



PSTA Community Sentiment Study Report

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



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Introduction

The Pinellas Suncoast Transit Authority (PSTA) was first established in the early 1900s as the St. Pete Municipal Transit System (SPMTS) with a streetcar line running from St. Petersburg to what is now Gulfport. In the 1970s, the Central Pinellas Transit Authority (CPTA) was formed as an independent organization with taxing capabilities. In the 1983, citizens voted in favor of merging the two transit authorities, and in 1984 Pinellas Suncoast Transit Authority (PSTA) became the county's public transit provider. From those early days to now, more than a century later, the organization has transformed into a robust transit system serving Pinellas County.

Today, the organization operates 210 vehicles, offers 43 routes—including two that cross the border into Hillsborough County connecting riders to Tampa International Airport—and has a daily ridership of 39,393. In 2010, new trolley routes were established connecting North County to Clearwater Beach. There have been many service expansions throughout the years that improve efficiency, introduce innovative modes and reduce the organization's carbon footprint; PSTA added 14 Diesel-Electric Hybrid Buses to their fleet—resulting in a total of 24 “SmartBus” vehicles. There are additional services to accommodate the transportation disadvantaged like a Late Shift Pass which supports the needs of those with late shift work schedules and Urgent Day which is for life-sustaining non-emergency trips. The organization also offers reduced fares to senior citizens, Medicare cardholders, passengers with disabilities, and adult students.

Ridership has “responded” accordingly, with annual counts growing and setting all-time records year after year, but ridership continues to reflect just a fraction of Pinellas County residents. Currently, the organization conducts surveys that target PSTA riders, but none that capture sentiments of the balance of the community. In 2018, out of interest in determining baseline community sentiment and boosting ridership among non-users, the organization set its sights on capturing sentiments felt by those in the community not routinely using PSTA services.

The Pinellas Suncoast Transit Authority's vision is to be the people's first choice for transportation and a driving force for social, environmental, and economic vitality in the community through innovation and partnership. Their mission is to safely connect people to places. The purpose of this study is to understand how well Pinellas County residents who are not routine riders associate PSTA with the organization's intended mission and vision. This effort hopes to uncover sentiments that will help advance PSTA awareness and more clearly communicate (as appropriate) its various transportation mediums, to cement the organization as a top-of-mind transportation choice for Pinellas County residents.

Following an RFP process, vendor HCP Associates was selected to fulfill the community sentiment study need. HCP was awarded the contract in January of 2018.

As an initial engagement, HCP met with PSTA executives to uncover their goals for the study, what drove the need for such an effort, and how the information would be used by the organization. HCP's research staff set forth the objectives of the survey, timeline, milestones and key questions. Discussions with PSTA executives and staff guided HCP's ultimate methodology recommendations. To execute this project, the methodology includes a telephonic survey, utilizing random digit dialing and targeting residents in all areas of the county. HCP analyzed the data and the pages that follow outline the study's findings.



Methodology

The study was designed to offer PSTA statistically valid data points from the community it serves. The quantitative approach enables PSTA executives to rely upon the information gathered as a representative baseline sampling of Pinellas County residents, offering a complete picture of community perception, when coupled with findings provided by the rider study. HCP's work was completed in two phases: secondary research and telephonic research.

Phase I: Secondary Research

Before arriving at a decision on the methodology, HCP conducted some background secondary research and client discussions.

The purpose of this phase was for HCP to discuss the project goals with the client. HCP prepared a draft questionnaire, which was reviewed during a C-level meeting, to ensure data collected would best serve the needs of the organization.

Prior to the client meeting, HCP looked into PSTA documents and studies as well as other community sentiment transportation studies. HCP reviewed the mission—*safely connect people to places*—and their vision—*increase public transit access*.

PSTA staff provided HCP with studies conducted in years past on behalf the organization including pre and post-test campaign results from a recent marketing campaign. The studies were conducted to unearth potential service improvements, understand the perceptions and travel habits of riders, non-riders and major employers. The organization utilized on-board surveys to target riders and gain their input, telephonic surveys targeted Pinellas County households and employer interviews were held to understand the needs of the working community.

All of this information provided HCP with background perceptions, satisfaction, and awareness of the general community that PSTA serves—painting a picture that would lay the ground work for phase two.

Phase II: Telephonic Research

Leading into Phase II, HCP made the recommendation of utilizing a telephonic survey to capture the sentiments of the community. A telephonic methodology allows for easy year-over replication enabling management to keep a pulse on the changing sentiments of its stakeholders. It additionally allows for a truly random sampling of citizens.

HCP collaborated with PSTA management to develop a 22-question questionnaire that included a mixture of four open-ended and 18 fixed-response (multiple choice) questions. The telephonic survey was approved in June. The interviewers began testing the phone survey on July 18, 2018 to ensure it would be a seamless process when surveying within the county. The pretest included 36 interviews and there were no issues unearthed during testing—the survey launched on July 19, 2018. It took one month for all 800 calls to be completed, closing the survey on August 18, 2018.

The calls were all performed by non-automated, trained professional survey research interviewers working in a supervised CATI telephone facility. Survey responses are entered by the interviewers into an

electronic database, to include both closed-ended categorical responses and open-ended verbatim responses, as well as verbatim additional responses.

To ensure resident participation was captured from every part of Pinellas County, interviewers set minimum quotas for completed surveys, segmenting North County, Mid-County, South County, and the Beaches. After the data was collected, the responses were weighed to accurately reflect the sentiments of each region. There were quotas set as well to represent the demographics existing in Pinellas County. Significant differences based on respondents demographics and geography are shown in the significance tables in Appendix F.

Interviewers varied the time of day and day of week that calls were made—steps that help ensure a diverse sampling of residents to reflect varying personal schedules.

Close to half of answered calls resulted in completed interviews; completed calls represented 8% of the total calls made. Refer to Appendix D to view the complete table of call results.

The survey was completed with $\pm 3.46\%$ margin of error. The average time to complete the survey was 10.31 minutes.

Towards the end of August, HCP began the analysis of the data and reporting took place in September 2018.



Study Findings

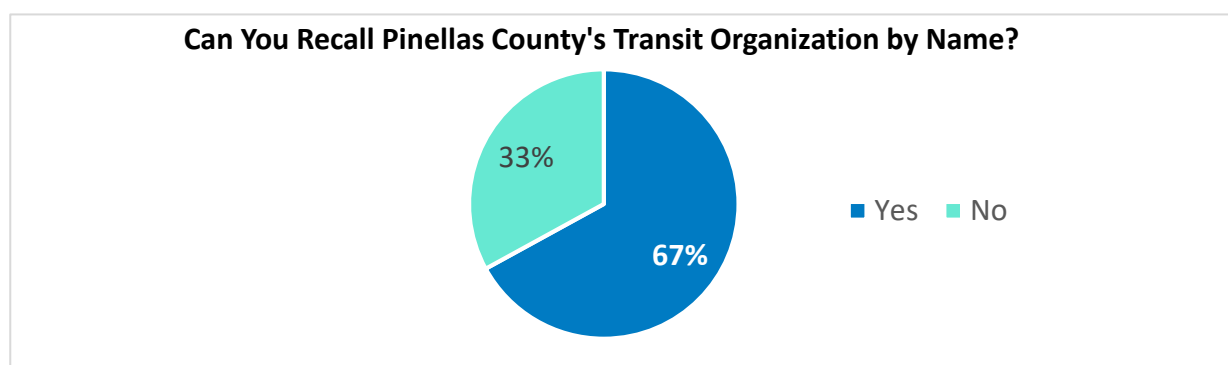
The content that follows displays findings from the 2018 telephonic study conducted on behalf of PSTA. There were two tiers of qualifiers for respondents to participate in the survey. Respondents had to be residents of Pinellas County in order to participate. The survey therefore had an initial qualifying question asking if they live in Pinellas County; if they did not live within Pinellas County, they were terminated.

Upon collection of brand awareness data from confirmed Pinellas County residents, respondents were terminated if they had used PSTA six or more times in the past year. This qualifier was put in place to capture sentiments from non/non-routine users—a subset that has not been tapped by the organization's historical rider satisfaction surveys.

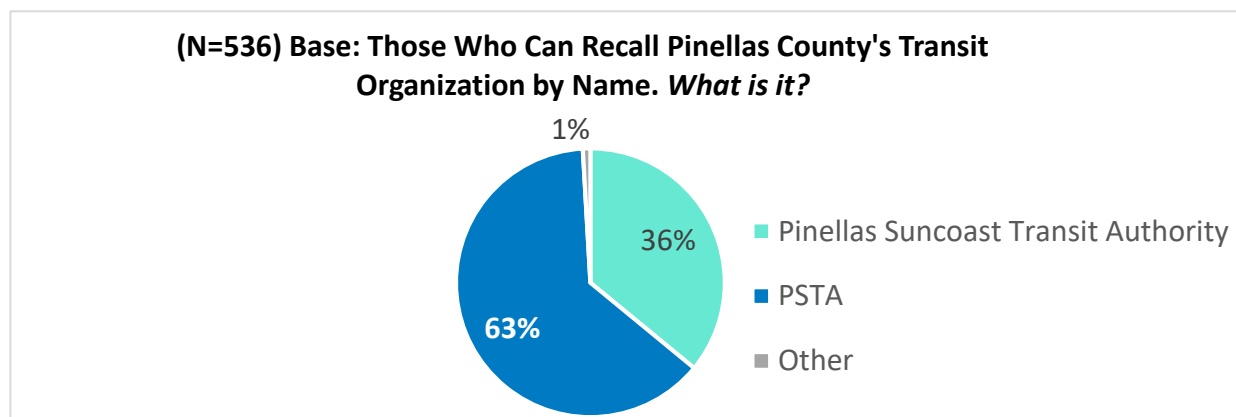
Top-of-Mind Awareness

While insight from non-users was of primary interest to PSTA, the filtering question presented researchers with the opportunity to capture community-wide awareness of the organization.

Prior to filtering out respondents by frequency of use, all confirmed Pinellas County respondents were asked whether they could recall Pinellas County's transit organization by name. Two in three (67%) stated that they could.

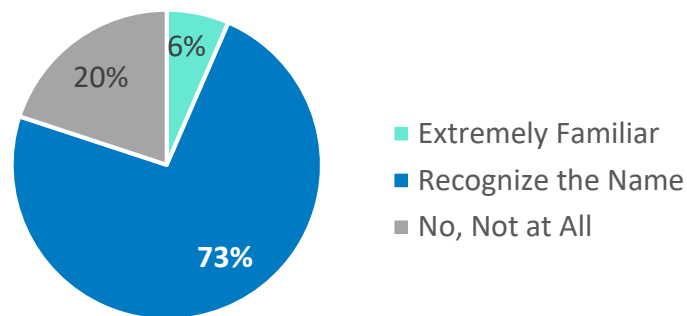


Reports of recall were accurate; nearly all (99%) of the respondents who said that they could recall Pinellas County's transit organization by name accurately named either "Pinellas Suncoast Transit Authority" (36%) or "PSTA" (63%) when asked to provide it. The other 1% was comprised of comments including "city bus," "bus service," and "DART"—which is a PSTA service.



The one in three who were unable to recall Pinellas County's transit organization by name, answered a follow-up question: "Does Pinellas County Suncoast Transit Authority, or PSTA, sound familiar?" One in five reported that PSTA did not sound familiar; the other 79% were able to "recognize the name" (73%) or were "extremely familiar" (6%) upon hearing it by name.

(N=264) Base: Cannot Recall Pinellas County's Transit Organization by Name. Does Pinellas Suncoast Transit Authority, or PSTA, sound familiar?

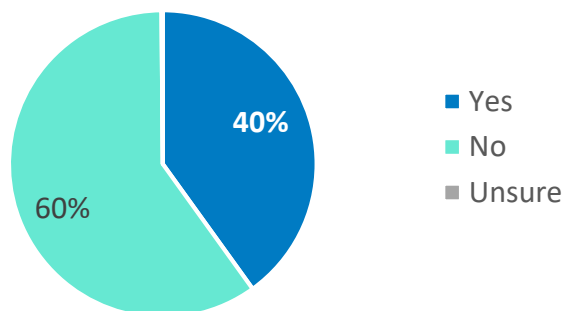


Combining the bases, 94% of respondents reported either top-of-mind or aided awareness for PSTA. There were variations in top-of-mind awareness of PSTA by gender, age race, household income, and personal vehicle ownership. Least able to name PSTA by name were respondents age 65+ and those with household incomes of \$25,000 to \$49,999. To see specific breakouts, visit Appendix F.

Community Familiarity

To understand how familiar Pinellas County residents were with PSTA and its services, a series of questions captured their knowledge and usage of PSTA services.

(N=748) Base: Those that think PSTA, or Pinellas Suncoat Transity Authority, Sounds Familiar. Have You Used PSTA?

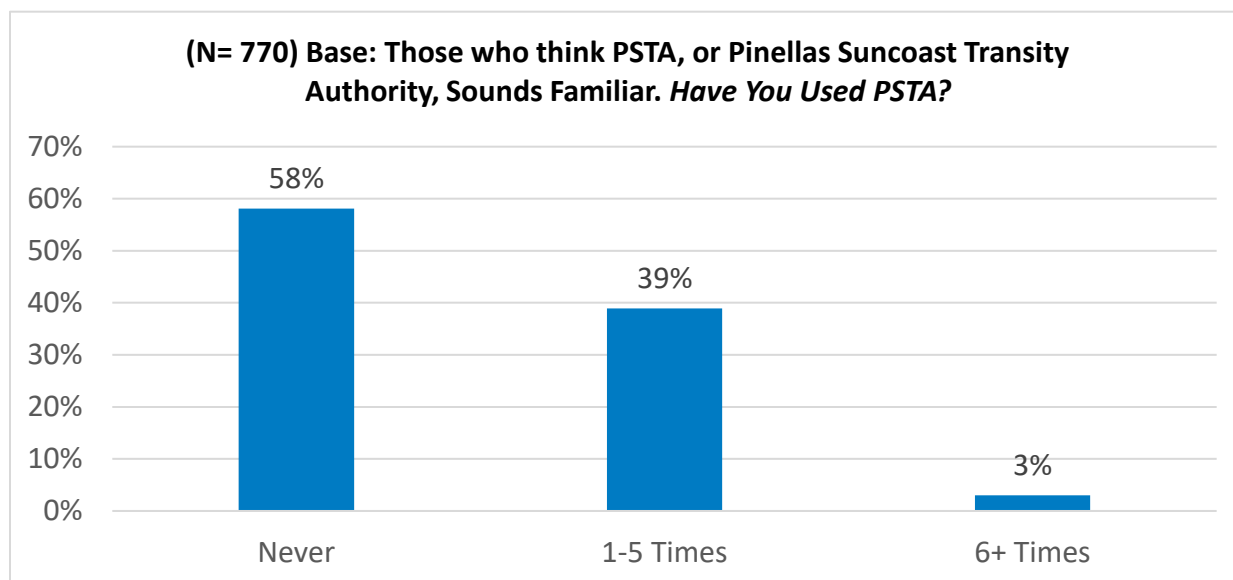


Respondents who were familiar with "PSTA" or "Pinellas Suncoast Transit Authority," were asked if they have used PSTA in preparation for filtering out the routine users from the respondent base. The majority (60%) had not used a PSTA service; the remaining 40% have used PSTA routinely or sporadically.

The second qualifying question of the study was posed next, asking the 40% who had used PSTA if they had done so six or more times within the past year.

At this point, 23 respondents were terminated as “routine users,” these respondents did not factor into the total 800 completed survey responses and are captured in the terminated count in the call logs shown in Appendix D.

The number of times used within the past year was set to six to allow for those trial or occasional riders to participate, but to exclude routine users in the survey. The graph below shows the breakdowns of riders by frequency. Over half of those familiar with the name have never used PSTA (58%), 39% used PSTA 1-5 times and 3% were disqualified due to use six or more times.



To gauge the community’s awareness of the services PSTA offers, respondents were asked whether they had heard of a list of PSTA program and services; responses were captured as either “yes” or “no.”

The service of strongest awareness was “bus” (97%), followed by “senior citizen reduced fares” (77%), “disabled citizen reduced fares” (76%), and “transportation disadvantaged reduced fares” (73%).

The services with the lowest levels of awareness were “travel training” (77% unaware), 66% of respondents have not heard of “emergency ride home,” and 60% have not heard of “corporate pass program.”

There were moderate levels of familiarity with the other services and programs that PSTA operates. Out of the three trolleys, the “Downtown Looper” was the most widely recognized (60%), followed by the “Suncoast Beach Trolley” (59%), the “Central Avenue Trolley” (56%), and the “Jolley Trolley” (50%).

It should be noted that more than half of the respondents were unaware of 10 out of the 20 services named. Awareness among a base of non-routine users is expected to be lower than the base of users, but this brings a major challenge to the forefront of awareness—potential users cannot be converted into users if they are unaware of a service’s existence. The table on the following page shows the awareness breakdown.

Have You Heard of the Following PSTA Programs, Services, and Amenities? (N=761)	No	Yes
Bus Service	3%	97%
Senior Citizens Reduced Fares	23%	77%
Disabled Citizen Reduced Fares	24%	76%
Transportation Disadvantaged Reduced Fares	27%	73%
Direct Connect	39%	61%
Medicare Cardholder Reduced Fares	40%	60%
Downtown Looper	40%	60%
Suncoast Beach Trolley	41%	59%
Wi-Fi on the Buses	42%	58%
Central Avenue Trolley	44%	56%
Jolley Trolley	50%	50%
Flamingo Fare	50%	50%
U-Pass	51%	49%
Bus Rapid Transit	56%	44%
Transit App	57%	43%
DART/Paratransit	58%	42%
TD Late Shift	58%	42%
Corporate Pass Program	60%	40%
Emergency Ride Home	66%	34%
Travel Training	77%	23%

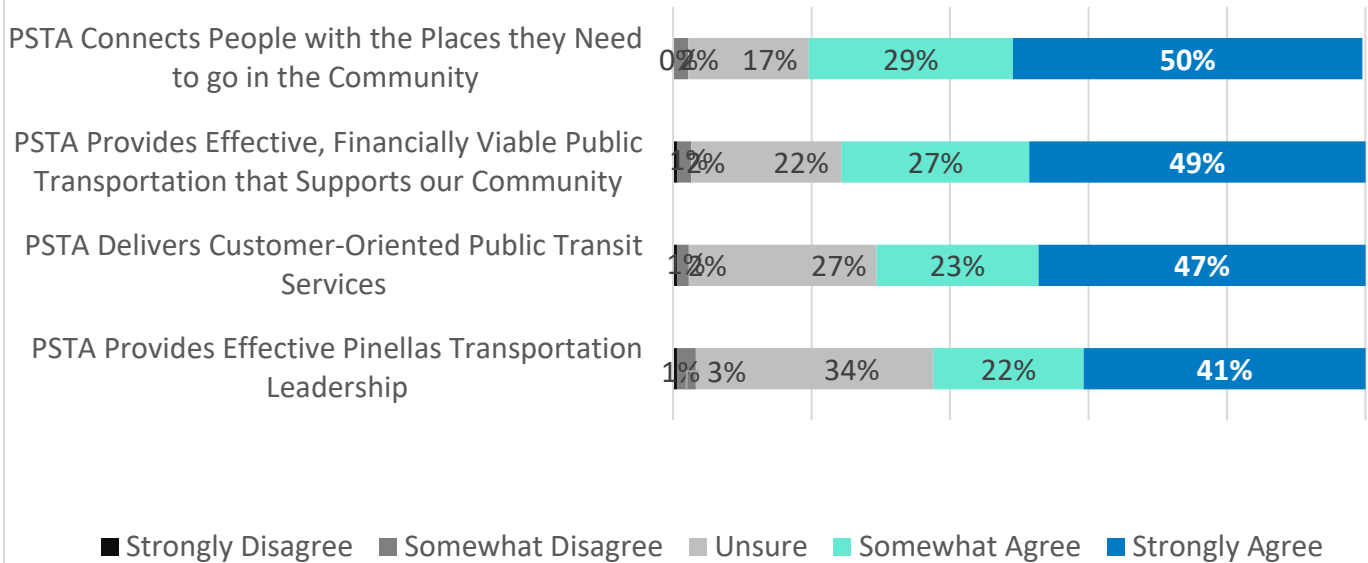
There were varying levels of awareness reported by gender, age, race, income, and personal vehicle ownership, but the most consistent respondent segments reporting low levels of awareness of the services were those 55 and particularly 65+, and those with household incomes of \$100,000K+. See Appendix F for specific awareness breakouts by respondent demographics.

Organization Perceptions

PSTA has an internal document called “Path Forward” which was adopted in May 2015. A copy is available in the Appendix. This document lays out the organization’s mission statement revised in May 2017—to *safely connect people to places*. The document additionally outlines strategies the organization is deploying to achieve this mission and tactical efforts that are being deployed in response to each strategy. HCP asks respondents to react with their level of agreement to four different statements from this document:

- *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 provides effective Pinellas transportation leadership.*
- *PSTA delivers customer-oriented public transit services.*

What is Your Reaction to the Following Statements?



Nearly four in five respondents (79%) agree (combining 29% ‘somewhat agree’ and 50% ‘strongly agree’) with the organization’s mission statement “PSTA connects people with the places they need to go in the community.” The statement with second-strongest agreement (76%) is “PSTA provides effective, financially viable public transportation that supports our community,” with 49% of respondents ‘strongly agreeing’ and 27% ‘somewhat agreeing.’ Seven in 10 agree with “PSTA delivering customer-oriented public transit services”—47% ‘strongly agree’ and 23% ‘somewhat agree’.

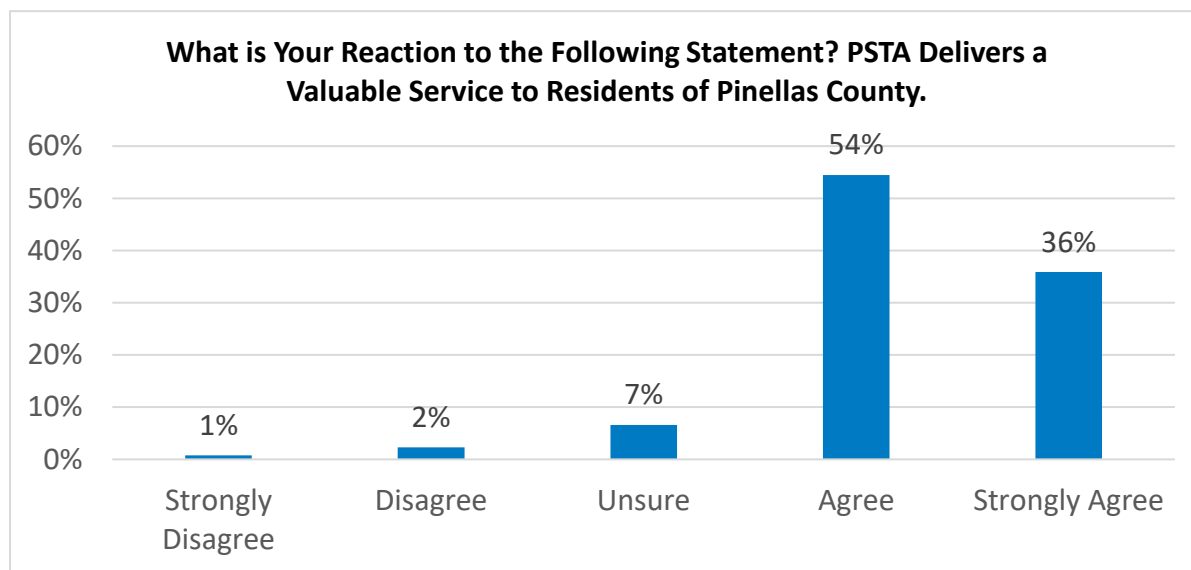
The statement respondents indicated agreeing with the least (63%) was “PSTA provides effective Pinellas transportation leadership”—41% ‘strongly agree’ and 22% ‘somewhat agree.’

Respondents under the age of 34, Hispanic respondents, African American respondents, and those with vehicle access were most consistent in their agreement that PSTA was delivering on the statements provided. For specific breakouts by demographic characteristic, see Appendix F.

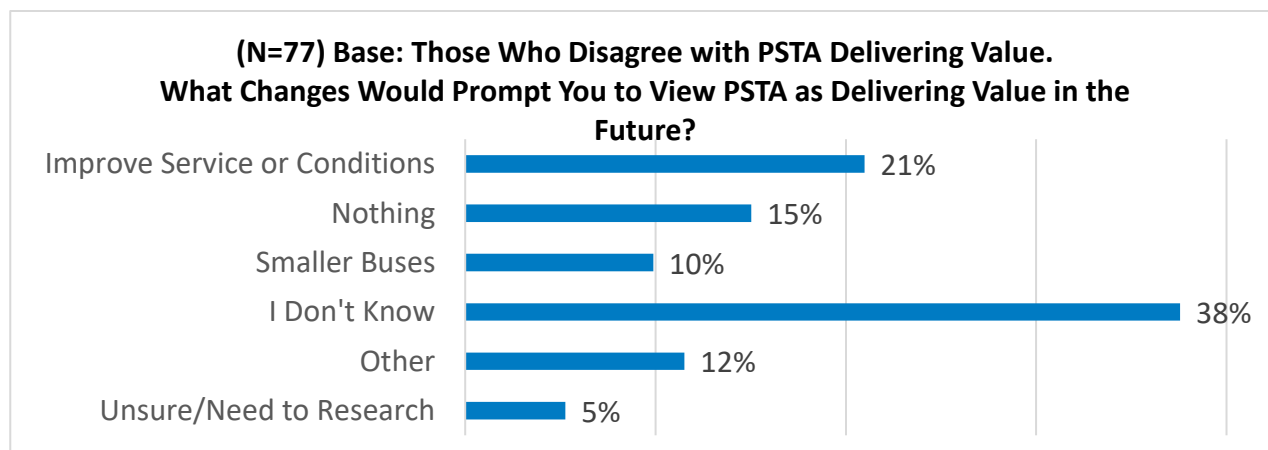
There were very low levels of ‘disagreement’ with the statements provided—just 4% disagreed with the mission statement, 3% with the “customer-orientation” and “effective transportation leadership” statements, and 2% with the “viability” statement. It was more common for respondents to report being ‘unsure.’ The statement receiving the largest share of ‘unsure’ responses (34%) was “PSTA provides effective transportation leadership.”

The community was also asked to react with their level of agreement with the statement—*PSTA delivers a valuable service to residents of Pinellas County*. Nine in 10 agree (“agree”—54% and “strongly agree”—36%) with this statement. Just 3% of the residents “disagree” and 7% are “unsure.”

This offers strong indication that the respondents—despite their lack of routine use—see value in the services PSTA operates. Considering the relative low levels of awareness of PSTA services yet high levels of perception of value, the factor limiting their use is likely in large part a result of the lack of knowledge of services they could be using and how to incorporate those services into their routine patterns.



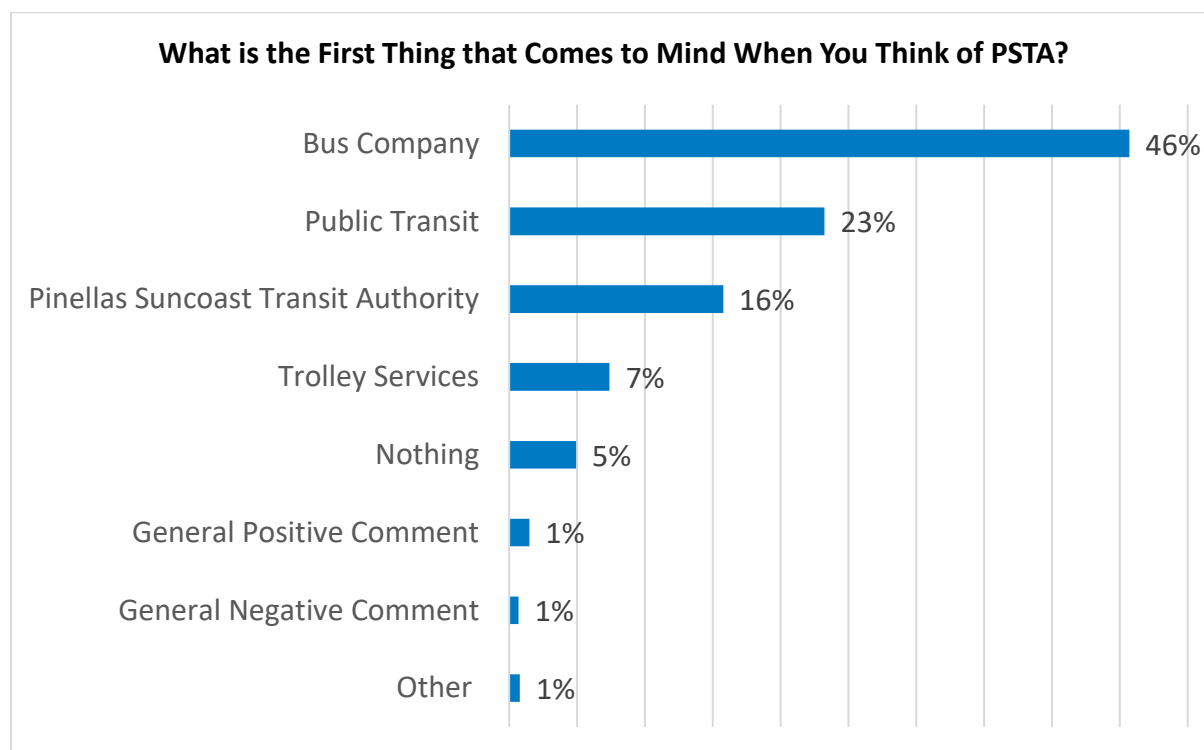
The one in 10 who disagreed with the statement or were unsure whether PSTA delivers value to the residents of Pinellas County, received a follow-up open-ended question. They were asked what would need to change for them to view PSTA as delivering value in the future. Repeated answers were combined to create new categories. More than half were unable to name what would change their perception (38%) or shared that “nothing” (15%) would change their perception. Those who did offer a response named improved service or smaller buses. The comments that remained in the “other” category included: more people using it, would rather use trains and metros, it should be initially supported by taxes and the organization should become financially self-reliant, and being a more transparent organization.



Community Sentiments

This section highlights the community sentiments of PSTA. Content includes top-of-mind associations with the organization, perceptions of how well the community believes PSTA caters to various populations it serves, and perceived fulfillment of transit responsibilities.

Respondents were asked via an open-ended question to name the first thing that comes to mind when they think of PSTA. The data presented in the graph below outlines the very first item respondents named.

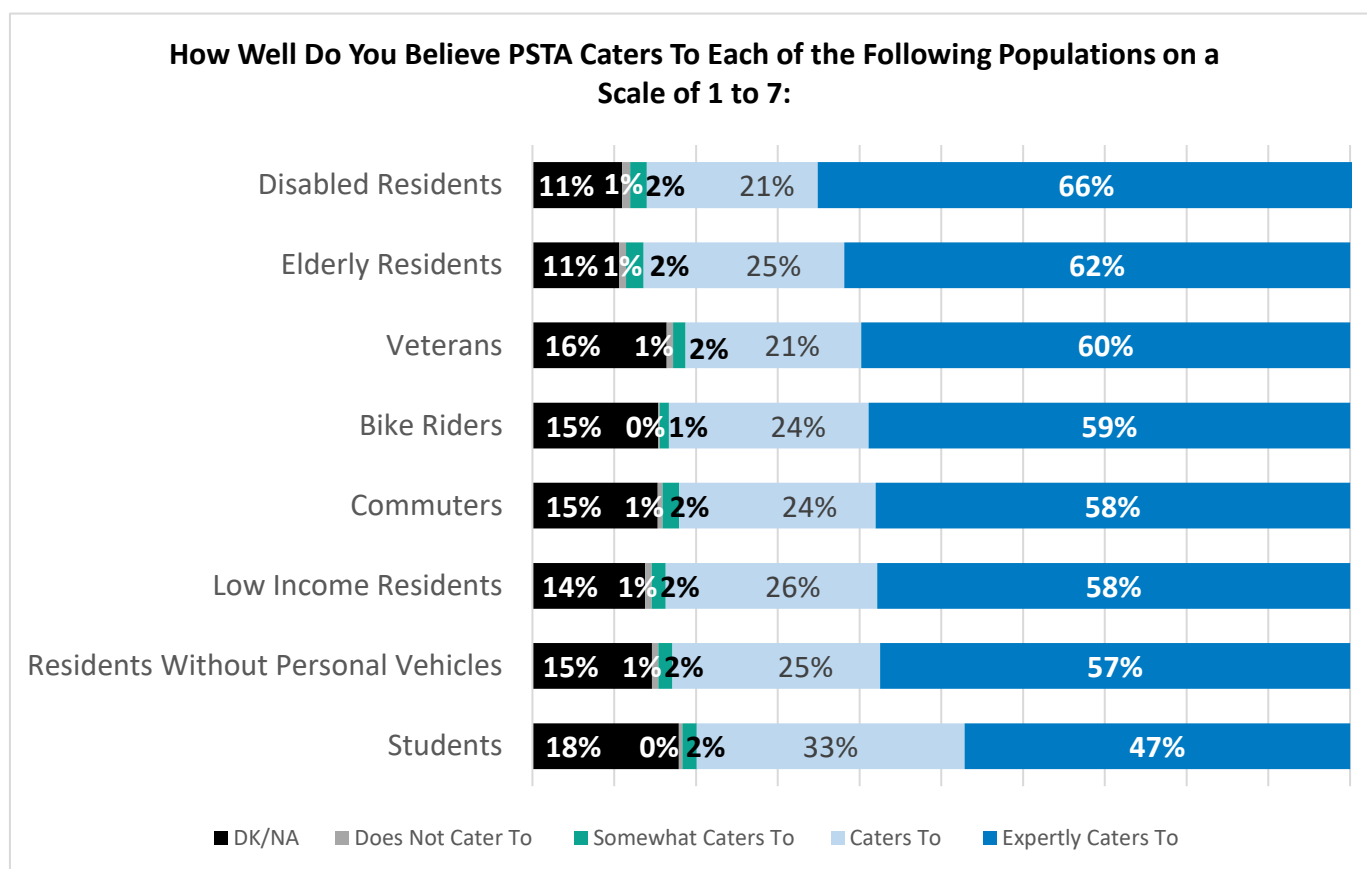


Almost half (46%) of the population associates PSTA with being a “bus company;” this was the most common top-of-mind association. Nearly one in four (23%) associate PSTA with “public transit.” Some (16%) recognize PSTA as the acronym for Pinellas Suncoast Transit Authority and another 7% are familiar with the organization’s trolley services.

It is encouraging to see that the top-of-mind associations are relevant to the organization’s services suggesting there is not widespread confusion with regard to the organization’s purpose. Additionally, it is encouraging—and consistent with sentiments reported in the prior section—that general negative comments were provided by just 1% of the respondents. This is often a line of questioning where citizens take the opportunity to voice frustrations or discontent regarding the overall organization, if they exist on a broad scale.

The respondents were then asked to rate how well they believe PSTA caters to different populations of Pinellas County residents. A seven-point scale was provided, where 1 represented “does not cater to” and 7, “expertly caters to.” For the purpose of displaying the data, those who were not sure how they felt or did not feel comfortable responding are separated as “don’t know/NA.” Those rating the organization a 2 or 3 on the 7-point scale are shown in the graph in the “somewhat caters to” grouping, and those rating the organization as a 4, 5, and 6 on the 7-point scale are shown in the “caters to” grouping.

Respondents consider PSTA best catering to the population of “disabled residents” (66%), followed by “elderly residents” (62%), and “veterans” (60%). No more than 3% of respondents consider PSTA to ‘somewhat’ or ‘not cater to’ the populations listed. Overall, four in five Pinellas County residents feel that every population presented in this survey are, at the minimum, “catered to.”



Between 11% and 18% of the respondents did not have sufficient information on the organization to share their perceptions of how well PSTA caters to the various groups. This is likely a ripple effect of the lower levels of awareness of PSTA services beyond traditional public bus. An increase in awareness of some of the programs in place currently by PSTA that serve these named groups is likely to have a halo effect on the perceptions reported within this question.

There were variations in perception by respondent gender, age, income, race and vehicle access, however most notable were the high levels of “unaware” ratings from those age 65+ and those with household incomes of \$100,000K+. These segments are challenged in viewing PSTA as catering to the named groups. For specific responses by segment, see Appendix F.

The survey posed two questions back-to-back to be correlated in analysis. Respondents were first asked to rate on a 10-point scale how important they considered 16 different transit-related topics to be for a transit organization to carry out. After ranking general importance of each topic, they are asked to rate, again on a 10-point scale, how well PSTA is carrying out each of the topics.

Understanding the value respondents place on different deliverables and comparing these priorities with how they perceive PSTA to be fulfilling each highlighted expectation gaps—where perceived importance exceeds perceived delivery. The expectation gaps can uncover the “triage” areas of focus for an organization; knowing a community perceives an organization as not delivering on five given topics is not as valuable as knowing which of those five topics are of “level 10” importance versus “level 6” to the respondents. The table below includes the average responses on a 10-point scale for how important they considered each topic to be and how satisfied they were with PSTA delivering on each topic.

Average Importance and Satisfaction with PSTA Ratings on 10-Point Scale

	Importance	PSTA Satisfaction
Cater to Transportation Needs of Those Without Personal Vehicle Access	9.65	8.67
Cater to Transportation Needs of the Whole Community	9.63	8.58
Provide Reliable Transportation	9.64	8.54
Be an Economical Alternative to Personal Vehicles	9.60	8.52
Aid in Parking Relief	9.56	8.46
Serve as a Safe Mode of Transportation	9.68	8.40
Serve as a Cross-Bay Transportation Solution	9.50	8.40
Offer Innovative Transportation Solutions	9.37	8.38
Serve as an Economic Driver	9.46	8.33
Integrate New Technology Into its Services	9.34	8.30
Provide Good Customer Service	9.55	8.29
Be a Good Steward of Public Dollars	9.49	8.29
Ensure Vehicles are Clean and Well-Kept	9.53	8.16
Alleviate Traffic Congestion	9.64	8.14
Offer Reasonable Wait Times	9.48	7.88
Create Safe Places for Riders to Wait	9.53	7.71

Looking at the importance ratings, the fact that the average ratings are all 9.34 and above indicates that these are in fact critical areas for PSTA focus. The topics of greatest importance for respondents were:

- *Serve as a Safe Mode of Transportation* (9.68)
- *Cater to Transportation Needs of Those Without Personal Vehicle Access* (9.65)
- *Provide Reliable Transportation* (9.64)
- *Alleviate Traffic Congestion* (9.64)
- *Cater to Transportation Needs of the Whole Community* (9.63)

Ratings of PSTA satisfaction on the given topics ranged between an average of 7.71 and 8.67 out of 10.0. These are strong marks for an organization. Topics of strongest satisfaction were as follows:

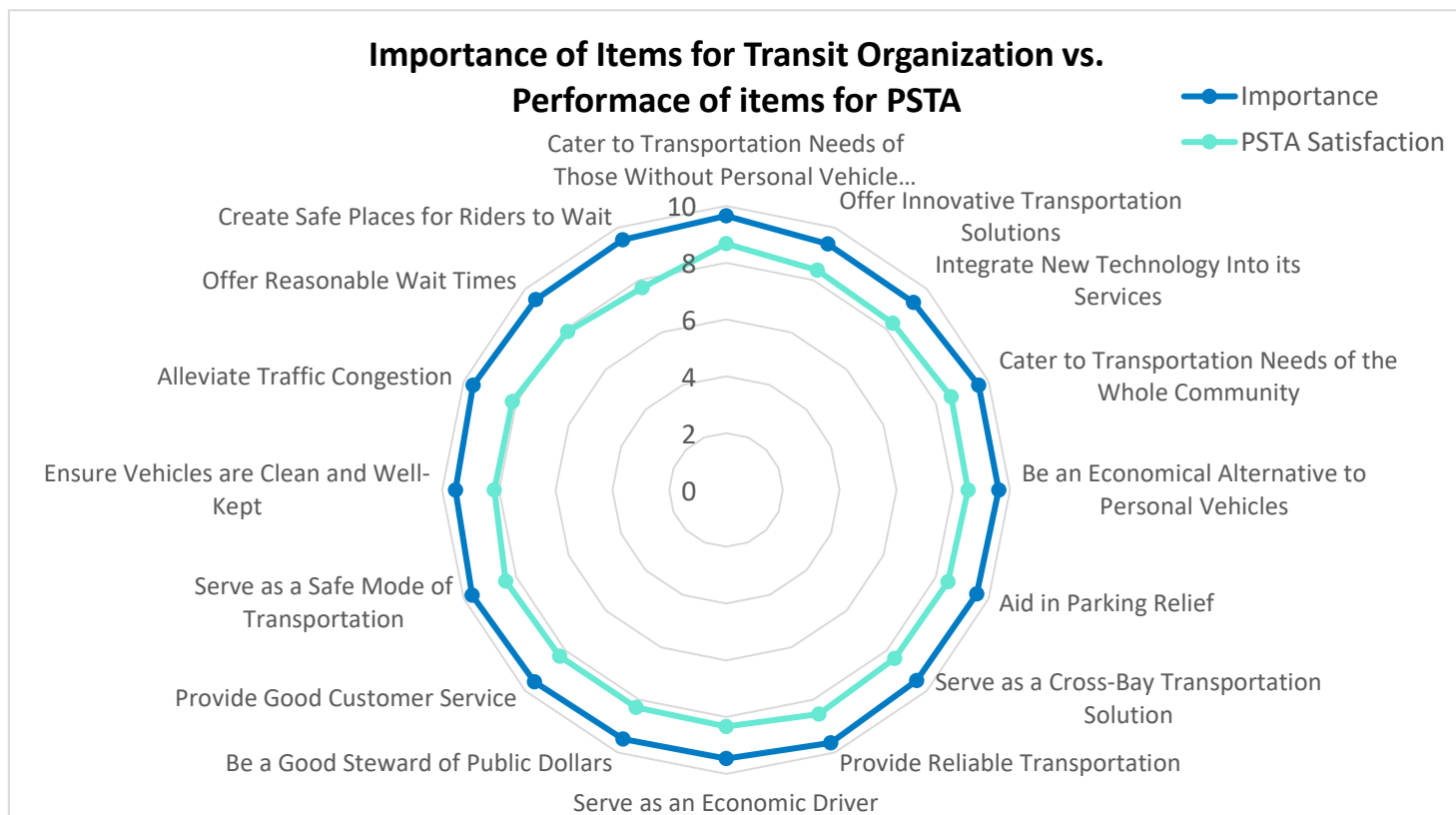
- *Cater to Transportation Needs of Those Without Personal Vehicle Access* (8.67)
- *Cater to Transportation Needs of the Whole Community* (8.58)*
- *Provide Reliable Transportation* (8.54)*
- *Be an Economical Alternative to Personal Vehicles* (8.52)
- *Aid in Parking Relief* (8.46)

Respondents indicated weakest satisfaction for the topics of:

- *Create Safe Places for Riders to Wait* (7.71)
- *Offer Reasonable Wait Times* (7.88)
- *Alleviate Traffic Congestion* (8.14)*
- *Ensure Vehicles are Clean and Well-Kept* (8.16)
- *Be a Good Steward of Public Dollars* (8.29)

Choices noted with an asterisk (*) appeared within the top five topics of greatest importance. Encouragingly, *catering to the needs of the whole community* and *providing reliable transportation* were both factors of highest rated importance and satisfaction. *Alleviation of traffic congestion* was the single topic appearing in both the top five topics of greatest importance and the lowest five for PSTA delivering, meaning expectations are not being optimally met in this area.

To further understand expectation gaps, the graph below showcases visually in a clockwise pattern, the smallest to largest ranked expectation gaps as reported by the respondents.



In this baseline study, the apparent most sizeable expectation gaps are:

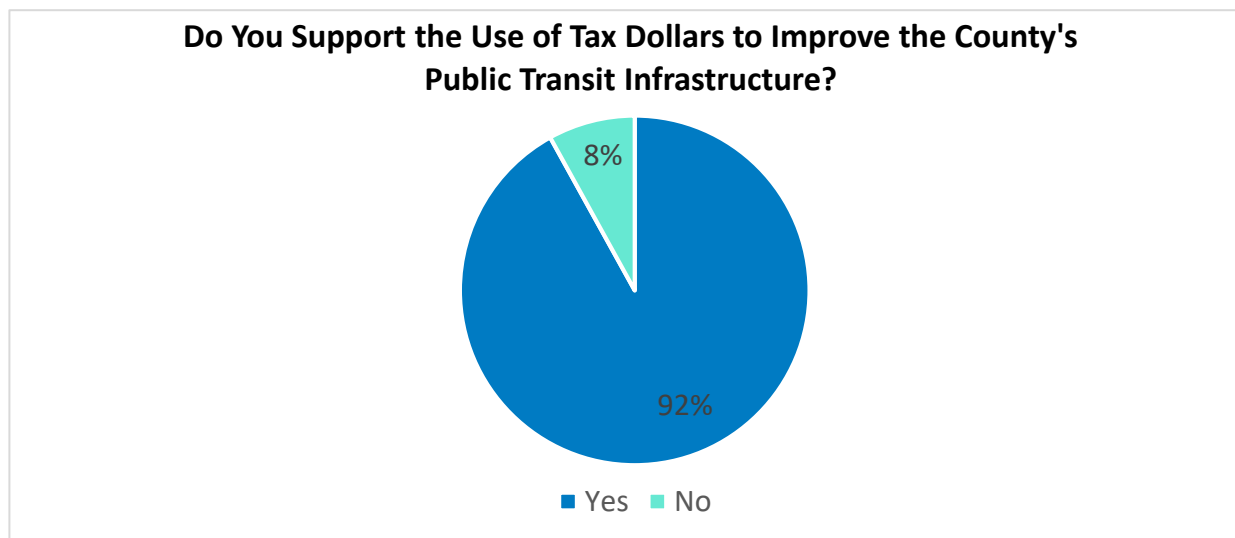
- *Create Safe Places for Riders to Wait*
- *Offer Reasonable Wait Times*
- *Alleviate Traffic Congestion*
- *Ensure Vehicles are Clean and Well-Kept*
- *Serve as a Safe Mode of Transportation*

The areas in which PSTA is best meeting expectations are:

- *Cater to Transportation Needs of Those Without Personal Vehicle Access*
- *Offer Innovative Transportation Solutions*
- *Cater to Transportation Needs of the Whole Community*
- *Integrate New Technology Into its Services*
- *Be an Economical Alternative to Personal Vehicles*

This is a baseline study to be repeated annually over the next two years. As such, these two questions hold great value to the organization in three ways—monitoring changing priorities, changing satisfaction with the organization and overall improvements in closing expectation gaps.

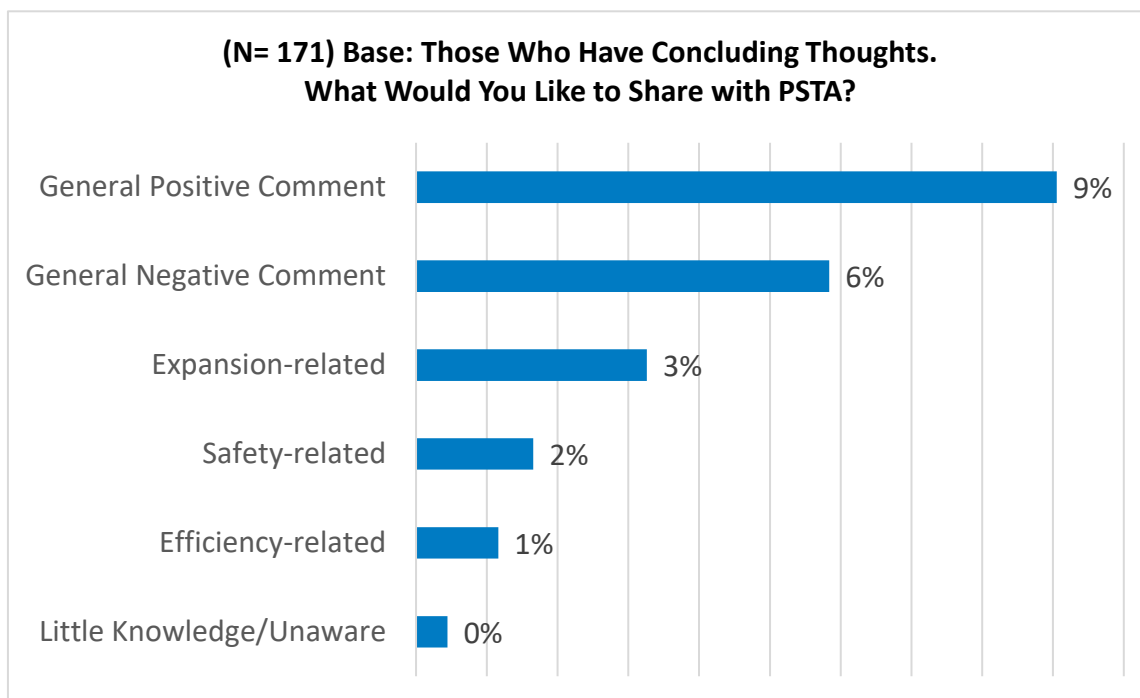
In addition to collecting data from citizens regarding how they perceive the work PSTA is doing, the study briefly touched on the topic of public funding. Respondents were asked whether they support the use of tax dollars to improve the County's public transit infrastructure. More than nine in 10 (92%) were supportive.



Concluding Feedback

Pinellas County citizens were presented with an opportunity at the end of the survey to provide open-ended feedback; they were asked if they had any concluding thoughts they'd like to share with PSTA. More than three-fourths (78%) did not have any feedback; the other 22% of respondents' comments can be broken down into the following categories represented in the graph below.

Most general positive comments (9%) were people favoring or liking the service. Expansion-related (3%) comments suggested broadening of service into light rail, new bus routes, or offered comparisons to cities to model. Safety-related (2%) comments expressed personal safety concerns while waiting at bus stops, the efficiency-related (1%) category expressed the respondents' concerns about bus size. The verbatims are accessible in the Appendix D.





Summary of Findings

There is strong recognition of PSTA as Pinellas County's transit organization. The study captured both aided and unaided awareness (asking respondents to name the County's transit organization without a prompt). Those who said yes were asked to call the organization by name and 99% correctly did so. Aided awareness was captured by way of asking those who could not name Pinellas County's transit organization, whether PSTA or Pinellas Suncoast Transit Authority sounded familiar, of which 79% at least recognized the name if not reporting they were "extremely familiar" upon hearing. Looking at the big picture, combined aided and unaided recognition of PSTA was reported by 94%.

Questions filtered out routine users of PSTA services to enable the study to capture non-rider sentiments as well as knowledge of existing programs and services.

As expected, awareness of PSTA's bus service was strongest—97% were aware of it. Additional services and offerings acknowledged by seven in 10 were reduced fares for senior, disabled and for transportation disadvantaged residents. The challenge for PSTA presented by asking this question is to raise awareness of the programs, services and amenities that are going largely unrecognized by the community of non-users; residents cannot use what they do not realize is available to them. Half or more respondents were unaware of the Jolley Trolley, Flamingo Fare, U-Pass, Bus Rapid Transit, the Transit App, DART/Paratransit, TD Late Shift, Corporate Pass Program, Emergency Ride Home, and Travel Training.

Respondents positively reflected on PSTA's Path Forward initiative including its mission; efforts to provide effective, financially viable transportation; delivering customer-oriented service; and providing effective transportation leadership. Sixty percent or more of the community "agreed" with the organization delivering on each of these priorities. It should be noted; however, that the "40%" or less remaining respondents did not "disagree" with these statements, but rather the majority of the balance of respondents were simply "unsure" if PSTA was delivering on each. This again stems from a lack of close engagement with the organization. It is a positive finding for the organization in that the work at hand is to "educate" those in the community about PSTA's efforts to deliver on the Path Forward tenets rather than convince respondents who disagree.

There were additionally positive reactions to the question of different groups to which the organization caters. Respondents believed PSTA to be best catering to disabled and elderly residents. This calls back to the high levels of awareness of reduced fares for disabled and elderly residents.

Responses to this question indicate a disconnect between branding of service and delivery. Recall back to the question measuring awareness of programs and services. 80% of respondents believe PSTA caters to students, yet awareness of U-Pass was reported by just 49%. Similarly, 87% believe PSTA caters to the disabled, yet DART/Paratransit awareness was reported by just 42%. Respondents are getting the sense that these populations are well-served, but it is not a result of direct knowledge of the specific PSTA service that addresses that population.

In another positive indication of the organization, no more than three percent of respondents felt that PSTA did not cater to any of the named groups (veterans, bike riders, commuters, low income residents, residents without a personal vehicle, and students). Between approximately one in 10 and two in 10 were unsure how well PSTA caters in the named populations.

Extrapolating from the data, the “unsure” responses appear in reality reflect cautious optimism about the organization. This sentiment was “suggested” by the low presence of negative comments when respondents were asked for open-ended feedback. It was further suggested by their responses to a question regarding PSTA’s value. Nine in 10 respondents (remember these are non-routine users) agree that PSTA delivers a valuable service to residents of Pinellas County. Respondents see the value, have positive perceptions of PSTA deliverables, and see the organization as positively catering to various groups throughout the community, yet are not using the service. It is not a negative organizational stigma that appears to be holding non-riders back, instead it appears that knowledge is the major limiting factor to broadening usage.

Delving into more specific expectations of PSTA, respondents shared how important a series of characteristics were for transit organizations to deliver and then how well PSTA specifically was delivering on each. The lowest levels of satisfaction reported that pinpoint areas likely impacting the respondents’ decision not to use PSTA service revolved around safe places to wait, wait times, alleviating traffic congestion, cleanliness of vehicles and stewardship of public dollars. Keeping in mind these are non-users, it is valuable for PSTA to recognize these as the existing perceptions—whether rooted in a former experience, word of mouth or a preconceived notion—that are likely giving respondents pause with regard to relying on PSTA for routine transit needs.

Reflecting on the significance tables in the Appendix, there are demographic segments within the base of non-users who tend to be very supportive of the organization’s efforts (under 35, Hispanics, African Americans, those without a personal vehicle but have access) and those who can be positively impacted by heightened awareness (seniors, household incomes \$100K+ and those with personal vehicles).

With this information in hand, organizations have a variety of ways to act. Some conduct strategic planning sessions with board, leadership and staff. Baseline data points can be incorporated into organization-wide scorecards to track department performance and overall organizational progress against slated goals. The data additionally offers a prime opportunity for the organization to reflect on its marketing spend and how it is addressing various segments and demographic profiles within the community.

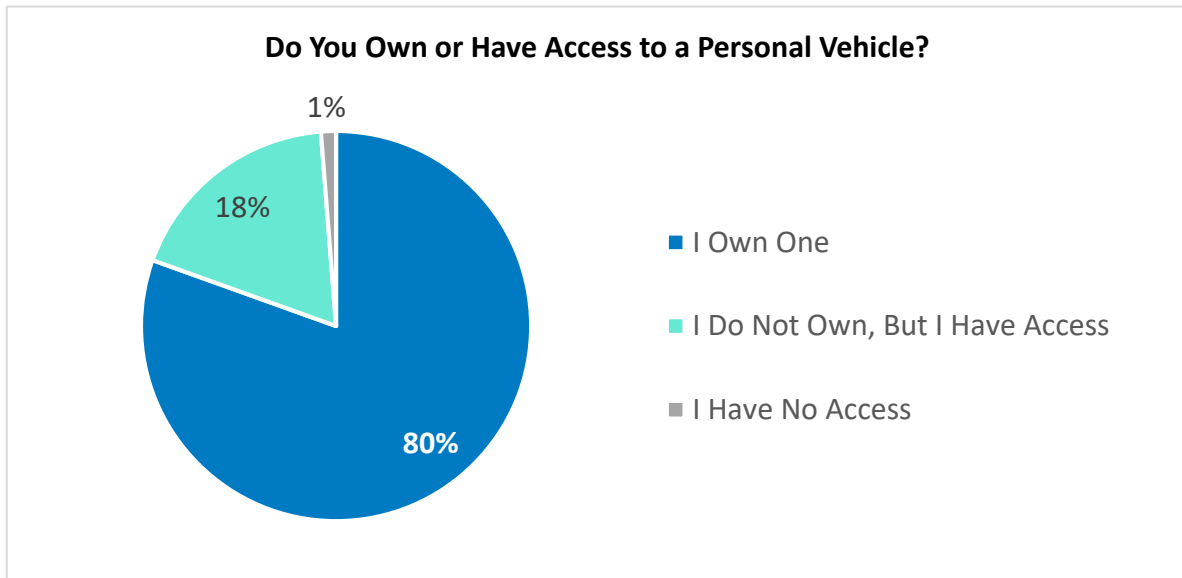


Appendix A: Respondent Profile

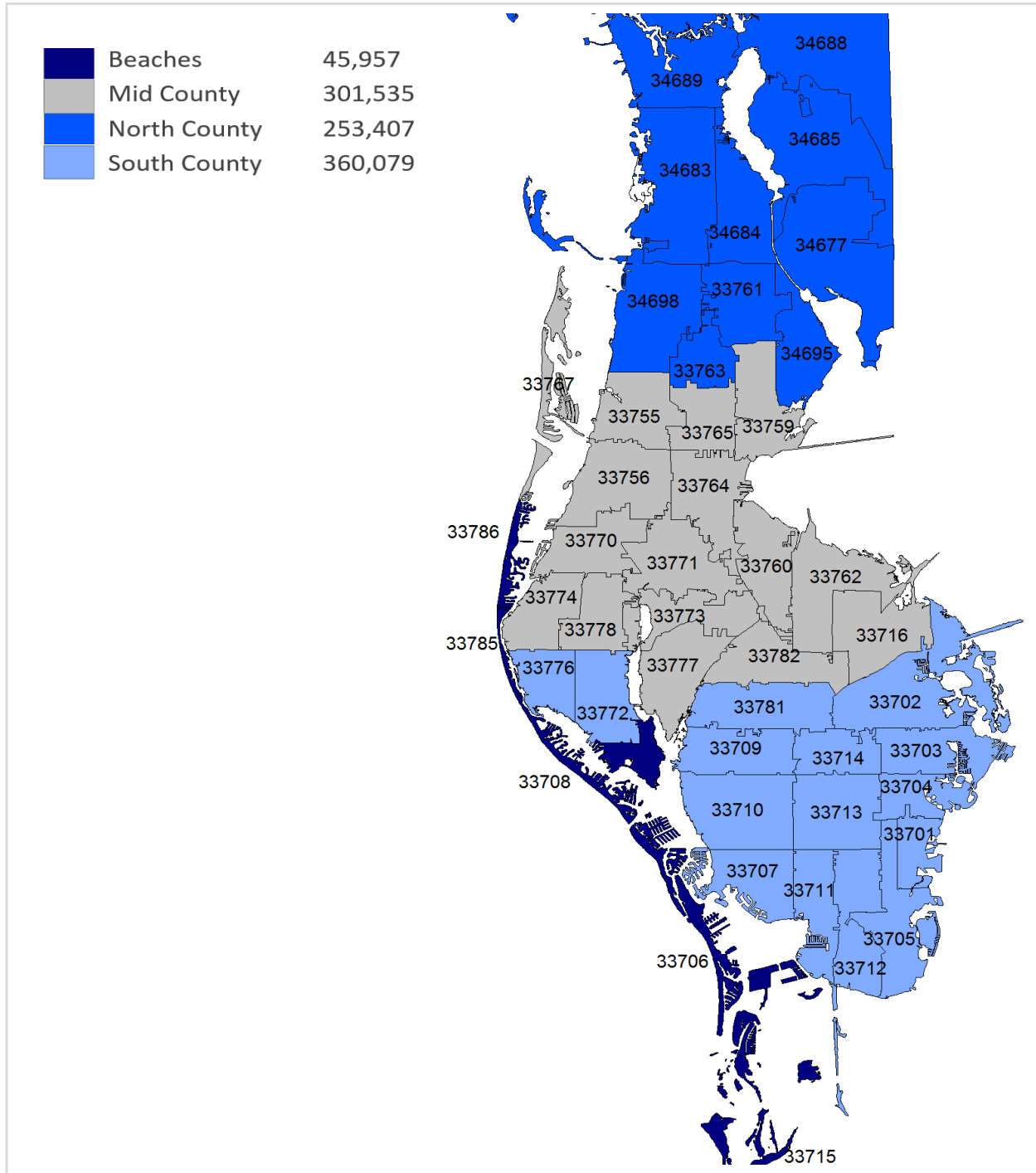
The respondents were asked a series of demographic questions including to disclose their gender, race, age, and household income. The survey data is presented in a chart below with the 2016 American Community Survey demographics for Pinellas County, Florida. Gender, age, and race are represented within the margin of error, meaning respondents to the survey appropriate reflected the demographic profile of Pinellas County resident. Within household income, those reporting less than \$25,000 and more than \$100,000 a year were under-represented; those reporting household incomes between \$50,000 to \$74,999 were over-represented.

Survey Representativeness	PSTA Survey	2016 ACS
Gender		
Male	47%	48%
Female	53%	52%
Race/Ethnicity		
Caucasian/White	77%	75%
Hispanic/Latino	8%	9%
African American/Black	14%	10%
Asian/Pacific Islander	0%	4%
Other	0%	2%
Age		
Under 25	8%	7%
25-34	11%	12%
35-44	19%	11%
45-54	22%	15%
55-64	20%	22%
65+	21%	23%
Household Income		
Under \$25,000	10%	26%
\$25,000 to \$49,999	27%	27%
\$50,000 to \$74,999	32%	18%
\$75,000 to \$99,999	17%	11%
\$100,000+	6%	19%
NA/Refused	7%	---

Respondents shared their personal vehicle status. Four in five respondents reported owning a car; 18% do not own, but have access to a vehicle, and the remaining 1% reported neither owning or having access to a car. Given the high level of importance respondents placed on transit organizations providing transportation options to those without a personal vehicle, the 19% without personal vehicle or personal vehicle access are important segments of the Pinellas County population for PSTA.



Monitoring respondent demographics assured researchers that the sample was appropriately representative of the demographics of Pinellas County residents. To additionally assure geographic representation, the survey targeted four different segmentations of Pinellas County: North County, Mid-County, South County, and the Beaches. There was a maximum quota of 200 respondents per region. Due to the varying size of each of the four segments, HCP analysts weighed the data, so that the response levels proportionally reflected the population of each region.





Appendix B: Questionnaire

I am conducting a survey on the topic of transportation, gathering feedback and perspectives from Pinellas County residents.

(Qualifier) Are you a resident of Pinellas County?

- ☐ Yes
- ☐ No <terminate>

Questions:

1. Can you call Pinellas County's transit organization by name?
 - ☐ Yes
_____ (Record response—if Pinellas Suncoast Transit Authority, or PSTA, skip to Q3)
 - ☐ No
2. Does Pinellas Suncoast Transit Authority, or PSTA, sound familiar?
 - ☐ Yes, extremely familiar
 - ☐ Yes, recognize the name
 - ☐ No, not at all (skip to Q4)
3. Have you ever used a PSTA service?
 - ☐ Yes
 - ☐ No (skip to Q4)
 - ☐ Unsure (skip to Q4)

3a. Have you used a PSTA service six or more times in the past year?

 - ☐ Yes (terminate)
 - ☐ No
4. What are some of the things that come to mind when you think of PSTA?
(Code as named—do not read list)
 - ☐ Pinellas Suncoast Transit Authority
 - ☐ Bus company
 - ☐ Trolley services
 - ☐ Public transit
 - ☐ Specific service other than bus (record name of service)
 - ☐ General positive comment
 - ☐ General negative comment
 - ☐ Other (record)
 - ☐ Nothing (skip to Q6)

5. Have you heard of the following PSTA programs, services and amenities? *(Options only named if not mentioned by respondent in prior question. Interviewers will have an explanation of the service, if asked for more info. See final page of this document for definitions.)*

	Yes	No
Bus service	<input type="radio"/>	<input type="radio"/>
Bus Rapid Transit	<input type="radio"/>	<input type="radio"/>
DART/paratransit	<input type="radio"/>	<input type="radio"/>
Transit app	<input type="radio"/>	<input type="radio"/>
Wi-Fi on the buses	<input type="radio"/>	<input type="radio"/>
Corporate pass program	<input type="radio"/>	<input type="radio"/>
Emergency ride home	<input type="radio"/>	<input type="radio"/>
Travel training	<input type="radio"/>	<input type="radio"/>
U-Pass	<input type="radio"/>	<input type="radio"/>
TD Late Shift	<input type="radio"/>	<input type="radio"/>
Direct connect	<input type="radio"/>	<input type="radio"/>
Flamingo Fare	<input type="radio"/>	<input type="radio"/>
Transportation disadvantaged reduced fares	<input type="radio"/>	<input type="radio"/>
Senior citizen reduced fares	<input type="radio"/>	<input type="radio"/>
Disabled citizen reduced fares	<input type="radio"/>	<input type="radio"/>
Medicare cardholder reduced fares	<input type="radio"/>	<input type="radio"/>
Jolley Trolley	<input type="radio"/>	<input type="radio"/>
Suncoast Beach Trolley	<input type="radio"/>	<input type="radio"/>
Central Avenue Trolley	<input type="radio"/>	<input type="radio"/>
Downtown Looper	<input type="radio"/>	<input type="radio"/>

6. What is your reaction to the following statements?

	Strongly agree	Somewhat agree	Unsure	Somewhat disagree	Strongly disagree
PSTA connects people with the places they need to go in the community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PSTA provides effective, financially viable public transportation that supports our community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PSTA provides effective Pinellas transportation leadership.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PSTA delivers customer-oriented public transit services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. How well do you believe PSTA caters to each of the following populations on a scale of 1 to 7:

Does Not Cater To				Expertly Caters To		
1	2	3	4	5	6	7
Bike riders						
Elderly residents						
Residents without personal vehicles						
Students						
Veterans						
Disabled residents						
Low income residents						
Commuters						

8. How important do you consider each of the following to be for a transit organization to carry out? Use a 10-point scale where 10 represents extremely important and 1 represents not at all important.

Provide reliable transportation
Provide good customer service
Be a good steward of public dollars
Offer reasonable wait times
Create safe places for riders to wait
Ensure vehicles are clean and well-kept
Serve as an economic driver
Offer innovative transportation solutions
Integrate new technology into its services
Aid in parking relief
Alleviate traffic congestion
Serve as a safe mode of transport
Be an economical alternative to personal vehicles
Cater to transportation needs of the whole community
Cater to transportation needs of those without personal vehicle access
Serve as a cross-Bay transportation solution

9. How well, in your opinion, does PSTA carry out each? Use a 10-point scale where 10 represents carries out extremely well and 1 represents does not carry out.

<same list as Q8>

10. Do you support the use of tax dollars to improve the county's public transit infrastructure?

- ☐ Yes (*skip to Q11*)
- ☐ No

10a. Why not? _____

11. What is your reaction to the following statement? *PSTA delivers a valuable service to residents of Pinellas County.*

- ☐ Strongly agree (*Skip to Q12*)
- ☐ Agree (*Skip to Q12*)
- ☐ Unsure
- ☐ Disagree
- ☐ Strongly disagree

11a. What changes would prompt you to view PSTA as delivering value in the future?

12. Gender

- ☐ Male
- ☐ Female

13. Race/Ethnicity

- ☐ Caucasian/White
- ☐ Hispanic/Latino
- ☐ African American/Black
- ☐ Asian/Pacific Islander
- ☐ Other (*record*)

14. Stop me when I come to your age.

- ☐ Under 25
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65+

15. Do you own or have access to a personal vehicle?

- ☐ I own one
- ☐ I do not own, but I have access to one
- ☐ I have no access

16. Stop me when I come to your household income range.

- ☐ Under \$25,000
- ☐ \$25,000-\$49,999
- ☐ \$50,000-\$74,999
- ☐ \$75,000-\$99,999
- ☐ \$100,000+

17. Do you have any concluding thoughts you would like to share with PSTA?

Definitions for Interviewers for Q5

- Bus Rapid Transit
 - Fast and convenient transportation in St Petersburg's Central Avenue corridor between downtown St. Petersburg and the Gulf beaches
- DART/paratransit
 - Services for people who, because of their disability, are unable to safely and independently use PSTA buses
- Transit app
 - Smartphone app that shows vehicle locations, bus stops and timetables in real time
- Wi-Fi on the buses
 - Free Wi-Fi on buses is available
- Corporate pass program
 - Employers can get a discount on annual bus passes for their employees
- Emergency ride home
 - If you leave your car at home and take the bus somewhere, you can get a taxi home in case of illness, family emergency, or other circumstances.
- Travel training
 - Free service where PSTA employee teaches everything about how to use the bus system
- U-Pass
 - A partnership with organizations such as USF St Pete, St Petersburg college and others in which people show their organization issued ID in order to ride the bus
- TD Late Shift
 - An additional fee to the transportation disadvantaged bus pass which allows riders to be able to get home when the bus service is not running
- Direct connect
 - For a discount, you can be picked up at one of 24 locations by using either Uber, United taxi or wheelchair transport and taken to your final destination
- Flamingo Fare
 - An app where you can purchase PSTA and HART fares, enabling transfers between the two services for no additional fee.
- Transportation disadvantaged reduced fares-
 - Reduced cost transportation for people who have a low income and are not able to get a ride for life-sustaining trips; qualifying individuals can obtain a 10 day or 31-day bus pass for a reduced fee usable on all PSTA buses
- Senior citizen reduced fares
 - Passengers are able to use PSTA bus routes for a reduced fare if they are 65 or older with a valid ID
- Disabled citizen reduced fares
 - Passengers are eligible for a reduced fare, by application and a doctors certification
- Medicare cardholder reduced fares
 - Passengers with a red/white/blue Medicare card are eligible for a reduced fare
- Jolley Trolley
 - Connects Tarpon Springs to Clearwater Beach, making stops along the way in Palm Harbor, Dunedin, and downtown Clearwater.
- Suncoast Beach Trolley
 - Service from Park St. Terminal in downtown Clearwater to 75th Ave. and Gulf Blvd.

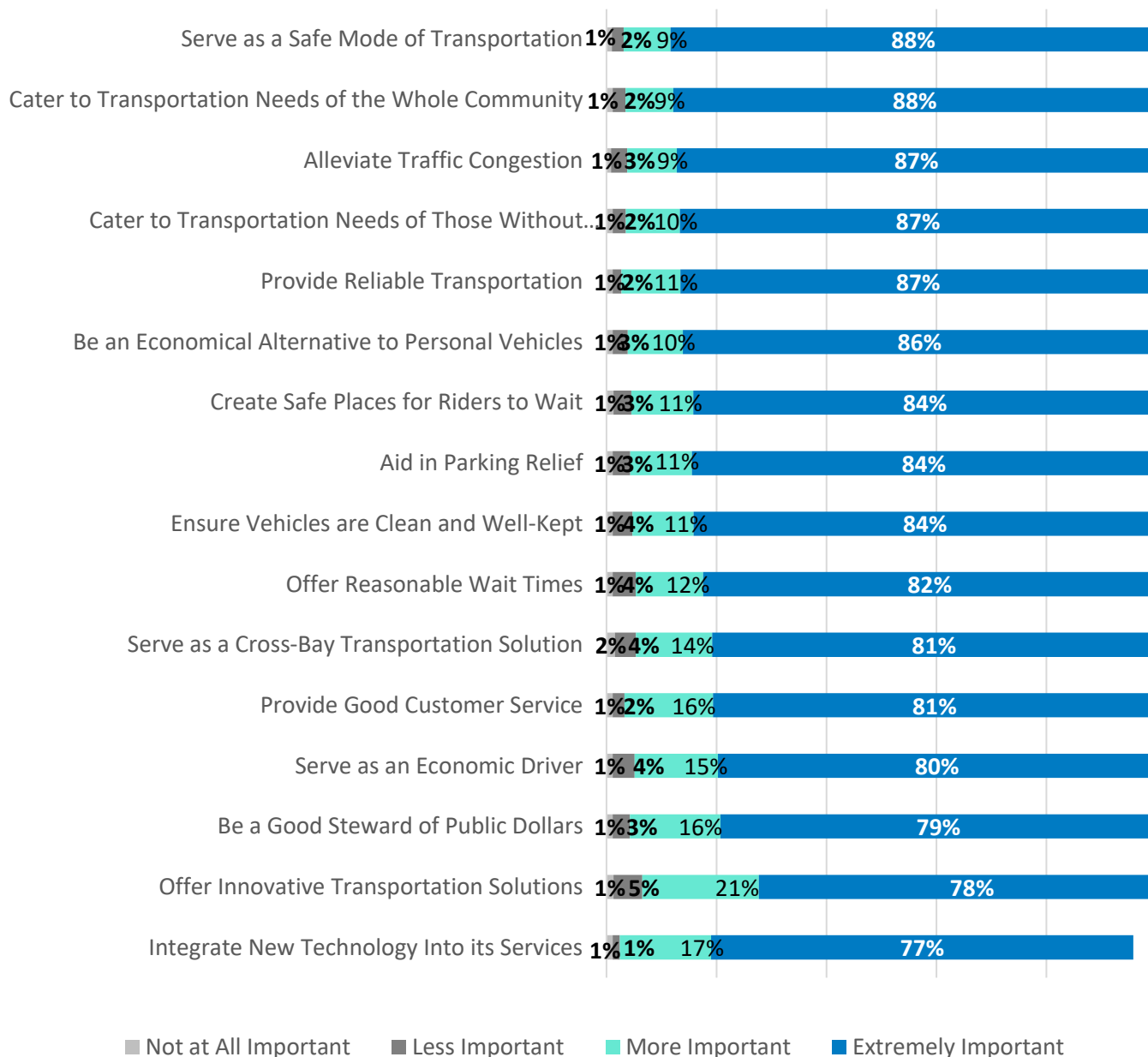
- Central Avenue Trolley
 - Services gives streamlined service from St. Petersburg Pier to Pass-a-Grille Beach.
- Downtown Looper
 - The trolley is 50¢ per person, per trip, that connects you around downtown St. Petersburg—to museums and attractions.



Appendix C: Alternative Expectation Graphs

This question was asked “How important do you consider each of the following to be for a transit organization to carry out? Use a 10-point scale where 10 represents extremely important and 1 represents not at all important.” All items that received a one on the 10-point scale were coded into “not at all important,” responses of a 2, 3, 4, and 5 make up the “less important” category, items ranked as 6, 7, 8, and 9 are “more important” and only the 10-point responses are included in the “extremely important” category.

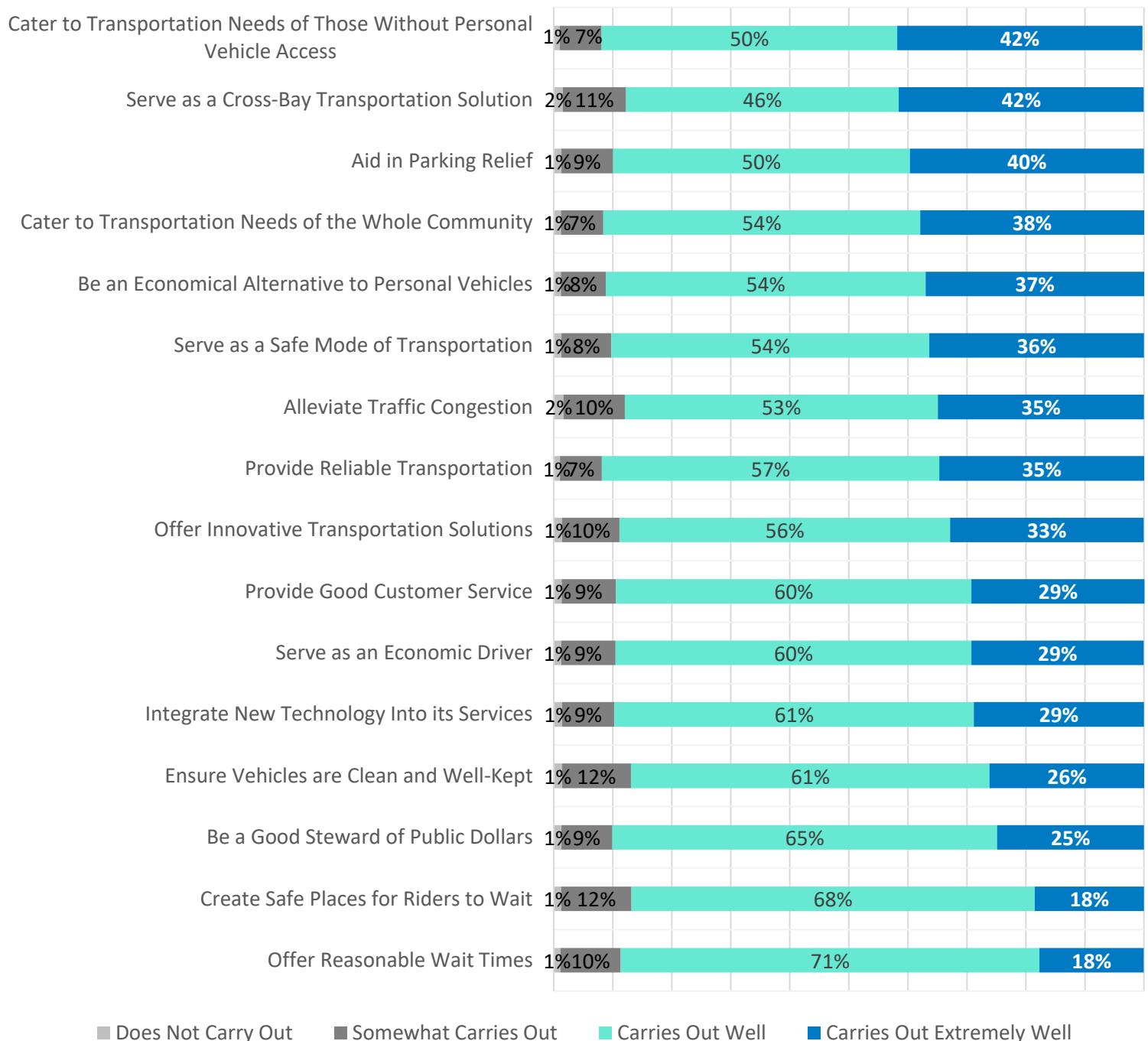
How Important Do You Consider Each of the Following to be for a Transit Organization to Carry Out?



This question was asked “How well, in your opinion, does PSTA carry out each? Use a 10-point scale where 10 represents carries out extremely well and 1 represents does not carry out.

All items that received a one on the 10-point scale were coded into “does not carry out,” responses of a 2, 3, 4, and 5 make up the “somewhat carries out” category, items ranked as 6, 7, 8, and 9 are “carries out well” and only the 10-points are included in the “carries out extremely well” category.

How Well, In Your Opinion, Does PSTA Carry Out Each?





Appendix D: Call Log

		Frequency	Percent
Valid	Terminated Q3A	23	.2
	No answer	3326	34.2
	Busy	127	1.3
	Answering machine	2707	27.8
	Language barrier	13	.1
	Refused	649	6.7
	Disconnected	1762	18.1
	Business	63	.6
	Refused to continue	15	.2
	Over quota	246	2.5
	Complete survey	800	8.2
	Total	9731	100.0

Appendix E: Verbatim Responses



Question 1: Can you call Pinellas County's transit organization by name—what is it?

Other (5%):

- A bus service.
- Bus service.
- City bus.
- Dart.

Question 4: What are some of the things that come to mind when you think of PSTA?

Other (1%):

- Accurate and pretty good as a service to have around.
- Beach trolley.
- Dart for elderly.
- Eco friendly.
- Fine service.
- I don't ride the bus, but I have heard that people have been having trouble getting to where they're going.
- I like the paintings of manatees on the side of their buses.
- I ride it to the beach.
- I saw some advertising for a route to the Tampa airport.
- If there was a connector that goes to Belcher and Dunedin. They have one a 1pm and they should have another at 3:30pm and at 12:30am.
- Inefficient routes that don't reflect what their ridership needs or wants.
- I've seen the ads on the side of the bus, and I know that there is Wi-Fi on the bus.
- Jolly trolley.
- Long waits and in high temperatures. Takes a couple of hours to get from one place to the other.
- Pain in the neck.
- Poor routes, you have to walk to far between stops. The bus caters to the east side more the west side.
- Saving on gas.
- Suncoast Beach Trolley.
- They need to do a better job, never on time.
- They run all over the county and the have that connector service.
- They should have something different then expanding Highway 19 again that's not going to work.
- Useless bus line.

Question 10a: Why not?

Those that respond do not support the use of tax dollars to improve the county's public transit infrastructure (10%):

- As with other things I can't be sure where the money is going.
- Because I don't believe they would use the money for that.
- Because I don't know if they will use it for that.
- Because I don't know if they would really use the money for that.
- Because I don't know what they are doing with the tax money.
- Because I don't use the bus. I would take a taxi first.
- Because I'm not sure they will use the money for that purpose.
- Because it is of no use to me.
- Can't pay any more taxes. I'm at the breaking point.
- Don't know.
- Don't know.
- Half the time I only see a few people on the buses.
- I don't believe my tax dollars are going for that.
- I don't know that they would use tax dollars for that.
- I Don't know what they are doing with the money.
- I don't know what they would use the tax money for.
- I don't like how lower income people, and students are treated different.
- I don't ride the bus. They are just too big and get in the way on the road.
- I don't see enough people riding the bus, maybe 5-10 people.
- I don't think it's right to pay more taxes than we already do.
- I don't think it's safe enough. You have some unsavory people getting on them busses.
- I don't think people are using it enough.
- I don't think they will use the tax dollars for the right purposes.
- I hate those busses. They clog up traffic. Use uber. I'm sure they have room for bums. There a misery.
- I just feel they should use the bus fare money for that.
- I know people that can't even use it, because they don't provide service early in the morning, or late at night.
- I like my car. I think it's expensive and poorly managed. I think it's a waste of money.
- I own two taxi companies.
- I pay enough for taxes.
- I pay enough tax dollars
- I pay enough taxes.
- I think that people should pay for it themselves.
- I think the subsidizing with tax dollars is not a good idea with taxes. I think the riders of the bus should pay for it.
- I use taxi, not bus.
- I would support light rail as long as it spans the Franklin bridge.
- I'm not paying any more taxes.
- Improve the service they have. Have more coverage.

- Inconvenient, Long wait times.
- It is awful and needs to be addressed.
- It jams up traffic.
- It's a waste of our tax dollars, every time I see it there are 2 or 3 people on it. Waste of fuel.
- It's stupid. When I see those busses, there's usually very few people on them. It's a waste of money.
- Let them use the bus fare money for that I pay enough in taxes.
- More express commuter routes, and more routes to the mall. Palm Harbor.
- No idea.
- Not sure where the money is going.
- Pay enough taxes.
- Should use the bus fare money.
- The bums that ride those busses, need to get a job, or get a better job.
- The pay officials to much. Corrupt officials.
- There are other things that need my tax dollars more.
- They are ineffective.
- They are not cost efficient, they are too big for the few people you see through the windows.
- They are run by people who don't know what they are doing.
- They have the money for that.
- They hold up traffic.
- They need to keep them cleaner.
- They should be self-sufficient. They are highly ineffective, slow.
- We have already allotted enough to PSTA.
- We pay enough taxes.
- We pay enough taxes. Those busses make traffic worse.
- When I rode it, I had to wait too long, and I didn't feel safe. I think it actually made traffic worse.

Question 11a: What changes would prompt you to view PSTA as delivering value in the future?

Those that are unsure or disagree with the statement—*PSTA delivers a valuable service to residents of Pinellas County* (10%):

- Anything to help traffic backups.
- Be more informative.
- Be on time, and I've been scared before at the bus stop. Something needs to be done about that.
- Better management.
- Do something about them holding up traffic.
- Do something about wait time, and safety at bus stops.
- Don't know.
- Don't know.
- Don't know.
- Don't know.
- Don't know.

- Don't know.
- Don't know.
- Don't know.
- Don't know.
- Don't know.
- Don't know.
- Don't know.
- Don't know.
- Don't know.
- Don't know.
- Don't know.
- Don't know.
- Don't know.
- Don't know.
- Don't know.
- I don't know anything about the service.
- I don't know I never ride a bus.
- I don't know. I don't ride them.
- I just don't know much about it.
- I only knew about the trolleys.
- I really don't know. I don't know enough about it.
- I think they should use vans instead of the big bus.
- I think it's a waste of money.
- I think that if they used smaller busses it would be more economical. I would love to use the bus, but it's not quite good enough.
- I would discontinue the service.
- I would have to research it.
- I would rather use trains and metro. What happened to the service to Clearwater to the airport, and the train service from Clearwater to Orlando.
- Instead of buses they should build a light rail from Orlando to St Pete.
- Maybe smaller buses.
- More people using it.
- More transparent regarding their finances and tell the truth about them. Be honest and accountable about the finances.
- Need more information.
- Nothing.
- Nothing.
- Nothing.
- Nothing.
- Nothing.
- Nothing.
- Nothing.
- Nothing would change my mind.

- Nothing, I don't use the bus.
- Nothing. They're a traffic jammer.
- People say the buses are never on time and are not very clean and I feel they cause more traffic congestion.
- Shorter wait times.
- Smaller buses.
- Smaller buses would be more economical.
- Smaller more economical buses.
- The service is just awful.
- They need someone on these buses that can make sure that people are safe.
- They need to have shelters at all bus stops.
- They should be supported by taxes up to a point and then self-reliant after a while.
- They should have a route that goes across the bay to the airport. That way people don't have to pay big amounts to get there.
- Those buses are too big. Need to make them smaller.
- Treat low income people, and students better.
- Unsure.

Question 13: Race/Ethnicity

Other (<1%):

- European Turkish and Syrian.
- Refused when prompted.

Question 17: Do you have any concluding thoughts you would like to share with PSTA?

Yes (22%):

- A light train to and from Tampa to St Petersburg. A train from Orlando to St Petersburg. Take a look at other larger cities as examples.
- A lot the bus stops don't have shelter to get under when it rains.
- A lot of the time the buses are practically empty. they need smaller buses.
- Again, more efficient bus sizes.
- All around they're very good, but bus 75 never runs on time. Educate people more on the cross-bay situation.
- Area is way behind the 8 ball when it comes to public transit. I can go to other cities their transit is way ahead this place. Terra Verde.
- Bus 79 should be a circle route Largo to Central plaza.
- Demographics here people are spread out from the jobs. Commuters should be the base not the people going shopping.
- Express routes to the airport, and I would like some light rail to St Augustine.
- Get rid of them. They're a waste of money and hold up traffic.
- Get rid of those buses.
- Great job.
- I can't see tax dollars that supports something that keeps losing money.
- I did not know about the public transportation, just the trolleys.

- I don't have to use it very often, but when I have, it was very pleasant.
- I don't know much about the bus service, I'm sure it is a good service.
- I don't need it, but there's plenty of people that do. It's a good service to have.
- I don't use the bus service.
- I enjoy the bus rides and the service.
- I favor expanding the service. Stop debating and don't increase bus service to something grandiose like the bullet train or high-speed rail.
- I feel there should be federally funded rail, light rail. Something governor Scott didn't do, and I won't be voting for him for senator.
- I have in Boston and the transit makes things work. They should use Boston as an example to have something similar here.
- I have used the bus a few times and it has come in handy.
- I haven't ridden on them, but I know a couple of people that have. They only had good things to say.
- I heard their supposed to be making a lane, just for the busses. I hope so. They jam up traffic.
- I hope that it won't be too long before they can dedicate a lane for the buses.
- I just think that it doesn't serve the purpose, there no bus stop in my neighborhood, it doesn't pick you up where you need to be pick up or take you where you need to go.
- I just think they need smaller buses like a van.
- I like they are going with the express service to the airport.
- I like to know there is a service like PSTA when I need one.
- I love it because I don't have to drive my kids everywhere.
- I only know about the trolleys.
- I rode one a few times, when my car was broken down. I thought it was a great service.
- I see the bus with hardly anyone on board.
- I so glad the buses are there for people who need them.
- I support the bus for everyone.
- I think it is a good service to have.
- I think it is a good thing for people who don't have transportation.
- I think it is a great service.
- I think it is a great service for people that don't have a way to get around.
- I think it is a wonderful thing for people don't have a car.
- I think it's a good service, provided for people.
- I think it's a very good service, when you need it.
- I think it's good for people who need it. I just don't need it myself.
- I think it's great.
- I think it's important to have, but they clog up traffic. We need a solution for that.
- I think it's very important for people who need it.
- I think it's very important that we have a good bus service.
- I think it's very important to have this service.
- I think that public transportation is important. I think that the tax dollars should be used, and businesses ought to support it to.
- I think the buses are great for those that need them.
- I think the buses cause more traffic congestion.

- I think their great. My only complaint is, bus stops need to be safer.
- I think they are a great service.
- I think they are doing a good job, and I don't mind the government supporting them.
- I think they cause traffic to be worse. We need a solution to this.
- I think this a good service for the elderly, and the disabled.
- I use the bus whenever I don't have a ride it comes in handy.
- I used to own a company and my workers used the bus.
- I used to ride it to school, before I got a car. It was a great service.
- I wish there were more routes. Downtown St. Pete, South St Pete.
- I wish there were more small buses for neighborhoods like the number 4. East Drive South East. Extend route 79.
- I would like a hub that connects bus, train at a new stadium that connects to everything.
- I would like light rail. I would like Pinellas and Hillsborough counties to work on it.
- I would like them to expand and do something for the poor. The should hire more people.
- I would like to have to have light rail and the buses.
- I would use the bus. Should be more organized.
- I'd like to see other forms of public transportation instituted. That governor Scott really messed up by giving 1 million to that rail.
- If someone who lives Clearwater and Safety Harbour takes 2 hours to get to the airport. I would support mass transit if it was trains.
- If they could expand that express to the airport service to North Pinellas, Oldsmar, and Palm Harbour would really help me out.
- If they could work out somewhere to have a park and ride from Largo to the Tampa airport that would be good.
- I'm glad there is a service like this.
- I'm not sure about Cross bay. Need more details about that.
- I'm so glad they have this service.
- It is a good service for people who don't have a car.
- it is a good service to have.
- It is a good service to have.
- It is a great service to have for people who don't drive or can't.
- It is a great thing to have the bus service when you need it.
- It is good that they are available for people without cars.
- It sounds good.
- It sounds like a good service but need to do something about them holding up traffic.
- It sure has help me when I had an appointment and needed a ride.
- It'd be nice to have some type of rail service. I know they don't have the room for that but expanding nineteen is not going to do it.
- It's a good service to have when you need a ride.
- It's a good service to have when you need it.
- It's a good service to have, when, and if you need it.
- It's a good service.
- It's a good thing for people who don't have a car.
- It's a great service.

- It's a great service they provide.
- It's beneficial but my taxes are at the breaking point. They should find other ways of doing it.
- It's good for people who need it.
- It's great for my teenagers.
- It's nice to have this service.
- It's something that is needed badly, and they do a good job.
- I've heard it's a good service.
- I've heard people have to wait too long for the busses.
- I've used other bus services. I like this one the best.
- Just that it is a big help to me when I need it.
- Just that they need to try and make bus stops safer.
- Keep up the good work.
- Keep up the good work.
- Keep up the good work. My elderly mother loves riding the bus to her doctor appointments.
- Keep up the good work. My mom loves ya.
- Light rail is the way of the future.
- Make smaller buses.
- More information on the routes and schedules for elderly.
- More trolleys on the Suncoast route. I won't to see light rail. Like the Washington rail.
- My kids love it.
- My mother in law and kids love it.
- My only problem is, safety issues, at the bus stops.
- My sister says it would better if they had more buses to cover.
- Need shelters at all bus stops.
- Need shelters at bus stops.
- Need to do something more, about safety at bus stops.
- Need to get more people to use the service.
- Need to make bus stops safer.
- Need to provide some solution, to make bus stops safer.
- One rider doesn't make two to three more riders. Bus is always about empty.
- People have told me it's a really good service.
- Public transit is a great idea, I don't know if our community would use it.
- Shuttle service to the airport would be good. Instead of uber. Direct route would be good there.
- Some kind Tampa to Orlando light rail. I think that need to reduce some of the accidents and congestion.
- Some of the bus routes should be more convenient instead of having to walk from one stop to where you're going.
- Some of those things you mentioned, I didn't know were available. Sounds great.
- Sometimes the waiting for the bus is long, Never on time.
- Someone needs to take over the bus line that knows what they are doing.
- Sometimes they do run late so they need to work on that.
- System seems to work.
- The area could use more mass transit. Something like light rail.
- The bus is ineffective and not cost effective.

- The bus service has come in handy for me.
- The busses are always late.
- The busses are late a lot.
- The busses are late quite a bit.
- The busses come earlier than their supposed to, so the person misses the bus. They need to follow their own schedule. Downtown is ok, but not other places. They should come every 30 minutes, not every hour. They should have free passes for.
- The busses need to be on time.
- The hours should be a little longer. Maybe an hour or hour and half later than they are.
- The traffic is really bad.
- Their late a lot, and bus stops aren't safe enough.
- They're the best.
- There should be more routes. Clearwater down to and from Bayfront.
- They have made me late, more than once, not getting to the bus stop on time.
- They have to come up with a way to make it safer, for the people riding those buses.
- They have to extend the route the number 20 farther, and the times of the routes should be extended.
- They have to keep up with what's new to keep up. I have to do the same I work for a home improvement company I have keep up.
- They hold up traffic. There needs to be a solution to this, and I've heard some of the busses, don't get to their stops on time.
- They need more money to do what they need to do.
- They need smaller buses.
- They need to cater to students more.
- They need to have better times. They need to provide a shelter that keeps people from the rain and weather.
- They need to make busses smaller. They clog traffic.
- They need to make bus stops safer.
- They should have smaller buses and run them from 4th Street to 22nd. Avenue to Park Street back and forth every 30 mins and have a later bus to bring the people who rode the bus downtown to drink and no way to get back home.
- They should have a late bus route. Safety Harbour to Dunedin about 12:30 am.
- They should have enough buses that if a bus breaks down that there is another to replace so they won't miss a beat.
- They should have the grand central bus 79 coming back from downtown come to 6th and 8th.
- They should help students, and the low income a little more.
- They should make bus stops safer.
- They should widen the routes and make it more timely. I don't think they do things right for the commuters.
- They tie up traffic.
- This neighborhood is not that good. Need to make bus stops safer.
- Those busses are a waste of space. Only see very few people on them. Their a traffic jammer.
- Those busses are just a traffic nuisance.
- Those busses are too big. Need smaller ones. They make traffic worse.

- To incorporate trans express routes and bring Tampa people over on our side. Get away from the buses and use shorter bus.
- Valuable service and they help regulate the influx of people to keep traffic flowing.
- Waiting times are long. [p] Indian Shores. Wait times are long for the trolley. I would like more information on routes and stops.
- We need the bus they are reliable.
- What is Cross Bay?
- When I've seen those busses, there's hardly anybody on them. I think they could make them smaller.
- Where I live there is no bus service.
- You did a good job just make it a safer ride maybe hire a beat cop.



Appendix F: Significant Factors

This section provides significant factor analysis for each question. Only those respondent characteristics that were significant are featured within the tables; those highlighted are highly significant in some way and are explained case by case. Each question was analyzed in a cross tabulation run of the response options broken down further by demographics—the respondent’s location within Pinellas County, their gender, age, race, income, and if they have access to a personal vehicle.

There are some general statements that can be made about each demographic category. The following do not represent the thoughts and opinions of 100% of each demographic subset, but instead indicate where there are greater tendencies of each segment to report a specific finding:

- **Location**
 - Appeared sparingly as a significant factor, but nothing notable to report on
- **Gender**
 - **Male**
 - Less familiar with trolley services
 - **Female**
 - Do not know what level of importance to rate 5 out of 16 topics related to transit organizations
 - Strongly agrees PSTA has good customer service
- **Age**
 - **Under 25**
 - Pinellas Suncoast Transit Authority, public transit, and trolley services are top of mind when thinking of PSTA
 - They strongly agree with all statements presented in 6→ Path Forward document
 - Do not know what level of importance to rate 10 out of 16 topics related to transit organizations
 - Strongly agrees PSTA delivers value
 - **25-34**
 - Public transit and trolley services are top of mind when thinking of PSTA
 - They strongly agree with all statements presented in 6→ Path Forward document
 - Strongly agrees PSTA delivers value
 - **35-44**
 - Strongly agrees PSTA provides effective transportation leadership
 - Do not know what level of importance to rate 8 out of 16 topics related to transit organizations
 - **45-54**
 - Are familiar with what PSTA stands for
 - Strongly agrees that PSTA connects people with the places they need to go
 - Believes PSTA carries out 12 out of 16 transit-related items well
 - **55-64**
 - Have not heard of 8 out of 20 PSTA programs, services, or amenities.

- **65+**
 - Cannot call Pinellas County's transit organization by name
 - Have not ever used any PSTA services
 - Have not heard of 19 out of 20 PSTA programs, services, or amenities
 - Think of bus service only
 - Not sure how PSTA caters to ANY populations
- **Race**
 - **Caucasian/White**
 - No notable significant factors
 - **Hispanic/Latino**
 - Familiar with trolley services
 - They strongly agree with all statements presented in 6→ Path Forward document
 - Strongly agrees PSTA delivers value
 - **African American/Black**
 - Familiar with trolley services
 - They strongly agree with all statements presented in 6→ Path Forward document
 - Strongly agrees PSTA delivers value
 - **Other**
 - Respondent base is too small to be significant to report on
- **Household Income**
 - **Under \$25,000**
 - Pinellas County Suncoast Transit Authority does not sound familiar at all
 - Pinellas Suncoast Transit Authority, bus company, and general positive comments are top of mind when thinking of PSTA
 - Have not heard of 7 out of 20 PSTA programs, services, or amenities.
 - They strongly agree with PSTA providing effective Pinellas transportation leadership and customer-oriented service
 - **\$25,000 to \$49,999**
 - Cannot call county transit organization by name
 - Recognize name of Pinellas County Suncoast Transit Authority
 - General positive comments for top-of-mind PSTA
 - **\$50,000 to \$74,999**
 - Have not ever used any PSTA services
 - Strongly agrees that PSTA connects people with the places they need to go
 - Believes PSTA carries out 7 out of 16 transit-related items well
 - **\$75,000 to \$99,999**
 - Extremely familiar with Pinellas County Suncoast Transit Authority
 - Do not know what level of importance to rate 8 out of 16 topics related to transit organizations
 - Believes PSTA carries out 6 out of 16 transit-related items well
 - **\$100,000+**
 - Have not heard of 14 out of 20 PSTA programs, services, or amenities.

- Have not ever used any PSTA services
 - Not sure how PSTA caters to ANY populations
 - Believes PSTA carries out 11 out of 16 transit-related items well
- **Presence of a Vehicle**
 - **Owns a vehicle**
 - Pinellas County Suncoast Transit Authority does not sound familiar at all
 - Have never used any PSTA services
 - **Has access to a vehicle, but does not own one**
 - Pinellas County Suncoast Transit Authority does not sound familiar at all
 - Contradicts next bullet point
 - Pinellas Suncoast Transit Authority, trolley services, and general negative comments are top of mind when thinking of PSTA
 - They strongly agree with all statements presented in 6→ Path Forward document
 - Strongly agrees PSTA delivers value
 - **Neither has access nor owns a vehicle**
 - Respondent base is too small to be significant to report on

Question 1

Those 65+ years of age and household incomes of \$25,000 to \$49,999 were most challenged when asked to call Pinellas County's transit organization by name.

Significant Factors: Pinellas County's Transit Organization Name

Can You Call Pinellas County's Transit Organization by Name?		Yes %	No %
Aggregate		67	33
Gender*	Male	63	37
	Female	71	29
Age***	Under 25	92	8
	25-34	73	27
	35-44	71	29
	45-54	70	30
	55-64	64	36
	65+	50	50
Race**	Caucasian/White	66	34
	Hispanic/Latino	76	24
	African American/Black	71	29
	Other	4	96
Household Income***	Under \$25,000	64	36
	\$25,000 to \$49,999	60	40
	\$50,000 to \$74,999	70	30
	\$75,000 to \$99,999	83	17
	\$100,000+	70	30
Personal Vehicle**	I Own	64	36
	Access	78	22
	No Access	83	17

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error $\pm 3.5\%$.

Question 2

Residents with household incomes of \$75,000 to \$99,999 were most likely to be extremely familiar with PSTA.

Respondents with household incomes \$25,000-\$49,999 were most likely to recognize the name PSTA or Pinellas Suncoast Transit Authority.

Respondents with household incomes under \$25,000 and those with personal vehicle access but do not own one were most likely to report that PSTA did not sound familiar.

Significant Factors: Familiarity with PSTA or Pinellas Suncoast Transit Authority

Does Pinellas Suncoast Transit Authority, or PSTA, Sound Familiar?		Yes, Extremely Familiar %	Yes, Recognize the Name %	No, Not at All %
Aggregate		7	74	20
Household Income**	Under \$25,000	5	50	45
	\$25,000 to \$49,999	4	81	15
	\$50,000 to \$74,999	6	77	16
	\$75,000 to \$99,999	25	70	5
	\$100,000+	7	78	15
Personal Vehicle**	I Own	6	78	16
	Access	8	48	44
	No Access	0	11	89

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error $\pm 3.5\%$.

Question 3

Older and higher income respondents as well as those owning a personal vehicle reported weakest use of PSTA services.

Significant Factors: Ever Used a PSTA Service

Have You Ever Used a PSTA Service?		Yes %	No %	Unsure %
Aggregate		40	60	0
Age*	Under 25	61	39	0
	25-34	45	53	1
	35-44	36	64	0
	45-54	37	63	0
	55-64	42	58	0
	65+	33	67	0
Household Income***	Under \$25,000	74	26	0
	\$25,000 to \$49,999	52	47	1
	\$50,000 to \$74,999	31	69	0
	\$75,000 to \$99,999	35	65	0
	\$100,000+	26	74	0
Personal Vehicle***	I Own	32	68	0
	Access	75	25	0
	No Access	100	0	0

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Question 4

Pinellas Suncoast Transit Authority

Those under 25 or between 45-54, household incomes of less than \$25,000, and those with access but do not own a personal vehicle were most likely to name “Pinellas Suncoast Transit Authority” top-of-mind.

Significant Factors: What is Top-of-Mind When You think of PSTA? Pinellas Suncoast Transit Authority

Pinellas Suncoast Transit Authority		Yes %	Not Mentioned %
Aggregate		19	81
Age**	Under 25	26	74
	25-34	20	80
	35-44	21	79
	45-54	26	74
	55-64	13	87
	65+	11	89
Household Income*	Under \$25,000	32	68
	\$25,000 to \$49,999	21	79
	\$50,000 to \$74,999	18	82
	\$75,000 to \$99,999	17	83
	\$100,000+	8	92
Personal Vehicle***	I Own	16	84
	Access	32	68
	No Access	15	85

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error $\pm 3.5\%$.

Bus Company

Respondents over 65 with household incomes less than \$25,000 were most likely to name “bus” top-of-mind.

Significant Factors: What is Top-of-Mind When You think of PSTA?

Bus Company

Bus Company		Yes %	Not Mentioned %
Aggregate		55	45
Age*	Under 25	43	57
	25-34	54	46
	35-44	52	48
	45-54	53	47
	55-64	54	46
	65+	65	35
Household Income***	Under \$25,000	75	25
	\$25,000 to \$49,999	50	50
	\$50,000 to \$74,999	56	44
	\$75,000 to \$99,999	47	53
	\$100,000+	46	54

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error \pm 3.5%.

Trolley Services

Respondents under 34, Hispanic/Latinos, African American/Black respondents, and those with vehicle access were most likely to name “trolley services” top-of-mind.

Significant Factors: What is Top-of-Mind When You think of PSTA?

Trolley Services

Trolley Services		Yes %	Not Mentioned %
Aggregate		27	73
Age***	Under 25	45	55
	25-34	34	66
	35-44	28	72
	45-54	26	74
	55-64	28	72
	65+	16	84
Race*	Caucasian/White	25	75
	Hispanic/Latino	38	62
	African American/Black	35	65
	Other	4	96
Personal Vehicle**	I Own	25	75
	Access	38	62
	No Access	23	77

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Public Transit

Those under 34 and African American/Black respondents were most likely to name “public transit” as the most top-of-mind association for PSTA.

Significant Factors: What is Top-of-Mind When You think of PSTA?

Public Transit

Public Transit		Yes %	Not Mentioned %
Aggregate		46	54
Gender*	Male	42	58
	Female	50	50
Age***	Under 25	66	34
	25-34	65	35
	35-44	49	51
	45-54	46	54
	55-64	46	54
	65+	27	73
Race*	Caucasian/White	45	55
	Hispanic/Latino	48	52
	African American/Black	56	44
	Other	4	96

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error $\pm 3.5\%$.

General Positive Comment

Those with household incomes less than \$49,999, and those with vehicle access were most likely to name a general positive comment about PSTA when asked what a top-of-mind association.

Significant Factors: What is Top-of-Mind When You think of PSTA? General Positive Comment

General Positive Comment		Yes %	Not Mentioned %
Aggregate		14	86
Household Income***	Under \$25,000	22	78
	\$25,000 to \$49,999	23	77
	\$50,000 to \$74,999	9	91
	\$75,000 to \$99,999	5	95
	\$100,000+	13	87
Personal Vehicle*	I Own	13	87
	Access	19	81
	No Access	4	96

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error $\pm 3.5\%$.

General Negative Comment

Those 65 and older were most likely to name a general negative comment when asked for their top-of-mind association is with PSTA.

Significant Factors: What is Top-of-Mind When You think of PSTA? General Negative Comment

General Negative Comment		Yes %	Not Mentioned %
Aggregate		3	97
Gender*	Male	4	96
	Female	2	98
Age*	Under 25	4	96
	25-34	0	100
	35-44	3	97
	45-54	1	99
	55-64	2	98
	65+	6	94

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error $\pm 3.5\%$.

Nothing

No significant factors were found with the respondents who did not have anything as top-of-mind when thinking of PSTA.

Question 5

Bus Service

Those under 44 were most familiar with PSTA's bus service.

Significant Factors: Have You Heard of The Following PSTA Programs, Services, and Amenities: Bus Service?

Bus Service		Yes %	No %
Aggregate		97	3
Age*	Under 25	100	0
	25-34	100	0
	35-44	100	0
	45-54	99	1
	55-64	93	7
	65+	92	8

*Significance Level: *** .001, ** .01 and * .05.*

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Bus Rapid Transit

Those 65 years and older were least aware of bus rapid transit.

Significant Factors: Have You Heard of The Following PSTA Programs, Services, and Amenities: Bus Rapid Transit?

Bus Rapid Transit		Yes %	No %
Aggregate		44	56
Age***	Under 25	46	54
	25-34	46	54
	35-44	53	47
	45-54	49	51
	55-64	47	53
	65+	28	72
Personal Vehicle***	I Own	41	59
	Access	58	42
	No Access	44	56

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error \pm 3.5%.

[DART/Paratransit](#)

Males, respondents age 65+ and household incomes under \$25,000 were least aware of PSTA DART/Paratransit services.

Significant Factors: Have You Heard of The Following PSTA Programs, Services, and Amenities: DART/Paratransit?

DART/Paratransit		Yes %	No %
Aggregate		42	58
Gender*	Male	38	62
	Female	45	55
Age***	Under 25	47	53
	25-34	47	53
	35-44	54	46
	45-54	39	61
	55-64	42	58
	65+	29	71
Race*	Caucasian/White	41	59
	Hispanic/Latino	54	46
	African American/Black	41	59
	Other	4	96
Household Income**	Under \$25,000	37	63
	\$25,000 to \$49,999	39	61
	\$50,000 to \$74,999	41	59
	\$75,000 to \$99,999	57	43
	\$100,000+	49	51
Personal Vehicle*	I Own	40	60
	Access	52	48
	No Access	33	67

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error \pm 3.5%.

Transit App

Males, those 55+, household incomes of +\$100,000 and those owning a personal vehicle were least aware of the PSTA's transit app.

Significant Factors: Have You Heard of The Following PSTA Programs, Services, and Amenities: Transit App?

Transit App		Yes %	No %
Aggregate		43	57
Gender*	Male	38	62
	Female	47	53
Age***	Under 25	65	35
	25-34	57	43
	35-44	51	49
	45-54	50	50
	55-64	34	66
	65+	19	81
Race***	Caucasian/White	40	60
	Hispanic/Latino	55	45
	African American/Black	55	45
	Other	4	96
Household Income*	Under \$25,000	58	42
	\$25,000 to \$49,999	47	53
	\$50,000 to \$74,999	42	58
	\$75,000 to \$99,999	47	53
	\$100,000+	30	70
Personal Vehicle***	I Own	37	63
	Access	66	34
	No Access	67	33

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Wi-Fi on the Buses

Those aged 55+ and household incomes +\$100,000 were least aware of Wi-Fi capabilities on PSTA buses.

Significant Factors: Have You Heard of The Following PSTA Programs, Services, and Amenities: Wi-Fi on the Buses?

Wi-Fi on the Buses		Yes %	No %
Aggregate		58	42
Age***	Under 25	78	22
	25-34	76	24
	35-44	69	31
	45-54	71	29
	55-64	50	50
	65+	26	74
Race***	Caucasian/White	55	45
	Hispanic/Latino	77	23
	African American/Black	66	34
	Other	24	76
Household Income***	Under \$25,000	67	33
	\$25,000 to \$49,999	68	32
	\$50,000 to \$74,999	64	36
	\$75,000 to \$99,999	57	43
	\$100,000+	30	70
Personal Vehicle***	I Own	55	45
	Access	73	27
	No Access	82	18

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Corporate Pass Program

Respondents 55+, those with household incomes more than \$100,000 and those that own a personal vehicle were least aware of the corporate pass program.

Significant Factors: Have You Heard of The Following PSTA Programs, Services, and Amenities: Corporate Pass Program?

Corporate Pass Program		Yes %	No %
Aggregate		40	60
Gender	Male	38	62
	Female	41	59
Age***	Under 25	59	41
	25-34	53	47
	35-44	46	54
	45-54	43	57
	55-64	33	67
	65+	21	79
Household Income***	Under \$25,000	58	42
	\$25,000 to \$49,999	45	55
	\$50,000 to \$74,999	40	60
	\$75,000 to \$99,999	41	59
	\$100,000+	20	80
Personal Vehicle***	I Own	35	65
	Access	59	41
	No Access	82	18

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error $\pm 3.5\%$.

Emergency Ride Home

Respondents 65+ and personal vehicle owners were least aware of emergency ride home.

Significant Factors: Have You Heard of The Following PSTA Programs, Services, and Amenities: Emergency Ride Home?

Emergency Ride Home		Yes %	No %
Aggregate		34	66
Age***	Under 25	51	49
	25-34	49	51
	35-44	33	67
	45-54	31	69
	55-64	32	68
	65+	23	77
Personal Vehicle***	I Own	28	72
	Access	59	41
	No Access	65	35

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error $\pm 3.5\%$.

Travel Training

Those age 65 years and older were least aware of travel training.

Significant Factors: Have You Heard of The Following PSTA Programs, Services, and Amenities: Travel Training?

Travel Training		Yes %	No %
Aggregate		23	77
Gender**	Male	19	81
	Female	27	73
Age***	Under 25	32	68
	25-34	31	69
	35-44	32	68
	45-54	21	79
	55-64	19	81
	65+	11	89
Personal Vehicle***	I Own	19	81
	Access	36	64
	No Access	50	50

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error $\pm 3.5\%$.

U-Pass

Those 65 years and older and household incomes of \$100,000 were least aware of U-Pass.

Significant Factors: Have You Heard of The Following PSTA Programs, Services, and Amenities: U-Pass?

U-Pass		Yes %	No %
Aggregate		49	51
Age***	Under 25	59	41
	25-34	61	39
	35-44	60	40
	45-54	53	47
	55-64	45	55
	65+	28	72
Race**	Caucasian/White	47	53
	Hispanic/Latino	64	36
	African American/Black	53	47
	Other	4	96
Household Income**	Under \$25,000	53	47
	\$25,000 to \$49,999	46	54
	\$50,000 to \$74,999	56	44
	\$75,000 to \$99,999	61	39
	\$100,000+	31	69
Personal Vehicle**	I Own	46	54
	Access	59	41
	No Access	82	18

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

TD Late Shift

Those 55+, with household incomes from \$25,000 to \$49,999, and \$100,000+ were least aware of TD Late Shift.

Significant Factors: Have You Heard of The Following PSTA Programs, Services, and Amenities: TD Late Shift?

TD Late Shift		Yes %	No %
Aggregate		42	58
Age***	Under 25	53	47
	25-34	49	51
	35-44	57	43
	45-54	45	55
	55-64	34	66
	65+	22	78
Race***	Caucasian/White	39	61
	Hispanic/Latino	60	40
	African American/Black	44	56
	Other	4	96
Household Income***	Under \$25,000	41	59
	\$25,000 to \$49,999	35	65
	\$50,000 to \$74,999	49	51
	\$75,000 to \$99,999	56	44
	\$100,000+	27	73
Personal Vehicle*	I Own	39	61
	Access	50	50
	No Access	67	33

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error $\pm 3.5\%$.

Direct Connect

Males, respondents age 55+, and those with household income ranging from \$25,000 to \$49,999 and over \$100,000 were least aware of Direct Connect.

Significant Factors: Have You Heard of The Following PSTA Programs, Services, and Amenities: Direct Connect?

Direct Connect		Yes %	No %
Aggregate		61	39
Gender**	Male	56	44
	Female	66	34
Age***	Under 25	84	16
	25-34	78	22
	35-44	71	29
	45-54	67	33
	55-64	54	46
	65+	36	64
Race***	Caucasian/White	58	42
	Hispanic/Latino	84	16
	African American/Black	70	30
	Other	4	96
Household Income***	Under \$25,000	57	43
	\$25,000 to \$49,999	55	45
	\$50,000 to \$74,999	70	30
	\$75,000 to \$99,999	82	18
	\$100,000+	42	58
Personal Vehicle**	I Own	59	41
	Access	72	28
	No Access	80	20

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error \pm 3.5%.

Flamingo Fare

Respondents 65+, household incomes under \$25,000 and more than \$100,000 were least aware of Flamingo Fare.

Significant Factors: Have You Heard of The Following PSTA Programs, Services, and Amenities: Flamingo Fare?

Flamingo Fare		Yes %	No %
Aggregate		50	50
Age***	Under 25	67	33
	25-34	62	38
	35-44	61	39
	45-54	49	51
	55-64	46	54
	65+	31	69
Race***	Caucasian/White	47	53
	Hispanic/Latino	72	28
	African American/Black	54	46
	Other	4	96
Household Income***	Under \$25,000	40	60
	\$25,000 to \$49,999	47	53
	\$50,000 to \$74,999	55	45
	\$75,000 to \$99,999	66	34
	\$100,000+	41	59
Personal Vehicle***	I Own	47	53
	Access	62	38
	No Access	78	22

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Transportation Disadvantaged Reduced Fares

Those 65 and older and household incomes over \$100,000 were least aware of transportation disadvantaged reduced fares.

Significant Factors: Have You Heard of The Following PSTA Programs, Services, and Amenities: Transportation Disadvantaged Reduced Fares?

Transportation Disadvantaged Reduced Fares		Yes %	No %
Aggregate		73	27
Age***	Under 25	87	13
	25-34	92	8
	35-44	79	21
	45-54	78	22
	55-64	74	26
	65+	47	53
Race***	Caucasian/White	71	29
	Hispanic/Latino	90	10
	African American/Black	78	22
	Other	4	96
Household Income**	Under \$25,000	69	31
	\$25,000 to \$49,999	81	19
	\$50,000 to \$74,999	81	19
	\$75,000 to \$99,999	74	26
	\$100,000+	59	41
Personal Vehicle***	I Own	70	30
	Access	86	14
	No Access	82	18

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error $\pm 3.5\%$.

Senior Citizen Reduced Fares

Those 65 and older, household incomes under \$25,000 and over \$100,000 were least aware of senior citizen reduced fares.

Significant Factors: Have You Heard of The Following PSTA Programs, Services, and Amenities: Senior Citizen Reduced Fares?

Senior Citizen Reduced Fares		Yes %	No %
Aggregate		77	23
Age***	Under 25	92	8
	25-34	93	7
	35-44	86	14
	45-54	81	19
	55-64	77	23
	65+	49	51
Race***	Caucasian/White	74	26
	Hispanic/Latino	94	6
	African American/Black	84	16
	Other	4	96
Household Income***	Under \$25,000	72	28
	\$25,000 to \$49,999	84	16
	\$50,000 to \$74,999	85	15
	\$75,000 to \$99,999	81	19
	\$100,000+	61	39
Personal Vehicle***	I Own	74	26
	Access	89	11
	No Access	82	18

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error $\pm 3.5\%$.

Disabled Citizen Reduced Fares

Those 65 and older and those with a household income of more than \$100,000 were least aware of disabled citizen reduced fares.

Significant Factors: Have You Heard of The Following PSTA Programs, Services, and Amenities: Disabled Citizen Reduced Fares?

Disabled Citizen Reduced Fares		Yes %	No %
Aggregate		76	24
Age***	Under 25	92	8
	25-34	93	7
	35-44	85	15
	45-54	78	22
	55-64	76	24
	65+	50	50
Race***	Caucasian/White	73	27
	Hispanic/Latino	94	6
	African American/Black	83	17
	Other	4	96
Household Income**	Under \$25,000	72	28
	\$25,000 to \$49,999	84	16
	\$50,000 to \$74,999	84	16
	\$75,000 to \$99,999	79	21
	\$100,000+	60	40
Personal Vehicle***	I Own	73	27
	Access	90	10
	No Access	82	18

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error $\pm 3.5\%$.

Medicare Cardholder Reduced Fares

Respondents age 65+, those with a household income of more than \$100,000, and owning a personal vehicle were least aware of Medicare cardholder reduced fares.

Significant Factors: Have You Heard of The Following PSTA Programs, Services, and Amenities: Medicare Cardholder Reduced Fares?

Medicare Cardholder Reduced Fares		Yes %	No %
Aggregate		60	40
Gender*	Male	56	44
	Female	63	37
Age***	Under 25	83	17
	25-34	72	28
	35-44	63	37
	45-54	67	33
	55-64	57	43
	65+	37	63
Race***	Caucasian/White	56	44
	Hispanic/Latino	86	14
	African American/Black	69	31
	Other	4	96
Household Income***	Under \$25,000	66	34
	\$25,000 to \$49,999	65	35
	\$50,000 to \$74,999	65	35
	\$75,000 to \$99,999	66	34
	\$100,000+	34	66
Personal Vehicle***	I Own	55	45
	Access	80	20
	No Access	82	18

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error \pm 3.5%.

Jolley Trolley

Those 65 and older, household incomes under \$25,000 and over \$100,000 were least aware of the Jolley Trolley.

Significant Factors: Have You Heard of The Following PSTA Programs, Services, and Amenities: Jolley Trolley?

Jolley Trolley		Yes %	No %
Aggregate		50	50
Age***	Under 25	64	36
	25-34	62	38
	35-44	58	42
	45-54	58	42
	55-64	54	46
	65+	26	74
Race**	Caucasian/White	49	51
	Hispanic/Latino	70	30
	African American/Black	54	46
	Other	4	96
Household Income***	Under \$25,000	41	59
	\$25,000 to \$49,999	46	54
	\$50,000 to \$74,999	59	41
	\$75,000 to \$99,999	69	31
	\$100,000+	42	58

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Suncoast Beach Trolley

Males, those aged 55+, household incomes under \$25,000 and over \$100,000 were least aware of the Suncoast Beach Trolley.

Significant Factors: Have You Heard of The Following PSTA Programs, Services, and Amenities: Suncoast Beach Trolley?

Suncoast Beach Trolley		Yes %	No %
Aggregate		59	41
Gender*	Male	54	46
	Female	63	37
Age***	Under 25	68	32
	25-34	67	33
	35-44	68	32
	45-54	78	22
	55-64	54	46
	65+	32	68
Race**	Caucasian/White	57	43
	Hispanic/Latino	66	34
	African American/Black	69	31
	Other	4	96
Household Income**	Under \$25,000	47	53
	\$25,000 to \$49,999	62	38
	\$50,000 to \$74,999	67	33
	\$75,000 to \$99,999	71	29
	\$100,000+	46	54

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error \pm 3.5%.

Central Avenue Trolley

Males, respondents aged 55+, household incomes under \$25,000 and over \$100,000 were least aware of the Central Avenue Trolley.

Significant Factors: Have You Heard of The Following PSTA Programs, Services, and Amenities: Central Avenue Trolley?

Central Avenue Trolley		Yes %	No %
Aggregate		56	44
Gender*	Male	51	49
	Female	60	40
Age***	Under 25	68	32
	25-34	70	30
	35-44	65	35
	45-54	69	31
	55-64	48	52
	65+	33	67
Race**	Caucasian/White	54	46
	Hispanic/Latino	57	43
	African American/Black	70	30
	Other	4	96
Household Income***	Under \$25,000	43	57
	\$25,000 to \$49,999	54	46
	\$50,000 to \$74,999	66	34
	\$75,000 to \$99,999	71	29
	\$100,000+	43	57
Personal Vehicle**	I Own	53	47
	Access	70	30
	No Access	76	24

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error $\pm 3.5\%$.

Downtown Looper

Respondents aged 55+ and household incomes under \$50,000 were least aware of the Downtown Looper.

Significant Factors: Have You Heard of The Following PSTA Programs, Services, and Amenities: Downtown Looper?

Downtown Looper		Yes %	No %
Aggregate		60	40
Gender*	Male	56	44
	Female	63	37
Age***	Under 25	79	21
	25-34	70	30
	35-44	70	30
	45-54	66	34
	55-64	55	45
	65+	34	66
Race***	Caucasian/White	58	42
	Hispanic/Latino	76	24
	African American/Black	59	41
	Other	7	93
Household Income***	Under \$25,000	49	51
	\$25,000 to \$49,999	51	49
	\$50,000 to \$74,999	70	30
	\$75,000 to \$99,999	76	24
	\$100,000+	61	39

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error $\pm 3.5\%$.

Question 6a

Those under 34, Hispanic/Latinos, African American/Black respondents, household incomes between \$50,000-\$74,999 and those with access but no not own a personal vehicle were most likely to “strongly agree” with the statement *PSTA Connects People with the Places They Need to Go in the Community*.

Significant Factors: What is Your Reaction to the Following Statement: PSTA Connects People with the Places They Need to Go in the Community.

PSTA Connects People with the Places They Need to Go in the Community.		Strongly Agree %	Somewhat Agree %	Unsure %	Somewhat Disagree %	Strongly Disagree %
Aggregate		50	29	17	2	0
Age***	Under 25	66	21	13	0	0
	25-34	68	22	10	0	0
	35-44	54	30	14	1	1
	45-54	55	26	17	1	1
	55-64	49	29	19	3	0
	65+	28	40	25	6	1
Race***	Caucasian/White	48	32	18	2	1
	Hispanic/Latino	64	21	15	0	0
	African American/Black	59	22	18	1	0
	Other	4	28	0	69	0
Household Income***	Under \$25,000	55	37	6	2	0
	\$25,000 to \$49,999	49	35	14	2	0
	\$50,000 to \$74,999	60	23	16	2	0
	\$75,000 to \$99,999	55	23	21	0	1
	\$100,000+	31	34	30	5	0
Personal Vehicle**	I Own	47	31	19	2	1
	Access	64	22	13	1	0
	No Access	53	47	0	0	0

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Question 6b

Those under 34, Hispanic/Latinos, African American/Black respondents, and those who have access to a personal vehicle but do not own one were most likely to “strongly agree” with the statement *PSTA Provides Effective, Financially Viable Public Transportation That Supports Our Community*.

Significant Factors: What is Your Reaction to the Following Statement: PSTA Provides Effective, Financially Viable Public Transportation That Supports Our Community.

PSTA Provides Effective, Financially Viable Public Transportation That Supports Our Community.		Strongly Agree %	Somewhat Agree %	Unsure %	Somewhat Disagree %	Strongly Disagree %
Aggregate		49	27	22	2	1
Gender*	Male	45	28	23	3	1
	Female	52	26	21	1	0
Age***	Under 25	64	17	19	0	0
	25-34	64	22	15	0	0
	35-44	53	24	21	1	1
	45-54	52	29	19	0	1
	55-64	48	25	24	3	1
	65+	27	38	28	7	1
Race***	Caucasian/White	46	29	22	2	1
	Hispanic/Latino	66	16	19	0	0
	African American/Black	56	22	20	1	0
	Other	4	52	0	44	0
Personal Vehicle*	I Own	45	29	23	2	1
	Access	63	20	16	1	0
	No Access	53	32	15	0	0

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error \pm 3.5%.

Question 6c

Respondents under 44, Hispanic/Latinos, African American/Black respondents, household incomes under \$25,000, and those who have access to a personal vehicle but do not own one were most likely to “strongly agree” with the statement *PSTA Provides Effective Pinellas Transportation Leadership*.

Significant Factors: What is Your Reaction to the Following Statement: PSTA Provides Effective Pinellas Transportation Leadership.

PSTA Provides Effective Pinellas Transportation Leadership.		Strongly Agree %	Somewhat Agree %	Unsure %	Somewhat Disagree %	Strongly Disagree %
Aggregate		41	22	34	3	1
Gender**	Male	38	23	33	5	1
	Female	43	21	35	1	0
Age***	Under 25	60	17	23	0	0
	25-34	57	16	27	0	0
	35-44	46	20	32	1	1
	45-54	43	27	29	1	1
	55-64	37	19	40	3	1
	65+	22	25	45	8	1
Race*	Caucasian/White	39	23	35	3	1
	Hispanic/Latino	56	15	29	0	0
	African American/Black	45	18	34	2	0
	Other	4	28	24	44	0
Household Income**	Under \$25,000	54	26	16	4	0
	\$25,000 to \$49,999	39	22	36	2	0
	\$50,000 to \$74,999	47	21	30	2	0
	\$75,000 to \$99,999	44	19	32	3	1
	\$100,000+	22	21	53	2	3
Personal Vehicle**	I Own	37	23	37	3	1
	Access	57	16	24	3	0
	No Access	42	32	26	0	0

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Question 6d

Females, those under 34, Hispanic/Latinos, African American/Black respondents, household incomes under \$25,000, and those who have access to a personal vehicle but do not own one are most likely to “strongly agree” with the statement *PSTA Delivers Customer-Oriented Public Transit Services*.

Significant Factors: What is Your Reaction to the Following Statement: PSTA Delivers Customer-Oriented Public Transit Services.

PSTA Delivers Customer-Oriented Public Transit Services.		Strongly Agree %	Somewhat Agree %	Unsure %	Somewhat Disagree %	Strongly Disagree %
Aggregate		47	23	27	2	1
Gender*	Male	42	26	29	3	1
	Female	52	21	25	1	0
Age***	Under 25	70	13	17	0	0
	25-34	62	16	22	0	0
	35-44	48	17	32	1	1
	45-54	49	25	25	1	1
	55-64	47	22	28	2	1
	65+	27	37	31	4	1
Race***	Caucasian/White	44	24	29	2	1
	Hispanic/Latino	64	19	17	0	0
	African American/Black	56	19	23	1	0
	Other	4	52	0	44	0
Household Income*	Under \$25,000	57	25	15	4	0
	\$25,000 to \$49,999	45	23	30	1	0
	\$50,000 to \$74,999	52	20	26	1	0
	\$75,000 to \$99,999	53	23	23	0	1
	\$100,000+	33	24	38	2	3
Personal Vehicle***	I Own	43	25	30	2	1
	Access	67	15	17	1	0
	No Access	53	32	15	0	0

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Question 7

Bike Riders

Those age 55+, and those with a household income \$100,000+ are most unsure about how well PSTA caters to bike riders.

Significant Factors: How Well Do You Believe PSTA Caters to Each of the Following Populations? Bike Riders “

Bike Riders		Does Not Cater To (1) %	Somewhat Caters To (1-3) %	Caters To (4-6) %	Expertly Caters To (7) %	DK %
Aggregate		0	1	24	59	15
Region of County**	Beaches	0	0	30	54	17
	South County	0	0	28	58	14
	North County	0	3	29	52	17
	Mid-County	0	1	15	67	15
Age***	Under 25	0	0	14	73	13
	25-34	0	1	16	71	12
	35-44	1	0	29	62	7
	45-54	0	1	28	62	9
	55-64	0	1	29	50	21
	65+	0	3	21	50	26
Household Income***	Under \$25,000	0	1	14	77	8
	\$25,000 to \$49,999	0	1	21	69	9
	\$50,000 to \$74,999	0	1	30	57	13
	\$75,000 to \$99,999	0	0	31	51	18
	\$100,000+	0	2	19	38	40
Personal Vehicle*	I Own	0	1	27	56	16
	Access	0	1	15	71	14
	No Access	0	0	26	74	0

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Elderly Residents

Those 65+ and household incomes of \$100,000+ are most unsure about how well PSTA caters to elderly residents.

Significant Factors: How Well Do You Believe PSTA Caters to Each of the Following Populations? Elderly Residents “

Elderly Residents		Does Not Cater To (1) %	Somewhat Caters To (1-3) %	Caters To (4-6) %	Expertly Caters To (7) %	DK %
Aggregate		1	2	25	62	11
Region of County*	Beaches	0	1	32	55	13
	South County	1	2	27	61	10
	North County	0	4	30	54	13
	Mid-County	1	2	17	70	9
Age***	Under 25	0	0	18	71	11
	25-34	0	1	13	80	6
	35-44	1	1	31	64	3
	45-54	0	1	27	64	8
	55-64	2	2	27	56	13
	65+	2	6	21	51	20
Race*	Caucasian/White	1	2	25	60	12
	Hispanic/Latino	0	0	23	71	5
	African American/Black	0	1	25	65	8
	Other	24	20	0	31	24
Household Income**	Under \$25,000	0	3	15	74	8
	\$25,000 to \$49,999	1	1	21	71	7
	\$50,000 to \$74,999	0	1	28	63	8
	\$75,000 to \$99,999	1	1	33	55	10
	\$100,000+	0	7	19	52	22

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Residents Without Personal Vehicles

Those 65+ and household incomes of \$100,000+ are most unsure about how well PSTA caters to residents without personal vehicles.

Significant Factors: How Well Do You Believe PSTA Caters to Each of the Following Populations? Residents Without Personal Vehicles

Residents Without Personal Vehicles		Does Not Cater To (1) %	Somewhat Caters To (1-3) %	Caters To (4-6) %	Expertly Caters To (7) %	DK %
Aggregate		1	2	25	57	15
Age***	Under 25	0	0	15	71	13
	25-34	0	1	20	71	8
	35-44	1	0	30	61	8
	45-54	0	1	29	59	11
	55-64	2	1	29	51	16
	65+	1	5	21	46	27
Race***	Caucasian/White	0	2	25	56	16
	Hispanic/Latino	0	0	25	69	5
	African American/Black	0	0	27	58	15
	Other	69	0	0	31	0
Household Income***	Under \$25,000	0	3	14	74	10
	\$25,000 to \$49,999	1	1	22	69	8
	\$50,000 to \$74,999	0	1	30	56	13
	\$75,000 to \$99,999	0	0	34	47	18
	\$100,000+	2	5	17	42	34
Personal Vehicle*	I Own	1	2	27	55	15
	Access	0	1	18	68	13
	No Access	0	0	38	62	0

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Students

Those 65+ and household incomes of \$100,000+ are most unsure about how well PSTA caters to students.

Significant Factors: How Well Do You Believe PSTA Caters to Each of the Following Populations? Students

Students		Does Not Cater To (1) %	Somewhat Caters To (1-3) %	Caters To (4-6) %	Expertly Caters To (7) %	DK %
Aggregate		0	2	33	47	18
Gender*	Male	1	2	35	46	16
	Female	0	1	31	49	19
Age***	Under 25	0	0	22	65	13
	25-34	0	1	34	54	11
	35-44	1	1	43	47	8
	45-54	0	1	35	50	14
	55-64	1	1	34	42	22
	65+	0	5	25	38	32
Race**	Caucasian/White	0	2	33	46	19
	Hispanic/Latino	0	0	37	54	10
	African American/Black	0	1	33	47	18
	Other	44	0	4	52	0
Household Income**	Under \$25,000	0	3	17	64	16
	\$25,000 to \$49,999	0	2	34	50	15
	\$50,000 to \$74,999	0	1	35	49	15
	\$75,000 to \$99,999	0	0	37	44	19
	\$100,000+	2	2	29	33	34
Personal Vehicle*	I Own	1	2	36	44	18
	Access	0	2	21	60	18
	No Access	0	0	23	62	15

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error \pm 3.5%.

Veterans

Those 65+ and household incomes of \$100,000+ are most unsure about how well PSTA caters to veterans.

Significant Factors: How Well Do You Believe PSTA Caters to Each of the Following Populations?

Veterans

Veterans		Does Not Cater To (1) %	Somewhat Caters To (1-3) %	Caters To (4-6) %	Expertly Caters To (7) %	DK %
Aggregate		1	2	21	60	16
Region of County*	Beaches	0	1	28	55	17
	South County	1	1	25	60	14
	North County	1	3	25	54	18
	Mid-County	1	2	14	64	18
Gender***	Male	2	3	24	55	17
	Female	0	1	19	64	16
Age***	Under 25	0	0	11	72	16
	25-34	0	1	15	70	14
	35-44	1	0	25	65	9
	45-54	0	1	25	62	12
	55-64	1	1	24	54	19
	65+	2	4	20	48	27
Race**	Caucasian/White	0	2	22	58	17
	Hispanic/Latino	0	0	19	71	10
	African American/Black	0	0	20	63	17
	Other	69	0	0	7	24
Household Income**	Under \$25,000	0	3	11	72	14
	\$25,000 to \$49,999	1	1	22	62	15
	\$50,000 to \$74,999	0	1	23	63	13
	\$75,000 to \$99,999	0	0	26	61	13
	\$100,000+	2	5	14	49	30

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Disabled Residents

Those 65+ and household incomes of \$100,000+ are most unsure about how well PSTA caters to disabled residents.

Significant Factors: How Well Do You Believe PSTA Caters to Each of the Following Populations? Disabled Residents

Disabled Residents		Does Not Cater To (1) %	Somewhat Caters To (1-3) %	Caters To (4-6) %	Expertly Caters To (7) %	DK %
Aggregate		1	2	21	66	11
Gender*	Male	1	3	22	65	9
	Female	0	1	20	66	12
Age***	Under 25	0	0	8	81	11
	25-34	0	1	9	84	6
	35-44	1	0	25	71	3
	45-54	0	1	25	67	7
	55-64	1	2	27	57	12
	65+	1	4	19	52	23
Race***	Caucasian/White	0	2	22	64	12
	Hispanic/Latino	0	0	15	80	5
	African American/Black	0	0	21	71	8
	Other	44	0	0	7	48
Household Income***	Under \$25,000	0	3	9	79	10
	\$25,000 to \$49,999	0	1	18	74	7
	\$50,000 to \$74,999	0	1	23	67	8
	\$75,000 to \$99,999	0	1	27	63	9
	\$100,000+	2	5	16	52	25

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Low Income Residents

Those 65+ and household incomes of \$100,000+ are most unsure about how well PSTA caters to low income residents.

Significant Factors: How Well Do You Believe PSTA Caters to Each of the Following Populations? Low Income Residents

Low Income Residents		Does Not Cater To (1) %	Somewhat Caters To (1-3) %	Caters To (4-6) %	Expertly Caters To (7) %	DK %
Aggregate		1	2	26	58	14
Age***	Under 25	0	0	12	73	15
	25-34	0	1	21	72	6
	35-44	1	1	32	59	7
	45-54	0	1	29	60	10
	55-64	3	1	30	52	13
	65+	0	4	20	47	28
Race**	Caucasian/White	1	2	26	56	15
	Hispanic/Latino	0	0	29	66	5
	African American/Black	0	1	26	61	12
	Other	44	0	0	56	0
Household Income***	Under \$25,000	0	3	9	80	8
	\$25,000 to \$49,999	0	2	18	72	8
	\$50,000 to \$74,999	0	1	33	54	12
	\$75,000 to \$99,999	1	0	35	47	16
	\$100,000+	2	5	21	43	30
Personal Vehicle*	I Own	1	2	28	55	15
	Access	0	2	16	71	11
	No Access	0	0	26	74	0

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Commuters

Those 65+ and household incomes of \$100,000+ are most unsure about how well PSTA caters to commuters.

Significant Factors: How Well Do You Believe PSTA Caters to Each of the Following Populations? Commuters

Commuters		Does Not Cater To (1) %	Somewhat Caters To (1-3) %	Caters To (4-6) %	Expertly Caters To (7) %	DK %
Aggregate		1	2	24	58	15
Region of County*	Beaches	0	1	31	51	18
	South County	0	1	26	57	17
	North County	1	3	29	52	16
	Mid-County	1	2	17	65	13
Gender**	Male	1	3	23	60	13
	Female	0	1	25	56	18
Age***	Under 25	0	0	12	73	16
	25-34	0	1	17	68	14
	35-44	1	0	30	62	7
	45-54	0	2	28	60	10
	55-64	2	1	26	51	19
	65+	0	6	21	47	26
Race***	Caucasian/White	0	3	24	56	16
	Hispanic/Latino	0	0	27	68	5
	African American/Black	0	0	22	62	16
	Other	44	0	0	56	0
Household Income***	Under \$25,000	0	3	7	78	12
	\$25,000 to \$49,999	0	1	21	69	9
	\$50,000 to \$74,999	0	1	29	56	13
	\$75,000 to \$99,999	0	2	29	50	19
	\$100,000+	5	2	18	41	34

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Question 8

Provide Reliable Transportation

Those with a household income between \$75,000 to \$99,999 consider it “most important” for a transit organization to carry out providing reliable transportation.

Significant Factors: How Important Do You Consider Each of the Following to be for a Transit Organization to Carry Out? Provide Reliable Transportation

Provide Reliable Transportation		Not at All Important (1) %	Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		1	2	11	87
Gender***	Male	2	2	14	82
	Female	0	2	8	90
Age***	Under 25	2	0	17	81
	25-34	1	0	13	86
	35-44	1	0	9	90
	45-54	1	0	11	88
	55-64	0	2	7	91
	65+	2	6	12	80
Household Income***	Under \$25,000	2	4	23	72
	\$25,000 to \$49,999	0	0	12	88
	\$50,000 to \$74,999	0	0	11	88
	\$75,000 to \$99,999	2	0	6	92
	\$100,000+	5	3	2	90
Personal Vehicle*	I Own	1	2	9	87
	Access	0	0	16	84
	No Access	0	0	15	85

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error $\pm 3.5\%$.

Provide Good Customer Service

Those with a household income between \$75,000 to \$99,999 consider it “most important” for a transit organization to carry out providing good customer service.

Significant Factors: How Important Do You Consider Each of the Following to be for a Transit Organization to Carry Out? Provide Good Customer Service

Provide Good Customer Service		Not at All Important (1) %	Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		1	2	16	81
Gender***	Male	2	2	20	76
	Female	0	2	13	85
Age***	Under 25	2	0	22	76
	25-34	1	0	21	78
	35-44	1	1	15	83
	45-54	1	0	19	80
	55-64	0	2	13	85
	65+	2	8	12	79
Household Income*	Under \$25,000	2	2	26	70
	\$25,000 to \$49,999	0	1	20	79
	\$50,000 to \$74,999	0	1	15	84
	\$75,000 to \$99,999	2	0	12	86
	\$100,000+	5	3	13	79
Personal Vehicle*	I Own	1	3	15	81
	Access	0	0	21	79
	No Access	0	0	0	100

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Be a Good Steward of Public Dollars

Females, those 34-44, and those with a household income between \$75,000 and \$99,999 consider it “most important” for a transit organization to carry out being a good steward of public dollars.

Significant Factors: How Important Do You Consider Each of the Following to be for a Transit Organization to Carry Out? Be a Good Steward of Public Dollars

Be a Good Steward of Public Dollars		Not at All Important (1) %	Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		1	3	16	79
Gender***	Male	2	3	20	74
	Female	0	3	13	84
Age***	Under 25	2	2	18	78
	25-34	1	0	24	74
	35-44	1	1	11	87
	45-54	1	0	21	78
	55-64	0	6	14	80
	65+	2	7	14	77
Household Income**	Under \$25,000	2	4	23	71
	\$25,000 to \$49,999	0	2	21	78
	\$50,000 to \$74,999	0	1	18	80
	\$75,000 to \$99,999	2	1	10	87
	\$100,000+	5	8	9	79
Personal Vehicle**	I Own	1	4	15	79
	Access	0	0	23	77
	No Access	0	0	0	100

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Offer Reasonable Wait Times

Females, those under 25 and those between 35-44 years old consider it “most important” for a transit organization to carry out offering reasonable wait times.

Significant Factors: How Important Do You Consider Each of the Following to be for a Transit Organization to Carry Out? Offer Reasonable Wait Times

Offer Reasonable Wait Times		Not at All Important (1) %	Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		1	4	12	82
Gender***	Male	2	4	16	77
	Female	0	4	9	87
Age***	Under 25	2	2	9	87
	25-34	1	0	17	82
	35-44	1	1	8	90
	45-54	1	0	14	84
	55-64	0	5	13	82
	65+	2	14	12	72
Household Income**	Under \$25,000	2	7	13	79
	\$25,000 to \$49,999	0	3	11	86
	\$50,000 to \$74,999	0	2	15	83
	\$75,000 to \$99,999	2	0	12	86
	\$100,000+	5	8	12	75

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Create Safe Places for Riders to Wait

Those between 35-44 years old consider it “most important” for a transit organization to carry out creating safe places for riders to wait.

Significant Factors: How Important Do You Consider Each of the Following to be for a Transit Organization to Carry Out? Create Safe Places for Riders to Wait

Create Safe Places for Riders to Wait		Not at All Important (1) %	Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		1	3	11	84
Region of County*	Beaches	0	2	11	87
	South County	1	5	12	83
	North County	1	1	14	85
	Mid-County	2	3	8	85
Gender***	Male	3	2	15	80
	Female	0	4	8	88
Age***	Under 25	2	0	13	85
	25-34	1	0	17	82
	35-44	2	1	7	91
	45-54	1	1	14	84
	55-64	0	4	8	88
	65+	2	9	12	77
Household Income**	Under \$25,000	2	5	14	79
	\$25,000 to \$49,999	0	1	10	88
	\$50,000 to \$74,999	0	1	14	84
	\$75,000 to \$99,999	2	1	10	87
	\$100,000+	7	6	10	76

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Ensure Vehicles are Clean and Well-kept

Respondents ages 35-44 and 55-64 consider it “most important” for a transit organization to carry out ensuring vehicles are clean and well-kept.

Significant Factors: How Important Do You Consider Each of the Following to be for a Transit Organization to Carry Out? Ensure Vehicles are Clean and Well-kept

Ensure Vehicles are Clean and Well-kept		Not at All Important (1) %	Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		1	4	11	84
Gender***	Male	2	3	14	81
	Female	0	4	9	87
Age***	Under 25	2	0	12	87
	25-34	1	0	15	84
	35-44	1	2	8	89
	45-54	1	1	14	84
	55-64	0	2	9	89
	65+	2	13	11	74

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error $\pm 3.5\%$.

Serve as an Economic Driver

Females, those under 34 and 55-64, and those with a household income between \$75,000 and \$99,999 consider it “most important” for a transit organization to carry out serving as an economic driver.

Significant Factors: How Important Do You Consider Each of the Following to be for a Transit Organization to Carry Out? Serve as an Economic Driver

Serve as an Economic Driver		Not at All Important (1) %	Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		1	4	15	80
Gender***	Male	2	3	20	74
	Female	0	4	11	85
Age***	Under 25	2	0	13	85
	25-34	1	0	25	74
	35-44	1	1	13	85
	45-54	1	2	21	77
	55-64	0	5	10	85
	65+	2	11	12	75
Household Income***	Under \$25,000	2	2	18	79
	\$25,000 to \$49,999	0	2	18	80
	\$50,000 to \$74,999	0	2	18	79
	\$75,000 to \$99,999	2	1	11	86
	\$100,000+	5	13	8	74
Personal Vehicle*	I Own	1	5	15	79
	Access	0	1	15	84
	No Access	0	0	0	100

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Offer Innovative Transportation Solutions

Females, those under the age of 25 and 35-44, Hispanic/Latinos, and those with a household income between \$75,000 and \$99,999 consider it “most important” for a transit organization to carry out offering innovative transportation solutions.

Significant Factors: How Important Do You Consider Each of the Following to be for a Transit Organization to Carry Out? Offer Innovative Transportation Solutions

Offer Innovative Transportation Solutions		Not at All Important (1) %	Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		1	5	16	78
Gender***	Male	2	5	21	72
	Female	0	6	11	83
Age***	Under 25	2	0	15	83
	25-34	1	0	23	76
	35-44	1	2	14	83
	45-54	1	4	20	75
	55-64	0	6	13	81
	65+	2	14	13	71
Race*	Caucasian/White	2	6	17	76
	Hispanic/Latino	0	0	12	88
	African American/Black	0	5	14	81
	Other	0	24	0	76
Household Income**	Under \$25,000	2	7	18	73
	\$25,000 to \$49,999	0	3	20	77
	\$50,000 to \$74,999	1	2	19	78
	\$75,000 to \$99,999	2	4	10	85
	\$100,000+	5	11	13	71

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Integrate New Technology into its Services

Females, those under 25, Hispanic/Latinos, and those with a household income between \$75,000 and \$99,999 consider it “most important” for a transit organization to carry out integrating new technology into its services.

Significant Factors: How Important Do You Consider Each of the Following to be for a Transit Organization to Carry Out? Integrate New Technology into its Services

Integrate New Technology into its Services		Not at All Important (1) %	Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		1	6	17	77
Gender***	Male	2	6	21	71
	Female	0	5	13	82
Age***	Under 25	2	2	13	83
	25-34	1	0	27	72
	35-44	1	3	16	80
	45-54	1	4	19	76
	55-64	0	5	14	81
	65+	2	14	13	71
Race*	Caucasian/White	1	6	17	75
	Hispanic/Latino	0	0	11	89
	African American/Black	0	4	18	78
	Other	0	0	0	100
Household Income***	Under \$25,000	2	5	18	75
	\$25,000 to \$49,999	0	2	19	78
	\$50,000 to \$74,999	0	3	23	74
	\$75,000 to \$99,999	2	5	9	84
	\$100,000+	5	15	9	71

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Aid in Parking Relief

Those under 25, and ages 55-64 consider it “most important” for a transit organization to carry aiding in parking relief.

Significant Factors: How Important Do You Consider Each of the Following to be for a Transit Organization to Carry Out? Aid in Parking Relief

Aid in Parking Relief		Not at All Important (1) %	Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		1	3	11	84
Gender***	Male	2	3	13	81
	Female	0	4	9	87
Age***	Under 25	2	0	6	92
	25-34	1	0	19	80
	35-44	1	3	10	87
	45-54	1	1	13	85
	55-64	0	3	7	90
	65+	2	10	12	76
Household Income*	Under \$25,000	2	5	10	83
	\$25,000 to \$49,999	0	2	10	88
	\$50,000 to \$74,999	0	1	15	83
	\$75,000 to \$99,999	2	2	11	86
	\$100,000+	5	5	9	80

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Alleviate Traffic Congestion

Respondents under 25 and those with a household income between \$25,000 to \$49,999 consider it “most important” for a transit organization to carry out alleviating traffic congestion.

Significant Factors: How Important Do You Consider Each of the Following to be for a Transit Organization to Carry Out? Alleviate Traffic Congestion

Alleviate Traffic Congestion		Not at All Important (1) %	Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		1	3	9	87
Region of County*	Beaches	0	1	11	88
	South County	1	5	11	84
	North County	1	1	12	87
	Mid-County	1	3	4	91
Gender**	Male	2	3	11	85
	Female	0	3	8	89
Age***	Under 25	2	2	2	94
	25-34	0	0	16	84
	35-44	1	2	6	91
	45-54	1	0	13	86
	55-64	0	3	6	91
	65+	2	8	10	80
Household Income***	Under \$25,000	2	5	8	85
	\$25,000 to \$49,999	0	1	7	92
	\$50,000 to \$74,999	0	1	13	86
	\$75,000 to \$99,999	0	0	9	90
	\$100,000+	5	8	9	78

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error \pm 3.5%.

Serve as a Safe Mode of Transport

Those age 35-44 and those with a household income between \$75,000 and \$99,999 consider it “most important” for a transit organization to carry out serving as a safe mode of transport.

Significant Factors: How Important Do You Consider Each of the Following to be for a Transit Organization to Carry Out? Serve as a Safe Mode of Transport

Serve as a Safe Mode of Transport		Not at All Important (1) %	Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		1	2	9	88
Gender**	Male	2	2	10	86
	Female	0	2	7	91
Age***	Under 25	2	0	2	96
	25-34	1	0	17	81
	35-44	1	1	5	93
	45-54	1	0	12	88
	55-64	0	2	6	92
	65+	2	8	9	82
Household Income***	Under \$25,000	2	2	9	87
	\$25,000 to \$49,999	0	0	8	92
	\$50,000 to \$74,999	0	1	13	85
	\$75,000 to \$99,999	1	0	6	93
	\$100,000+	5	5	4	85

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Be an Economical Alternative to Personal Vehicles

Those under 25, and those with a household income between \$25,000 and \$49,999 consider it “most important” for a transit organization to carry out being an economical alternative to personal vehicles.

Significant Factors: How Important Do You Consider Each of the Following to be for a Transit Organization to Carry Out? Be an Economical Alternative to Personal Vehicles

Be an Economical Alternative to Personal Vehicles		Not at All Important (1) %	Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		1	3	10	86
Gender***	Male	2	3	11	84
	Female	0	3	9	88
Age***	Under 25	2	0	6	92
	25-34	1	0	16	83
	35-44	1	3	6	91
	45-54	1	1	15	83
	55-64	0	3	7	90
	65+	2	7	11	80
Household Income*	Under \$25,000	2	2	11	86
	\$25,000 to \$49,999	0	1	8	92
	\$50,000 to \$74,999	0	1	14	84
	\$75,000 to \$99,999	2	2	9	87
	\$100,000+	5	8	11	77

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Cater to Transportation Needs of the Whole Community

Those under 25 and 35-44 years of age, and those with a household income between \$25,000 and \$49,999 consider it “most important” for a transit organization to carry out catering to transportation needs of the whole community.

Significant Factors: How Important Do You Consider Each of the Following to be for a Transit Organization to Carry Out? Cater to Transportation Needs of the Whole Community

Cater to Transportation Needs of the Whole Community		Not at All Important (1) %	Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		1	2	10	87
Region of County*	Beaches	0	1	11	88
	South County	1	4	10	86
	North County	1	1	14	84
	Mid-County	2	2	6	89
Gender***	Male	2	3	12	83
	Female	0	2	7	90
Age***	Under 25	2	0	6	92
	25-34	1	0	14	85
	35-44	1	1	7	92
	45-54	1	0	14	85
	55-64	0	3	9	89
	65+	2	8	9	81
Household Income**	Under \$25,000	2	2	8	88
	\$25,000 to \$49,999	0	0	8	92
	\$50,000 to \$74,999	0	1	14	85
	\$75,000 to \$99,999	2	1	10	87
	\$100,000+	5	8	11	76

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Cater to Transportation Needs of Those Without Personal Vehicle Access

Those under 25, and household incomes between \$25,000 and \$49,999 consider it “most important” for a transit organization to carry out catering to transportation needs of those without personal vehicle access.

Significant Factors: How Important Do You Consider Each of the Following to be for a Transit Organization to Carry Out? Cater to Transportation Needs of Those Without Personal Vehicle Access

Cater to Transportation Needs of Those Without Personal Vehicle Access		Not at All Important (1) %	Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		1	2	9	88
Region of County**	Beaches	0	1	10	89
	South County	1	4	9	87
	North County	1	2	14	84
	Mid-County	2	2	4	92
Gender***	Male	2	2	11	85
	Female	0	3	7	91
Age***	Under 25	2	0	2	96
	25-34	1	0	13	86
	35-44	1	2	7	91
	45-54	1	0	11	88
	55-64	0	3	8	89
	65+	2	7	9	82
Household Income***	Under \$25,000	2	2	5	91
	\$25,000 to \$49,999	0	0	7	93
	\$50,000 to \$74,999	0	1	13	85
	\$75,000 to \$99,999	2	1	8	90
	\$100,000+	5	8	10	77

Significance Level: *** .01, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error \pm 3.5%.

Serve as a Cross-Bay Transportation Solution

Those under 25, African American/Black respondents, those with a household income less than \$25,000 or between \$75,000 and \$99,999, and those with personal vehicle access but do not own one consider it “most important” for a transit organization to carry out serving as a cross-bay transportation solution.

Significant Factors: How Important Do You Consider Each of the Following to be for a Transit Organization to Carry Out? Serve as a Cross-Bay Transportation Solution

Serve as a Cross-Bay Transportation Solution		Not at All Important (1) %	Less Important (2-5) %	More Important (6-9) %	Most Important (10) %
Aggregate		2	4	11	84
Region of County*	Beaches	1	2	13	84
	South County	1	6	12	82
	North County	2	4	13	81
	Mid-County	3	3	6	88
Gender**	Male	3	5	12	80
	Female	0	4	9	87
Age***	Under 25	2	0	5	93
	25-34	1	0	16	82
	35-44	1	2	9	88
	45-54	1	2	15	82
	55-64	0	6	9	85
	65+	4	10	8	78
Race*	Caucasian/White	2	5	11	83
	Hispanic/Latino	0	0	14	86
	African American/Black	0	3	6	91
	Other	24	0	0	76
Household Income***	Under \$25,000	2	2	6	90
	\$25,000 to \$49,999	1	1	12	87
	\$50,000 to \$74,999	0	2	17	80
	\$75,000 to \$99,999	2	3	6	89
	\$100,000+	5	12	4	79
Personal Vehicle*	I Own	2	5	11	83
	Access	0	1	10	89
	No Access	0	0	0	100

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Question 9

Provide Reliable Transportation

Those that think PSTA “carries out well” providing reliable transportation are those ages 45-54 and 55-64, and those with an income +\$100,000.

Significant Factors: In Your Opinion, How Well Does PSTA Carry Out Each?

Provide Reliable Transportation

Provide Reliable Transportation		Does Not Carry Out (1) %	Somewhat Carries Out (2-5) %	Carries Out Well (6-9) %	Carries Out Extremely Well (10) %
Aggregate		1	7	57	35
Age***	Under 25	0	2	55	43
	25-34	0	1	56	43
	35-44	1	5	58	36
	45-54	1	5	62	32
	55-64	2	7	62	30
	65+	2	17	48	33
Race**	Caucasian/White	1	7	59	32
	Hispanic/Latino	0	2	44	54
	African American/Black	0	7	54	39
	Other	0	48	31	20
Household Income***	Under \$25,000	2	6	45	47
	\$25,000 to \$49,999	0	4	65	31
	\$50,000 to \$74,999	0	5	59	36
	\$75,000 to \$99,999	1	6	52	42
	\$100,000+	3	11	77	9
Personal Vehicle***	I Own	1	9	59	31
	Access	0	1	53	46
	No Access	0	0	17	83

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Provide Good Customer Service

Respondents age 45-54, those with a household income of \$100,000+ were most likely to report PSTA “carries out well” providing good customer service.

Significant Factors: In Your Opinion, How Well Does PSTA Carry Out Each? Provide Good Customer Service

Provide Good Customer Service		Does Not Carry Out (1) %	Somewhat Carries Out (2-5) %	Carries Out Well (6-9) %	Carries Out Extremely Well (10) %
Aggregate		1	9	60	29
Age*	Under 25	0	3	57	40
	25-34	0	7	65	28
	35-44	1	9	58	32
	45-54	1	6	67	26
	55-64	2	9	65	24
	65+	2	17	50	31
Household Income**	Under \$25,000	2	9	40	48
	\$25,000 to \$49,999	0	5	67	28
	\$50,000 to \$74,999	0	8	66	26
	\$75,000 to \$99,999	1	9	60	30
	\$100,000+	4	12	74	10
Personal Vehicle***	I Own	2	11	63	24
	Access	0	2	53	45
	No Access	0	0	17	83

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error $\pm 3.5\%$.

Be a Good Steward of Public Dollars

Those between 25 and 44 years old and household incomes more than \$100,000 are most likely to believe that PSTA “carries out well” being a good steward of public dollars.

Significant Factors: In Your Opinion, How Well Does PSTA Carry Out Each?

Be a Good Steward of Public Dollars

Be a Good Steward of Public Dollars		Does Not Carry Out (1) %	Somewhat Carries Out (2-5) %	Carries Out Well (6-9) %	Carries Out Extremely Well (10) %
Aggregate		1	9	65	25
Age*	Under 25	0	6	62	32
	25-34	0	4	74	21
	35-44	1	6	72	21
	45-54	1	6	69	24
	55-64	2	8	68	22
	65+	2	17	49	32
Household Income***	Under \$25,000	2	11	43	44
	\$25,000 to \$49,999	0	4	71	25
	\$50,000 to \$74,999	0	7	73	20
	\$75,000 to \$99,999	1	7	68	24
	\$100,000+	3	10	78	8
Personal Vehicle***	I Own	2	10	67	21
	Access	0	2	61	37
	No Access	0	0	17	83

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Offer Reasonable Wait Times

Respondents 25-54 and household incomes from \$25,000 to \$99,999 believes PSTA “carries out well” offering reasonable wait times.

Significant Factors: In Your Opinion, How Well Does PSTA Carry Out Each? Offer Reasonable Wait Times

Offer Reasonable Wait Times		Does Not Carry Out (1) %	Somewhat Carries Out (2-5) %	Carries Out Well (6-9) %	Carries Out Extremely Well (10) %
Aggregate		1	10	71	18
Age***	Under 25	0	8	69	23
	25-34	0	2	76	22
	35-44	1	8	81	10
	45-54	1	6	80	13
	55-64	2	11	73	14
	65+	1	22	47	29
Household Income*	Under \$25,000	2	9	55	33
	\$25,000 to \$49,999	0	8	79	13
	\$50,000 to \$74,999	0	7	78	15
	\$75,000 to \$99,999	0	10	76	15
	\$100,000+	4	14	72	10
Personal Vehicle***	I Own	1	12	72	15
	Access	0	2	71	27
	No Access	0	2	44	53

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Create Safe Places for Riders to Wait

Respondents age 25-44 and 55-64, and those with household incomes over \$25,000 are most likely to believe PSTA “carries out well” creating safe places for riders to wait.

Significant Factors: In Your Opinion, How Well Does PSTA Carry Out Each? Create Safe Places for Riders to Wait

Create Safe Places for Riders to Wait		Does Not Carry Out (1) %	Somewhat Carries Out (2-5) %	Carries Out Well (6-9) %	Carries Out Extremely Well (10) %
Aggregate		1	12	68	18
Age***	Under 25	0	6	74	21
	25-34	0	4	73	23
	35-44	1	11	76	12
	45-54	1	11	72	17
	55-64	2	12	73	14
	65+	2	21	47	30
Race*	Caucasian/White	2	12	69	18
	Hispanic/Latino	0	2	72	26
	African American/Black	0	17	67	17
	Other	0	48	31	20
Household Income*	Under \$25,000	2	13	55	31
	\$25,000 to \$49,999	0	12	74	15
	\$50,000 to \$74,999	0	8	74	18
	\$75,000 to \$99,999	1	10	76	12
	\$100,000+	4	13	73	10
Personal Vehicle***	I Own	2	14	69	16
	Access	0	6	68	26
	No Access	0	2	44	53

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error \pm 3.5%.

Ensure Vehicles are Clean and Well-kept

Respondents age 35-54 with household incomes from \$25,000 to \$99,999 are most likely to believe PSTA “carries out well” ensuring vehicles are clean and well-kept.

Significant Factors: In Your Opinion, How Well Does PSTA Carry Out Each? Ensure Vehicles are Clean and Well-kept

Ensure Vehicles are Clean and Well-kept		Does Not Carry Out (1) %	Somewhat Carries Out (2-5) %	Carries Out Well (6-9) %	Carries Out Extremely Well (10) %
Aggregate		1	12	61	26
Age**	Under 25	0	6	53	41
	25-34	0	8	60	32
	35-44	1	9	69	20
	45-54	1	12	69	18
	55-64	2	9	63	26
	65+	2	21	46	31
Household Income*	Under \$25,000	2	13	41	44
	\$25,000 to \$49,999	0	8	71	21
	\$50,000 to \$74,999	0	10	66	24
	\$75,000 to \$99,999	1	9	66	24
	\$100,000+	4	17	61	18
Personal Vehicle***	I Own	2	14	62	22
	Access	0	5	57	39
	No Access	0	0	32	68

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error $\pm 3.5\%$.

Serve as an Economic Driver

Respondents between 25-34 years old and 55-64, and those with household incomes \$50,000+ are most likely to believe PSTA “carries out well” serving as an economic driver.

Significant Factors: In Your Opinion, How Well Does PSTA Carry Out Each? Serve as an Economic Driver

Serve as an Economic Driver		Does Not Carry Out (1) %	Somewhat Carries Out (2-5) %	Carries Out Well (6-9) %	Carries Out Extremely Well (10) %
Aggregate		1	9	60	29
Gender*	Male	2	11	55	32
	Female	1	7	64	27
Age**	Under 25	0	5	54	40
	25-34	0	2	68	30
	35-44	1	8	61	30
	45-54	1	9	63	28
	55-64	2	8	69	21
	65+	2	18	48	32
Household Income***	Under \$25,000	2	9	37	52
	\$25,000 to \$49,999	0	6	64	30
	\$50,000 to \$74,999	0	8	66	26
	\$75,000 to \$99,999	1	8	66	24
	\$100,000+	3	8	78	11
Personal Vehicle***	I Own	2	11	63	25
	Access	0	2	54	43
	No Access	0	0	17	83

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Offer Innovative Transportation Solutions

Respondents ages 55-64 and those with household incomes \$25,000 to \$49,999 are most likely to believe PSTA “carries out well” offering innovative transportation solutions.

Significant Factors: In Your Opinion, How Well Does PSTA Carry Out Each? Offer Innovative Transportation Solutions

Offer Innovative Transportation Solutions		Does Not Carry Out (1) %	Somewhat Carries Out (2-5) %	Carries Out Well (6-9) %	Carries Out Extremely Well (10) %
Aggregate		1	10	56	33
Gender*	Male	2	12	51	34
	Female	1	7	60	32
Age**	Under 25	0	5	46	49
	25-34	0	4	60	36
	35-44	1	7	57	34
	45-54	1	9	59	31
	55-64	3	8	63	26
	65+	2	20	47	31
Race**	Caucasian/White	2	10	56	32
	Hispanic/Latino	0	2	54	44
	African American/Black	0	11	56	33
	Other	20	48	31	0
Household Income***	Under \$25,000	2	8	41	49
	\$25,000 to \$49,999	0	6	62	32
	\$50,000 to \$74,999	0	10	60	30
	\$75,000 to \$99,999	1	7	55	38
	\$100,000+	6	12	76	6
Personal Vehicle***	I Own	2	12	58	28
	Access	0	2	50	48
	No Access	0	0	17	83

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Integrate New Technology into its Services

Respondents age 25-64 and household incomes from \$25,000 to \$74,999 or more than \$100,000 are most likely to believe that PSTA “carries out well” integrating new technology into its services.

Significant Factors: In Your Opinion, How Well Does PSTA Carry Out Each?

Integrate New Technology into its Services

Integrate New Technology into its Services		Does Not Carry Out (1) %	Somewhat Carries Out (2-5) %	Carries Out Well (6-9) %	Carries Out Extremely Well (10) %
Aggregate		1	9	61	29
Age***	Under 25	0	5	50	45
	25-34	0	2	66	32
	35-44	1	6	66	27
	45-54	1	6	67	26
	55-64	3	8	66	23
	65+	2	22	45	31
Race**	Caucasian/White	2	9	61	28
	Hispanic/Latino	0	2	59	39
	African American/Black	0	10	61	29
	Other	20	48	31	0
Household Income***	Under \$25,000	2	9	42	47
	\$25,000 to \$49,999	0	5	69	27
	\$50,000 to \$74,999	0	8	68	25
	\$75,000 to \$99,999	1	7	58	34
	\$100,000+	6	15	72	6
Personal Vehicle***	I Own	2	10	63	25
	Access	0	3	55	42
	No Access	0	0	17	83

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Aid in Parking Relief

Those ages 45-64 and household incomes of \$25,000 to \$49,999 are most likely to believe PSTA “carries out well” aiding in parking relief.

Significant Factors: In Your Opinion, How Well Does PSTA Carry Out Each? Aid in Parking Relief

Aid in Parking Relief		Does Not Carry Out (1) %	Somewhat Carries Out (2-5) %	Carries Out Well (6-9) %	Carries Out Extremely Well (10) %
Aggregate		1	9	50	40
Age***	Under 25	0	5	43	53
	25-34	0	3	52	45
	35-44	1	7	48	44
	45-54	1	6	58	35
	55-64	3	8	56	32
	65+	2	19	40	39
Race***	Caucasian/White	1	9	51	38
	Hispanic/Latino	0	2	41	57
	African American/Black	0	8	51	41
	Other	20	48	31	0
Household Income**	Under \$25,000	2	8	36	54
	\$25,000 to \$49,999	0	4	59	37
	\$50,000 to \$74,999	0	8	53	39
	\$75,000 to \$99,999	1	8	48	43
	\$100,000+	7	17	54	22
Personal Vehicle***	I Own	2	10	52	36
	Access	0	2	45	53
	No Access	0	0	17	83

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Alleviate Traffic Congestion

Respondents ages 45-64, and those with household incomes \$50,000 to \$74,999 are most likely to believe PSTA “carries out well” alleviating traffic congestion.

Significant Factors: In Your Opinion, How Well Does PSTA Carry Out Each? Alleviate Traffic Congestion

Alleviate Traffic Congestion		Does Not Carry Out (1) %	Somewhat Carries Out (2-5) %	Carries Out Well (6-9) %	Carries Out Extremely Well (10) %
Aggregate		2	10	53	35
Age***	Under 25	0	7	45	48
	25-34	0	2	54	44
	35-44	1	10	53	36
	45-54	2	9	58	31
	55-64	3	9	61	27
	65+	2	20	42	36
Race**	Caucasian/White	2	10	53	34
	Hispanic/Latino	0	2	52	46
	African American/Black	0	13	53	34
	Other	20	48	31	0
Household Income***	Under \$25,000	2	8	37	54
	\$25,000 to \$49,999	0	9	57	34
	\$50,000 to \$74,999	0	8	58	34
	\$75,000 to \$99,999	2	8	56	34
	\$100,000+	11	20	62	7
Personal Vehicle***	I Own	2	12	56	30
	Access	0	4	43	53
	No Access	0	2	40	58

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error $\pm 3.5\%$.

Serve as a Safe Mode of Transport

Respondents age 45-64, those with household income over \$100,000 are most likely to believe PSTA “carries out well” serving as a safe mode of transport.

Significant Factors: In Your Opinion, How Well Does PSTA Carry Out Each? Serve as a Safe Mode of Transport

Serve as a Safe Mode of Transport		Does Not Carry Out (1) %	Somewhat Carries Out (2-5) %	Carries Out Well (6-9) %	Carries Out Extremely Well (10) %
Aggregate		1	8	54	36
Age***	Under 25	0	5	44	51
	25-34	0	3	55	42
	35-44	1	6	56	36
	45-54	1	6	60	33
	55-64	3	9	60	29
	65+	2	19	41	38
Race**	Caucasian/White	2	9	54	36
	Hispanic/Latino	0	2	50	48
	African American/Black	0	9	56	35
	Other	20	48	31	0
Household Income***	Under \$25,000	2	8	35	55
	\$25,000 to \$49,999	0	5	60	34
	\$50,000 to \$74,999	0	7	58	36
	\$75,000 to \$99,999	1	7	55	36
	\$100,000+	8	13	71	7
Personal Vehicle***	I Own	2	10	57	32
	Access	0	3	42	55
	No Access	0	0	32	68

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Be an Economical Alternative to Personal Vehicles

Respondents age 45-64, those with household incomes \$50,000 to \$74,999 and more than \$100,000 are most likely to believe PSTA “carries out well” being an economical alternative to personal vehicles.

Significant Factors: In Your Opinion, How Well Does PSTA Carry Out Each? Be an Economical Alternative to Personal Vehicles

Be an Economical Alternative to Personal Vehicles		Does Not Carry Out (1) %	Somewhat Carries Out (2-5) %	Carries Out Well (6-9) %	Carries Out Extremely Well (10) %
Aggregate		1	8	54	37
Age**	Under 25	0	5	43	53
	25-34	0	1	53	45
	35-44	1	7	54	38
	45-54	1	6	61	32
	55-64	3	7	60	30
	65+	2	16	46	37
Race***	Caucasian/White	1	8	55	36
	Hispanic/Latino	0	2	43	56
	African American/Black	0	7	57	36
	Other	20	48	31	0
Household Income***	Under \$25,000	2	8	35	55
	\$25,000 to \$49,999	0	4	56	40
	\$50,000 to \$74,999	0	6	59	35
	\$75,000 to \$99,999	1	7	57	35
	\$100,000+	6	11	77	6
Personal Vehicle***	I Own	2	9	56	33
	Access	0	1	46	53
	No Access	0	0	30	70

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Cater to Transportation Needs of the Whole Community

Respondents 45-54, African American/Black respondents, and those with household incomes above \$100,000 are most likely to believe that PSTA “carries out well” catering to transportation needs of the whole community.

Significant Factors: In Your Opinion, How Well Does PSTA Carry Out Each? Cater to Transportation Needs of the Whole Community

Cater to Transportation Needs of the Whole Community		Does Not Carry Out (1) %	Somewhat Carries Out (2-5) %	Carries Out Well (6-9) %	Carries Out Extremely Well (10) %
Aggregate		1	7	54	38
Age**	Under 25	0	5	45	51
	25-34	0	1	49	50
	35-44	1	6	54	39
	45-54	1	6	60	33
	55-64	3	7	58	32
	65+	2	15	49	35
Race***	Caucasian/White	1	7	54	37
	Hispanic/Latino	0	2	44	54
	African American/Black	0	7	59	34
	Other	20	48	31	0
Household Income***	Under \$25,000	2	8	30	61
	\$25,000 to \$49,999	0	3	58	39
	\$50,000 to \$74,999	0	6	57	36
	\$75,000 to \$99,999	1	7	56	36
	\$100,000+	6	11	76	7
Personal Vehicle***	I Own	2	9	56	33
	Access	0	1	44	55
	No Access	0	0	30	70

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Cater to Transportation Needs of Those Without Personal Vehicle Access

Females, those 45-54 years, African American/Black respondents, and household incomes between \$75,000+ are most likely to believe PSTA “carries out well” catering to transportation needs of those without personal vehicle access.

Significant Factors: In Your Opinion, How Well Does PSTA Carry Out Each? Cater to Transportation Needs of Those Without Personal Vehicle Access

Cater to Transportation Needs of Those Without Personal Vehicle Access		Does Not Carry Out (1) %	Somewhat Carries Out (2-5) %	Carries Out Well (6-9) %	Carries Out Extremely Well (10) %
Aggregate		1	7	50	42
Gender*	Male	2	9	45	45
	Female	1	6	55	39
Age**	Under 25	0	5	42	53
	25-34	0	1	47	51
	35-44	1	5	51	43
	45-54	1	5	56	38
	55-64	3	7	53	37
	65+	2	16	43	38
Race***	Caucasian/White	1	7	50	42
	Hispanic/Latino	0	2	42	56
	African American/Black	0	7	59	34
	Other	20	48	31	0
Household Income***	Under \$25,000	2	7	29	61
	\$25,000 to \$49,999	0	3	52	45
	\$50,000 to \$74,999	0	6	52	41
	\$75,000 to \$99,999	1	6	58	36
	\$100,000+	6	11	75	7
Personal Vehicle***	I Own	2	9	53	37
	Access	0	1	42	58
	No Access	0	0	17	83

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Serve as a Cross-Bay Transportation Solution

Respondents age 45-64 years and household incomes of \$75,000+ are most likely to believe that PSTA “carries out well” serving as a cross-bay transportation solution.

Significant Factors: In Your Opinion, How Well Does PSTA Carry Out Each? Serve as a Cross-Bay Transportation Solution

Serve as a Cross-Bay Transportation Solution		Does Not Carry Out (1) %	Somewhat Carries Out (2-5) %	Carries Out Well (6-9) %	Carries Out Extremely Well (10) %
Aggregate		2	11	46	42
Age***	Under 25	0	8	32	60
	25-34	0	2	40	58
	35-44	1	10	45	43
	45-54	1	9	56	34
	55-64	4	9	55	33
	65+	2	20	37	40
Race*	Caucasian/White	2	11	47	40
	Hispanic/Latino	0	5	39	56
	African American/Black	0	13	46	41
	Other	20	48	31	0
Household Income***	Under \$25,000	2	11	27	60
	\$25,000 to \$49,999	0	7	49	44
	\$50,000 to \$74,999	0	9	50	40
	\$75,000 to \$99,999	1	8	51	40
	\$100,000+	9	16	67	9
Personal Vehicle***	I Own	2	13	48	37
	Access	0	2	40	58
	No Access	0	0	20	80

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Question 10

Males were least supportive of the use of tax dollars to improve Pinellas County's public transit infrastructure.

Significant Factors: Support the Use of Tax Dollars

Do You Support the Use of Tax Dollars to Improve the County's Public Transit Infrastructure?		Yes %	No %
Aggregate		92	8
Gender**	Male	89	11
	Female	95	5
Race*	Caucasian/White	92	8
	Hispanic/Latino	98	2
	African American/Black	90	10
	Other	56	44

*Significance Level: *** .001, ** .01 and * .05.*

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error ± 3.5%.

Question 11

Respondents under age 25-34, Hispanic/Latino and African American/Black respondents as well as those who have access to but do not own a personal vehicle were most likely to “strongly agree” with the statement that *PSTA Delivers a Valuable Service to Residents of Pinellas County*.

Significant Factors: PSTA Delivers a Valuable Service to Pinellas County Residents

What is Your Reaction to the Following Statement? PSTA Delivers a Valuable Service to Residents of Pinellas County.		Strongly Agree %	Agree %	Unsure %	Disagree %	Strongly Disagree %
Aggregate		36	54	7	2	1
Gender*	Male	32	57	6	4	1
	Female	39	53	7	1	1
Age***	Under 25	55	43	0	2	0
	25-34	50	45	5	0	0
	35-44	33	57	8	1	1
	45-54	40	48	9	1	1
	55-64	33	59	6	1	1
	65+	21	65	7	7	1
Race**	Caucasian/White	33	57	7	2	1
	Hispanic/Latino	53	43	4	0	0
	African American/Black	44	46	6	4	0
	Other	4	76	0	20	0
Personal Vehicle*	I Own	33	57	7	2	1
	Access	50	43	6	2	0
	No Access	40	60	0	0	0

Significance Level: *** .001, ** .01 and * .05.

Source: Telephone survey of random sample of 800 Pinellas County adults 18 and older, conducted July 18 – August 18, 2018 by HCP Associates, Inc., margin of error \pm 3.5%.



Adopted 5/27/15
Mission Updated 5/2017

PATH FORWARD

PSTA Mission Statement: To safely connect people to places.

Visionary Service Design: Increase Public Transit Access

- Update the Community Bus Plan as needed to address and embrace changes within the community.
- Make incremental progress towards the planned county-wide high frequency grid.
- Examine a variety of new revenues and delivery alternatives, always with a focus on strategic cost control.



Sustainable Capital Program

- Prioritize bus replacements.
- Use reserves to purchase buses.
- Seek future year partners to prioritize transit capital funding.
- Advocate for strong federal, state, and local capital funding.



Customer-Oriented Service Redesign

- Focus resources where transit works best.
- Identify transportation alternatives for affected customers.
- Use a data-driven and customer sensitive approach.



Incremental Expansion

- Seek funding for incremental expansion projects.
- Support pilot projects that fit within the community and PSTA plans.
- Leverage partnership with MPO/Others.



Provide Effective, Financially Viable Public Transportation that Supports Our Community

- Examine all possible financing options including strategic cost control measures.
- Appropriately maximize revenue sources already available to PSTA.
- Remain committed to sustainable decision-making (financial, environmental, social).
- Proactively seek new external partnership opportunities.



Develop a Strong Governance Model for Effective Pinellas Transportation Leadership

- The Executive Committee will assist the Board in developing high-level policy consensus.
- Strengthen existing PSTA Board committees' roles in assisting the full Board.
- Fully participate in collaborative transportation policy and priority setting with other federal, state, and regional partners.
- Policy decisions will support community development, transportation, and land use objectives.



Focus on Customer-Oriented Public Transit Services

- Continuous improvement of PSTA bus services for both riders and our community.
- Engage the broader community with ongoing communication and outreach.
- Build an inspired workforce that is empowered and accountable for ever-improving customer service.

