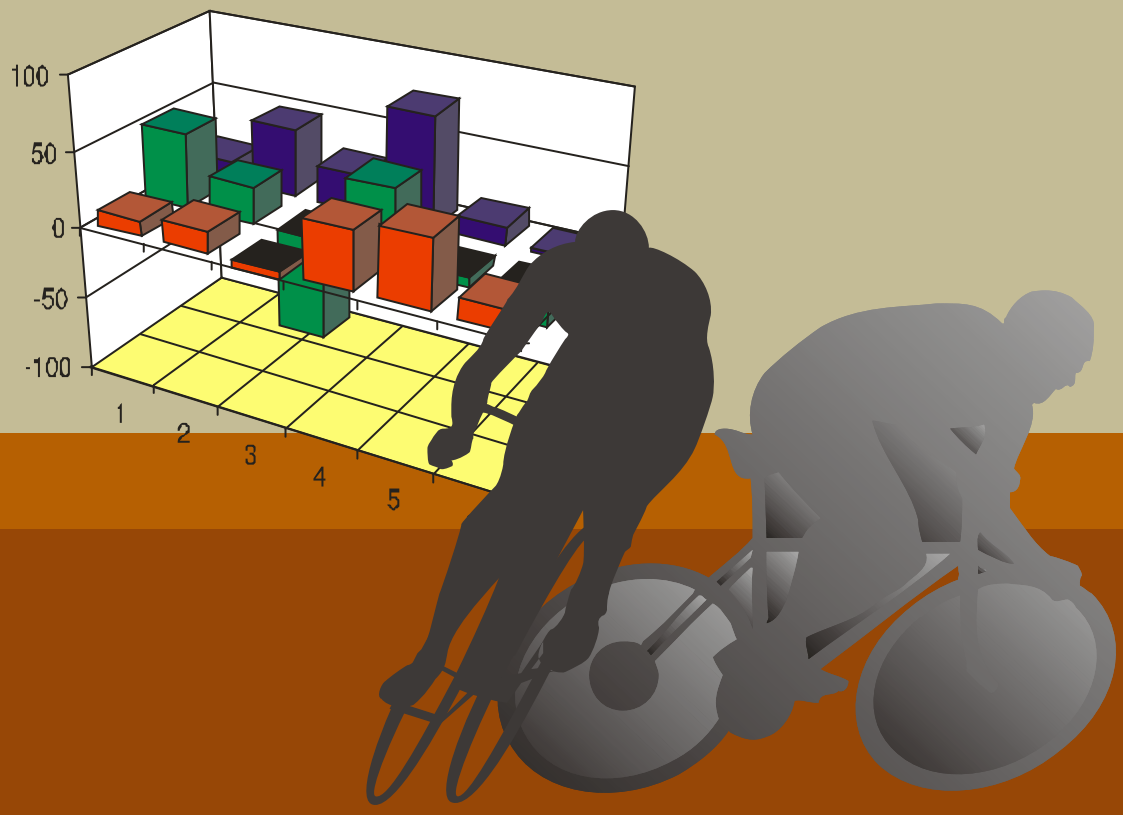
2014 Bicycle Usage Trends Report

June 30, 2014



Metropolitan Transportation Planning Organization
for the Gainesville Urbanized Area

2014 Bicycle Usage Trends Report

Metropolitan Transportation Planning Organization
for the Gainesville Urbanized Area

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With Assistance from:

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June 30, 2014

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Executive Summary

The Bicycle Usage Trends Program contains the results of the 2013 and 2014 bicycle count activities conducted by the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area. The Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area is responsible for transportation planning within the Gainesville Metropolitan Area. The purpose of the Program is to establish a historical record of bicycle activity within the Gainesville Metropolitan Area by collecting, monitoring and reporting bicycle activity information. This information is used to develop bicycle planning strategies and evaluate the effectiveness of bicycle engineering and enforcement activities.

The Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area has collected this type of bicycle count information yearly from 1982 through 1999. On December 14, 2000, the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area decided to have the report of bicycle count information prepared every five years to correspond with the development of the long range transportation plan. This Report presents results from data collected in 2013 and 2014, as well as some of the data collected from 1985 through 2009.

Summary Findings

Upon examination of the data presented in this Report, the summary findings are as follows:

12-Hour Weekday Count Locations (7:00 am - 7:00 pm)

(1) Generally, bicycle volume counts increased the closer they were taken to the University of Florida. Four of the locations (#23, #28, #31 and #37) represent 63 percent of the total 12-hour volume of 5,089 bicycles. The total 12-hour volume counts ranged from a high of 1,269 bicycle observations at W 17 Street and W University Avenue to a low of 58 observations at NW 23 Avenue and NW 83 St.

(2) Bicycle volume is fairly constant from 8:00 a.m. to 6:00 p.m. at the 12-hour (7:00 a.m. - 7:00 p.m.) day count locations (see Illustration V). Bicycle volumes range from approximately 1.1 percent to 24.9 percent of the total volume, per location.

Bicycle Volume Trends Analysis 1982 - 2014

The 2014 total volume count of 5,089 represents a 22 percent drop from the 2009 count of 6,535 bicycles (see Table 2 and Illustration VI). Data collection at count locations #17 [NW 43 Street at NW 23 Avenue, #23 [SW 13 Street at SW 16 Avenue] and #54 [NW 23 Avenue at NW 83 Street] may have been affected by resurfacing and/or reconstruction activity.

In addition, 53.63 percent of the total volume was observed at the four count stations surrounding the University of Florida Campus.

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Chapter I
Introduction

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Chapter I: Introduction

The Bicycle Usage Trends Program contains the results of the 2013 and 2014 bicycle count activities conducted by the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area. The Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area is responsible for transportation planning within the Gainesville Metropolitan Area. The purpose of the Program is to establish a historical record of bicycle activity within the Gainesville Metropolitan Area by collecting, monitoring and reporting bicycle activity information.

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The Program began in 1982 with 32 count locations. In the 1983, 1984 and 1985 Programs, 10, 12 and 14 locations, respectively, were counted. Fifteen locations were counted in the 1986, 1987 and 1988 Programs. In 1989 through 1991, nine locations were counted. In 1992, two additional locations were added to the count and again in 1995 two additional locations were added. The 2005, 2009 and 2014 reports contain thirteen permanent locations (Table 1). These locations were counted in the fall of 2013 and spring of 2014 (Illustration I).

A. Purpose

The purpose of this Report is to monitor, collect and present information on bicycle activity for selected count locations within the Gainesville Metropolitan Area. The data reported in this Report is used to develop historical activity profiles for selected bicycle count locations. This information is used to develop bicycle planning strategies within the Gainesville Metropolitan Area and to evaluate the effectiveness of bicycle engineering and enforcement activities.

The following is a list of some of the uses for the information presented in this Report:

1. to identify historical trends of bicycle activity;

2. to collect historical bicycle count information which is used to develop long-range transportation plans; and

3. to provide information concerning:

    A. the effectiveness of bicycle education and enforcement programs;

    B. the future needs for bicycle facilities; and

    C. the safety of on-street versus off-street bicycle facilities.

B. Scope

For this Report, there are 13 permanent count locations within the Gainesville Metropolitan Area. These locations were selected by the Bicycle/Pedestrian Advisory Board with the assistance of Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area staff. Nine of these locations (#13, #15, #22, #23, #25, #28, #31, #37 and #40) have been maintained from the Program's inception in 1985. During the Program, four locations have been added. These include: #32 and #54 in 1992; and #17 and #55 in 1995. From 1985 to 1999, this trend analysis Program was conducted annually. Since 1999, bicycle usage data has been collected to coincide with the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area Long Range Transportation Plan update. The 13 permanent count locations are shown in Table 1 and Illustration I.

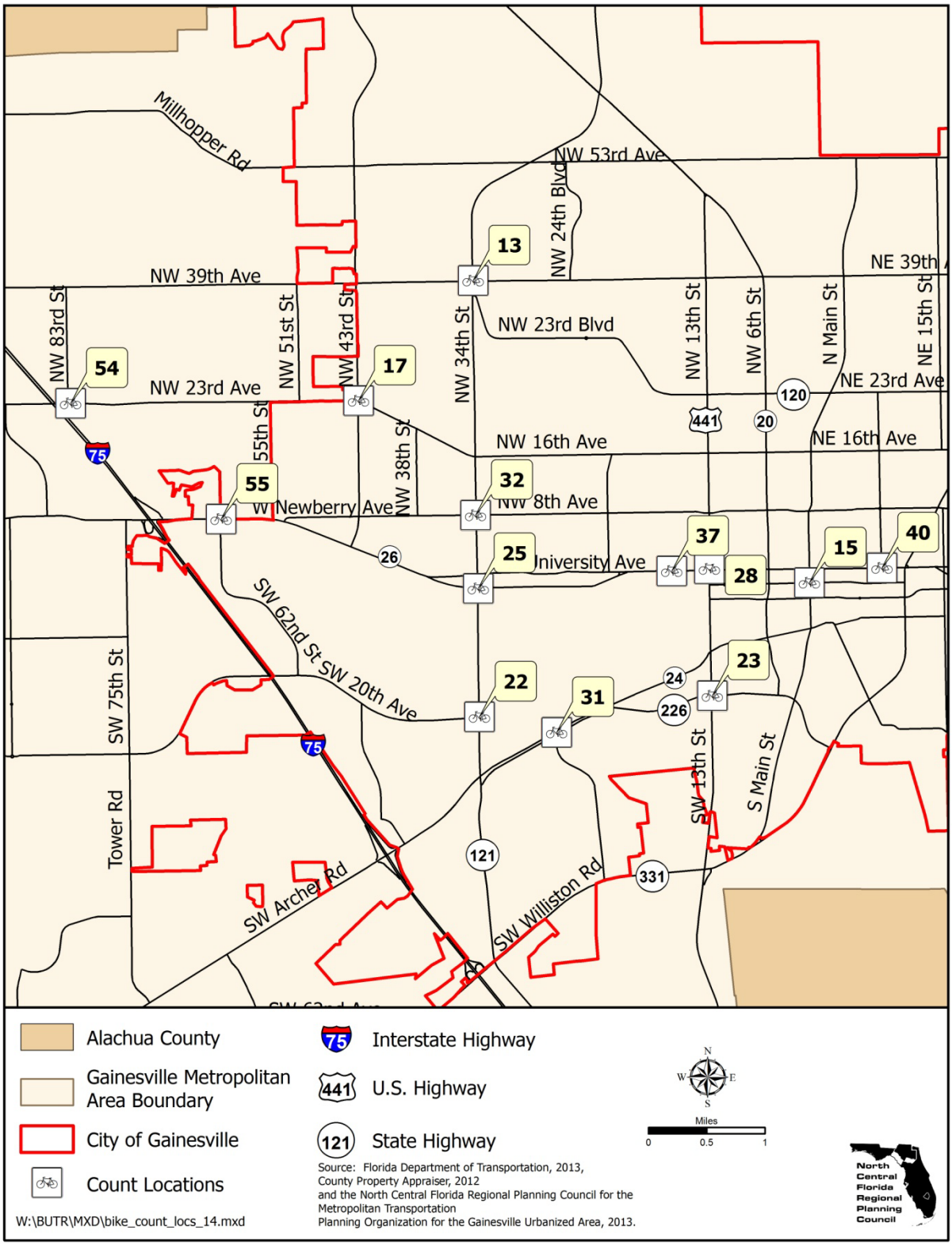
Table 1
Permanent Bicycle Count Locations
Gainesville Metropolitan Area, 2014

Count Station Location Number	Intersection
13	NW 34 Street and NW 39 Avenue
15	S Main Street and SW 2 Avenue
17	NW 43 Street and NW 23 Avenue
22	SW 34 Street and SW 20 Avenue
23	SW 13 Street and SW 16 Avenue
25	SW 34 Street and SW 2 Avenue
28	W 13 Street and W University Avenue
31	SW 23 Terrace and Archer Road
32	NW 34 Street and NW 8 Avenue
37	W 17 Street and W University Avenue
40	E 9 Street and E University Avenue
54	NW 23 Avenue and NW 83 Street
55	Newberry Road and SW 62 Boulevard

[a] Each location in the program is assigned a number. See Illustration I for the location of each count station.

Source: Metropolitan Transportation Planning Organization staff.

Illustration 1.1
Bicycle Usage Trends Program
Count Locations



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Chapter II
Methodology

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Chapter II: Methodology

The following paragraphs discuss the methodology used in this Report. Metropolitan Transportation Planning Organization staff was responsible for the field collection of the weekday bicycle count information. MTPO staff also performed the statistical analysis and prepared the written report discussing the results of the bicycle count information.

A. Bicycle Counts - Days And Time

The data was collected from September to November 2013 and January to May 2014. Weekday counts were usually taken Tuesday through Thursday except:

1. holidays;
2. days in which public schools, the Santa Fe College or the University of Florida were not in session; and
3. days of inclement weather.

At each location, counts were conducted and recorded on a 15-minute basis. The 15-minute interval is based upon standard traffic engineering practices to determine peak-hour volumes. Over a twelve-hour time period, 48 separate recordings were made for bicycle volume at a given count location.

B. Bicycle Counting Form

Counting took place where all legs of the count location/intersection were visible to the observer. As cyclists rode through the intersection, they were recorded on a count form.

Appendix A contains the bicycle count form used for each count location. This form identifies:

1. the location number and description of the intersection;
2. the 15-minute time interval;
3. the date;
4. the directional movement; and
5. whether cyclists were traveling on-street or off-street.

In addition, field information was collected on whether the cyclist was traveling with or against traffic. However, an analysis of this information is not included in this Report.

C. Bicycle Counts - Directional Movement

At a typical intersection, the counting form provided for 24 separate types of movements during each 15-minute period. Appendix B contains total directional movements for each count location. A movement was recorded on the basis of where the cyclist approached the intersection to his or her eventual destination. An approach and destination in the same direction was considered a through movement. No consideration was given to movements within the intersection.

For example, if a cyclist was observed traveling south approaching the count location intersection and turned west at the intersecting street, the field counter coded the cyclist's movement through the intersection as Southbound Right (SBR). If the cyclist continued south or turned east, the cyclist's movement would have been recorded as Southbound Through (SBT) or Southbound Left (SBL), respectively.

D. Bicycle Counts - By Facility Type (On/Off-Street Activity)

Each bicycle movement through the intersection was identified as to whether the cyclist was traveling on-street or off-street. On-street cyclists were those using either an on-street bicycle facility (see Illustration II) or were traveling on a roadway which did not have any type of bicycle facility.

Off-street cyclists were those not traveling on the roadway. The majority of off-street cyclists were using sidewalks and bicycle paths (see Illustration III), however, some were traveling on unpaved shoulders.

On-street and off-street counts required that some subjective judgments be made. Generally speaking, whether the cyclist was on versus off street was determined by where the cyclist was riding as the cyclist departed the intersection. For example, if the cyclist approached the intersection on-street, but switched to off-street when leaving the intersection, it was recorded that the cyclist was traveling off-street. Appendix B contains information concerning whether the cyclist was traveling on-street or off-street for each count location.

E. Bicycle Volume Trends Analysis 1985 - 2014

The thirteen permanent locations contained in this year's Report are where counts generally have been taken since the Program began in 1982. Historical trends can be noted from the bicycle activity information collected at each of these locations. Table 1 lists these thirteen count locations.

Illustration II
On-Street Bicycle Facilities

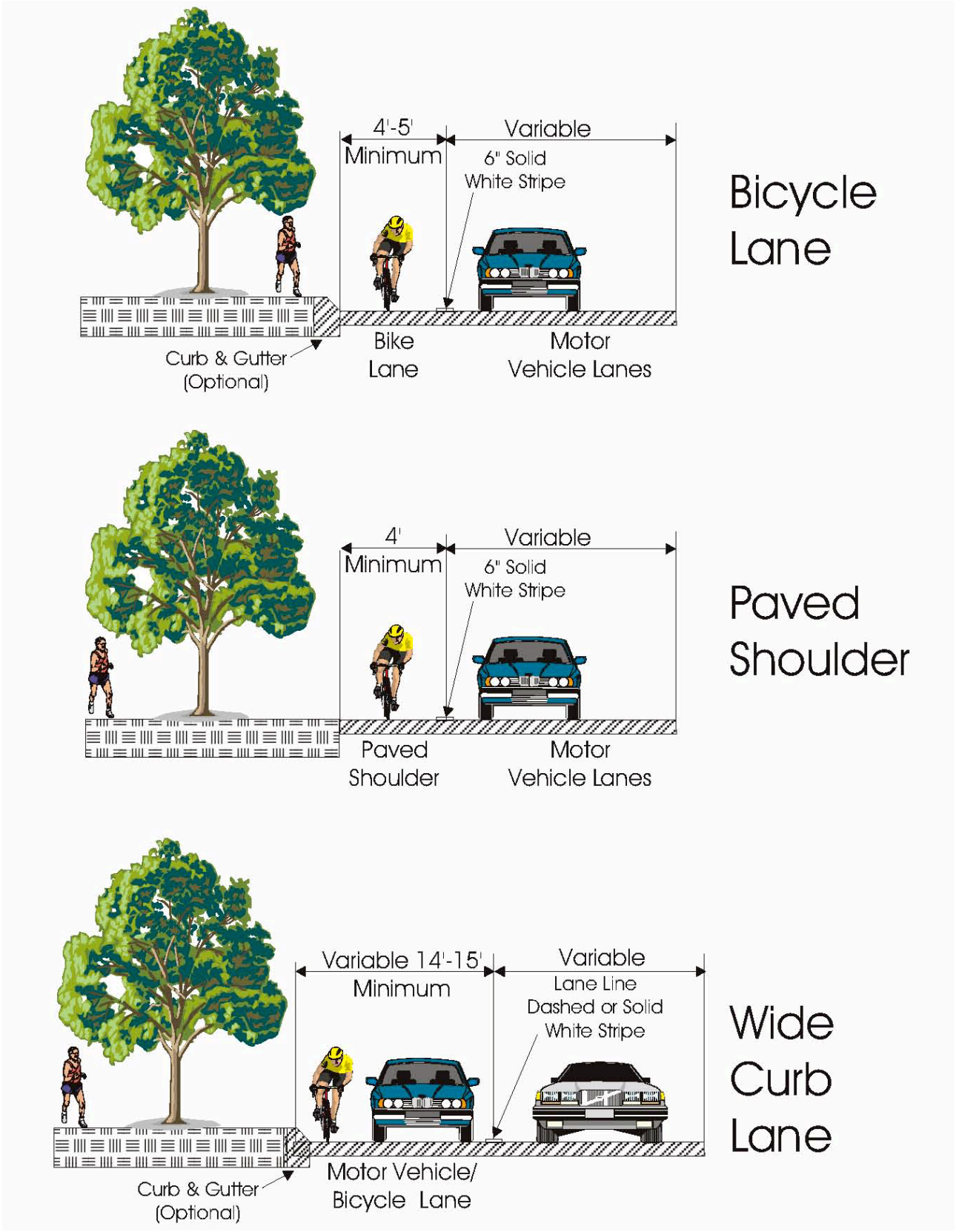
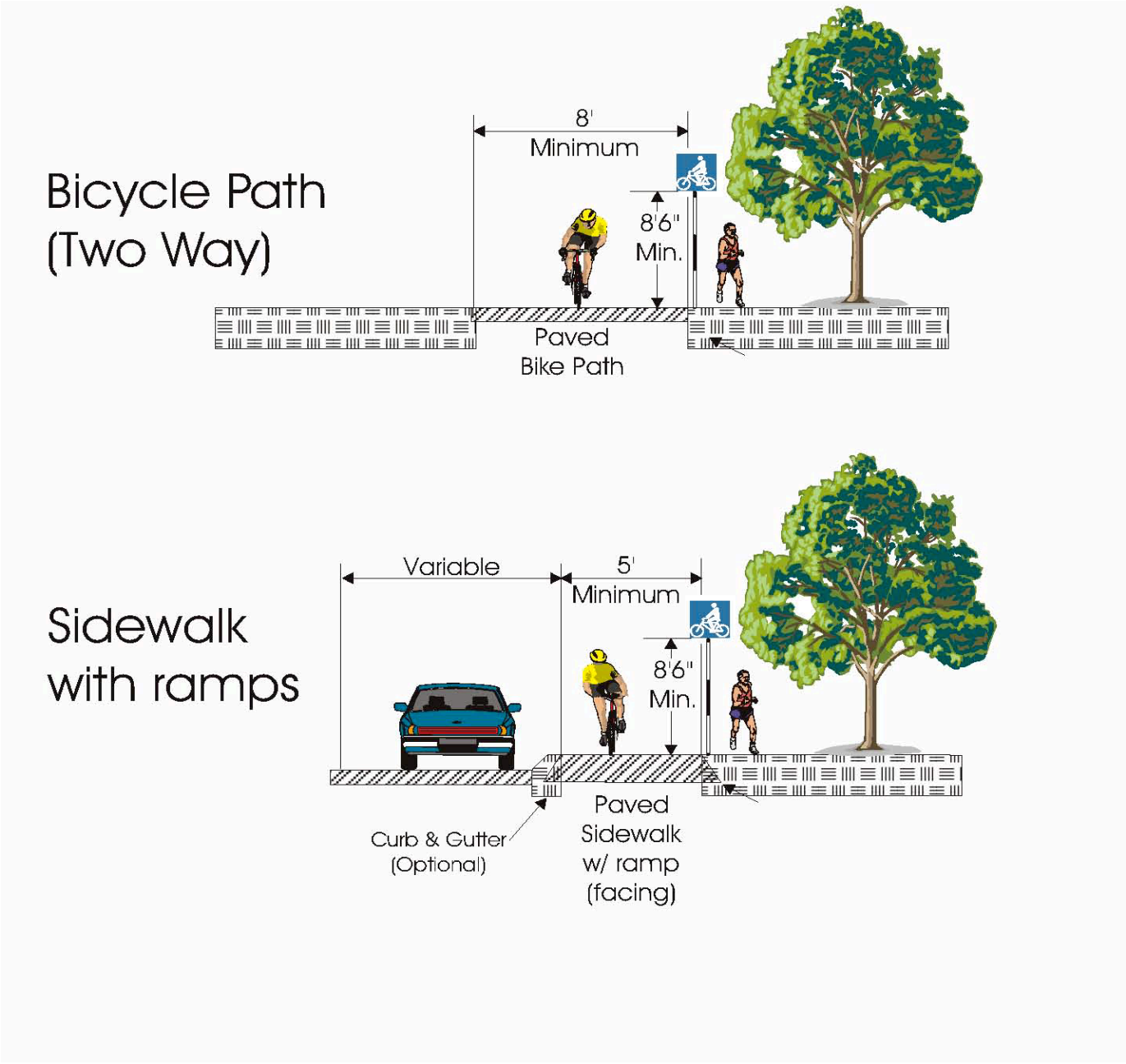


Illustration III
Off-Street Bicycle Facilities



Chapter III
Data Results/Discussion

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Chapter III: Data Results/Discussion

This section discusses the results of the bicycle count information collected by the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area in the Fall of 2013 and spring of 2014. Included in this section is a discussion of 12-hour weekday count information and historical trends in bicycle counts for the period 1982 through 2014.

A. 12-Hour Weekday Count Locations (7:00 Am - 7:00 Pm)

The data for the 12-hour weekday count locations are presented in the graphs and tables on the following pages. Table 2 and Illustration IV contain information concerning bicycle volume by count location. Bicycle volume by time is shown in Table 3 and Illustration V.

1. Bicycle Volume By Count Location

According to Table 2 and Illustration IV, a total of 5,089 bicycles were counted during the 156 counting hours at the thirteen permanent count locations. The 12-hour volume count was highest at W 17 Street and W University Avenue (Location #37) where 1,269 bicycles were observed. This represents approximately 25 percent of the total 12-hour volume. The 12-hour volume count was lowest at Count Location #54 [NW 23 Avenue and NW 83 Street] where 58 bicycles were observed. The count at this location represents approximately one percent of the total 12-hour volume.

Generally speaking, larger numbers of bicycles were observed near the University of Florida. For example, the following bicycle observations were made at the following four locations near the University of Florida:

1. SW 13 Street and SW 16 Avenue (Location #23) – 278;
2. W 13 Street and W University Avenue (Location #28) – 725;
3. SW 23 Terrace and Archer Road (Location #31) - 457; and
4. W 17 Street and W University Avenue (Location #37) - 1,269.

Bicycle usage was also high at S Main Street and SW 2 Avenue (Location #15), where 759 bicycles were observed.

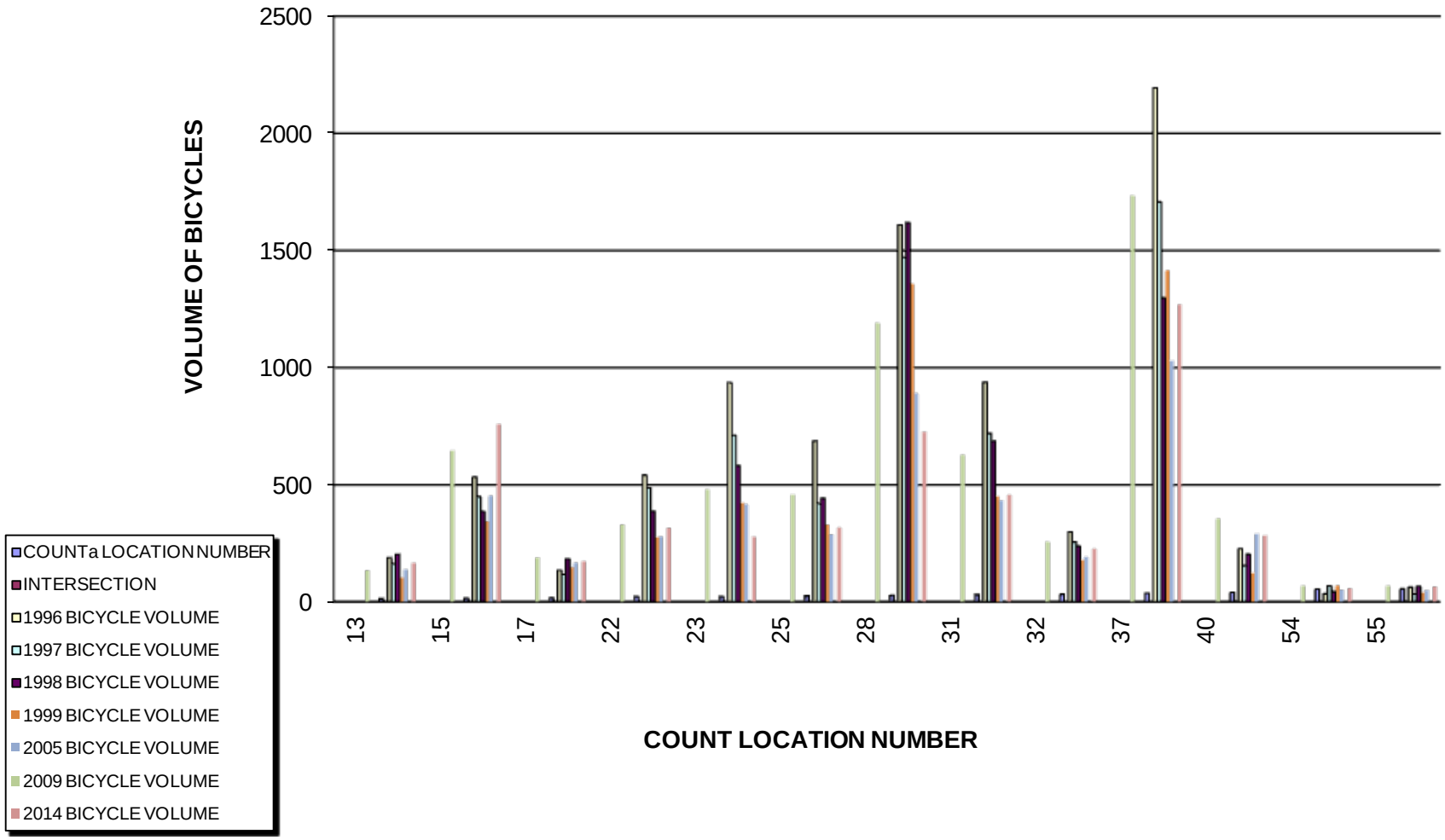
Table 2
Bicycle Volume By Count Location
(12-Hour Weekday Counts 7:00 A.M. - 7:00 P.M.)
Gainesville Metropolitan Area 2014

[a] Count Location Number	Intersection	1997 Bicycle Volume	1998 Bicycle Volume	1999 Bicycle Volume	2005 Bicycle Volume	2009 Bicycle Volume	2014 Bicycle Volume	Percent Of Total (2014)
13	NW 34 Street at NW 39 Avenue	162	202	103	138	134	166	3.26%
15	S Main Street at SW 2 Avenue	449	385	344	454	645	759	14.91%
17	NW 43 Street at NW 23 Avenue	177	183	147	167	189	172	3.38%
22	SW 34 Street at SW 20 Avenue	486	386	276	279	329	315	6.19%
23	SW 13 Street at SW 16 Avenue	711	581	421	417	480	278	5.46%
25	SW 34 Street and SW 2 Avenue	420	442	330	288	457	317	6.23%
28	W 13 Street at W University Avenue	1,471	1,619	1,357	891	1,191	725	14.25%
31	SW 23 Terrace at Archer Road	719	687	449	432	628	457	8.98%
32	NW 34 Street at NW 8 Avenue	255	238	177	191	257	226	4.44%
37	W 17 Street at W University Avenue	1,707	1,298	1,416	1,028	1,734	1,269	24.94%
40	E 9 Street at E University Avenue	154	203	122	290	355	283	5.56%
54	NW 23 Avenue at NW 83 Street	68	43	69	50	68	58	1.14%
55	Newberry Road at NW 62 Street	33	66	39	49	68	64	1.26%
Total		**6,752**	**6,333**	**5,250**	**4,674**	**6,535**	**5,089**	**100%**

[a] Each location in the program is assigned a number. See Illustration I for the location of each count station.

Source: Metropolitan Transportation Planning Organization staff.

Illustration IV
Bicycle Counts by Location



2. Bicycle Volume By Time

Table 3 and Illustration V contain information on bicycle volume by time of day for the 12-hour weekday count locations. This information is concerned with total bicycles counted for one-hour intervals from 7:00 am to 7:00 pm.

According to Table 3 and Illustration V, bicycle volume:

1. increases after 8:00 am, generally decreases after 9:00 am, increases again after 3:00 pm and decreases sharply after 6:00 pm;

2. was highest between 5:00 pm and 6:00 pm when 548 bicycles were observed. This represents approximately ten percent of the total 12-hour volume; and

3. was lowest between 7:00 am and 8:00 am when 344 bicycles were observed. This represents approximately five percent of the total 12-hour volume.

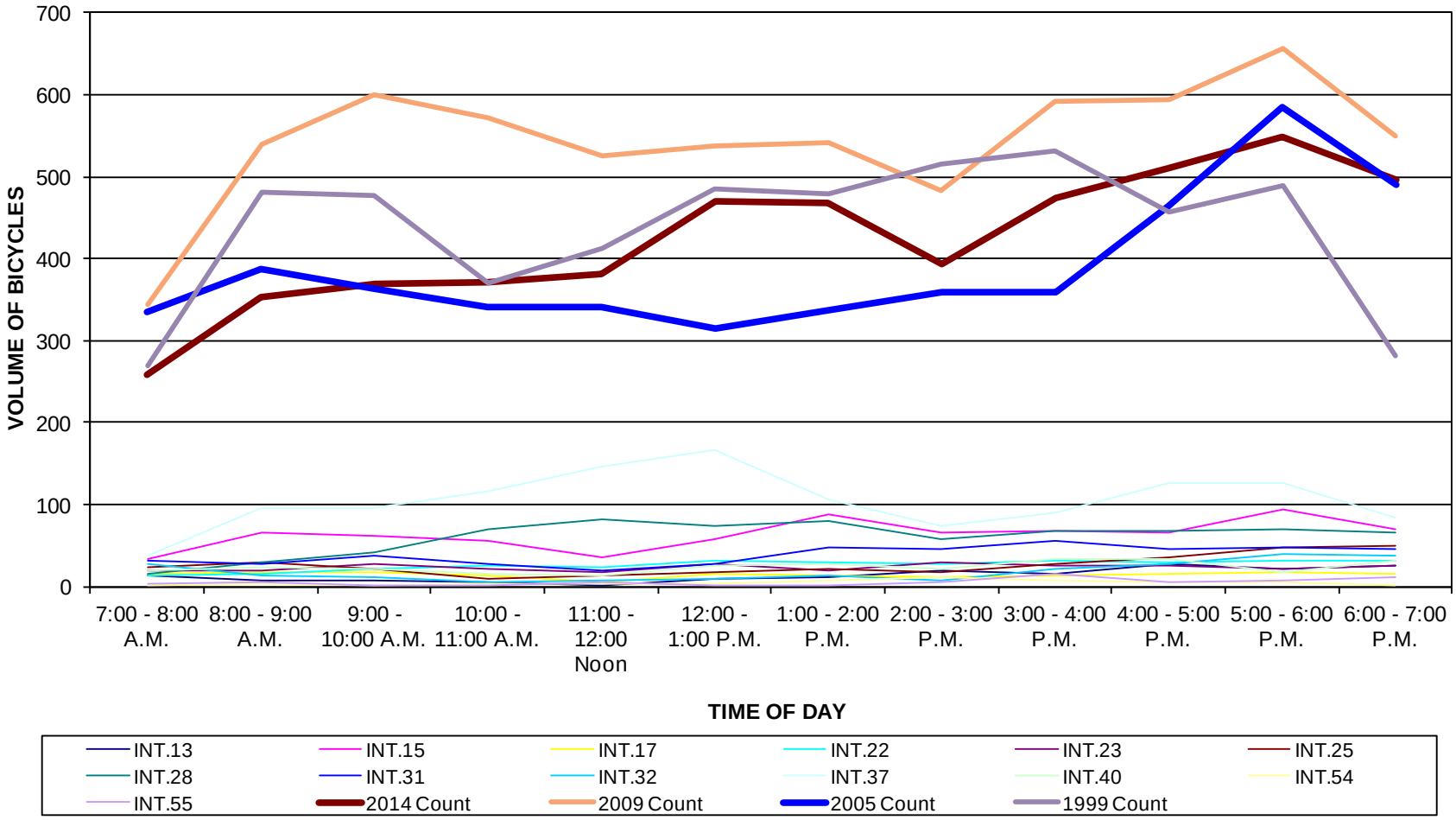
Illustration V also shows bicycle volume at all thirteen permanent count stations. Bicycle volume is shown for the current and previous count year for the 12-hour count interval.

Table 3
Bicycle Volume For All Count Locations By Time
(12-Hour Weekday Counts 7:00 Am - 7:00 Pm)
Gainesville Metropolitan Area, 2014

Time Interval	Number of Bicycles	Percent of Total
7:00 - 8:00 AM	258	5.07%
8:00 - 9:00 AM	354	6.96%
9:00 - 10:00 AM	369	7.25%
10:00 - 11:00 AM	371	7.29%
11:00 - 12:00 Noon	381	7.49%
12:00 - 1:00 PM	469	9.22%
1:00 - 2:00 PM	467	9.18%
2:00 - 3:00 PM	393	7.72%
3:00 - 4:00 PM	473	9.29%
4:00 - 5:00 PM	510	10.02%
5:00 - 6:00 PM	548	10.77%
6:00 - 7:00 PM	496	9.75%
Total	**5,089**	**100%**

Source: Metropolitan Transportation Planning Organization staff.

Illustration V
Bicycle Volume for All Locations



B. Bicycle Volume Trends Analysis 1985 - 2014

As noted in the Scope, nine of the 13 permanent count locations have been counted every Program year, with two additional locations being counted every Program year since 1992 and another two additional locations being counted every Program year since 1995 (see Table 1). Comparison of bicycle volume by count location for Program years 1997 through 2014 are contained in Table 4 and Illustration IV.

Table 4 presents the data for the 13 permanent count locations. Illustration IV presents the bicycle volume data in a bar chart. This chart provides a visual depiction of the bicycle volume trend within the Gainesville Metropolitan Area.

In comparing the bicycle volumes for years 1997 through 2014, the data shows that there were varying decreases in volume at count locations adjacent to the University of Florida (UF) and increases in downtown Gainesville. Count locations not adjacent to UF and downtown showed slight or no volume increases. The volume decreases may be attributable, in part, to significant increases in transit ridership serving the university of Florida. The volume increases may be attributed to rising fuel costs and infill development within the Gainesville Metropolitan Area.

1. Bicycle Volume By Location For The Period 1985 - 2014

The 2014 total volume count of 5,089 represents a 22 percent drop from the 2009 count of 6,535 bicycles (see Table 4 and Illustration VI). Data collection at count locations #17 [NW 43 Street at NW 23 Avenue] and #54 [NW 23 Avenue at NW 83 Street] may have been affected by the NW 16 Avenue/NW 23 Avenue Resurfacing project. Data collection at count location #23 [SW 13 Street at SW 16 Avenue] may have been affected by the SW 16 Avenue Transportation System Management Reconstruction Project.

In addition, about 54 percent of the total volume was observed at the four count stations surrounding the University of Florida Campus.

Table 4
Bicycle Volume Trends Analysis
Gainesville Metropolitan Area- 1985 - 2014

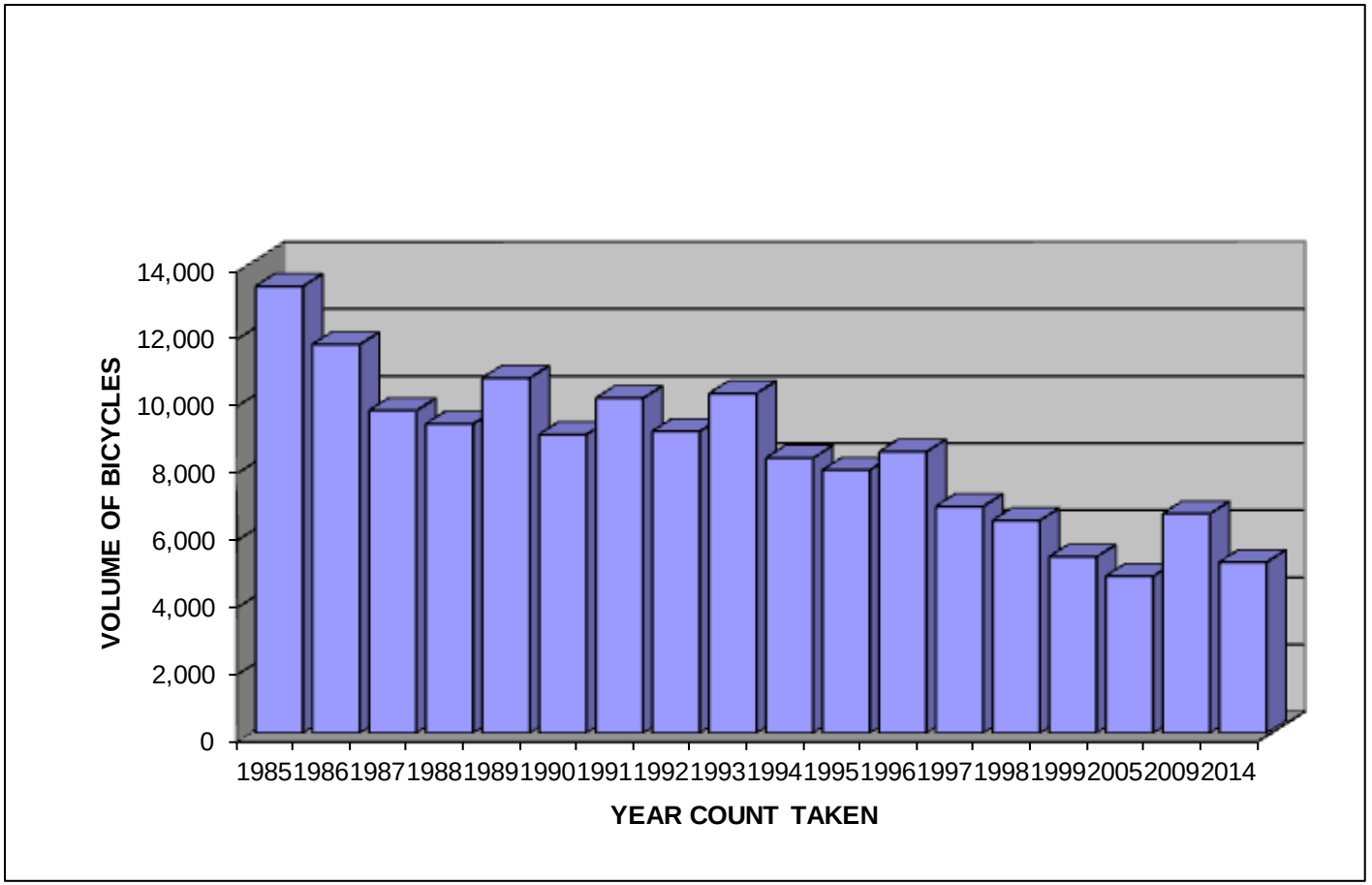
Number	Intersection	Year																	
		1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2005	2009	2014
13	NW 34 Street at NW 39 Avenue	162	111	84	129	157	156	176	187	143	99	99	188	162	202	103	138	134	166
15	S Main Street and SW 2 Avenue	630	529	560	518	566	581	667	668	529	603	585	533	449	385	344	454	645	759
17	NW 43 Street at NW 23 Avenue	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	61	134	117	183	147	167	189	172
22	SW 34 Street at SW 20 Avenue	1,053	893	626	731	812	957	732	675	631	474	571	541	486	386	276	279	329	315
23	SW 13 Street at SW 16 Avenue	2,026	1,231	1,369	1,384	1,564	897	1,621	1,493	785	741	1,019	936	711	581	421	417	480	278
25	SW 34 Street at SW 2 Avenue	1,296	853	867	760	868	767	929	697	819	656	740	687	420	442	330	288	457	317
28	W 13 Street at W University Avenue	3,188	2,873	2,327	1,944	2,462	1,886	2,112	1,504	2,290	2,304	1,664	1,609	1,471	1,619	1,357	891	1,191	725
31	SW 23 Terrace at Archer Road	1,368	1,191	732	1,034	1,121	1,121	1,144	1,134	1,612	917	915	938	719	687	449	432	628	457
32	NW 34 Street at NW 8 Avenue	N/A	N/A	N/A	N/A	N/A	N/A	N/A	297	410	329	319	298	255	238	177	191	257	226
37	W 17 Street at W University Avenue	3,365	3,646	2,876	2,484	2,768	2,305	2,281	1,508	2,594	1,835	1,532	2,194	1,707	1,298	1,416	1,028	1,734	1269
40	E 9 Street at E University Avenue	225	247	165	224	259	225	314	224	233	176	177	227	154	203	122	290	355	283
54	NW 23 Avenue at NW 83 Street	N/A	N/A	N/A	N/A	N/A	N/A	N/A	601	70	61	64	34	68	43	69	50	68	58
55	Newberry Road at W 62 Boulevard	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	88	62	33	66	39	49	68	64
TOTAL		a 13,313	a 11,574	a 9,606	a 9,208	a 10,577	a 8,895	a 9,976	a 8,988	a 10,116	a 8,195	a 7,834	a 8,381	6,752	6,333	5,250	4,674	6,535	5,089

[a] Figure includes data for locations where available.

N/A = Counts were not taken at this location for this year.

Source: Metropolitan Transportation Planning Organization, Bicycle Usage Trends Program Reports, 1982 - 2014.

Illustration VI
Bicycle Count Totals
Gainesville Urbanized Area 1985-2014



Appendix A
Bicycle Count Location Form

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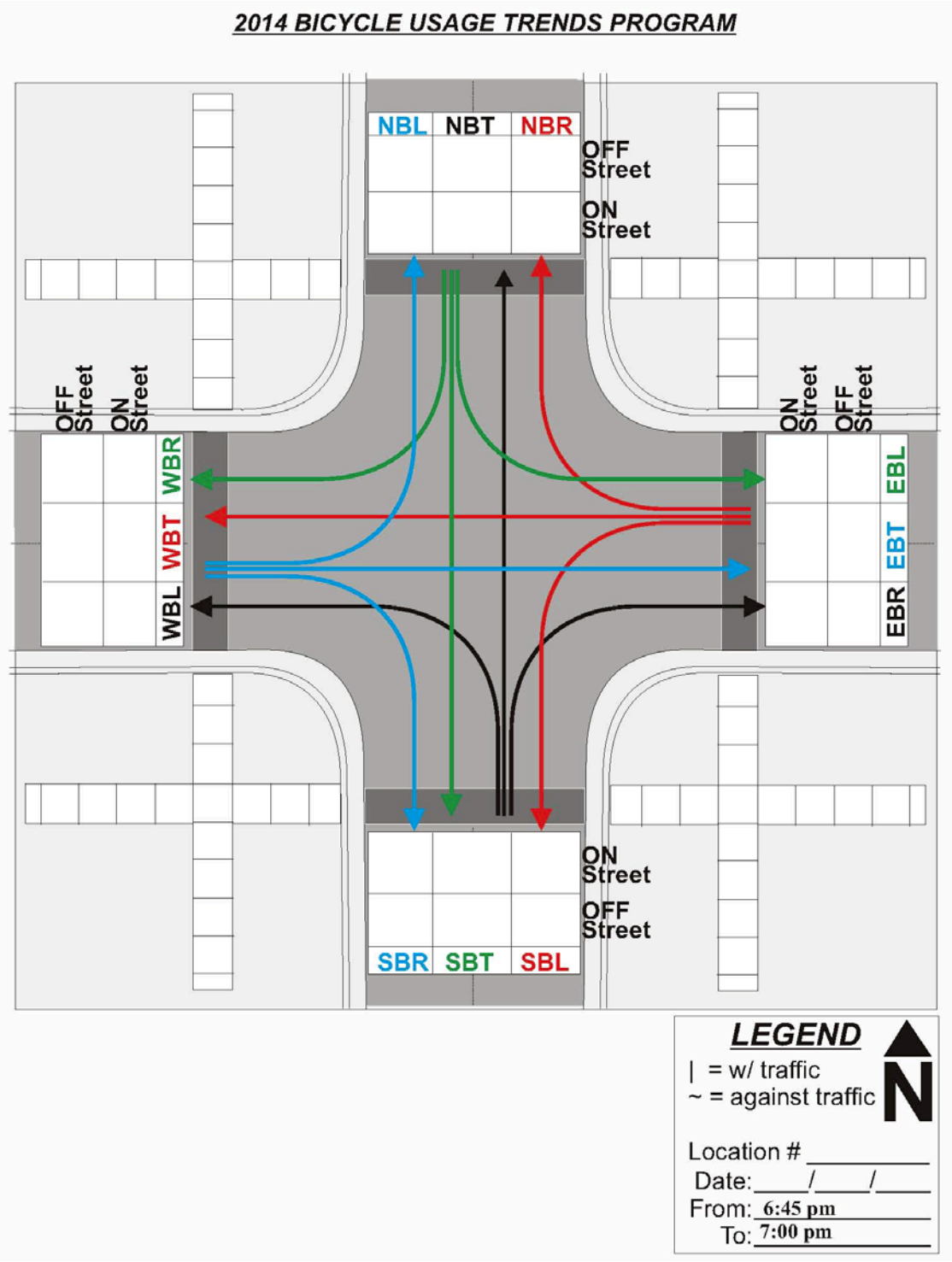
Appendix A: Bicycle Count Location Form

Below is the form used for data collection.



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Appendix B
Directional Movement by Count Location

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Appendix B: Directional Movement by Count Location

This appendix includes exhibits that shows a summary of the directional movements for all of the count locations and the directional movements at each count location.

Exhibit B-1
Directional Movement- All Locations

			NBL	NBT	NBR			
			151	325	96	off street		
			81	432	93	on street		
	off street	on street					on street	off street	
WBR	142	67					60	112	EBL
WBT	558	323		5089			293	549	EBT
WBL	179	66					34	188	EBR
			125	441	81	on street		
			180	376	137	off street		
			SBR	SBT	SBL			

Exhibit B-2
Directional Movement- Count Location #13

NBL	NBT	NBR	
7	5	5	off street
8	17	3	on street

	off street	on street
WBR	4	5
WBT	16	13
WBL	5	4

166

on street	off street	
0	1	EBL
12	16	EBT
4	2	EBR

5	14	3	on street
6	9	2	off street
SBR	SBT	SBL	

Exhibit B-3
Directional Movement- Count Location #15

NBL	NBT	NBR	
14	36	7	off street
16	69	8	on street

	off street	on street
WBR	3	33
WBT	6	192
WBL	7	14

759

on street	off street	
17	10	EBL
165	14	EBT
10	3	EBR

26	58	8	on street
6	23	14	off street
SBR	SBT	SBL	

Exhibit B-4
Directional Movement- Count Location #17

	NBL	NBT	NBR	
	14	9	6	off street
	2	20	2	on street

	off street	on street
WBR	5	4
WBT	16	5
WBL	7	2

172

on street	off street	
0	18	EBL
5	13	EBT
0	4	EBR

2	17	0	on street
3	17	1	off street
SBR	SBT	SBL	

Exhibit B-5
Directional Movement- Count Location #22

	NBL	NBT	NBR	
	20	74	1	off street
	6	8	0	on street

	off street	on street
WBR	13	1
WBT	16	11
WBL	37	5

315

on street	off street	
0	0	EBL
0	0	EBT
0	0	EBR

17	10	1	on street
34	61	0	off street
SBR	SBT	SBL	

Exhibit B-6
Directional Movement- Count Location #23

	NBL	NBT	NBR	
	10	14	5	off street
	16	58	2	on street

	off street	on street
WBR	2	0
WBT	6	13
WBL	11	5

278

on street	off street	
5	3	EBL
20	4	EBT
2	2	EBR

17	54	0	on street
4	24	1	off street
SBR	SBT	SBL	

Exhibit B-7
Directional Movement- Count Location #25

	NBL	NBT	NBR	
	6	13	9	off street
	10	31	4	on street

	off street	on street
WBR	8	5
WBT	28	13
WBL	16	3

317

on street	off street	
12	5	EBL
10	27	EBT
3	17	EBR

13	37	5	on street
15	17	10	off street
SBR	SBT	SBL	

Exhibit B-8
Directional Movement- Count Location #28

	NBL	NBT	NBR	
	37	86	16	off street
	8	6	4	on street

	off street	on street
WBR	59	4
WBT	101	16
WBL	33	14

725

on street	off street	
3	18	EBL
17	104	EBT
1	11	EBR

17	7	5	on street
52	91	15	off street
SBR	SBT	SBL	

Exhibit B-9
Directional Movement- Count Location #31

	NBL	NBT	NBR	
	1	3	0	off street
	0	0	0	on street

	off street	on street
WBR	1	0
WBT	151	16
WBL	14	2

457

on street	off street	
0	0	EBL
11	115	EBT
2	51	EBR

8	1	11	on street
20	2	48	off street
SBR	SBT	SBL	

Exhibit B-10
Directional Movement- Count Locations #32

	NBL	NBT	NBR	
	8	38	19	off street
	2	5	1	on street

	off street	on street
WBR	9	1
WBT	35	6
WBL	6	2

226

on street	off street	
1	2	EBL
2	18	EBT
0	12	EBR

1	8	5	on street
10	23	12	off street
SBR	SBT	SBL	

Exhibit B-11
Directional Movement- Count Locations #37

	NBL	NBT	NBR	
	15	31	13	off street
	9	185	65	on street

	off street	on street
WBR	15	11
WBT	125	30
WBL	29	14

1269

on street	off street	
22	45	EBL
39	168	EBT
7	63	EBR

13	205	27	on street
19	100	19	off street
SBR	SBT	SBL	

Exhibit B-12
Directional Movement- Count Locations #40

NBL	NBT	NBR	
2	15	4	off street
3	33	3	on street

	off street	on street
WBR	9	1
WBT	44	6
WBL	2	1

283

on street	off street	
0	6	EBL
11	46	EBT
5	20	EBR

5	30	15	on street
4	5	13	off street
SBR	SBT	SBL	

Exhibit B-13
Directional Movement- Count Locations #54

NBL	NBT	NBR	
17	1	11	off street
1	0	1	on street

	off street	on street
WBR	14	2
WBT	0	0
WBL	0	0

58

on street	off street	
0	4	EBL
0	3	EBT
0	0	EBR

1	0	1	on street
2	0	0	off street
SBR	SBT	SBL	

Exhibit B-14
Directional Movement- Count Locations #55

NBL	NBT	NBR	
0	0	0	off street
0	0	0	on street

	off street	on street
WBR	0	0
WBT	14	2
WBL	12	0

64

on street	off street	
0	0	EBL
1	21	EBT
0	3	EBR

0	0	0	on street
5	4	2	off street
SBR	SBT	SBL	

Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area

2014 Bicycle Usage Trends Report Team

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