strongly Agree: 55.56%
  - Agree: 31.11%
  - Neutral: 8.33%
  - Disagree: 7.88%

- **Good for Environment**
  - Strongly Agree: 40.51%
  - Agree: 34.69%
  - Neutral: 19.32%
  - Disagree: 2.19%

- **Good for Economy**
  - Strongly Agree: 44.91%
  - Agree: 35.29%
  - Neutral: 14.04%
  - Disagree: 1.76%

- **Good for Traffic**
  - Strongly Agree: 42.67%
  - Agree: 33.79%
  - Neutral: 17.51%
  - Disagree: 7.02%
Want, Need, Use Public Transportation (n = 179)

Perceptions of Public Transportation (select all that apply) (n = 143)
Themes from Interviews about Public Transportation

**Overall Need Theme**
- "Need it" - St. Helena, Bluffton, Beaufort Participant
- "It would impact a lot because it would provide them (family) with the opportunity to go to the grocery store, to doctors care...and that’s very important" - St. Helena Participant

**Single Mothers**
- "It would be beneficial to many who have no personal vehicle, especially single mothers." - Beaufort Participant

**Rural Access**
- "Broader routes for those that live in rural hard to get access." - St. Helena Participant

**Work**
- "I feel as if it would be a great opportunity for everyone to have to get to and from work without having to struggle for it." - Bluffton Participant

**Seniors**
- "Need services for seniors for hospital services." - Bluffton Participant

**Traffic**
- "I believe public transit would benefit tourism in this area as well as local population that lives in outlying areas. Also would be good for congestion during festivals." - Hilton Head Participant

Themes from Online Discourse

**Transportation Travel Needs**
- 24 Hour Transportation
- Airport
- Place of Work
- Public Transportation
- Traffic Regulations
- Infrastructure

- Maybe it’s time...to consider real, affordable, convenient and 24-hour public transportation in this town
- Are there any 24-hour resources around here to help someone without a car or financial resources to get medical attention?
- ISO transportation from Savannah International Airport to Sun City in Bluffton on Thursday March 29 at approx 11 pm for a family member
- Recommendation for transportation from Bluffton to Atlanta Airport. Thanks for your help.
- Is there free public transportation around Bluffton? My daughter needs a ride from university park to buck island rd in the morning for work.
- I am looking for work (housekeeping, landscaping, etc) within walking distance from Matthews Dr., as I do not have transportation. Any info or advice will be greatly appreciated.
- In a town and community as big as Bluffton/Hilton Head Why is there no public transportation, or City buses?
- Question of the day: What stores or services are needed in Bluffton or on the island? Answer: Free Public transportation
- Something has to be done about the traffic circle on the Bluffton Parkway. I almost got hit again by someone who does not know the traffic laws.
- Does anyone know the traffic laws for the round about at 46 and Bluffton Parkway?
- I saw a lot of frustrated/confused drivers out this morning so I thought this may help some people. Traffic signal adjustments on US 278 could change your rush-hour commute.
- Simply not enough demand to support the infrastructure needed to create a system (transportation) of this nature.
Paying for Public Transportation

This section presents data about what people are willing to pay for public transportation in Beaufort, SC.

Supporting Public Transportation (n = 176)
- 84% of participants would support the creation of a local level transportation system.
- 67% of participants would support the creation of a local level transportation system if local businesses financially supported it.
- 58% of participants would support the creation of a local level transportation system if their employer financially supported it.

Transportation One-Way Fair (n = 170)

<table>
<thead>
<tr>
<th>Fee</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
<th>Total</th>
<th>Weighted Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2</td>
<td>12.00%</td>
<td>42.00%</td>
<td>32.76%</td>
<td>15.04%</td>
<td>4.45%</td>
<td>174</td>
<td>1.16</td>
</tr>
<tr>
<td>$4</td>
<td>12.15%</td>
<td>37.00%</td>
<td>36.49%</td>
<td>13.51%</td>
<td>12.84%</td>
<td>174</td>
<td>1.16</td>
</tr>
<tr>
<td>$6</td>
<td>11.59%</td>
<td>18.10%</td>
<td>32.79%</td>
<td>26.21%</td>
<td>19.31%</td>
<td>174</td>
<td>1.16</td>
</tr>
<tr>
<td>$8</td>
<td>10.93%</td>
<td>28.37%</td>
<td>25.62%</td>
<td>28.28%</td>
<td>20.81%</td>
<td>174</td>
<td>1.16</td>
</tr>
</tbody>
</table>
Transportation Tax (n = 175)

- 65% of participants would be willing to pay ½ a cent more in sales tax in order to support a local transportation system.
- 49% of participants would be willing to pay ½ a percent more in sales tax in order to support a local transportation system.
- 57% of participants would be willing to pay 1 cent more in sales tax in order to support a local transportation system.
- 44% of participants would be willing to pay 1 percent more in sales tax in order to support a local transportation system.

The results of this question show us that participants would be most likely to pay ½ a cent more in sales tax in order to support a local transportation system. Additionally, it shows us that when it comes to phrasing a sales tax, that participants respond more favorably to sales taxes in that are worded in terms of cents and not in terms of percentages.
IF PUBLIC TRANSPORTATION WERE AVAILABLE . . .
This section presents data about when and where people would go if public transportation were available in Beaufort County, SC.

Where would People Travel? (check all that apply) (n = 143)

- Work: 64.34%
- Medical: 48.25%
- Shopping: 57.34%
- Entertainment: 51.75%
- Education: 25.17%
- Place of Worship: 31.47%
- Friends/Family: 37.76%

When would People Travel? (check all that apply) (n = 147)

<table>
<thead>
<tr>
<th>Time</th>
<th>Work (4-8:30 AM)</th>
<th>Work (8:30-11:30 AM)</th>
<th>Noon (12-1 PM)</th>
<th>Early Afternoon (1:30-3 PM)</th>
<th>Late Afternoon (3:30-5 PM)</th>
<th>Early Evening (5:30-7 PM)</th>
<th>Evening (7:30-10 PM)</th>
<th>Total Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Early Morning</td>
<td>63.64%</td>
<td>35.45%</td>
<td>12.73%</td>
<td>16.36%</td>
<td>20.00%</td>
<td>12.73%</td>
<td>10.00%</td>
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How Often would People Travel? (check all that apply) (n = 145)

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LIMITATIONS

Lack of Demographic Diversity.
While this project was fortunate to have the support of Beaufort County Libraries and the opportunity to collect data at all of the branches, this unfortunately created a diversity limitation as the demographics skewed to older and more educated survey takers.

Lack of Adequate Time.
Due to the shortness of the semester (16 weeks) and student schedules, being able to collect and analyze a vastness of data was not possible.

RECOMMENDATIONS

Collect More Data.
This research should be expanded in order to collect more data from more diverse populations at more diverse locations. We recommend a longitudinal study with more data collection, specifically survey and interviews, at more locations across the county.

Provide Local Transportation Options.
This research shows that there is a need for public transportation. Specifically, the research shows that many need help getting to work and getting around city/town centers for shopping. We recommend offering more options across the county, specifically options that address the needs of the different quadrants.

Start Small.
This research shows that there are many who want public transportation and some who will use it. For this reason, we recommend that when putting a local public transportation system in place that it should start small. This could be in the form of a loop within a small area such as Hilton Head or Bluffton. We recommend that the ticket price be between $2 and $2 one way. We also recommend that local business be solicited for financial help support this system in addition to a ½ cent sales tax.

Communicate Using Word of Mouth.
While social media is popular among our participants, most participants found out about new businesses, services or events via word of mouth from friends, family and co-workers. We recommend using all possible venues to communicate with the community using Word of Mouth such as community meetings, places of worship, and local business.
CONCLUSION

Beaufort County, SC Needs Transportation.
The research shows a need for public transportation, particularly for vulnerable populations such as those in rural areas, those of lower social-economic status, and seniors. In reference to resident experiences without reliable transportation, most gave examples about how the county is set up in pockets and each pocket is a fair distance from the others; thus, it is next to impossible to get around the county without transportation. And so, those who have experienced times without reliable transportation have greatly struggled.

Beaufort County, SC Wants Transportation.
Throughout all of this project, the research points to an overwhelming want for public transportation. This was evident, not only in the surveys, but also in the online discourse, interviews, and ethnographic fieldnotes and journey maps.

Beaufort County, SC has a Minimal Demand for Transportation.
Through the results we were able to illustrate that there were most definitely wants and needs for a public transportation system to be implemented. Additionally, it is clear that there are demands for a public transportation system; however, the demands do not outweigh the wants and needs – nevertheless, the demand for implementation does exist.

“Transportation can break the cycle of poverty.”
– Charles Rutkowski, Director of Technical Assistance Programs, Community transportation Association of America
STUDENT COMMENTS ABOUT EXPERIENCE

• “This is good experience for the workplace because it is ‘hands on’ experience with the importance of compromise, organizational skills, good/bad delegation judgements, and listening – all communications fundamentals. In the real world, nobody starts at the top, and even if they did, the fundamentals apply. Working with others is going to be an important part of any job.”

• “One thing that I learned from the process of this project, which I mentioned today during the Q&A session of our presentation, was how important it is to actually be hands on with things that involve your community. You don’t really know what goes into implementing the things that people use on a daily basis if you’re not a part of making it happen.”

• “The best part of this project was definitely going out into the field and being able to talk to people in the community that all wanted to take part in a change. I’ve never conducted research like this before, so it was a great experience to see what I could potentially have to do for my future courses.”

• “Being out in the community was really the most rewarding and enjoyable part of this project. I have always had an interest in social issues and promoting change and knowing that Public Transportation would mainly serve the underserved population of the community made it a satisfying effort to be a part of.”

• “The best part of the research project in my opinion was going out into the community and getting to know how other people live and sustain living. It’s times like this that restore my gratitude and I love making connections with new people. It’s incredible knowing that our class was the pilot to something revolutionary here at USCB. Another thing I loved was actually presenting it and hearing the feedback. Even when I left the room I had people stopping me and telling me how great of a job I did! That was so rewarding and it made me proud to have an incredible instructor who delegated everything so well and did this along side us, instead of leaving us all on our own.”

• “Being that I have my own car, I never realized how much stress goes into not having a car trying to get by everyday. Especially in a rural community that does not have a public transportation system for its citizens. The best part of this experience to me was how it humbled me to realize how I truly do not have it that bad. Being in the field, and at these locations (especially the Penn Center) it was extremely humbling to hear the testimonies of the community members.”