HILLSBOROUGH COUNTY METROPOLITAN PLANNING ORGANIZATION- HILLSBOROUGH AREA TRANSIT (HART): SURVEY ON LONG RANGE TRANSPORTATION GOALS, PHONE SURVEY, 2001
SURVEY INSTRUMENT
Survey on Long Range Transportation Goals
Hillsborough County Metropolitan Planning Organization
FOURTH DRAFT – February 6, 2001

Hello, my name is _______ calling from Genesis Marketing Research, a marketing research company. We are doing a survey among residents of Hillsborough County, to help create a long-range plan for making roads and transportation better.

A1. Do you live in Hillsborough County?
   1[ ] Yes
   2[ ] No (Thank and Terminate)

A2. And are you at least eighteen years old?
   1[ ] Yes (GO to Q1)
   2[ ] No (ASK A3)

A3. Is someone over 18 at home right now? May I speak to them?
   1[ ] Yes
   2[ ] No (Thank and Terminate)

Q1. This survey will take about 10 minutes to complete, and your answers will help the local government better understand transportation problems in Hillsborough County. Would you say that, over the past five years or so, traffic conditions in Hillsborough County have Improved, Stayed the Same, or Gotten Worse?
   1[ ] Improved
   2[ ] Stayed the same
   3[ ] Gotten worse

Q2. In the next ten years, do you expect traffic conditions will Improve, Stay the Same or Get Worse?
   1[ ] Improve
   2[ ] Stay the same
   3[ ] Get worse

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Q3. Thinking just of the roads and highways in Hillsborough County, how good a job has our community done at providing ways to get around? Would you say it is Excellent, Good, Fair, Poor or Very Poor?

1[ ] Excellent  
2[ ] Good  
3[ ] Fair  
4[ ] Poor  
5[ ] Very Poor

Q4. Now, thinking of public transportation in Hillsborough County, how good a job has our community done at providing ways to get around? Would you say it is Excellent, Good, Fair, Poor or Very Poor?

1[ ] Excellent  
2[ ] Good  
3[ ] Fair  
4[ ] Poor  
5[ ] Very Poor

Q5. In your opinion, what more should our community do to provide ways to get around in Hillsborough County? [RECORD VERBATIM. PROBE.] Can you tell me more about that?

No suggestions, doing enough already.........................1
Suggestion given...........................................2 [TYPE IN VERBATIM]
Q6. Do you feel that transportation conditions are the same throughout the county, or do some parts of the county need special attention? [IF YES] Which parts of the county need special attention? [MARK ALL THAT ARE MENTIONED] [PROBE]

1[ ] Transportation conditions are about the same throughout the county.
2[ ] Northwest (Keystone, Lake Fern, Citrus Park)
3[ ] Carrollwood/Northdale
4[ ] Town & Country
5[ ] North of Tampa/Lutz
6[ ] USF area
7[ ] New Tampa (Tampa Palms, Hunter’s Green)
8[ ] Temple Terrace
9[ ] Central Tampa
10[ ] South Tampa/Peninsula
11[ ] Thonotosassa
12[ ] Plant City
13[ ] Brandon area
14[ ] Riverview/Gibsonton
15[ ] Apollo Beach, Sun City Center, Ruskin
16[ ] Southeast (Balm, Picnic, Fort Lonesome)
17[ ] Other (SPECIFY) __________

Q7. In general, do you favor or oppose widening congested roads?

1[ ] Favor
2[ ] Oppose
3[ ] Depends on specifics [DO NOT READ]

Q8. Are there any conditions that would make you more likely to oppose widening a specific road? What about [READ LIST] [MARK ALL “YES” RESPONSES]

1[ ] Unusually large expense to widen the road
2[ ] Damage to the neighborhood
3[ ] Damage to environmentally sensitive areas
4[ ] None of these

Q9. Some people say that more streets in Hillsborough County should be through streets. Would you favor more through streets if they gave you more routes to get to your usual destinations?

1[ ] Yes
2[ ] No
3[ ] Unsure

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Q10. Would you, personally, be willing to live on a through street, if measures were put in place to prevent speeding, and to keep residents and animals safe?

1[ ] Yes
2[ ] No
3[ ] Unsure

Q11. Now, I'd like you to tell me if any of the following things would make you, yourself, more likely to use the Hillsborough County bus system. First, would [READ LIST] make you more likely to use buses? What about...? [MARK ALL "YES" ITEMS]

1[ ] Dedicated bus lanes
2[ ] Direct route with no transfers
3[ ] Service every 15 minutes at your stop
4[ ] Service that starts earlier in the morning and ends later at night.
5[ ] Connections with local rail stations
6[ ] Parking costs and tolls make driving more expensive.
7[ ] Bus stop is close to you and close to where you want to go.
8[ ] None of these

Q12. Can you suggest anything else that would allow you to increase your own use of buses?

1[ ] No, nothing would make me use the bus
2[ ] No, can't think of anything
3[ ] Yes, [SPECIFY] __________________________

Q13. Please tell me if any of the following things would make you, yourself, more likely to use bicycles outside your own neighborhood. First, would [READ LIST] make you more likely to use bicycles? What about...? [MARK ALL "YES" ITEMS]

1[ ] Designated bike lanes at the edge of roads
2[ ] Bicycle trails separated from roads
3[ ] More consideration of bicyclists by drivers.
4[ ] Better education of bicyclists on riding safely in traffic.
5[ ] None of these

Q14. Can you suggest anything else that would allow you to increase your own use of bicycles?

1[ ] No, nothing would make me use bicycles
2[ ] No, can't think of anything
3[ ] Yes, [SPECIFY] __________________________
Q15. Please, tell me if any of the following things would make you, yourself, more likely to walk, especially going outside of your neighborhood. First, would [READ LIST] make you more likely to walk? What about...? [MARK ALL “YES” ITEMS]

1[ ] More or better sidewalks and trails
2[ ] More consideration of walkers by drivers and bicycle riders.
3[ ] Better education of walkers on walking safely with traffic.
4[ ] Better security for walkers, such as lighting or police presence.
5[ ] None of these

Q16. Can you suggest anything else that would allow you to increase your own walking activity?

1[ ] No, nothing would make me walk more
2[ ] No, can’t think of anything
3[ ] Yes, [SPECIFY]

Q17. And please, tell me if any of the following would make you, yourself, more likely to use commuter trains, also called rail service, if it were available. First, would [READ LIST] make you more likely to use rail? What about...? [MARK ALL “YES” ITEMS]

1[ ] Adequate parking at stations
2[ ] Stations within walking distance of your home
3[ ] Stations within bicycling distance of your home
4[ ] Good bus service to train stations
5[ ] Access to USF
6[ ] Access to Tampa International Airport
7[ ] Access to Westshore business district
8[ ] Access to downtown Tampa and Ybor City
9[ ] Service every 15 minutes at your stop
10[ ] Service that begins early in the morning and ends late at night
11[ ] Direct trips with no transfers
12[ ] Reasonable cost to ride it
13[ ] None of these

Q18. Can you suggest anything else that would make you interested in using rail service?

1[ ] No, nothing would make me use rail
2[ ] No, can’t think of anything
3[ ] Yes, [SPECIFY]
On a scale from 1 to 5, where 5 = completely agree and 1 = completely disagree, how strongly do you agree or disagree with each of these statements?

<table>
<thead>
<tr>
<th>Q19</th>
<th>An effective public transportation system is important for the local economy</th>
<th>Completely Agree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Completely Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Q20</td>
<td>Public transportation in Hillsborough County is just for those who cannot afford a car</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Q21. Have you heard before today that there is a long-range transportation plan for Hillsborough County?

1[ ] Yes
2[ ] No
3[ ] Unsure

The long-range transportation plan for Hillsborough County is going to be updated this year. The plan will include projects to be complete by the year 2025. We would like to know which elements you feel should be emphasized the most in this plan. Please use a scale from 0 to 10 where 10 means the element should have the strongest emphasis in the plan and 0 means it should have no emphasis at all. What about: [READ AND ROTATE]

<table>
<thead>
<tr>
<th>Q22</th>
<th>Local rail system</th>
<th>SCALE FROM 0 TO 10:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q23</td>
<td>Build new highways</td>
<td></td>
</tr>
<tr>
<td>Q24</td>
<td>Expanded bus service</td>
<td></td>
</tr>
<tr>
<td>Q25</td>
<td>Walking paths and sidewalks</td>
<td></td>
</tr>
<tr>
<td>Q26</td>
<td>Bicycle paths</td>
<td></td>
</tr>
<tr>
<td>Q27</td>
<td>Widen existing roads</td>
<td></td>
</tr>
<tr>
<td>Q28</td>
<td>More through streets</td>
<td></td>
</tr>
<tr>
<td>Q29</td>
<td>Ways to warn drivers of problems ahead</td>
<td></td>
</tr>
<tr>
<td>Q30</td>
<td>Better truck routes</td>
<td></td>
</tr>
<tr>
<td>Q31</td>
<td>Ways to improve traffic flow such as passing lanes, traffic signal improvements, or turn lanes</td>
<td></td>
</tr>
<tr>
<td>Q32</td>
<td>Encourage car pooling</td>
<td></td>
</tr>
<tr>
<td>Q33</td>
<td>Ways to slow down cars on neighborhood roads</td>
<td></td>
</tr>
<tr>
<td>Q34</td>
<td>Maintenance of roads, grassy shoulders and bus shelters</td>
<td></td>
</tr>
</tbody>
</table>

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Q35. Dedicated lanes for buses and carpools
Q36. Protect residential and environmentally sensitive areas from road noise and pollution
Q37. Encourage telecommuting and flexible work hours
Q38. Access to airports, cruise terminals and the train station

Q39. In general, which of the following four goals is the most important to you personally? Is it: [READ AND ROTATE]
1[ ] Spending as little county tax money on transportation as possible
2[ ] Reducing road noise and pollution as much as possible
3[ ] Improving traffic flow as much as possible
4[ ] Developing viable alternatives to driving

Q40. For Hillsborough County to address your transportation concerns, which of the following options would you prefer?
1[ ] Increase taxes to fund more projects
2[ ] Increase some taxes to fund the highest priority projects
3[ ] Leave taxes at the same levels and accept transportation conditions as they are

Q41. If the choice were up to you, would you prefer that the additional funding needed for fixing our transportation problems come from: [READ LIST]
1[ ] Sales tax increase
2[ ] Increase per gallon gasoline tax
3[ ] Property tax increase
4[ ] Do not raise taxes [DO NOT READ]

These final few questions are strictly for classification purposes.

Q42. How many automobiles are owned by members of your household?
1[ ] None
2[ ] One
3[ ] Two
4[ ] Three
5[ ] Four
6[ ] Five or more

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Q43. How many licensed drivers live in your household?

1[ ] None
2[ ] One
3[ ] Two
4[ ] Three
5[ ] Four
6[ ] Five or more

Q44. Are there any children (under the age of 18) currently living in your home?

1[ ] Yes
2[ ] No
3[ ] Refused

Q45. Are you currently?

1[ ] Employed full-time
2[ ] Employed part-time
3[ ] Unemployed/laid off
4[ ] Student
5[ ] Homemaker
6[ ] Retired
7[ ] Refused

Q46. What is the highest grade of school you completed?

1[ ] Grade school
2[ ] Some high school
3[ ] High school graduate
4[ ] Some college or vocational school
5[ ] College graduate
6[ ] Post graduate
7[ ] Refused
Q47.  What is your race or ethnic background?
    1[ ] Caucasian/white
    2[ ] African American
    3[ ] Hispanic
    4[ ] Native American
    5[ ] Asian or Pacific Islander
    6[ ] Other (SPECIFY) ________________
    7[ ] Refused

Q48.  Are you registered to vote?
    1[ ] Yes
    2[ ] No [SKIP TO Q. 53]

Q49.  Did you vote in the most recent election held, which included President of the U.S.?
    1[ ] Yes
    2[ ] No
    3[ ] Don't know

Q50.  What is the zip code where you live?
      ____________

Q51.  Please stop me when I read the category that includes your total household income from
      all sources. I don't want to know your income, just the category. Is it [READ LIST]
    1[ ] Under $10,000
    2[ ] $10,000 to $19,999
    3[ ] $20,000 to $29,999
    4[ ] $30,000 to $39,999
    5[ ] $40,000 to $49,999
    6[ ] $50,000 to $74,999
    7[ ] $75,000 to $99,999
    8[ ] Over $100,000
    9[ ] [DON'T READ] Refused
Q52. Finally, how well informed do you feel you are about transportation issues in Hillsborough County?

1[ ] Very well informed
2[ ] Somewhat informed
3[ ] Not very well informed
4[ ] Not at all well informed

Q53. Where do you get most of your information about public issues concerning Hillsborough County?

1[ ] Television
2[ ] Newspapers
3[ ] Radio
4[ ] Word of mouth
5[ ] Other (SPECIFY) ________________________________

Q54. Would you like to be put on a mailing list to receive information about local transportation issues?

1[ ] Yes
2[ ] No [SKIP TO Q59]

Q55. Record mailing address: _______________________________________

Q56. Record sex.

1[ ] Male
2[ ] Female

Those are all the questions I have. Thank you for your help. May I have your name and telephone number for verification purposes?

Name: ________________________________
Phone: ________________________________

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