



# PSTA Community Sentiment Study

Conducted by HCP Associates on Behalf of the Pinellas Suncoast Transit Authority



# Purpose



Help the organization understand the community's sentiments towards PSTA and its services.



Collect quantitative data for organization baseline.



Determine how the community associates PSTA with its intended mission and vision.



Use data to guide future strategic planning, track progress, and organizational goals.

# Document Review

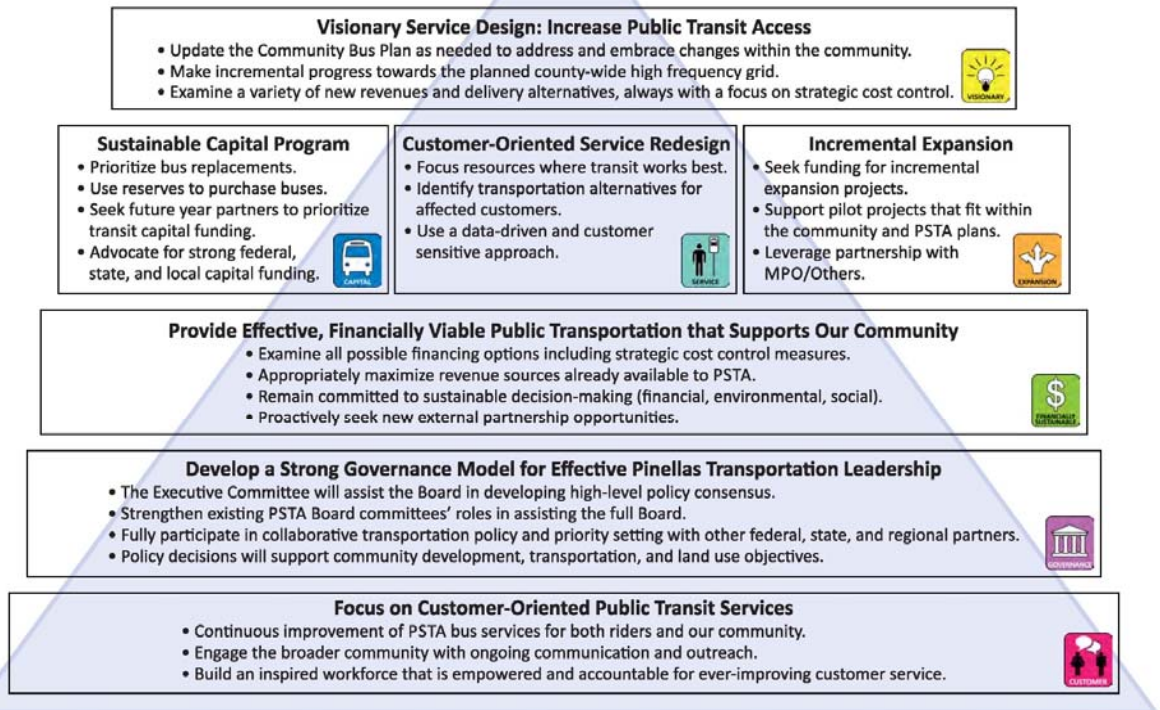
- Prior surveys conducted on PSTA's behalf
- Path Forward Document
- Mission
  - *Safely Connect People to Places*
- Vision
  - *Increase Public Transit Access*



Adopted 5/27/15  
Mission Updated 5/2017

## PATH FORWARD

**PSTA Mission Statement: To safely connect people to places.**



# Phase II: Telephonic Research



## Fielded

July 2018 – August 2018



## Respondents

800 Pinellas County  
Residents

Segmented North County,  
Mid-County, South County,  
and Beaches



## Telephonic Survey

CATI Telephone Facility



## Length

10.31 Minutes on Average  
22 Question Survey



## Margin of Error

±3.46%

# Respondent Profile

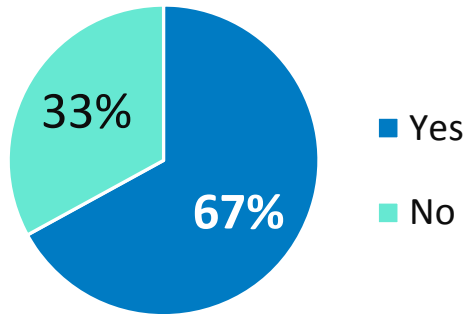


Survey Representation	PSTA Survey	2016 ACS
<b>Gender</b>		
Male	47%	48%
Female	53%	52%
<b>Race/Ethnicity</b>		
Caucasian/White	77%	75%
Hispanic/Latino	8%	9%
African American/Black	14%	10%
Asian/Pacific Islander	0%	4%
Other	0%	2%
<b>Age</b>		
Under 25	8%	7%
25-34	11%	12%
35-44	19%	11%
45-54	22%	15%
55-64	20%	22%
65+	21%	23%

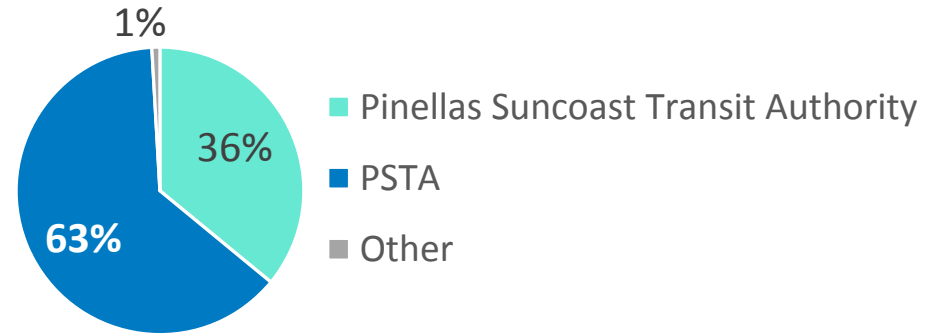
# Top-of-Mind Awareness



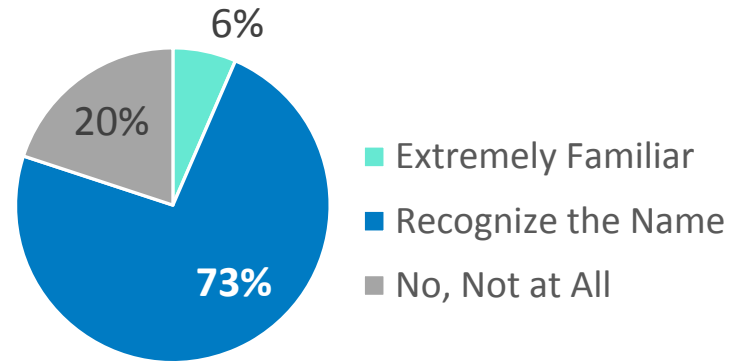
Can You Recall Pinellas County's Transit Organization by Name?



Base: Those Who Can Recall Pinellas County's Transit Organization by Name. *What is it?*



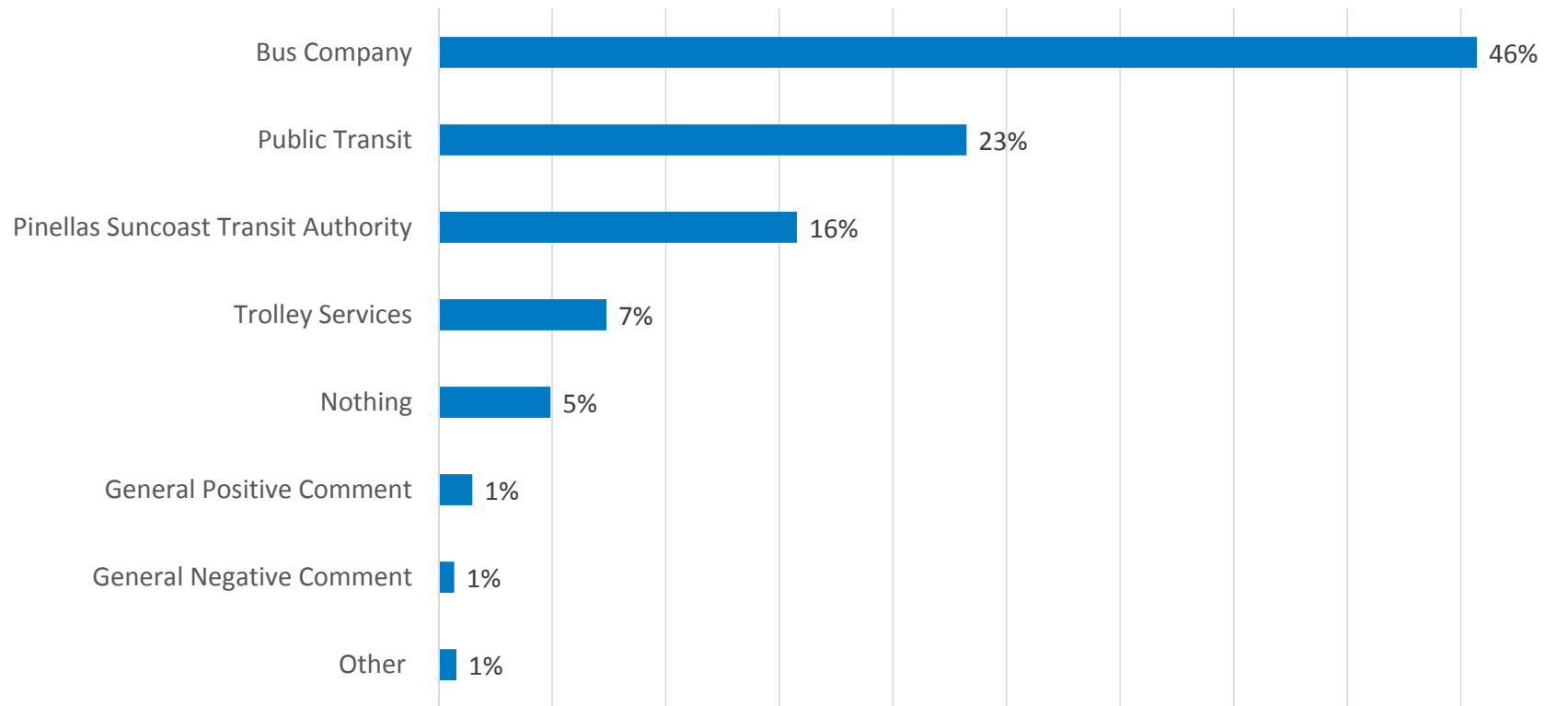
Base: Cannot Recall Pinellas County's Transit Organization by Name. *Does Pinellas Suncoast Transit Authority, or PSTA, sound familiar?*



# Top-of-Mind Awareness



## What is the First Thing that Comes to Mind When You Think of PSTA?



# Community Familiarity











*\*\*It should be noted that more than half of the respondents were unaware of 10 out of the 20 offerings named.*

Have You Heard of the Following PSTA Programs, Services, and Amenities?	"Yes"
Bus Service	97%
Senior Citizens Reduced Fares	77%
Disabled Citizen Reduced Fares	76%
Transportation Disadvantaged Reduced Fares	73%
Direct Connect	61%
Medicare Cardholder Reduced Fares	60%
Downtown Looper	60%
Suncoast Beach Trolley	59%
Wi-Fi on the Buses	58%
Central Avenue Trolley	56%
Jolley Trolley	50%
Flamingo Fare	50%
U-Pass	49%
Bus Rapid Transit	44%
Transit App	43%
DART/Paratransit	42%
TD Late Shift	42%
Corporate Pass Program	40%
Emergency Ride Home	34%
Travel Training	23%



# Community Sentiments

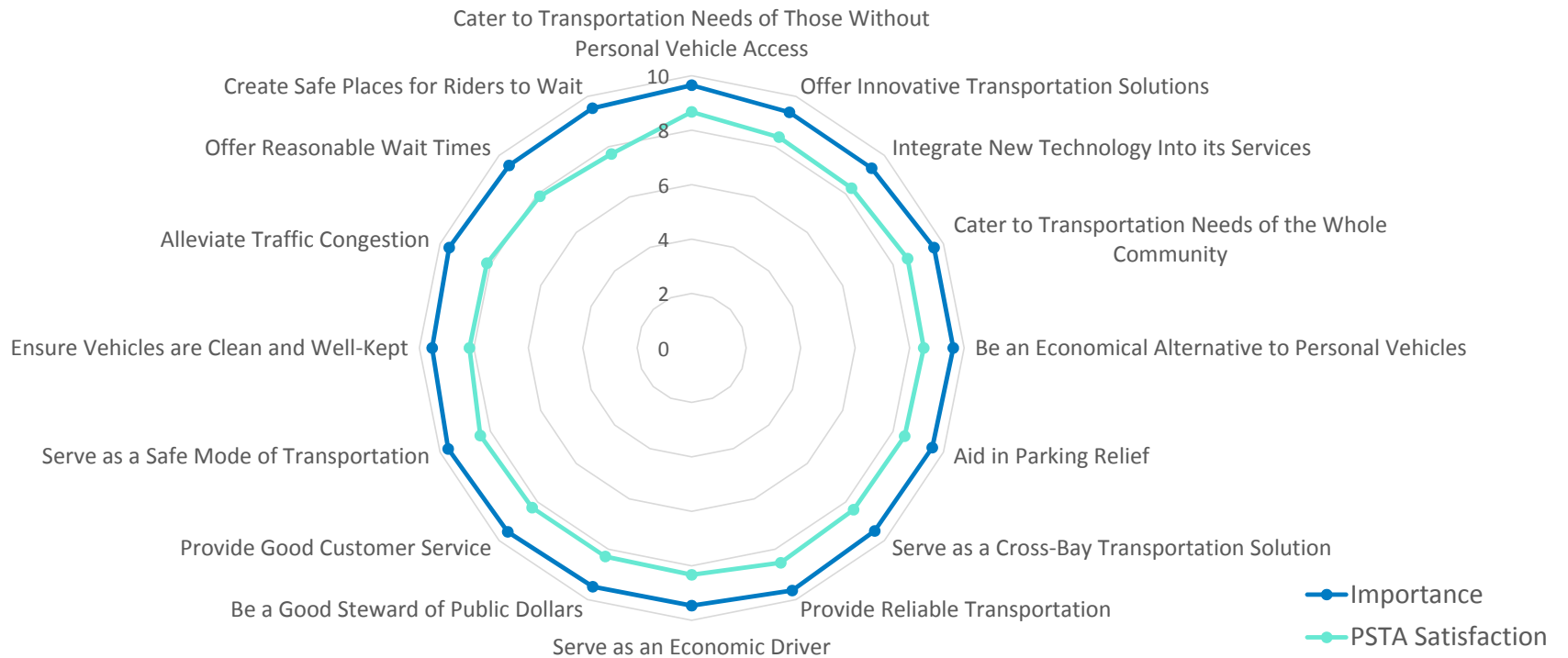
## *Catering to Populations*

	Caters To Some Degree (4 - 7)	Expertly Caters To (7)
 Disabled Residents	<b>87%</b>	<b>66%</b>
 Elderly Residents	<b>86%</b>	<b>62%</b>
 Veterans	<b>81%</b>	<b>60%</b>
 Bike Riders	<b>83%</b>	<b>59%</b>
 Commuters	<b>82%</b>	<b>58%</b>
 Low Income Residents	<b>84%</b>	<b>58%</b>
 Residents Without Personal Vehicles	<b>83%</b>	<b>57%</b>
 Students	<b>80%</b>	<b>47%</b>

# Community Sentiments

## Expectation Gaps

### Importance of Items for Transit Organization vs. PSTA Performance Satisfaction



## Community Sentiments (Cont'd.)

### What is Your Reaction to the Following Statements?



*PSTA Connects People with the Places They Need to go in the Community.*

**79%**



*PSTA Provides Effective, Financially Viable Public Transportation that Supports our Community.*

**76%**



*PSTA Delivers Customer-Oriented Public Transit Services.*

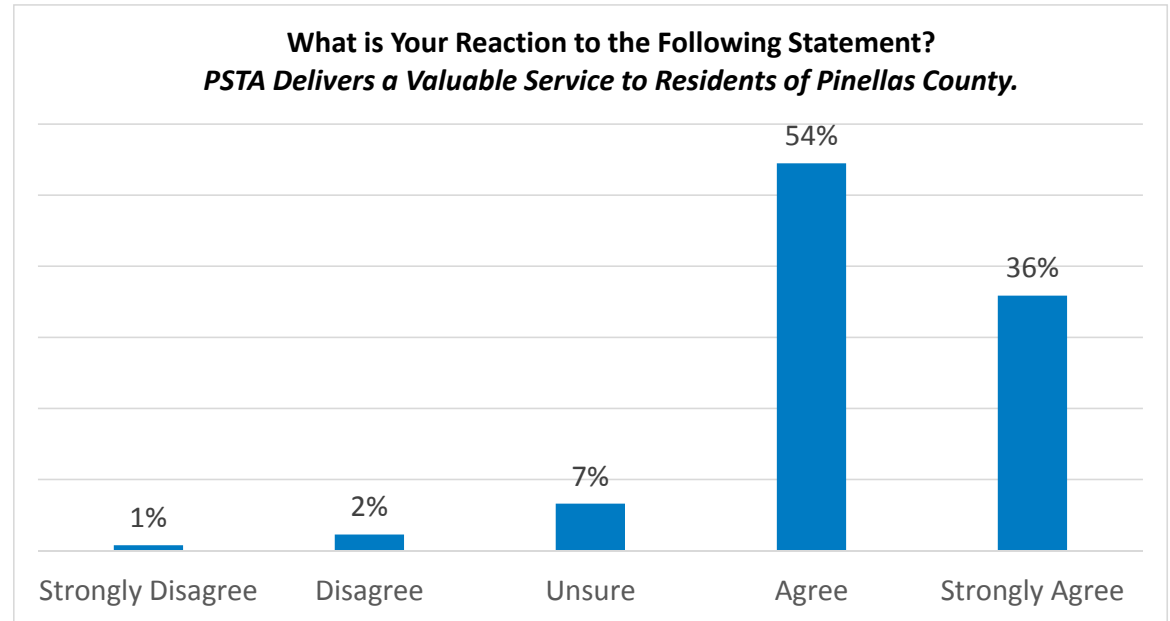
**70%**



*PSTA Provides Effective Pinellas Transportation Leadership.*

**63%**

# Community Sentiments (Cont'd.)



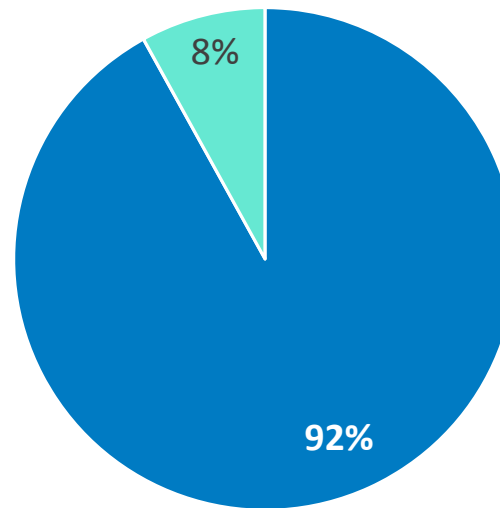
Named comments:

- Don't know
- Nothing
- Improved service
- Smaller buses
- More people using it
- Would rather use trains and metros
- It should become financially self-reliant
- Being a more transparent organization.

# Community Sentiments

*(Cont'd.)*

**Do You Support the Use of Tax Dollars to Improve the County's Public Transit Infrastructure?**

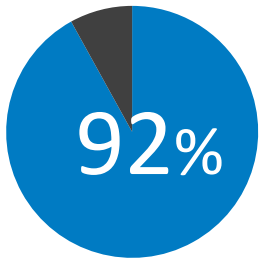


■ Yes ■ No

# Summary Observations

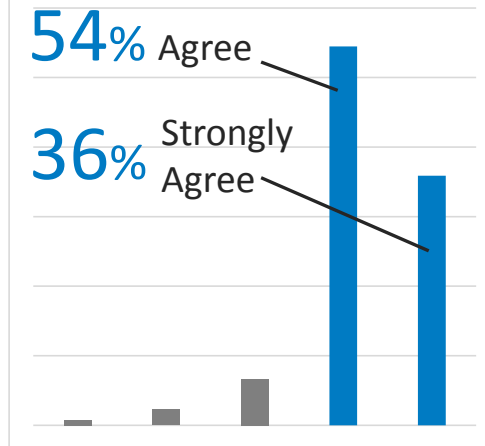


94% PSTA Brand Awareness



Support the Use of Tax Dollars to Improve the County's Public Transit Infrastructure

*PSTA Delivers a Valuable Service to Residents of Pinellas County.*



*PSTA Connects People with the Places they Need to go in the Community.*



*PSTA Provides Effective, Financially Viable Public Transportation that Supports our Community.*



*PSTA Delivers Customer-Oriented Public Transit Services.*



*PSTA Provides Effective Pinellas Transportation Leadership.*

# Summary Observations



Strong recognition of PSTA as Pinellas County's transit organization.



Respondents positively reflected on PSTA's delivery of Path Forward initiatives.



Awareness of PSTA's bus service exceeds all other service lines.



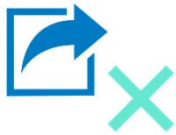
Majority see PSTA as providing value to the community.



Community possesses minimal knowledge of many of PSTA's programs and services.



Biggest areas for improvement: safe places to wait, wait times, alleviating traffic congestion, cleanliness of vehicles and stewardship of public dollars.



Responses indicate disconnect between branding of service and delivery.