

South Florida Regional Transportation Authority

Public Opinion Study
Governing Board
January 23, 2009

SFRTA Public Opinion Survey

- Web-Based
- Telephone
- Focus Groups

November 2008 – January 2009

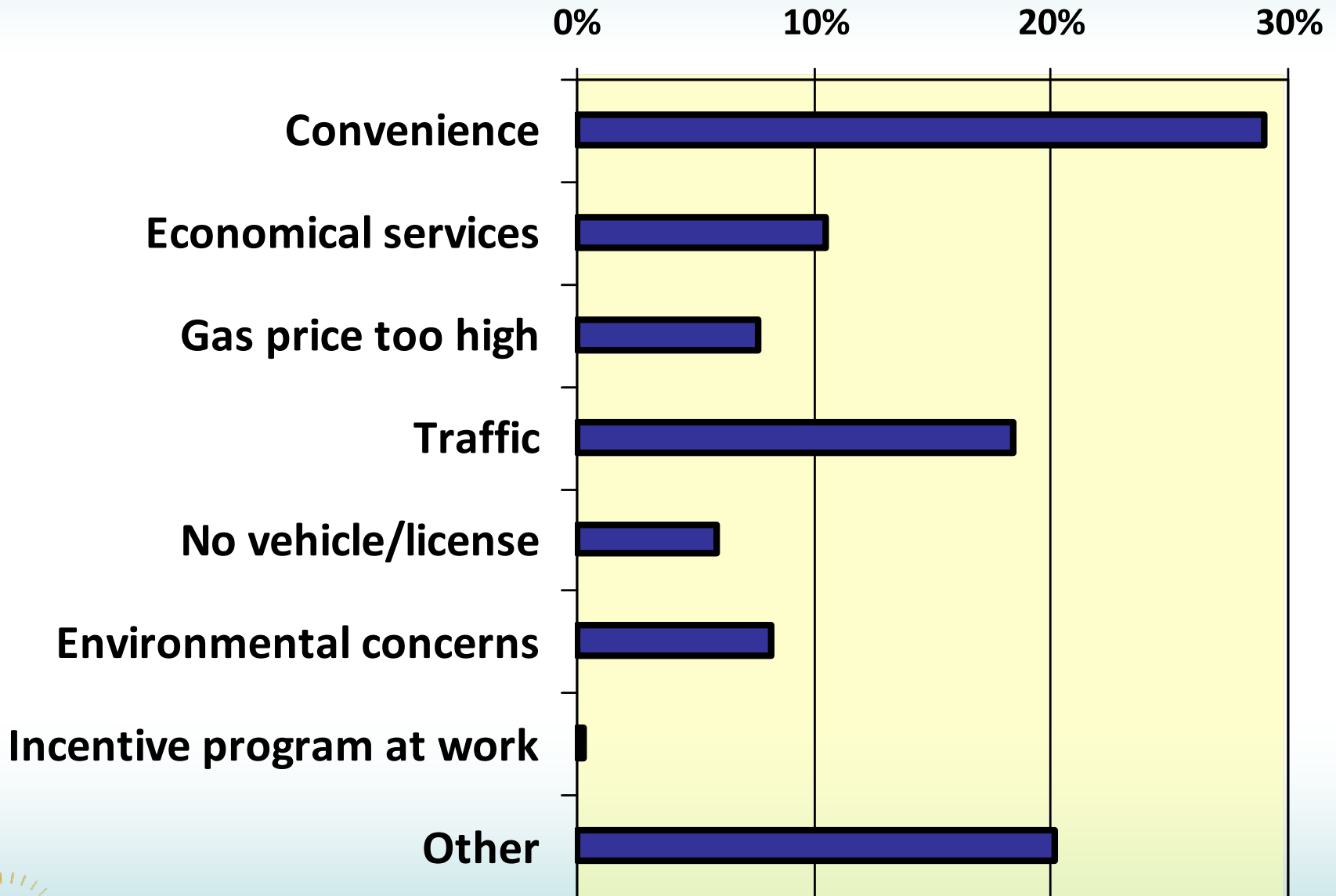
Palm Beach, Broward and Miami-Dade Counties

PURPOSE

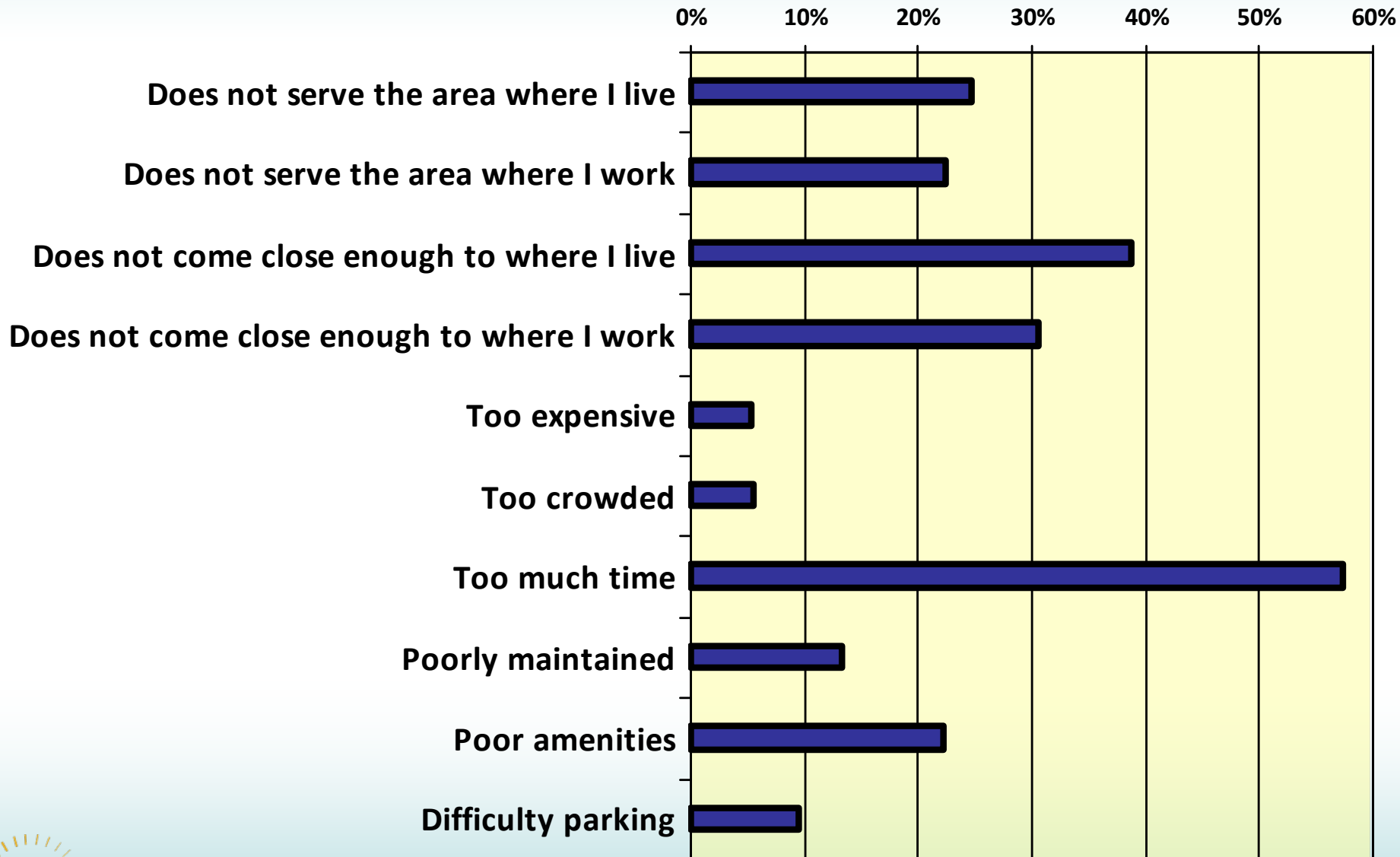
Gather information from general public regarding public transportation

- Factors effecting mode choice
- Service/ operational changes
- Willingness to support funding
- Environmental perceptions

Reasons for Using Public Transportation

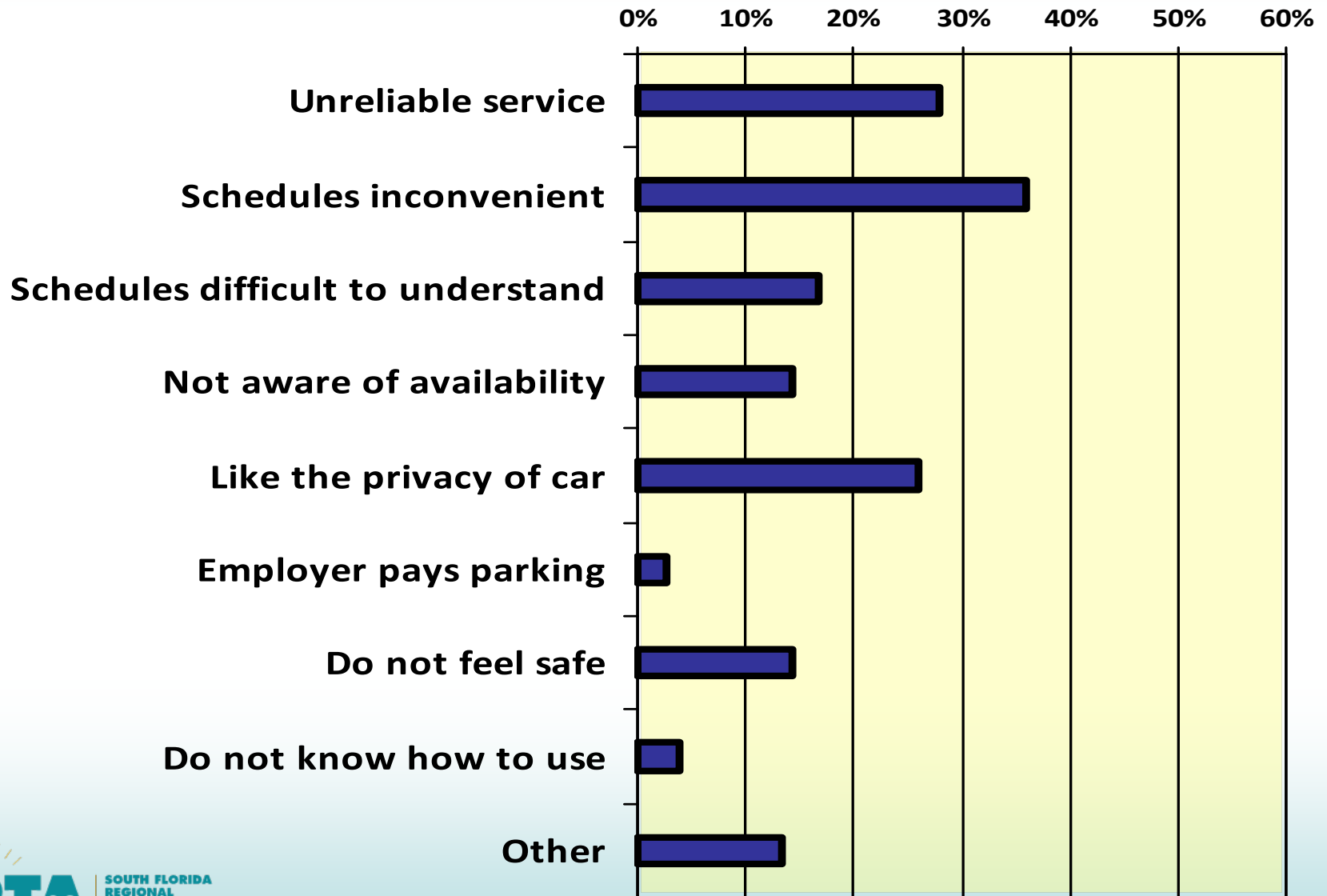


Reasons for Not Using Public Transportation

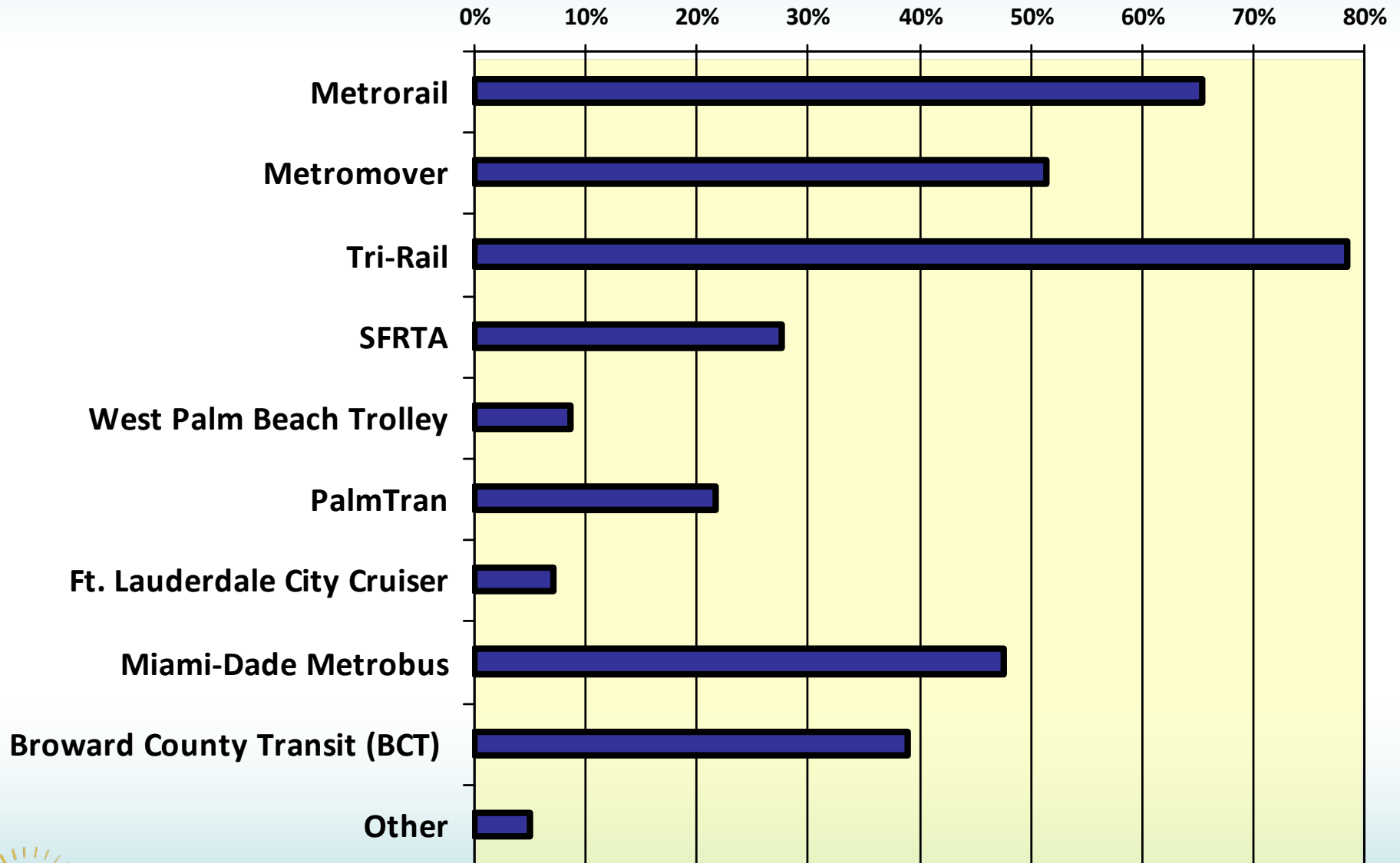


Reasons for Not Using Public Transportation

Continued...



Familiarity with Public Transportation

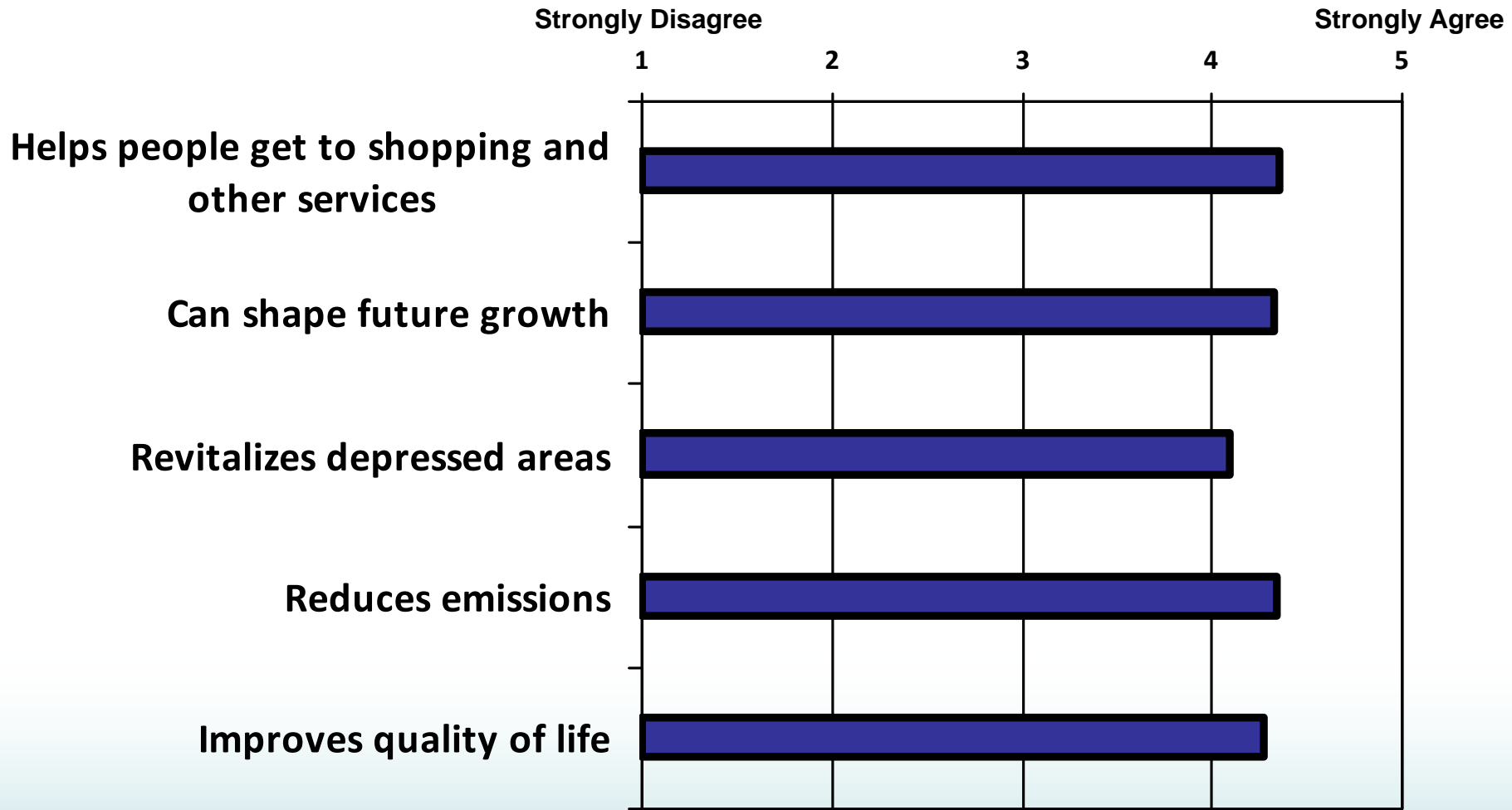


Benefits of Public Transportation



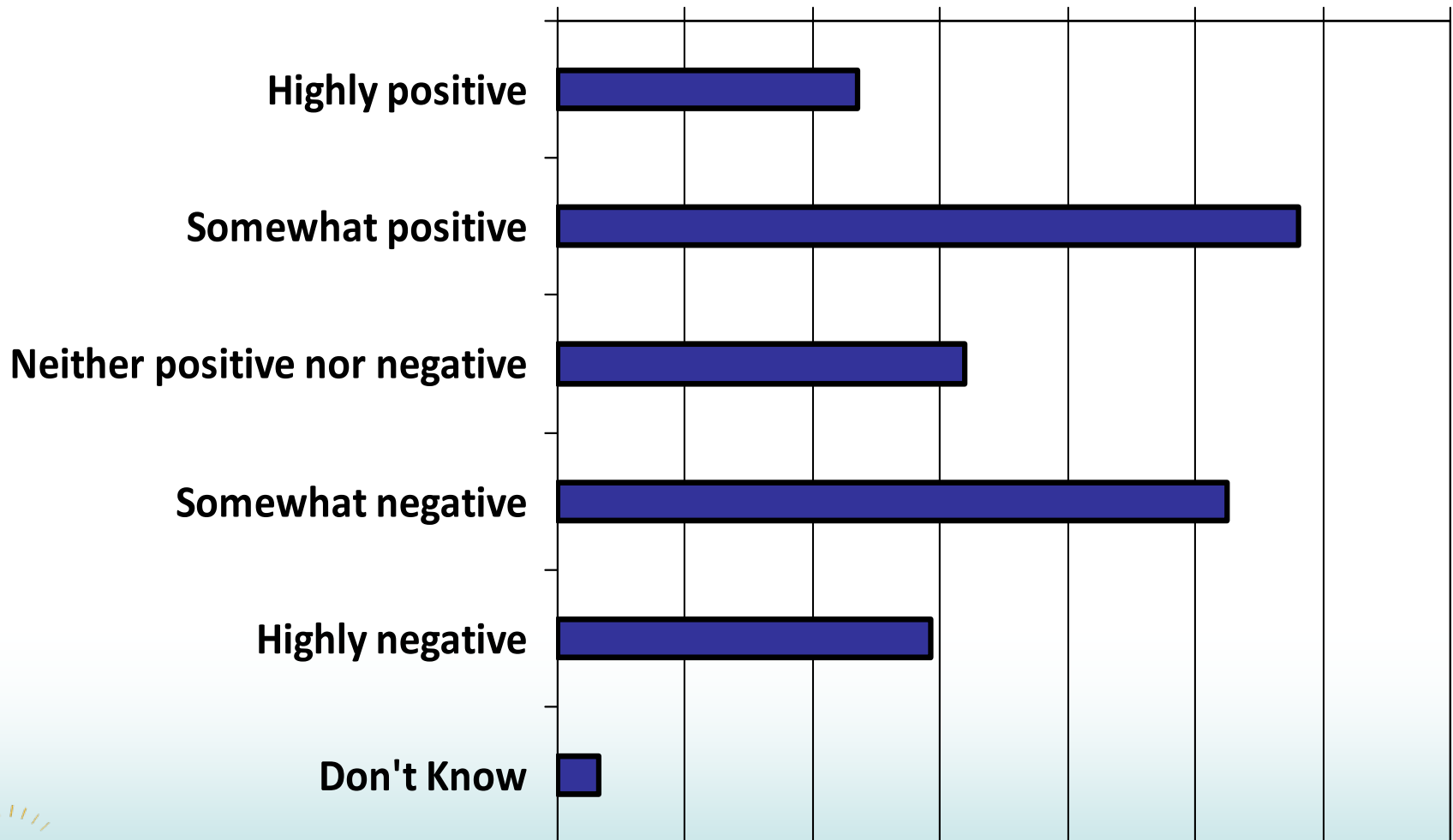
Benefits of Public Transportation

Continued...

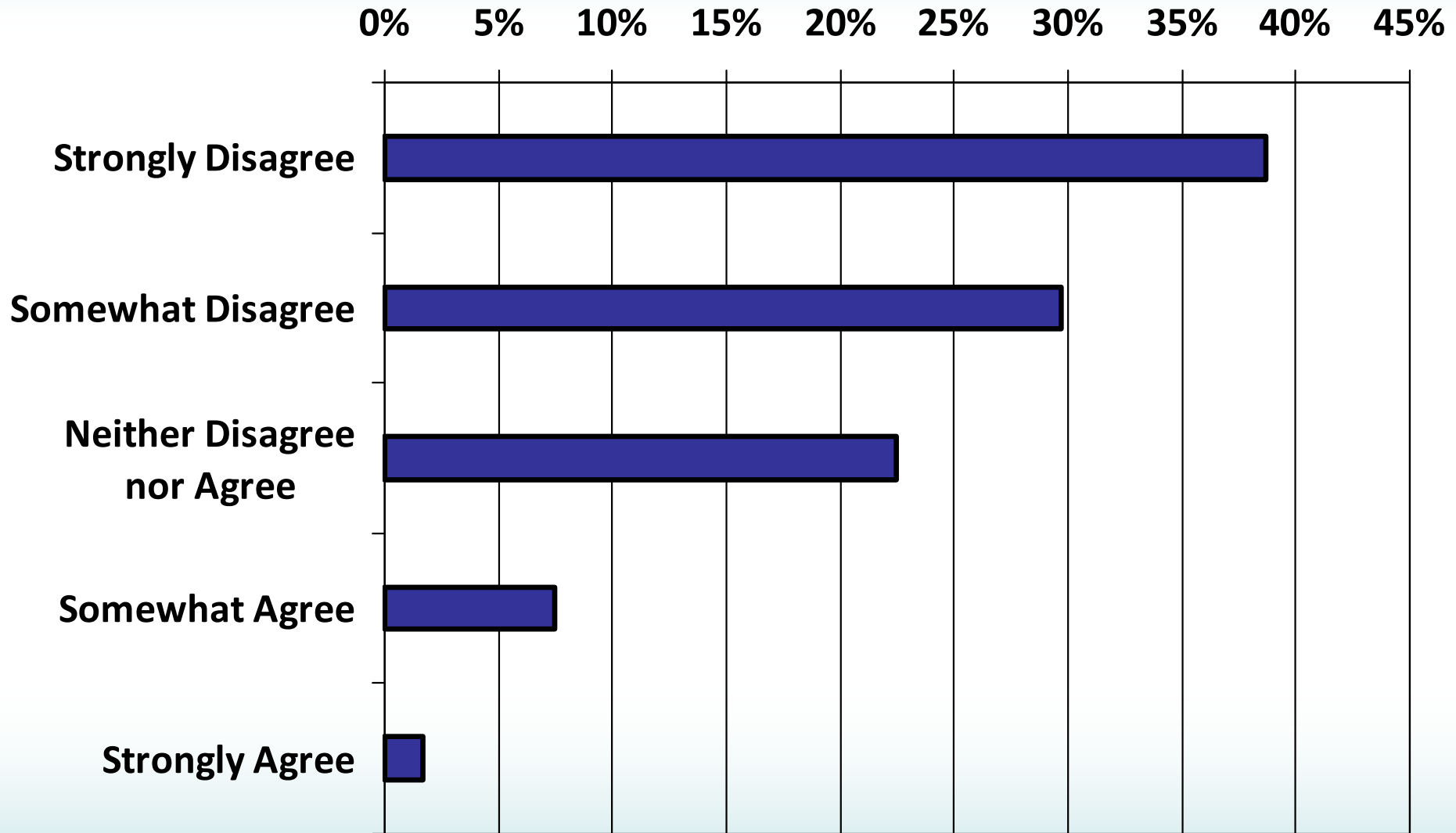


Overall Perception about Public Transportation in South Florida

0% 5% 10% 15% 20% 25% 30% 35%

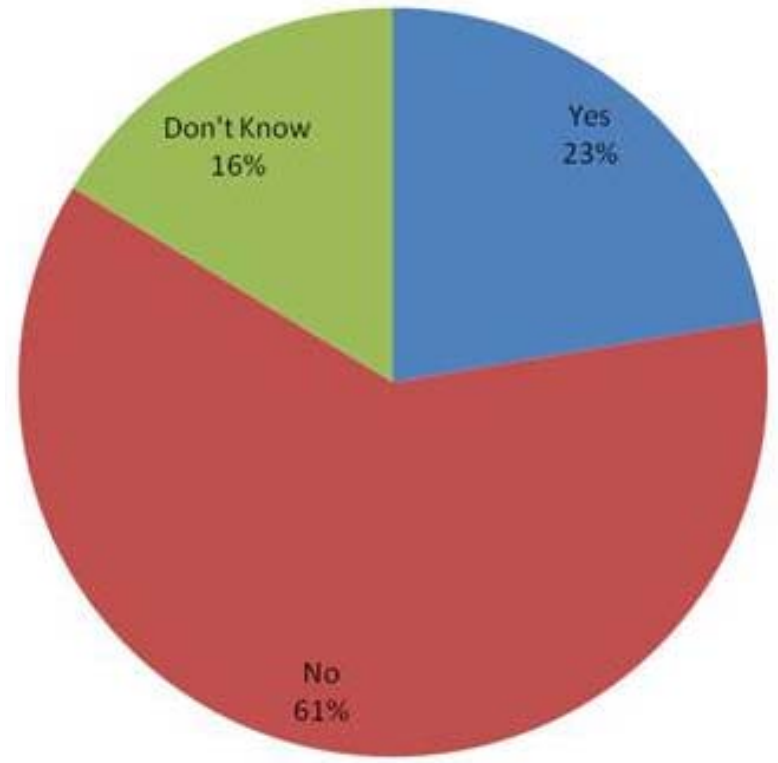
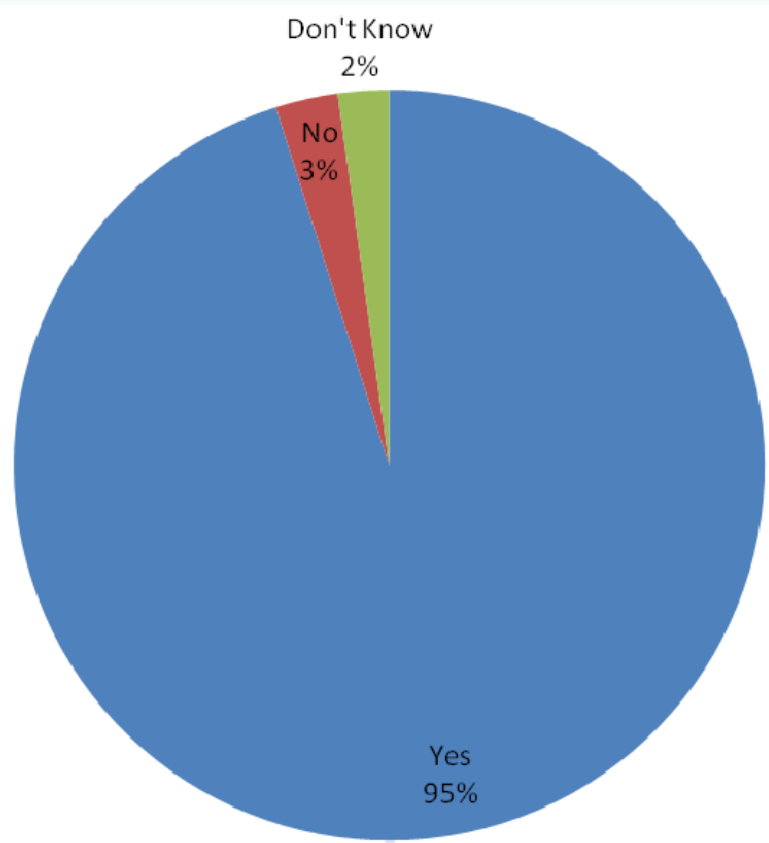


Elected Officials Providing What You Want



Should public have a voice in transportation decisions?

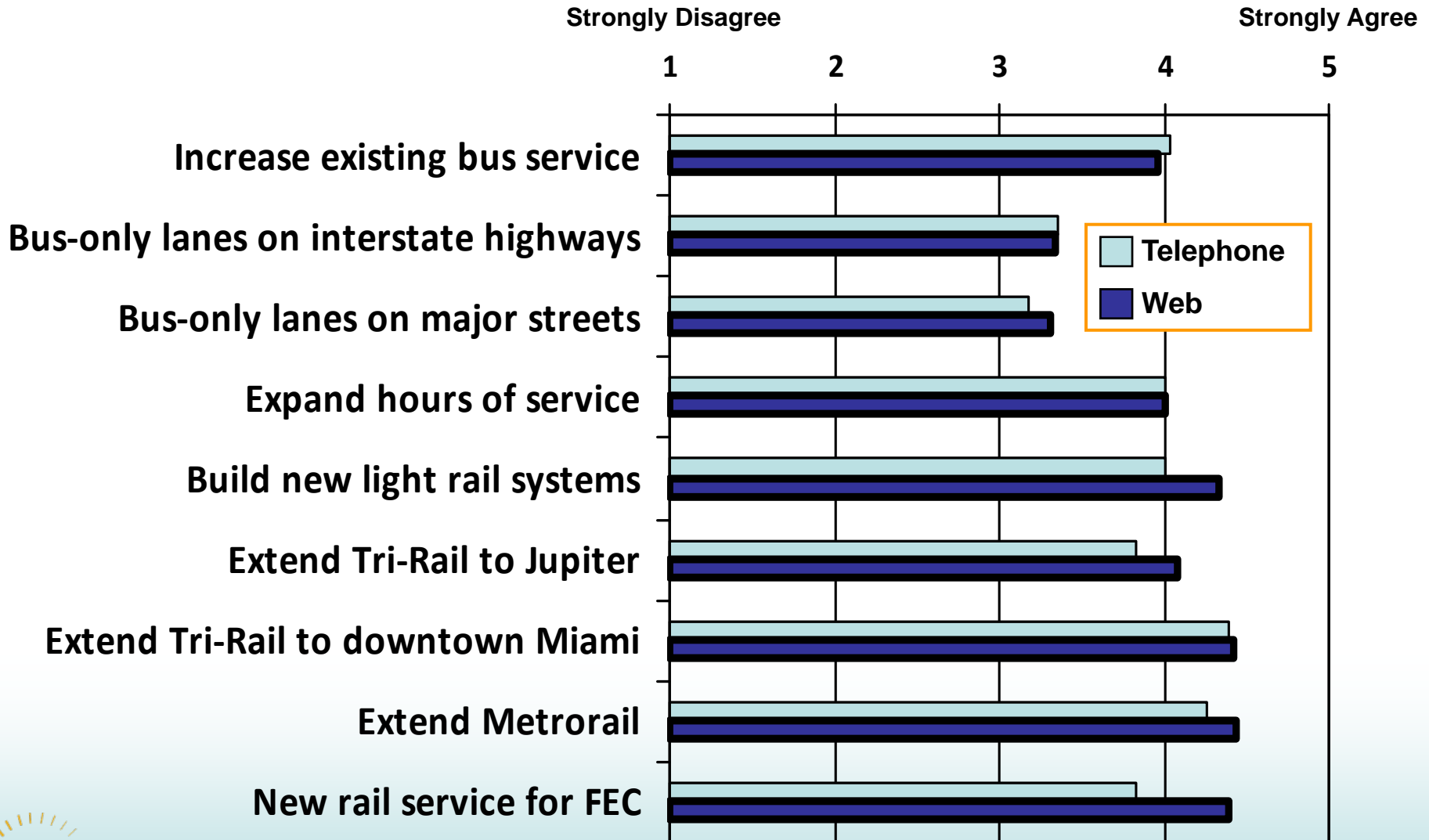
Does public have a voice in transportation decisions?



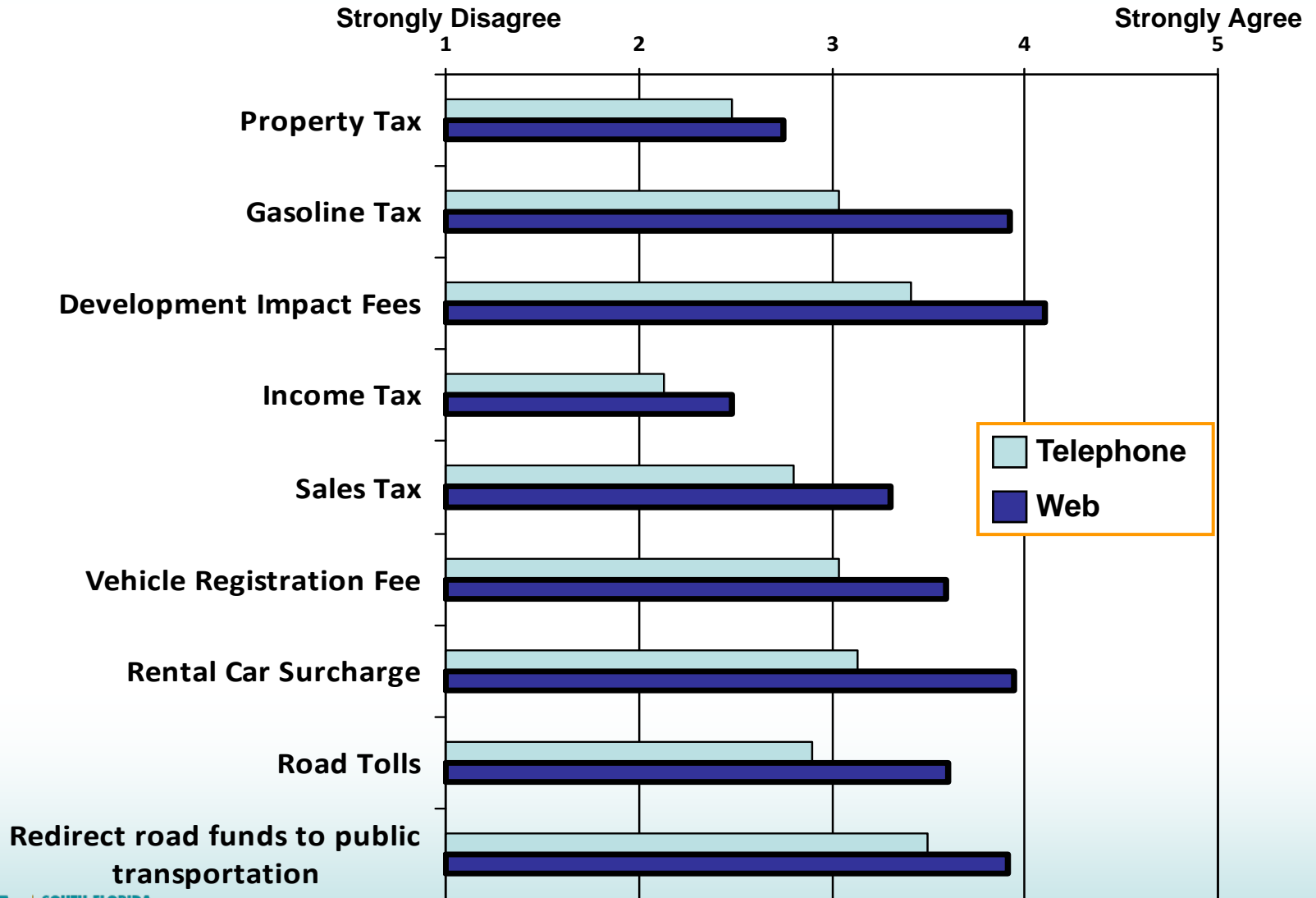
Importance of Funding for Public Transportation

1. Schools
2. Fire / Police
3. Public Transportation
4. Colleges
5. Parks
6. New Roads

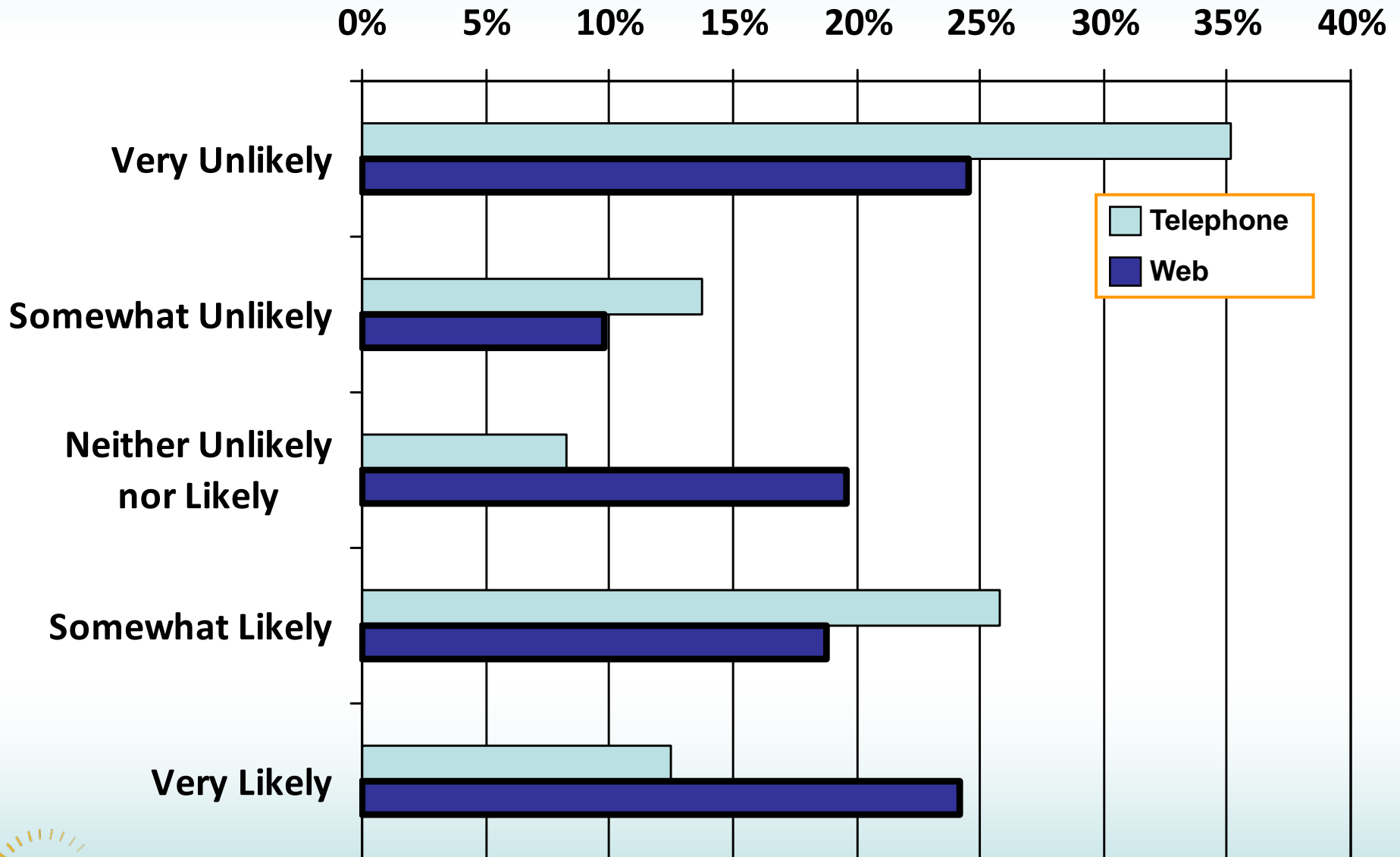
How much of a priority do you think these ideas should be given as a way to improve the public transportation system?



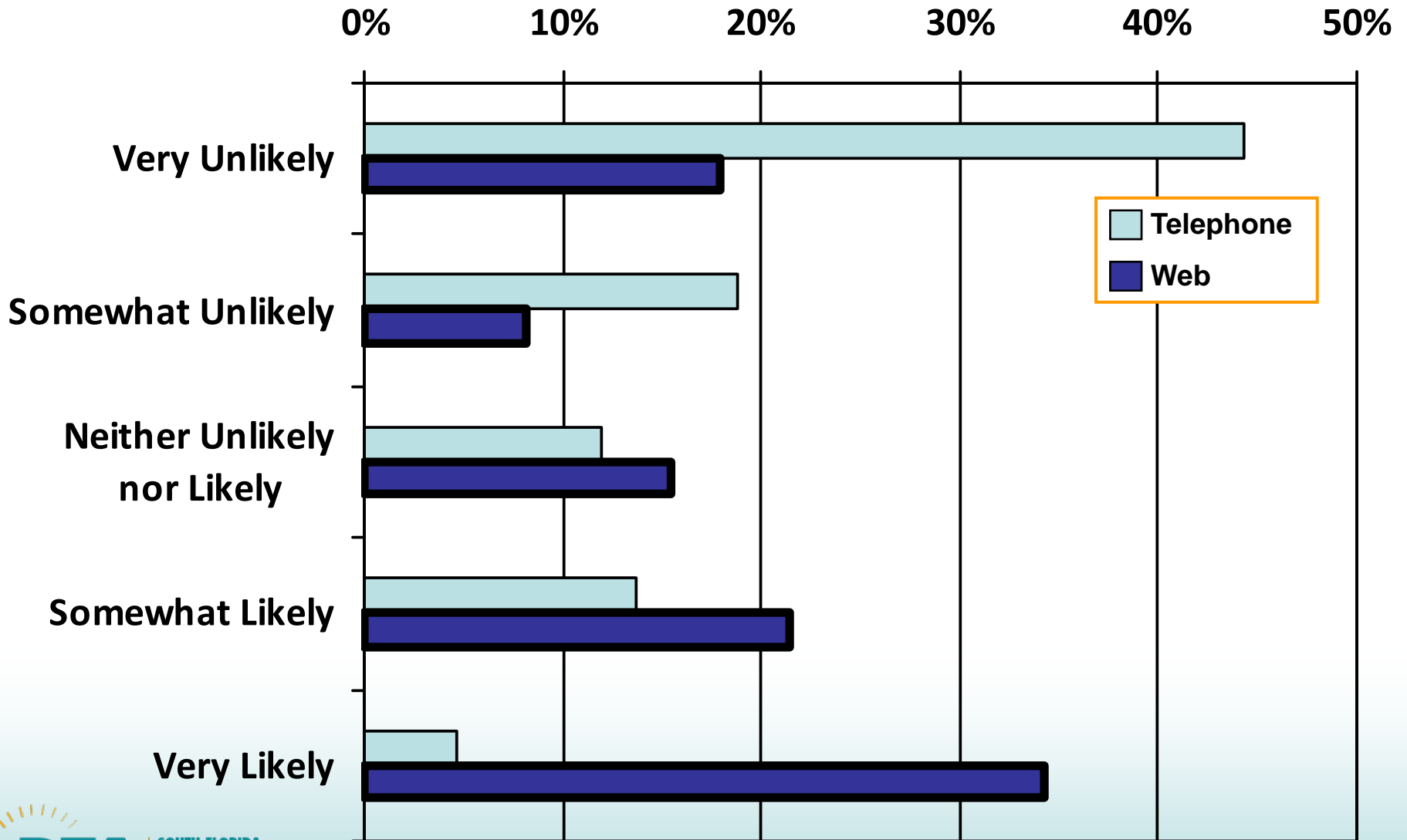
The Following Sources of Funding Should Be Used to Pay for Public Transportation



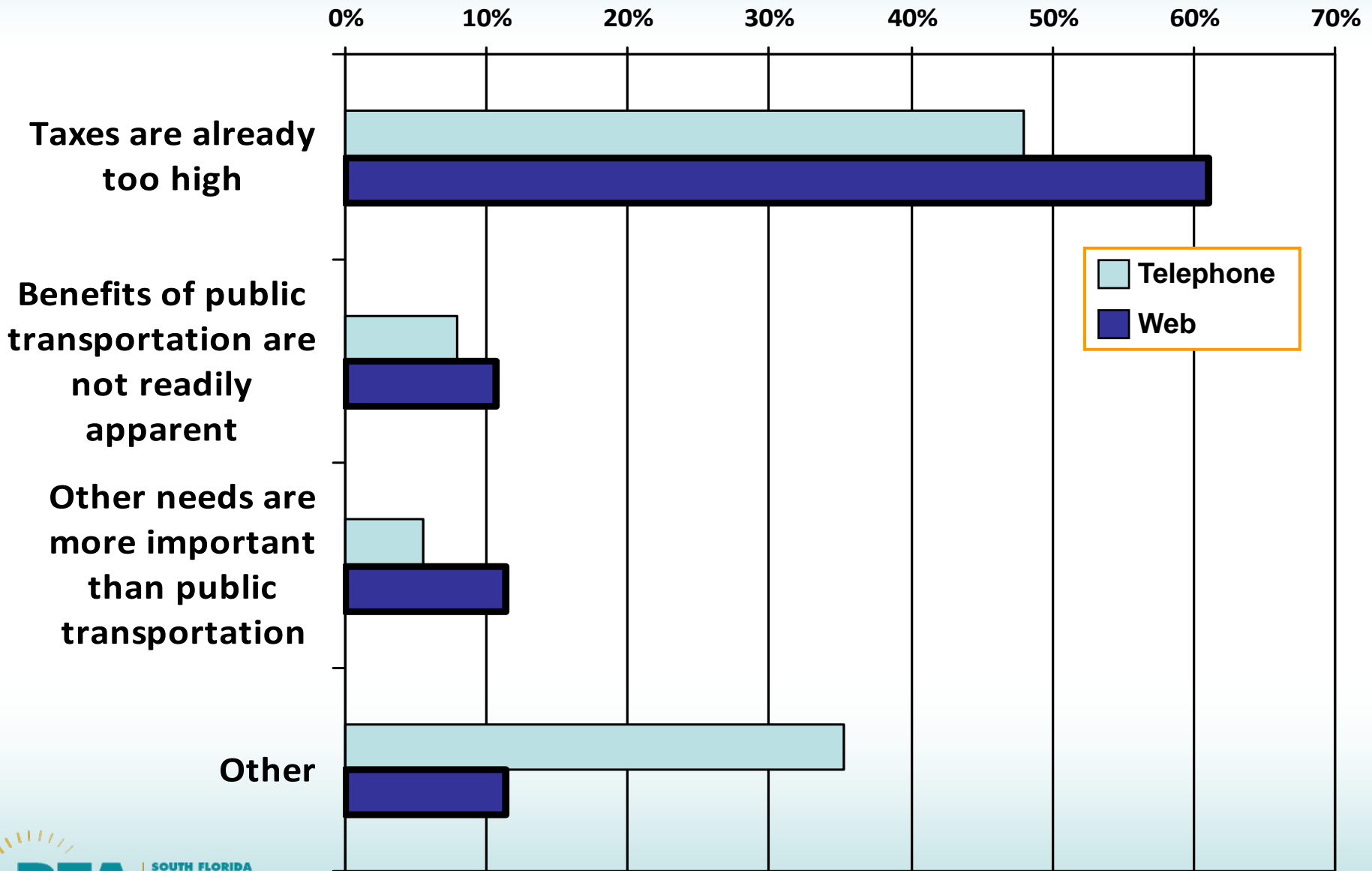
Support for Tax Increase for *Existing* System



Support for Tax Increase for Regional Improvements



Reasons for Lack of Support for Tax Increase



Focus Groups

Reasons for use/non-use of public transportation

- **Lack of convenience / accessibility**

Desired Improvements

- **Greater Convenience**
 - ✓ **Expanded Schedules**
 - ✓ **More Local Service**
 - ✓ **Better Frequency**

Capital Improvement Approach

- **Short and Long-Term; both needed**
- **Accomplish Short-Term First**

Public Participation

- **Participation by Riders Mandatory**
- **Use Every Possible Means of Communication**
- **Public Official Outreach Expected**

Funding Options

- **No Consensus**
- **Strong belief additional funds not needed**
- **State not doing enough**
- **Reallocation of funds preferred**

Taxing Options

- **Preferred Sales Tax**
 - ✓ **Clear justification**
 - ✓ **Detailed planning**
 - ✓ **Make progress with current funding first**

Public Official Support

- **Support for candidate who advocates either new tax or reallocation**
 - ✓ **Need was well articulated**
 - ✓ **Candidate was an advocate of public transportation in general**

Funding Support for Strategic Regional Transit Plan

- **No true consensus**
- **Tied to auto use**
- **Sales tax**

Transit - Oriented Development (TOD)

- **Unanimous support**
- **Enthusiasm**

Questions & Answers

Thank You