PINELLAS SUNCOAST TRANSIT AUTHORITY (PSTA): RIDERS, POTENTIAL RIDERS AND GENERAL PUBLIC TRANSIT SURVEY, PHONE SURVEY, 1998
22. How did you pay your fare today? (1) Ride available (2) Where a car (3) Only bus except the bus.
  (4) Drive available (5) Drive a car (6) No transportation available, or do you have no transportation available, or do you share a car? Usually have a ride or not? (7) No
  (1) Yes

drive when you want it?
  21. Do you have a license and a car available to Minute: you are going? How many minutes will it take to get where you are going? How many minutes will this trip take?
  20. When you get off the bus at your final stop, Minute: how many minutes will this bus get to your bus stop?
  19. About how many minutes will this bus Minute: how many minutes did it take you to
  18. How many times did it take you to Minute: bike.

  17. How did you get to this bus stop?

  16. How many days were you using PTSA buses?
  15. How many complete bus trips will you make today? For example, going to work, even if you did not go to work.

  14. What is the route number you are on now?

  13. If you are going to a mall, school, hospital or other major location, what is the name of that location?

  12. What is your main purpose for using this bus on this trip?

  11. What year did you start using PTSA buses?

Thank you. Please complete this survey to tell us:

PTSA would like to know how you see and rate this service.
28. Overall, how do you rate PSTA services? (1) Very accurate, easy to use (2) No
(3) How accurate was the information? 1 2 3 4 5 6 7 8 9 10
(4) Have you used the services? 1 2 3 4 5 6 7 8 9 10
What is your opinion of PSTA bus services?

29. Are you a student in high school, college or technical school classes? (1) Yes (2) No

30. Are you employed outside your home for 35 hours or more a week? (1) Yes (2) No

31. Are you employed outside your home for 20 hours or more a week?

22. In the past year, have you called PSTA for information or asked for information at
Williams Park or Park Street?

23. Do you use one of these ID cards to receive a
37. How many times a week, if at all, do you use

( ) Female ( ) Male

36. Are you female or male?

35. The name of your town or city:

34. What is your home zip code?

43. How old are you?

32. Are you a year-round resident, a seasonal

About you — For classification purposes only

( ) 15-20 ( ) 21-25 ( ) 26-30 ( ) 31-35 ( ) 36-40

30. In the past year or two, how would you rate:

in the following:

1. How often has this happened (if at all)?

Improvement in the following:

0 123456789 10

10. a. A condition of the buses

b. The fare you pay each day

c. Maps and other information at the

d. The number of shelters at the

0 123456789 10

10. a. Much better

b. No improvement

0 123456789 10

7. The service to Passo Condy began how many days each month?

0 123456789 10

8. There is no schedule for the service that passes such as holidays, for instance. Have you ever really?

0 123456789 10

9. Does a new rule on US routes 16 and 8 from Fillmore to Passo Condy in

0 123456789 10

8. The service to Passo Condy begins how many days each month?

0 123456789 10

7. The service to Passo Condy began how many days each month?

0 123456789 10

6. The service to Passo Condy begins how many days each month?

0 123456789 10

5. How often does the service to Passo Condy begin how many days each month?

0 123456789 10

4. The service to Passo Condy begins how many days each month?

0 123456789 10

3. How often does the service to Passo Condy begin how many days each month?

0 123456789 10

2. The service to Passo Condy begins how many days each month?

0 123456789 10
Thank you for your assistance.

If you do not have time to complete the survey on the bus, please return this form to the bus driver on your next trip.

SURVEY PERSONNEL ON THE BUS

Please answer the following questions:

1. Which of these routes do you use most often?
   - [ ] 16
   - [ ] 18
   - [ ] 20
   - [ ] 52
   - [ ] None of these

2. How many days a week do you use these routes?
   - [ ] 0
   - [ ] 1 to 3
   - [ ] 4 to 5
   - [ ] 6 to 7
   - [ ] More than 7

3. What is your household income?
   - [ ] Under $15,000
   - [ ] $15,000 to $29,999
   - [ ] $30,000 to $39,999
   - [ ] $40,000 to $49,999
   - [ ] $50,000 to $59,999
   - [ ] $60,000 to $99,999
   - [ ] $100,000 or more

4. Do you or someone in your household receive Medicare or Medicaid?
   - [ ] Yes
   - [ ] No

5. If you use route 18, 19, or 52 regularly, please answer the following:

   a. How many days a week do you use route 18, 19, or 52 regularly?
   - [ ] 0
   - [ ] 1 to 3
   - [ ] 4 to 5
   - [ ] 6 to 7
   - [ ] More than 7

   b. What is your household income?
   - [ ] Under $15,000
   - [ ] $15,000 to $29,999
   - [ ] $30,000 to $39,999
   - [ ] $40,000 to $49,999
   - [ ] $50,000 to $59,999
   - [ ] $60,000 to $99,999
   - [ ] $100,000 or more

   c. How many days a week do you use these routes?
   - [ ] 0
   - [ ] 1 to 3
   - [ ] 4 to 5
   - [ ] 6 to 7
   - [ ] More than 7

   d. Do you or someone in your household receive Medicare or Medicaid?
   - [ ] Yes
   - [ ] No

   e. How far do you commute to work on this bus?
   - [ ] Less than 1 mile
   - [ ] 1 to 2 miles
   - [ ] 3 to 5 miles
   - [ ] More than 5 miles

   f. How close is the nearest bus stop to your home?
   - [ ] Less than 1 mile
   - [ ] 1 to 2 miles
   - [ ] 3 to 5 miles
   - [ ] More than 5 miles

   g. How many days a week do you use these routes?
   - [ ] 0
   - [ ] 1 to 3
   - [ ] 4 to 5
   - [ ] 6 to 7
   - [ ] More than 7

   h. What is your household income?
   - [ ] Under $15,000
   - [ ] $15,000 to $29,999
   - [ ] $30,000 to $39,999
   - [ ] $40,000 to $49,999
   - [ ] $50,000 to $59,999
   - [ ] $60,000 to $99,999
   - [ ] $100,000 or more

   i. Do you or someone in your household receive Medicare or Medicaid?
   - [ ] Yes
   - [ ] No
Appendix B: Telephone Questionnaire

PINELLAS COUNTY TRANSIT SURVEY
RIDERS, POTENTIAL RIDERS AND GENERAL PUBLIC

I. SCREEN/TALLY SECTION

Hello, my name is ______________. I'm with CJI Research. We're studying opinions about transportation in the Pinellas County area. The survey will help public authorities plan for the future.

We need to speak with the man or woman age 18 or older you would consider the head of your household. Would you be that person? [IF NOT, ASK FOR THAT PERSON. IF NOT AT HOME INDICATE YOU WILL CALL BACK]

DO NOT READ RESPONSES UNLESS INSTRUCTED TO DO SO

SCREEN

42. NOTE SEX: M  F (CIRCLE ONE)

43. First, when someone uses the abbreviation P.S.T.A. when discussing transportation in the Pinellas County area, what comes to mind?
   a. The bus company (46)
   b. Other: ________________________ (44)
   c. Not sure (44)

44. Do you happen to know the name of the company that provides local bus service in Pinellas County?
   a. PSTA (46)
   b. Pinellas Suncoast Transit Authority (46)
   c. The bus company / Other (45)
   d. Not sure (45)

45. Just so you'll know, the local system in Pinellas County is called PSTA.

46. When you travel locally around Pinellas County area, do you most often travel by car or by public bus?
47. In an average week, how many days do you use the bus?
   0 = None (48)
   1 2 3 4 5 6 7 [any response of 1 or more indicates a RIDER, go to Q50]
   9999 = Refused

48. Have you ridden on a PSTA bus 10 or more times in the past twelve months?
   a. Yes (RIDER) (49)
   b. No (51)
   (9) Refused (TERMINATE)

49. Do you ride the PSTA bus most often to get to work, to go to school, get to medical visits, to go to the malls, to do errands, or for what purpose?
   a. Work (50)
   b. School (50)
   c. Medical visits (50)
   d. Malls (50)
   e. Errands (50)
   f. Other (50)
   g. Refused (50)

50. How many other people, if any, in your household have ridden on a PSTA bus 10 or more times in the past year?
   0 1 2 3 4 5 9999 = Refused

51. Assuming there would be a bus route where you need to go, and that service were improved, how likely would you be to consider riding a PSTA bus ten or more times a year -- very likely, somewhat likely, not very likely, or definitely would not?
   a. Very likely (POTENTIAL RIDER) (54)
   b. Somewhat likely (POTENTIAL RIDER) (52)
   c. Not very likely (52)
   d. Definitely would not (53)
   e. Couldn't -- need car at work (53)
   f. Couldn't -- other problem would prevent it (NON-RIDER) (53)
(8) Not sure (NON-RIDER) (53)
(9) Ref (TERMINATE)

52. And how likely would you be to use the bus at least ten times a year if you could catch an express bus close to your home that would go directly to your destination without making a lot of stops? Would you be very likely, somewhat likely, not very likely, or definitely would not?
   a. Very likely (POTENTIAL RIDER)(54)
   b. Somewhat likely (POTENTIAL RIDER)(54)
   c. Not very likely (NON-RIDER)(53)
   d. Definitely would not (NON-RIDER)(53)
   e. Couldn't -- need car at work (NON-RIDER)(54)
   f. Couldn't -- other problem would prevent it (NON-RIDER)(54)
(8) Not sure (NON-RIDER)(53)
(9) Ref (TERMINATE)

53. And if bus service improved, traffic congestion became worse, and parking and other costs of driving rose substantially? Would you be very likely, somewhat likely, not very likely, or definitely would not consider using the bus ten or more times a year?
   a. Very likely (POTENTIAL RIDER)(54)
   b. Somewhat likely (POTENTIAL RIDER)(54)
   c. Not very likely (NON-RIDER)(54)
   d. Definitely would not (NON-RIDER)(54)
   e. Couldn't -- need car at work (NON-RIDER)(54)
   f. Couldn't -- other problem would prevent it (NON-RIDER)(54)
(8) Not sure (NON-RIDER)(54)
(9) Ref (TERMINATE)

[END OF POTENTIAL RIDER INCIDENCE IDENTIFICATION SURVEY]

54. Has anyone else in your household ridden a PSTA bus 10 or more times in the past year?
   a. Yes (a)
   b. No (55)
   c. Refused (55)

   (a) How many people? 1 2 3 4 5 9999=Ref

55. Did you ever use transit buses in this area 10 or more times a year on a regular basis?

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a. Yes (56)
b. No (57)

56. What was the last year you used PSTA buses 10 or more times?
19___(58)

57. Since 1993, have you used an PSTA bus less often than that for any reason?
a. Yes (58)
b. No (60)

58. What was your feeling about the service, was it very convenient, not very convenient, or inconvenient?
a. very convenient
b. not very convenient
c. inconvenient

59. Do you have to use your car during work hours several times a week, not just to get to work, but as part of a job?
a. Yes
b. No

60. Now, please use a scale from 1 to 10 to tell me how strongly you agree or disagree with each of the statements I read. 1 means you disagree strongly and 10 means you agree strongly.

Once a week or more, you personally are very seriously delayed in getting places by traffic congestion in the Pinellas County area

61. Once a week or more, finding a parking place is a serious problem for you personally in the Pinellas County area.

62. Taking the bus one or two days a week while still owning a car would help save enough money to be worth it to you personally.

63. Some people say that PSTA is mostly a social service for lower income people who cannot afford a car. How strongly do you agree or disagree with that?

64. PSTA provides transit service that is good enough to use regularly
65. **[WORDING OF INTRO TO RATING SERIES STARTING AT Q67-FOR RIDERS]** I'd like you to rate PSTA services. (67)  
   ____ 8888=Not sure

66. **[WORDING OF INTRO TO RATING SERIES STARTING AT Q67 FOR FORMER, POTENTIAL AND NON-RIDERS]** Even though you do not ride PSTA buses regularly, I'd like you to try to rate what you think the services probably are like based on what you may think or have heard. (67)

67. Please use the scale of 1 to 10 again, but now 1 means you feel the service is very poor, and 10 means it is very good, and the numbers between mean ratings in between. First, how would you rate the time it takes to get by bus to where you need to go?

68. How frequently the bus comes by the stop where you would get on. ____ 8888=Not sure

69. How close to your home the bus stops. ____ 8888=Not sure

70. Your feeling of personal safety when waiting for the bus. ____ 8888=Not sure

71. Having routes that go directly where you need to go without having to change from one bus to another. ____ 8888=Not sure

72. The overall convenience of using the bus. ____ 8888=Not sure

73. How comfortable you (would) feel with other people who often use the bus. ____ 8888=Not sure

74. Your confidence that you know how to get good information so you could use PSTA without getting stranded. ____ 8888=Not sure

If they wanted to make it worthwhile for you to use the bus regularly, how important would it be for PSTA to do each of the following. Again, please use the scale of 1-10, but now say that 1 means it is not important and 10 means it is very important.

75. Provide service until midnight

76. Provide express routes which make limited stops and go where you want

77. Provide shelters to wait in at most bus stops

78. Provide direct service between the area where you live and certain other areas you often go

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79. Provide service so a bus comes every 15 minutes instead of every 30 minutes on busy routes.

I'd like to read you a few facts about PSTA bus service in Pinellas County as it is now. Please use the scale of 1-10 again, but say that now 1 means that knowing this fact makes you much less likely to use the bus, and 10 means it would make you much more likely to use it.

80. The first fact about bus service is that many buses in Pinellas County run about every thirty minutes.

81. Next, many buses run from 6am to 10pm.

82. You can buy a pass right on the bus that lets you ride as much as you want to in a day for $2.50, or for students and senior citizens $1.25.

83. PSTA offers a flat rate monthly pass for using the bus as many times as you wanted in Pinellas County for $40, or for students and senior citizens $25.

84. On another subject, how many Devil Rays baseball games, if any, do you plan to attend this year?

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85. If there were bus service to special events such as Devil Rays baseball games, or festivals like A Taste of Pinellas or SPIFFS [IF ASKED: the St Petersburg International Folk Festival] from places like Countryside Mall, Tyrone Square Mall, and the St Petersburg/Clearwater Airport, with a round trip fare of $4 including parking, would you definitely use that bus service, probably use it, probably not use it, or do you not go to any of these events?

a. Definitely would use it
b. Probably would take bus
c. Probably would not take bus
d. Not sure
c. Do not attend these events

[IF 1,2,3 OR 4 IN Q85, ASK Q86. OTHERWISE SKIP TO Q87]

86. Regardless of how you would get there, which of these are you likely to attend this year, Taste of Pinellas, SPIFFS, or Devil Rays baseball?

1. Taste of Pinellas  1=Yes  2=No
2. SPIFFS           1=Yes  2=No

87. How close do you live to a bus stop, less than a five minute walk, about five minutes, about ten minutes, or about fifteen minutes or more?
a. Less than 5  
b. About 5  
c. About 10  
d. About 15 or more  
e. Not sure

88. Is safety an issue for you in deciding whether to use the bus?  
a. Yes  
b. No

[ASK Q89 IF Q88=1]

89. Does your main concern with safety involve the way the drivers drive the bus or your personal safety from other people using the bus or at the stops?  
a. Drivers driving  
b. Other people

[ASK Q90 IF Q89 = 2]

90. Is the main safety problem involving other people mostly on-board the bus, or waiting at the stops?  
a. On the bus  
b. At the stop  
c. Both equal  
d. Not sure

91. If you left your home today at all to make a local trip by car (RIDERS: bus) in the Pinellas County area, was the main purpose for work, shopping, getting to school, visiting others, making medical visits, going to social service agencies, or other purposes?  
a. work  
b. shopping  
c. getting to school  
d. visiting others  
e. making medical visits  
f. going to social service agencies  
g. other purposes  
(8) did not leave home  
(9) refused

92. About how many minutes does that trip take by car, including time to park and get where you are going? ______ minutes
93. About how many minutes do you think it would take by bus? ______ minutes, including time to walk to the bus stop, wait for the bus, and walk from the bus to your destination?

94. In a typical week, how many times, if at all, do you go to Clearwater area? [READ RESPONSES]
   - 0 (a) 1 2 3 4 5 6 7+
   1. In the usual year? 0 1 2 3 4 5 6 7+ (12= "once a month")
   a. St. Petersburg 0 (a) 1 2 3 4 5 6 7+
   1. In the usual year? 0 1 2 3 4 5 6 7+ (12= "once a month")
   b. Tampa 0 (a) 1 2 3 4 5 6 7+
   1. In the usual year? 0 1 2 3 4 5 6 7+ (12= "once a month")
   c. Mid-County/Gateway area 0 (a) 1 2 3 4 5 6 7+
   1. In the usual year? 0 1 2 3 4 5 6 7+ (12= "once a month")

DEMographics

95. Now just a few final questions for confidential classification purposes only. How many cars, or other motor vehicles are available for use by drivers in your household?
   0 1 2 3 4 or more

96. How many licensed drivers are there in your household?
   0 1 2 3 4 or more

97. How many days a week, if any, do you read the St. Petersburg Times?
   0 1 2 3 4 5 6 7

98. Which Tampa Bay radio station do you listen to most?
   (1) None — I don't listen to the radio
   (2) None — I do not listen to Tampa Bay stations
   (3) Station number or call letters: ______________________

99. Are you presently employed, a homemaker, a student, retired, unemployed?
   a. employed (a)

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b. homemaker (101)  
c. student (101)  
d. retired (101)  
e. unemployed (101)  
f. other (101)

1. How many days a week do you work at this job?  1 2 3 4 5 6 7

2. Is this job away from your home or do you work from home?
   a. Away from home (c)  
   b. Work at home (101)

3. How many days a week, if at all, do you leave work after the buses stop running at 10:00 pm?  
   0 1 2 3 4 5 6 7

4. Do you work in St. Petersburg, Clearwater, Tampa, the Mid-County Gateway area, or elsewhere in Pinellas County?
   a. St. Petersburg (g)  
   b. Clearwater (g)  
   c. Tampa (g)  
   d. Mid-county/Gateway (g)  
   e. Elsewhere in Pinellas County (e)

5. To keep your answers anonymous, I do not want any kind of address, but could you tell me which zip code your job is located in? ________________ (f)

6. What part of the Pinellas County area would that be? [IE town, area]  
   a. List of major towns will be inserted for response categories  
   ________________________________ (g)

   [USE PHONETIC SPELLING OR CHOOSE FROM LIST]

7. Do you drive to work there, take the bus, car pool, or how do you get to work?
   a. Take the bus (101)  
   b. Drive (h)  
   c. Car pool (h)  
   d. Spouse/other family member/friend drops off (h)  
   e. Walk (101)  
   f. Work at home (101)
8. If you wanted to, would it be possible to get to your present job by bus?
   a. Yes (POTENTIAL RIDERS GO TO 100, RIDERS AND NON-RIDERS GO TO Q 87)
   b. No (POTENTIAL RIDERS GO TO 100, RIDERS AND NON-RIDERS GO TO Q 87)
   c. Not sure (POTENTIAL RIDERS GO TO 100, RIDERS AND NON-RIDERS GO TO Q 87)

   [POTENTIAL RIDERS ONLY. RIDERS AND NON-RIDERS SKIP TO Q 87]

100. Which, if any, of the following would be problems for you with using bus service to get to work?

   1. You would not be sure how to get to work or other places by bus even if you wanted to.
   2. You have to take children to school or child care.
   3. You need to use your car during work hours several times a week.
   4. The bus would take too long.
   5. The bus does not go where you need to go

   1=Applies to me  2=Does not apply

101. In the past few months, have you noticed any advertising for PSTA bus service?

   (1) No (102)
   (2) Yes (a)

   (a) Did you notice that ad in the —— (Note all that apply)
   (1) Newspaper
   (2) TV
   (3) Radio
   (4) Billboard

102. How old are you? ______ years old.

103. And, to keep results anonymous, please do not give an address, but what is your home zip code, or town in Pinellas County?

   Zip: _______ Town: __________________

104. How many persons, including you, live in your household?
105. Do you consider yourself (read responses)
   (1) White
   (2) African American
   (3) Asian
   (4) Native American Indian
   (5) Other

106. And the final question, which of the following groups does your total annual household income fall into?
   (1) Less than $5,000
   (2) $5,000 to $9,999
   (3) $10,000 to $14,999
   (4) $15,000 to $19,999
   (5) $20,000 to $24,999
   (6) $25,000 to $34,999
   (7) $35,000 to $49,999
   (8) $50,000 to $74,999
   (9) $75,000 or more
   (10) Refused