



TPA 2023 PUBLIC OPINION RESEARCH RESULTS *Palm Beach County, Florida*

Opinion Research Overview & Key Findings

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Methods

July 31 – August 4, 2023

Data was gathered through a combination of secure SMS/text-to-web surveys and telephone interviews performed by specially-trained opinion research interviewers

Conducted in English and Spanish languages with 502 randomly-selected registered voters in Palm Beach County, Florida, using a combination of valid residential, VOIP and cellular telephone listings

+/- 4.37% overall estimated margin of error, with a confidence interval of 8.74% within which the results can vary

Data was stratified and results weighted so that the differences in vital characteristics, such as age, race, gender and geography, are represented in proportion to their percentages of the county's electorate

Due to rounding, not all results add up to 100%, and the data is presented in a different order than the questions were asked

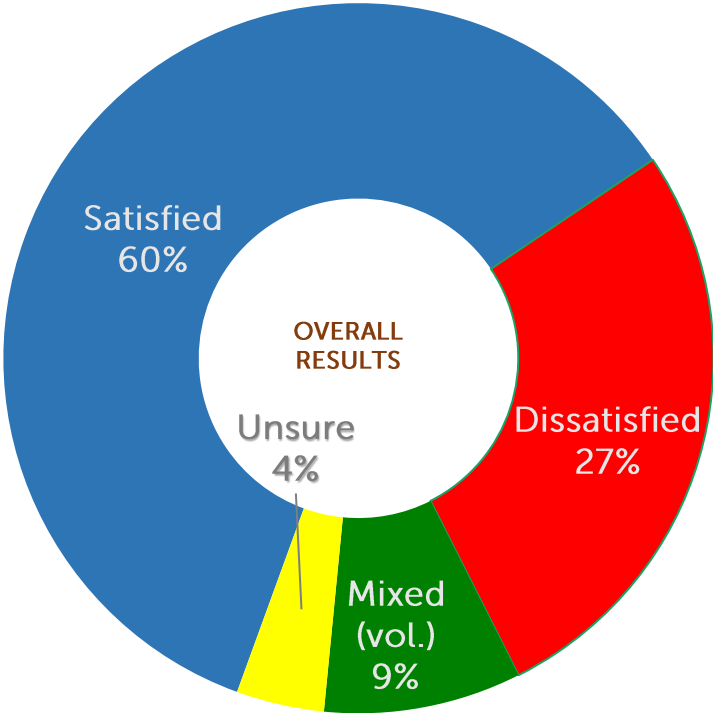
Unless otherwise noted, only statistically-significant differences that were outside the confidence interval for the overall estimated margin of sampling error have been reported in this presentation of key findings



Opinion Environment

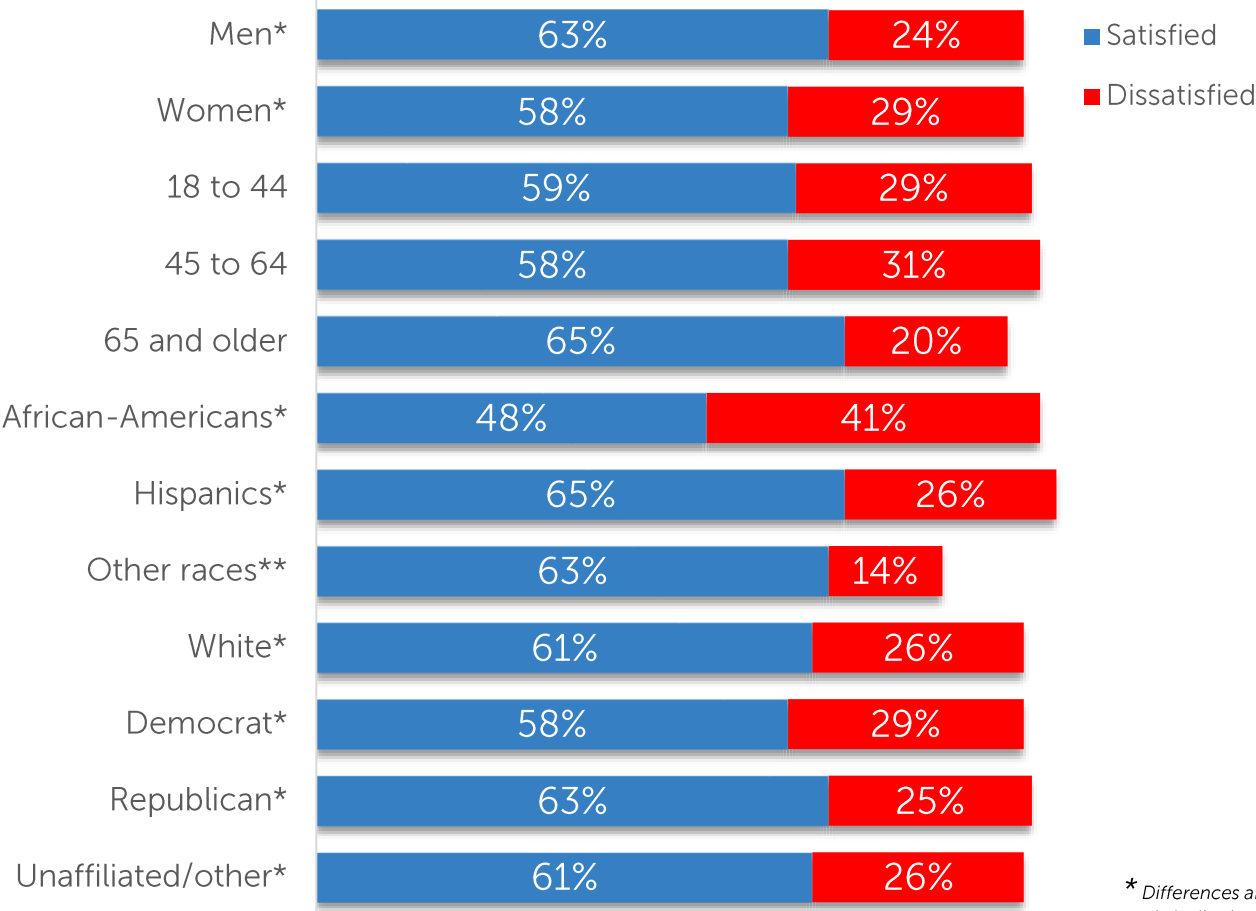
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Mood of Voters



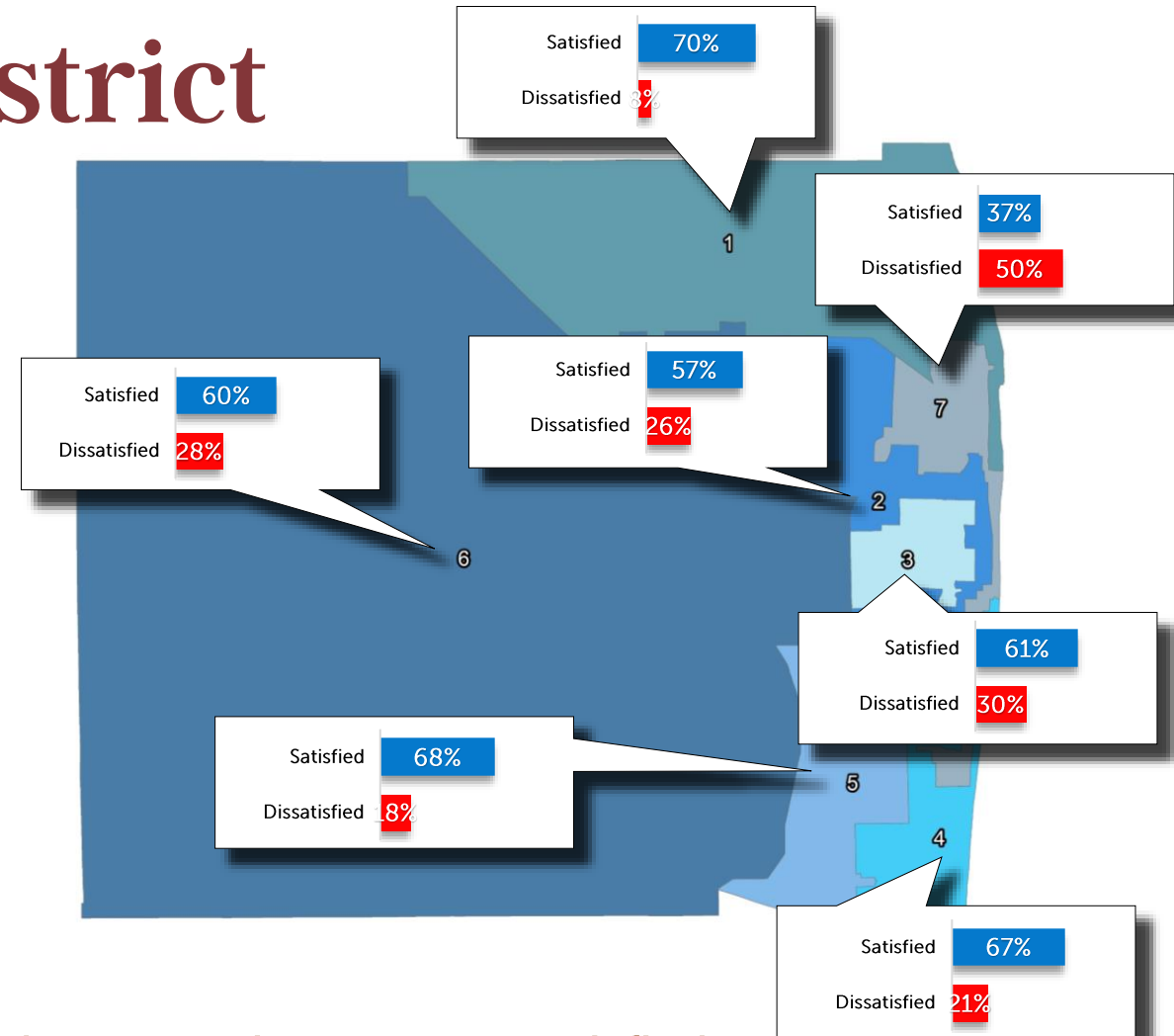
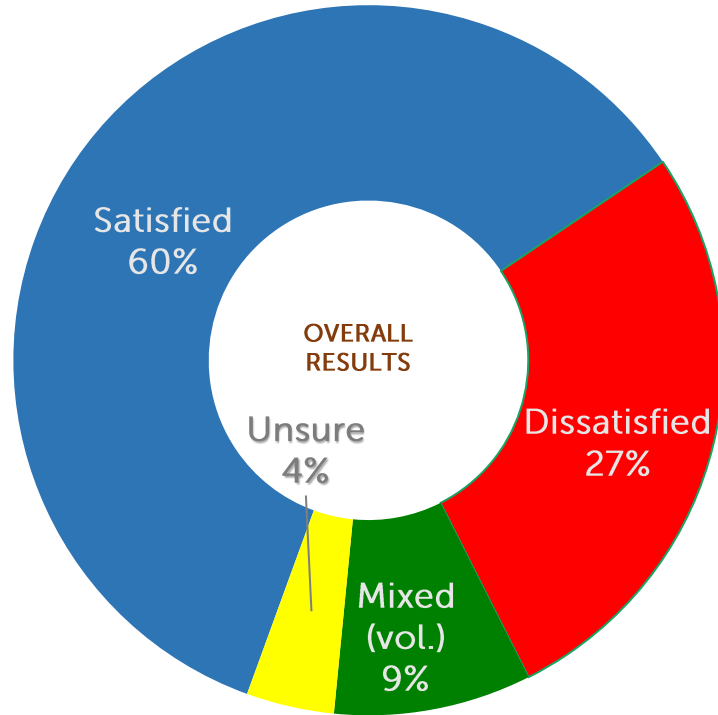
Generally speaking, at this time would you say that you are satisfied or dissatisfied with the quality of life in Palm Beach County?

SELECT SUB-GROUP RESULTS



* Differences are not statistically significant
 ** Caution should be taken when interpreting results for sub-groups with smaller sub-sample sizes because of greater random variance due to larger margins of error

Mood of Voters – by district



Generally speaking, at this time would you say that you are satisfied or dissatisfied with the quality of life in Palm Beach County?



Top Priorities

OVERALL
RESULTS
26%

Providing more housing
that is affordable

NOTABLE SUB-GROUP RESULTS:

41% 18 to 44
38% African-Americans
36% Hispanics
56% Frequent transit users**
38% Dissatisfied with quality of
life in Palm Beach County

11% Managing the county's growth
and development

NOTABLE SUB-GROUP RESULTS:

31% Stay-at-home/caretakers**
17% Republicans
18% District 3
20% District 4

9% Improving public education

9% Fighting crime and drugs

8% Reducing taxes

8% Protecting the environment and
the county's water supply

6% Addressing traffic congestion

5% Bringing better paying jobs to the area

NOTABLE SUB-GROUP RESULTS:

9% Other races**
11% Republicans
11% District 2

16% All/combination (vol.)

2% Other (vol.)

1% Unsure

Q:

*At this time, which of the following would you say should be the highest priority for county leaders?**

* Sub-group differences may not be statistically significant for this measure due to the structure of the question and multiplicity of values for the variable

** Caution should be taken when interpreting results for sub-groups with smaller sub-sample sizes because of greater random variance due to larger margins of error



Top Priorities – district *

OVERALL
RESULTS
26%

Providing more **housing**
that is affordable

11% Managing the county's **growth**
and development

9% Improving public **education**

9% Fighting **crime** and drugs

8% Reducing **taxes**

8% Protecting the environment and
the county's water supply

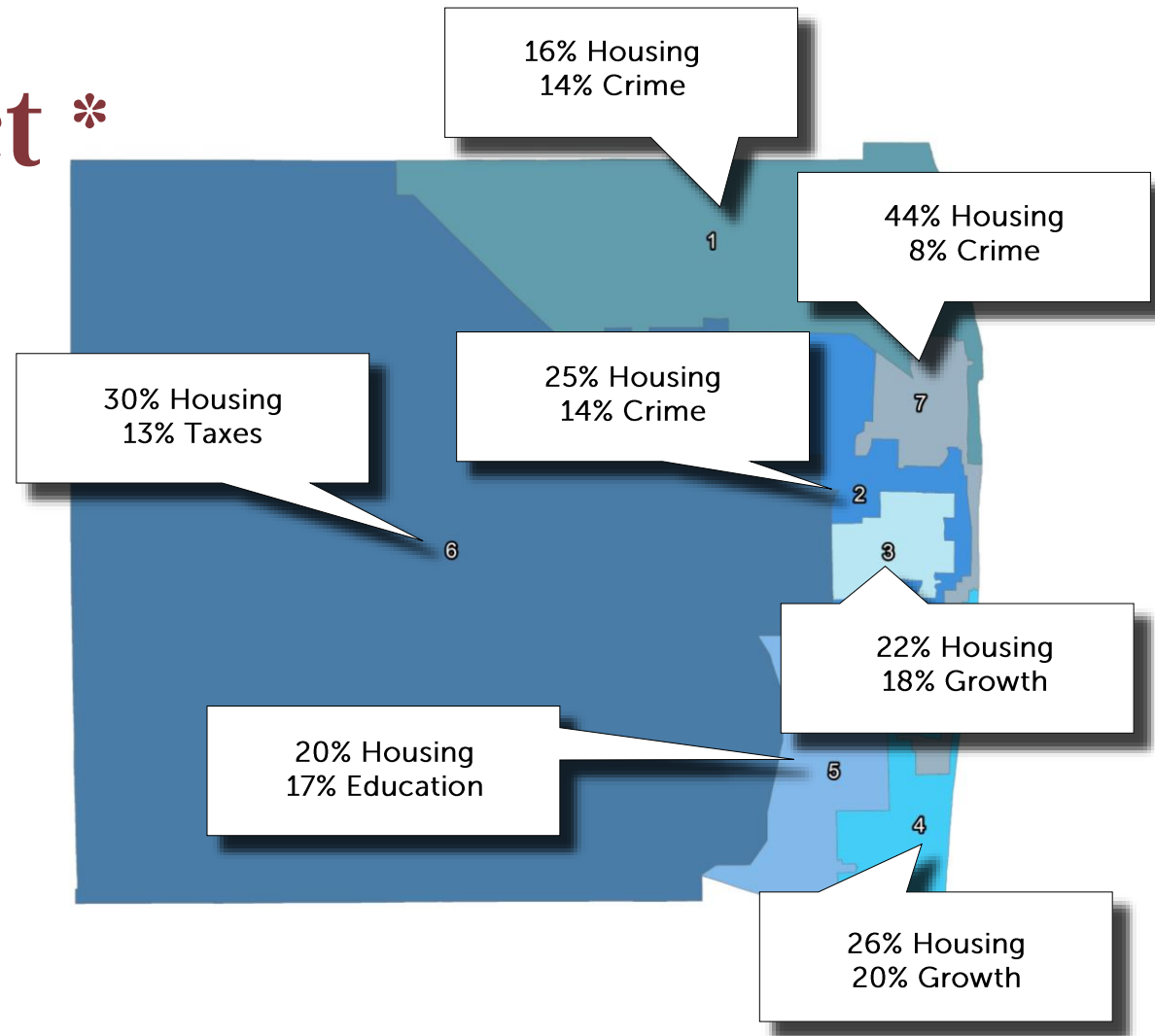
6% Addressing traffic congestion

5% Bringing better paying jobs to the area

16% All/combination (vol.)

2% Other (vol.)

1% Unsure



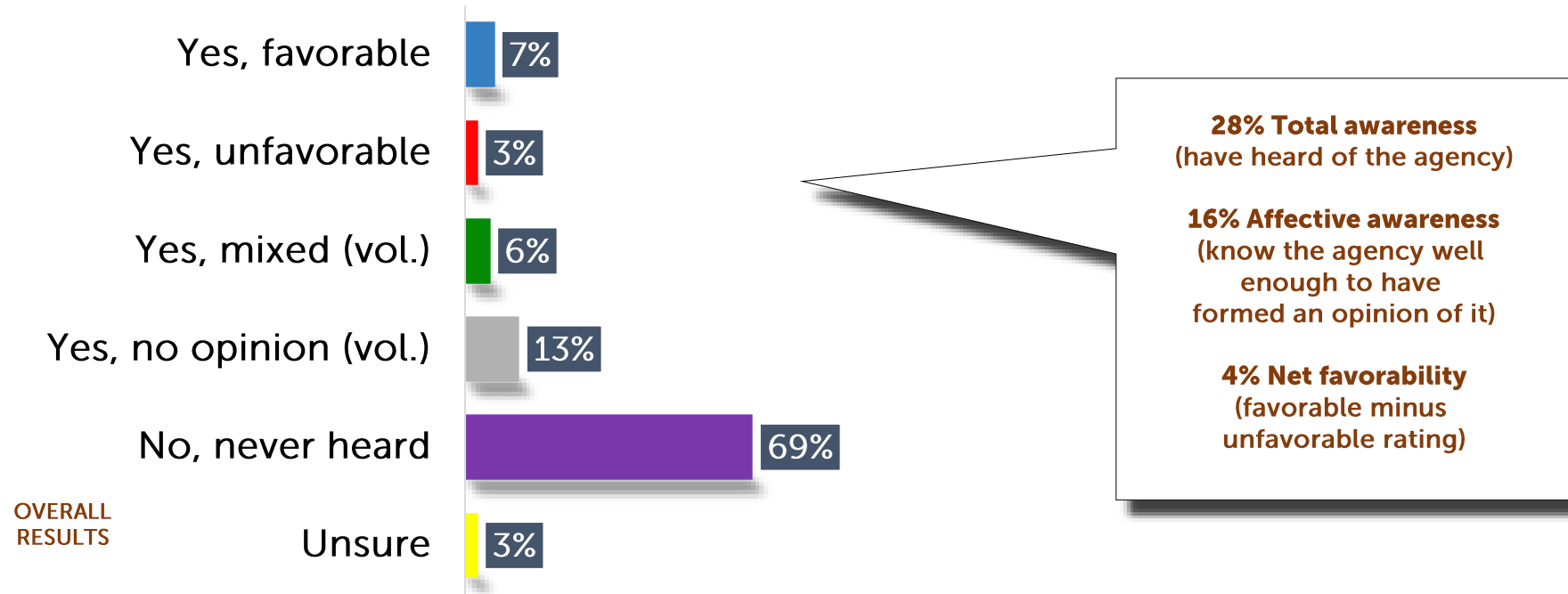
Q:

*At this time, which of the following would you say should be the highest priority for county leaders?**

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Palm Beach TPA Awareness & Favorability



Prior to this survey, have you ever heard of the agency named the Palm Beach Transportation Planning Agency, or Palm Beach TPA, as it is known?

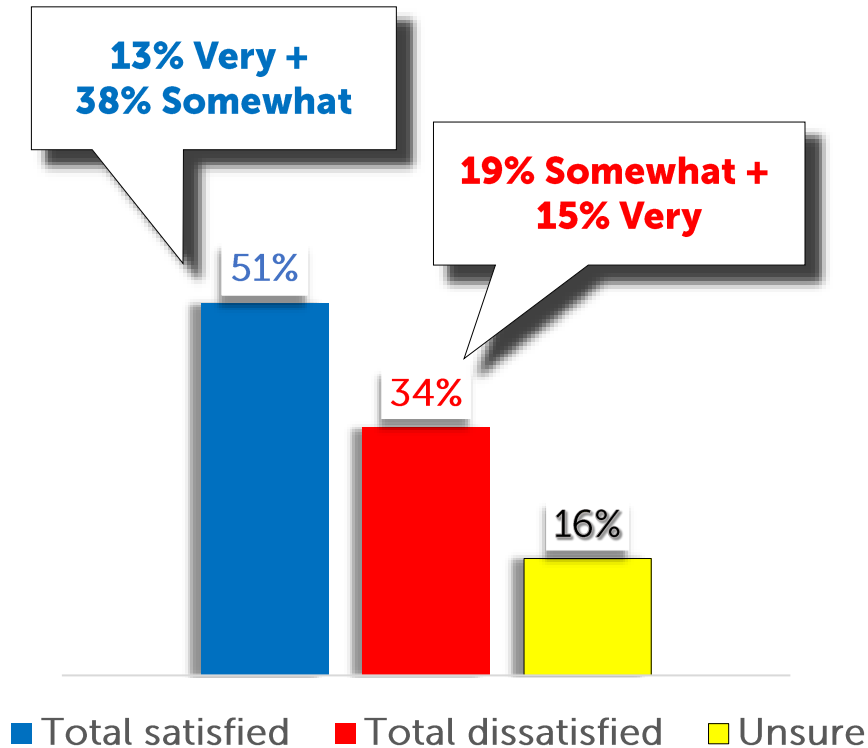


Transportation and Commuting

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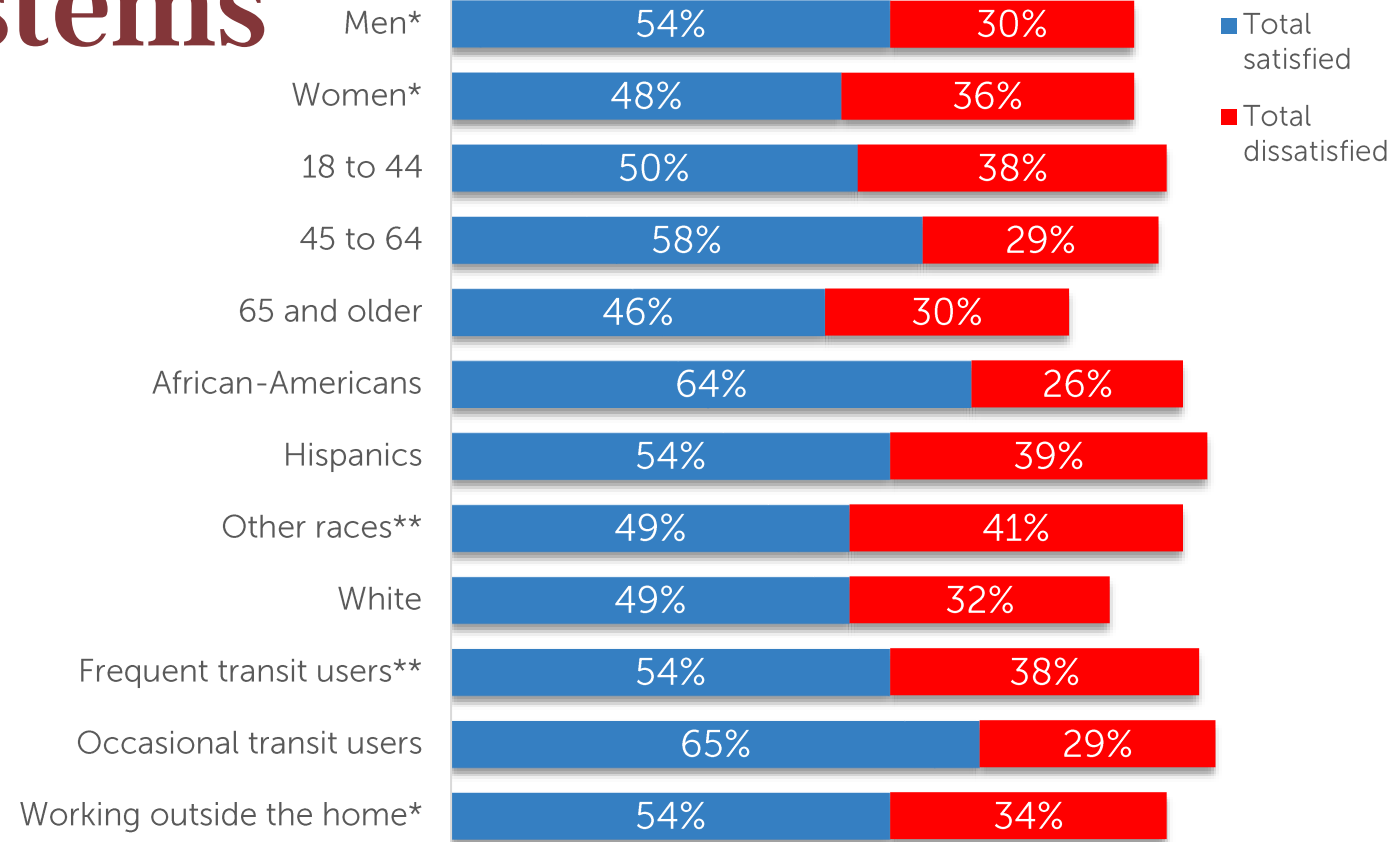
Transportation Systems

OVERALL RESULTS



Looking at a specific aspect, would you say that you are very or somewhat satisfied or somewhat or very dissatisfied with Palm Beach County's transportation systems, such as your ability to travel and commute throughout the county?

SELECT SUB-GROUP RESULTS



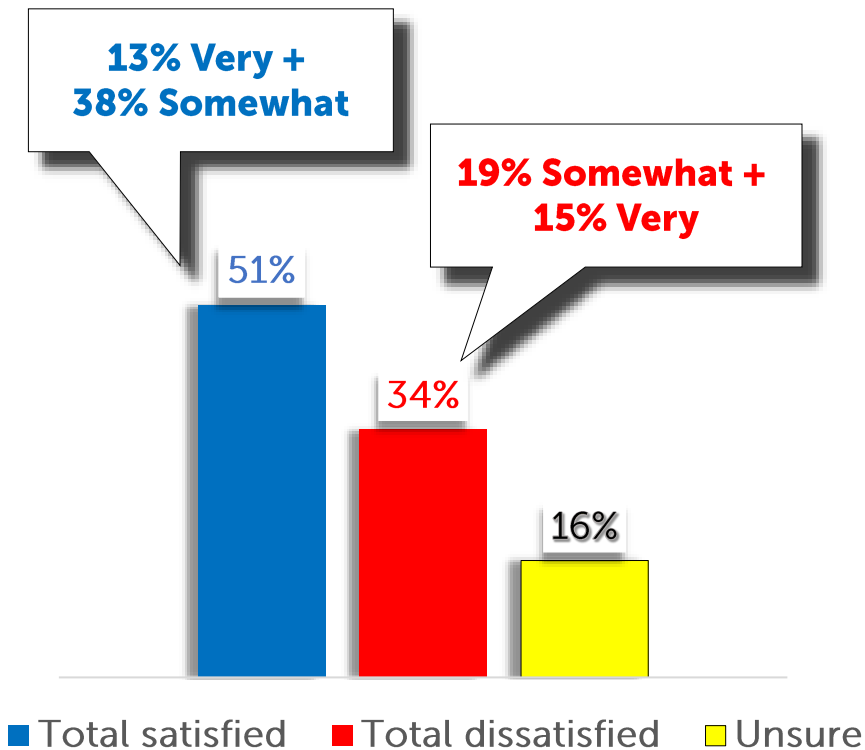
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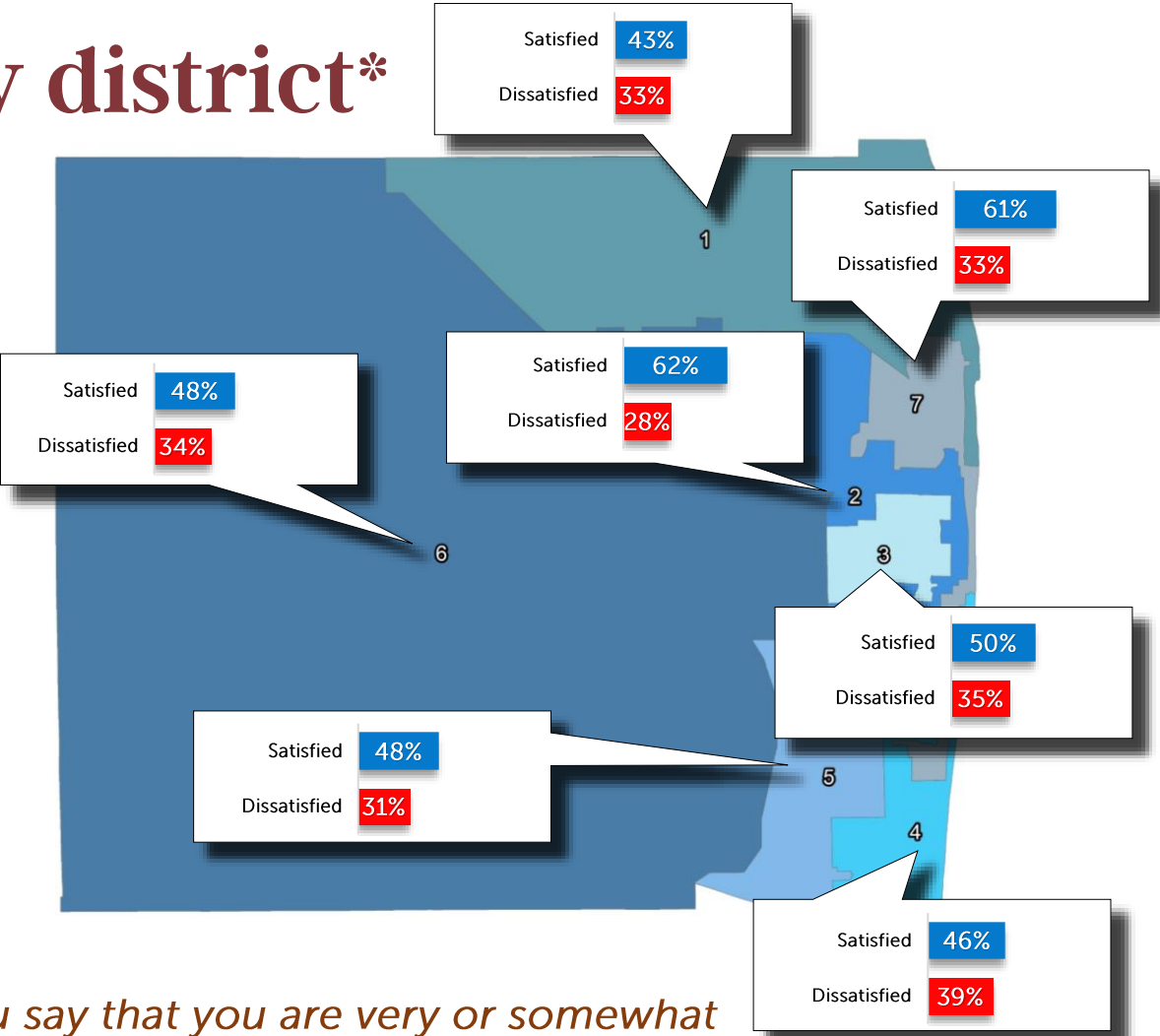


Transportation Systems – by district*

OVERALL
RESULTS

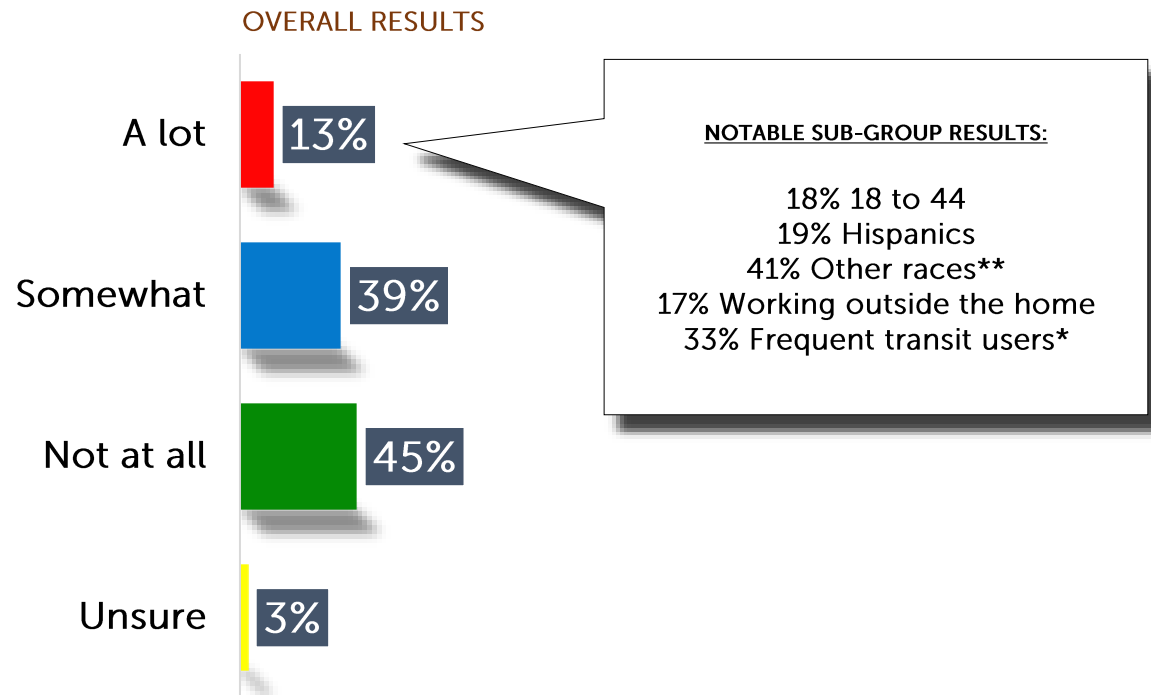


Looking at a specific aspect, would you say that you are very or somewhat satisfied or somewhat or very dissatisfied with Palm Beach County's transportation systems, such as your ability to travel and commute throughout the county?



* Differences are not statistically significant

Impact of Commuting Problems – by district*



Q:

How much have your problems with commuting and travel outside the home negatively affected your quality of life and ability to do the things that are important to you?

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Highest Priorities for Transportation & Transit

FIRST TEST:

SECOND TEST:

n=455, not asked to respondents who were unsure in first test

28% 15%⁽²⁾ Addressing traffic congestion

15%	11% ^(3t)	Adding new transportation options, such as streetcars and light rail
15%	11% ^(3t)	Expanding services for people who are economically disadvantaged
11%	17% ⁽¹⁾	Improving traffic safety
7%	10%	Upgrading and expanding bus services
6%	8%	Preparing current transportation systems for climate change and sea level rise
5%	8%	Providing more services in high growth areas
2%	8%	Transit and planning funding to pay for it
7%	2%	All/combination (vol.)
1%	2%	Other (vol.)
5%	7%	Unsure

CONSOLIDATED
NOTABLE SUB-GROUP RESULTS
(1st & 2nd Tests combined):

*Chosen in either of
the tests by...*

42% OVERALL

45% Women

45% 18 to 44

47% Whites

53% Work both in/out of home

45% Do not use transit

60% Republicans

49% District 4

50% District 6



*Which of the following would you say should be the highest priority for transportation and transit planning?**

* Sub-group differences may not be statistically significant for this measure due to the structure of the question and multiplicity of values for the variable

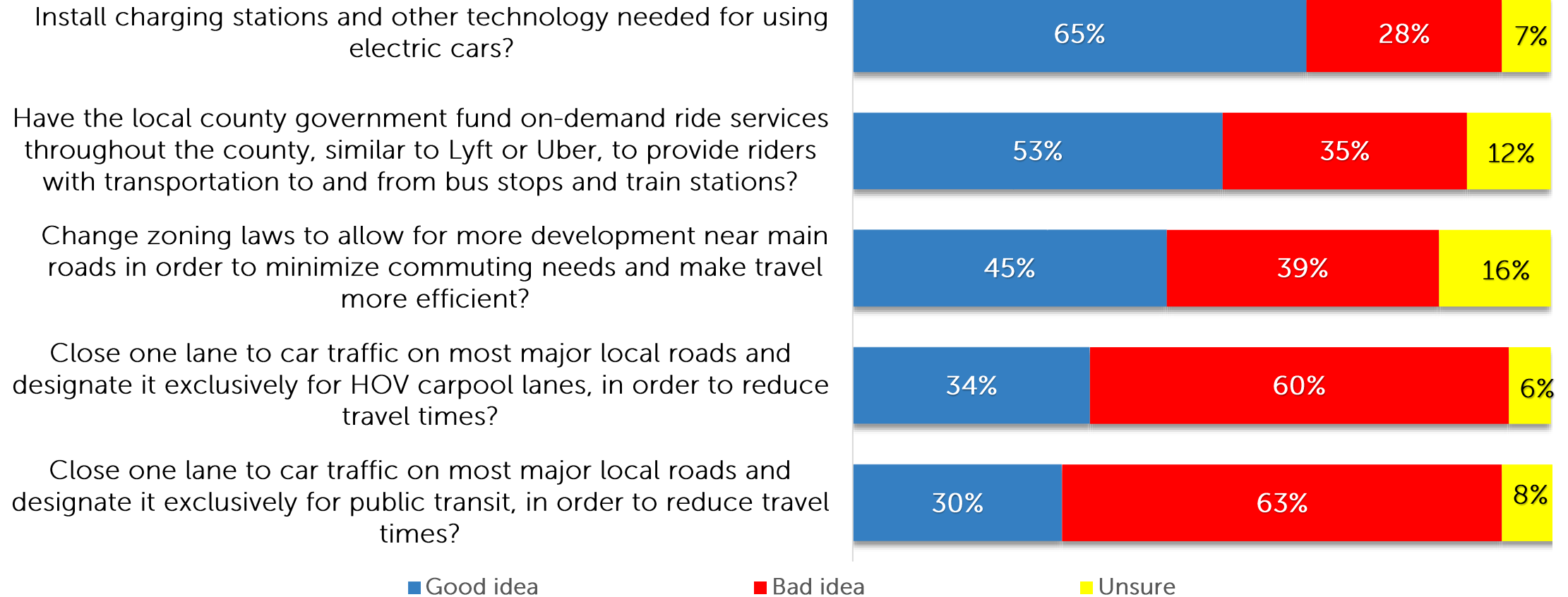


Current and Future Services

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Existing Plans & Services

OVERALL
RESULTS



Do you think it is a good or bad idea to...



Existing Plans & Services – top by district

Install charging stations and other technology needed for using electric cars?



Have the local county government fund on-demand ride services throughout the county, similar to Lyft or Uber, to provide riders with transportation to and from bus stops and train stations?



Change zoning laws to allow for more development near main roads in order to minimize commuting needs and make travel more efficient?



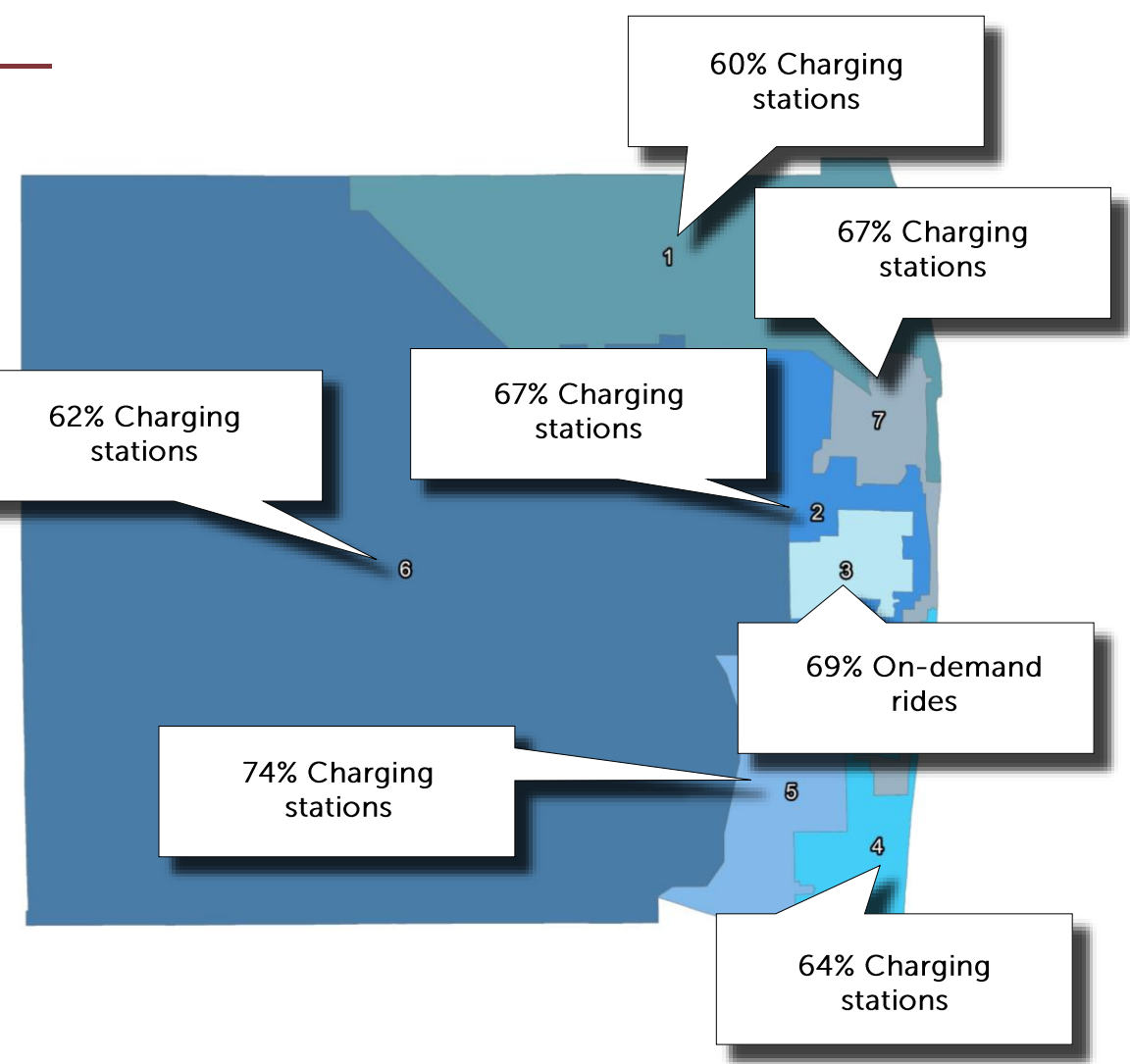
Close one lane to car traffic on most major local roads and designate it exclusively for HOV carpool lanes, in order to reduce travel times?



Close one lane to car traffic on most major local roads and designate it exclusively for public transit, in order to reduce travel times?



■ Good idea ■ Bad idea ■ Unsure



Do you think it is a good or bad idea to...

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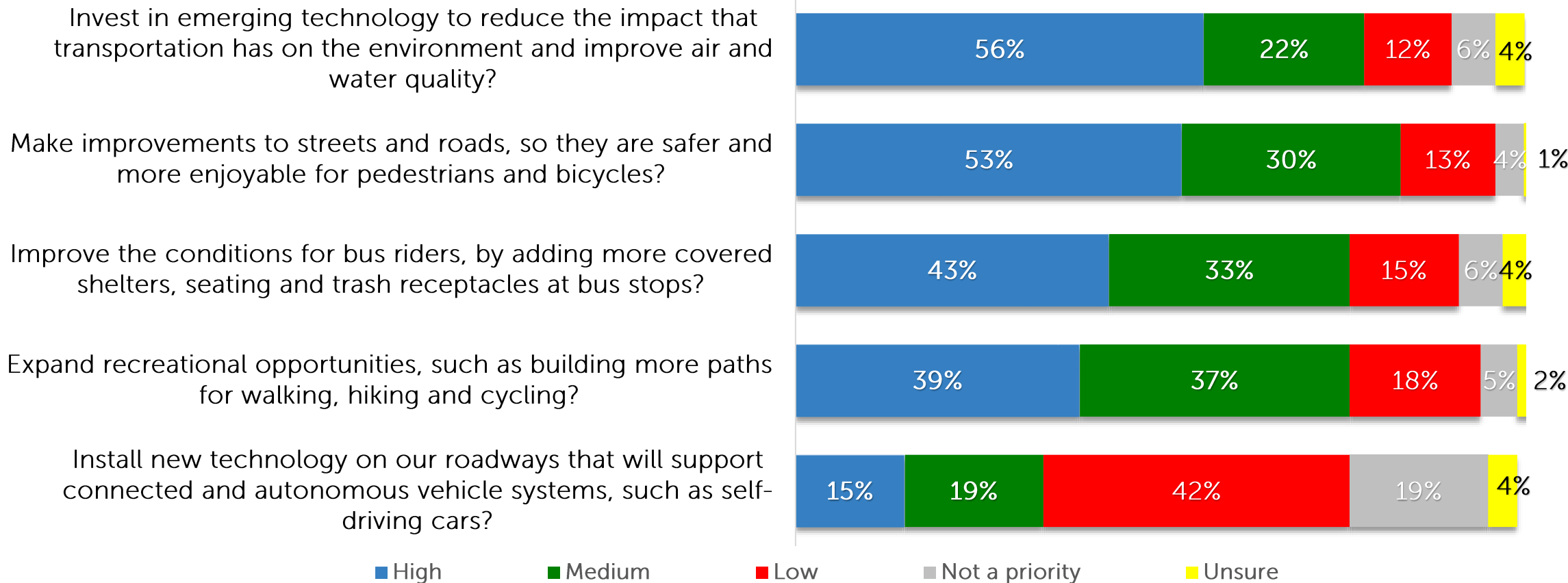
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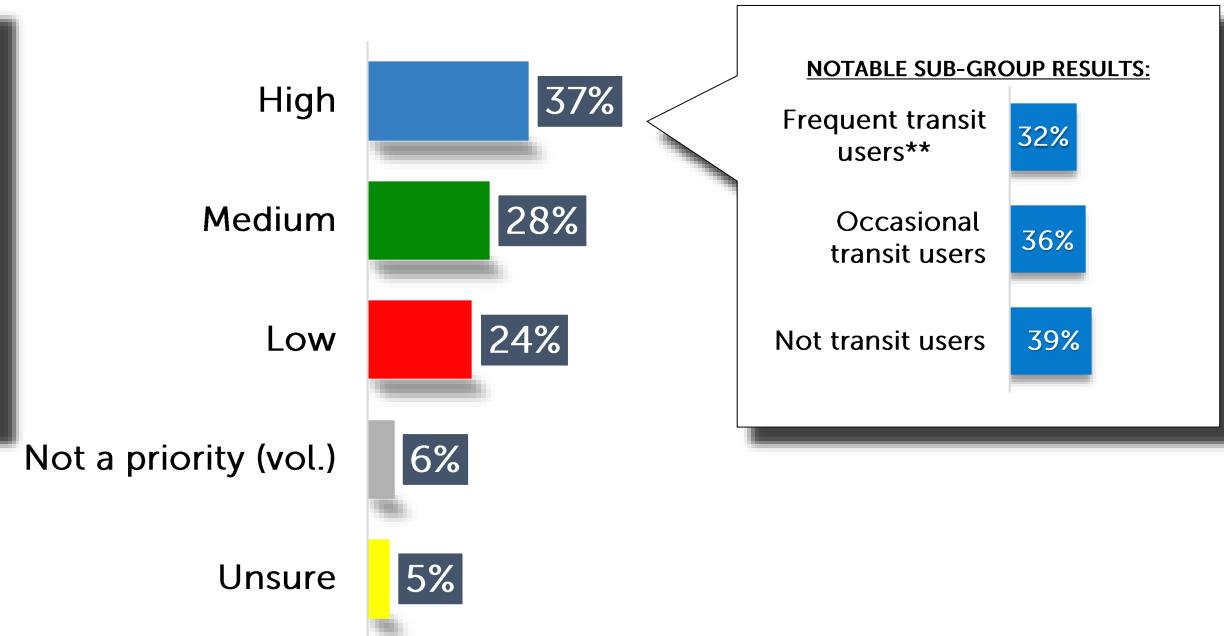
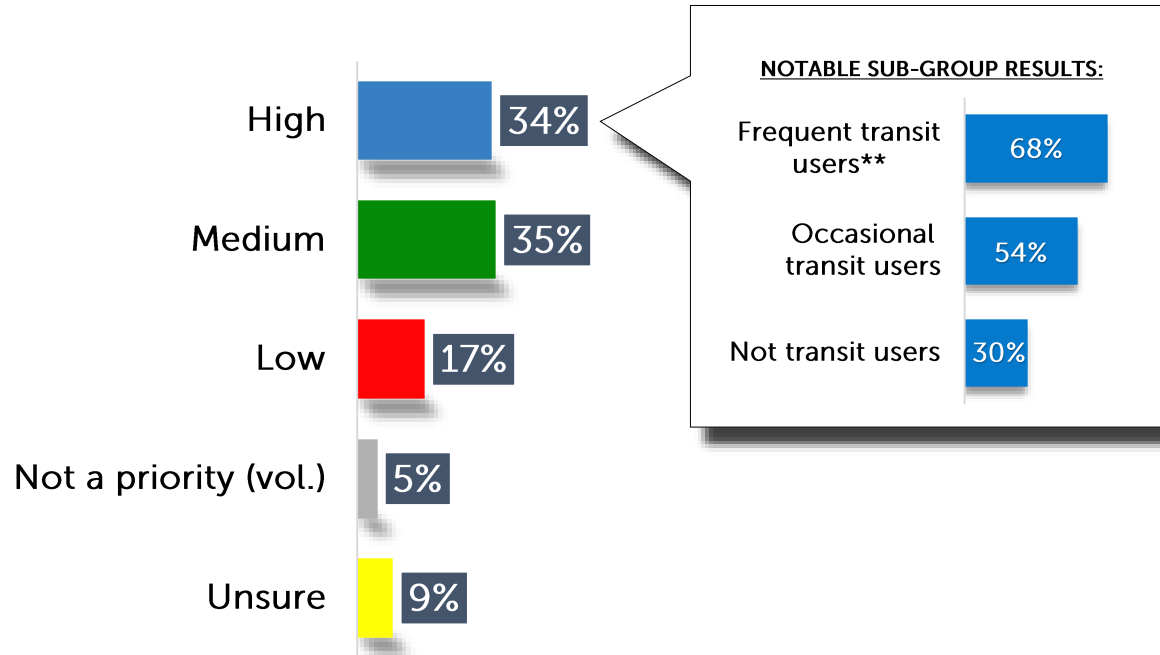
Future Plans & Services

OVERALL
RESULTS



How much of a priority should it be to...

Split Sample Testing



Q:

*VERSION A: How much of a priority should it be to...Add new public transit services, **like more frequent bus service?***

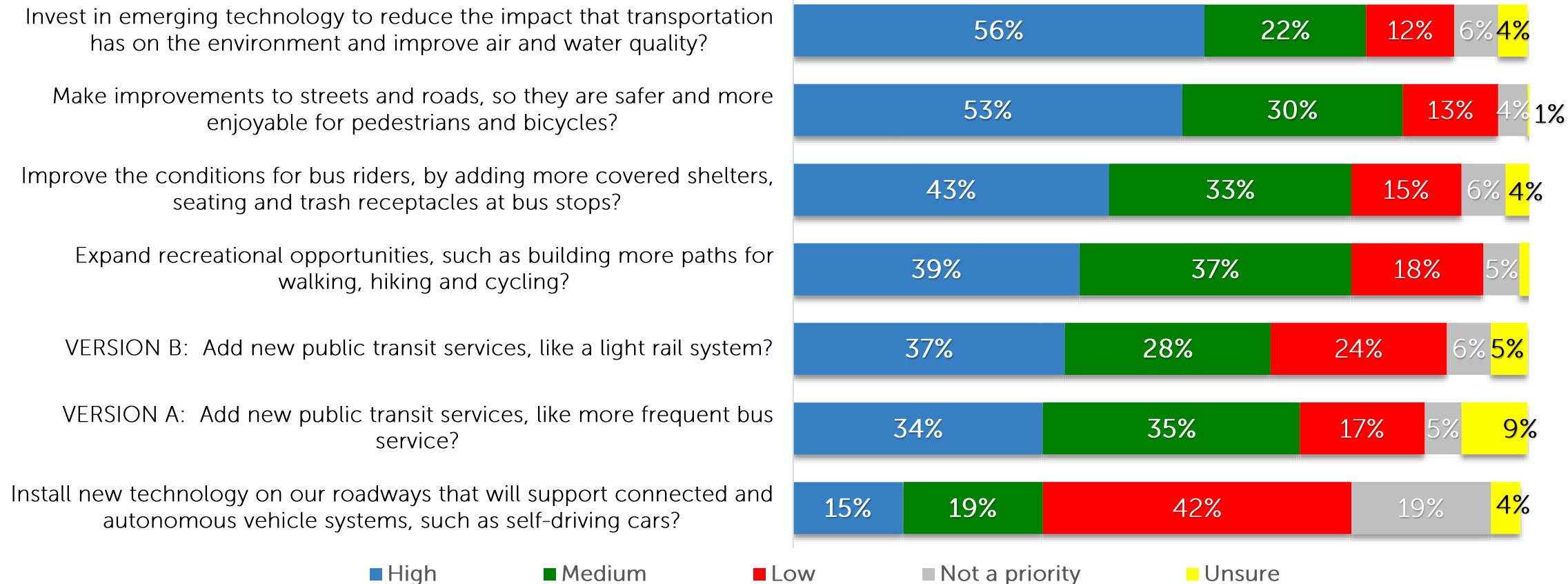
Q:

*VERSION B: How much of a priority should it be to...Add new public transit services, **like a light rail system?***

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Future Plans & Services

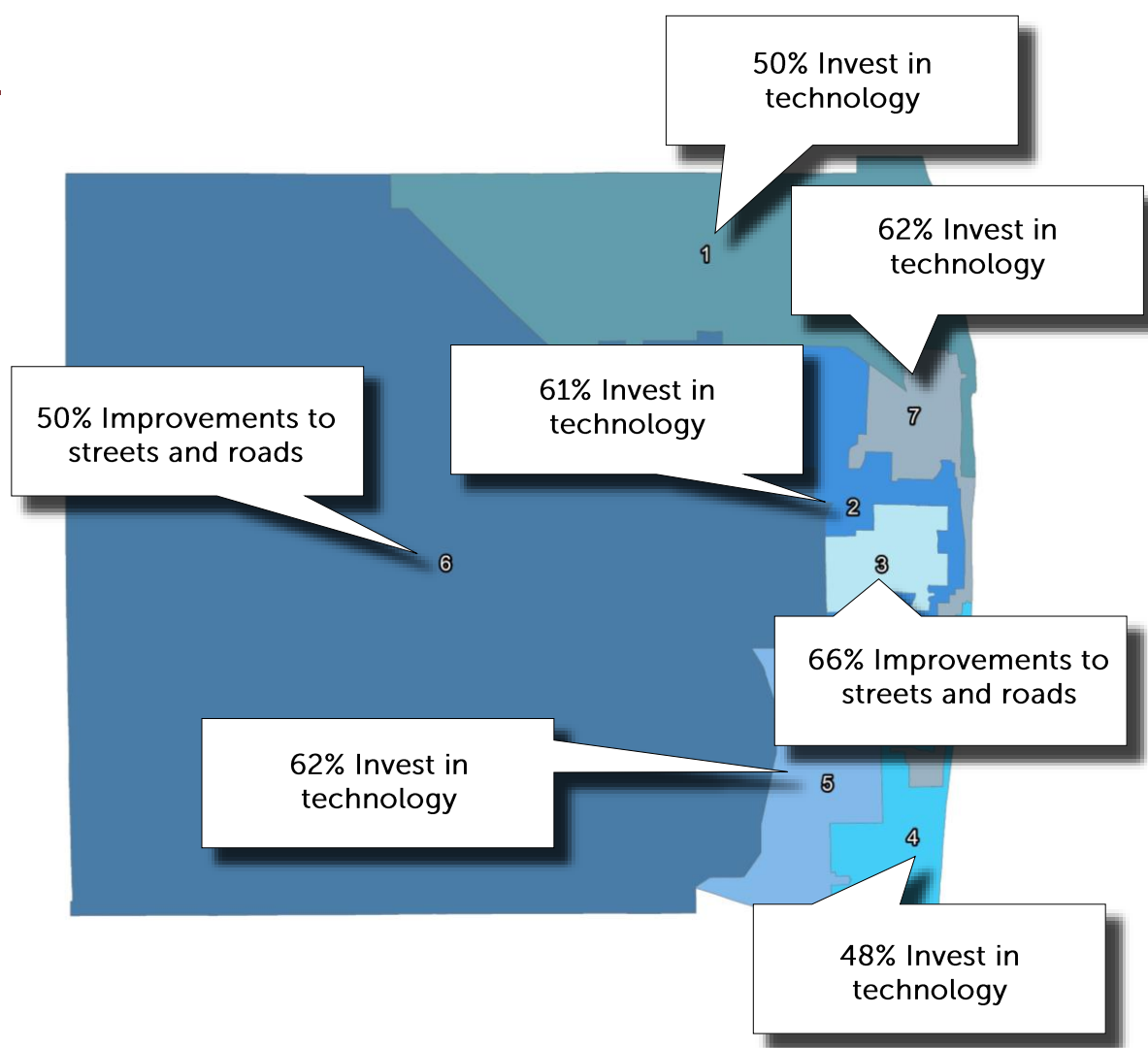
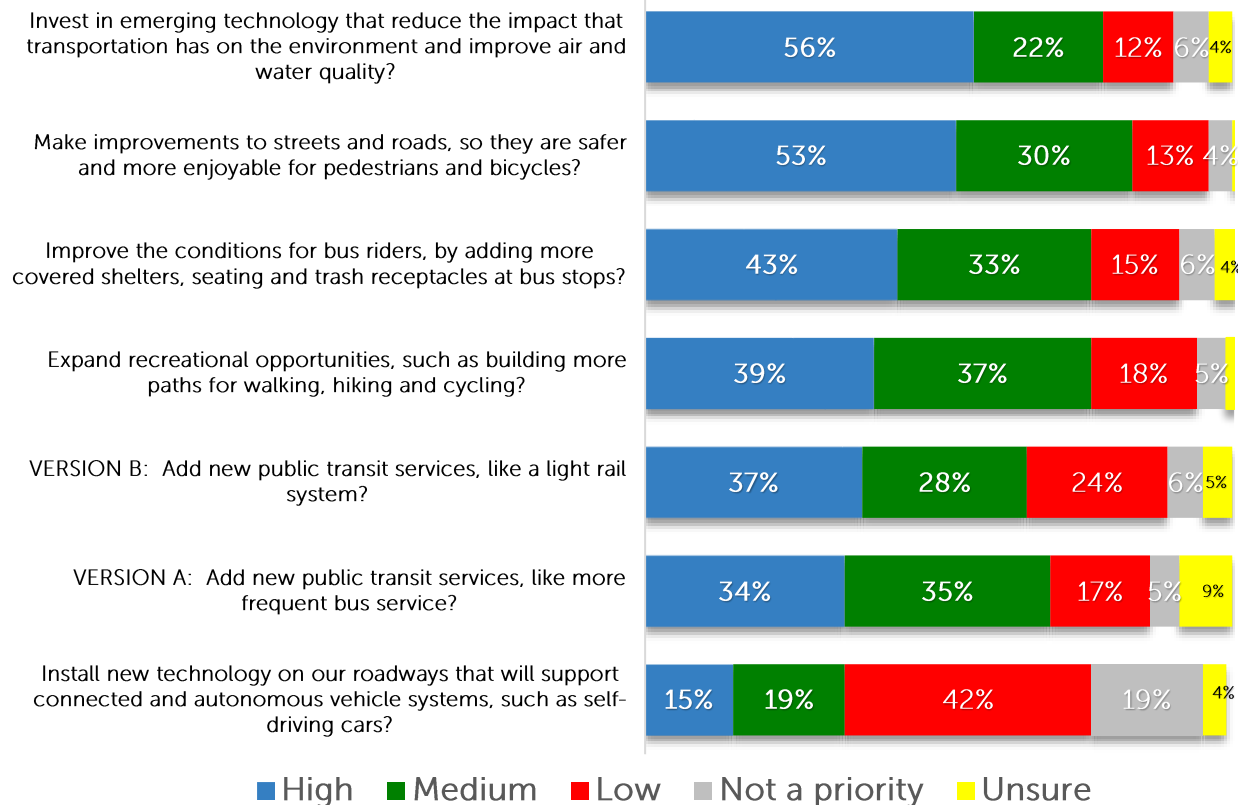
OVERALL
RESULTS



How much of a priority should it be to...



Future Plans & Services - top by district



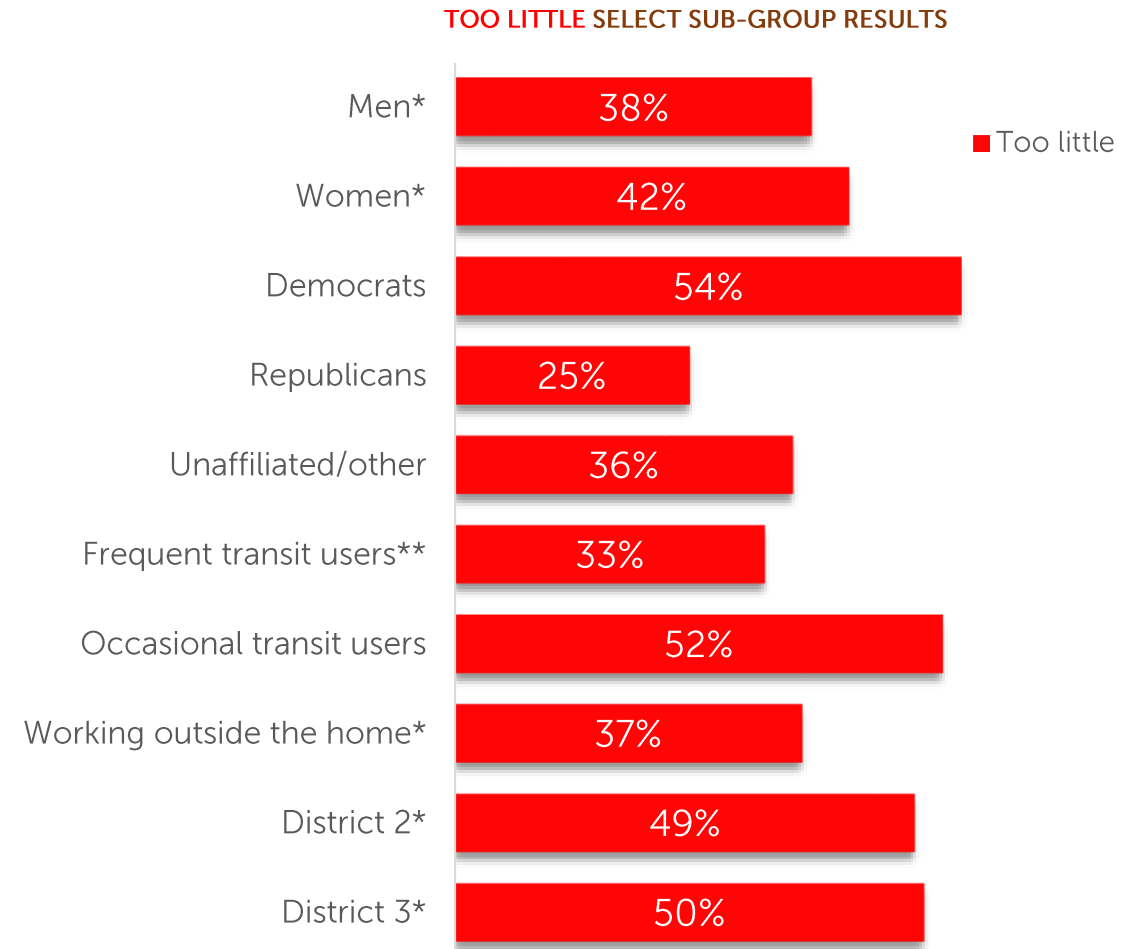
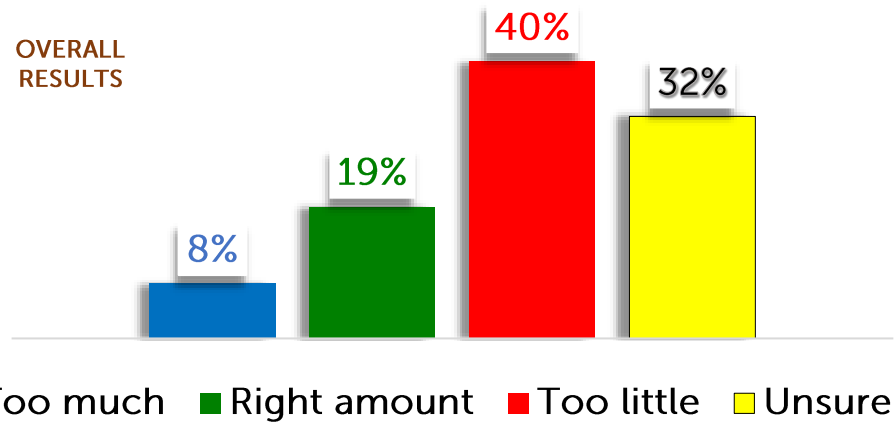
How much of a priority should it be to...



Finances

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Amount Being Spent to Improve Transit

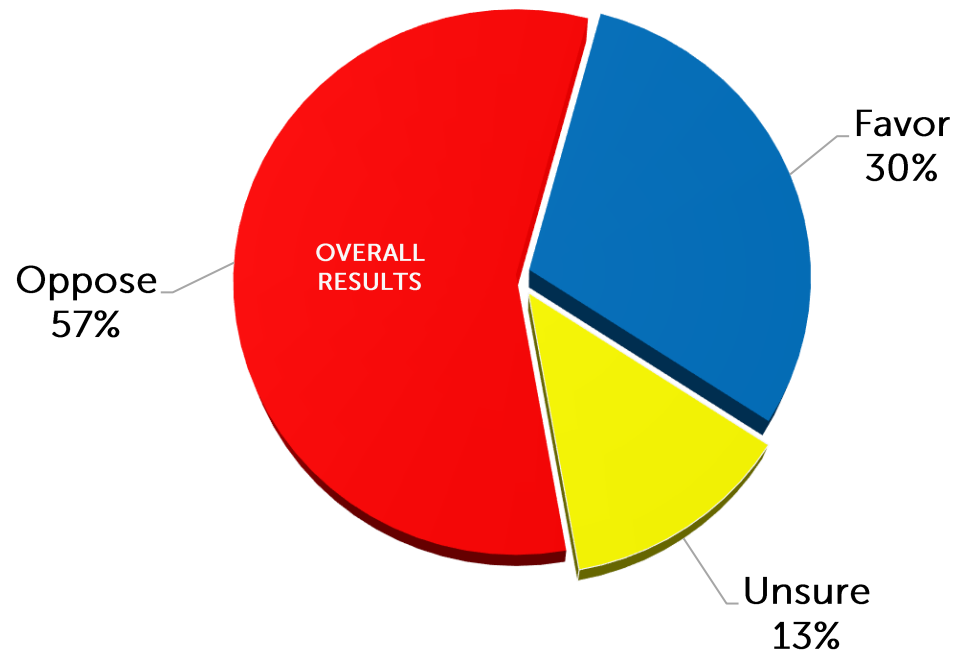


Generally speaking, do you think that there is too much, about the right amount or too little tax money being spent to expand and improve public transit services and transportation infrastructure in Palm Beach County?

* Differences are not statistically significant

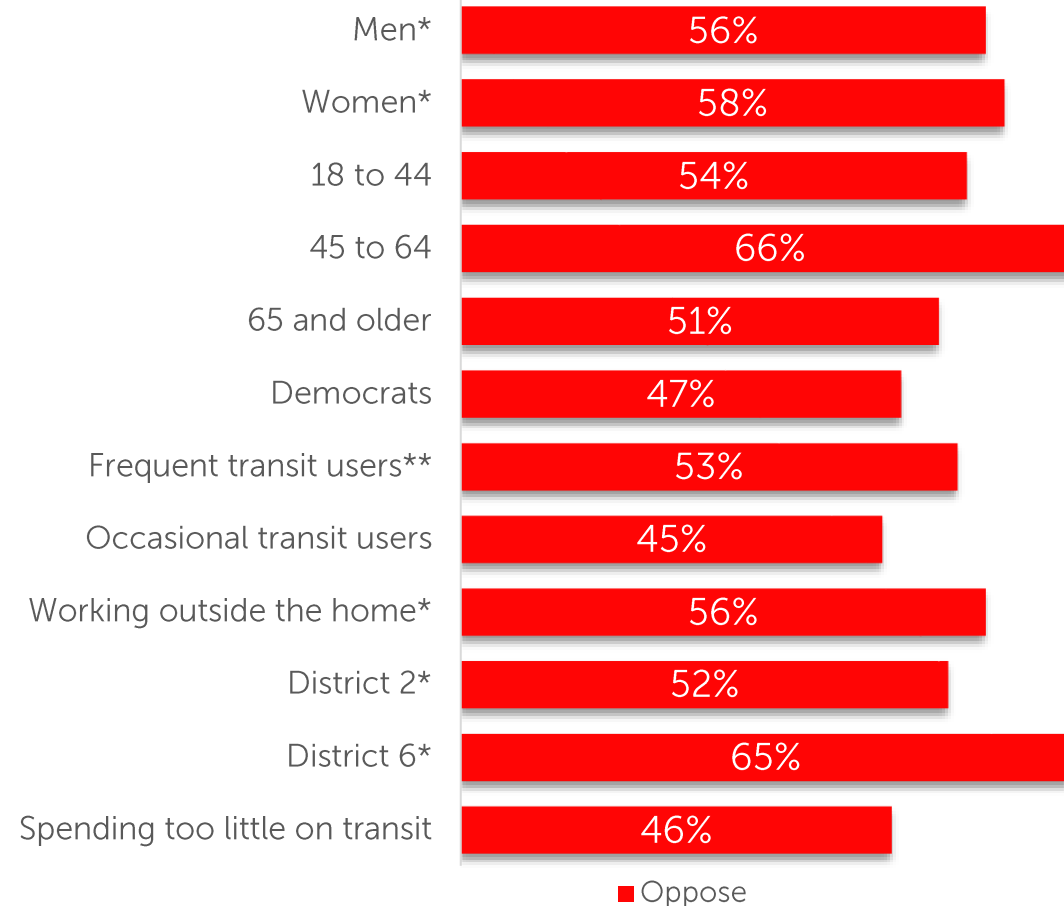


Special Taxing Districts



Generally speaking, do you favor or oppose creating special taxing districts that would increase property taxes in particular areas in the county, in order to pay for projects that would improve traffic flow, expand bus services or provide more transit options within that district?

OPPOSE SELECT SUB-GROUP RESULTS

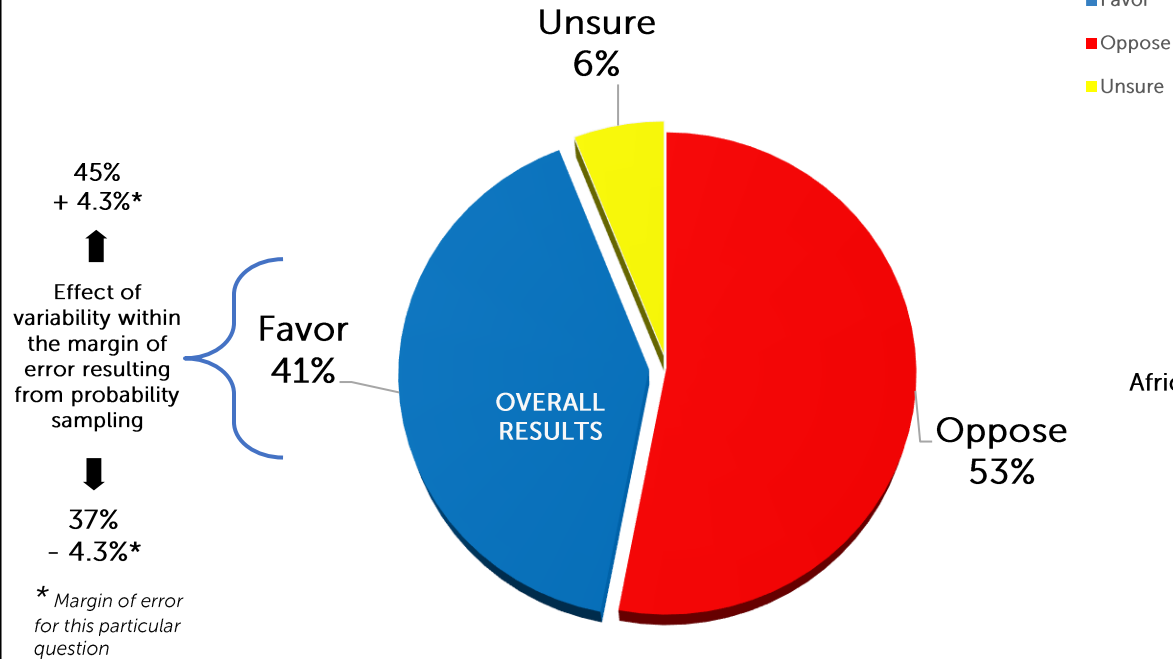


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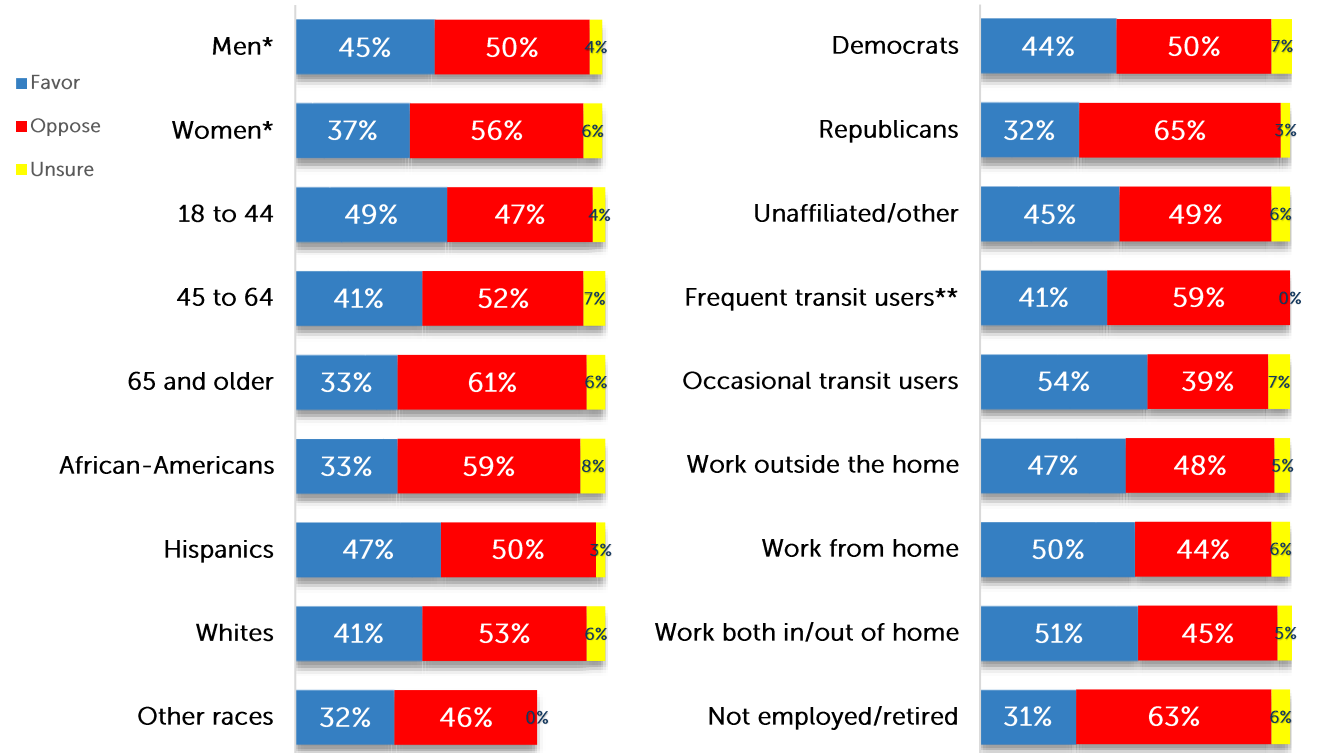
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One Cent Sales Tax



SELECT SUB-GROUP RESULTS



Generally speaking, in order to improve and expand various transit and transportation services and infrastructure, would you favor or oppose a one cent increase in the sales tax that is charged to consumers and tourists on goods and services purchased?

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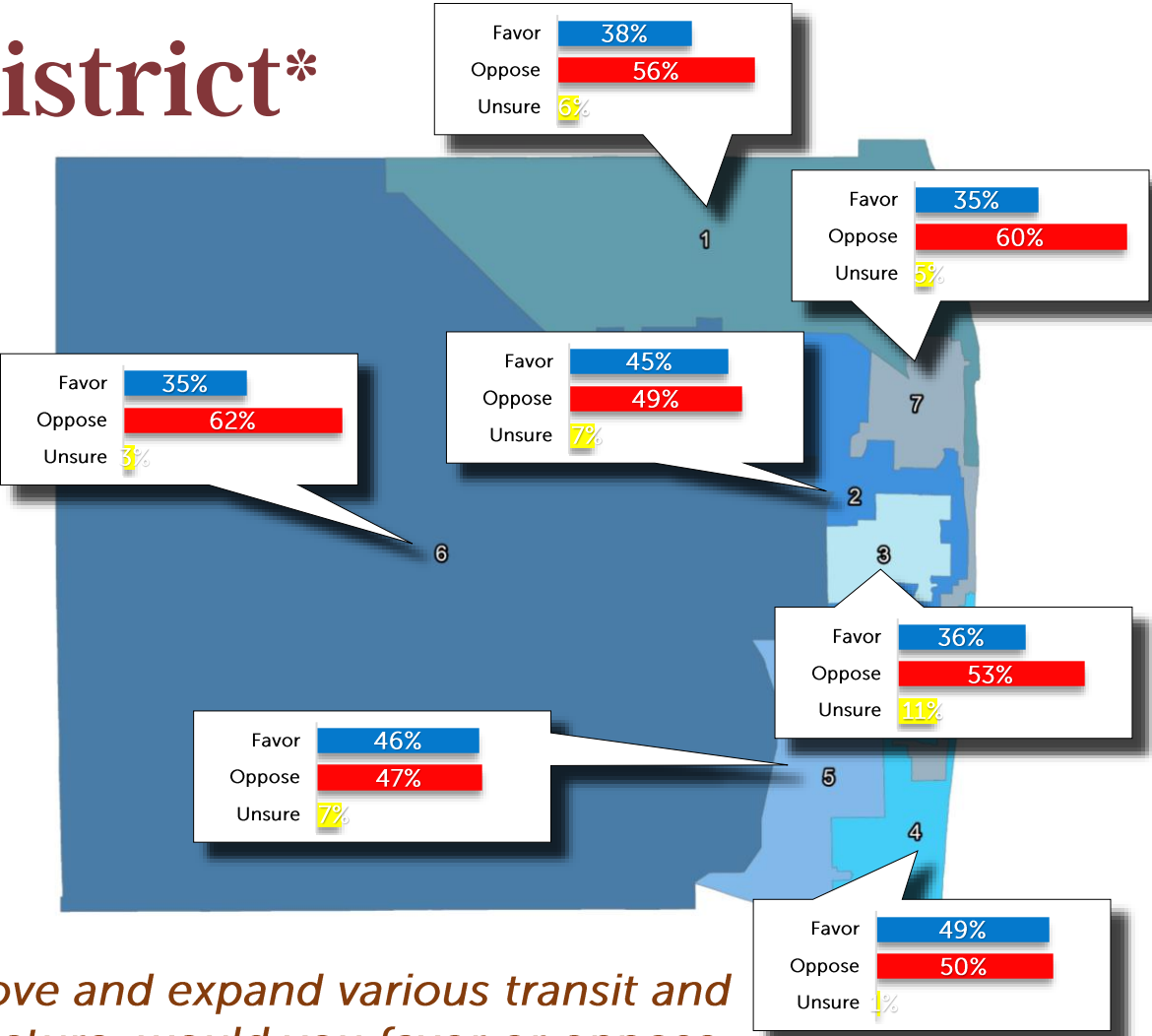
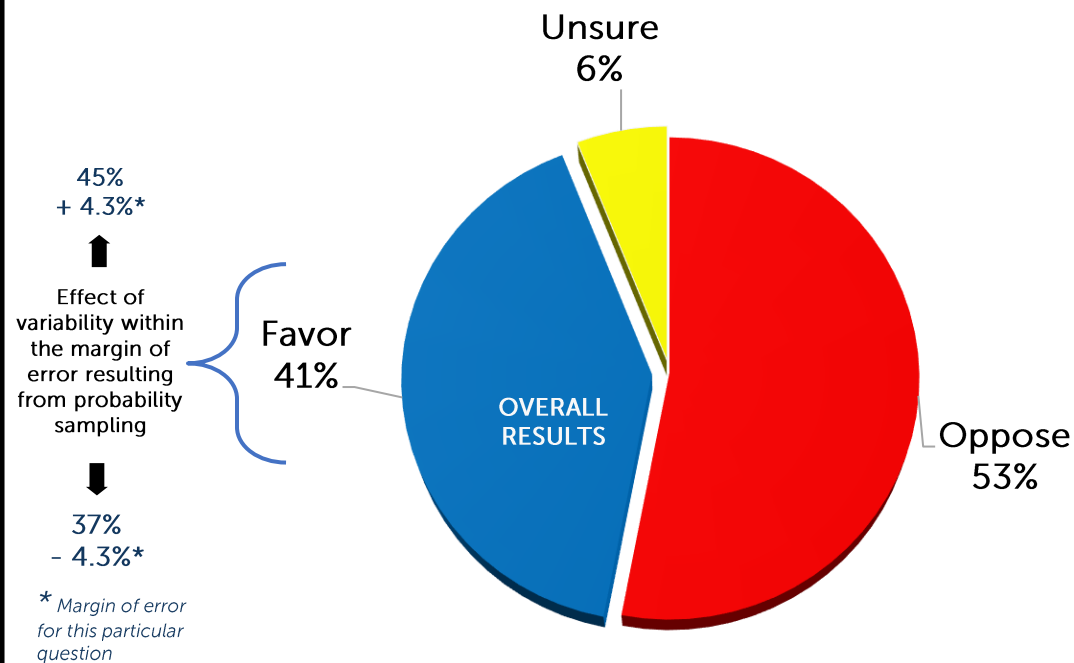
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One Cent Sales Tax – by district*

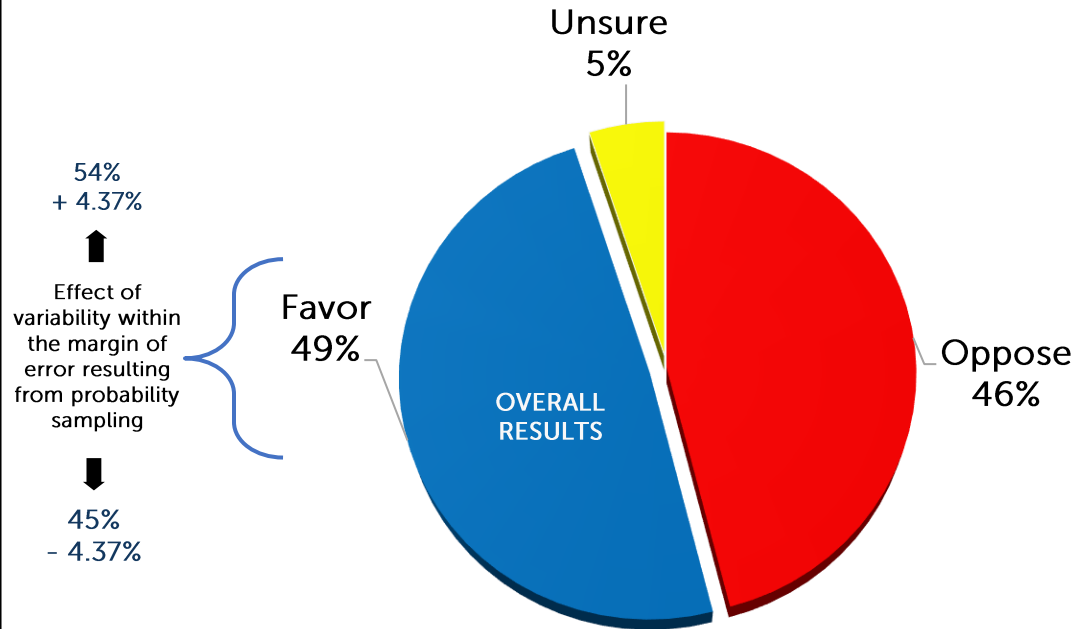


Q:

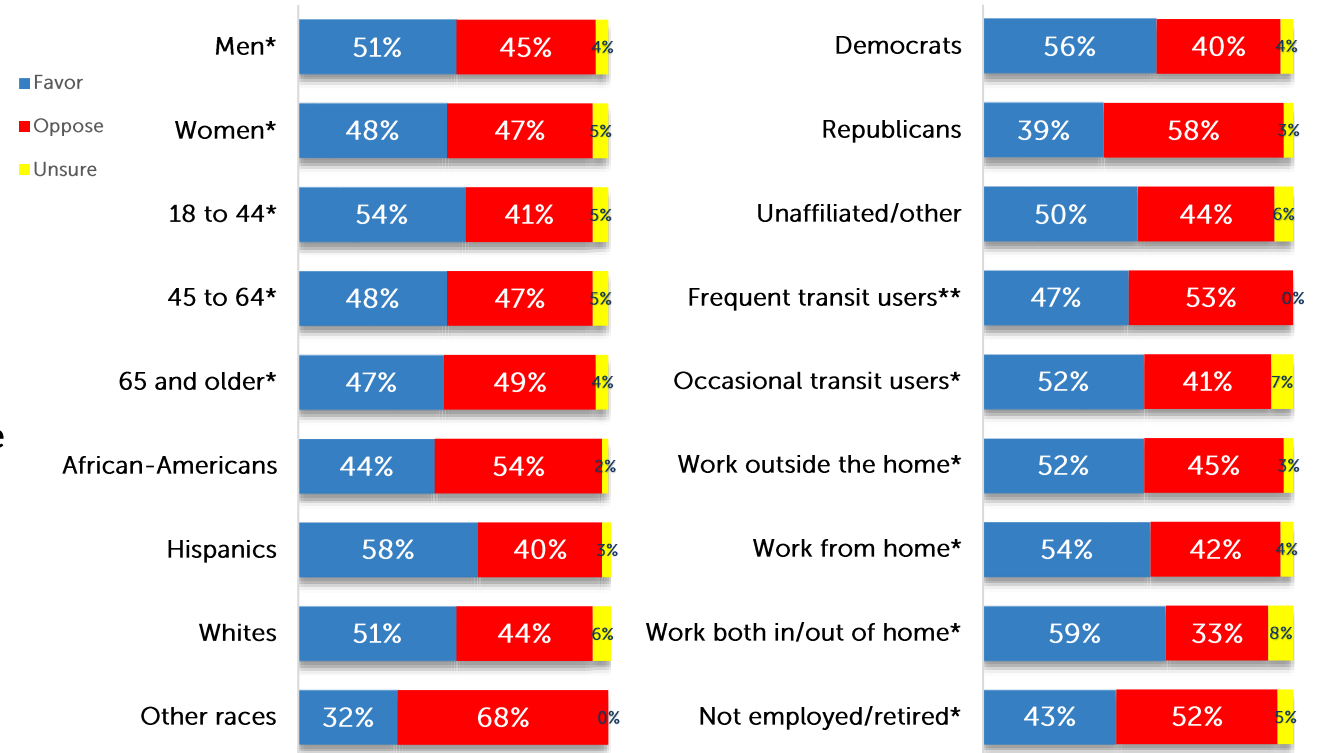
Generally speaking, in order to improve and expand various transit and transportation services and infrastructure, would you favor or oppose a one cent increase in the sales tax that is charged to consumers and tourists on goods and services purchased?

* Differences are not statistically significant

Half-Cent Sales Tax



SELECT SUB-GROUP RESULTS



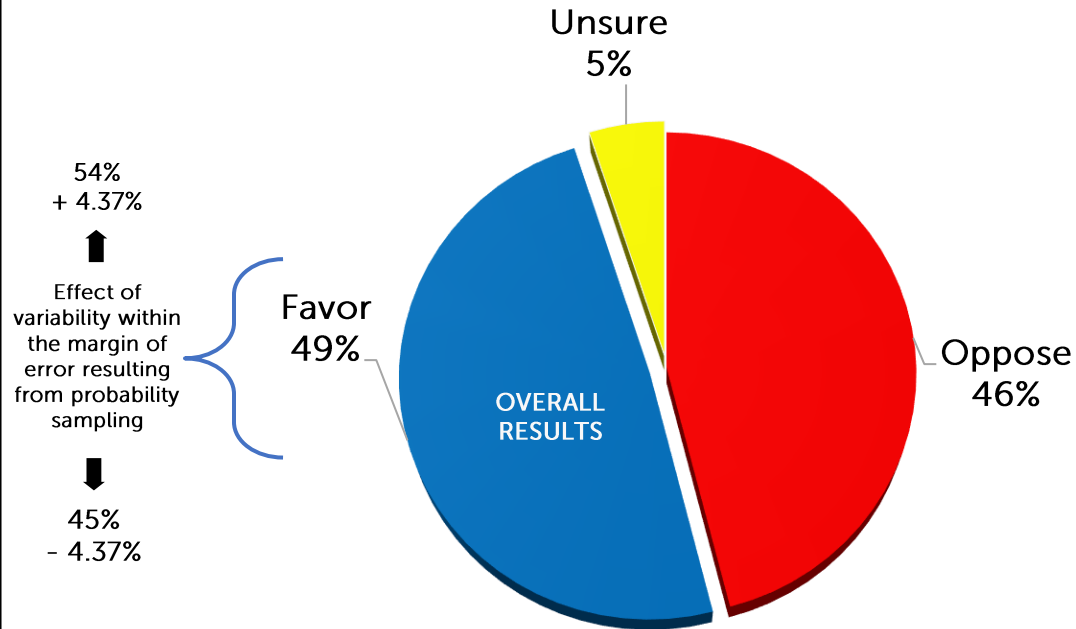
Generally speaking, in order to improve and expand various transit and transportation services and infrastructure, would you favor or oppose a one half-cent increase in the sales tax that is charged to consumers and tourists on goods and services purchased?

* Differences are not statistically significant

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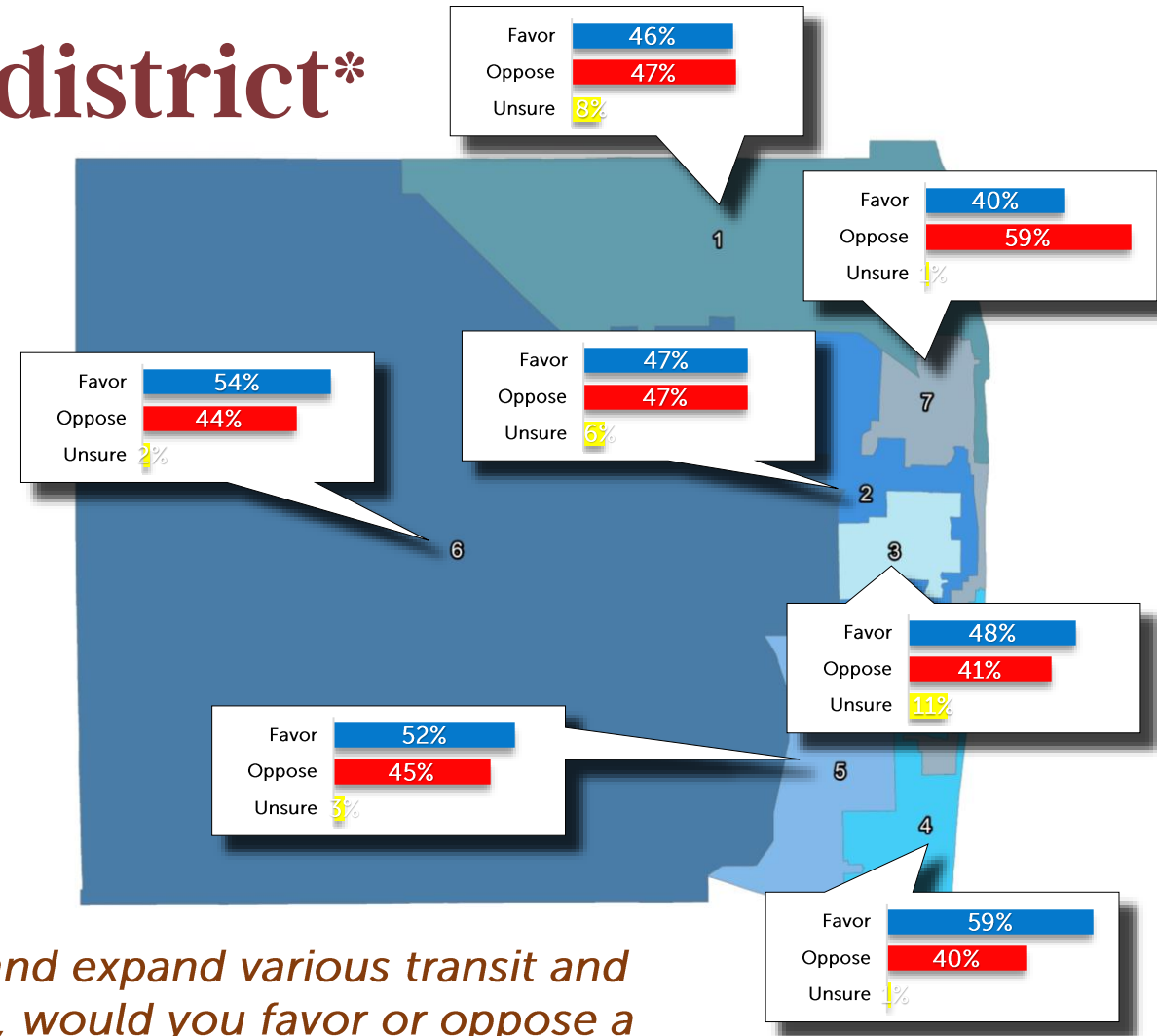


Half-Cent Sales Tax – by district*



Q:

Generally speaking, in order to improve and expand various transit and transportation services and infrastructure, would you favor or oppose a one half-cent increase in the sales tax that is charged to consumers and tourists on goods and services purchased?



* Differences are not statistically significant



Conclusion

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Key Findings Recap

The mood of the electorate was a largely complacent one, which indicates that there were not any overarching issues or trenchant matters that could have tainted responses to the critical questions

At the time of the study, the need for housing eclipsed all other priorities, so planning discussions and initiatives that integrate the topic will resonate most loudly with voters

That said, the topic of commuting may warrant more examination with different measures to fully understand the shadow it casts over the topic of transportation planning

A narrow majority were satisfied with the current transportation system, but there were numerous results indicating that voters were open to – and, in some cases pining – for upgrades & improvements, especially those that will preserve the environment or facilitate the uses of emerging technology, such as electric cars and on-demand services

There was some support observed for improvements to public transit, but self-reports of ridership were quite modest, which suggests that, even those voters who support such ideas may not yet envision themselves as benefitting from them

Many were ambivalent about current road expenditures, which indicates that some public engagement on the topic may be needed or fruitful, in order to ensure an informed electorate when a tax issue is placed before voters

The idea of special taxing districts may be too esoteric to be reliably gauged with a single question, but results suggested knee-jerk opposition to the idea

While there was very limited support for a full one cent sales tax to make upgrades and improvements, initial support for the half-cent sales tax was promising, but a decision to pursue it should not be undertaken without considering other factors...

OTHER VIABILITY CONSIDERATIONS:

- Likely turnout scenarios, and the attitudinal & philosophical predispositions of such voters
- Financial resources available to run the campaign
- Human resources available to wage the campaign in the field & raise funds
- Access to paid media
- Access to earned media
- Likelihood and strength of organized opposition, if any
- Competition for the attention of voters from candidates
- Competition for the largesse of voters from other monetary-request campaigns
- Availability of surrogates to give credence and gravitas to the plan





Questions?

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