

Pinellas County Transit Public Perception Survey



Agenda

- Methodology
- Public Perceptions
- Public Support for Various Transit Options
- Public Support for Funding Options
- Observations
- Discussion

Methodology

- Phone survey of 500 registered voters
- Conducted August 30 through September 3
- Margin of error +/- 4.38%



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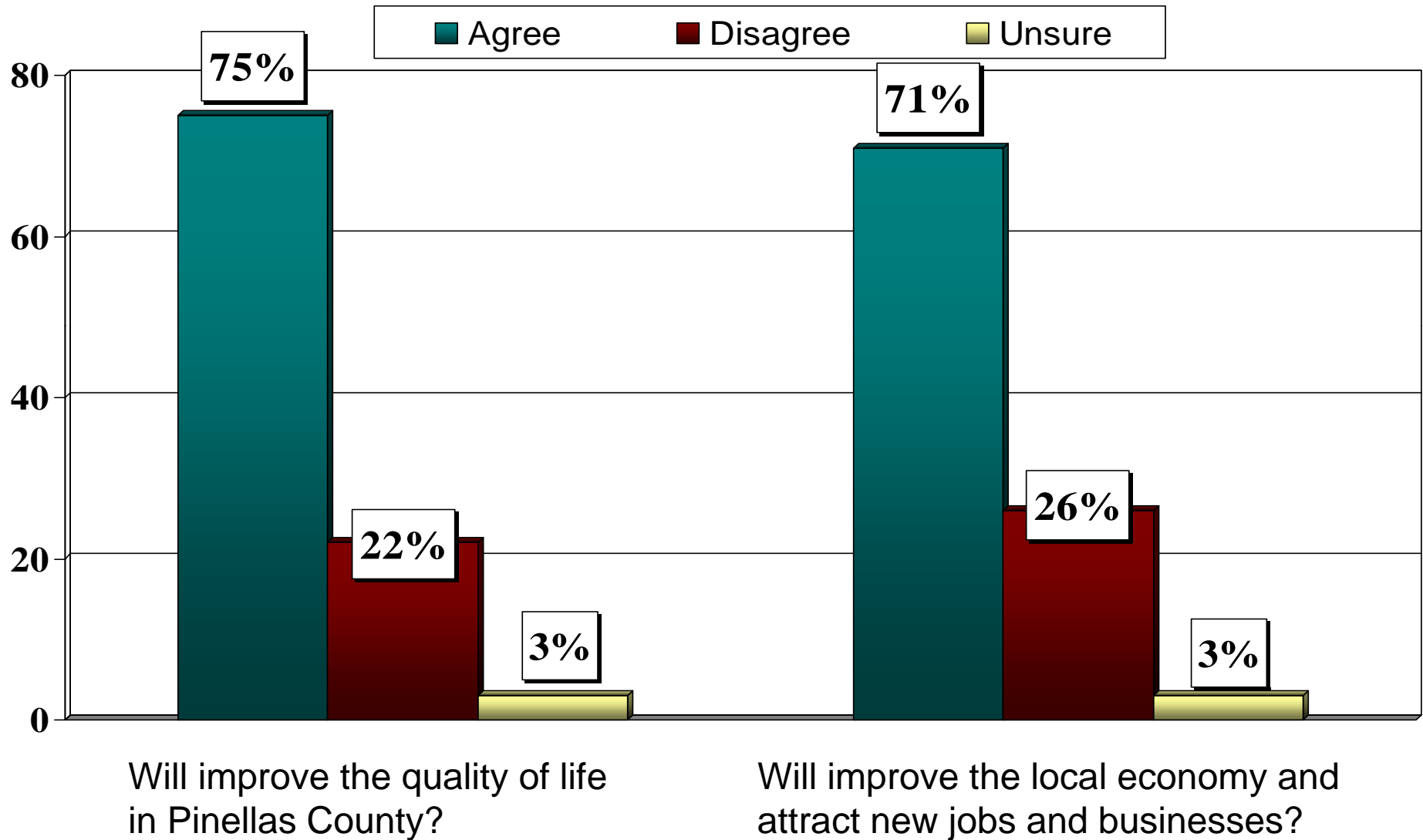
What do you think should be the top priority for local elected officials to work on right now?

- 29% Improving the quality of public education
- 26% Attracting more businesses and jobs to the area*
- 7% Expanding public transit systems*
- 4% Reducing traffic congestion*
- 15% Lowering taxes
- 14% Fighting crime
- 5% Other (volunteered)
- 1% Unsure/no answer

*transit related goals



Do you agree that improved and expanded transit...



Which of the following would you say is the biggest benefit from new or expanded public transit? Is it...

- 23% Less traffic congestion
- 17% Greater convenience and mobility
- 15% Better air quality and environmental preservation
- 15% Attracting and expanding new businesses and jobs
- 11% Lower commuting costs
- 10% Ability to travel to more destinations
- 5% Other (volunteered)
- 1% No benefit (volunteered)
- 3% Unsure/no answer

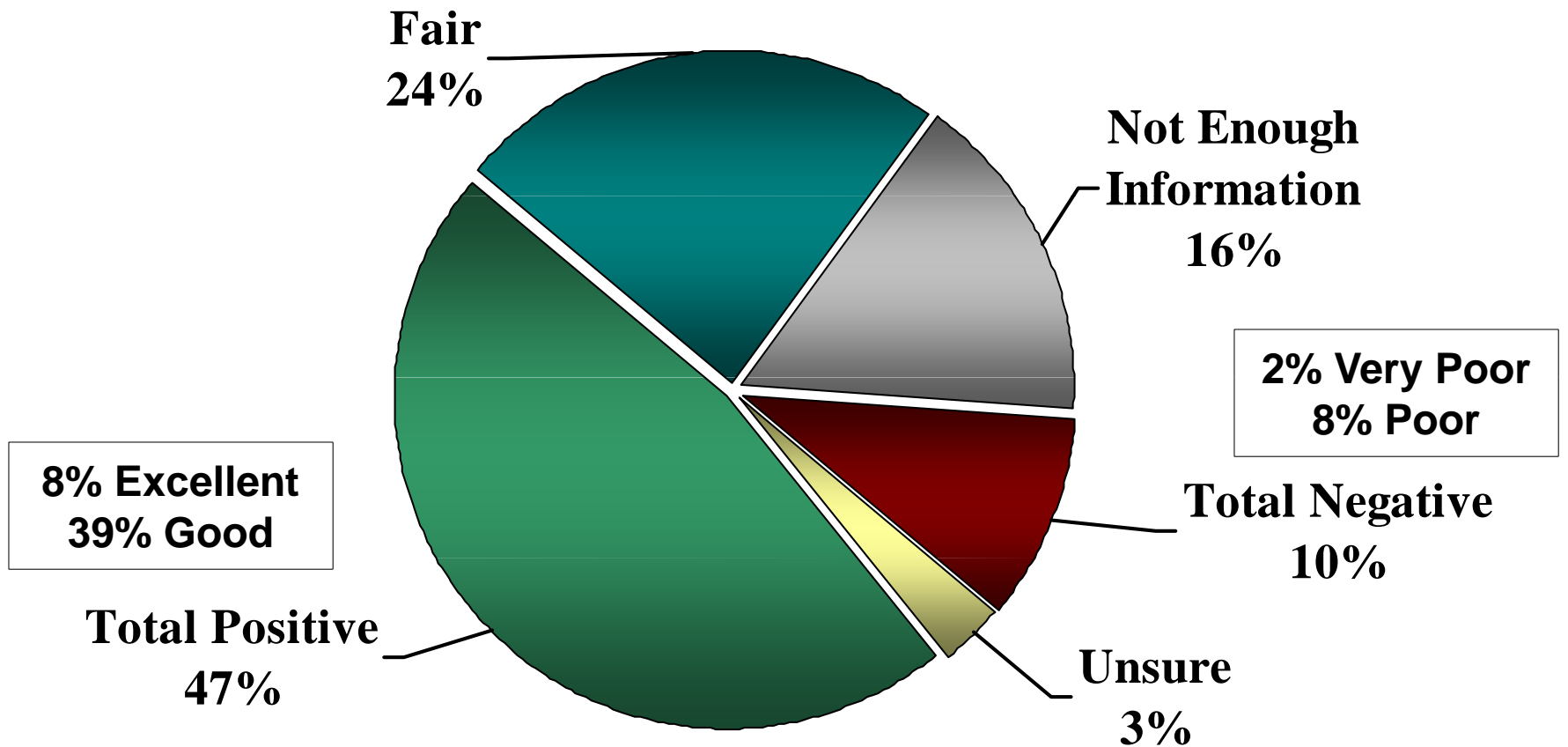


Have you ever heard of the agency named the Pinellas Suncoast Transit Authority, a.k.a. PSTA? If yes, would you say that you have a favorable or unfavorable impression of the agency?

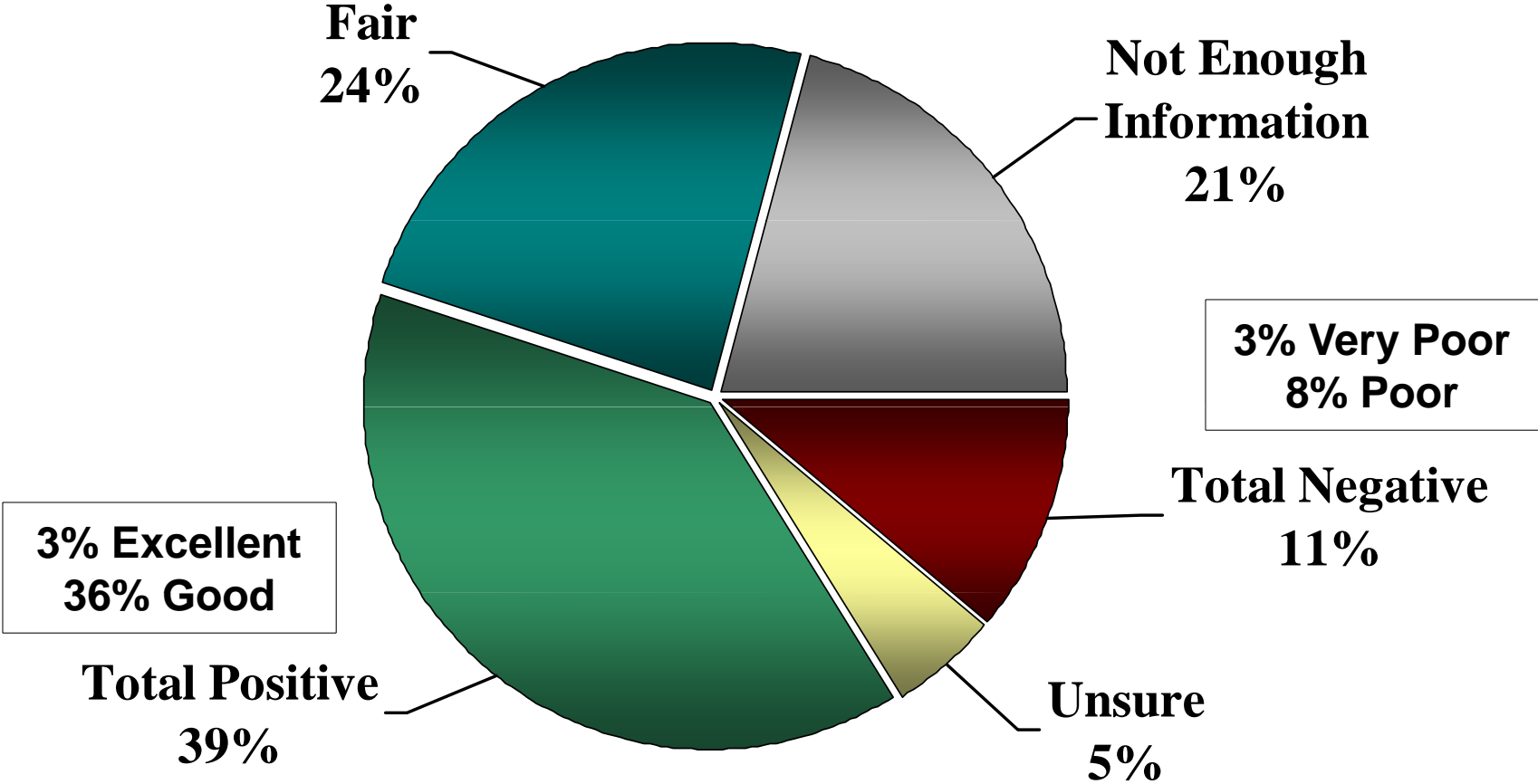
- **55% Yes, favorable**
- 17% Yes, no opinion
- **15% Yes, unfavorable**
- 4% Yes, mixed opinion
- 7% Have not heard of PSTA
- 3% Unsure/no answer



PSTA operates the system of buses in Pinellas County. How would you rate the job it does providing public transit? Would you say it is excellent, good, fair, poor or very poor?



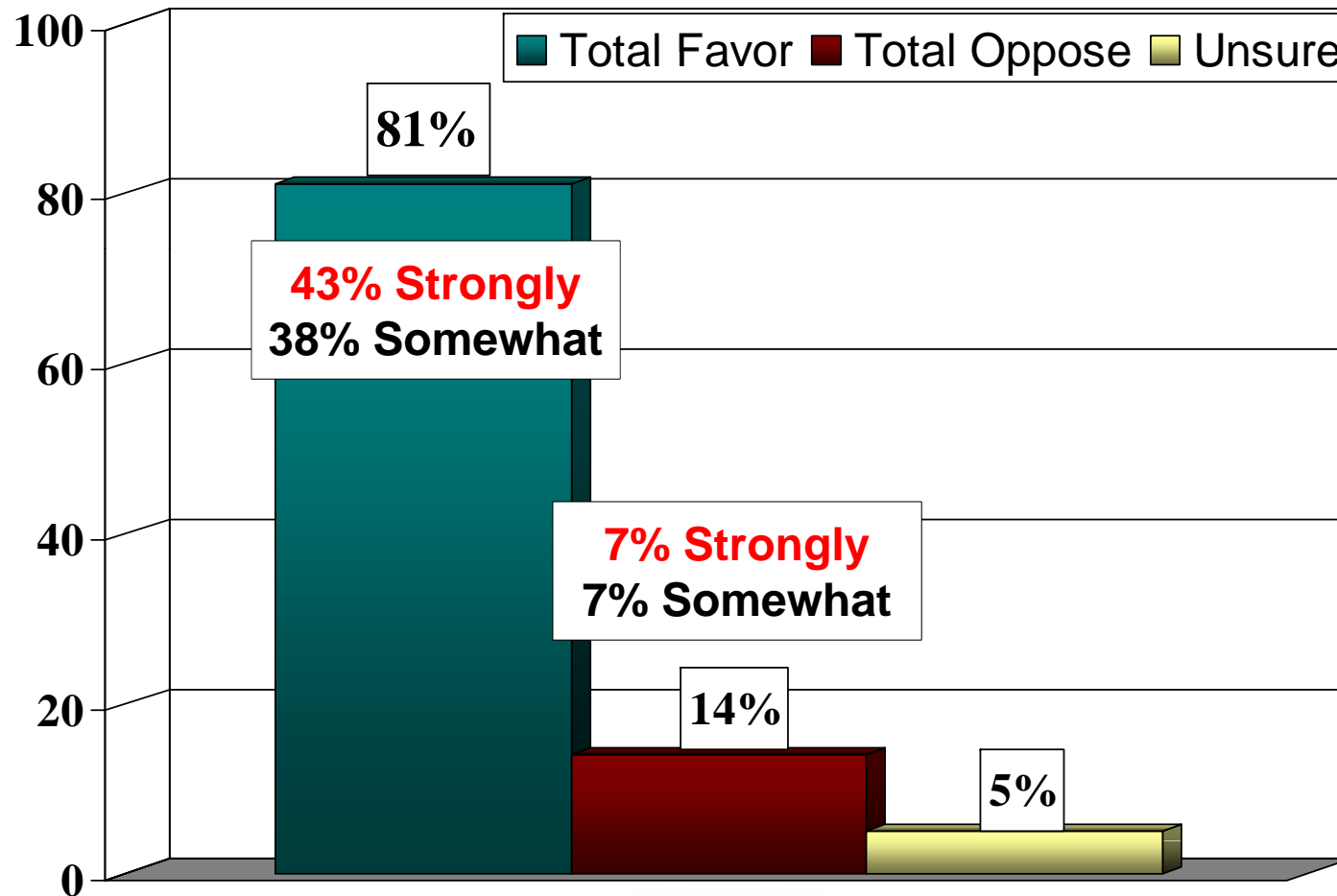
How would you rate the job PSTA has done spending its money in a responsible manner? Would you say it is excellent, good, fair, poor or very poor?



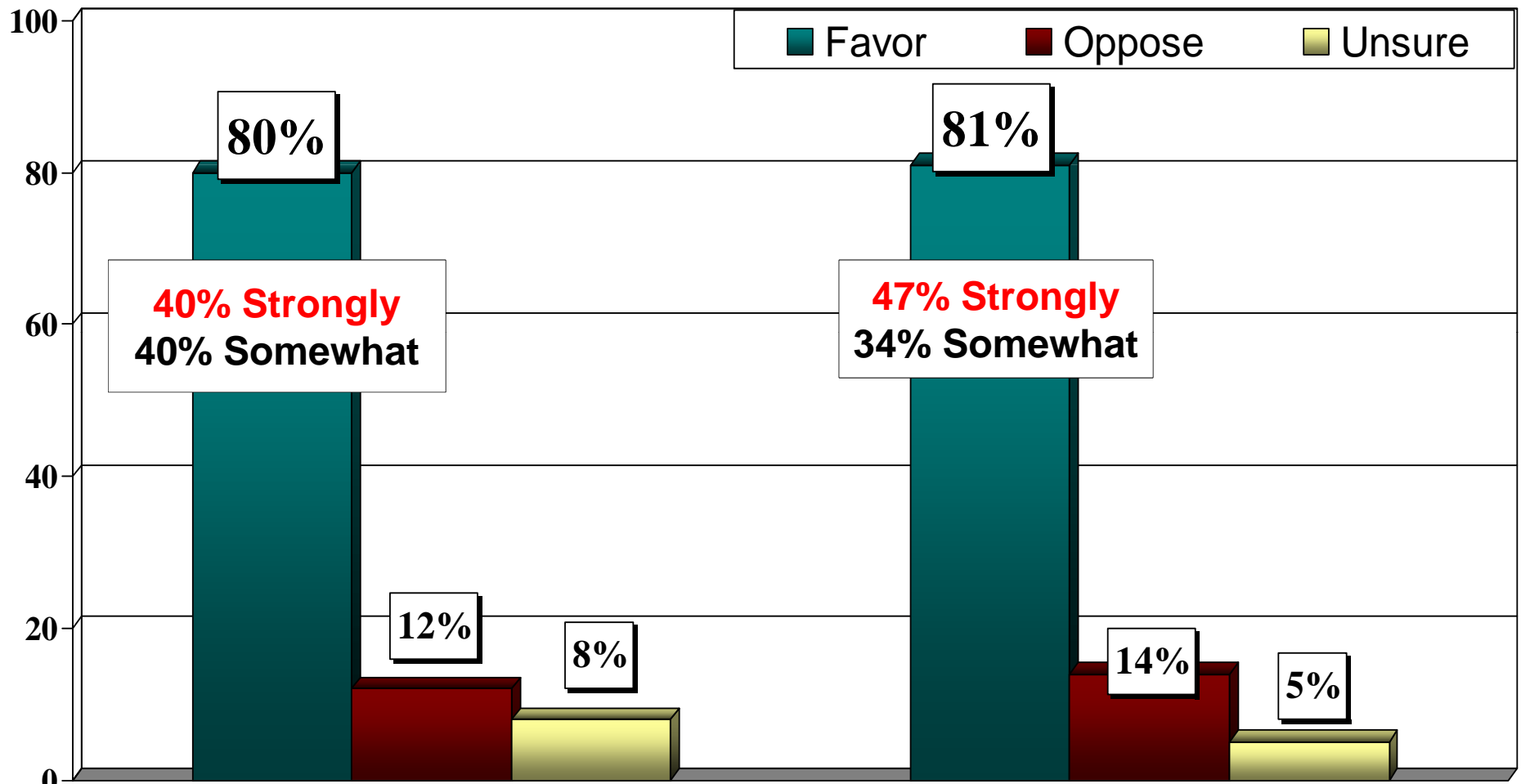
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Do you favor or oppose expanding and improving the public transit services offered by PSTA? Would you strongly favor/oppose expansion, or somewhat favor/oppose it?



Do you favor or oppose...

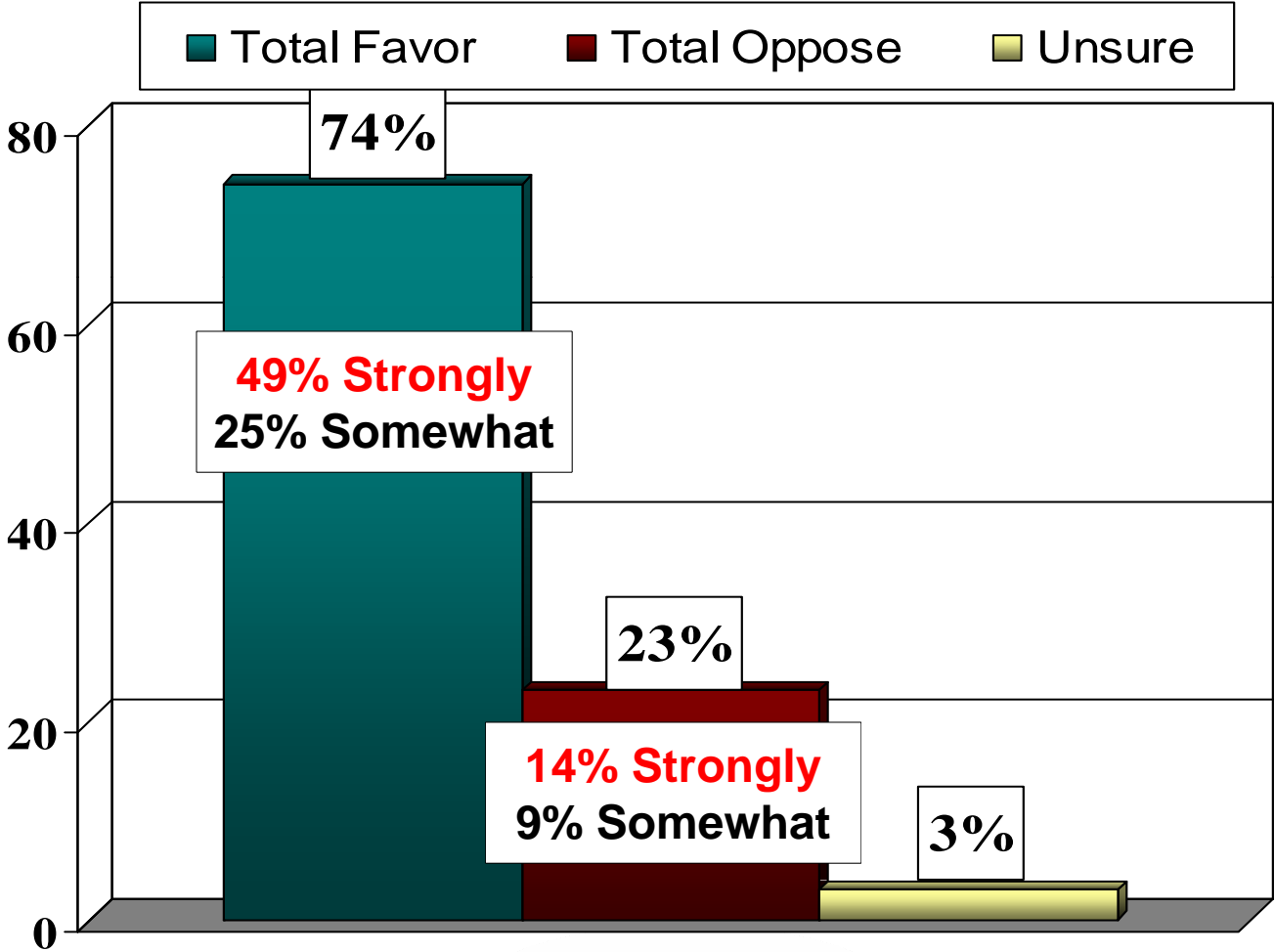


Expanding bus service

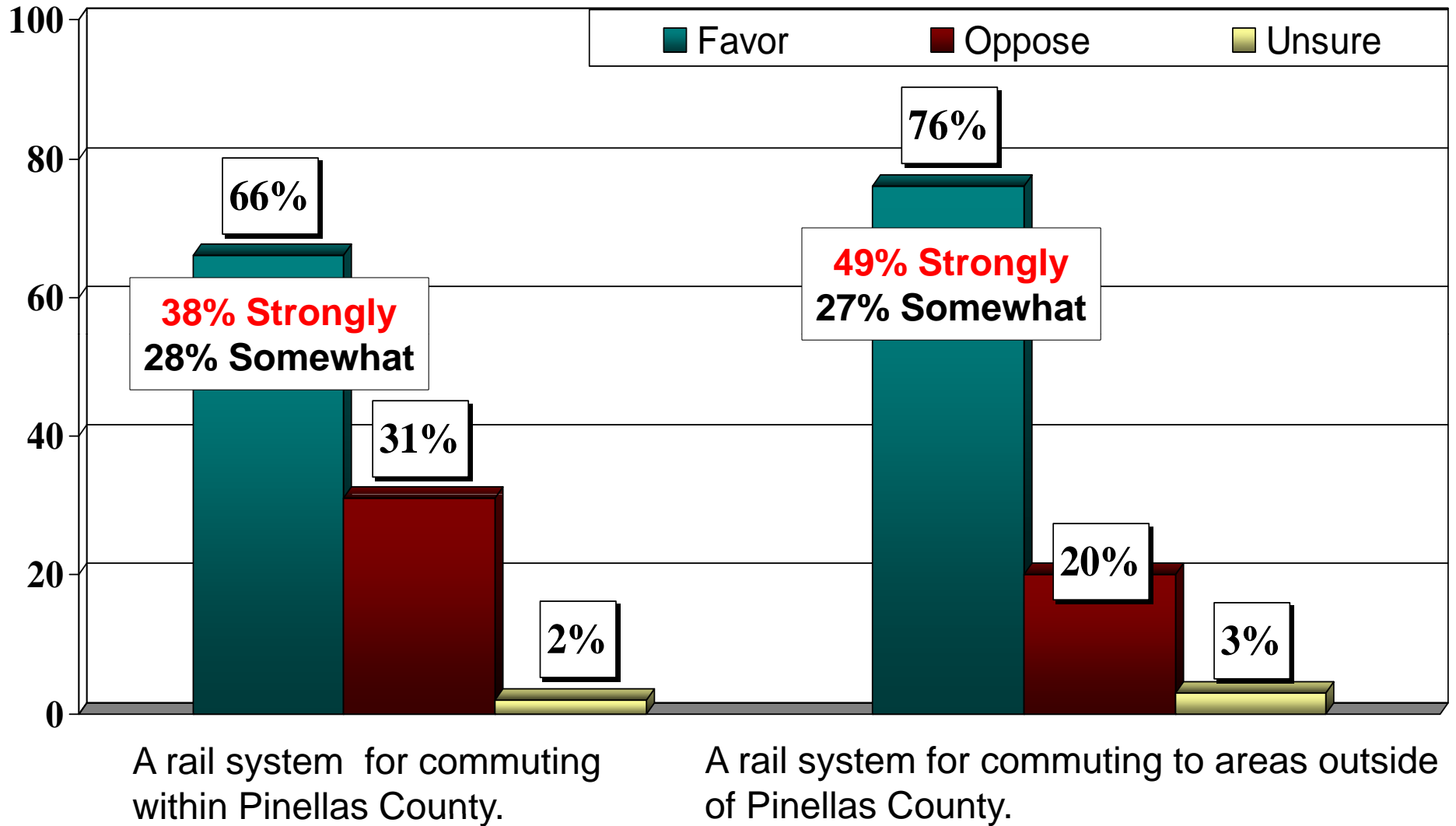
...including more routes, fewer transfers, longer service hours, shorter waits for buses.



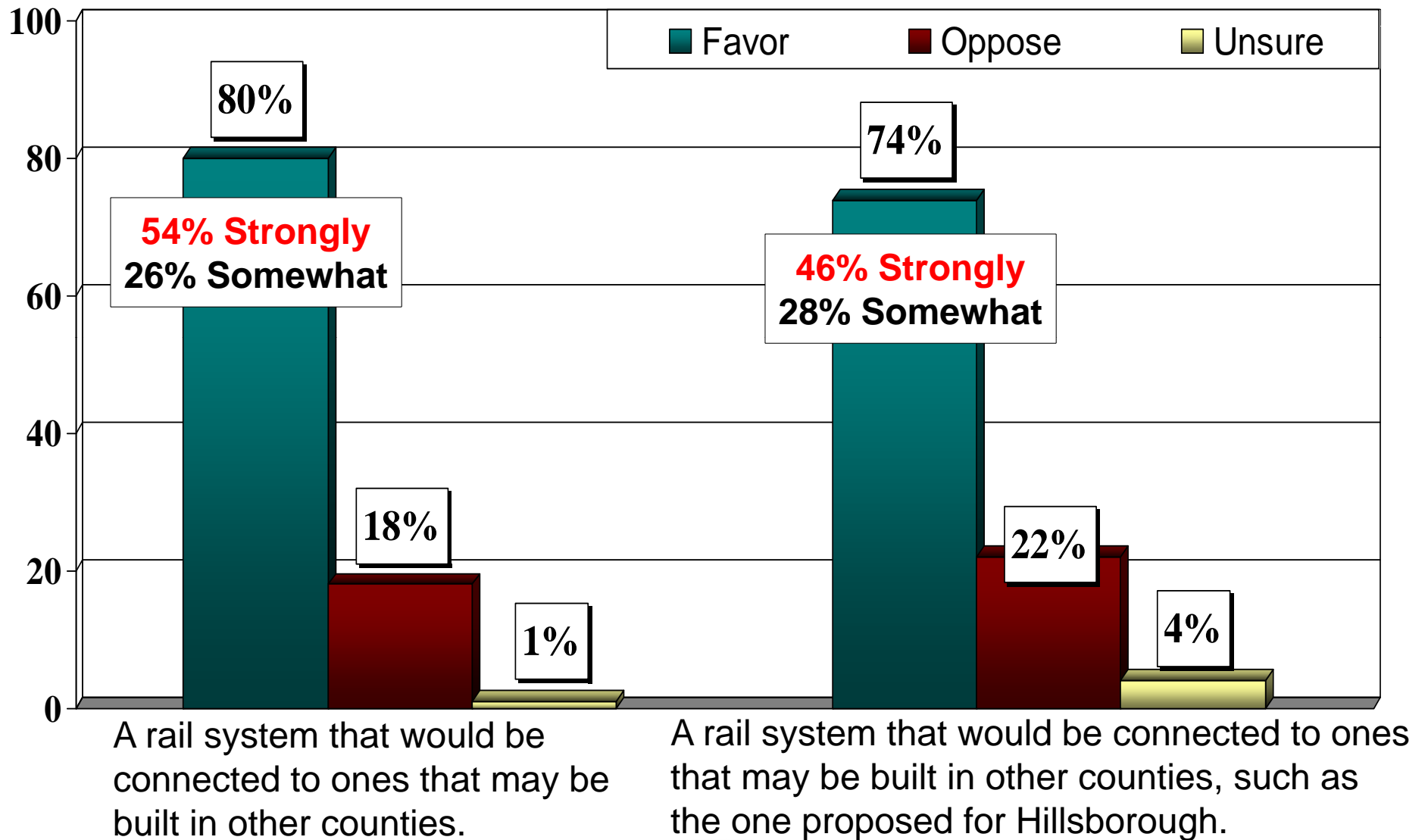
Do you favor or oppose a combination of a rail system to major destinations and connector buses to neighborhoods and other areas throughout the County?



Do you favor or oppose...



Do you favor or oppose...

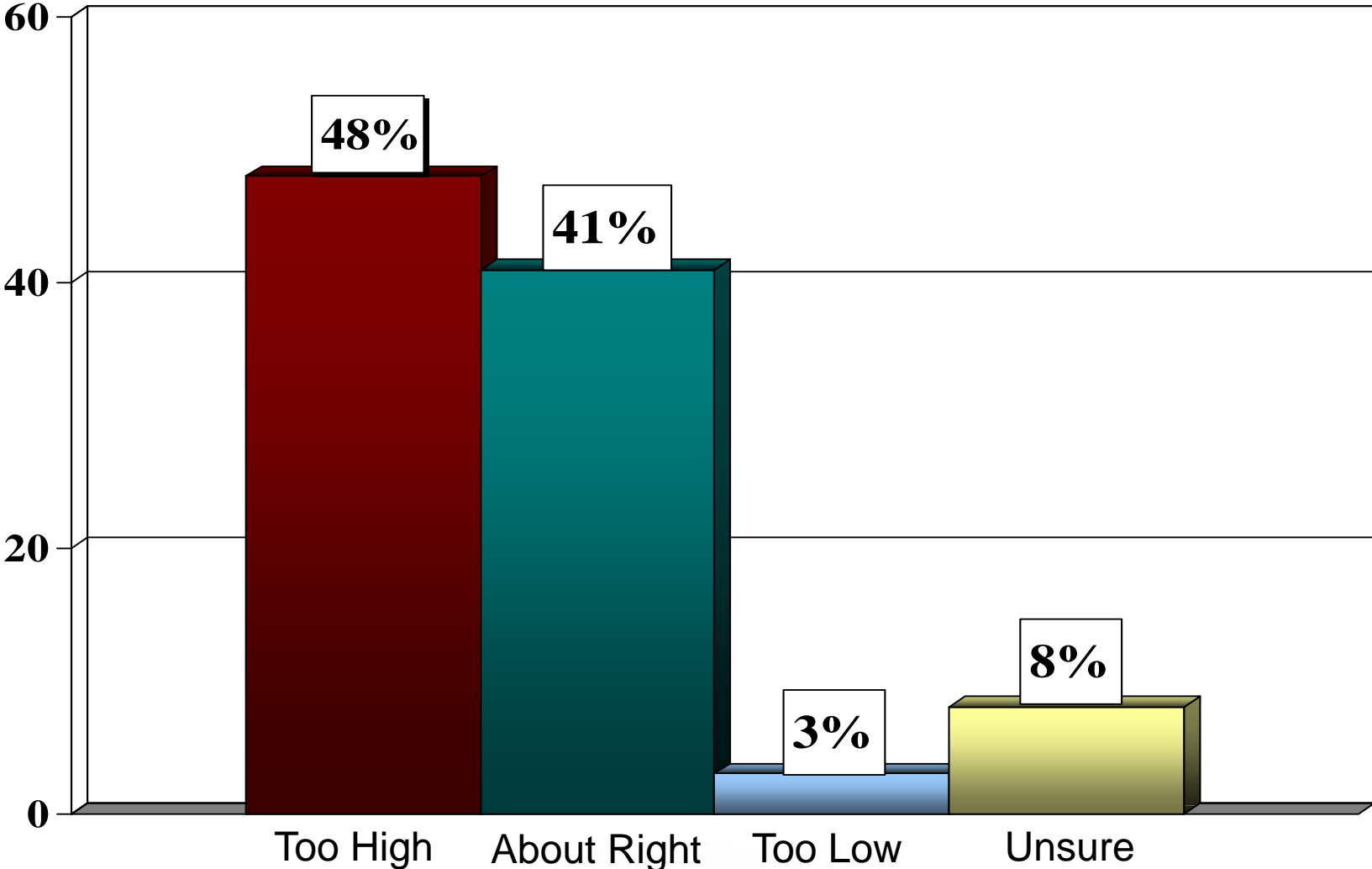


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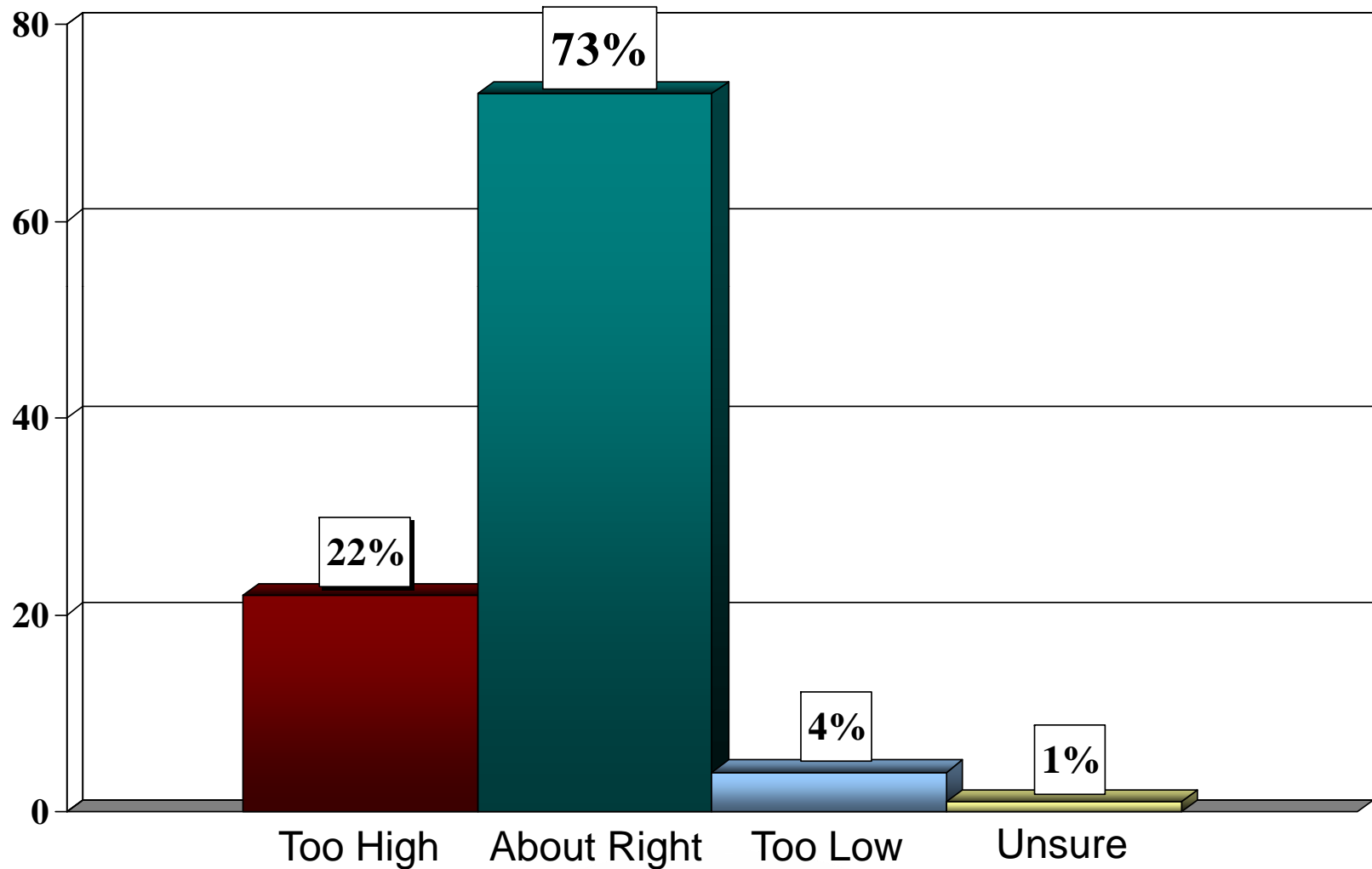
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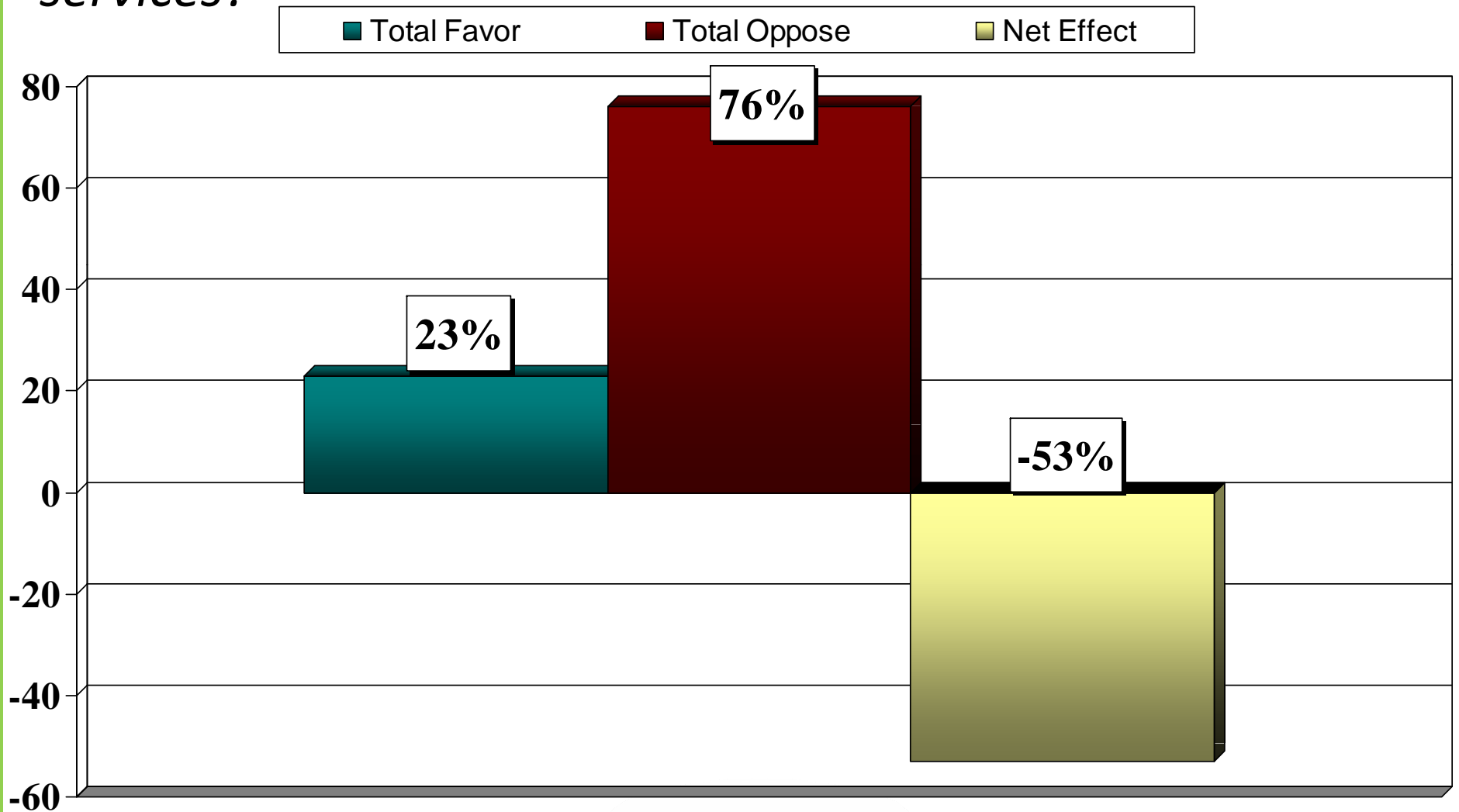
Do you think that the current rate of property tax is too high, about the right amount or too low?



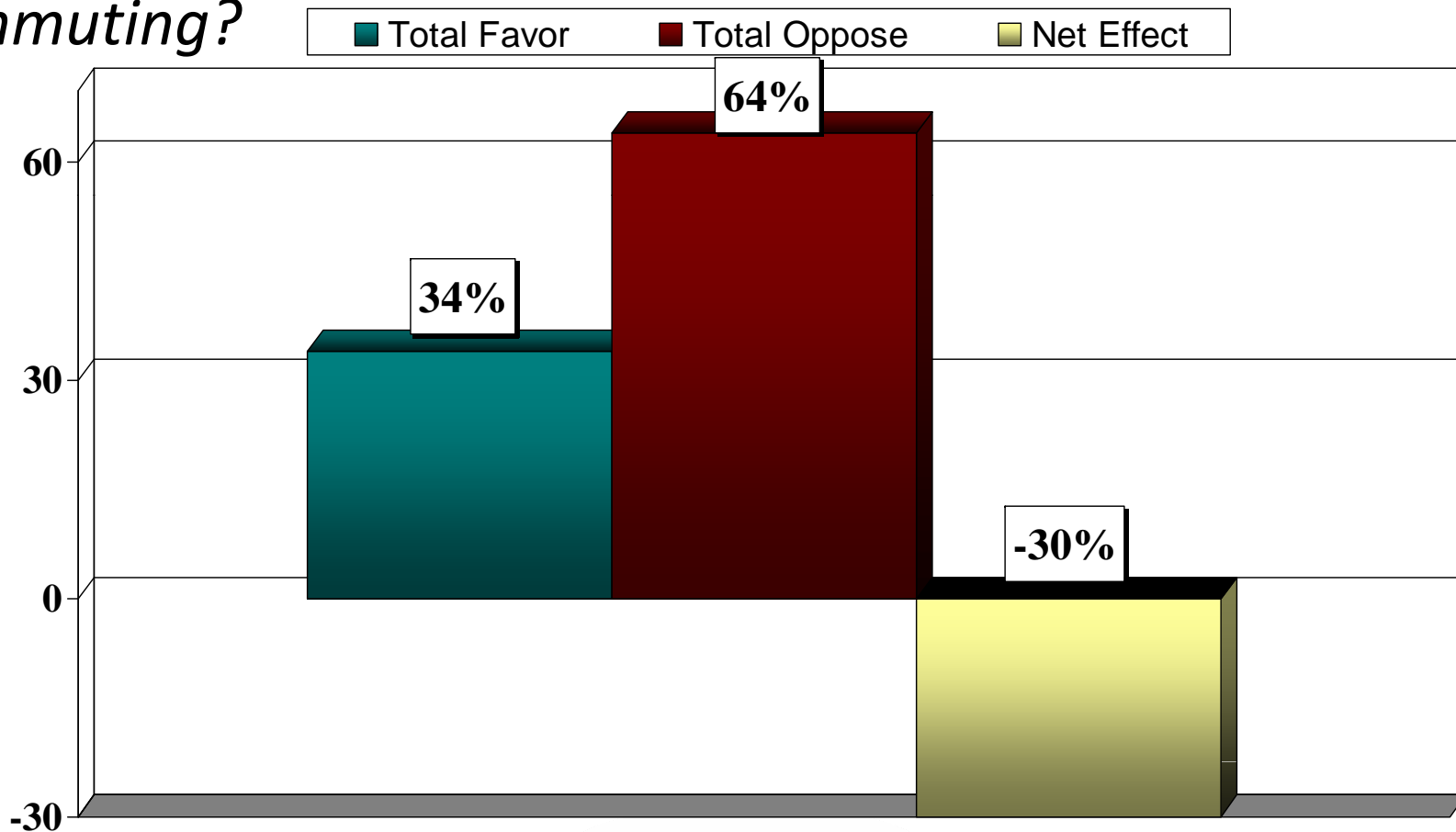
Do you think that the current rate of sales tax in Pinellas County is too high, about the right amount or too low?



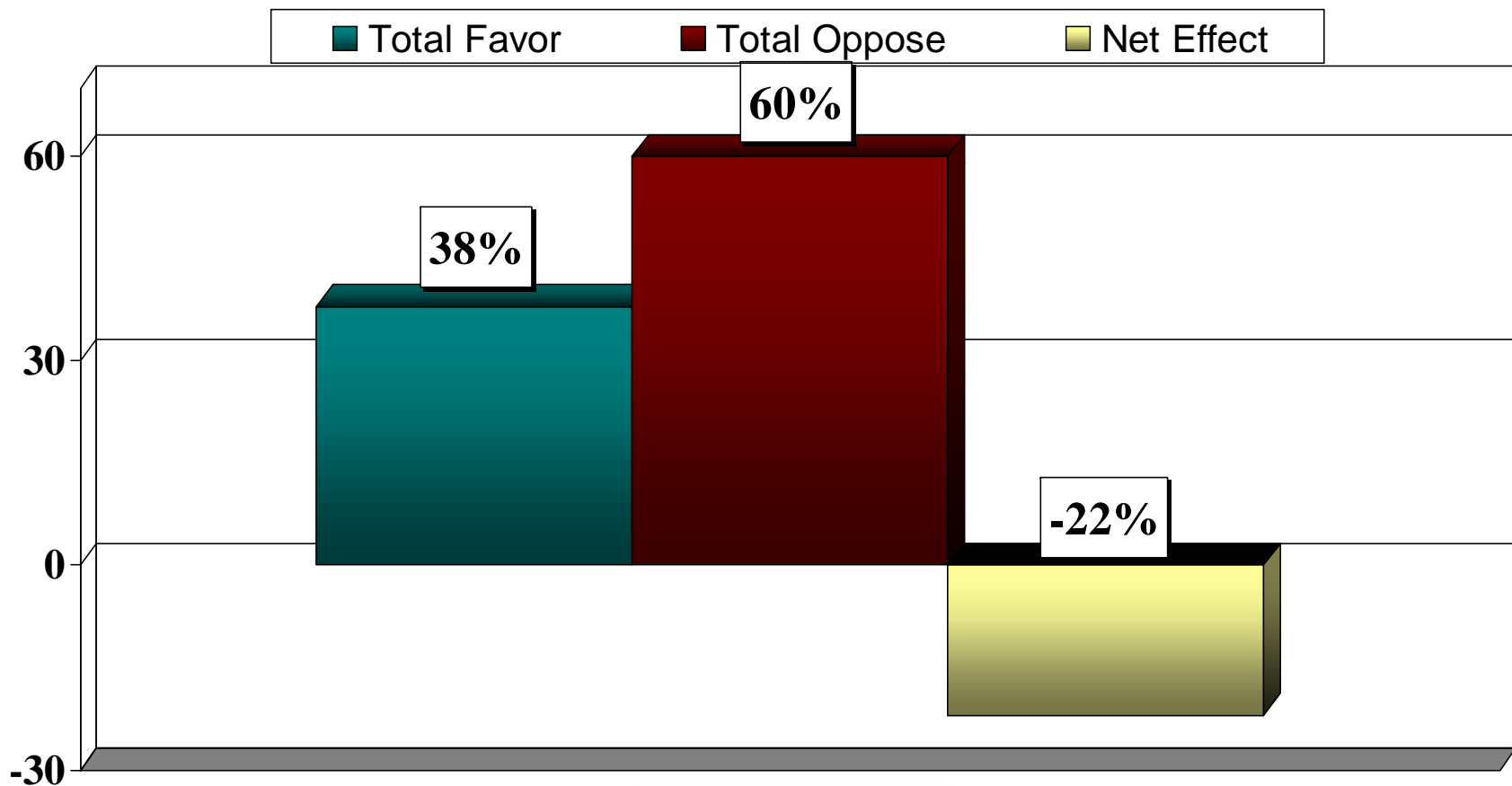
Would you favor or oppose a five-cent per gallon increase in the gasoline tax to pay for expanded and improved bus services?



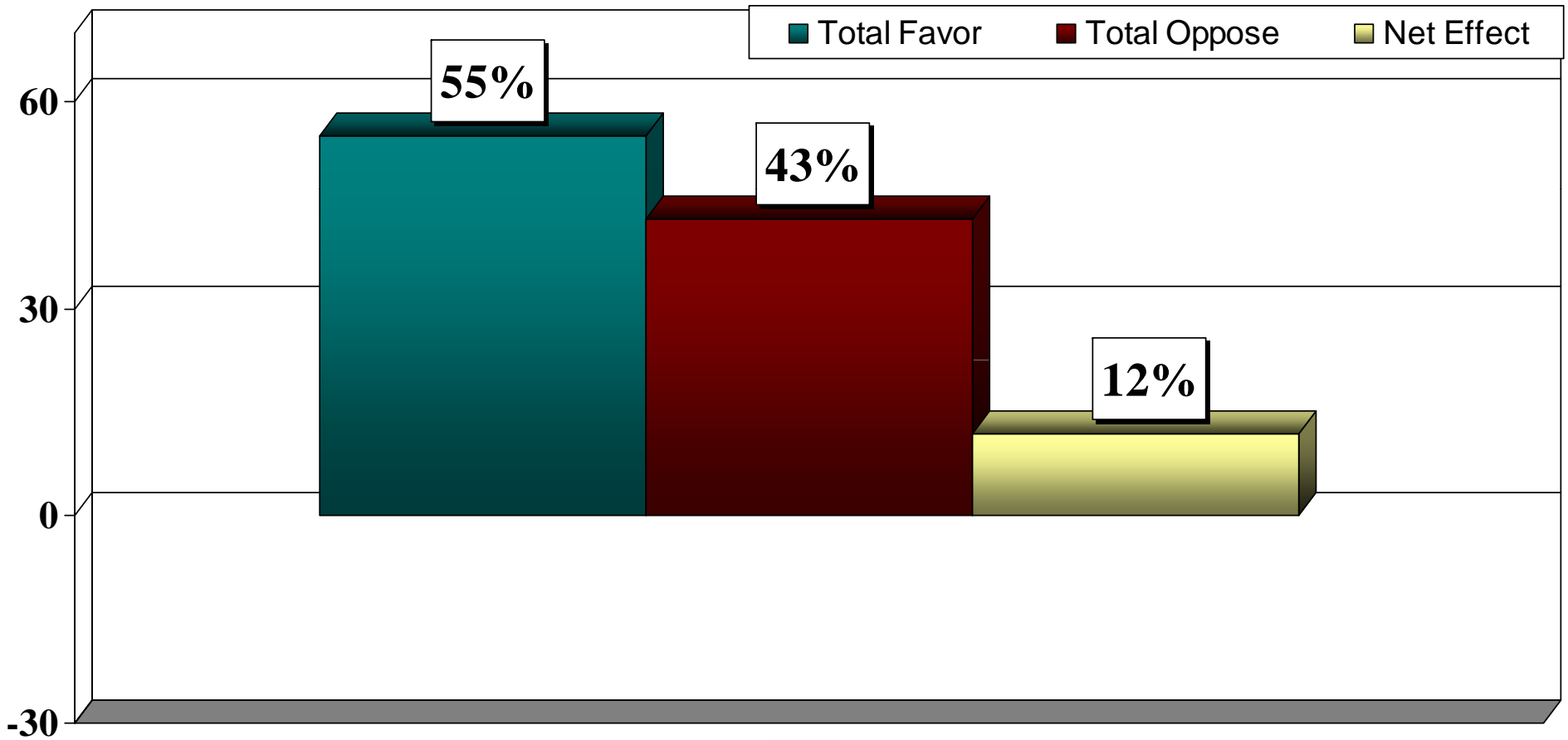
Would you favor or oppose an increase in the property tax that would cost property owners approximately \$18 dollars for each \$100,000 of property value to pay for expanded and improved bus services and a rail system for commuting?



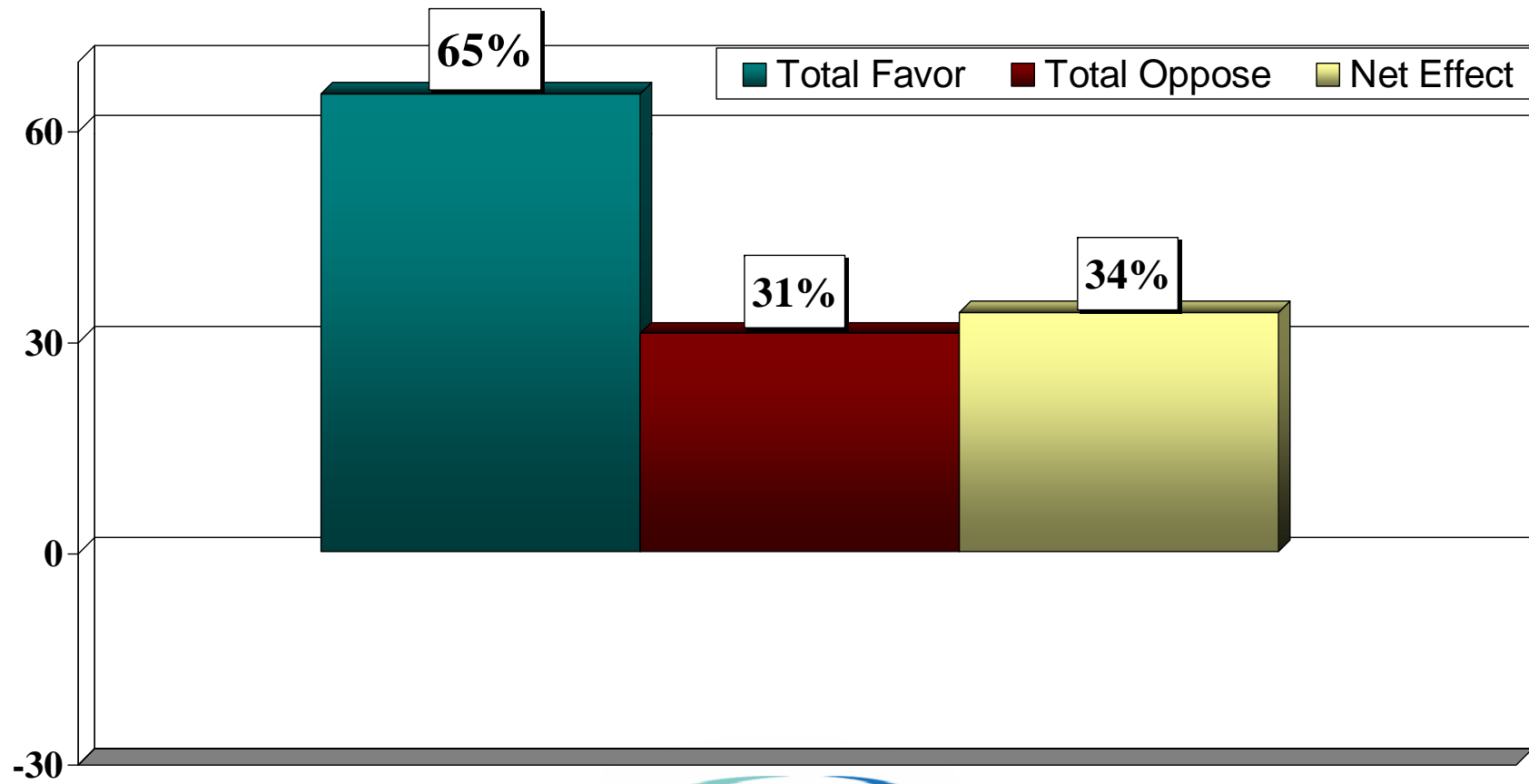
Would you favor or oppose an increase in the property tax that would cost property owners approximately \$5 dollars for each \$100,000 of property value to pay only for expanded and improved bus services?



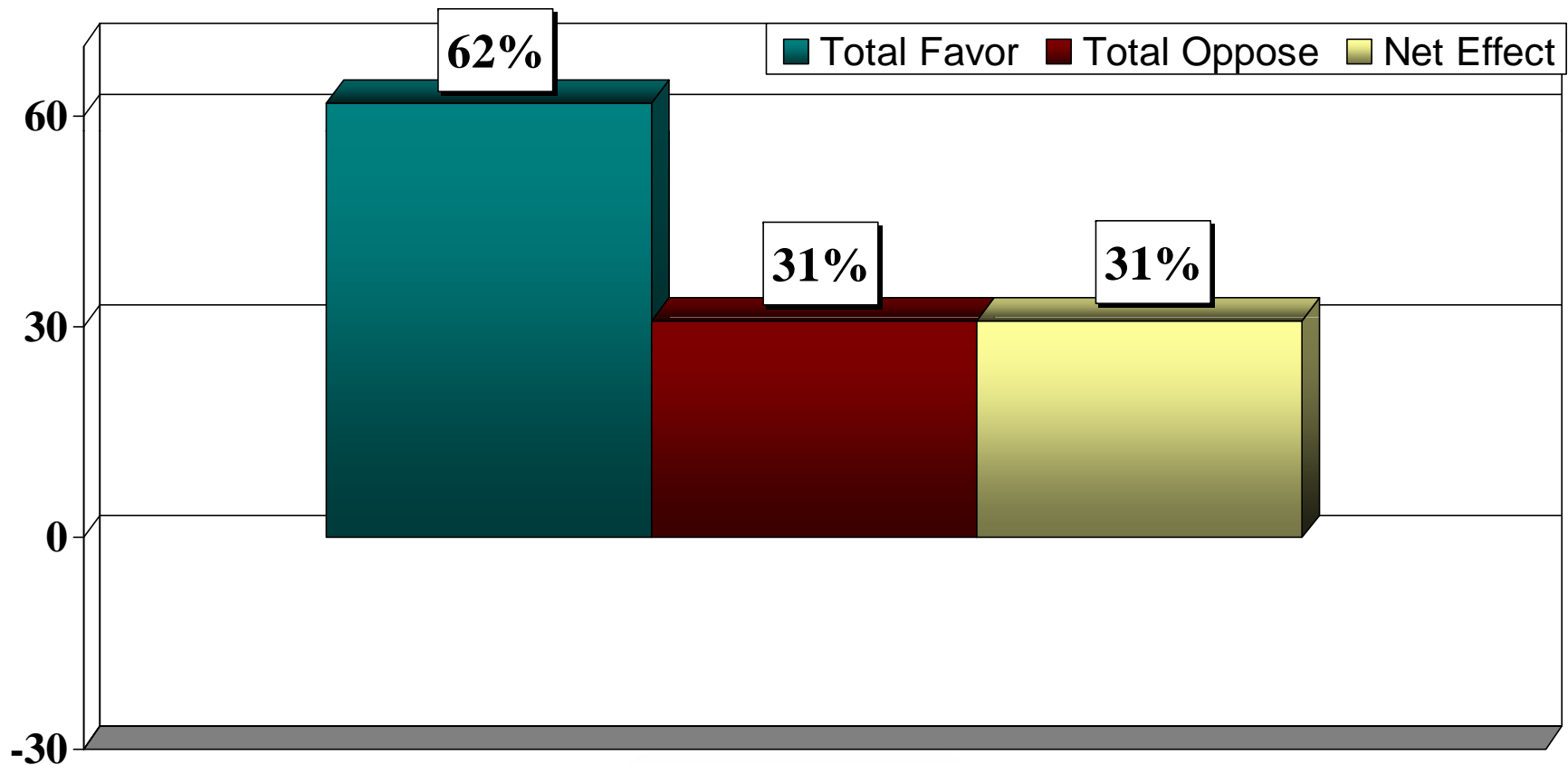
Would you favor or oppose a one-half cent increase in the sales tax to pay for expanded and improved bus services?



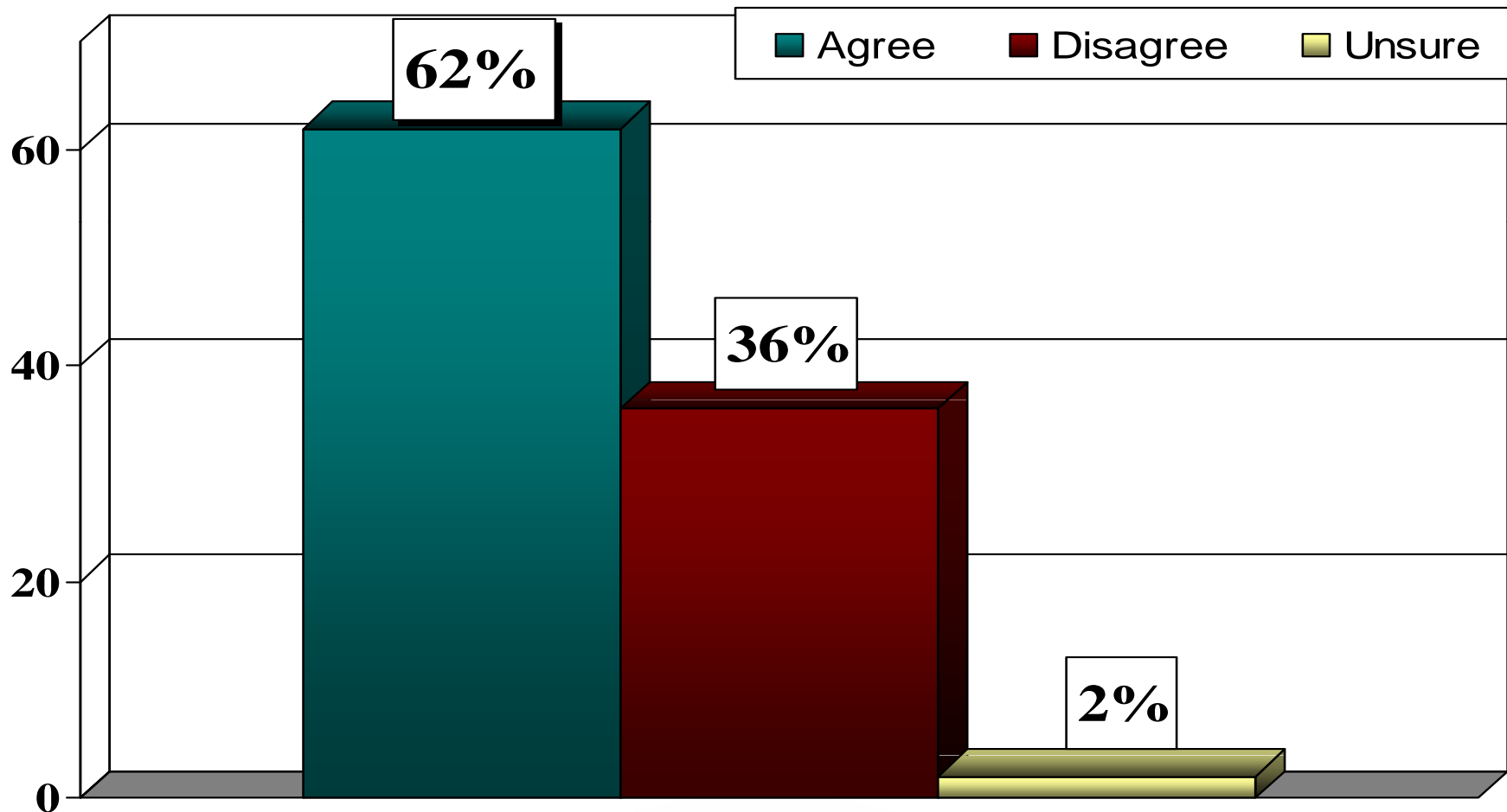
Would you favor or oppose a one-half cent increase in the sales tax to pay for expanded and improved bus services combined with an automatic reduction in property taxes that would be equal to approximately \$56 dollars in savings for each \$100,000 of property value?



Would you favor or oppose a one cent increase in the sales tax to pay for a rail system that was combined with an automatic reduction in property taxes that would be equal to approximately \$56 dollars in savings for each \$100,000 of property value?



Do you agree that a sales tax is the best way to finance an improved and expanded public transit system, because tourists and visitors would also pay some of the costs?



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Observations

- Citizens believe that improved public transit can enhance their quality of life and boost the local economy.
- Citizens strongly support expanding and improving bus service in Pinellas County.
- There is significant support for transit improvements that include rail transit, especially to neighboring counties
- Citizens prefer to pay for transit improvements through a sales tax.



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