

South Florida Regional Transportation Authority

Public Opinion Study
Planning Technical Advisory Committee
January 21, 2009



SFRTA Public Opinion Survey

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



METHOD

- Web-based survey
- Telephone survey
- Focus groups



TOTAL RESPONDENTS:

Web-based - 543

Telephone - 1001

Focus Group Participants – 17

TIME FRAMES:

Web-based – Nov. 24 thru Dec. 22

Telephone – Dec. 1 thru Jan. 26

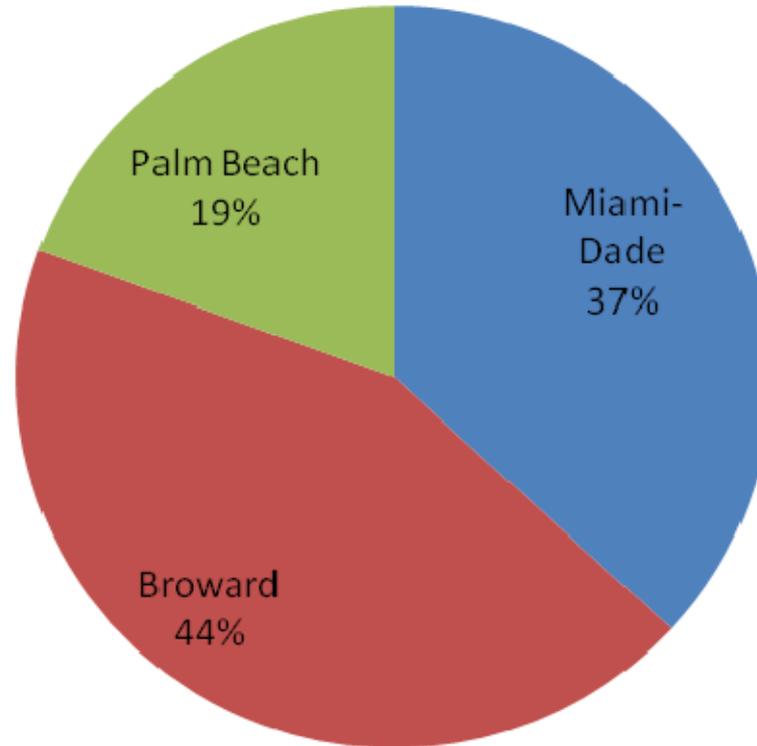
Focus Groups – Dec. 15, 16, and 17



Web Survey



WEB PARTICIPANTS



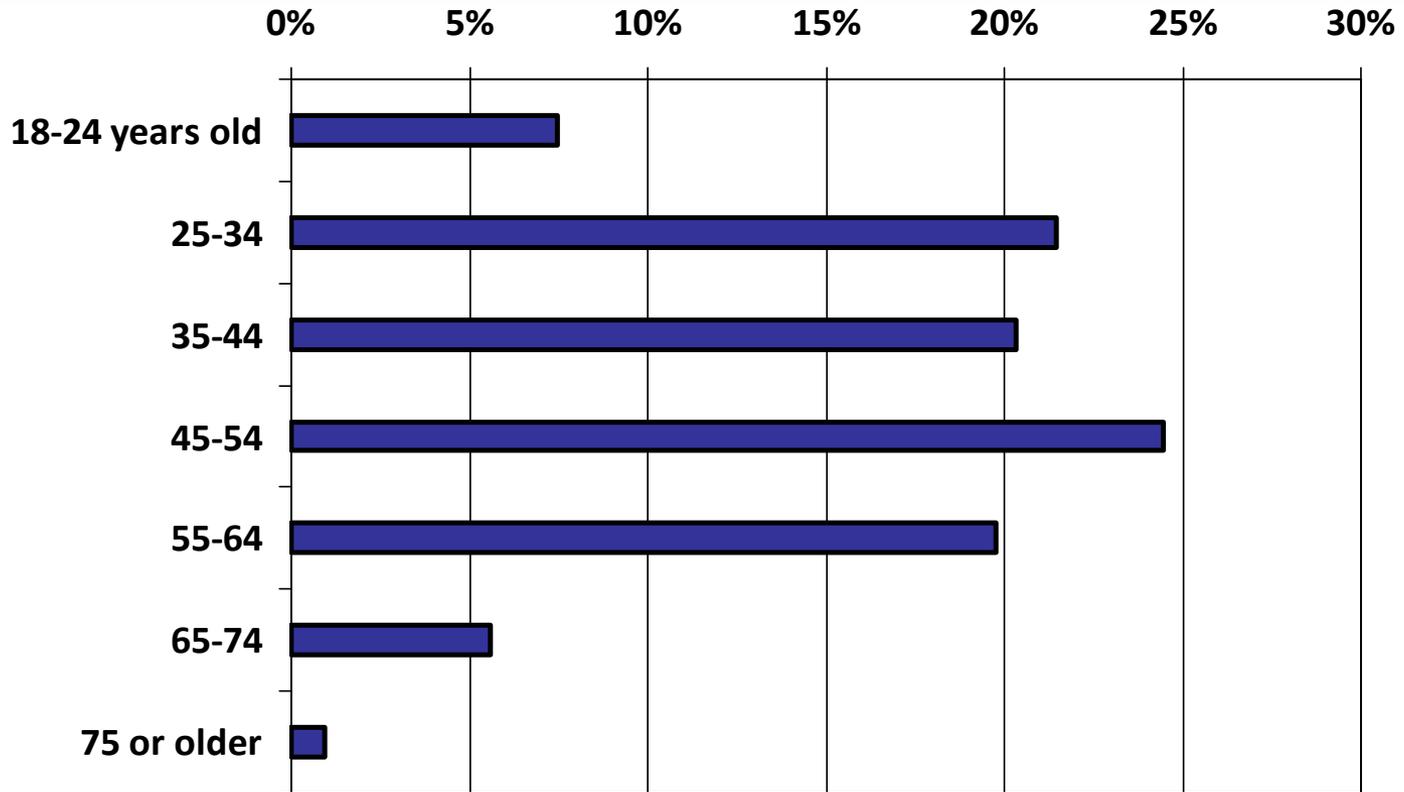
Total = 543



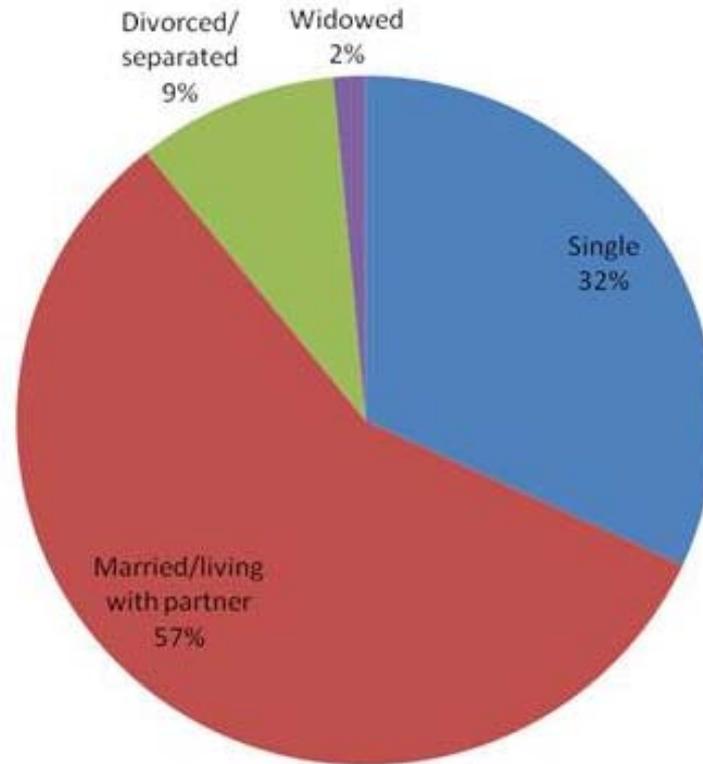
Demographics



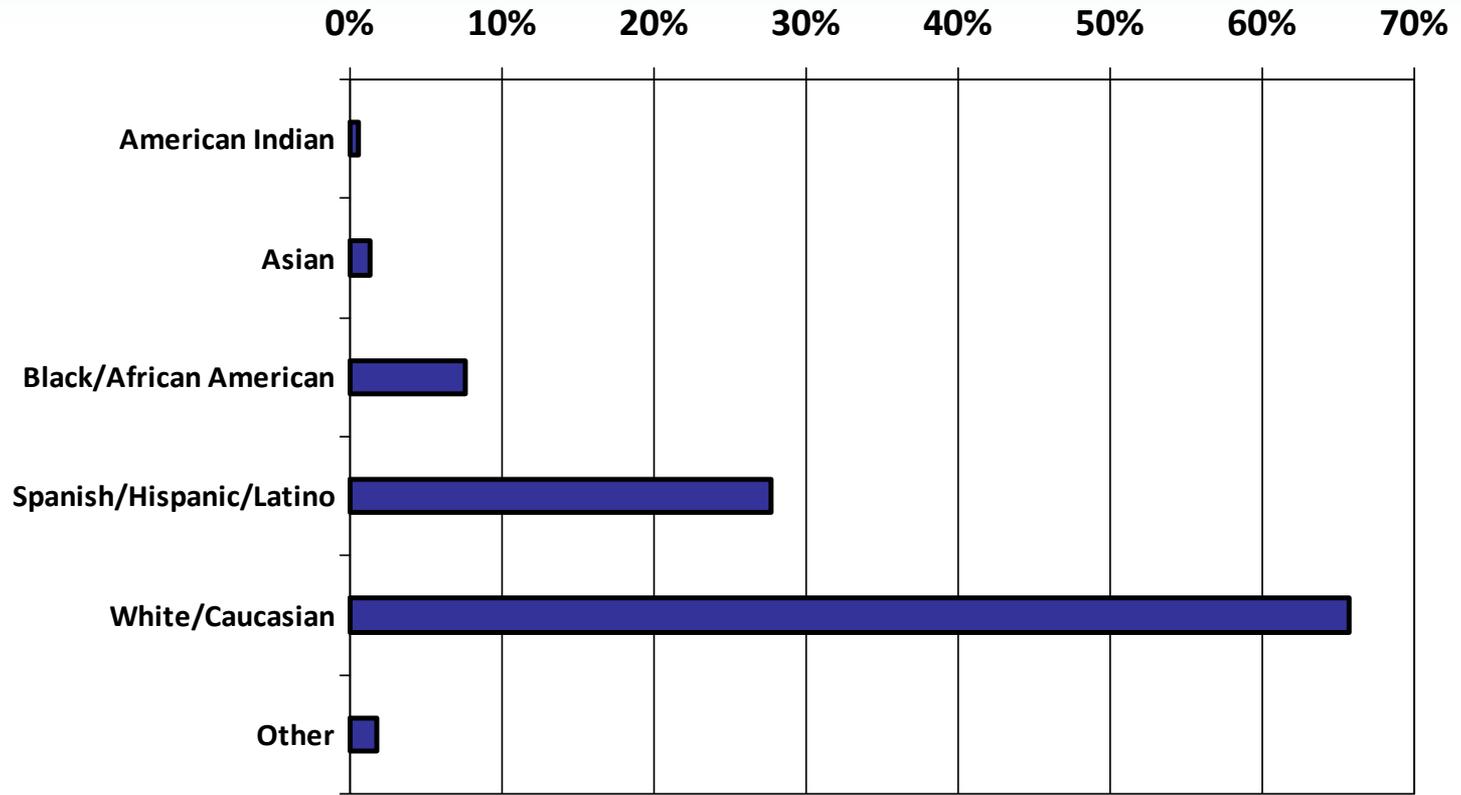
AGE



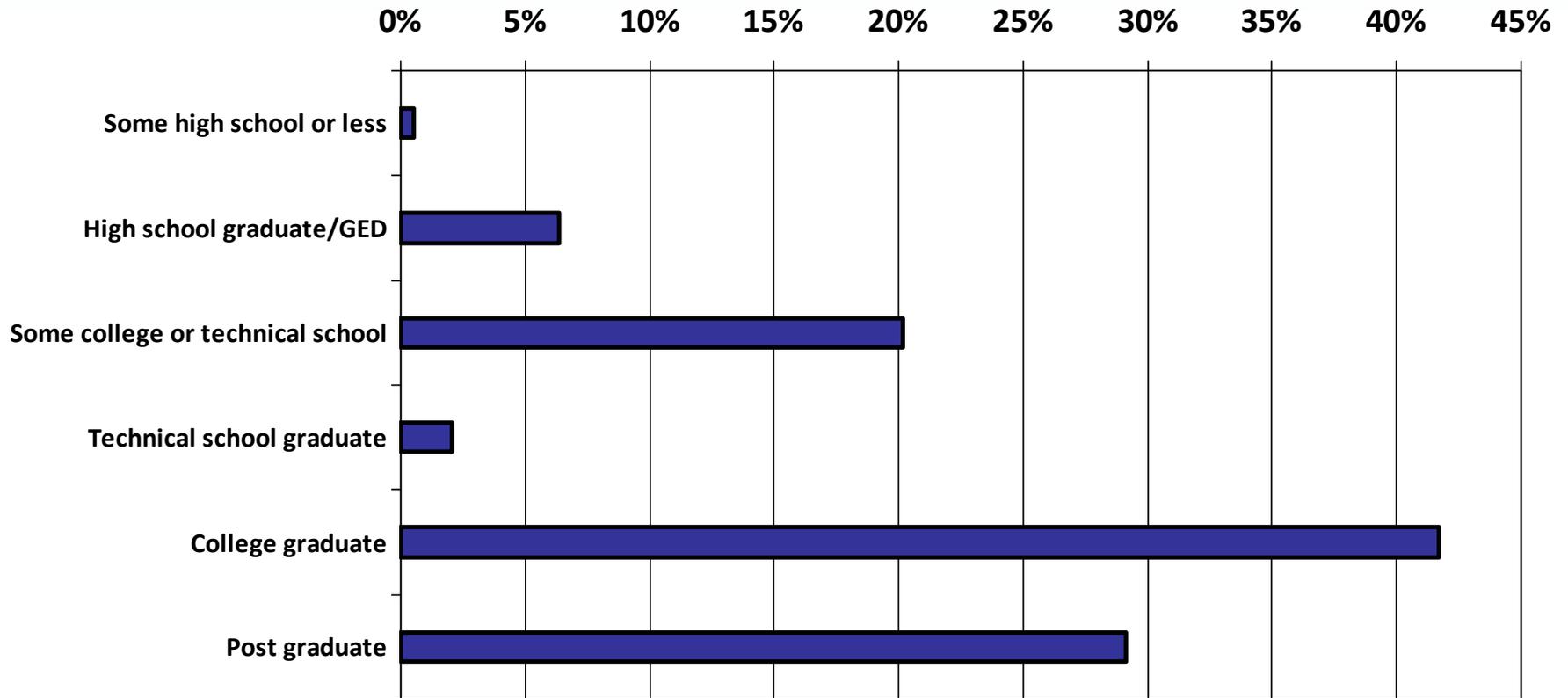
MARITAL STATUS



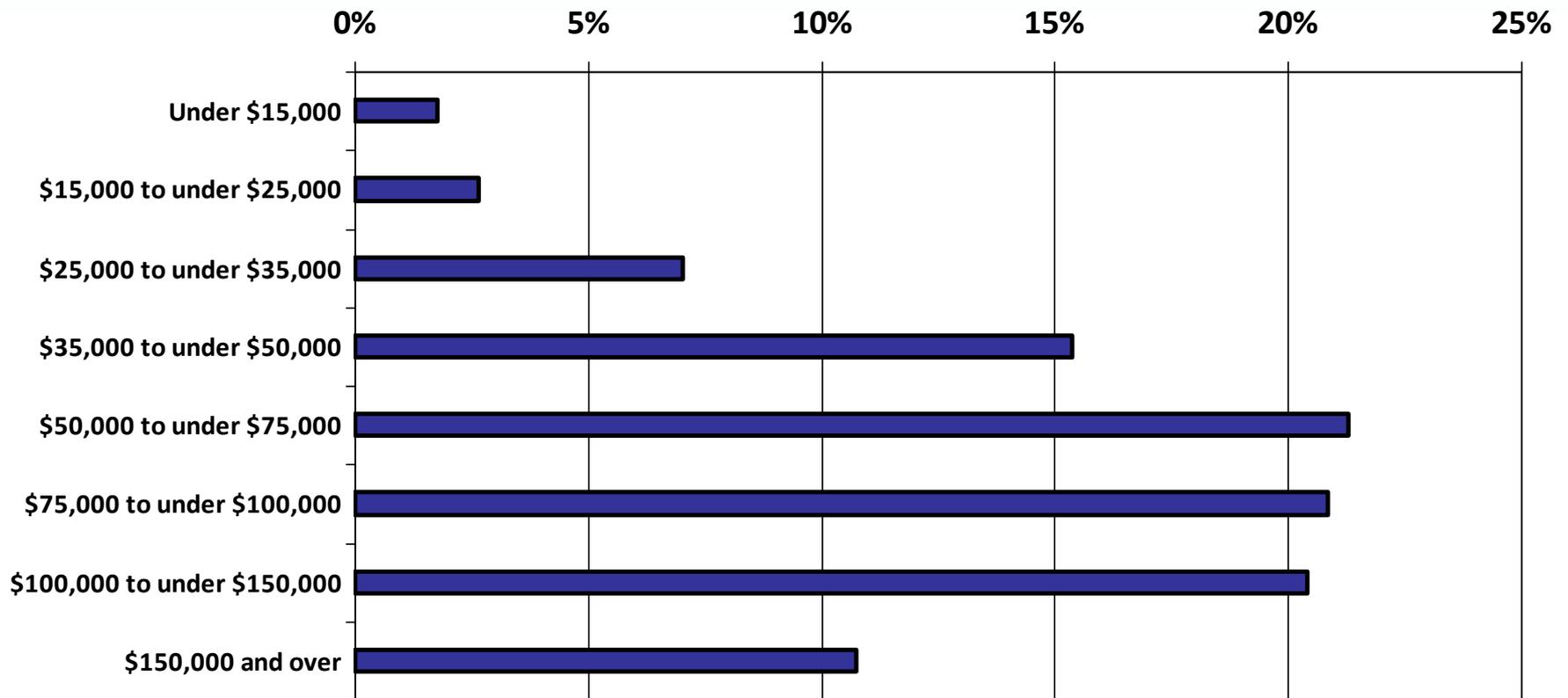
RACE



EDUCATION LEVEL

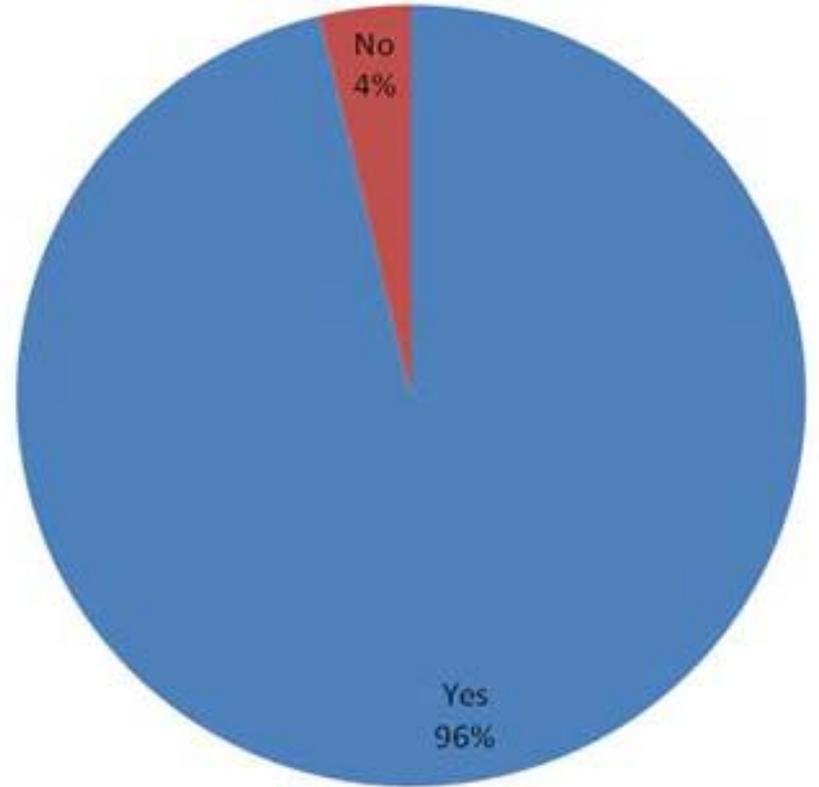
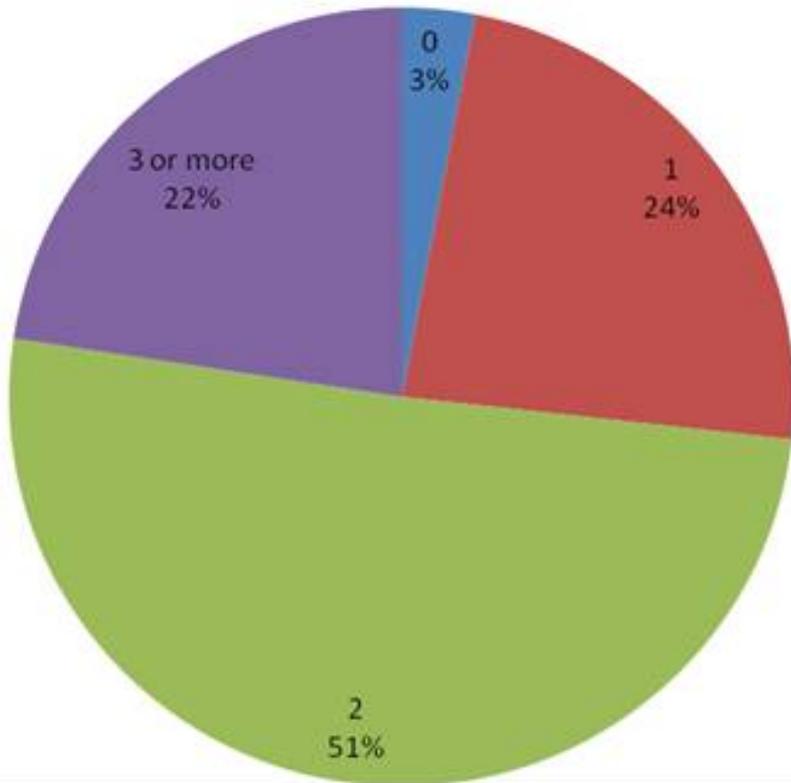


HOUSEHOLD INCOME

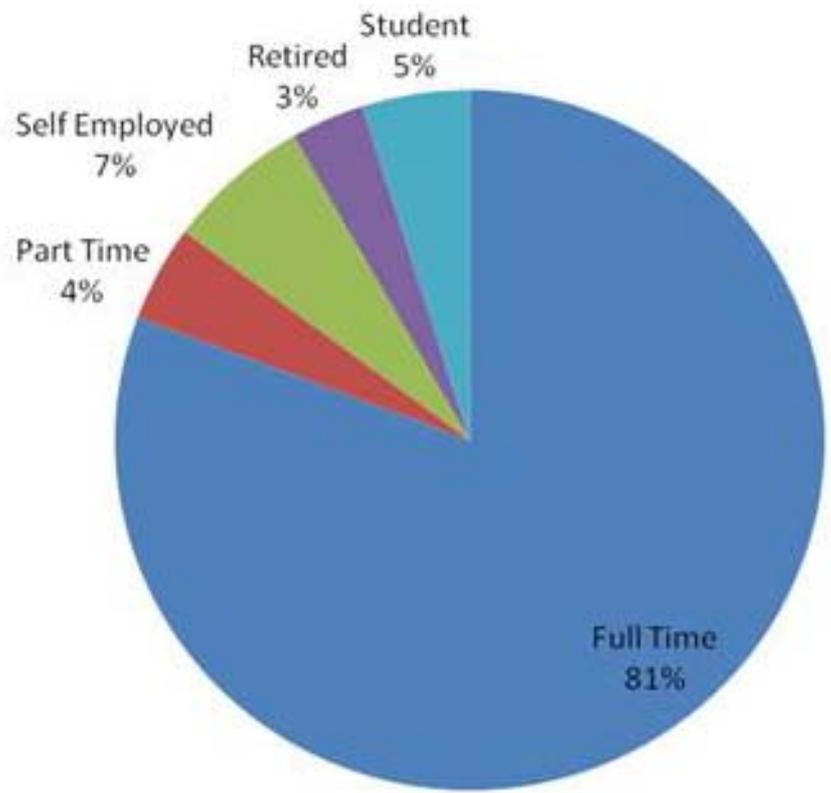


Vehicle Ownership

Licensed Drivers



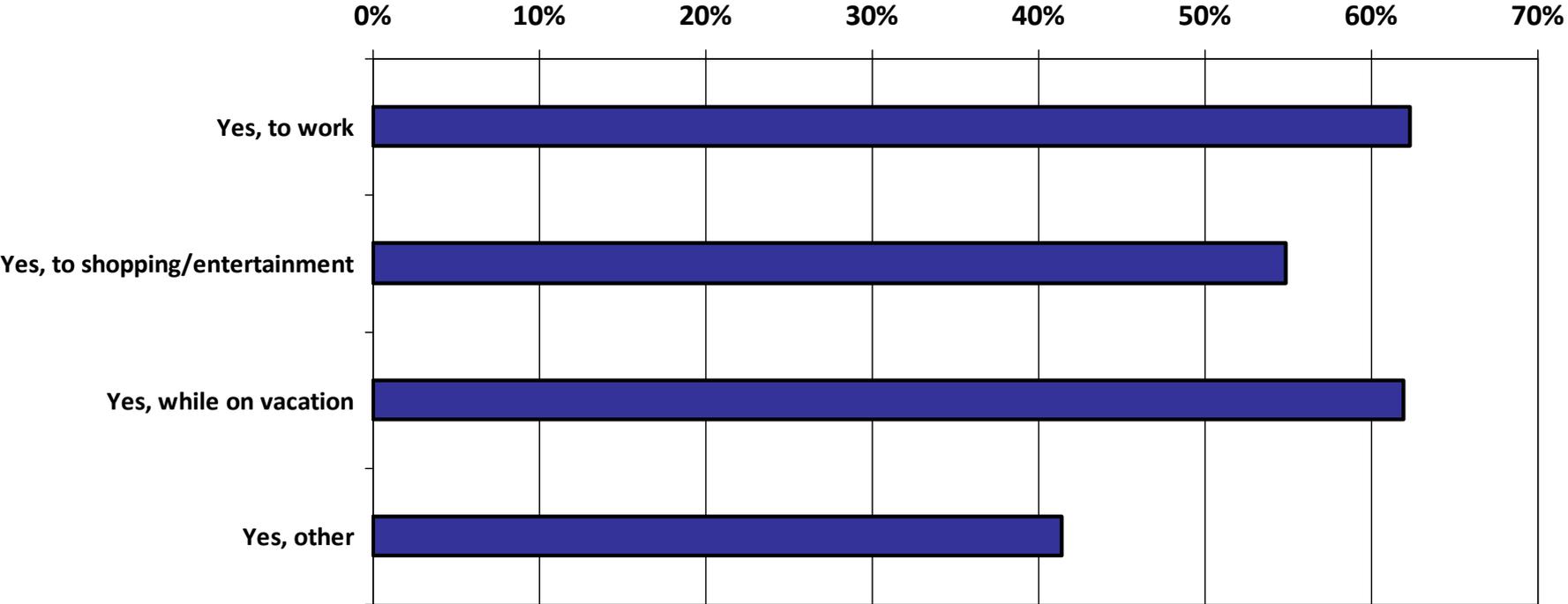
EMPLOYMENT STATUS



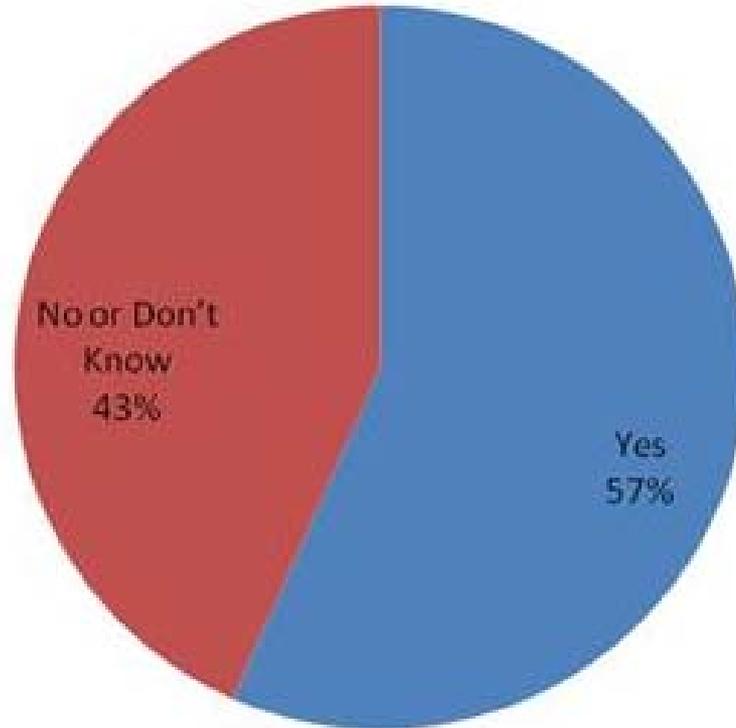
Answer Data



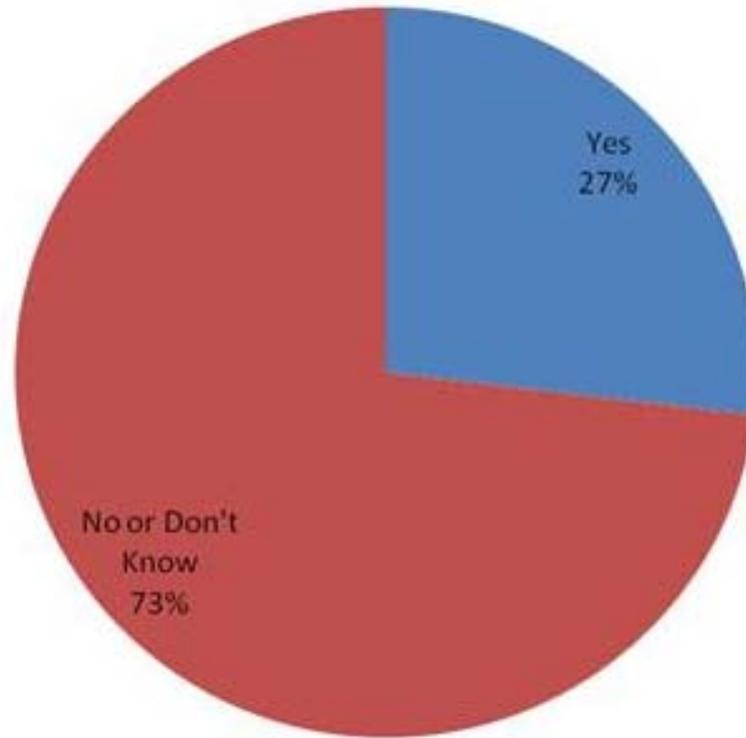
Have you ever used public transportation in the United States, Florida or elsewhere?



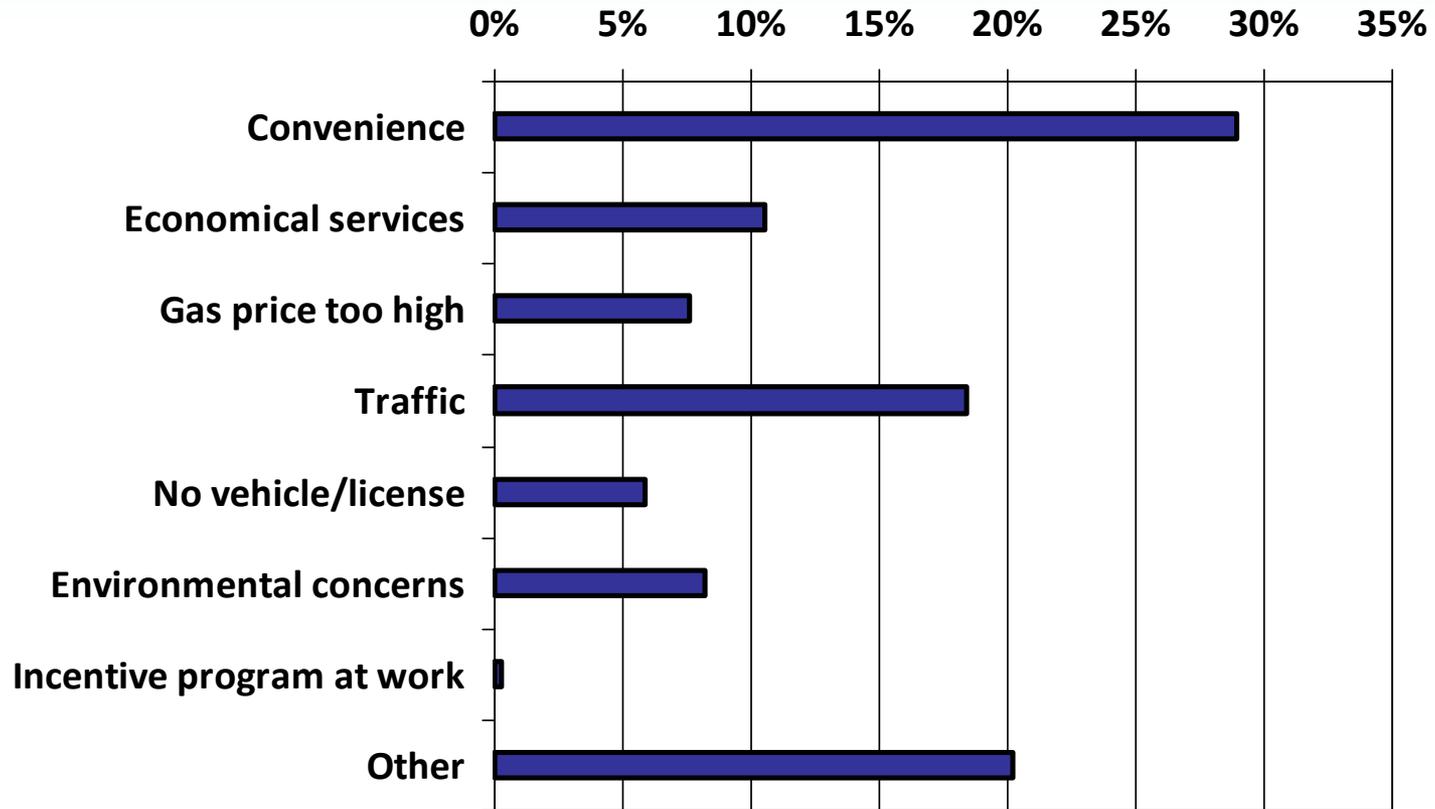
Have you used public transportation in Florida over the past three months?



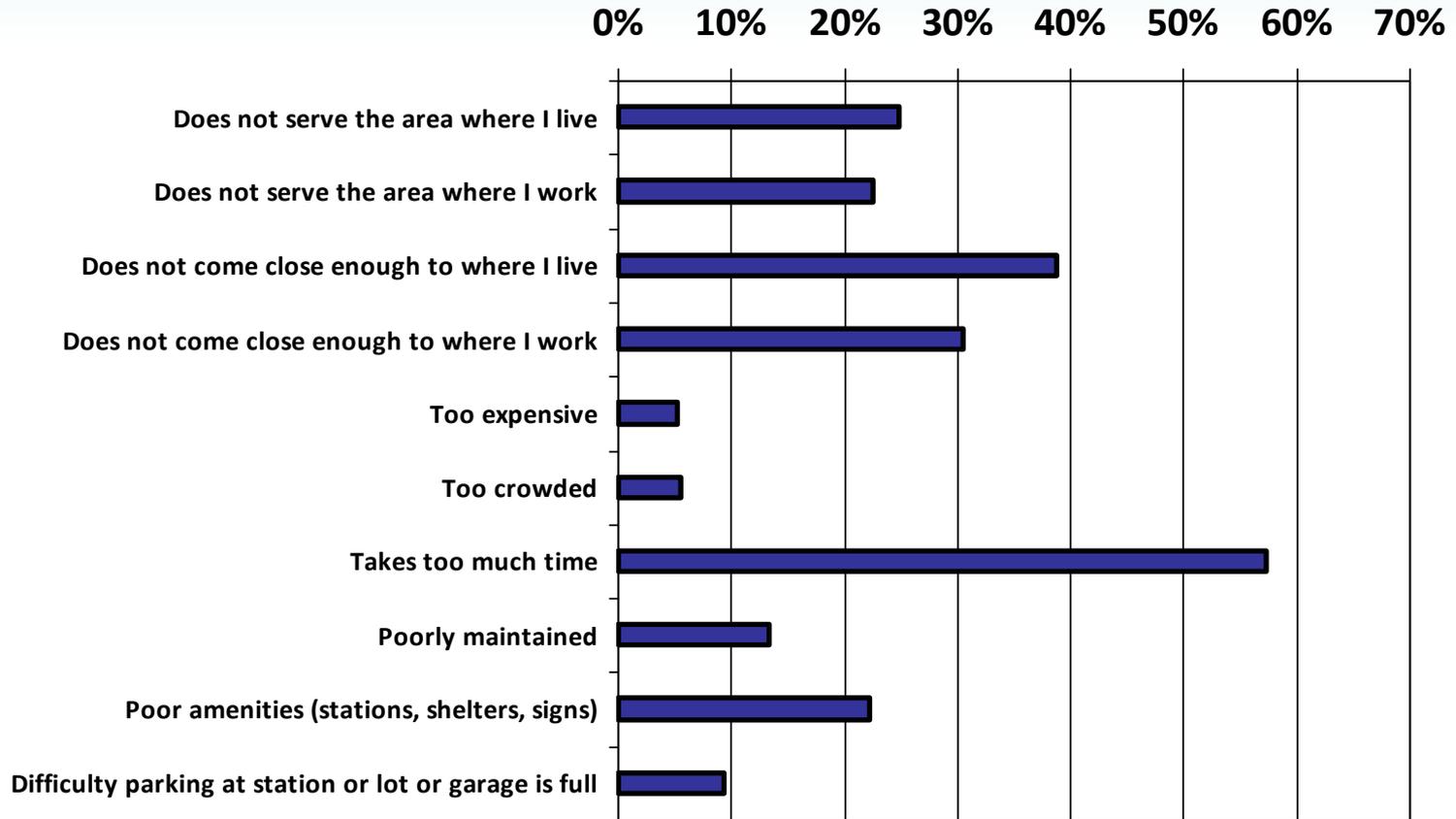
Use Public Transportation for Work



Reason for Using Public Transportation

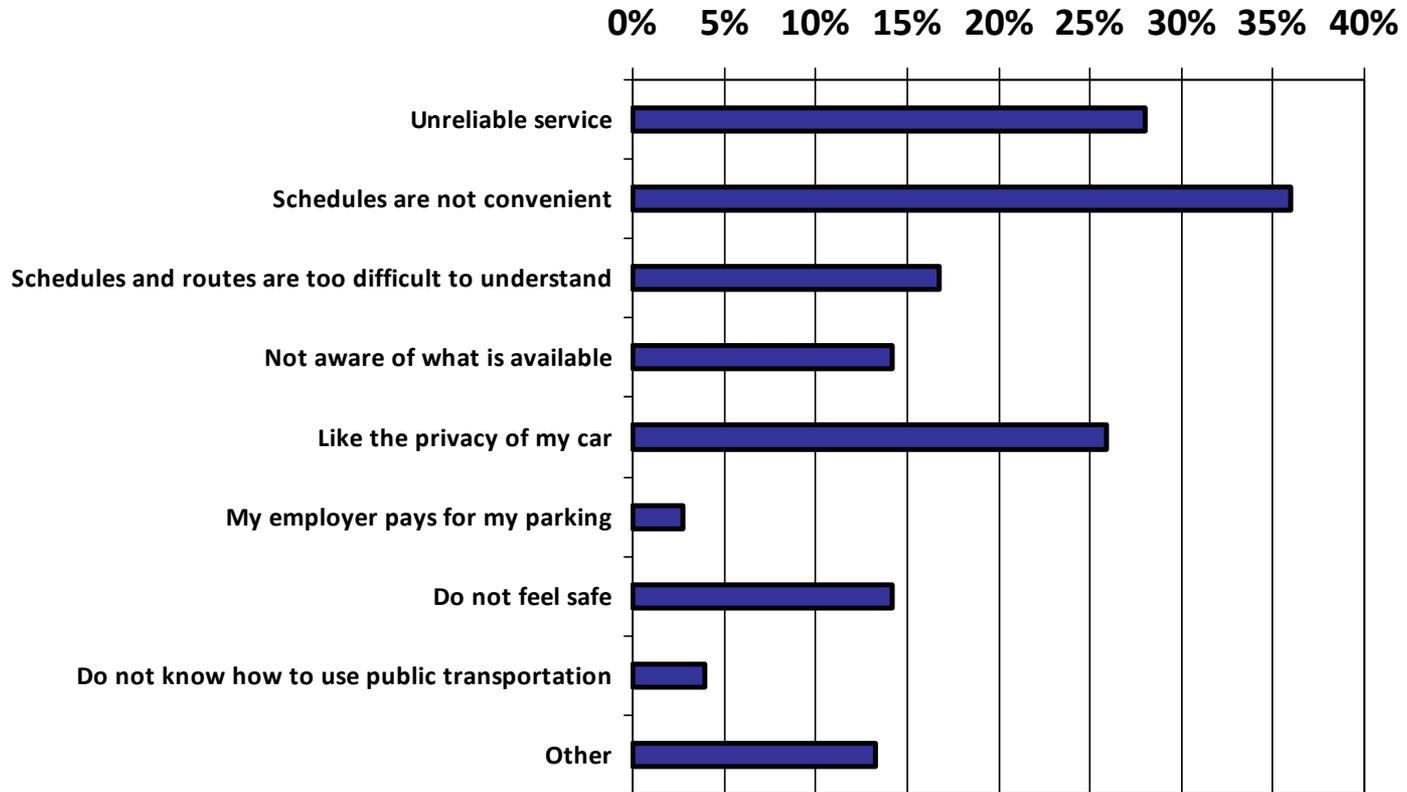


Reason for Not Using Public Transportation

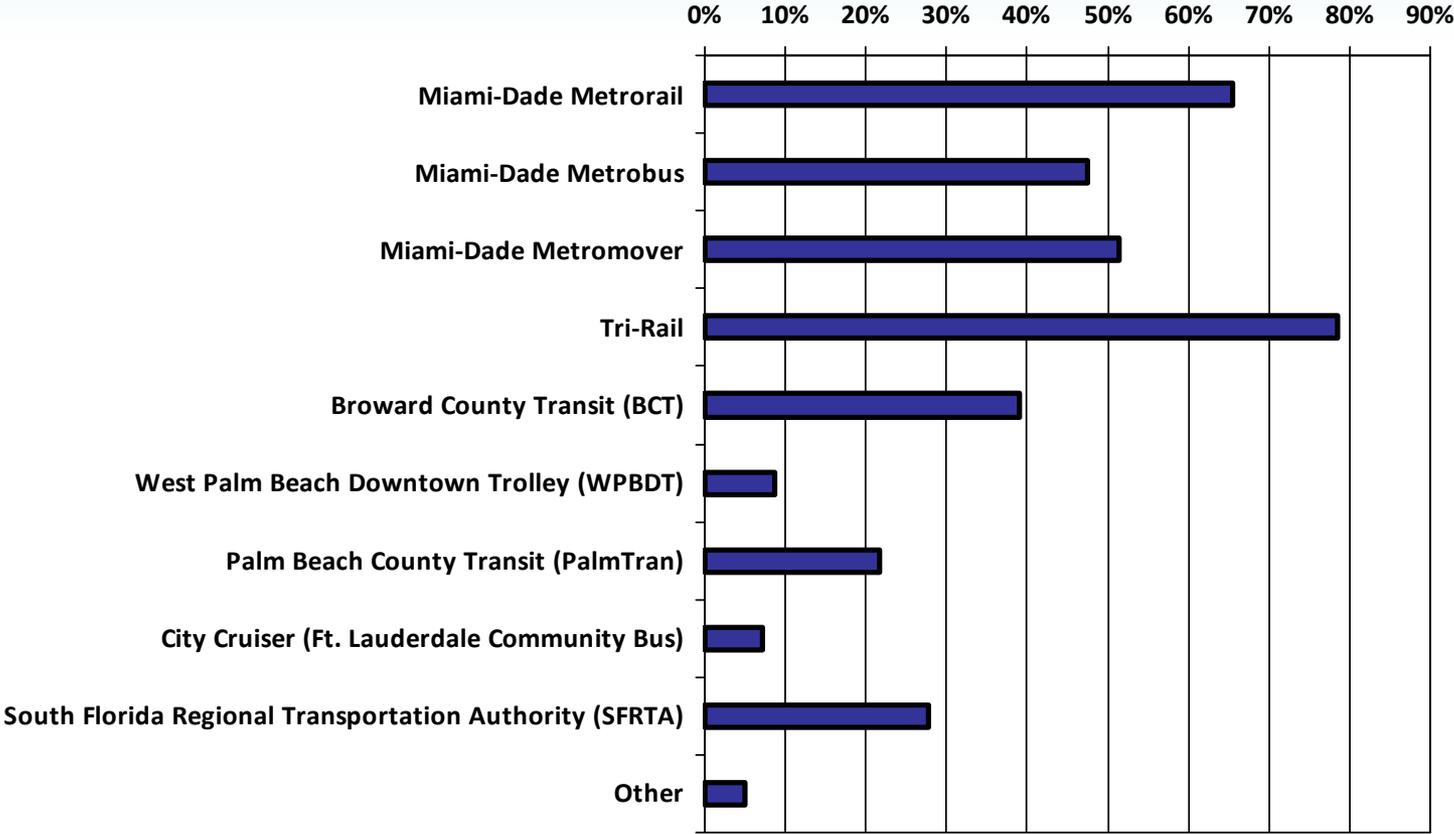


Reason for Not Using Public Transportation

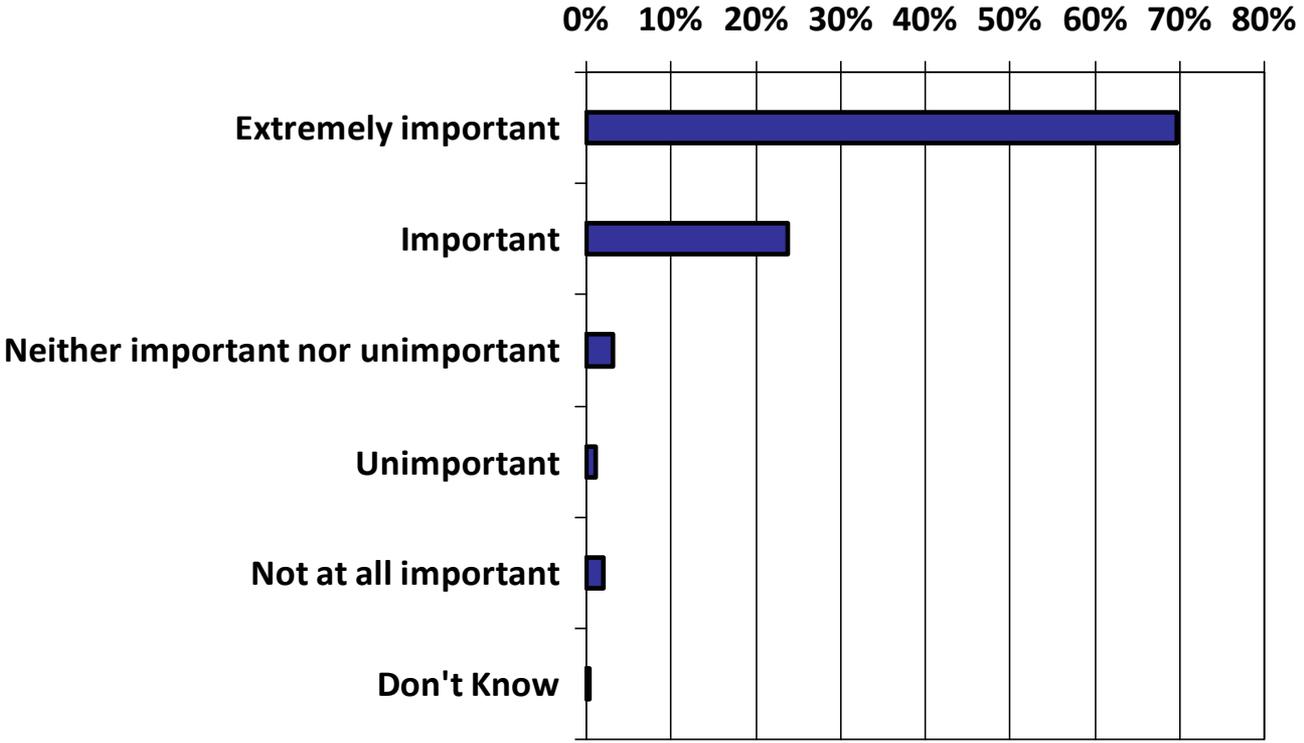
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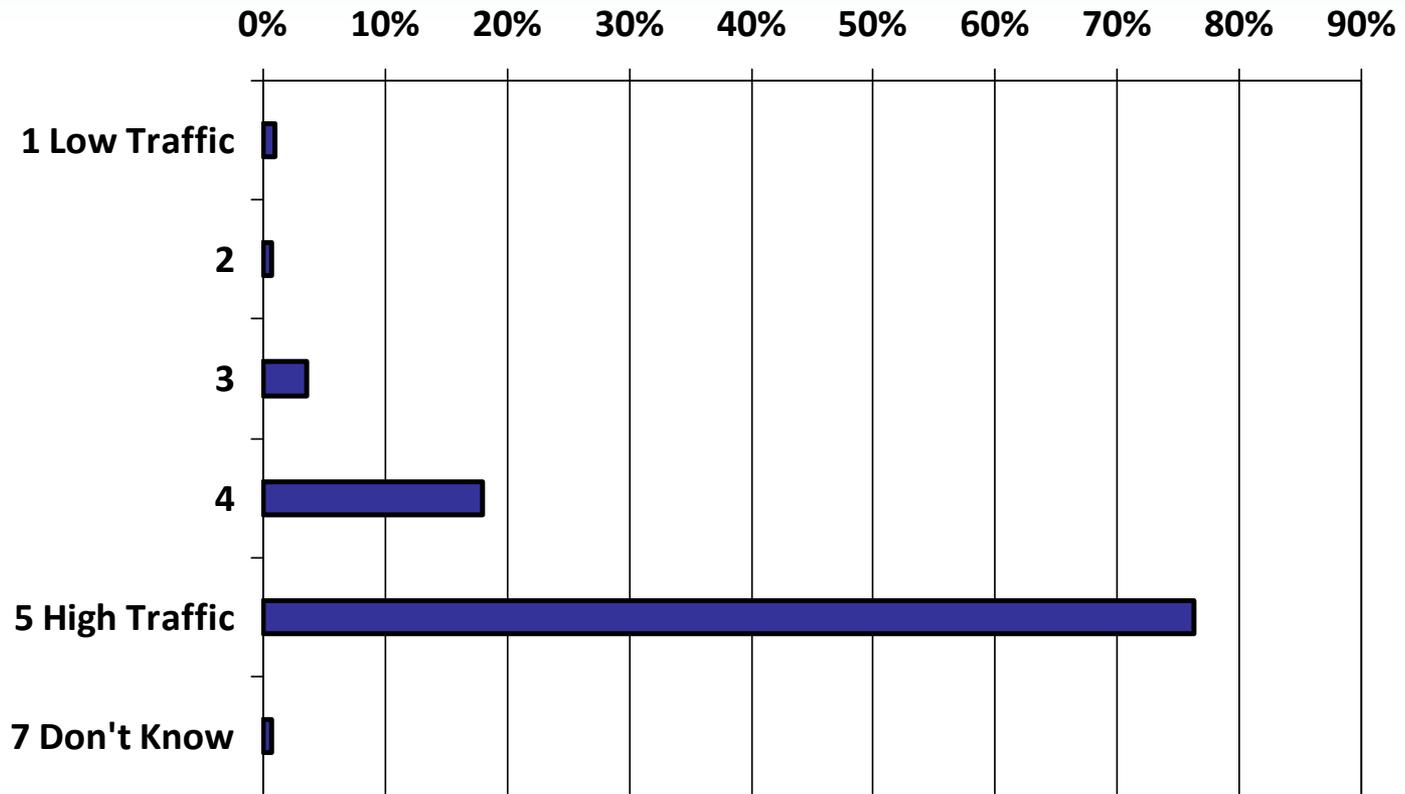
Familiarity with Public Transportation



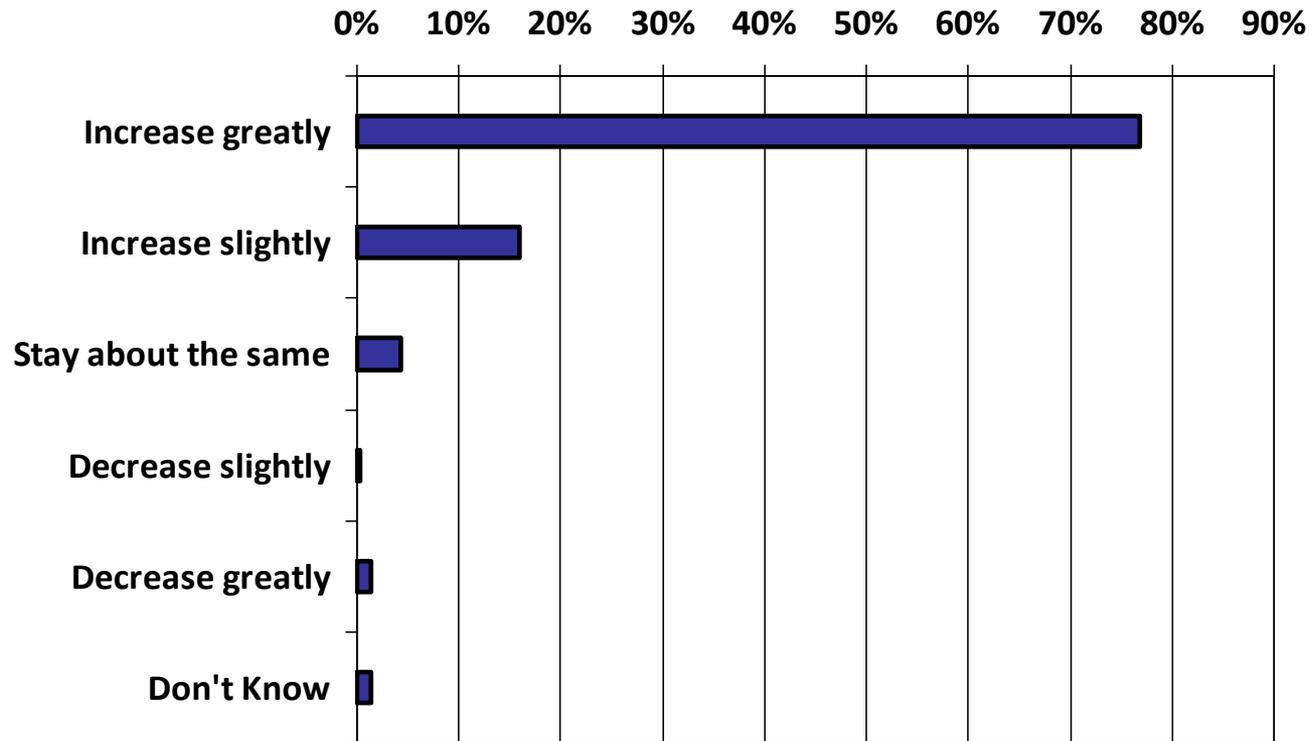
Importance of Public Transportation as Part of South Florida's Overall Transportation System



Traffic Congestion as it Exists Today



Need for Public Transportation in South Florida Over the Next 5 to 10 Years

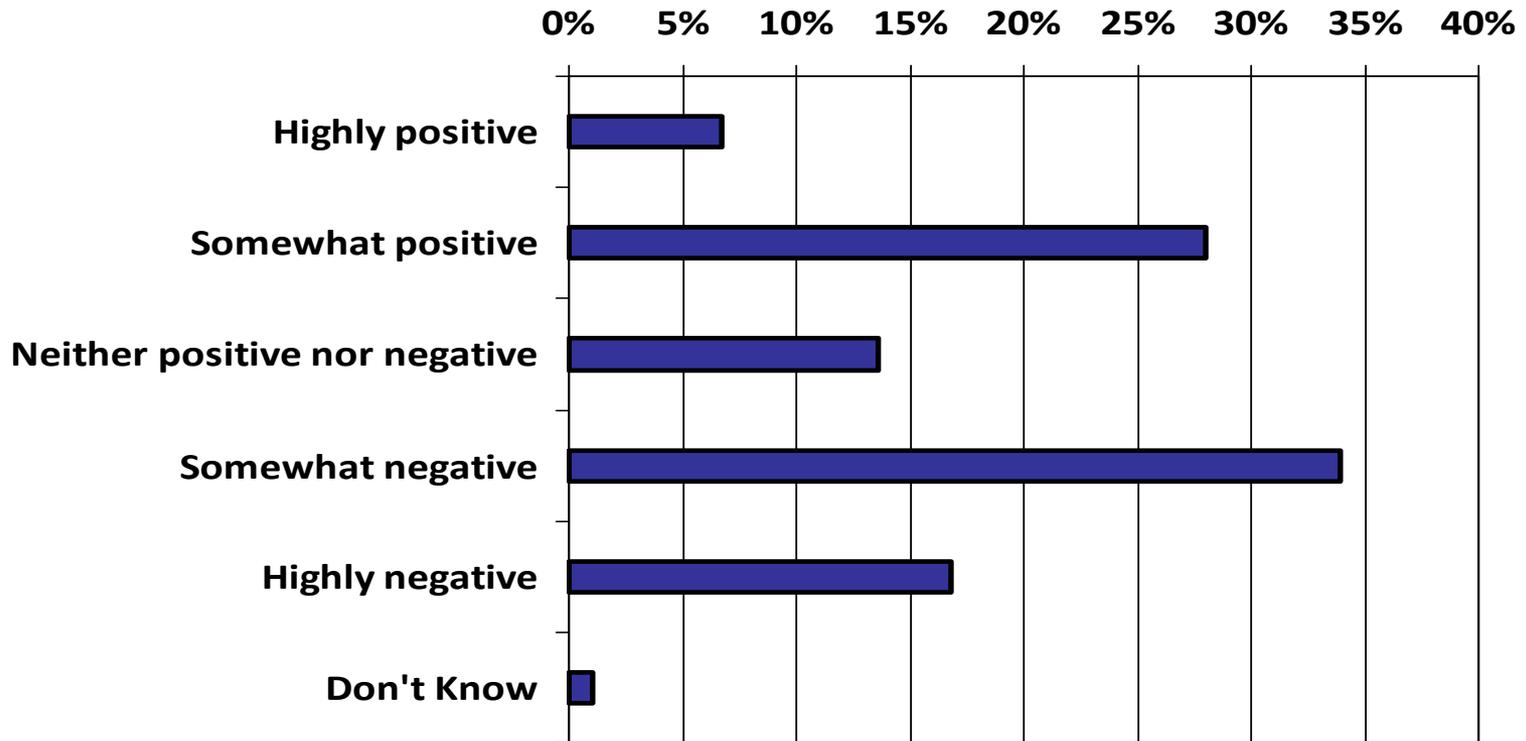


Benefits of Public Transportation

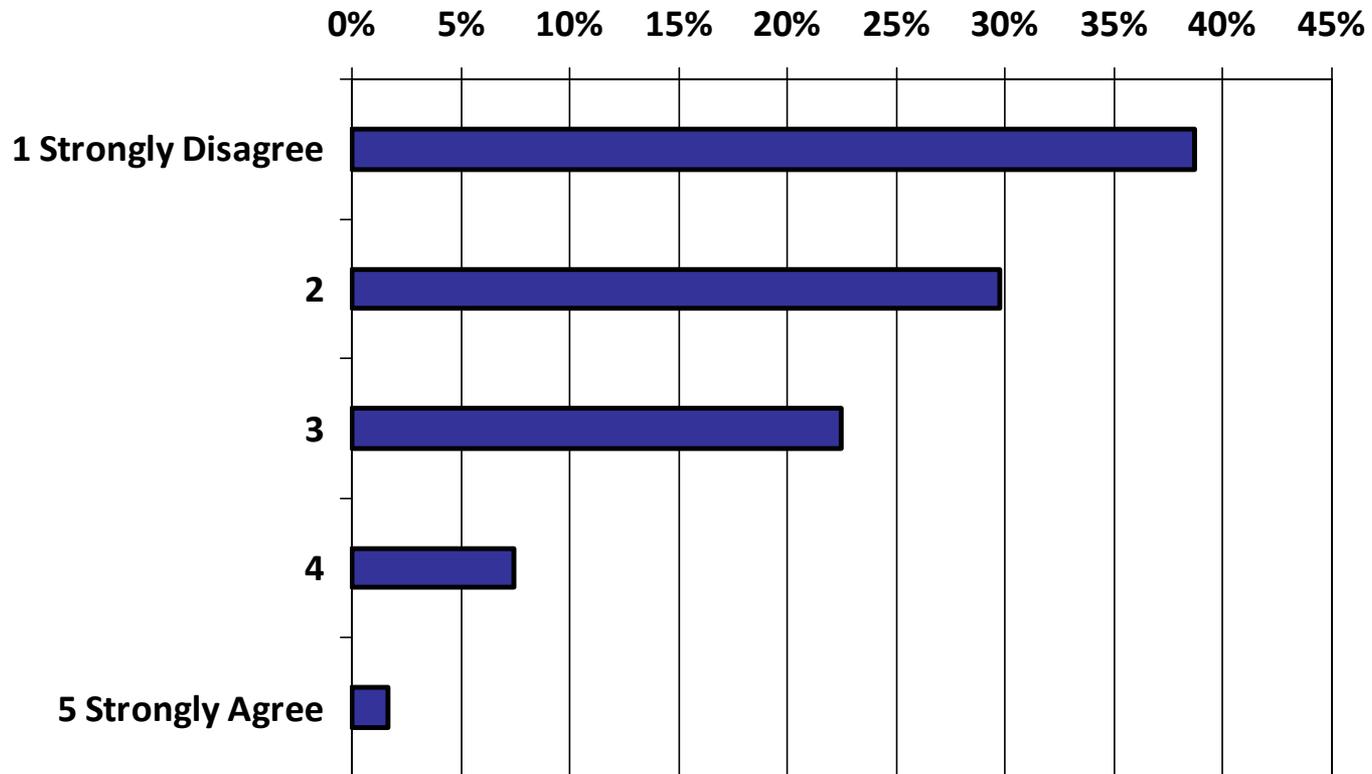
An effective public Transportation System ...						
Statement	1 Strongly Disagree	2	3	4	5 Strongly Agree	7 Don't Know
Can help the local economy	[Bar chart showing approximately 45% agreement]					
Can help solve traffic congestion problems	[Bar chart showing approximately 48% agreement]					
Can make other roadway improvements more effective	[Bar chart showing approximately 45% agreement]					
Can benefit everyone in the region whether they use it or not	[Bar chart showing approximately 48% agreement]					
Is important for the elderly and persons with disabilities	[Bar chart showing approximately 48% agreement]					
Can help people get jobs	[Bar chart showing approximately 45% agreement]					
Can help people get to shopping, entertainment and other services	[Bar chart showing approximately 48% agreement]					
Can properly shape future growth	[Bar chart showing approximately 48% agreement]					
Can help revitalize economically depressed areas	[Bar chart showing approximately 42% agreement]					
Can help reduce greenhouse gas emissions	[Bar chart showing approximately 48% agreement]					
Can improve the region's quality of life	[Bar chart showing approximately 48% agreement]					



Overall Perception about Public Transportation in South Florida

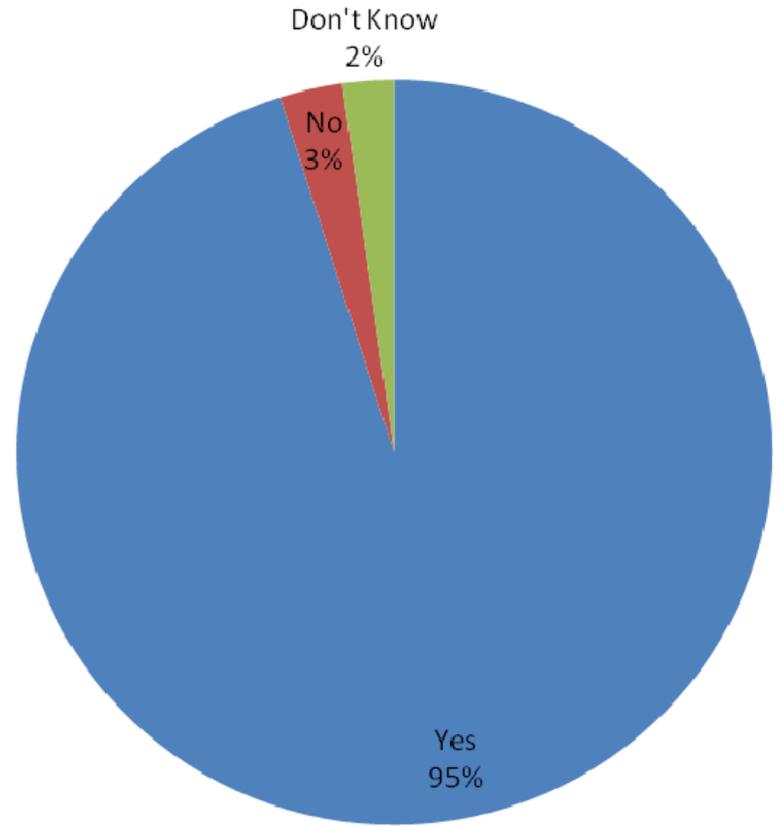
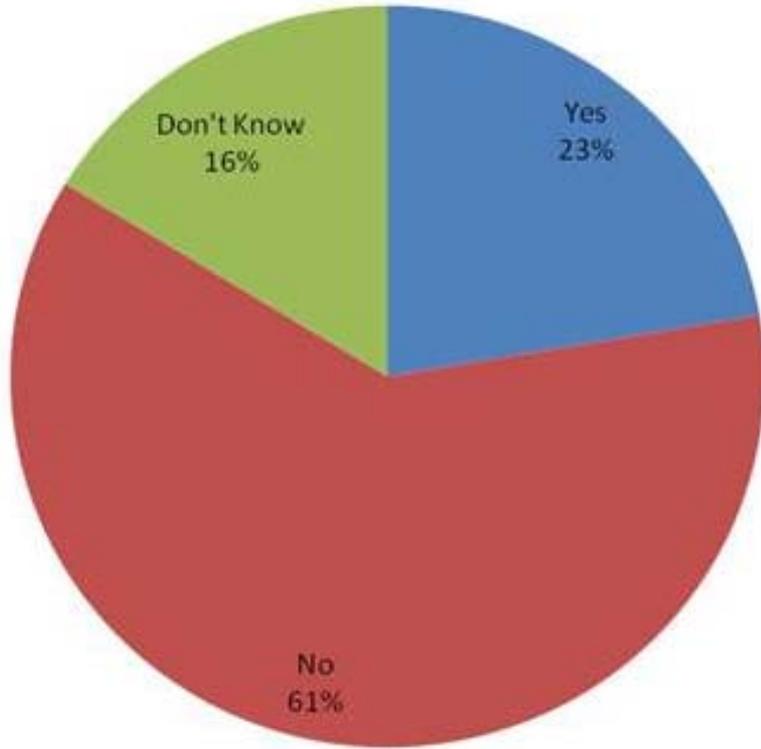


Elected Officials Providing What You Want

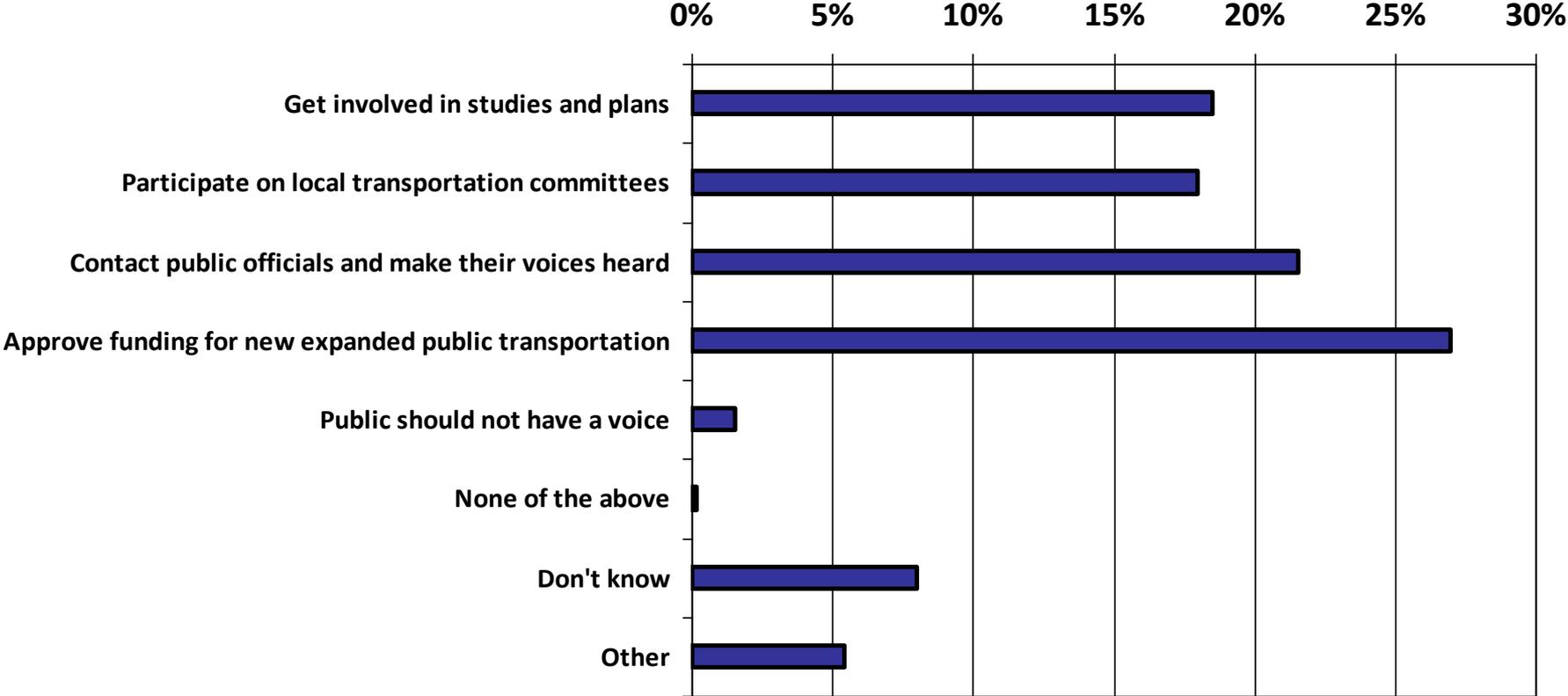


Does public have a voice in transportation decisions?

Should public have a voice in transportation decisions?



Most Effective Way to Have Voice Heard



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

Question	1 Strongly Disagree	2	3	4	5 Strongly Agree	7 Don't Know
Increase existing county bus service to provide seamless regional service						
Provide exclusive bus only lanes on interstate highways						
Provide exclusive bus only lanes on major streets						
Expand hours of service						
Build new light rail systems						
Extend Tri-Rail to Jupiter, FL						
Extend Tri-Rail to downtown Miami						
Extend Metrorail						
Start new rail service in the Florida East Coast (FEC) corridor						



Funding for Public Transportation is More or Less Important than the Following:

Question	1 Less Important	2	3	4	5 More Important	7 Don't Know
Schools						
Colleges						
Fire and Police						
New Roads						
Parks						

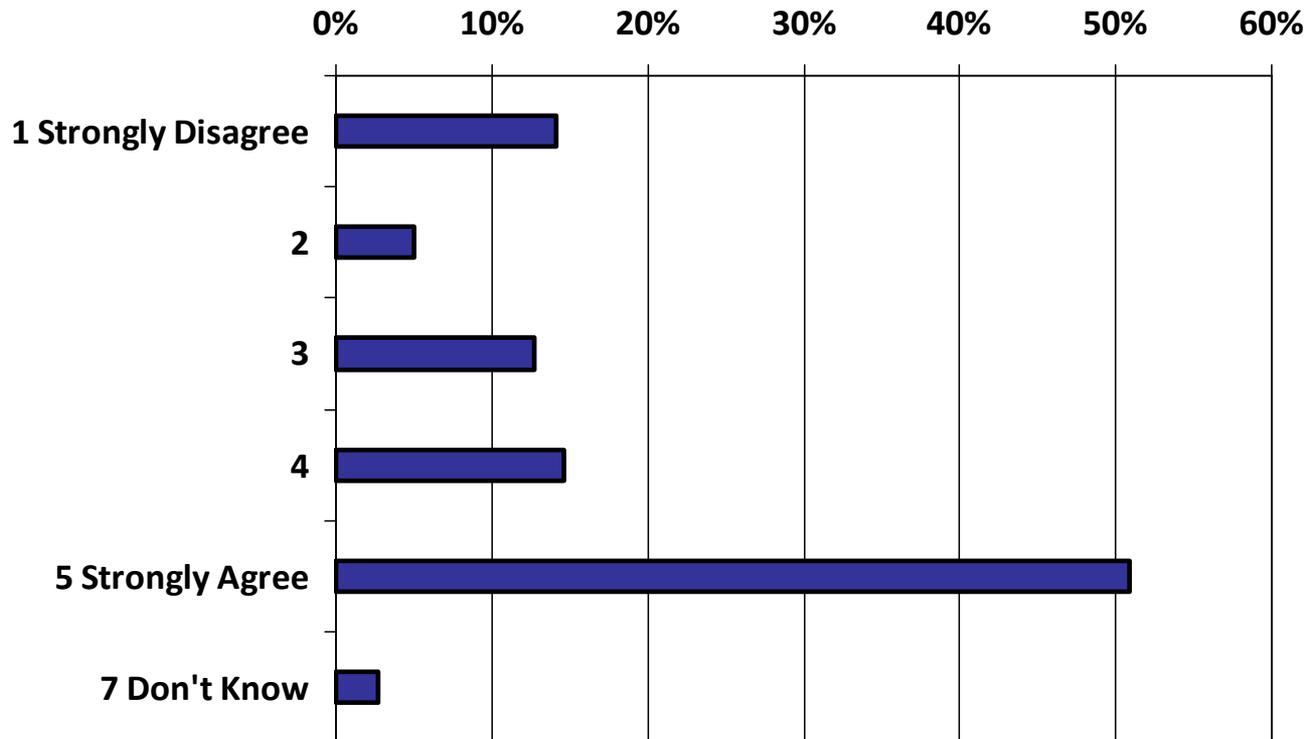


The Following Sources of Funding Should Be Used to Pay for Public Transportation

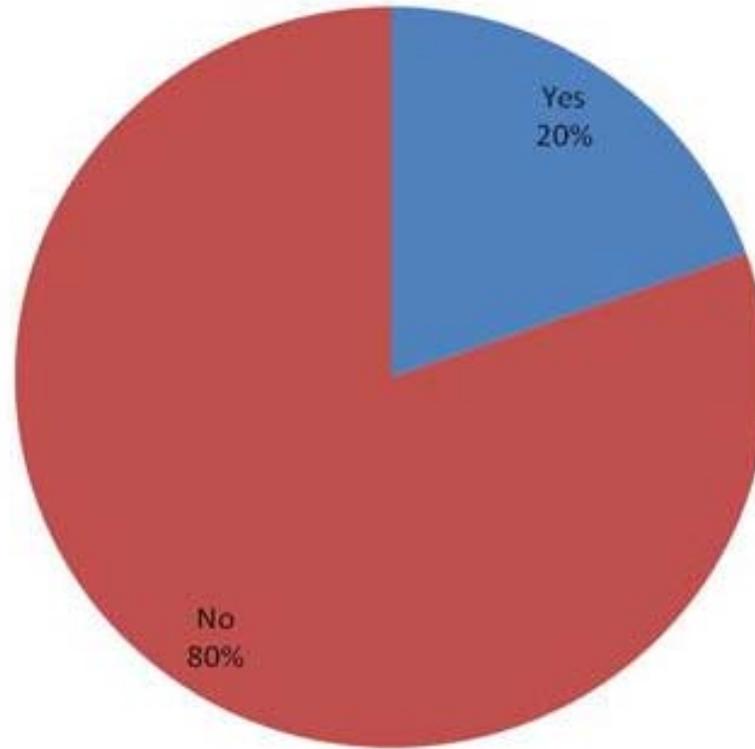
Question	1 Strongly Disagree	2	3	4	5 Strongly Agree	7 Don't Know
Property tax						
Gasoline tax						
Development impact fees						
Income tax						
Sales tax						
Increase Fares						
Vehicle registration fee						
Rental car surcharge						
Road tolls						
Redirect road funds to public transportation						



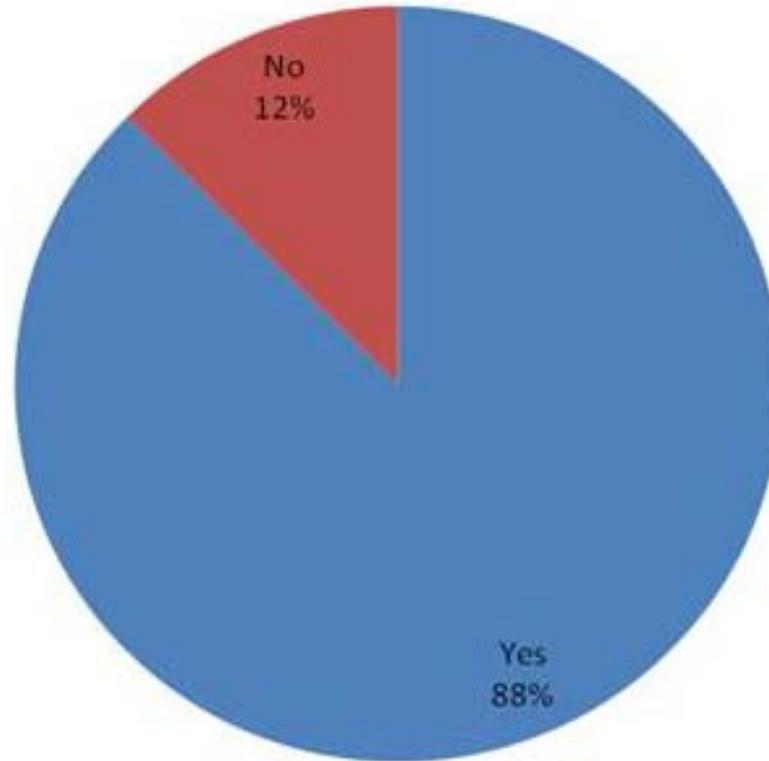
New Tolls From Managed Lanes Should be Used to Support Public Transportation Instead of More Roads



Did you know \$1 invested in public transportation generates \$6 in economic returns?



Given Florida's economic down turn, would you support increased spending for public transportation?



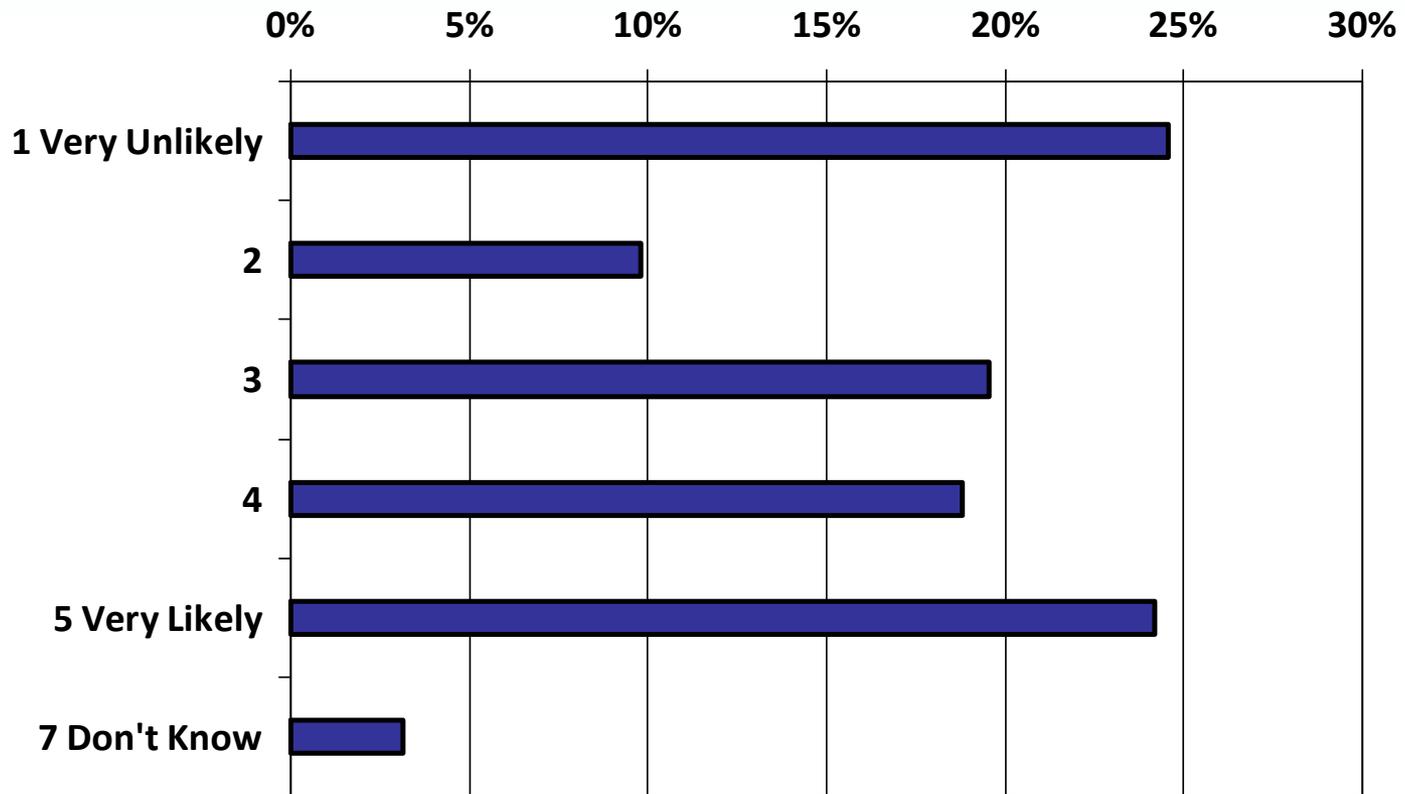
How would you split the funding between Roads and Public Transportation?

Roads / Public Transportation

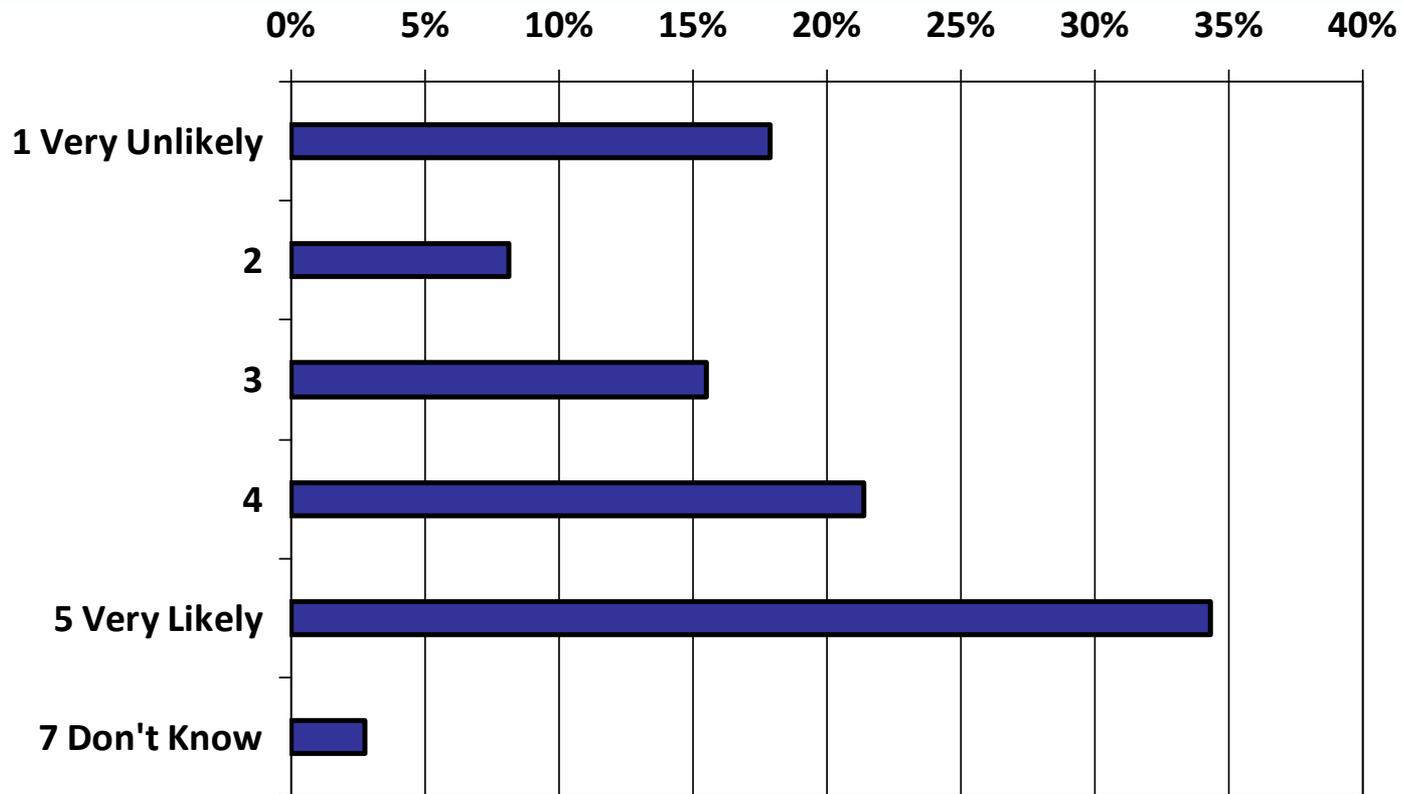
16%	-	40 / 60
20%	-	50 / 50
10%	-	60 / 40



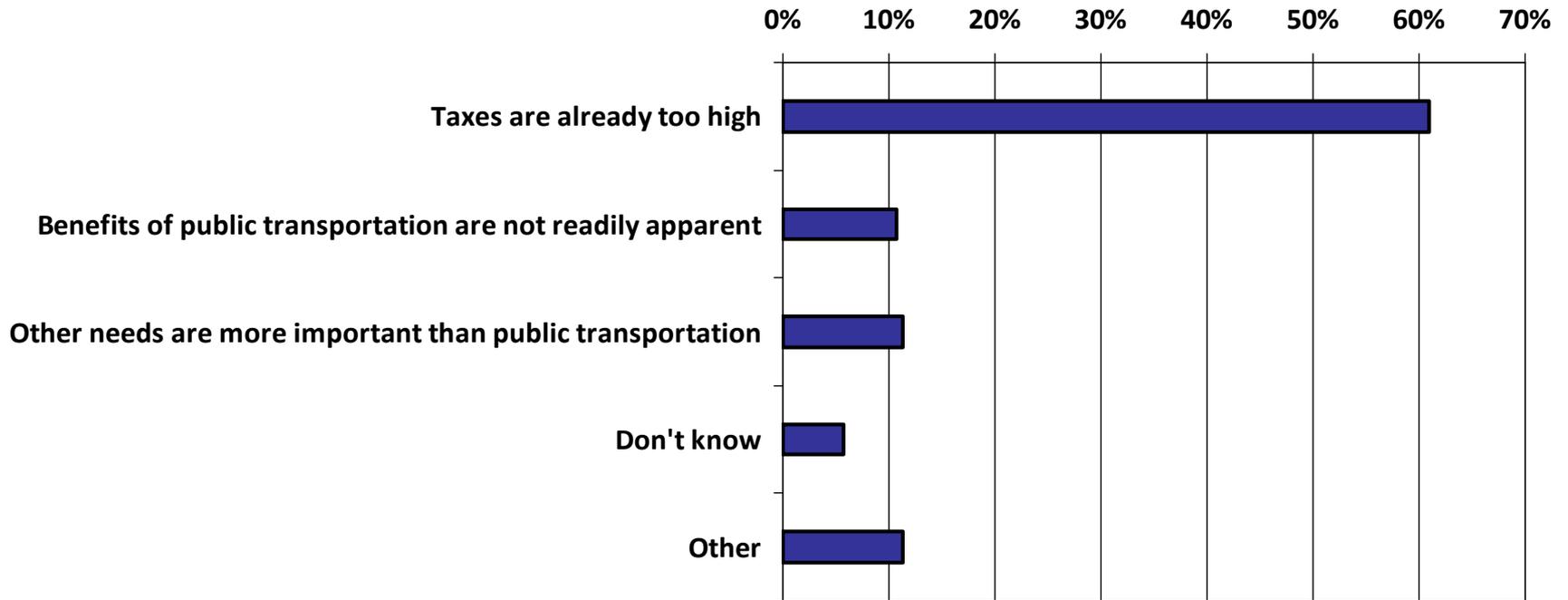
Support for Tax Increase for *Existing* System



Support for Tax Increase for Regional Improvements

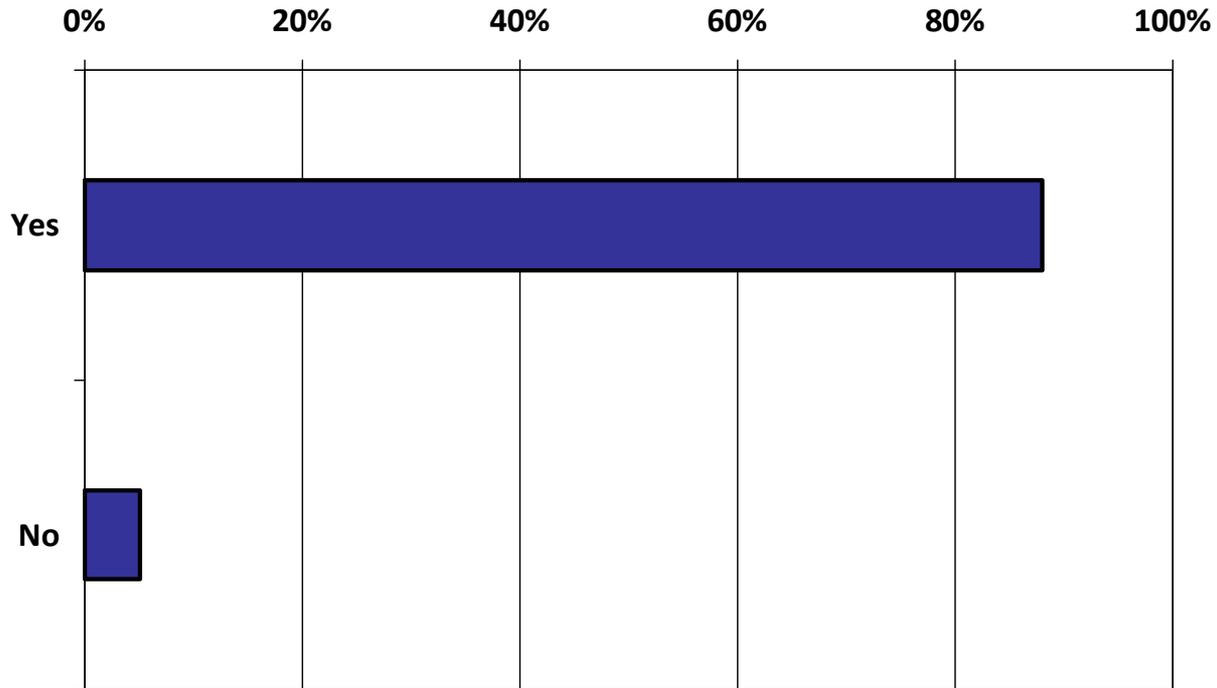


Reasons for Lack of Support for Tax Increase



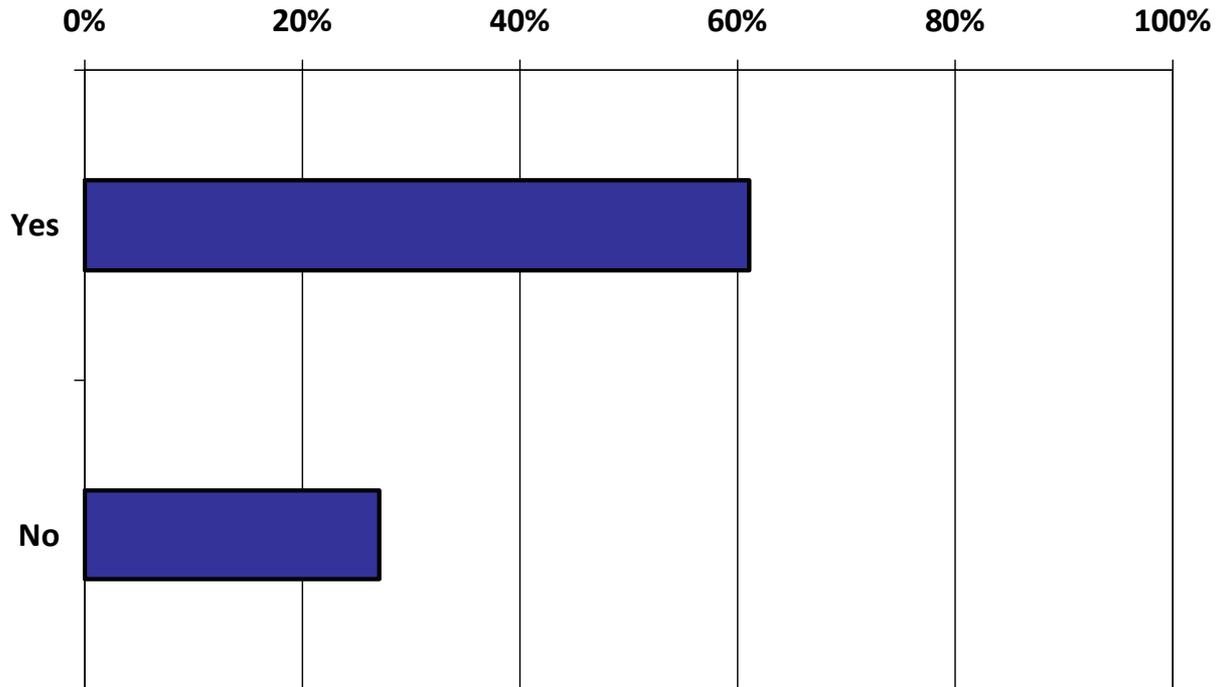
Support a Tax Increase if ...

Gas Prices Drop to \$2/Gal.

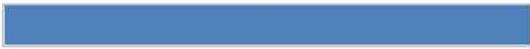
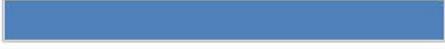


Support a Tax Increase if ...

Gas Prices are \$4/Gal.



Considering the environmental benefits that public transportation brings, how likely are you now to:

Question	1 Less Likely	2	3	4	5 More Likely	7 Don't Know
Try public transportation						
Support new funding to improve public transportation						
Support new funding for public transportation even if you don't plan on using it						
Support increased gas taxes to fund improved public transportation						
Support increased vehicle registration fees to fund improved public transportation						
Support tolling some interstates to fund public transportation						



Telephone Survey



TELEPHONE STATISTICS

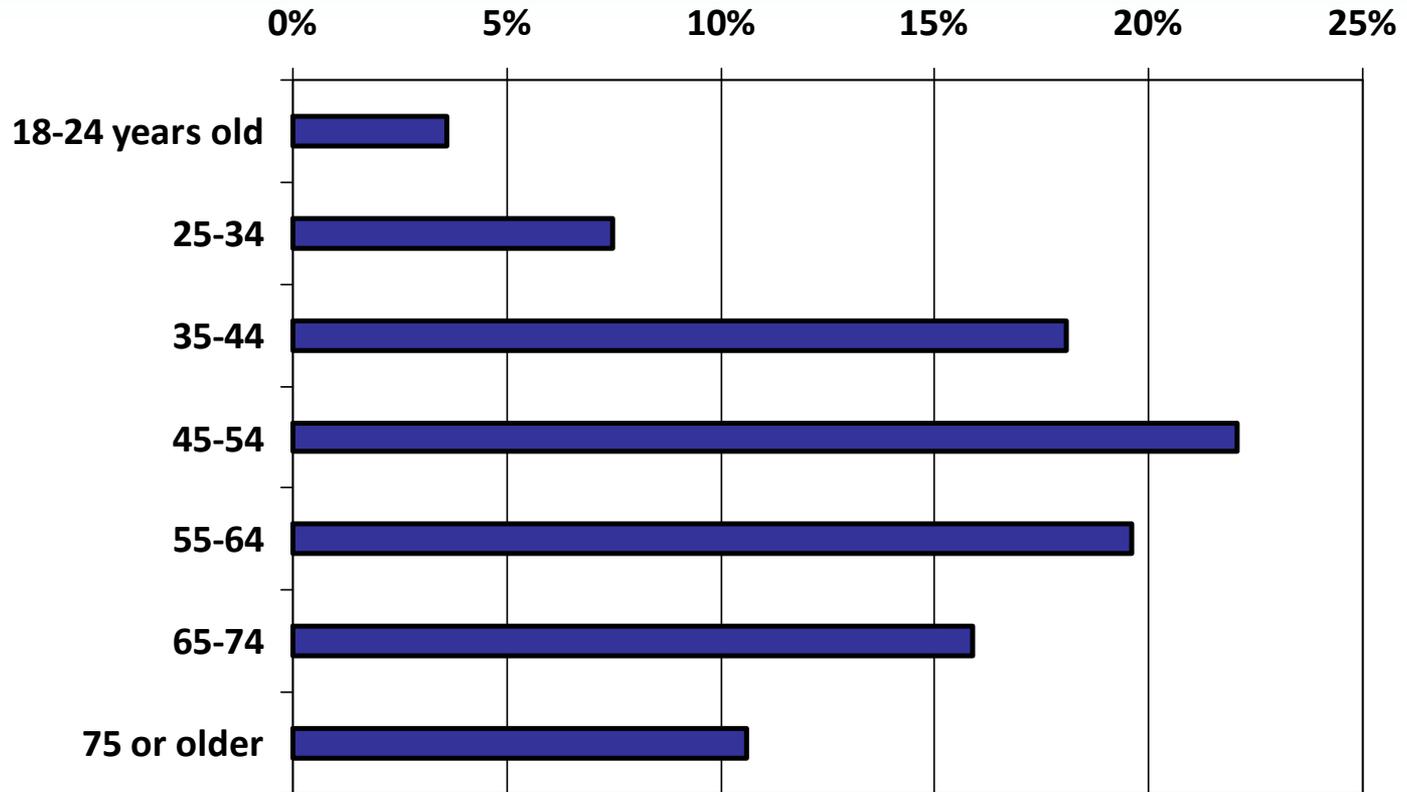
County	Population 18+	% of Total	Target Completions	Actual Completions
Broward	1,360,390	32.5%	325	325
Miami-Dade	1,828,080	43.6%	436	436
Palm Beach	1,002,648	23.9%	239	240
Totals	4,191,118	100.0%	1,000	1,001



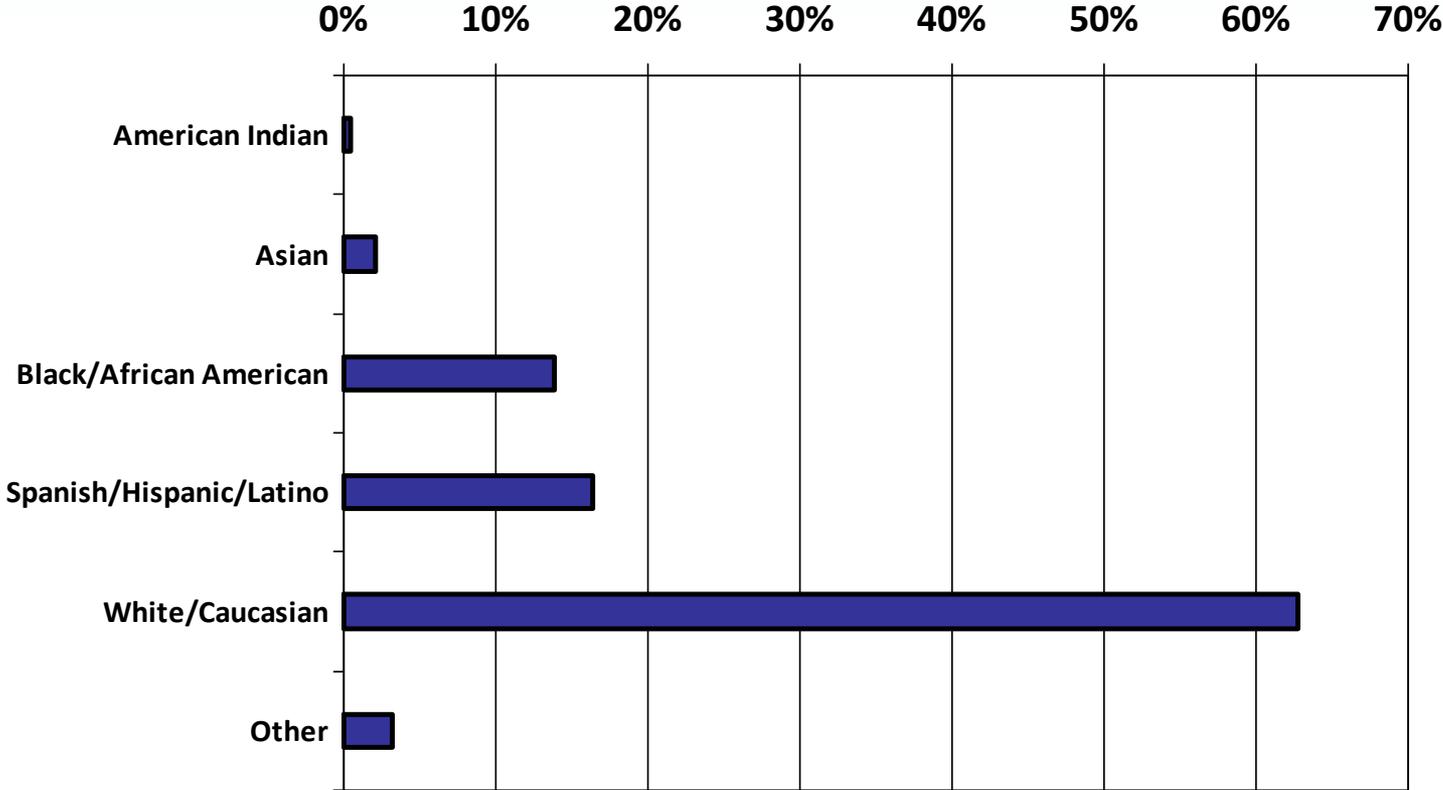
Demographics



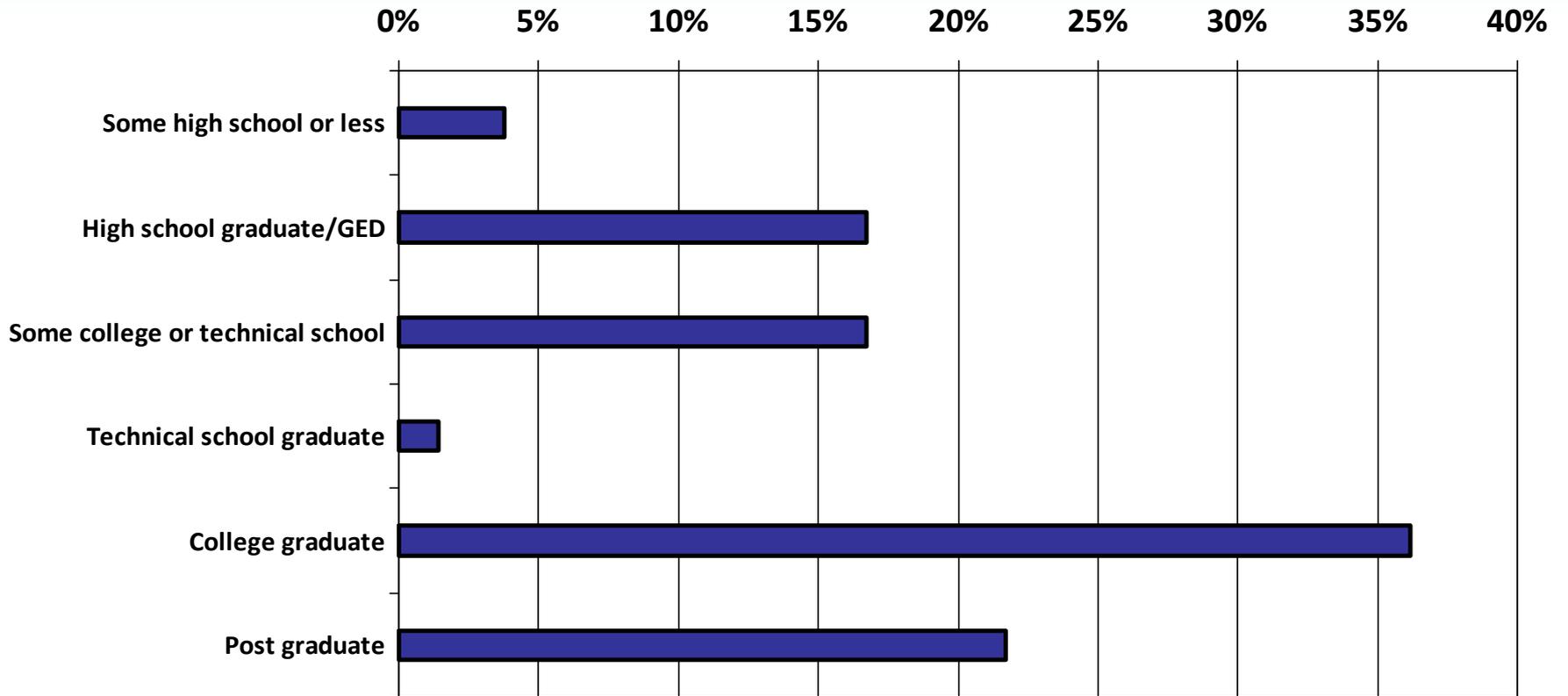
AGE



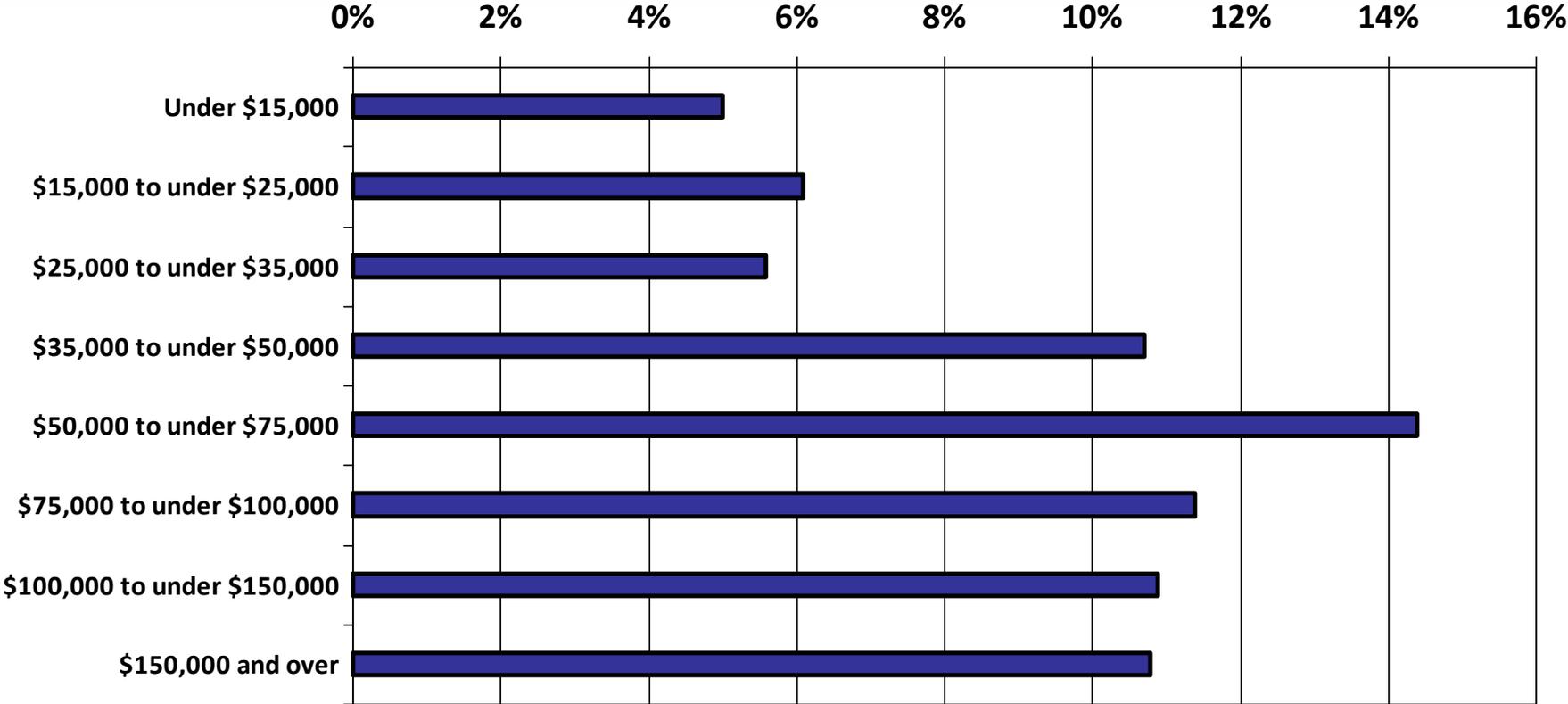
RACE



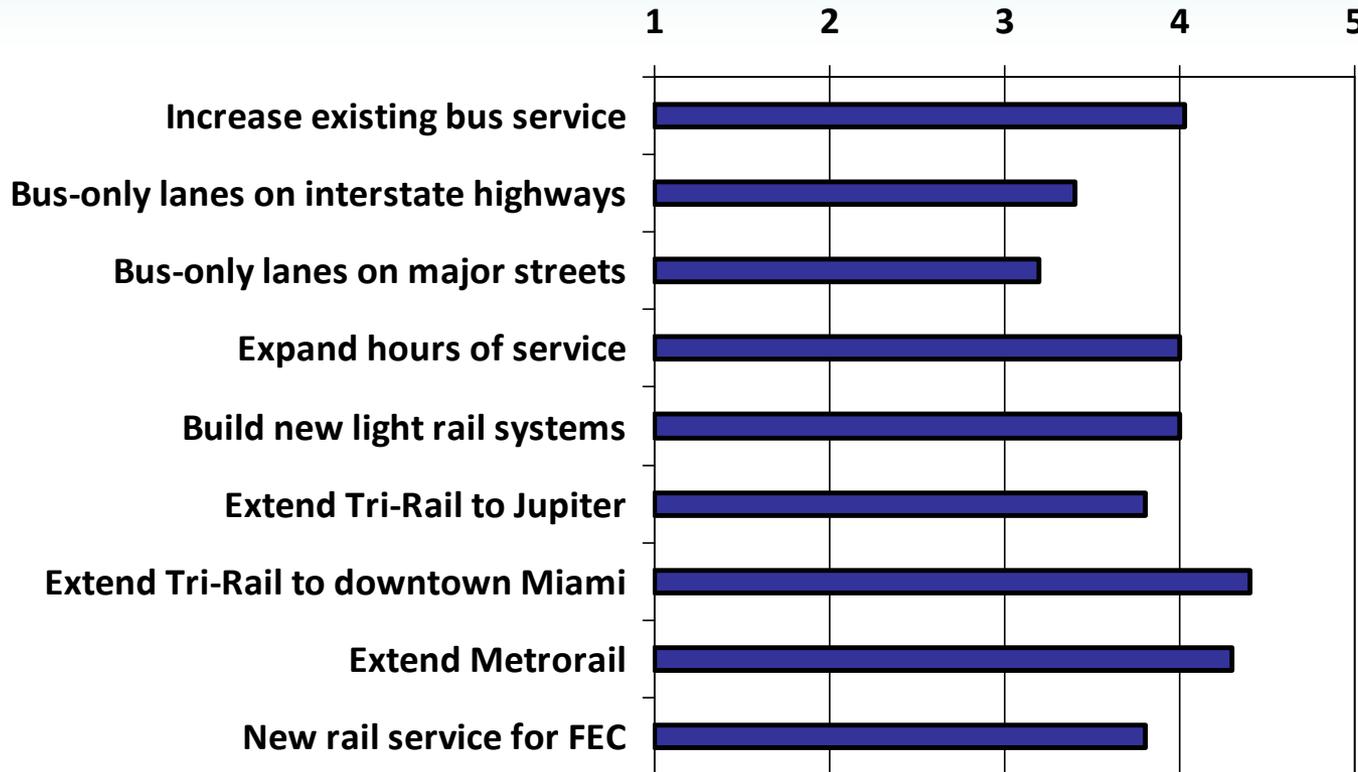
EDUCATION LEVEL



HOUSEHOLD INCOME



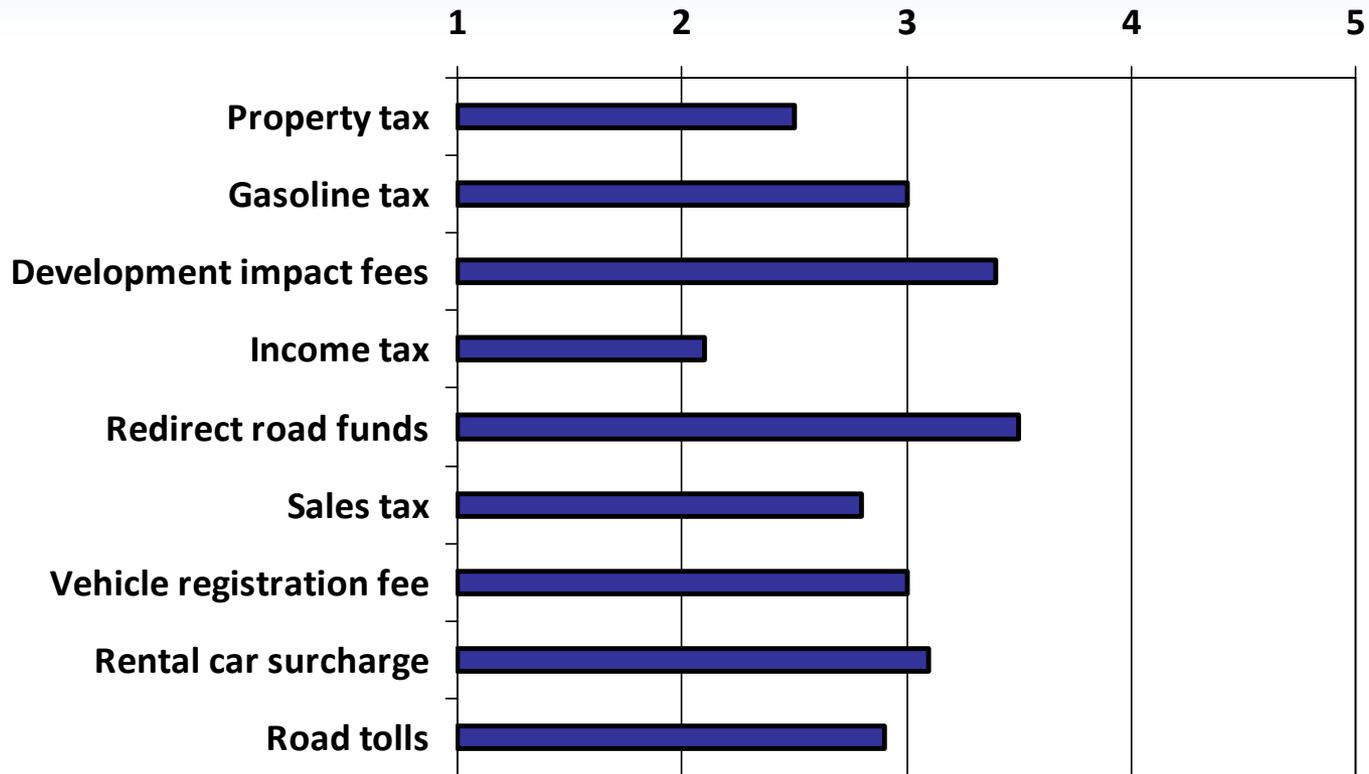
How much of a priority do you think these ideas should be given as a way to improve the public transportation system?



1 = Strongly Disagree
5 = Strongly Agree



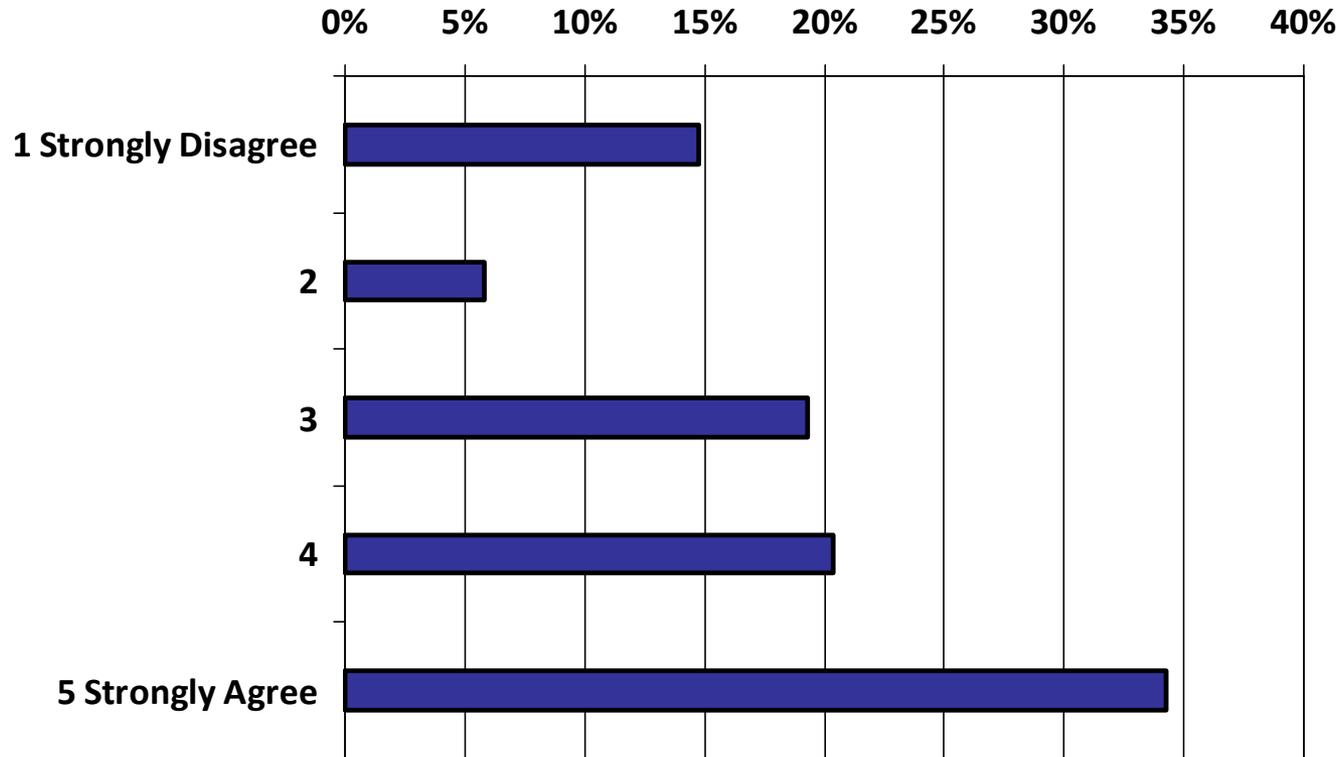
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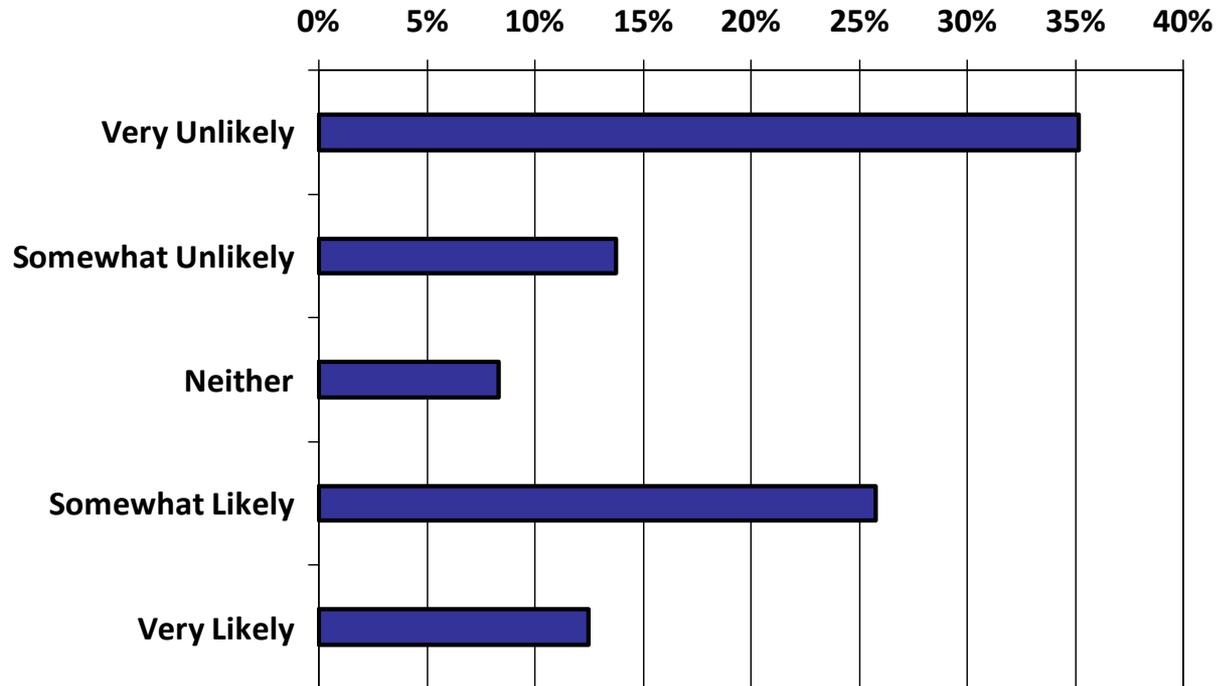
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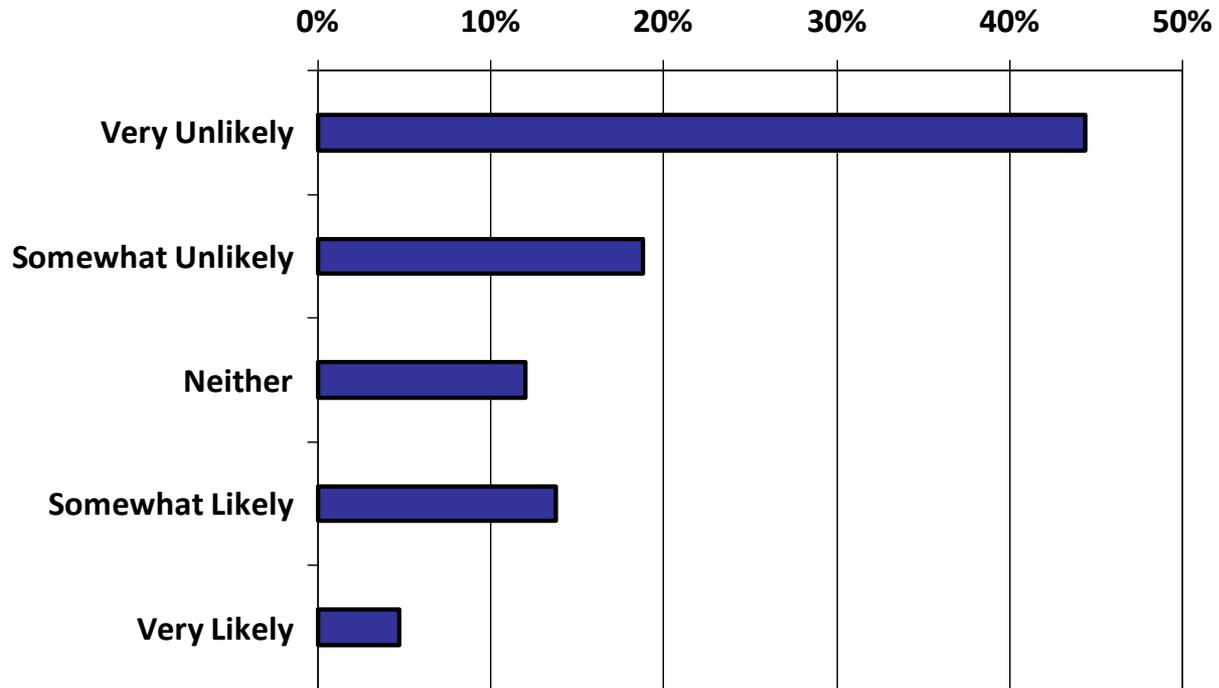
New Tolls from Managed Lanes Should be Used to Support Public Transportation Instead of More Roads



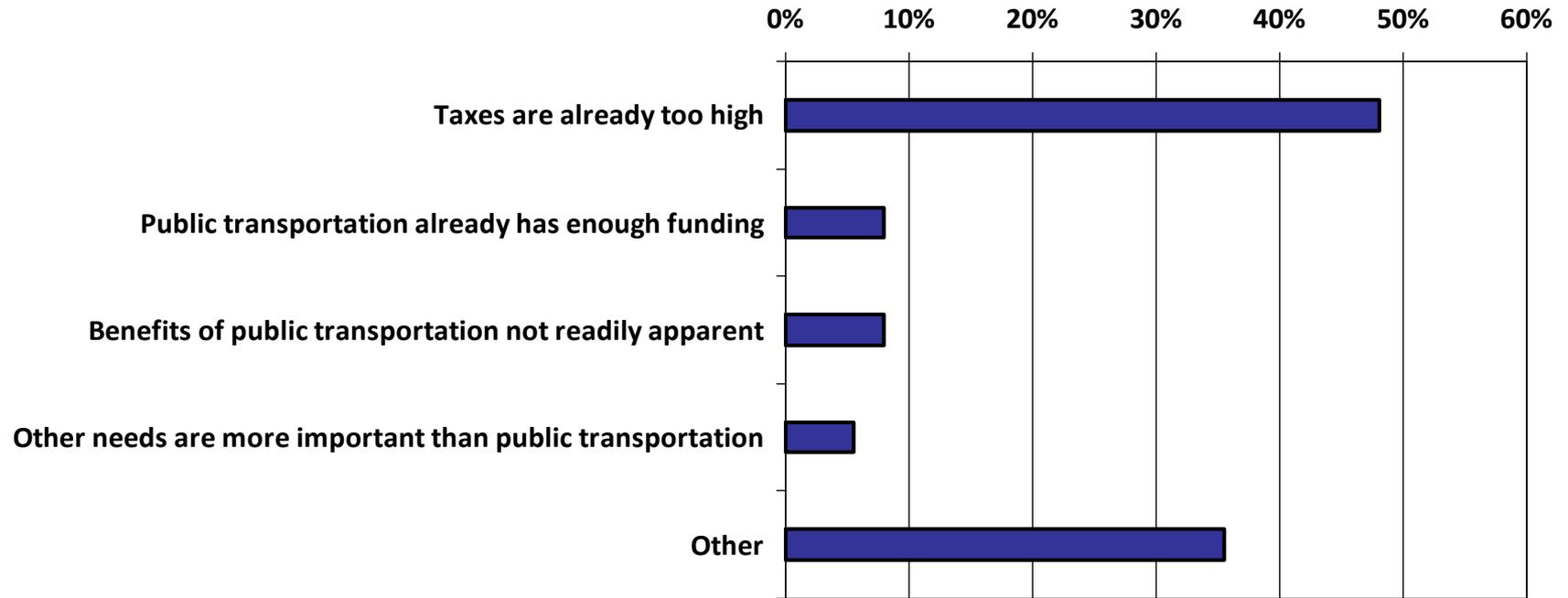
Support for Tax Increase for Existing System



Support for Tax Increase for Regional Improvements

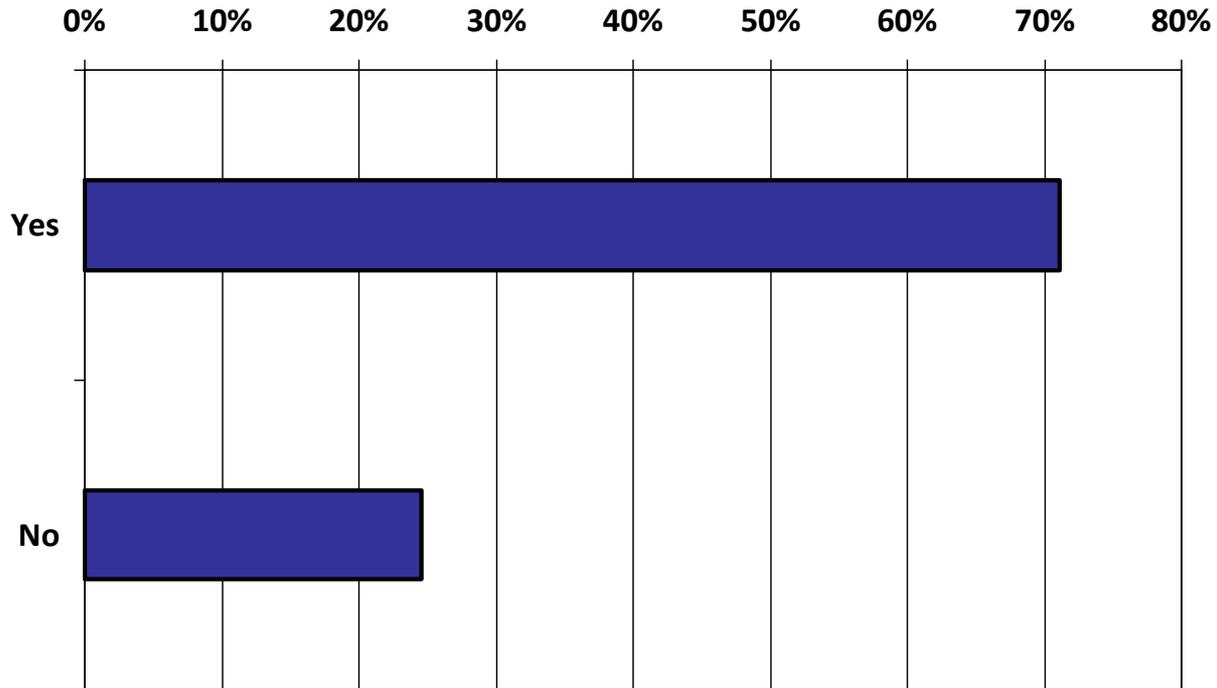


Reason for Lack of Support



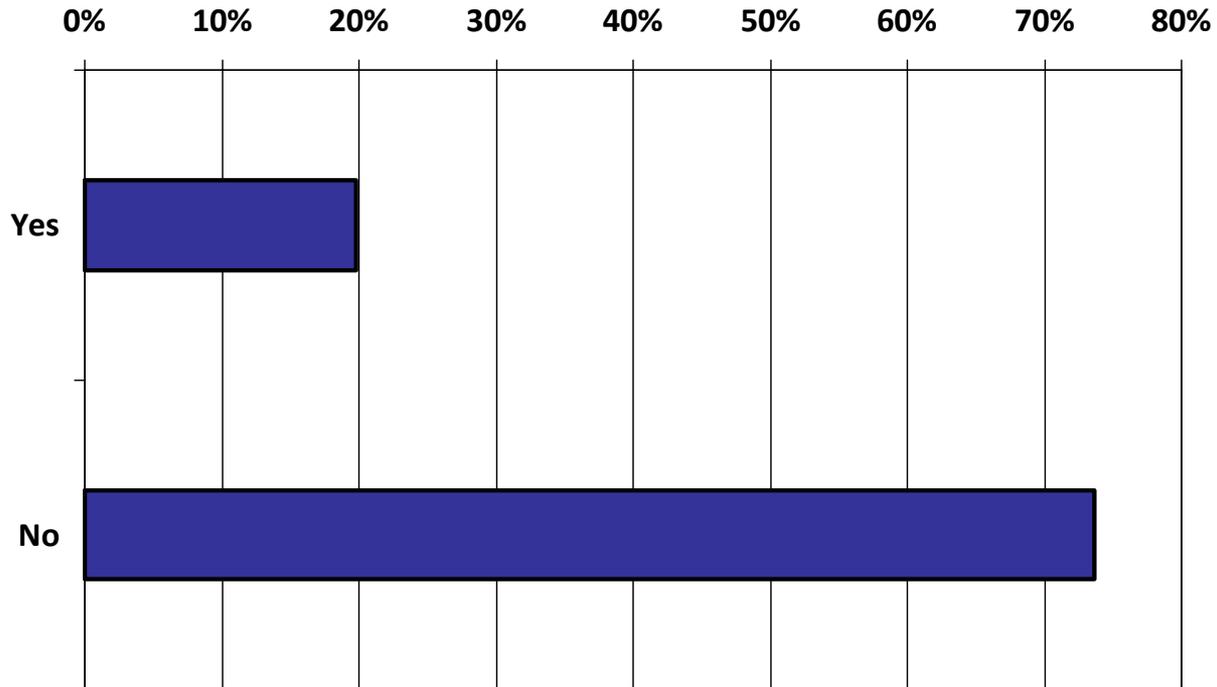
Support a Tax Increase if ...

Gas Prices Drop to \$2/Gal.



Support a Tax Increase if ...

Gas Prices are \$4/Gal.



Focus Groups



PARTICIPANTS

Palm Beach Main Library	6	
Broward Main Library	9	(10 invited)
<u>Miami-Dade North Regional</u>	<u>2</u>	(5 invited)
Total	17	



FOCUS GROUP QUESTIONS

11 Topics



Reasons for use/non-use of public transportation

- **Lack of convenience / accessibility**



Desired Improvements

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



Future Adequacy of Public Transportation in South Florida

- Inadequate
- Improvements Required



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



Environmental Concerns/Perceptions

- **Environmental friendliness acknowledged**
- **Convenience, cost-savings, time-saving aspects of equal importance**



Questions & Answers

Thank You

