

# Baseline Survey Report



## SPEAK UP BROWARD

Transportation Choices. Your Voice Counts.

May 2013

broward **MPO**  
metropolitan planning organization

move people • create jobs • strengthen communities



[www.SpeakUpBroward.org](http://www.SpeakUpBroward.org)

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## Executive Summary

An important early task in the specialized public engagement process, known as **Speak Up Broward**, is the establishment of a public opinion baseline at the outset. This statistically valid phone survey of Broward registered voters was conducted April 17-24, 2013, with a primary emphasis on measuring perceptions and attitudes around transportation and mobility issues. This information will be used by the team to identify public education needs and in framing the message for the communications and collateral material. A second survey will be conducted at the end of our process by mid-2014 to compare and measure any shifts in public opinion.

The survey touched on Broward voters' perceptions of traffic congestion and potential future growth in Broward; their values around public transportation; their attitudes on their transportation and mobility options; and their priorities for transportation investment. Respondents were also asked about their level of support or opposition to paying more in local taxes or fees to improve the transportation system.





## Summary of Key Survey Findings

- Transportation and traffic congestion fall behind the economy, jobs, crime, and education as top-of-mind issues. Economic concerns are the dominant local issue in all demographics for age, gender, geography within Broward, income level, etc.
- There is a high level of acknowledgement that Broward's traffic congestion is a serious problem. Furthermore, respondents largely agree that Broward's population will grow and traffic congestion will worsen in the next 5-10 years.
- There is a high level of support for expanding public transportation (local bus, express bus, and train service) as a general principle and as an option to driving. However, the highest-ranked priorities for the transportation system are improvements to roadways. Also, improvements to some key alternate travel modes—bike improvements, toll lanes, and rail transit, in particular—rank low in priority.
- There is not a strong critical mass of support for paying more in taxes or fees to improve transportation at this time. In general terms—and without specifics on the local sources or uses of additional transportation funds—less than one-half of respondents (47 percent) say they would support paying more in taxes or fees, and 41 percent say they would oppose. While more people indicate support than opposition, at this early exploratory stage, these results would not indicate high support nor should this narrow margin be conclusive one way or the other.
- While a majority of survey respondents perceive that Broward's transportation system is inadequate, there is a split view among them on whether major improvements are urgently needed, or if minor improvements are acceptable and major improvements can wait until sometime in the future.
- Most Broward residents agree (81 percent) that it is important for Broward, Miami-Dade and Palm Beach counties to work together as a region to plan and implement changes to the transportation system with 57 percent saying it is very important.





## Overview

This baseline survey of Broward voters is the first component of a three-phase public opinion research program in support of the Speak Up Broward program. The objectives of the baseline survey are to:

- Establish quantitative baseline data on the opinions, attitudes, and perceptions about transportation, and related issues among Broward voters.
- Gather cross-tabulation data to assist the Speak Up Broward team in developing effective strategies, tactics, and targeting for community engagement, communications, and outreach.

A series of focus groups and an additional survey will be conducted to test specific scenarios for the transportation system and funding options in 2014.

## Methodology

A phone survey of 502 registered voters in Broward was conducted April 17-24. Survey respondents were selected at random from a publicly available database of Broward voters, and a framework was established to ensure that the survey sample population reflected an overall profile of Broward voters. The sample framework included these following demographic points:

- **Gender** – reflecting Broward’s voting population
- **Political party registration** – reflecting Broward’s voting population
- **Geography** – The sample was distributed evenly across the nine Broward commission districts.

The final sample of completed interviews was weighted to approximate a distribution across the age demographics of Broward voters.

The survey was conducted with a live, moderated phone interview, with an average interview length of 15 minutes. The survey’s topline results have a margin of sampling error of  $\pm 4.4$  percent. This means that for this telephone sample of 502 randomly selected voters in Broward, the topline findings from the poll will be within plus or minus 4.4 percent of the answer we would have obtained if we interviewed all 1.15 million voters in Broward.

The questions in this survey instrument were informed by other public opinion and community opinion tools that have been conducted recently by a variety of Broward stakeholders, including Florida Department of Transportation, South Florida Regional Transportation Authority, Broward County Transit, and others. Comments on the survey instrument were also received from transportation agency partners prior to it being conducted.



*The most top-of-mind issue for Broward voters is the economy.*

*Traffic, congestion, and roads/ infrastructure issues fall behind crime and education.*

In an open-ended question, survey respondents were asked “what is the number one issue that you would like local officials to address?” Not surprisingly, the economy stands out as the top issue of local concern:

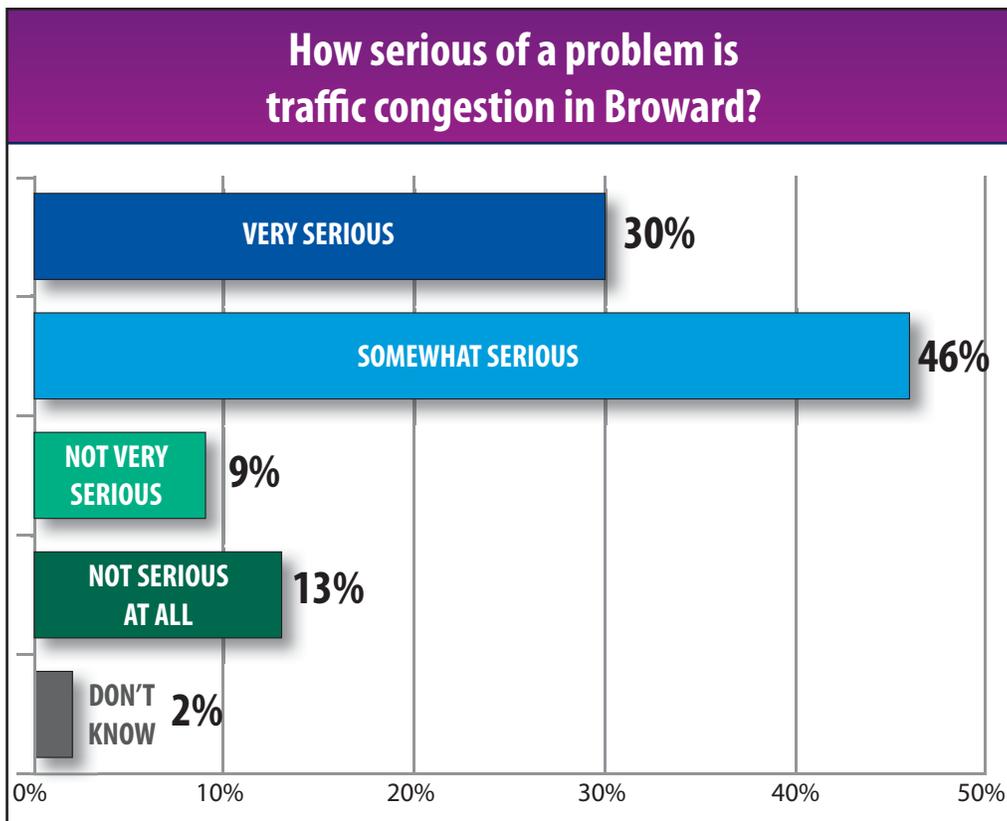
Top Issues Identified	Cited by Percent of Respondents
1. Jobs/employment	17%
2. Crime	13%
3. Education	11%
4. Economy	9%
5. Traffic/congestion/transportation	9%
6. Taxes	7%
7. Housing	5%
8. Government/budget/corruption	3%
9. Environment/population/overcrowding	3%
10. Infrastructure/roads	1%

In today’s uncertain economic climate, especially in south Florida, it is not surprising that jobs and the economy stand out as the top issues of local concern for Broward voters. Three quality-of-life issues come next on the list: crime, education, followed by traffic/congestion/transportation issues. And yet, only one percent of the population identified infrastructure and roads as their priority for Broward.



*There is broad acknowledgement that Broward's traffic congestion is a serious problem today, that the Broward's population will increase, and that traffic congestion will worsen.*

More than three-quarters of survey respondents or 76 percent say they expect Broward's population will increase in the next 5-10 years. A same-sized group (76 %) says that today's traffic congestion is a "serious problem," and 60 percent agree that traffic congestion is going to worsen in the next 5-10 years.



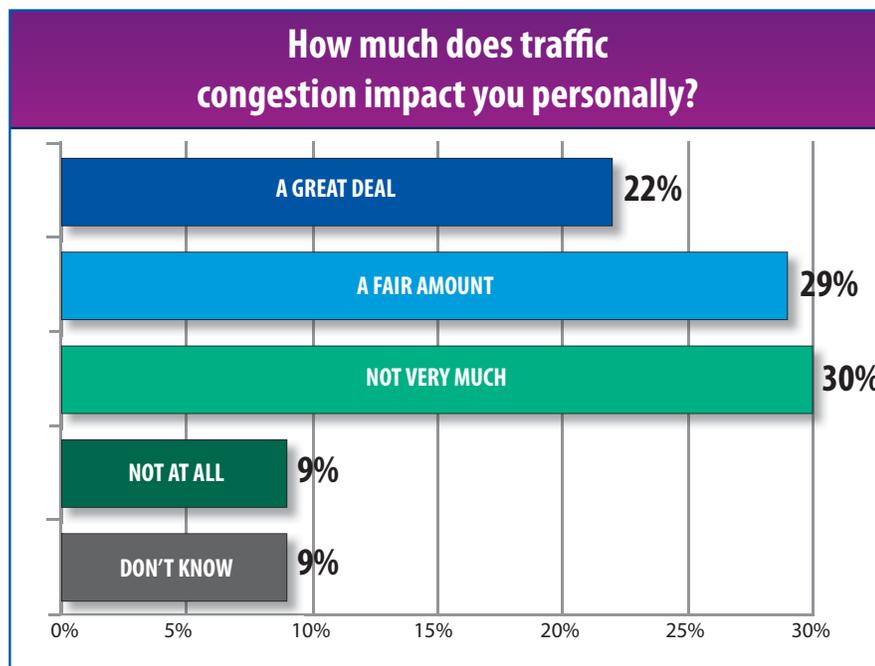
When asked about their perception of the overall transportation system in Broward, a majority (53%) say they think it the system is "inadequate"—33 percent say "very inadequate"—compared to 37 percent who say the system is "adequate."



**While traffic congestion is seen as a “serious problem” by 76 percent of Broward survey respondents, only 51 percent say that traffic congestion impacts their daily life**

Most people have the ability to adapt to traffic congestion and transportation challenges. They may leave five minutes earlier for work, drive a quicker route, avoid the most congested intersections, do more work on-line from home instead of the office, or take an earlier bus. Also, people often make these adjustments slowly in small, almost unnoticeable increments. So it is not surprising that people’s perceptions of local traffic congestion can be more intensely negative than their perceptions of how congestion impacts them personally. This contrast is reflected in this survey’s finding that a narrow majority (51%) say that traffic congestion impacts them a “great deal” or a “fair amount,” while more than one-in-three (39%) say that it impacts them “not very much” or “not at all.” Also, 90 percent believe that synchronizing traffic lights is a high priority for improving the transportation system. This priority is higher for key voting demographics in Broward: retirees and older voters who do not have to fight morning or evening commuting traffic on highways and major arterials.

This survey sample reflects the reality that Broward’s adult population is largely car-dependent. A total of 83 percent of respondents say they drive “all the time” (70%) or “most of the time” (13%) when they need to go somewhere in their area. More than half (52%) of respondents say they have “not that many” or “no options at all” to driving, and only 12 percent of respondents say they have “plenty of options” other than driving their car. Also, only 13 percent of respondents say they are “very satisfied” with their transportation options other than driving, while 40 percent are unsatisfied (18% “somewhat satisfied ” and 22% “very unsatisfied”).



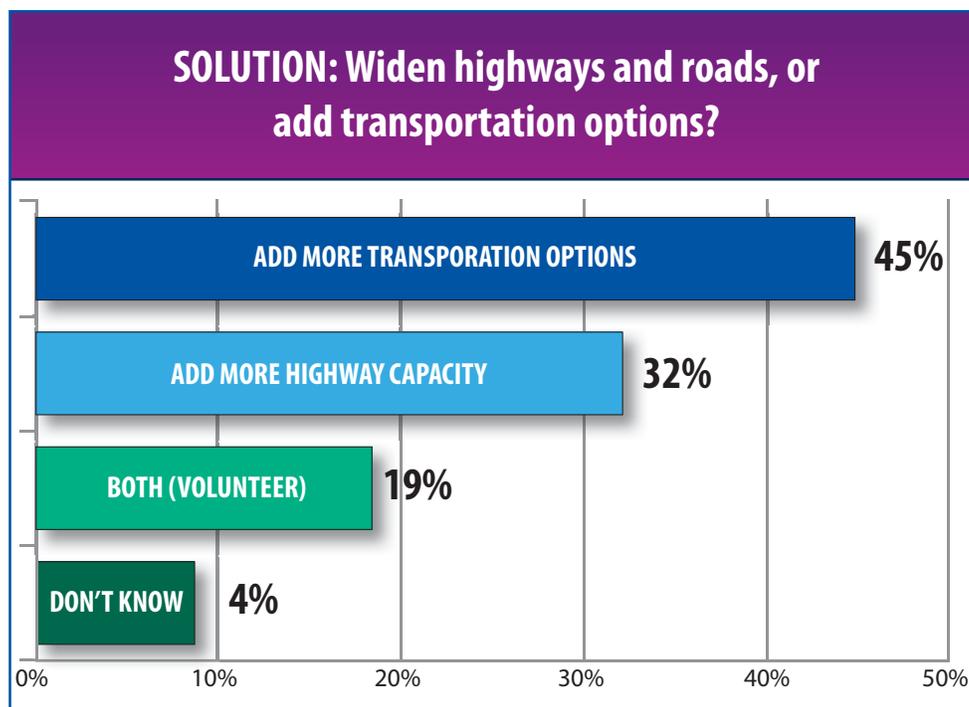


***There is strong support for the general principle of expanding public transportation in Broward.***

A striking 77 percent of survey respondents say that “expanding public transportation should be a priority” for the future of Broward. The intensity is split—38 percent say it is a “very high priority” and 39 percent say it is a “somewhat high priority” – but only 9 percent say this should be a “low priority.” Also, in a series of questions to gauge perceptions of the quality of Broward’s public transportation services (local bus service, express bus service, and local train service), the adequate/good/very good marks in each one outnumber the poor/very poor marks by a 2:1 ratio among respondents who have a formed opinion. Roughly a third of survey respondents say they have no opinion about Broward’s public transportation options, or do not know enough to have a formed opinion.

In a related question, respondents were given two contrasting points of view on how to best address traffic congestion—adding more lanes to roads and highways, or adding more transportation options such as expanding public transportation and adding more bicycle lanes. When asked which point of view comes closest to their own opinion, while not a majority, most people say adding more transportation options, 32 percent say adding more highway and road capacity, and 19 percent volunteered the answer “both.”

*This combination of limited travel mode options, combined with a low level of personal satisfaction in mobility options, creates an opportunity to cultivate support for making investments in the transportation system that provide new, more, and better options for getting around.*





**Public transportation values are strongest in the context of a “social good.”**

In this survey, support for public transportation is strongest when it is framed as a “social good” or a mobility option for Broward residents who may have no options to driving (e.g., elderly, disabled, and low-income individuals who cannot afford to drive). Other values that frame public transportation as a benefit to the environment, as a tool to improve air quality by getting cars off the road, as a strategy to reduce dependence on foreign and offshore sources of oil, as a business recruitment and retention tool, and as a building block of a healthy local economy are also viewed in a positive light.

Public Transportation value statements (read in random order in interviews)	Very important	Somewhat important	Total
Provides options for elderly, disabled, and people who are unable to drive	75%	18%	93%
Provides options for low-income people who can't afford to drive	66%	15%	81%
Makes the local economy competitive and helps attract companies	40%	42%	82%
Reduces our gas consumption and dependence on foreign/offshore oil sources	54%	26%	80%
Supports our economy by creating jobs and getting people to work	54%	25%	79%
Improves air quality by getting cars off the road	46%	31%	77%
Provides relief from traffic congestion	45%	31%	76%





***The highest-ranking priorities for transportation investment center on the driving experience.***

Survey respondents were asked to consider a series of potential transportation improvements in key travel modes: driving, mass transit, pedestrian, and bicycling. With each item, respondents indicated whether it should be a high priority or a low priority for Broward. Respondents give the most positive marks to options that are part of the driving experience, followed by bus system improvements, and then by improvements to alternate modes.

Adding light rail or streetcar service, adding new express lanes with tolls on highways, and adding more bike lanes each fall below the 50 percent mark of survey respondents saying those are “high priorities.” Overall priorities indicate that there is not an appetite for high cost projects, rather lower-cost improvements seem to be favored.

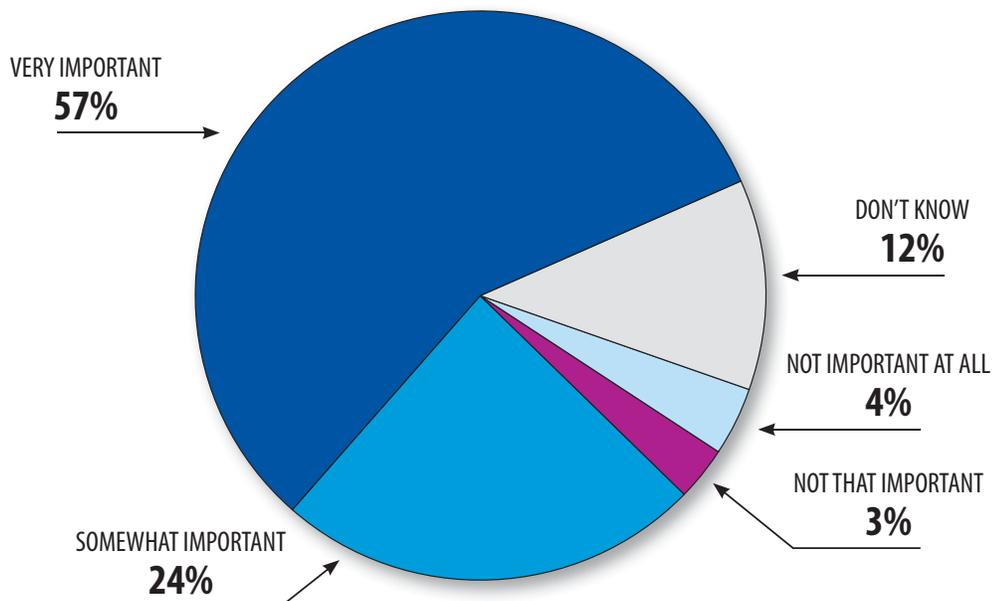
Transportation Items Ranked by “Very high priority” responses	Very high priority	Somewhat high priority	Total “high priority”
Regular street, road, bridge, highway maintenance	68%	17%	85%
Synchronize light signals	67%	23%	90%
Add turn lanes and signal improvements	61%	24%	85%
Expand carpooling, telecommuting	49%	29%	78%
Easier transit to Ft. Lauderdale/Hollywood International Airport	49%	33%	82%
Add more express bus routes	39%	32%	71%
Expand local bus service	39%	32%	71%
Add more shuttle bus circulator service	36%	37%	73%
Add sidewalks, crosswalks, pedestrian crossings	36%	31%	67%
Widen existing roadways and add lanes	30%	30%	60%
Increase Tri-Rail service	21%	33%	54%
Add light rail or streetcar service	19%	28%	47%
Add new express lanes with tolls on highways	17%	23%	40%
Add more bike lanes	15%	31%	46%



*The concept of regional cooperation between Broward, Miami-Dade and Palm Beach counties generates a positive response.*

Respondents were asked a question related to regionalism and the importance of southeast Florida's counties working together on transportation issues. A total of 81 percent of survey respondents say that it is important that the three counties "work together as a region to plan and implement changes to the transportation system" – including 57 percent who say it is "very important" that they work together. Only 7 percent say that cooperation between the counties is not important.

**How important is it that Broward, Miami-Dade and Palm Beach work together as a region to plan and implement changes to the transportation system?**





*Despite a solid majority of respondents who say Broward's current transportation system is inadequate, there is no clear urgency to make major transportation improvements.*

Respondents were asked to respond to a question that presented three points of view about the need and timing of transportation improvements in Broward. The following three statements were read in random order and people were asked to choose the statement they most agreed with. (10% don't know or didn't respond)

**Statement A:** "Our transportation system is **adequate and works fine**, so our community's focus should be on just maintaining the system we've got." (22% agree)

**Statement B:** "Our transportation system is **inadequate**, and our community's focus should be on making **major improvements** in roads, mass transit, bicycling and walking." (37% agree)

**Statement C:** "Our transportation system is **inadequate and needs some minor improvements**, but it is something that **we can wait** and address in the future." (31% agree)

When asked which one of the three statements comes closest to their own personal opinion, only 22 percent agree with Statement A that the "status quo is fine." The two statements that describe the transportation system as "inadequate" are split down the middle. Thirty-seven percent agree that "we need to focus on major improvements" (Statement B) and 31 percent agree "we need minor improvements, but we can wait to address them in the future" (Statement C). Notably, the majority of people surveyed (53%) believe that the system works fine or we can wait for improvements.





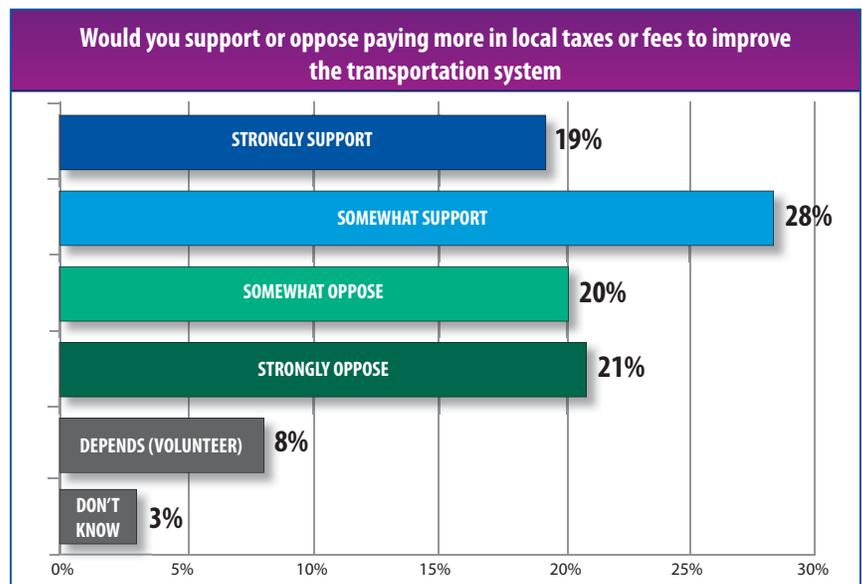
***There is a split opinion on paying more in taxes or fees to improve transportation.***

A generic question was included in this baseline survey to gauge attitudes about paying more in local taxes or fees to improve transportation. The question was worded in general terms, with a prefatory statement: “Paying for major transportation improvements in the Broward area would require more public financing than is currently available at the local, state or federal levels. While there are no specific plans for any funding proposals at this time, just generally speaking, would you support or oppose paying more in local taxes or fees to improve the transportation system?” Forty-seven percent of survey respondents answered they would support paying more (19% “strongly support”), while 41 percent said they would oppose paying more (21% “strongly oppose”). Eight percent volunteered “it depends” as their answer (this response was not provided as an option by the interviewer).

A parenthetical *caveat* is needed here: this generic question about funding gives a snapshot of how respondents react to the general idea of taxes or fees for transportation, but it does not delve into the myriad of options on the sources or uses of funds. The question intentionally does not

specify the source of the taxes or fees—e.g., sales tax, property tax, lodger’s tax, gas tax, vehicle registration fee, etc.—nor does it specify whether the funds would be used for road and street maintenance, highway capacity expansion, bicycle and pedestrian safety improvements, bus service expansion, Tri-Rail service expansion, light rail or streetcar service, or any combination of those items. Indeed, any individual source or use of funds has the potential to attract or repel voters, and these specific funding and project questions will be the subject of the future qualitative and quantitative public opinion research.

During this early exploratory stage, our survey question about support or opposition is based on limited specifics. Lessons learned around the country indicate that public support is contingent upon a specific plan and funding proposal. Because support for funding initiatives typically erodes over time as opposition organizes, a higher percentage of support would leave us with a more positive indication of support for additional funding – but there is no guarantee and results always vary. The results of this baseline survey are therefore interpreted to be about even for support or opposition at this point.





On this question of funding, the demographic breakdown of supporters and opponents is noteworthy. The strongest levels of support come from respondents who are college graduates (73% support), those who have been Broward residents for fewer than 10 years (64%), and those who expect that their personal finances and the local economy will be stronger in one year (61% and 60% support, respectively). Also, respondents who say they have no mobility options other than driving are relatively stronger supporters of additional taxes or fees (57% support), as are respondents between 35-54 years old (54%), and heavy drivers who drive 13,000+ miles per year (53%). Other demographics and subgroups with 50 percent or more support include respondents who are unsatisfied with their transportation options, and those who say the current system is inadequate and it is a high priority to expand public transportation in Broward.

Demographic	Support	Oppose
College graduate	73%	25%
Broward resident for less than 10 years	64%	23%
Expect personal finances better in 1 year	61%	34%
Expect local economy stronger in 1 year	60%	37%
No options other than driving	57%	26%
35-54 years old	54%	41%
Drives 13,000+ miles/year	53%	30%
Expanding public transportation a high priority	51%	38%
Unsatisfied w/ transportation options	51%	32%
Transportation system is inadequate	50%	37%
Broward area going in right direction	50%	42%
Broward resident for 11-20 years	44%	53%
Expect area traffic to worsen in 5-10 years	42%	44%
65+ years old	40%	54%
Drives less than 7,000 miles/year	39%	53%
Expanding public transportation a low priority	23%	77%
Expect local economy weaker in 1 year	22%	52%
Expect personal finances worse in 1 year	12%	69%



### Key Findings *continued*:

Respondents who said they would oppose paying more in taxes or fees for transportation are in many ways opposite images of supporters. Respondents who say they expect their personal finances and the local economy to be worse in one year have the lowest levels of support (12% and 22% support, respectively), followed by those who say expanding public transit is a low priority (23% support), who drive less than 7,000 miles a year (39% support), and who are 65 years and older (40% support). It is worth noting that survey respondents who say they expect Broward’s traffic congestion to worsen in 5-10 years are not a strong determinant of support or opposition for funding transportation. Recall from Question 12 that 60 percent agreed it will worsen in that time. Among those 60 percent of respondents who agree traffic will worsen, 42 percent of them say they would support additional taxes or fees for transportation improvements, and 44 percent of them say they would oppose.

In their reasons for supporting more taxes or fees, respondents simply comment that improvements are “needed and necessary,” that Broward “needs to avoid congestion,” that the improvements would be “good for citizens and growth,” and that taxes and fees are “the only way to do it.”

SUPPORT Reason Cited	
Needed/necessity	15%
Want improved transportation	7%
Need to avoid congestion	7%
Good for citizens/growth	4%
Only way to do it	3%

OPPOSE Reason Cited	
Taxes too high	27%
Too expensive/ mismanagement	9%
Use federal/state money instead	5%
Would not use	4%
Not needed/unnecessary	3%
Fixed Income	2%
Money needed elsewhere	2%

Among the 41 percent of respondents who say they would oppose paying more taxes or fees for transportation, the top-cited reasons by respondents are “taxes too high,” followed by “too expensive, mismanagement” concerns, and that they “would not use improvements.”



## Guidance for Messaging

Our review of the Baseline Survey provides insights into what people think, value, and understand about all modes of transportation, as well as other aspects of how they perceive funding and prioritization of improvements. These insights will inform development of our content for the webspace, presentations, and overall messaging for **Speak Up Broward** that we employ in all aspects of our communications. Some highlights of guidance gleaned from the Baseline Survey include:

- **Social Good** - Support for public transportation is strongest when it is framed as a “social good” or a mobility option for Broward residents who may have no options to driving (e.g., elderly, disabled, and low-income individuals who cannot afford to drive).
- **Environment** - Public transportation is valued for its benefit to the environment, as a tool to improve air quality by getting cars off the road, as a strategy to reduce dependence on foreign and offshore sources of oil.
- **Economy** – Transportation improvements for all modes are also seen as a business recruitment and retention tool and as a building block of a healthy local economy. Content that compares and contrasts Broward with other parts of the country may enhance the public perception of how competitive we are as a destination and magnet for new business and jobs.
- **Congestion** – The public focus measured in this survey is clearly on the current traffic picture or “status quo” though many believe it will get worse as the population increases. While there is no sense of urgency to address growing traffic congestion problems, understanding of the future trends and the consequences may not be clearly understood. Communication of future growth and congestion projections and the alternatives to address that growth could help form a longer-term vision and understanding of the ramifications of those alternatives, including the cost of doing nothing – or deferring improvements to the future at a higher cost.
- **Transportation Options** – Information developed needs to provide a specific proposal from which we can measure reactions.

By the time we conduct the final survey to test the scenarios developed during the course of this process, we will have gathered additional input and insights that will inform development of the “scenarios testing” survey instrument. Further review among partner agencies will be conducted prior to the conduct of that survey expected to occur by mid-2014.

## Appendix A: BROWARD BASELINE SURVEY

### MPO Public Engagement Campaign

Field Dates: [April 17 - 24]

N = 502

- *Reported total percentages may not add to 100% due to rounding* -

**BEGIN BY ASKING FOR THE PERSON WHOSE NAME APPEARS ON YOUR CALLING LIST. IF THAT PERSON IS NOT AVAILABLE, ASK WHEN IT WOULD BE CONVENIENT TO CALL BACK.**

Hello .... My name is \_\_\_\_\_, I'm with TKG Research... a public opinion research firm conducting a brief opinion survey on local issues in the **Broward area** this evening ... and I was hoping I could ask you a few quick questions. We are not selling anything ... we are simply conducting research among Broward County residents like yourself, and your local officials really need your opinions.

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1. First. . .do you or does anyone in your household work for the media or for government at either the state or federal levels?

No	CONTINUE
Yes	TERMINATE
DON'T KNOW/NO ANSWER	TERMINATE

2. And can you tell me the name of the city or town in Broward County that you live in? [DO NOT READ. CODES FOLLOW:]

Coconut Creek	North Lauderdale
Cooper City	Oakland Park
Coral Springs	Parkland
Dania Beach	Pembroke Park
Davie	Pembroke Pines
Deerfield Beach	Plantation
Fort Lauderdale	Pompano Beach
Hallandale Beach	Sea Ranch Lakes
Hillsboro Beach	Southwest Ranches
Hollywood	Sunrise
Lauderdale-by-the-Sea	Tamarac
Lauderdale Lakes	West Park
Lauderhill	Weston
Lazy Lake	Wilton Manors
Lighthouse Point	Unincorporated Broward County
Margate	OTHER
Miramar	DON'T KNOW/NO ANSWER

<b>GENERAL DIRECTION/ECONOMY</b>
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3. Generally speaking, how do you feel things are going in the **Broward area**? Do you feel things are headed in the right direction, or do you feel that things have gotten off on the wrong track?

Right direction		55%
Wrong track		32%
DK/NA	DON'T READ	13%

4. What do you believe to be the most important issue facing the **Broward area** today? (open-ended question)

Jobs/employment	17%	Environment/population	3%
Crime	13%	Infrastructure/roads	1%
Education	11%	Healthcare	1%
Economy	9%	Immigration	1%
Traffic/congestion/transportation	9%	None/no big problems	2%
Taxes	7%	Others	7%
Housing	5%	Don't know	9%
Government/budget/corruption	3%		

5. In general, how do you rate your local elected officials at addressing local issues that are the most important to you? Do they do a very good job, a somewhat good job, a somewhat poor job, or a very poor job?

Very good job		18%
Somewhat good job		47%
Somewhat poor job		9%
Very poor job		8%
DK/NA	DON'T READ	18%

**END SERIES**

<b>ECONOMIC OUTLOOK</b>
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6. Now, . . .thinking about the local economy, do you believe the economy in **Broward** will be stronger a year from now, about the same, or weaker?

Stronger in one year		38%
About the same in one year		35%
Weaker in one year		13%
DK/NA	DON'T READ	14%

7. What about your personal financial situation? Do you personally expect to be better off financially one year from now ... about the same ... or do you expect to be worse off financially one year from now?

Better off in one year		24%
About the same		50%
Worse off in one year		12%
DK/NA	DON'T READ	15%

**END SERIES**

## LOCAL GROWTH

8. The Broward area's population has grown in the last couple years, even with the economic downturn. Looking ahead in the next five to ten years, do you expect that population in the **Broward area** will increase significantly, increase a little, stay about the same, or decrease?

Increase significantly		35%
Increase a little		41%
Stay about the same		17%
Decrease		2%
DK/NA	DON'T READ	5%

## TRAFFIC CONGESTION IMPACTS, OPTIONS TO DRIVING

*Changing subjects to traffic and transportation issues ....*

9. Would you say that the transportation system in the Broward area is adequate or inadequate? Is that "very" or "somewhat"?

Very adequate		8%
Somewhat adequate		29%
Somewhat inadequate		20%
Very inadequate		33%
DK/NA	DON'T READ	11%

10. How serious of a problem is traffic congestion in the Broward area? Is it a very serious problem, somewhat serious, not very serious, or not a problem at all?

Very serious		30%
Somewhat serious		46%
Not very serious		9%
Not serious at all		13%
DK/NA	DON'T READ	2%

11. And how much does traffic congestion impact your daily life - a great deal, a fair amount, not very much, or not at all?

A great deal		22%
A fair amount		29%
Not very much		30%
Not at all		9%
DK/NA	DON'T READ	9%

12. Do you expect that traffic congestion on **Broward's** roads and highways will get worse over the next five to ten years, stay about the same, or get better?

Get worse		60%
Stay about the same		18%
Get better		21%
DK/NA	DON'T READ	1%

13. Now some people say that the best way to address traffic congestion is to add more lanes to our roads and highways, while other people say that the best approach is to add more transportation options—such as expanding public transportation and more bicycle lanes. Which point of view do you most agree with—adding more road and highway capacity, OR adding more transportation options?

Add highway capacity		32%
Add more transportation options		45%
Both (vol.)	DON'T READ	19%
DK/NA	DON'T READ	4%

## DRIVING OPTIONS

14. In general, when getting where you need to go in your area, how often do you travel by car -- all the time, most of the time, some of the time, or hardly ever?

All the time		70%
Most of the time		13%
Some of the time		3%
Hardly ever		2%
DK/NA	DON'T READ	13%

15. Thinking about various options to driving that are available to you. . .such as: using public transportation, walking or bicycling. . .would you say that you have plenty of options other than driving your car, a fair amount of options, not that many options, or no options at all other than driving your car?

Plenty of options		12%
Fair amount of options		26%
Not that many options		30%
No options at all		22%
Not able to drive now (vol.)	DON'T READ	1%
DK/NA	DON'T READ	9%

16. And are you personally satisfied or unsatisfied with your transportation options other than driving? Is that “very” or “somewhat”?

Very satisfied		13%
Somewhat satisfied		33%
<i>Net satisfied</i>		46%
Somewhat unsatisfied		18%
Very unsatisfied		22%
<i>Net unsatisfied</i>		40%
DK/NA	DON'T READ	13%

17. And what about walking and bicycling in your own neighborhood...Would you say that the walking and bicycling in your neighborhood is very safe, somewhat safe, not that safe, or not safe at all?

Very safe		37%
Somewhat safe		29%
Not that safe		8%
Not safe at all		14%
DK/NA	DON'T READ	12%

**END SERIES**

<b>PUBLIC TRANSPORTATION/TRANSIT</b>
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*Changing topics to the public transportation system in the Broward area. . .*

18. *Whether you use the bus system or not, what is your impression of the quality of local bus services in your area—is it very good, good, adequate, poor or very poor?*

Very good		6%
Good		25%
Adequate		27%
Poor		12%
Very Poor		10%
DK/NA	DON'T READ	21%

19. *And whether you use the bus system or not, what is your impression of the quality of express bus services over longer distances in the Broward area—is it very good, good, adequate, poor or very poor?*

Very good		3%
Good		17%
Adequate		24%
Poor		13%
Very Poor		7%
DK/NA	DON'T READ	37%

20. *And how about train service? Whether you use local trains or not, what is your impression of the quality of train services in your area—is it very good, good, adequate, poor or very poor?*

Very good		5%
Good		25%
Adequate		17%
Poor		11%
Very Poor		13%
DK/NA	DON'T READ	30%

**END SERIES**

21. I'm going to read a list of benefits that are often attributed to public transportation. For each statement I read, tell me if you think the benefit is very important, somewhat important, not that important, or not important at all.

**RANDOM ROTATE/REPEAT CODES**

***Results ranked highest-to-lowest “Net important” responses***

a. Public transportation provides options to people with special mobility needs such as the elderly, disabled, and people who are unable to drive.

Very important	75%
Somewhat important	18%
<i>Net important</i>	93%
Not that important	2%
Not important at all	2%
<i>Net not important</i>	4%
DK/NA	DON'T READ 4%

b. Public transportation helps the Broward area's economy stay competitive in attracting new businesses and companies.

Very important	40%
Somewhat important	42%
<i>Net important</i>	82%
Not that important	7%
Not important at all	5%
<i>Net not important</i>	12%
DK/NA	DON'T READ 6%

c. Public transportation provides mobility to low-income families and individuals who cannot afford the costs of owning a car.

Very important	66%
Somewhat important	15%
<i>Net important</i>	81%
Not that important	5%
Not important at all	2%
<i>Net not important</i>	7%
DK/NA	DON'T READ 12%

- d. Public transportation reduces gas consumption and dependence on foreign and offshore sources of oil.

Very important		54%
Somewhat important		26%
<i>Net important</i>		80%
Not that important		5%
Not important at all		8%
<i>Net not important</i>		13%
DK/NA	DON'T READ	7%

- e. Public transportation supports the Broward area's local economy by creating jobs and helping people get to work.

Very important		54%
Somewhat important		25%
<i>Net important</i>		79%
Not that important		4%
Not important at all		5%
<i>Net not important</i>		9%
DK/NA	DON'T READ	12%

- f. Public transportation improves air quality by getting cars off the road.

Very important		46%
Somewhat important		31%
<i>Net important</i>		77%
Not that important		8%
Not important at all		4%
<i>Net not important</i>		12%
DK/NA	DON'T READ	11%

- g. Public transportation provides some relief to traffic congestion on busy roads.

Very important		45%
Somewhat important		31%
<i>Net important</i>		76%
Not that important		9%
Not important at all		3%
<i>Net not important</i>		12%
DK/NA	DON'T READ	11%

**END SERIES**

22. How much of a priority should expanding public transportation services be for the future of the Broward area—should it be a very high priority, a somewhat high priority, a somewhat low priority, or not a priority at all?

Very high priority		38%
Somewhat high priority		39%
<i>Net high priority</i>		77%
Somewhat low priority		5%
Not a priority at all		4%
<i>Net low priority</i>		9%
DK/NA	DON'T READ	15%

23. Public transportation is currently funded primarily through local taxes, like other community facilities such as libraries, parks, schools and road maintenance. Do you agree or disagree that local taxes should be used to fund public transportation? Is that strongly, or somewhat?

Strongly agree		39%
Somewhat agree		31%
<i>Net agree</i>		70%
Somewhat disagree		9%
Strongly disagree		18%
<i>Net disagree</i>		27%
DK/NA	DON'T READ	4%

**END SERIES**

**TRANSPORTATION IMPROVEMENT PRIORITIES**

24. Local officials are updating the long-term transportation plans for the **Broward area**. I'm going to read you a series of options that could be considered to improve the transportation system. . .as I read each one, please tell me whether you think it should be a very high priority, a somewhat high priority, a somewhat low priority, or a very low priority.

**RANDOM ROTATE, REPEAT CODES**

*Results ranked highest-to-lowest "Net High Priority" total*

a. Synchronize light signals to improve traffic flow.

Very high priority		67%
Somewhat high priority		23%
<i>Net high priority</i>		90%
Somewhat low priority		2%
Very low priority		3%
<i>Net low priority</i>		5%
DK/NA	DON'T READ	6%

b. Keep up with regular maintenance of streets, roads, bridges and highways.

Very high priority	68%
Somewhat high priority	17%
<i>Net high priority</i>	85%
Somewhat low priority	3%
Very low priority	1%
<i>Net low priority</i>	4%
DK/NA	DON'T READ 12%

c. Add turn lanes and traffic signal improvements at congested intersections.

Very high priority	61%
Somewhat high priority	24%
<i>Net high priority</i>	85%
Somewhat low priority	7%
Very low priority	4%
<i>Net low priority</i>	11%
DK/NA	DON'T READ 4%

d. Make it easier to take transit to the Ft. Lauderdale Airport.

Very high priority	49%
Somewhat high priority	33%
<i>Net high priority</i>	82%
Somewhat low priority	7%
Not a priority at all	6%
<i>Net low priority</i>	13%
DK/NA	DON'T READ 5%

e. Promote more carpooling, flexible work schedules, and work-at-home options.

Very high priority	49%
Somewhat high priority	29%
<i>Net high priority</i>	78%
Somewhat low priority	11%
Not a priority at all	5%
<i>Net low priority</i>	16%
DK/NA	DON'T READ 7%

f. Provide small shuttle buses with service to schools, shopping and medical centers.

Very high priority	36%	
Somewhat high priority	37%	
<i>Net high priority</i>	73%	
Somewhat low priority	12%	
Very low priority	4%	
<i>Net low priority</i>	16%	
DK/NA	DON'T READ	11%

g. Expand local bus service.

Very high priority	39%	
Somewhat high priority	32%	
<i>Net high priority</i>	71%	
Somewhat low priority	13%	
Very low priority	5%	
<i>Net low priority</i>	18%	
DK/NA	DON'T READ	11%

h. Add more express bus routes for longer trips to employment centers.

Very high priority	39%	
Somewhat high priority	32%	
<i>Net high priority</i>	71%	
Somewhat low priority	14%	
Very low priority	9%	
<i>Net low priority</i>	23%	
DK/NA	DON'T READ	7%

i. Add new sidewalks, crosswalks and safer pedestrian connections.

Very high priority	36%	
Somewhat high priority	31%	
<i>Net high priority</i>	67%	
Somewhat low priority	14%	
Very low priority	9%	
<i>Net low priority</i>	23%	
DK/NA	DON'T READ	10%

j. Widen existing roadways and add lanes.

Very high priority		30%
Somewhat high priority		30%
<i>Net high priority</i>		60%
Somewhat low priority		18%
Not a priority at all		13%
<i>Net low priority</i>		31%
DK/NA	DON'T READ	9%

k. Increase the frequency of service on Tri-Rail.

Very high priority		21%
Somewhat high priority		33%
<i>Net high priority</i>		54%
Somewhat low priority		18%
Very low priority		11%
<i>Net low priority</i>		29%
DK/NA	DON'T READ	17%

l. Add light rail or streetcar service.

Very high priority		19%
Somewhat high priority		28%
<i>Net high priority</i>		47%
Somewhat low priority		21%
Very low priority		22%
<i>Net low priority</i>		43%
DK/NA	DON'T READ	11%

m. Add more bike lanes.

Very high priority		15%
Somewhat high priority		31%
<i>Net high priority</i>		46%
Somewhat low priority		25%
Very low priority		23%
<i>Net low priority</i>		48%
DK/NA	DON'T READ	7%

n. Add new express lanes—with tolls—on major roads and interstate highways.

Very high priority	17%
Somewhat high priority	23%
<i>Net high priority</i>	40%
Somewhat low priority	21%
Very low priority	35%
<i>Net low priority</i>	56%
DK/NA	DON'T READ 4%

**END SERIES**

25. I'm going to read you three very brief statements about the overall transportation system in the Broward area, please tell me which one comes closer to your own point of view.

**RANDOM ROTATE, REPEAT CODES**

Statement A

Our transportation system is adequate and works fine, so our community's focus should be on just maintaining the system we've got.

Statement B

Our transportation system is inadequate, and our community's focus should be on making major improvements in roads, mass transit, bicycling and walking.

Statement C

Our transportation system is inadequate and needs some minor improvements, but it is something that we can wait and address in the future.

Statement A: Adequate—works fine	22%
Statement B: Inadequate—needs improving now	37%
Statement C: Inadequate but can wait and address in the future	31%
DK/NA	DON'T READ 10%

**REGIONALISM**

26. Thinking about the Southeast Florida region that includes Broward County, Miami-Dade County, and Palm Beach County. . .how important is it that the three counties **work as a region** to plan and implement changes to the transportation system—is it very important, somewhat important, not that important, or not important at all that they work as a region?

Very important	57%
Somewhat important	24%
<i>Net important</i>	<i>81%</i>
Not that important	3%
Not important at all	4%
<i>Net not important</i>	<i>7%</i>
DK/NA	DON'T READ 12%

**FUNDING**

27. Now. . .paying for major transportation improvements in the Broward area would require more public financing than is currently available at the local, state or federal levels. While there are no specific plans for any funding proposals at this time... just generally speaking, would you support or oppose paying more in local taxes or fees to improve the transportation system? Is that “strongly” or “somewhat”?

Strongly support	19%
Somewhat support	28%
<i>Net support</i>	<i>47%</i>
Somewhat oppose	20%
Strongly oppose	21%
<i>Net oppose</i>	<i>42%</i>
Depends (volunteer)	DON'T READ 8%
DK/NA	DON'T READ 3% SKIP Q28

28. And, in your own words, what is the main reason why you would support/oppose paying more in taxes or fees to improve transportation in Broward? [open end]

<u>OPPOSE reasons cited</u>	
Taxes too high	27%
Too expensive/ mis-management	9%
Would not use	4%
Use fed/state money instead	5%
Fixed income	2%
Not needed/unnecessary	3%
Money needed elsewhere	2%

<u>SUPPORT reasons cited</u>	
Needed/necessity	15%
Want improved transportation	7%
Need to avoid congestion	7%
Good for citizens/growth	6%
Only way to do it	4%

<b>DEMOGRAPHICS</b>
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**Now I just have a couple of additional questions for demographic purposes only**

Record gender (from sample)

Male	44%
Female	56%

Record party affiliation (from sample)

Democrat	56%
Republican	25%
Unaffiliated/other	19%

GEOGRAPHY Record *county commission district*

29. First ... can you please tell me your age group? Just tell me when to stop.

18-25	6%
26 - 34	15%
35 - 44	18%
45 - 54	20%
55 - 64	15%
65 & OVER	18%
DK/NA/Refused	8%

30. Just for statistical purposes, what is your total annual household income ... again ... please just tell me when to stop.

Less than \$25,000	10%
Between \$26,000 and \$50,000	20%
Between \$51,000 and \$75,000	10%
Between \$76,000 and \$100,000	13%
Greater than \$101,000	18%
DK/NA/REFUSED DON'T READ	29%

31. And how many years have you lived in the Broward area?

Less than one year	1%
1 to 3 years	1%
4 to 10 years	11%
11 to 20 years	32%
More than 20 years	44%
DK/NA/REFUSED DON'T READ	12%

32. And are you currently a year-round resident of Broward?

Yes		92%
No		2%
DK/NA	DON'T READ	6%

33. What is the last year of schooling that you have completed?

High school graduate or less		13%
Some college		25%
Associate degree		6%
College graduate		34%
Graduate school		20%
DK/NA/REFUSED	DON'T READ	1%

34. Which ONE of the following best describes your current employment situation – employed, unemployed, retired, student or a homemaker?

Employed – outside the home	61%	CONTINUE	
Employed – at home	3%	CONTINUE	
Unemployed	7%	SKIP Q35	
Retired	26%	SKIP Q35	
Student	>1%	SKIP Q35	
Homemaker	>1%	SKIP Q35	
Refused	-	SKIP Q35	
DK/NA	>1%	SKIP Q35	DON'T READ

35. On average, how many minutes, one-way, is your current commute to work? [Respondents in Q32 w/ full time or part-time job outside home]

Less than 10 minutes		15%
Between 11 and 20 minutes		26%
Between 21 and 30 minutes		31%
Between 31 and 45 minutes		10%
More than 45 minutes		15%
DK/NA	DON'T READ	4%

36. Please estimate how many miles you personally drive in a year – less than 7,000 miles a year, between 7,000 and 13,000 miles a year, or more than 13,000 miles a year. If you don't drive, please say so.

Less than 7,000 miles	24%
Between 7,000 and 13,000 miles	38%
More than 13,000 miles	33%
Don't drive	4%
DK/NA      DON'T READ	2%

37. Thank you for participating in this survey. If you would like local officials to keep you informed on the transportation issues we have discussed, I can take your e-mail address so you can receive communications – are you interested?

Yes      7% [record e-mail] \_\_\_\_\_  
No      93% CONTINUE/CONCLUDE

**Have a good night/day**

# Speak Up Broward Baseline Survey Report

May 2013

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[www.SpeakUpBroward.org](http://www.SpeakUpBroward.org)