

Central Florida Commuter Rail Business & Civic Questionnaire Results



CONNECTING OUR COMMUNITIES

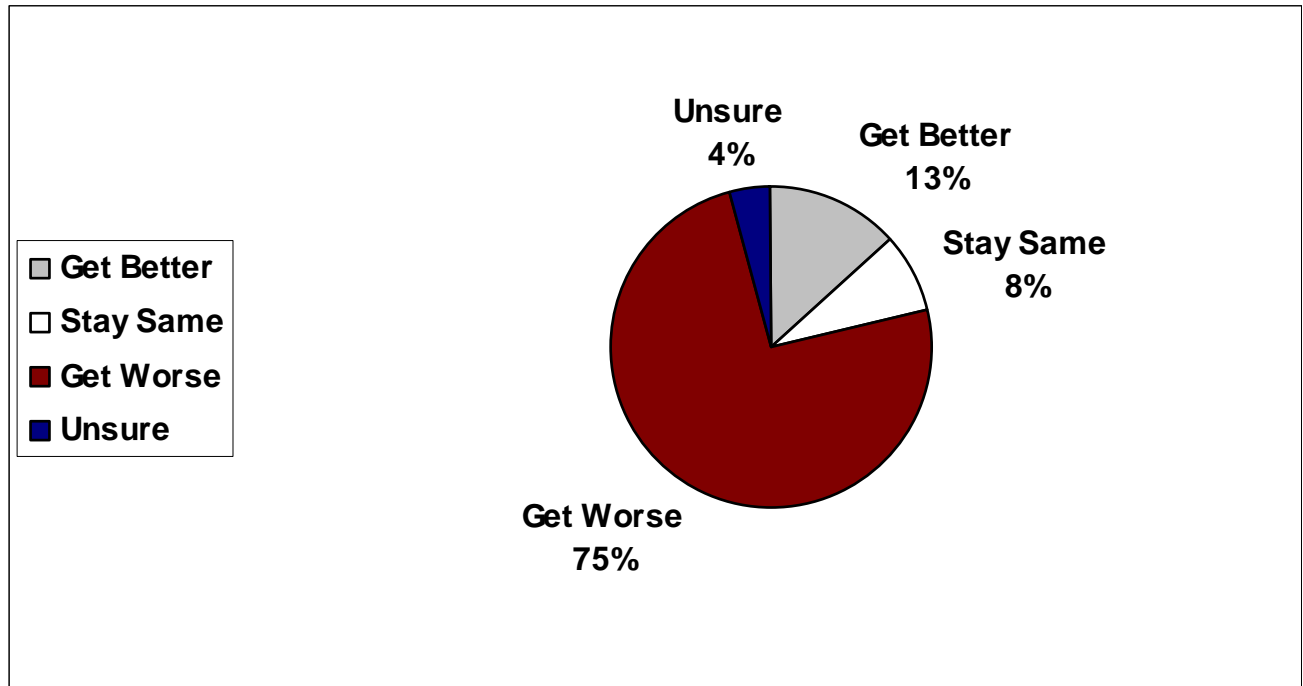
myregion.org

Methodology

- Sample of 1,730 respondents taken from the 7 counties of Central Florida
- Questionnaires administered October 2–23, 2008

Opinion Climate

- Business and civic leaders are more pessimistic than citizens about the region's transportation situation
 - Business & Civic – 75% Get Worse
 - Citizens – 49% Get Worse



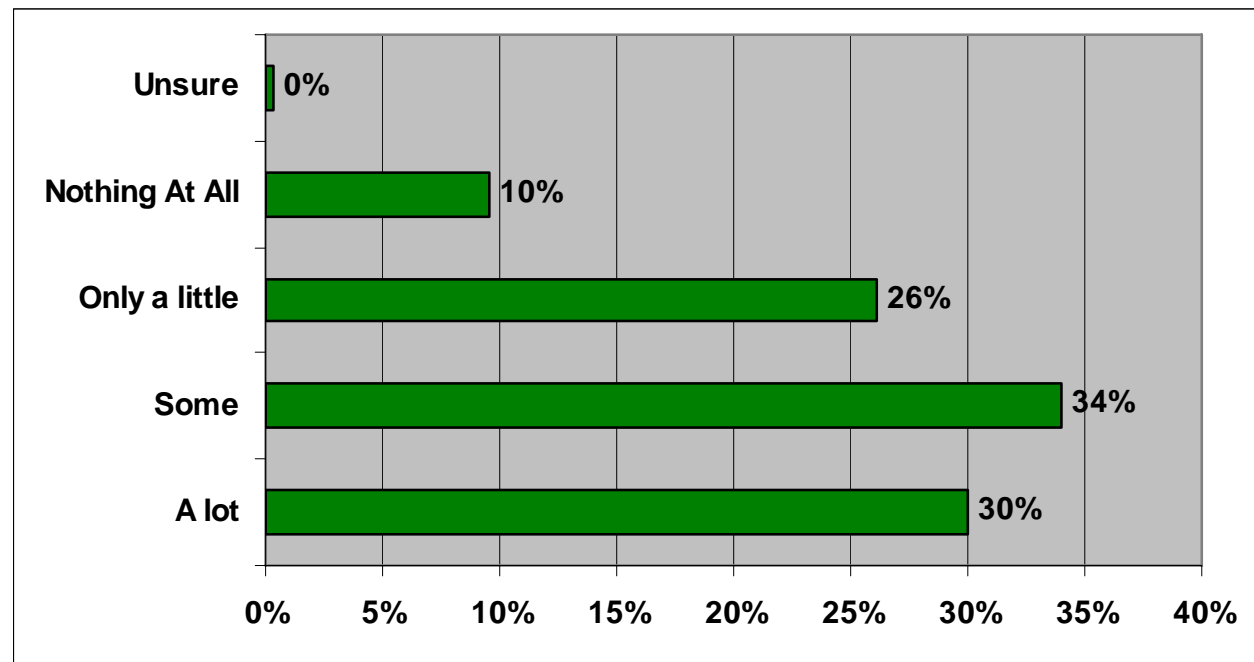
Opinion Climate

- Opinions are similar to citizen survey
 - Solution lies outside the automobile
 - Need for action is urgent
 - More leaders *say* they are willing to get out of their cars
- Key difference with citizen survey is cost-related

	Agree Strongly	Margin	Disagree Strongly
Now is the time for our region to invest in a new, modern Mass Transit System	80%	+78	2%
Mass Transit Systems just cost too much tax money to build these days	5%	-36	41%
Alternatives to auto-commuting are necessary to reduce traffic congestion in region	82%	+81	1%
Central Florida Commuters will never give up their cars to commute to and from work	6%	-20	26%

Awareness

- The majority of business and civic leaders have heard some to a lot about the creation of a Regional Commuter Rail System for Central Florida
- Overall awareness is not high
- Business and civic leaders are more aware than citizens
 - 10% of business and civic leaders “don’t know”
 - 55% of citizens “don’t know”



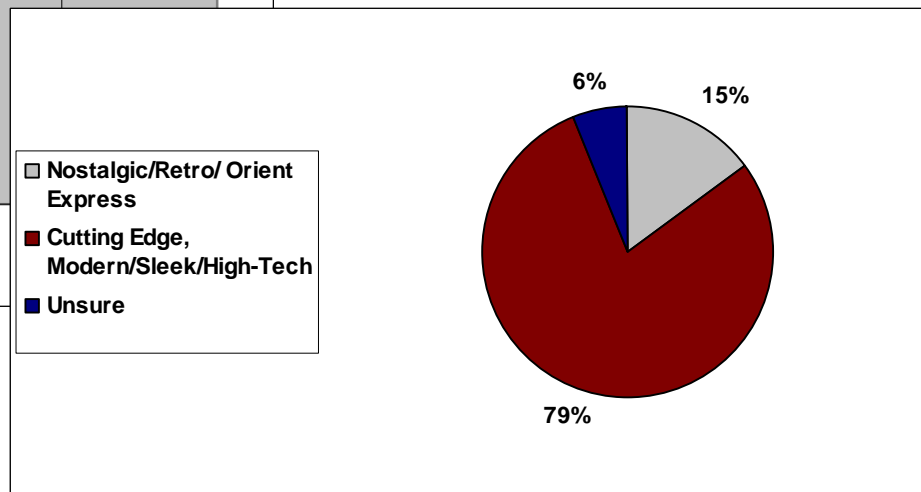
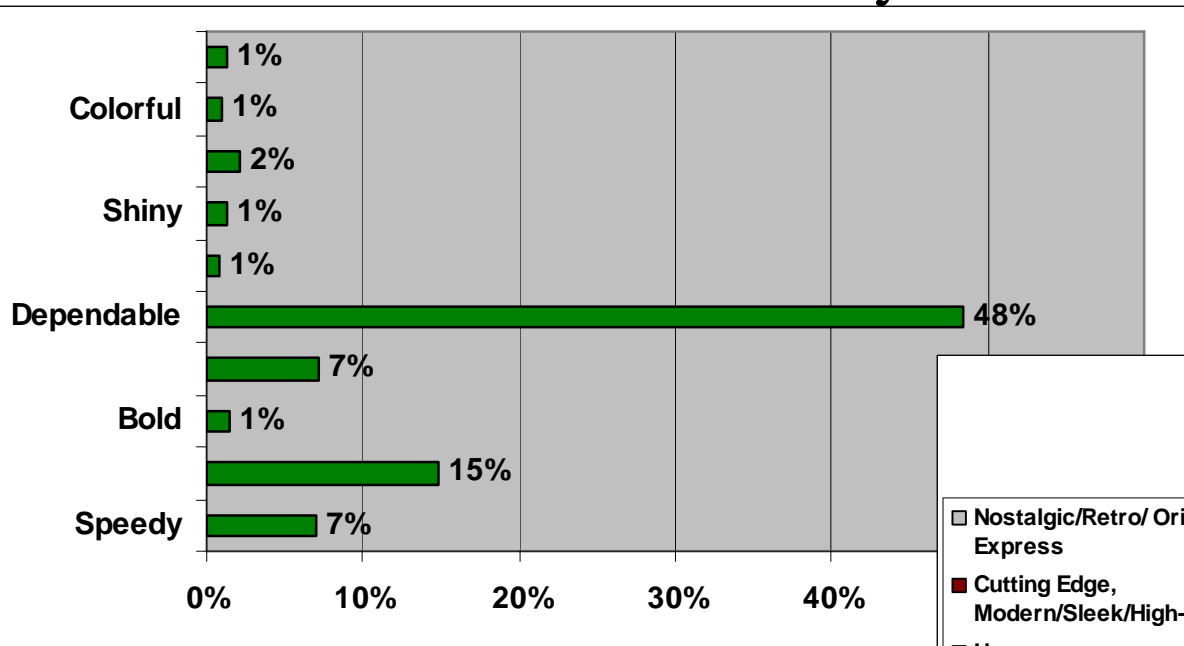
How Business & Civic Leaders Want It

- Cool colors (“blues, greens, and purples that match our skies and environment”) are consistently perceived as best matching the system qualities the public desires
- Conclusion is aligned with the citizen survey

	Cool Business & Civic	Cool Citizen Survey	Metallic Business & Civic	Metallic Citizen Survey	Warm Business & Civic	Warm Citizen Survey
A clean train	41%	45%	31%	28%	18%	20%
Safe train that is carefully maintained and safe to ride on	42%	42%	27%	28%	25%	23%
Popular train that many people you know want to ride	38%	35%	29%	33%	26%	23%
System with lots of choices and connections	36%	33%	31%	31%	25%	28%
Train that stays on time according to its schedule	32%	35%	39%	34%	18%	23%
Fast train	19%	22%	62%	53%	14%	20%

How Business & Civic Leaders Want It

- Leaders and citizens agree on these attributes: sleek and modern high-tech
- The #1 attribute voiced by leaders – dependability
- The #1 attribute voiced by citizens – sleek



How Business & Civic Leaders Want It

- The leader questionnaire had more name options
- Central Florida Breeze and Florida Flyer are most appealing to leaders
- Citizens selected Sunshine Streamliner and Central Florida Breeze as most appealing

	Very	Very	Somewhat	Somewhat	Not Very	Not Very	Not At All	Not At All	Unsure	Total	Total
	Business & Civic	Citizen Survey	Business & Civic	Citizen Survey	Business & Civic	Citizen Survey	Business & Civic	Citizen Survey	Business & Civic	Business & Civic	Citizen Survey
Sunshine Streamliner	12%	28%	36%	43%	22%	14%	27%	13%	3%	11%	35%
Central Florida Breeze	18%	23%	40%	44%	18%	13%	21%	17%	3%	30%	33%
The Central Clipper	4%	13%	20%	33%	27%	23%	45%	29%	3%	5%	12%
The Lakes Liner	1%	10%	11%	29%	30%	22%	55%	36%	3%	1%	5%
Lakeway Limited	1%	3%	7%	28%	28%	28%	60%	37%	3%	1%	4%
Florida Flyer	19%	N/A	40%	N/A	18%	N/A	20%	N/A	2%	20%	N/A
Sunshine Special	10%	N/A	30%	N/A	22%	N/A	34%	N/A	3%	8%	N/A

How Business & Civic Leaders Want It

- Over 300 unique names were submitted by participants (see list)
- 86 names had an environmental theme
 - Example: Sunshine Express, Citrus Breeze, The Green Line, GREN – Greater Regional Environmental Necessity
- 95 names related to speed
 - Example: FACT – Fast Access Commuter Rail, Orange Belt Express, Central Florida Express, Central Florida Fast Track, Florida Fly Rail

How Likely To Use

- Close to 50% of business and civic leaders said they would definitely use a Commuter Rail Transit System

