

# Forward Pinellas Transportation Planning Survey

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## Findings Report

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# Forward Pinellas Transportation Planning Survey

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## Purpose and Methodology

ETC Institute administered a survey to residents of Pinellas County during the summer of 2018 on behalf of Forward Pinellas, the transportation and land use planning agency in Pinellas County. The survey results will be used by community leaders to make transportation decisions and funding priorities for our country. Forward Pinellas sets the priorities for state and federal transportation funding in Pinellas county through the long-range transportation plan. The results of this survey will help identify which transportation improvements are needed most and will help shape the countywide transportation plan.

The five-page survey, cover letter and postage paid return envelope were mailed to a random sample of households in Pinellas County. The cover letter explained the purpose of the survey and encouraged residents to either return their survey by mail or complete the survey online. At the end of the online survey, residents were asked to enter their home address, this was done to ensure that only responses from residents who were part of the random sample were included in the final survey database.

Ten days after the surveys were mailed, ETC Institute sent emails and placed phone calls to the households that received the survey to encourage participation. The emails contained a link to the on-line version of the survey to make it easy for residents to complete the survey. To prevent people who were not residents of Pinellas county from participating, everyone who completed the survey on-line was required to enter their home address prior to submitting the survey. ETC Institute then matched the addresses that were entered on-line with the addresses that were originally selected for the random sample. If the address from a survey completed on-line did not match one of the addresses selected for the sample, the on-line survey was not counted.

The goal was to obtain completed surveys from at least 800 residents. The goal was exceeded with a total of 844 residents completing the survey. The overall results for the sample of 844 households have a precision of at least +/-3.4% at the 95% level of confidence.

This report contains:

- An executive summary of the methodology for administering the survey and major findings,
- charts showing the overall results for most questions on the survey,
- tables that show the results of the random sample for each question on the survey, and
- a copy of the survey instrument.

## Community Priorities and Ideals

Respondents were asked to indicate how strongly they agreed with five different statements regarding community transportation priorities in the community where they live. The two statements with the highest level of agreement based upon the combined percentage of “strongly agree” and “agree” responses were: I feel safe and comfortable walking to the store (70%) and I can drive my car as conveniently with few traffic delays (60%). Respondents least agreed with the following statement: It is convenient to take transit to work or other destinations (34%). Over half (56%) indicated that being able to drive a car conveniently with few traffic delays and feeling safe and comfortable walking to the store are the two most important priorities for their ideal community.

Respondents were then asked to indicate what is most important to them when thinking of their ideal neighborhood. Sixty-nine percent (69%) of respondents indicated their ideal neighborhood would have nearby shops. For shopping and entertainment, most respondents indicated they prefer a “Main Street” (28%) or a walkable downtown (28%), 25% of respondents prefer a variety of different destinations, and 19% prefer a mall or large shopping center.

## Transportation Options

Thirty-two percent (32%) of respondents indicated they would be more likely to take public transportation if transit could get them where they were going more quickly, 14% of respondents indicated they would be more likely to take public transportation if they could reach multiple destinations in a single stop, and 31% of respondents indicated they would not take public transportation.

Respondents were then asked to indicate for what reasons they would most like to see improved transportation options. The three most important transportation improvements to respondents were: improved access to regional destinations (52%), improved access to special events or entertainment destinations (39%), and improved options for their daily commute (37%).

## Planning Priorities

Respondents were asked to indicate how important various planning priorities are to Pinellas County. Based on the sum of “very important” and “important” responses respondents believe the following priorities are most important: reducing crime (93%), protecting the natural environment (89%), improving education (89%), increasing the number of well-paying jobs (87%), and increasing resiliency to hurricanes, sea level rise, or other climate-related hazards (85%). Reducing crime, improving education, and increasing resiliency to hurricanes, sea level rise, or other climate-related hazards are the three most important planning priorities for Pinellas County based on the sum of respondents’ top three choices.

## Investment Opportunities

Respondents were asked to indicate how supportive they would be of having Pinellas County invest in various items. Respondents showed the most support for the following items based upon the sum of “very supportive” and “supportive” responses: roadway maintenance (93%), technology to improve traffic flow (90%), and new roadway capacity (77%). Based on the sum of respondents’ top three choices they are most willing to fund the following items: technology to improve traffic flow and roadway maintenance.

## Collaboration

Respondents believe it is either “very important” or “important” for counties to work together to address building highways (84%) and expanding transit service (78%) in the Tampa Bay area. Respondents believe it is less important for counties to collaborate on building trails and expanding waterborne transportation in the Tampa Bay area.

## Additional Findings

- Eighty-seven percent (87%) of respondents indicated they would still own their own car if on-demand automated vehicles were available to them.
- Eighty-five percent (85%) of respondents believe having frequent, reliable, and convenient transit services nearby improves the economic value of the surrounding area.
- Twenty-two percent of respondents think automated vehicles will have no impact on roadway congestion, 39% think it they will decrease congestion, and 39% think they will increase congestion.
- Sixty-eight percent (68%) of respondents indicated it is “very important” to live within 20-30 minutes of their job.
- Forty-two percent (42%) of respondents think the County should invest in technological solutions to deal with increasing traffic.
- Better timing of traffic signals (70%) and creating rapid transit services (60%) are the two most needed transportation improvements over the next 5-10 years in Pinellas County.
- Better timing of traffic signals (70%) and creating rapid transit services (60%) are the two most needed transportation improvements over the next 5-10 years in Pinellas County. These were also the two most important transportation improvements according to respondents.
- Seventy-four percent (74%) of respondents indicated they strongly agree with the following statement: “a public street serves the community best when people in cars, on bicycles, using public transportation, or walking all feel safe and welcomed.”
- According to respondents, the three most pressing challenges facing Pinellas County over the next 5-10 years are: traffic congestion and travel delays (66%), lack of affordable housing options (38%), and crime and personal safety when traveling (38%).
- Fifty-seven percent (57%) of respondents indicated they are willing to trade lower speed limits in exchange for safer streets.
- Forty-one percent (41%) of respondents indicated they are willing to pay more for more frequent and reliable transit service.
- Forty-four percent (44%) of respondents indicated Pinellas County does not have a quality transportation system.

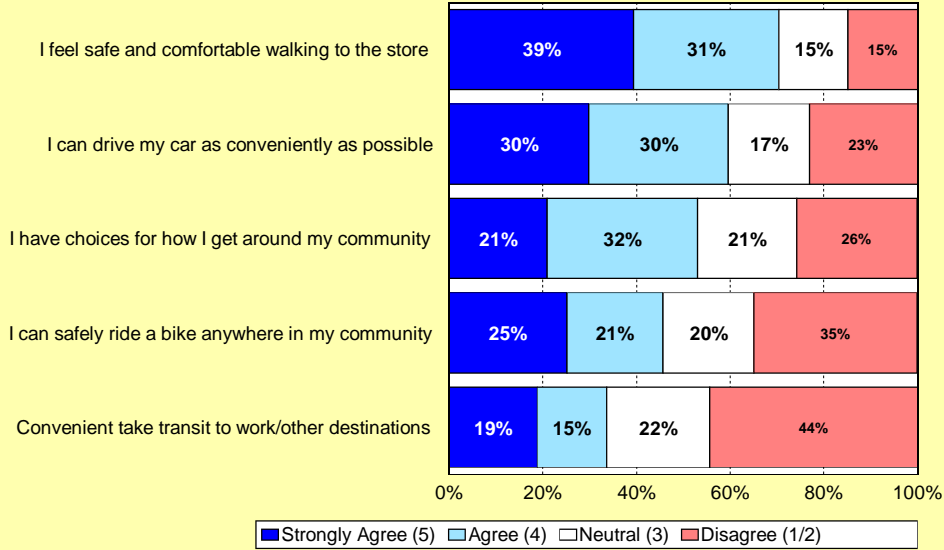
# Section 1

## *Charts and Graphs*

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### Q1. Level of Agreement With Various Statements Regarding Community Priorities

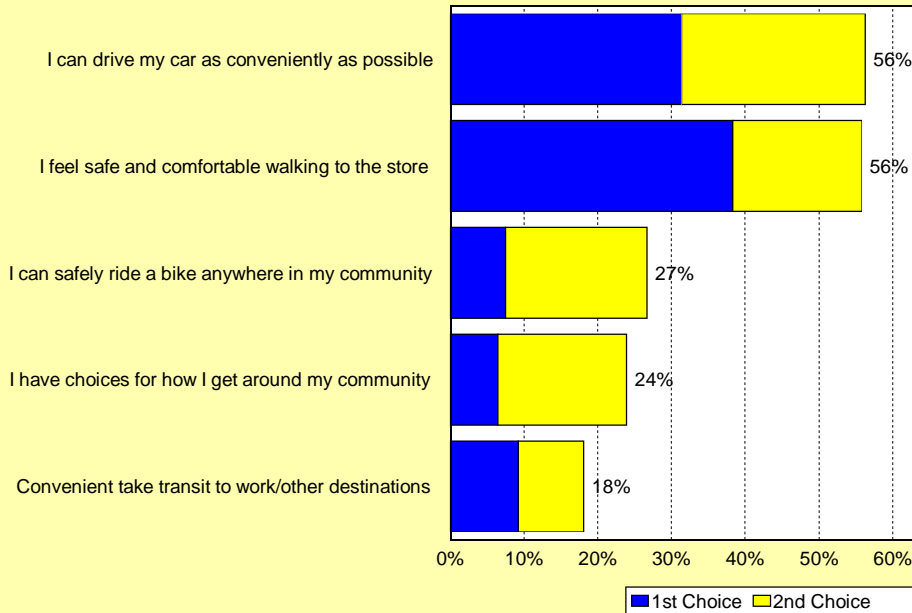
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

### Q2. Most Important Community Priority

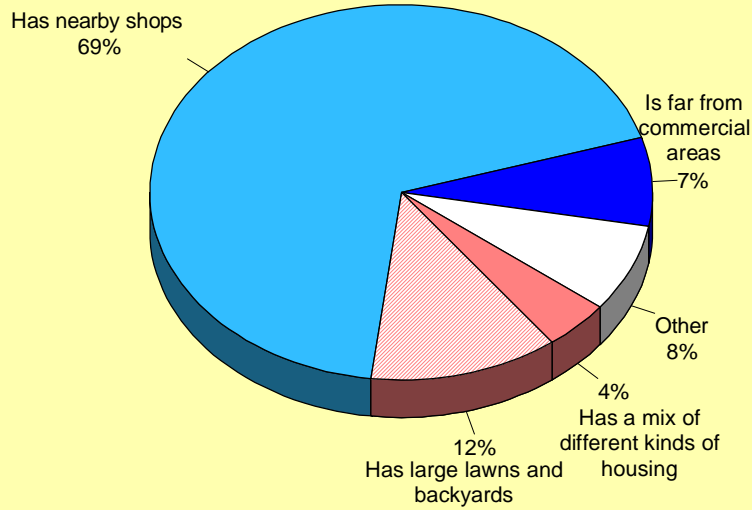
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2018)

### Q3. My ideal neighborhood...

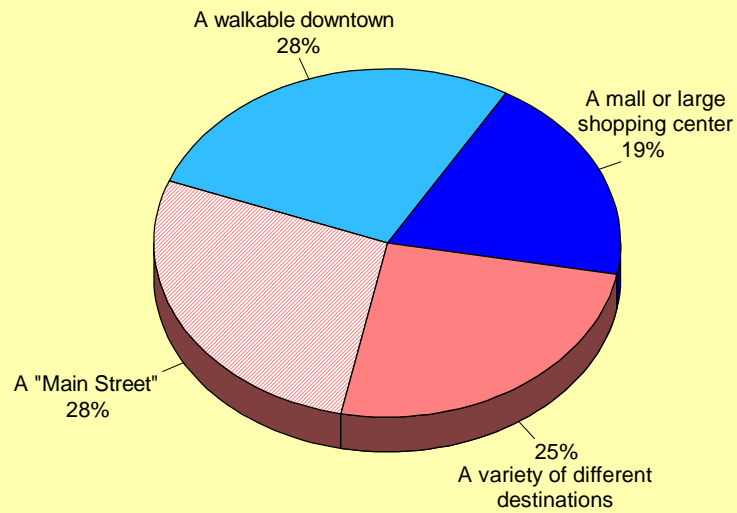
by percentage of respondents



Source: ETC Institute (2018)

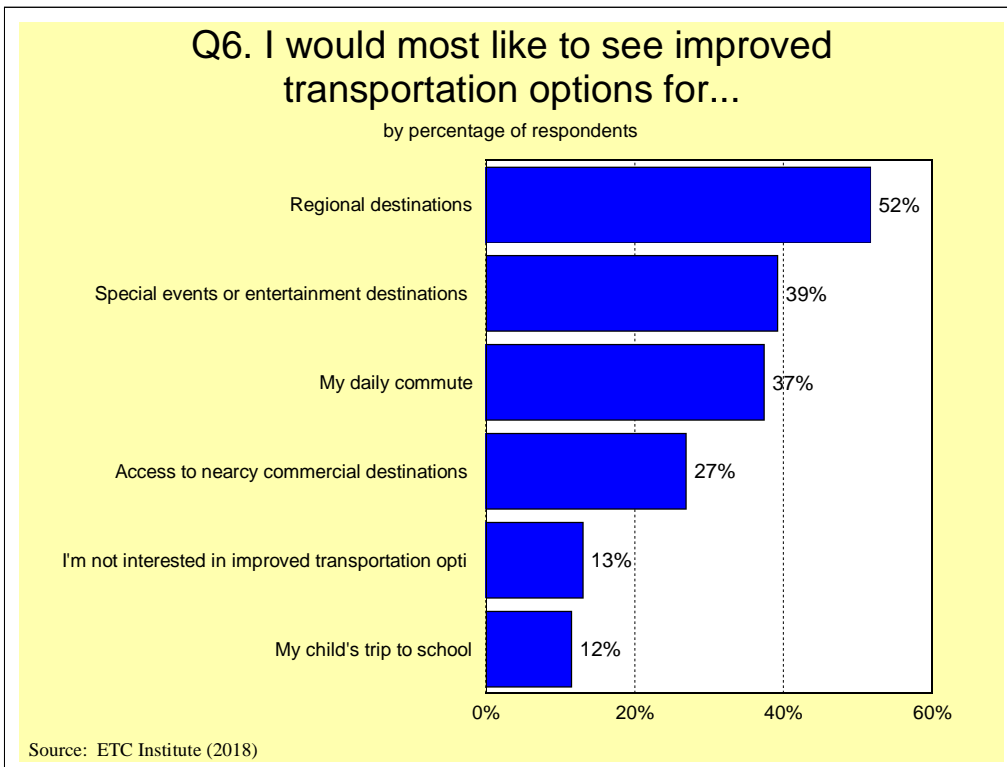
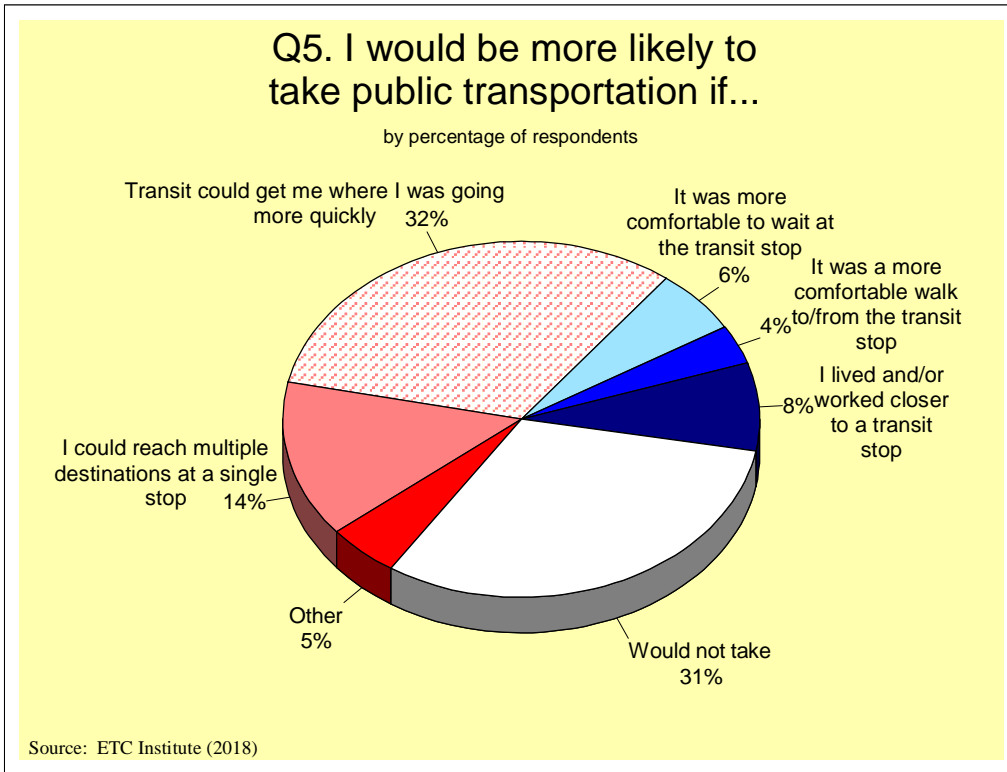
### Q4. For shopping and entertainment I prefer...

by percentage of respondents



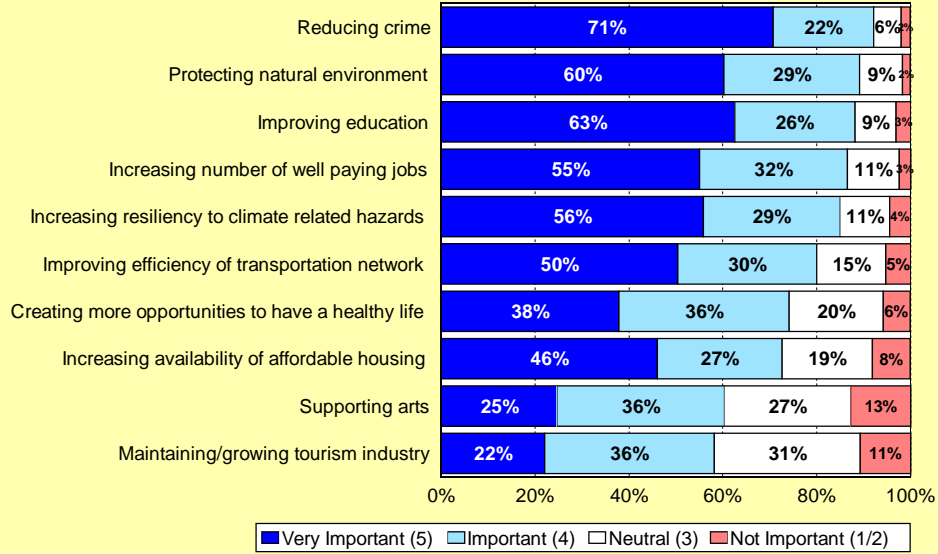
Source: ETC Institute (2018)





### Q7. Level of Importance of Various Planning Priorities for the County

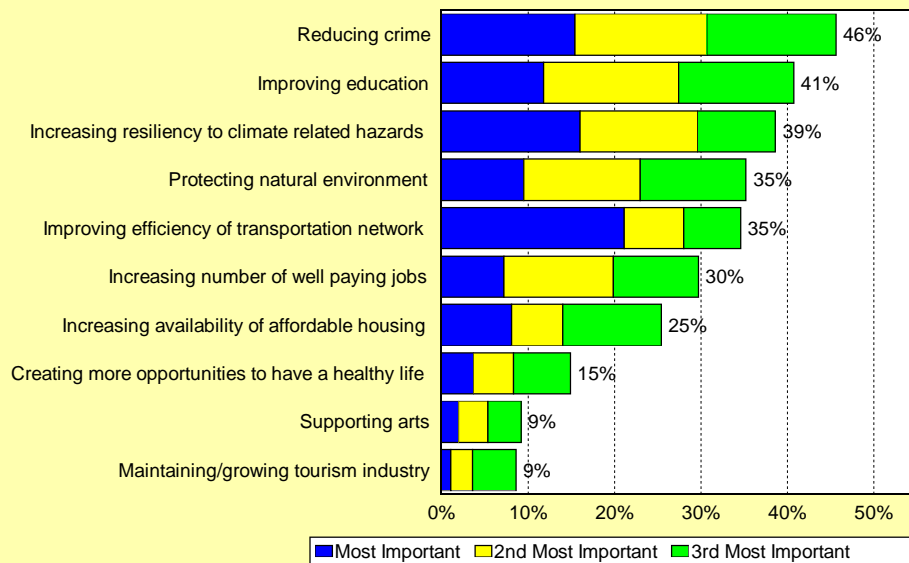
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



Source: ETC Institute (2018)

### Q8. Most Important Planning Priorities for Pinellas County

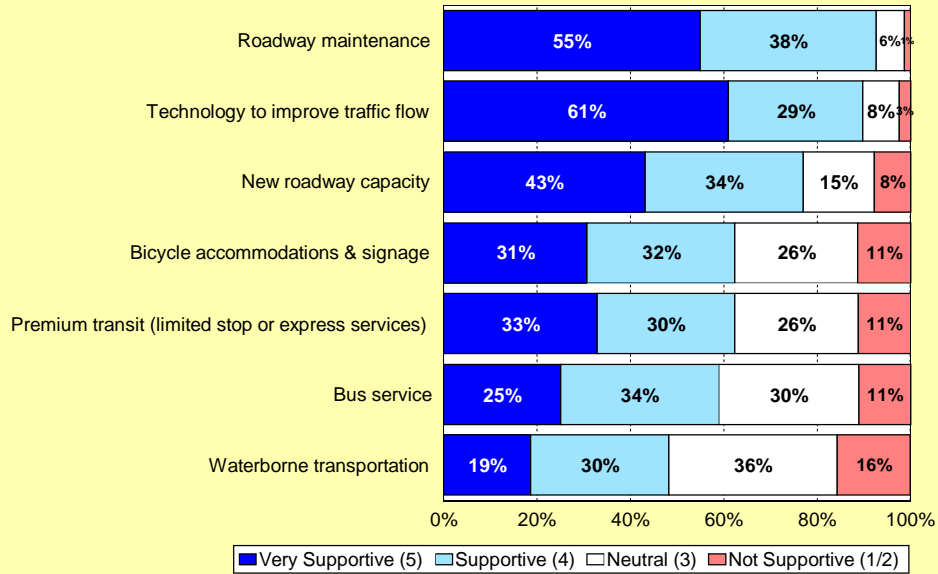
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2018)

### Q9. Level of Support of Having Pinellas County Invest in Various Items

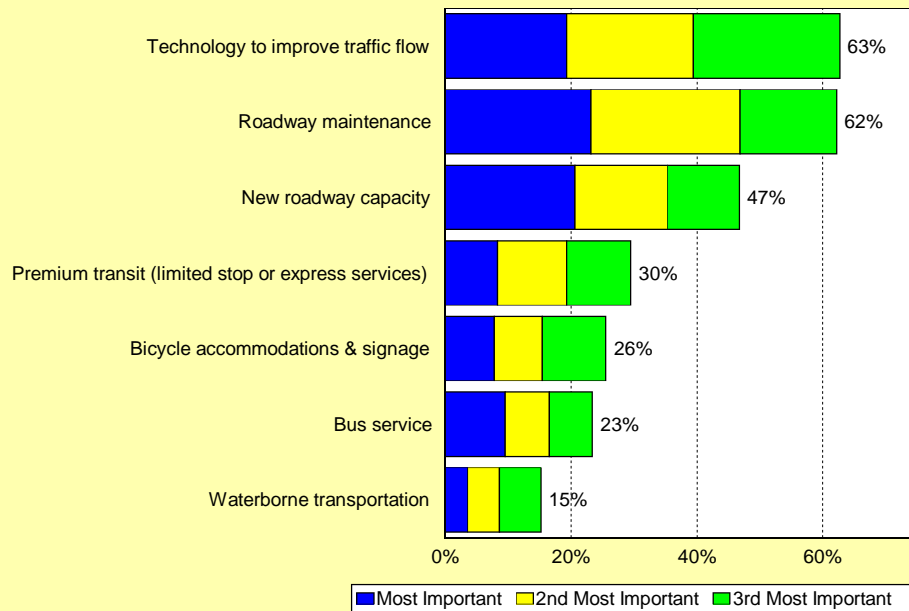
by percentage of respondents who rated the item as a 1 to 5 on a 5-point scale (excluding don't knows)



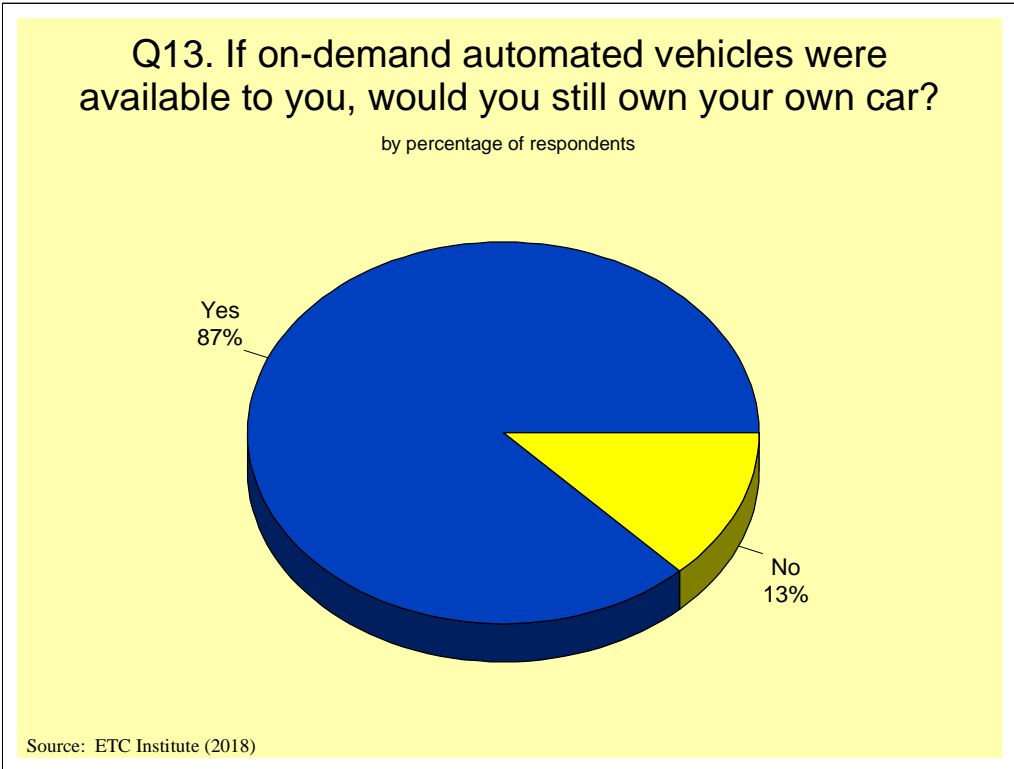
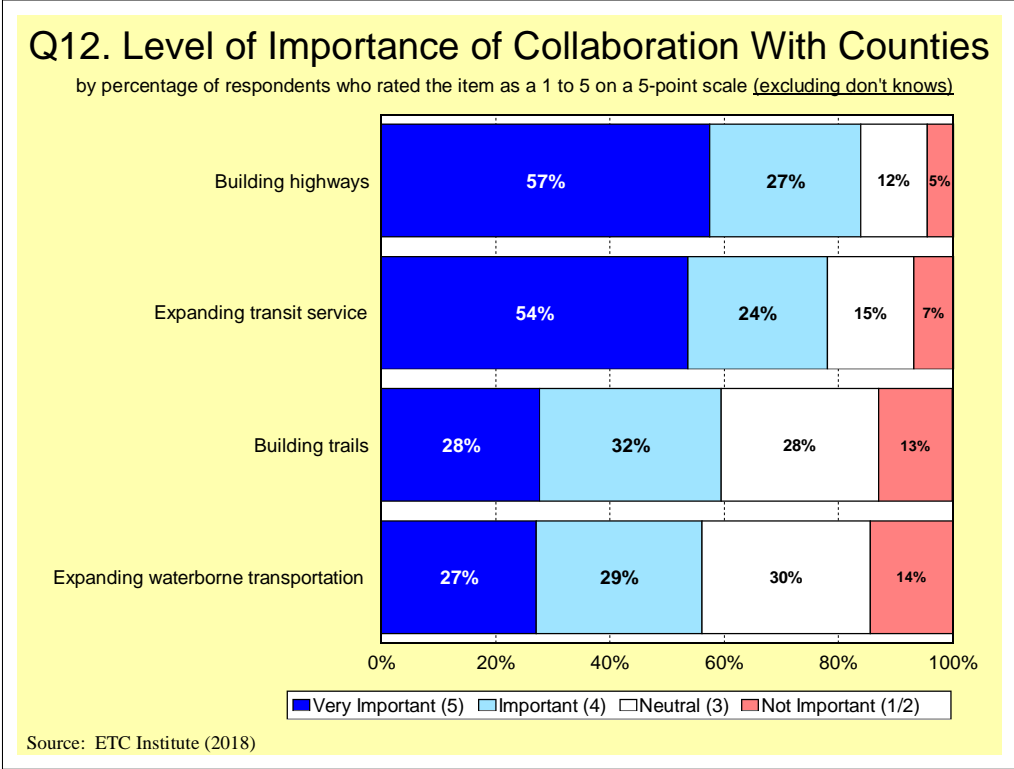
Source: ETC Institute (2018)

### Q10. Items Most Willing to Fund With Tax Dollars

by percentage of respondents who selected the item as one of their top three choices

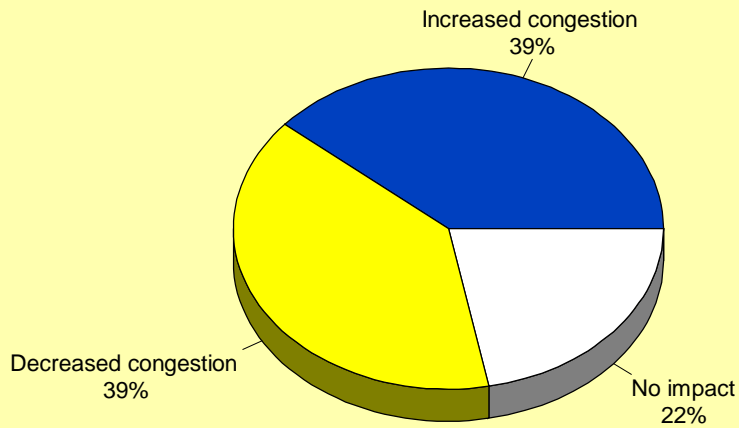


Source: ETC Institute (2018)



### Q14. What impact do you think automated vehicles will have on roadway congestion?

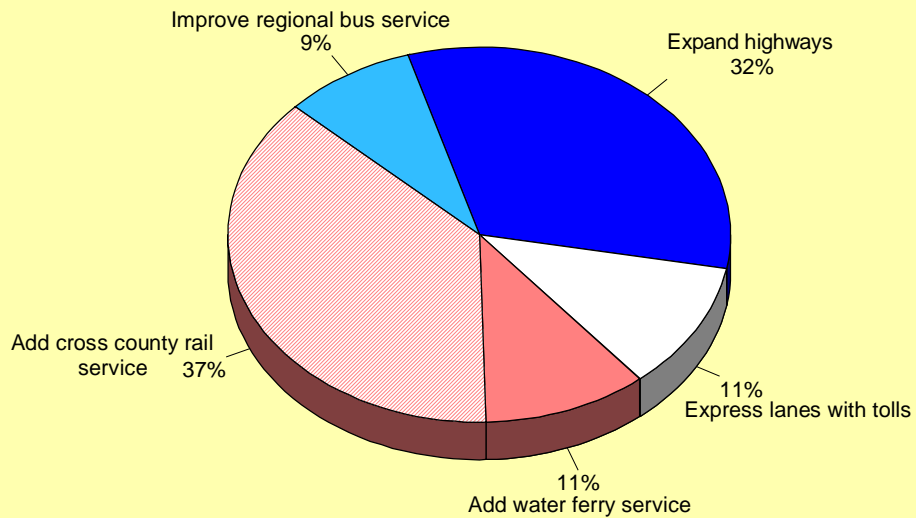
by percentage of respondents



Source: ETC Institute (2018)

### Q15. What do you think should be done to make crossing from Pinellas County into Hillsborough County easier?

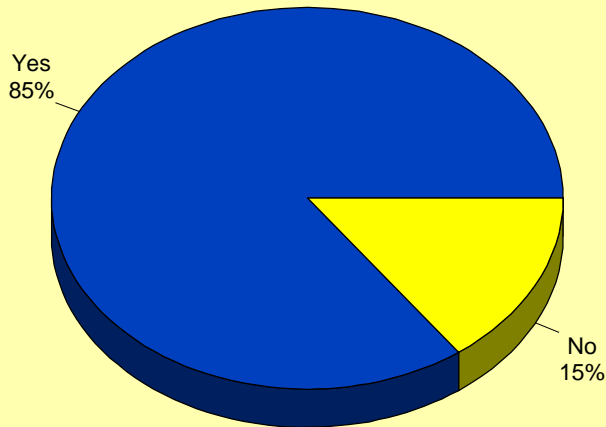
by percentage of respondents



Source: ETC Institute (2018)

### Q16. Do you believe having frequent, reliable, & convenient transit services nearby improves the economic value of the surround area?

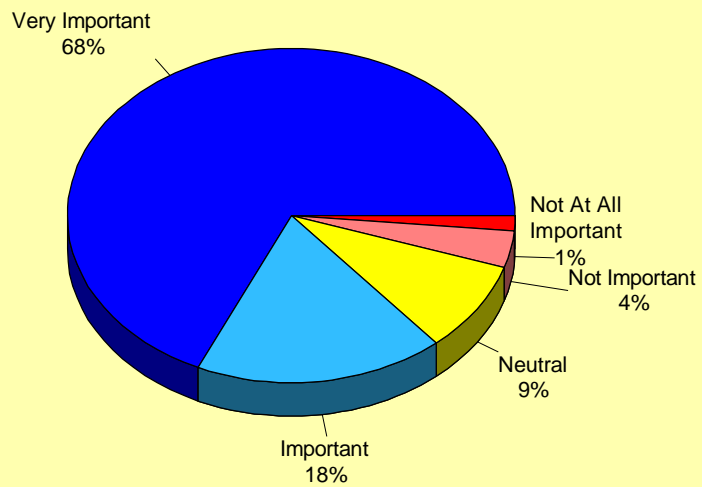
by percentage of respondents



Source: ETC Institute (2018)

### Q17. How important is it to live within 20-30 minutes of your job?

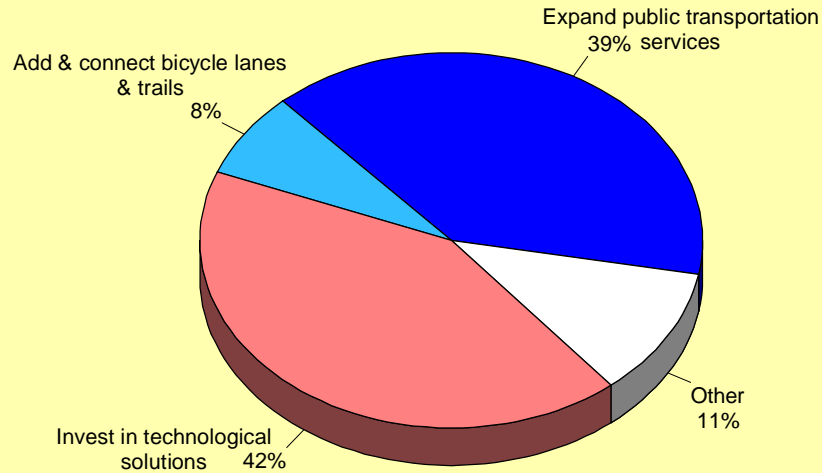
by percentage of respondents



Source: ETC Institute (2018)

### Q18. What do you think should be done to deal with increasing traffic?

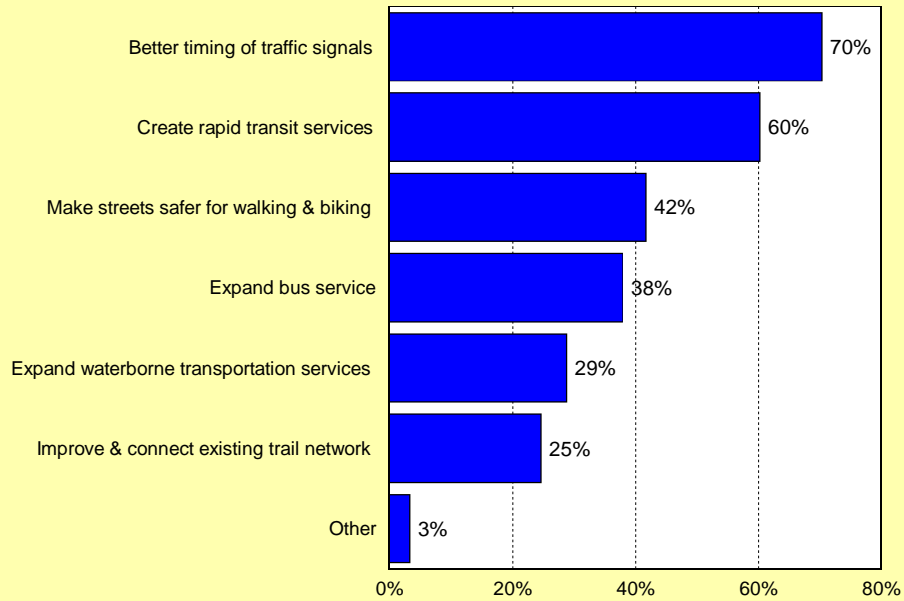
by percentage of respondents



Source: ETC Institute (2018)

### Q19. Most Needed Transportation Improvements

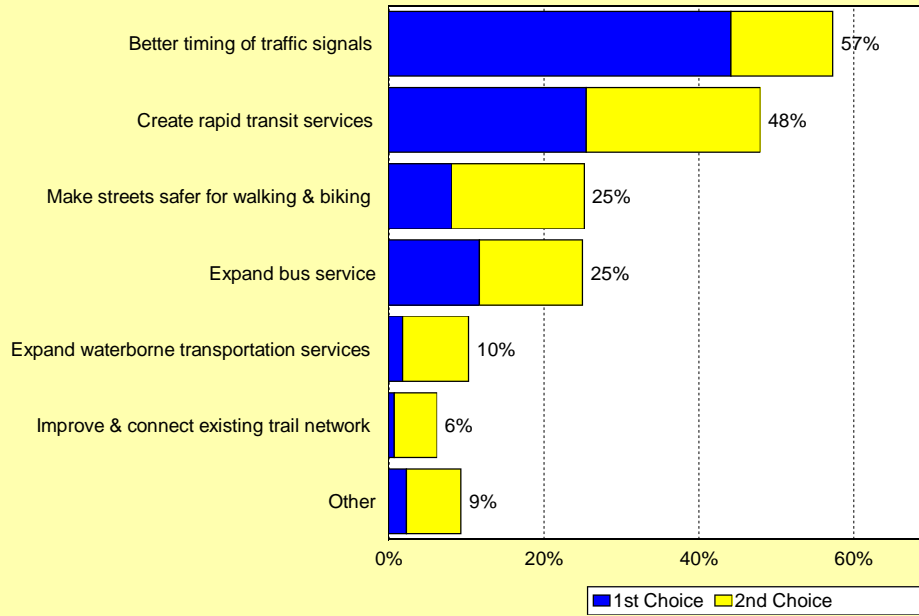
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

### Q20. Most Important Transportation Choices

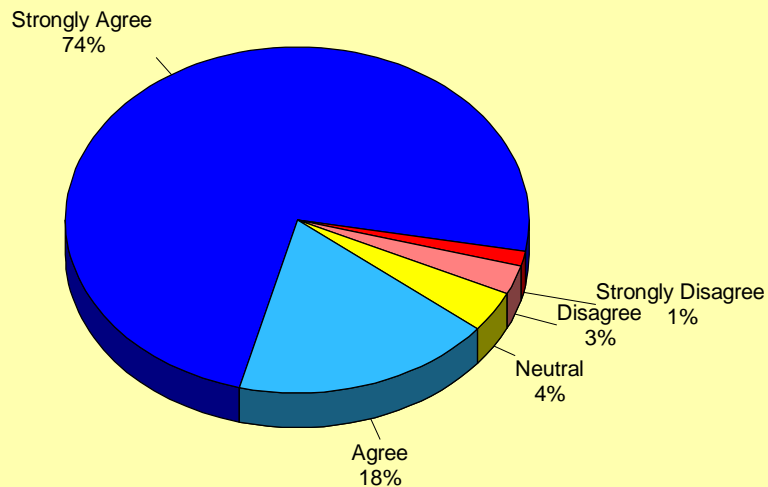
by percentage of respondents who selected the item as one of their top two choices



Source: ETC Institute (2018)

### Q21. "A public street serves the community best when people in cars, on bicycles, using public transportation, or walking all feel safe and welcomed."

by percentage of respondents

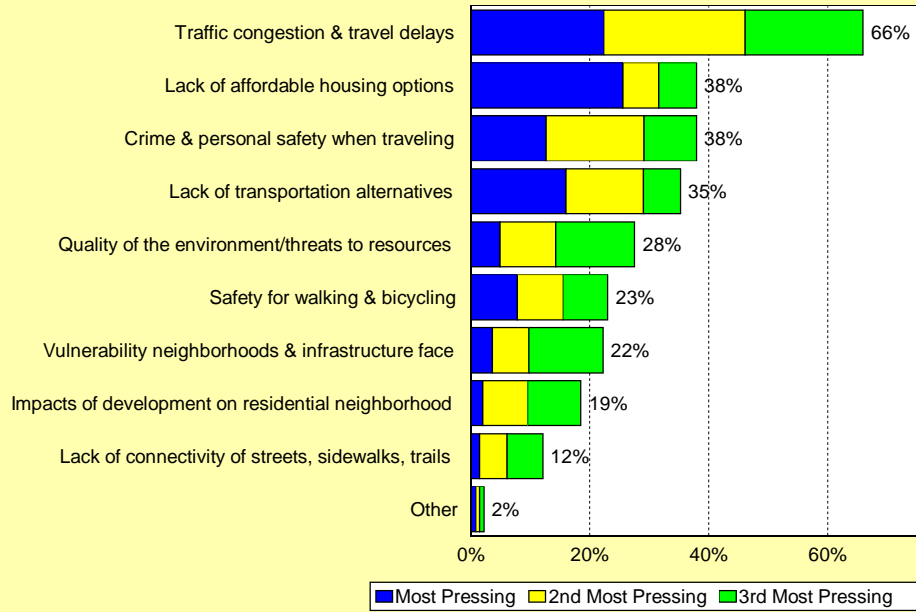


Source: ETC Institute (2018)



### Q22. Most Pressing Challenges Facing Pinellas County

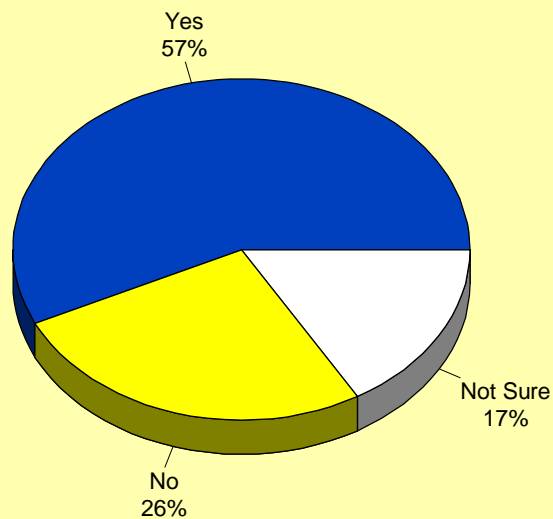
by percentage of respondents who selected the item as one of their top three choices



Source: ETC Institute (2018)

### Q23-1. Are you willing to trade lower speed limits in exchange for safe streets?

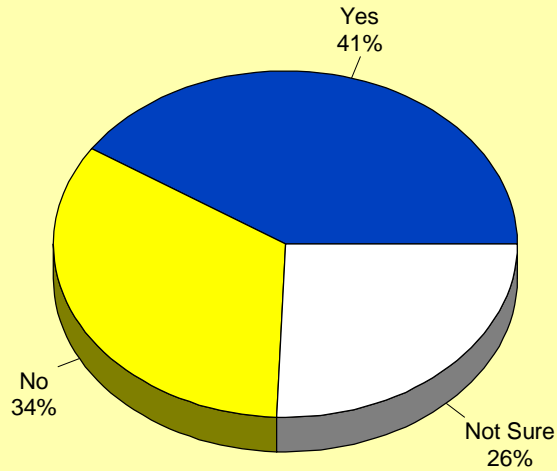
by percentage of respondents



Source: ETC Institute (2018)

### Q23-2. Are you willing to pay more for more frequent and reliable transit service?

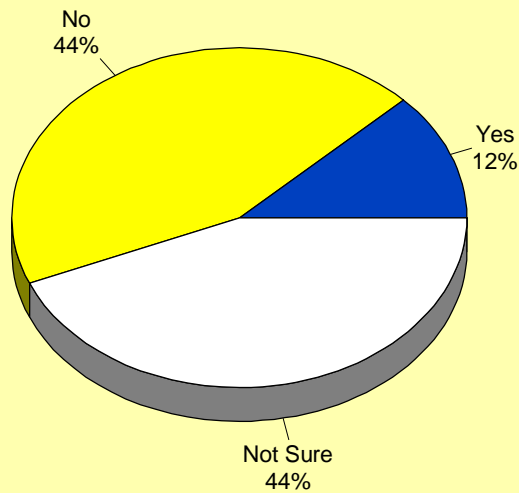
by percentage of respondents



Source: ETC Institute (2018)

### Q23-3. Does Pinellas County have a quality transportation system?

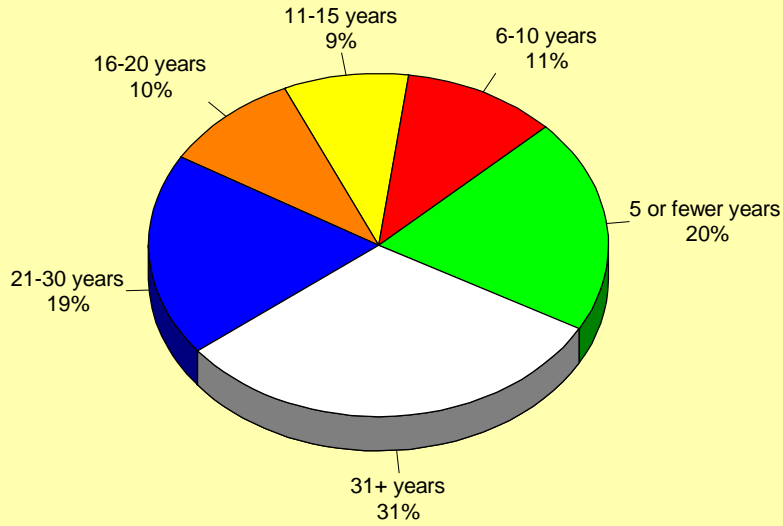
by percentage of respondents



Source: ETC Institute (2018)

### Q24. Demographics: How many years have you lived in Pinellas County?

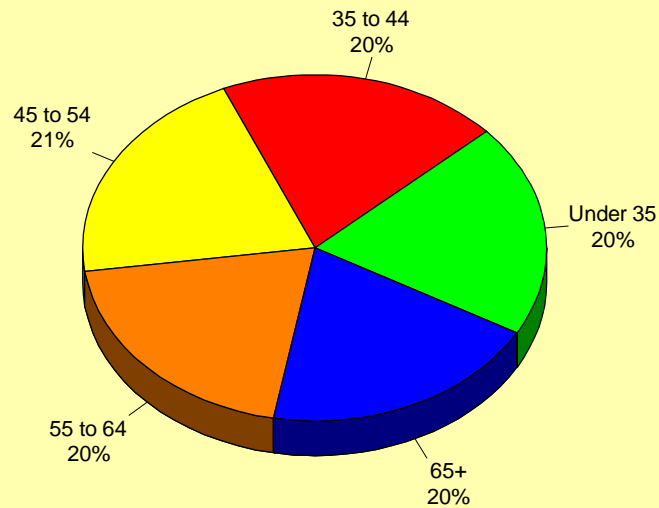
by percentage of respondents



Source: ETC Institute (2018)

### Q25. Demographics: What is your age?

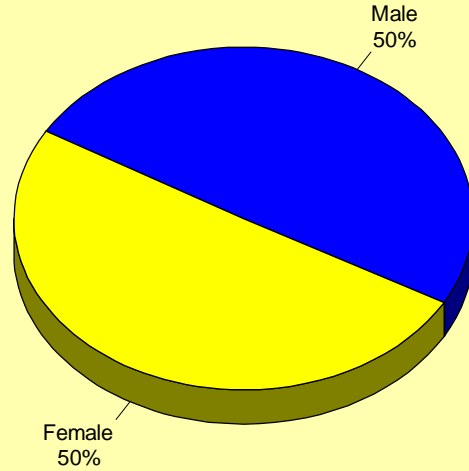
by percentage of respondents



Source: ETC Institute (2018)

### Q26. Demographics: What is your gender?

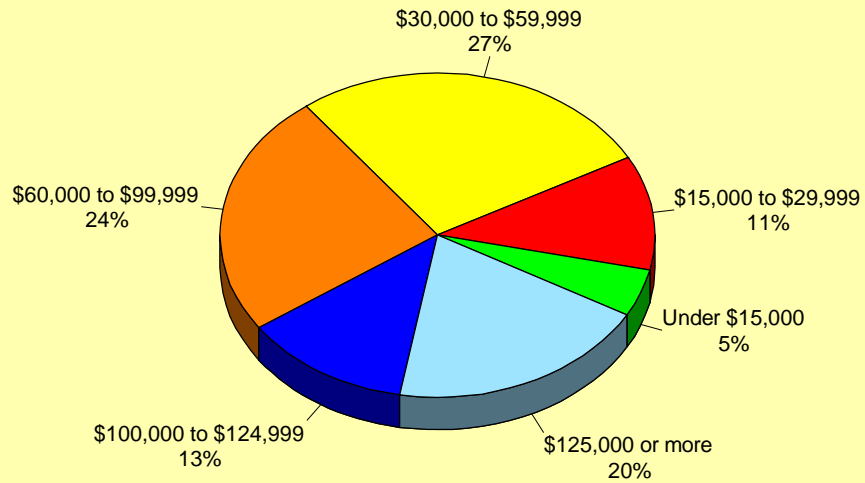
by percentage of respondents



Source: ETC Institute (2018)

### Q27. Demographics: Would you say your total annual household income is...

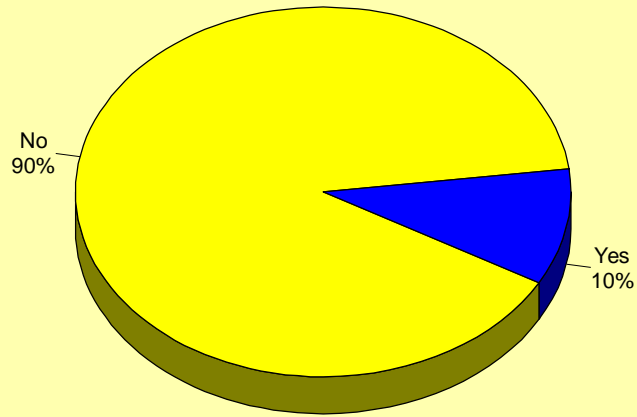
by percentage of respondents



Source: ETC Institute (2018)

### Q28. Demographics: Are you of Hispanic, Latino, or Spanish descent?

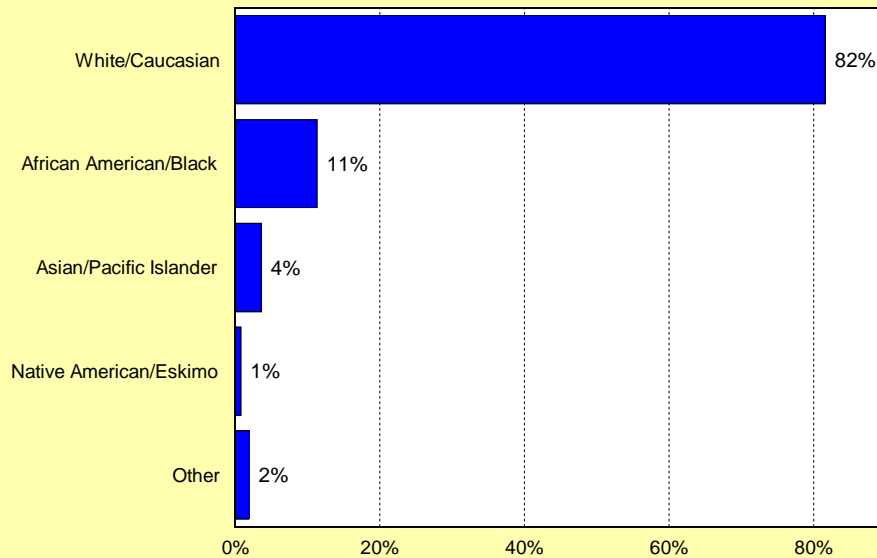
by percentage of respondents



Source: ETC Institute (2018)

### Q29. Demographics: Which of the following best describes your race/ethnicity?

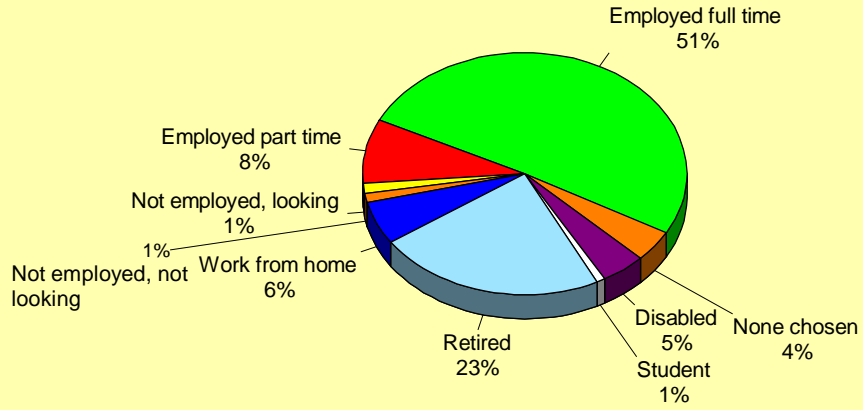
by percentage of respondents (multiple choices could be made)



Source: ETC Institute (2018)

### Q30. Demographics: Which of the following best describes your employment status?

by percentage of respondents



Source: ETC Institute (2018)