



# **Pinellas County Transportation Task Force**

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December 13, 2010

# Welcome and Introductions

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**Karen Williams Seel,**  
Pinellas Board of County Commissioners

# Agenda

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- **Approval of Minutes**

- **Transit Works Pinellas Polling**

**Joel Giles**, Attorney at Law Carlton Fields

**Brian Shuford**, Director of Governmental Affairs,  
Pinellas Realtor® Organization

- **PSTA Budget Challenges**

**R.B. Johnson**, Chairman, Board of Directors

Pinellas Suncoast Transit Authority

- **Discussion**

Pinellas County Transportation Task Force

Policy Recommendation Summary

- **Next Steps**

- **Adjourn**

# Transit Works Pinellas Polling

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**Joel Giles,**  
Attorney at Law, Carlton Fields

**Brian Shuford,**  
Director of Governmental Affairs,  
Pinellas Realtor® Organization

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# Transit Works Pinellas Polling

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**November 8-9, 2010**

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**September 7-9, 2010**



# Methodology

November Poll 8-9 Poll

- \* Likely municipal general election voters
- \* 300 completed surveys from both Hillsborough and Pinellas counties
- \* Live interviews on landline and mobile telephones
- \* Margin of error +/- 5.7% for each poll



# Key Findings

- \* In Pinellas, odd year likely voters were more supportive than even voters polled earlier this year
- \* Pinellas voters continue to show soft overall support
- \* Pinellas voters weren't heavily influenced by Hillsborough campaigns
- \* Referendum will be decided primarily by those who don't use public transit



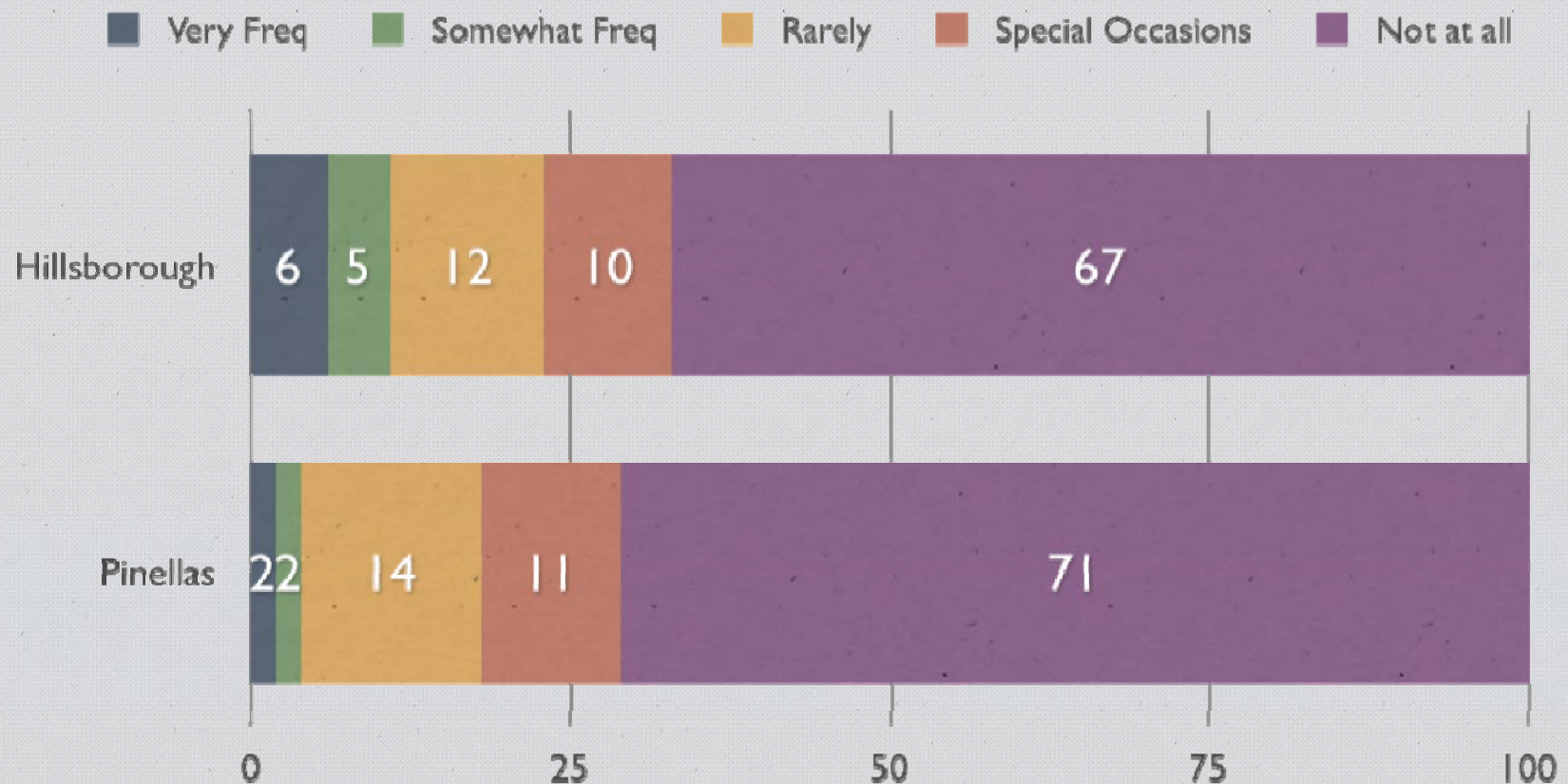
# Key Findings

- \* In Hillsborough, lack of a clearly-defined plan, lack of perceived need, and a mistrust of handling of taxpayer money contributed to defeat
- \* Extending Penny for Pinellas is favored by municipal election likely voters, but political environment will be key
- \* If a tax increase can be taken out of the equation, the referendum would have a much better chance at passing



# Use of Public Transit

96% of Likely Municipal Pinellas Voters Rarely or Never Use Public Transit





# Support for Expanding Public Transit

Most Voters Support the Concept of Improving Transit

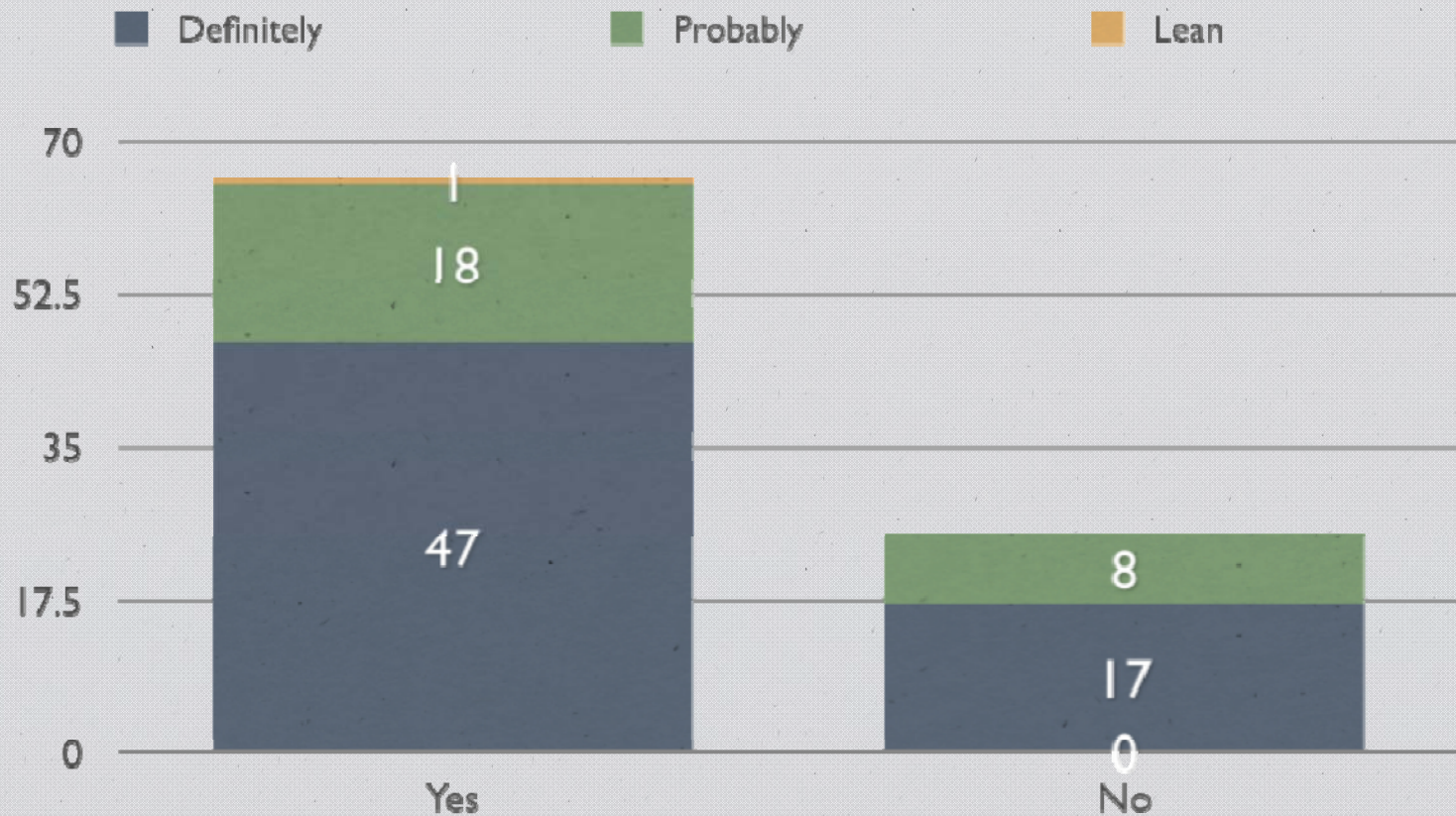
Strongly support   Somewhat support   Unsure   Somewhat oppose   Strongly oppose





# Support for Extending Penny for Pinellas

Extension of Tax Enjoys Broad Support

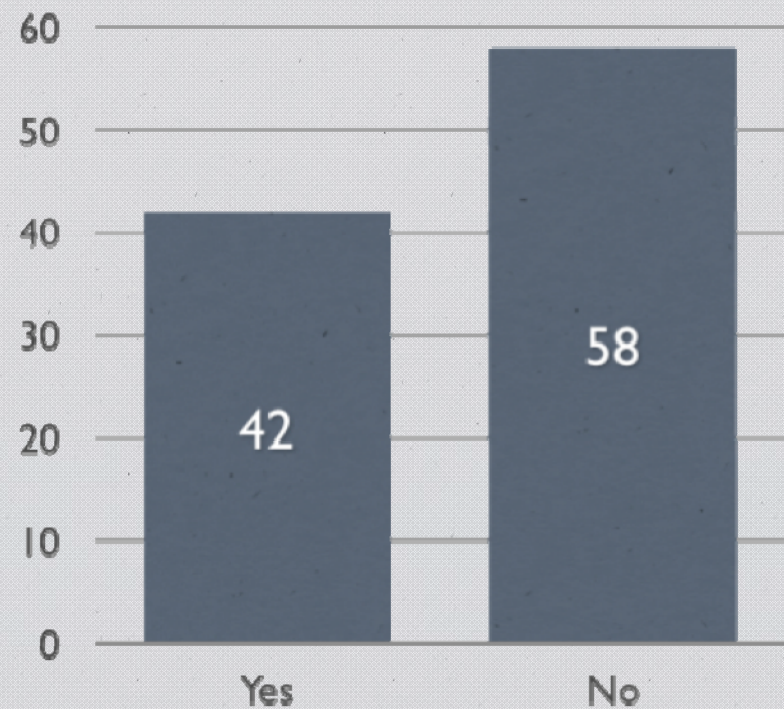
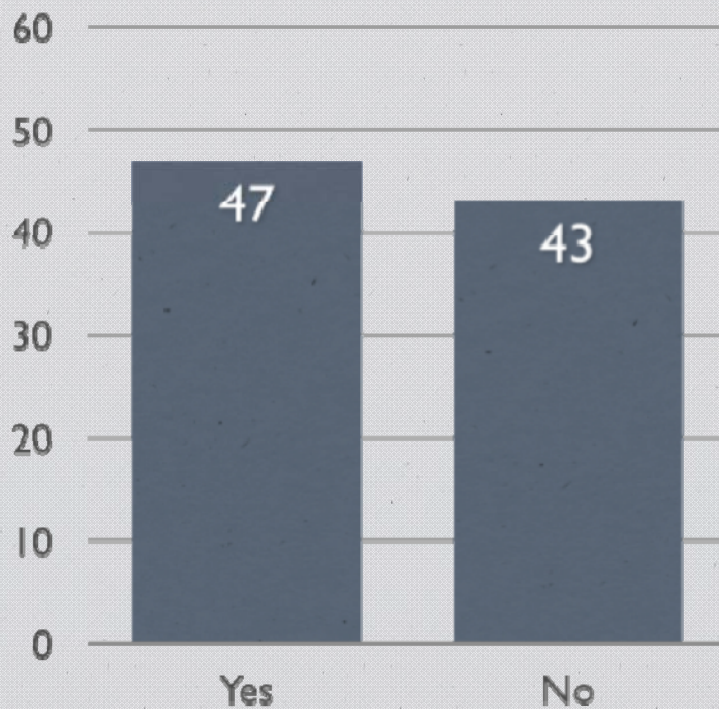




# Support for Transit Referendum

In Hillsborough, municipal voters are more supportive than mid-term voters

Hillsborough Municipal Voters    2010 General Election Results

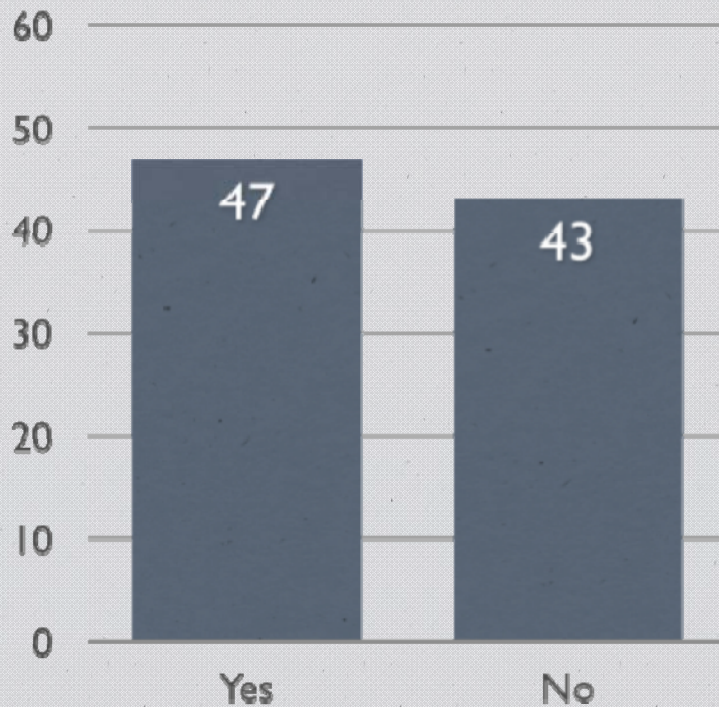




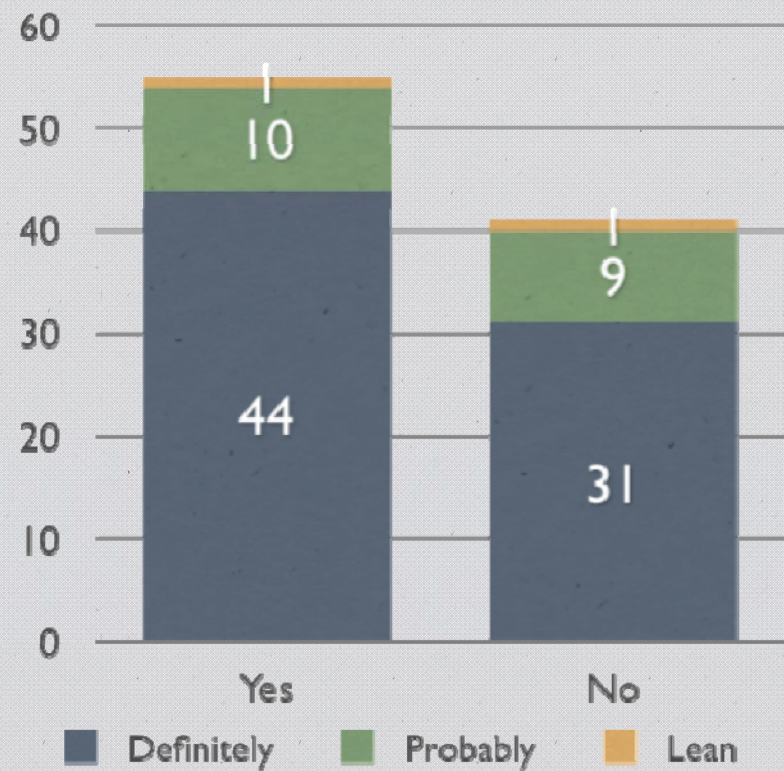
# Support for Transit Referendum

Hillsborough Voters vs. Pinellas Voters

Hillsborough Municipal Voters



Pinellas Municipal Voters

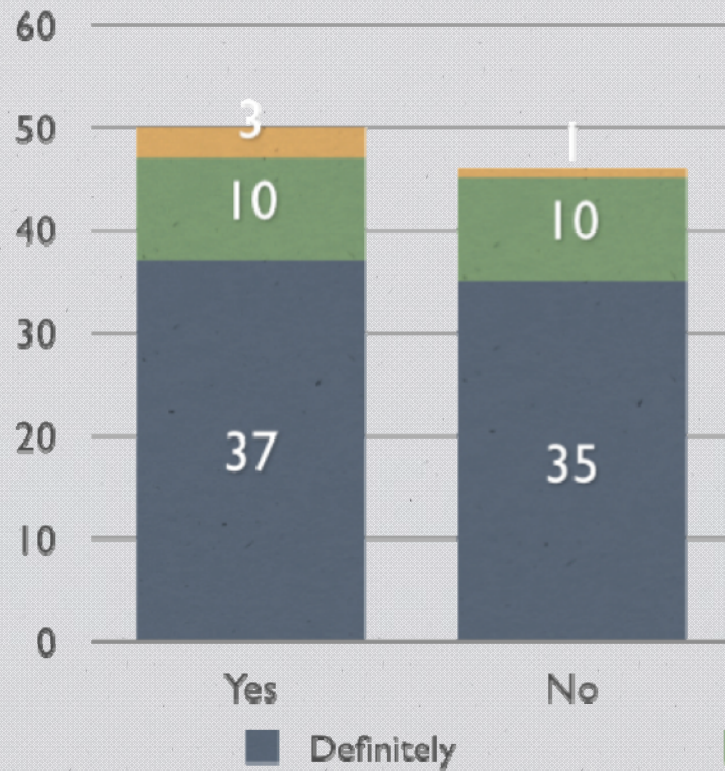




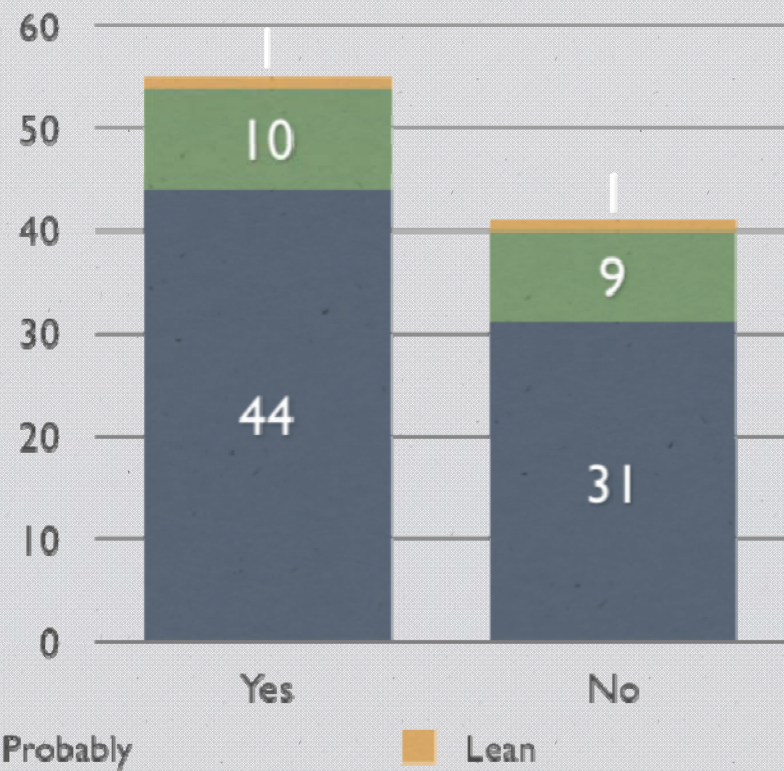
# Support for Transit Referendum

## 2010 Pinellas Voters vs. Municipal Pinellas Voters

Pinellas 2010 Voters  
(9/7-9/10)



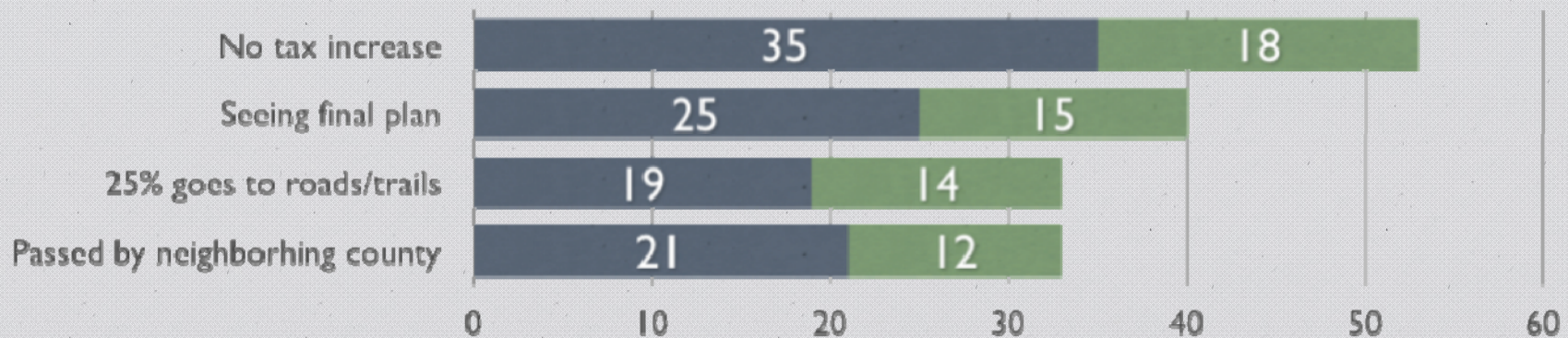
Pinellas Municipal Voters



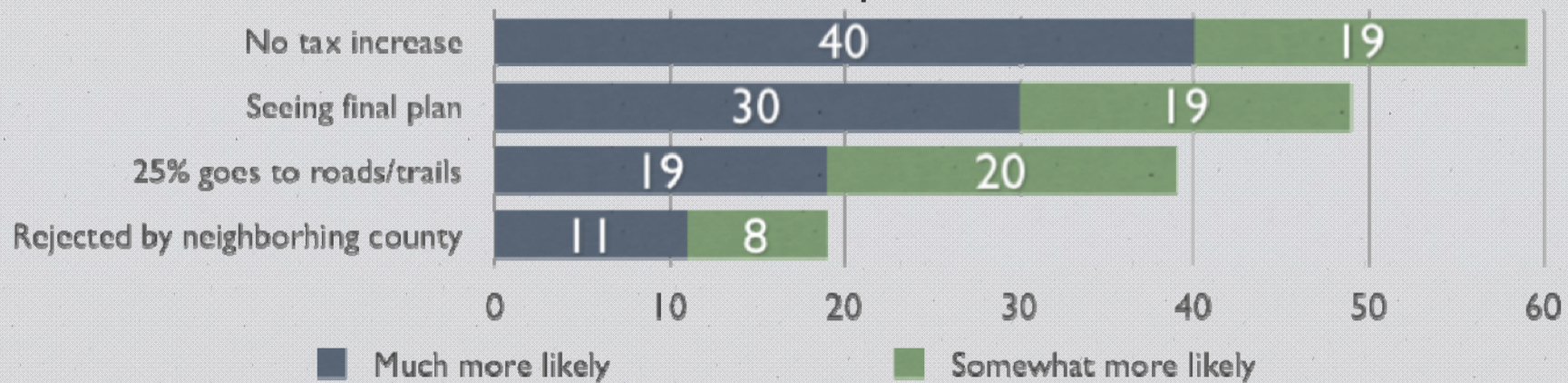


# Influence in Ballot Choice

## Hillsborough Municipal Voters



## Pinellas Municipal Voters





# Why Hillsborough Voters Voted in Favor of Referendum

- \* “BECAUSE OF PROSPECTS OF MORE JOBS COMING INTO THE AREA. DOESN'T LIKE INCREASE IN TAX BUT (IT WOULD BRING) MORE JOBS FOR OTHER PEOPLE”
- \* “I MOVED HERE IN 1978 AND THEY HAVE BEEN TALKING ABOUT IT SINCE THEN AND I WANTED (IT) THEN AND WE NEED TO GET IT DONE. WE HAVE TO BE WILLING TO PAY IT.”
- \* “THE BETTER WE MAKE THE SYSTEM THE MORE PEOPLE WE GET OFF THE HIGHWAYS. THE TRAFFIC IS AWFUL.”
- \* “IT IT'S IMPERATIVE FOR THE COUNTY'S PROGRESSION. WE'VE ALWAYS BEEN IN FAVOR OF IMPROVING THE TRANSPORTATION.”
- \* “BECAUSE HILLSBOROUGH COUNTY WILL BE BECOME A HILLBILLY BACKWATER IF WE DO NOT ADDRESS EFFICIENT REGIONAL TRANSIT IMMEDIATELY”



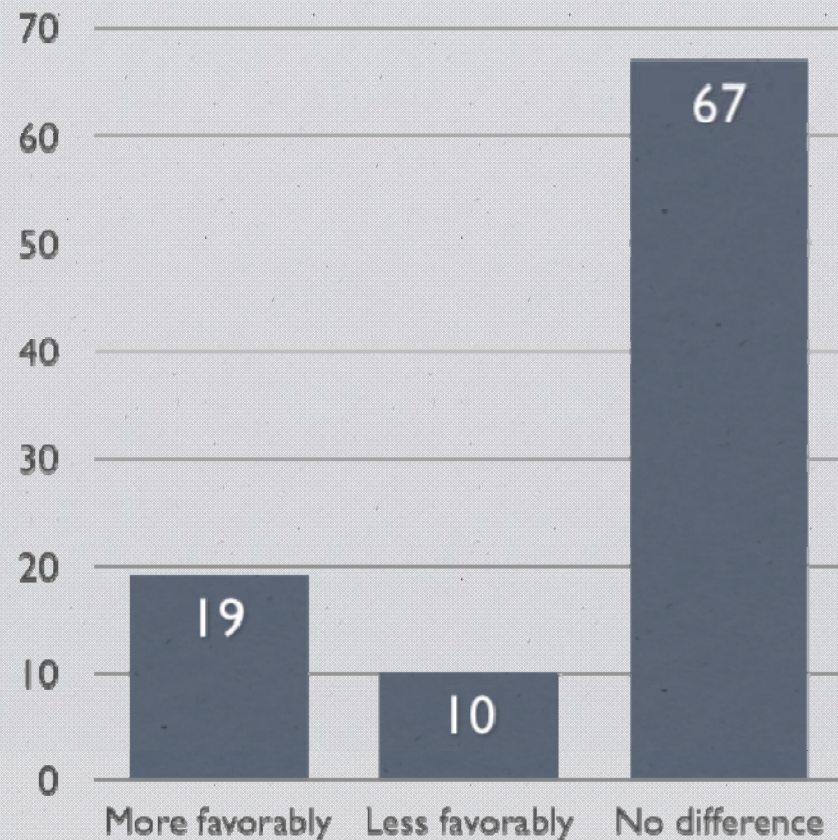
# Why Hillsborough Voters Voted Against the Referendum

- \* **BECAUSE I LIKE PUBLIC TRANSIT BUT I DON'T LIKE A TAX INCREASE.**
- \* **BECAUSE LIGHT RAIL DOESN'T WORK IN TAMPA. WE DON'T HAVE THE POPULATION DENSITY IN DOWNTOWN TO SUPPORT IT. WE SEE EMPTY BUSES AND TROLLEYS TOO OFTEN.**
- \* **I DON'T FEEL THAT THEY ARE USING THE TAX DOLLARS WISELY THAT THEY HAVE NOW.**
- \* **IT IS A BAD TIME TO BE RAISING TAXES RIGHT NOW. BE MORE EFFICIENT WITH THE MONEY THEY HAVE NOW BEFORE SPENDING IT ON THIS NEW PROPOSED TRANSIT SYSTEM.**
- \* **THE GOVERNMENT NEVER MET A PROJECT THAT THEY COULD CORRECTLY ESTIMATE THE COST OF. NO METHODOLOGY**
- \* **THEY DO NOT KNOW WHAT DIRECTION THEY ARE GOING IN OR HOW MUCH IT WILL COST, SO UNTIL THEY MAKE UP THEIR MIND AND HAVE A PLAN I WILL VOTE AGAINST.**
- \* **I'VE STUDIED IT AND IT'S LIKE SOCIALISM.**



# Influence of Hillsborough Coverage

- \* Of all that you have seen, read or heard about the transportation referendum in Hillsborough county, would you say that it made you think more favorably about a potential referendum in Pinellas County, less favorably, or made no difference?





# METHODOLOGY

## September Pinellas Benchmark Poll

- \* Likely General Election Voters
- \* 502 Interviews by telephone (includes cell phones)
- \* Margin of Error +/- 4.37%

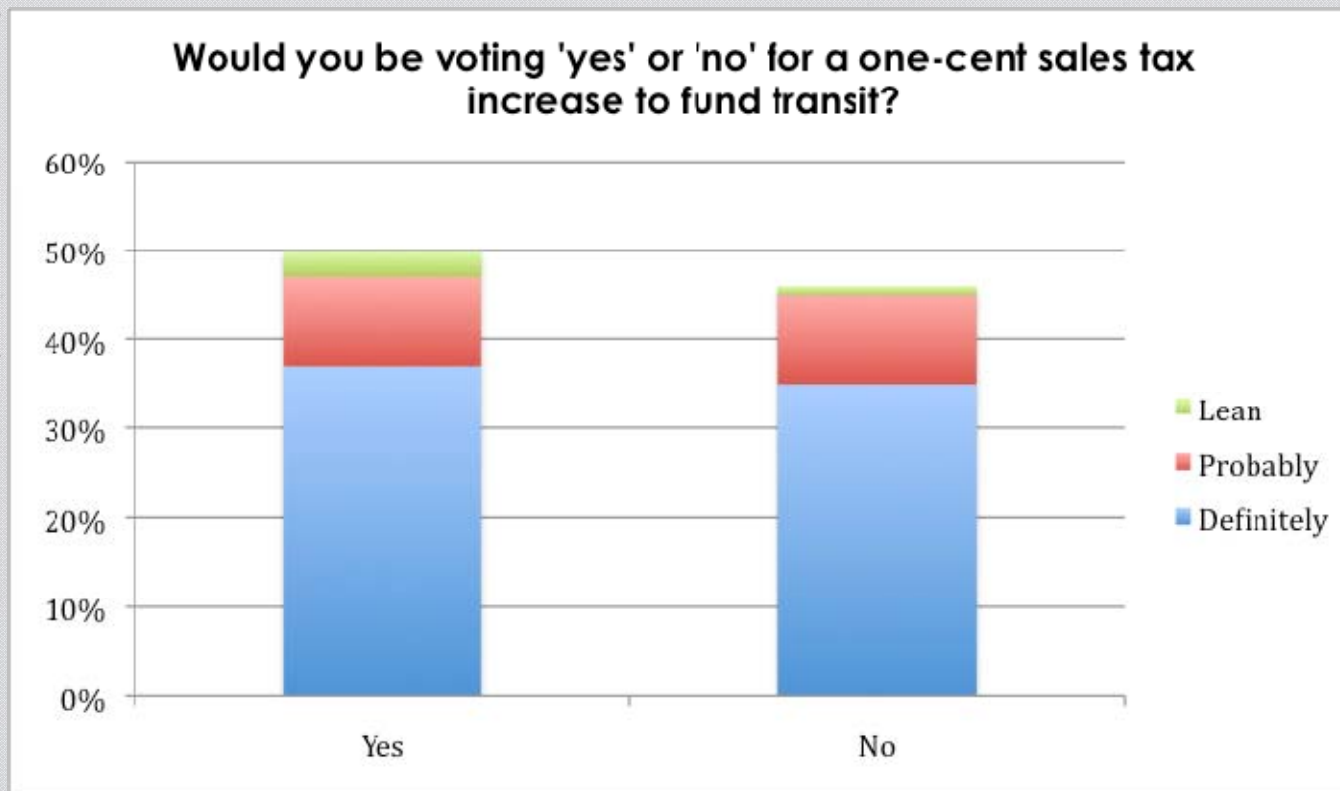


# KEY FINDINGS

- ◆ \* Soft overall support
- \* Economic concerns define the electorate
- \* Very low public transit use
- \* Traffic not a major perceived concern
- \* Rail not strongly supported
- \* Property taxes a hot-button issue
- \* Hillsborough will (and did) have impact
- \* PSTA well-respected
- \* Municipal voters more likely to support



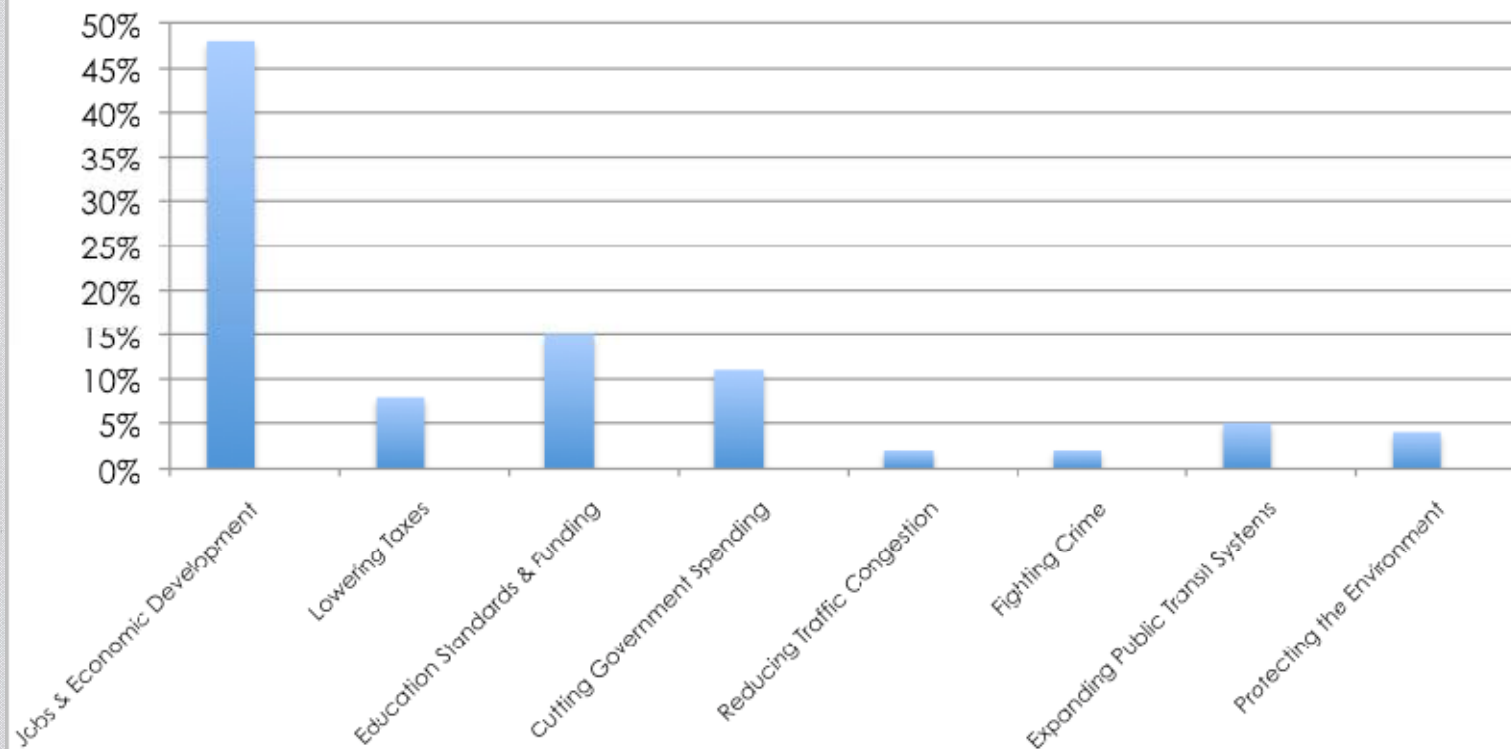
# Overall Support





# Key issues

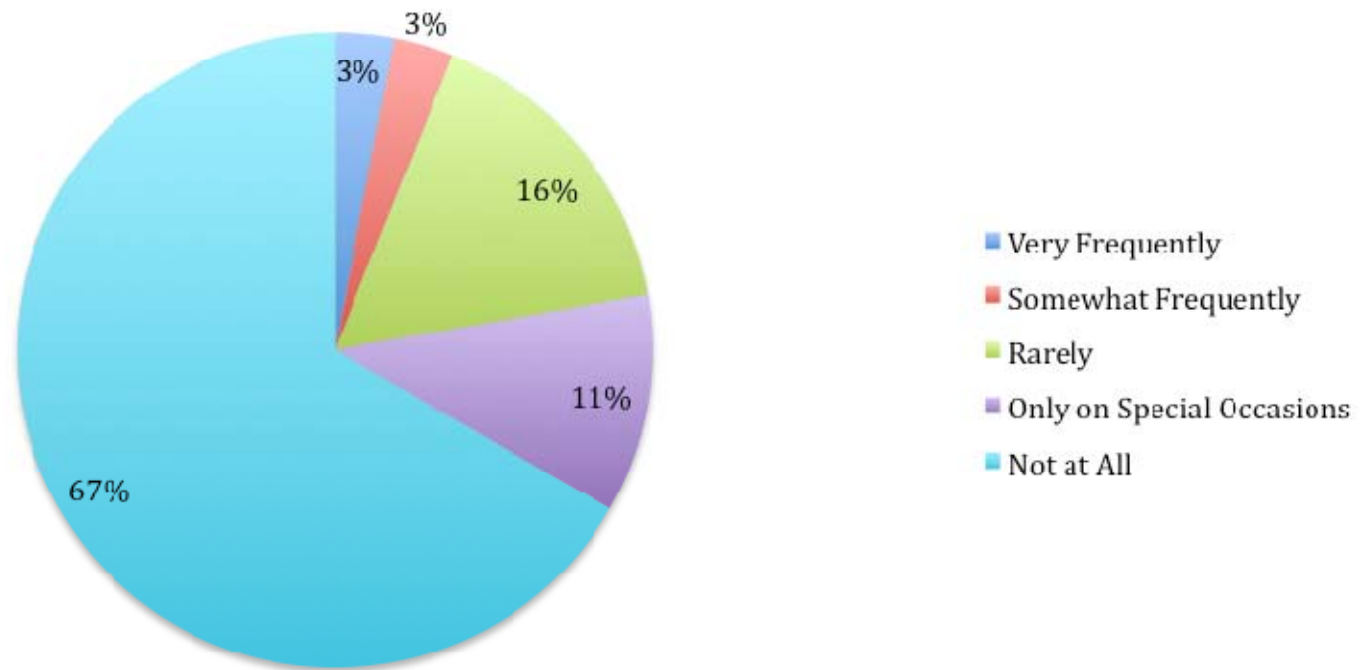
What is the most important issue for local government to deal with?





# Use of public transit

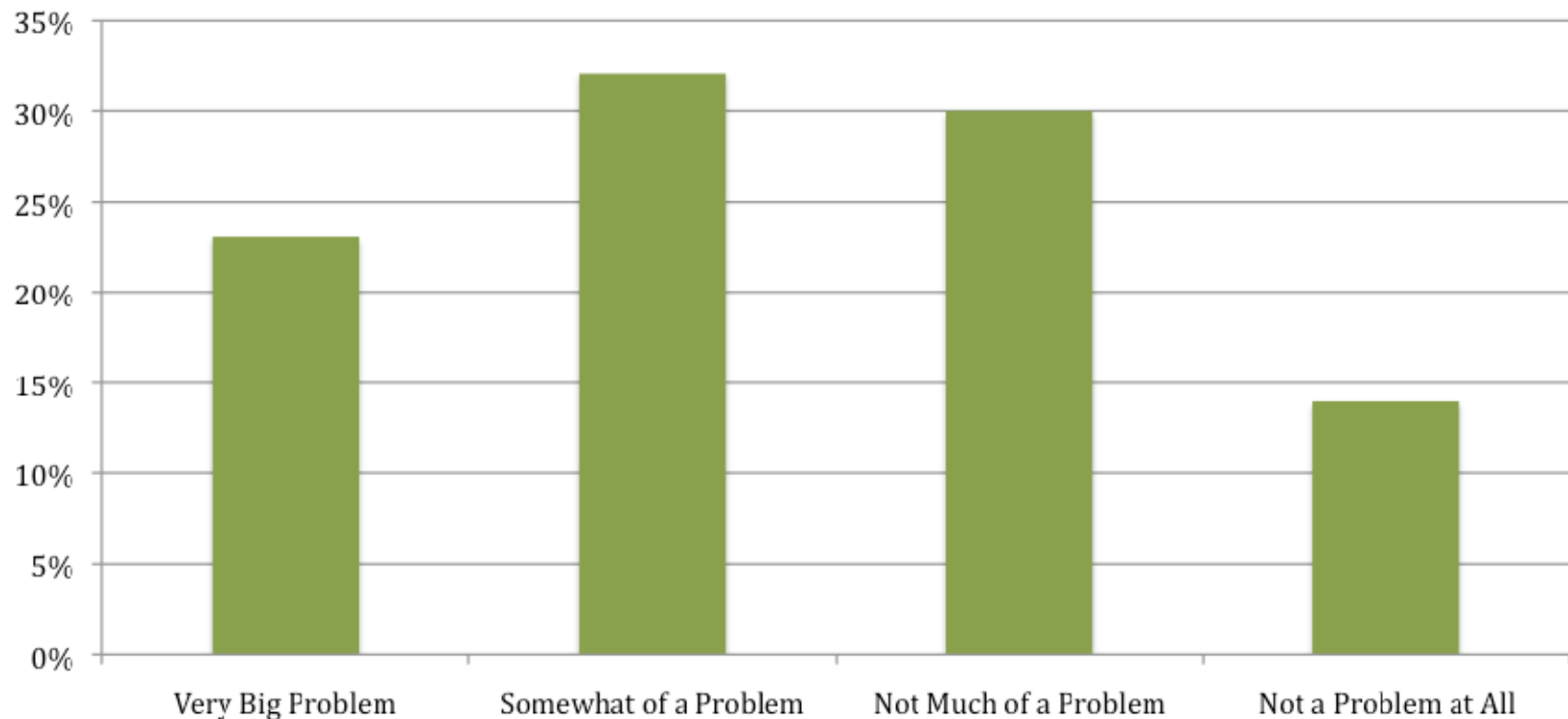
**How often do you use public transit?**





# Traffic congestion

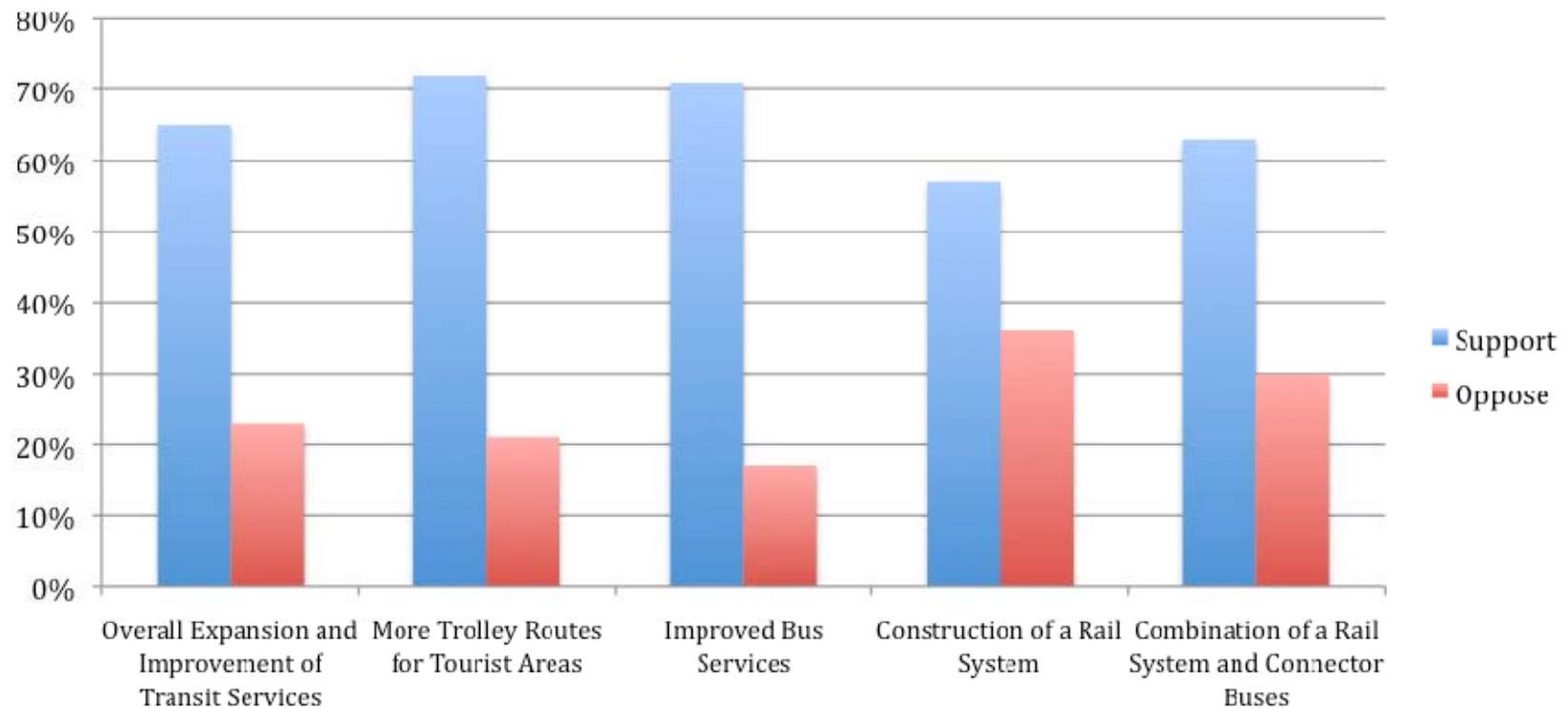
**How much of a problem would you say traffic congestion is in Pinellas County?**





# Support for rail

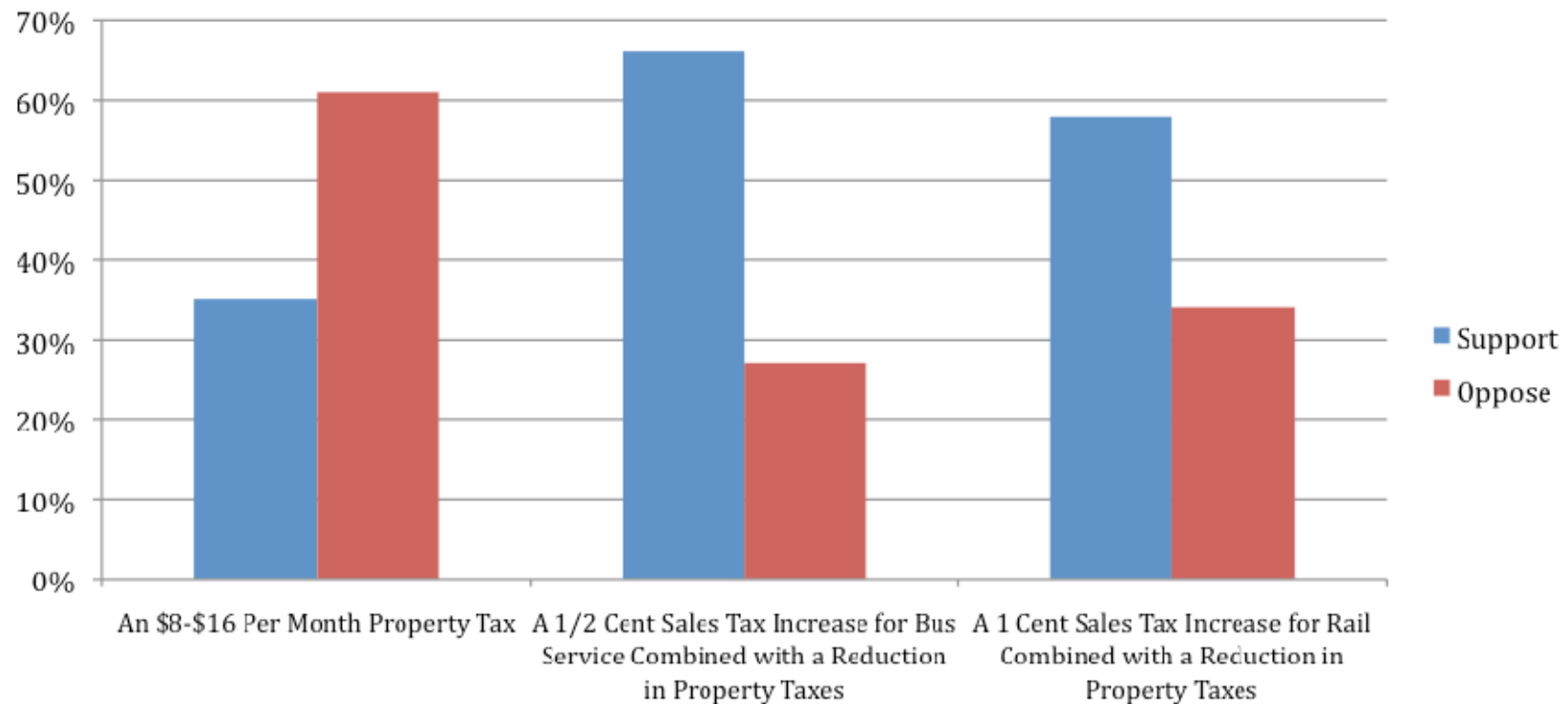
**Do you support or oppose the following transportation initiatives in Pinellas County?**





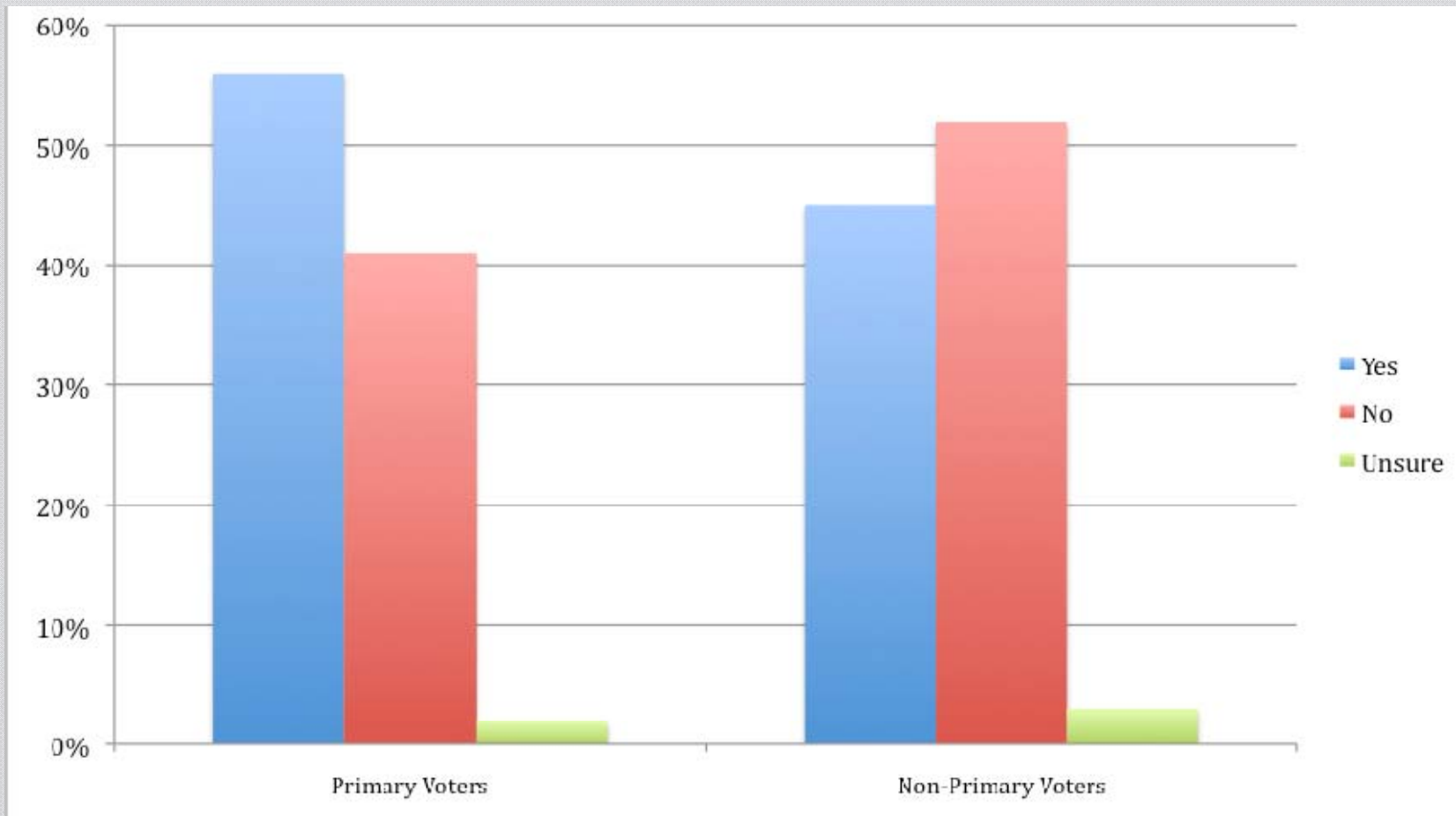
# How to Fund Transit

**Do you support or oppose the following payment plans for enhanced transportation in Pinellas County?**





# Primary vs. General Election Scenario





# Questions?

- Brian Shuford
- [bshuford@tampabayrealtor.com](mailto:bshuford@tampabayrealtor.com)
- 727-216-3029
  
- Joel Giles
- [jgiles@carltonfields.com](mailto:jgiles@carltonfields.com)
- 727-709-7660



# PSTA Budget Challenges

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**R.B. Johnson,**  
Chairman, Board of Directors  
Pinellas Suncoast Transit Authority



# PSTA Three Year Budget Projection

<b>Fiscal Year</b>	<b><u>2011</u></b>	<b><u>2012</u></b>	<b><u>2013</u></b>
Total Operating Revenue	<u>52,893,162</u>	<u>51,663,423</u>	<u>52,122,254</u>
Total Operating Expense	<u>54,911,911</u>	<u>57,368,765</u>	<u>60,215,502</u>
Revenues Over/(Under) Expenses	\$ <u>(2,018,749)</u>	\$ <u>(5,705,342)</u>	\$ <u>(8,093,248)</u>





## Property Tax Values of Non PSTA Municipalities/Districts

Entity	Taxable Value	Property Taxes
Belleair Beach	\$369,528,562	\$206,973
Belleair Shore	\$95,520,471	\$53,501
Kenneth City	\$119,763,778	\$67,080
St. Pete Beach	\$2,083,387,514	\$1,166,905
Treasure Island	\$1,303,055,568	\$729,841
South Pasadena Fire District	\$103,579,223	\$58,015
Tierra Verde Fire District	\$738,882,617	\$413,848
<b>Total</b>	<b>\$4,813,757,871</b>	<b>\$2,696,164</b>
Member Cities	\$49,200,662,399	\$27,557,291





## PSTA Half-Cent Charter County Surtax Scenario:

- A one-cent sales tax is required for the full Vision Plan (enhanced bus and 26-miles of rail) to be accomplished in the 25-year scope.
- PSTA receives \$26 million currently from property tax; a half-cent sales tax would generate approximately \$64 million.
- The half-cent sales tax provides the ability to implement significant bus service improvements, particularly on the most productive route corridors; This funding would also provide for improved infrastructure (terminals, transfers centers, etc.) to support bus expansion.
- Rail service development could be done, but only at the expense of bus service (i.e., this would mean insufficient supporting/feeder bus service development).





# Policy Recommendation Summary

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**Karen Williams Seel,**  
Pinellas Board of County Commissioners



# Policy Recommendation Summary

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## **Funding Allocation Alternatives**

The Task Force recommended Alternative B, (Transit 88%, Roads 8% and Sidewalks/Trails 4%) based on the results of individual polling. 72% of the Task Force members voted to support this Alternative, while the other 28% voted to support a fourth Alternative. Consensus reached on supporting Alternative B.

## **Referendum on a Transportation Surtax**

Transportation Task Force is recommending that Pinellas County pursue a regional transportation surtax. The potential scope of the transportation improvements that could be completed with the revenue generated from this surtax, coupled with the fact that as much as 1/3 of the tax will be paid for by tourists, was deemed significant enough for the Task Force to recommend putting the decision before the voters.

Option A: Regional Tax, Coordinated by TBARTA

Option B: Regional Tax with Interlocal Agreement for Joint Venture

Option C: Pinellas County Tax, Coordinated with Other Counties

Option D: Pinellas County Tax

## **Referendum Scheduling and Other Matters:**

Option A: Fall 2011

Option B: Spring 2012

Option C: Spring 2013

Option D: Fall 2013



# Policy Recommendation Summary (cont.)

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## **PSTA Ad Valorem Tax**

Option A: (Ad Valorem Decreased to 0.50 mils) The Task Force Members concluded that if a sales tax is pursued for transportation improvements (regional or just in Pinellas County), the PSTA ad valorem tax should be decreased to a rate of 0.5 mils.

Option B: (Ad Valorem Eliminated) The Task Force Members concluded that if a sales tax is pursued for transportation improvements (regional or just in Pinellas County), the PSTA ad valorem tax should be eliminated.

## **Local Option Gas Tax**

The Task Force discussed recommending a \$0.05 increase to the Local Option Gas Tax be pursued by the Board of County Commissioners. This direction needs to be further defined as it relates to the recommendation by the Task Force of a Transit Surtax.



# Local Option Fuel Tax

Levying Authority	Uses	Approval Requirements / Procedures	Sharing Provisions	Rates
Board of County Commissioners (BCC)	May be used for “transportation expenditures” needed to meet the requirements of the comprehensive plan capital improvements element or for expenditures needed to meet immediate local transportation problems and for other transportation-related expenditures critical to building roadway networks. “Transportation expenditures” means: a) public transportation operations and maintenance; b) roadway and ROW maintenance and equipment and structures used primarily for the storage and maintenance of such equipment; c) roadway and ROW drainage; d) street lighting; e) traffic signs, traffic engineering, signalization, and pavement markings; f) bridge maintenance and operations; g) debt service and current expenditures for transportation capital projects in the foregoing program areas, including construction of roads and sidewalks	Levied by ordinance adopted by a majority plus one vote of the BCC or by referendum; must be levied before July 1 to be effective January 1 of the following year; may be imposed for a specific term or until repeal	Must be shared with municipalities based on a distribution formula agreed to by interlocal agreement, or if no interlocal, pursuant to a statutory formula utilizing five years prior transportation expenditures	One to five cents on every gallon of motor fuel



# Charter County Transportation System Surtax

Levying Authority	Approval Requirements / Procedures	Sharing Provisions	Rates
Each charter and consolidated county	Referendum approved by a majority vote of the electorate or referendum approval of a Charter amendment by a majority vote of the electorate; the surtax must take effect on January 1 and terminate on December 31 and may be imposed for a fixed term or until repealed; ordinance levying tax or proposing Charter amendment must be adopted at a regular or special BCC meeting (a super majority vote is not required) with at least ten days notice, and is subject to referendum approval as set out above; the referendum can be placed on ballot at a general or special election; the Department of Revenue must be notified within 10 days after final adoption of ordinance or referendum approval, but no later than November 16th prior to the effective date	No sharing requirement, but county expressly authorized to enter into interlocal agreements and remit funds to cities, or expressway, transit or transportation authorities created by law; any interlocal entered into with cities must be revised no less than every five years to add newly created cities	$\leq 1\%$



# Charter County Transportation System Surtax (cont.)

## Uses

**Any combination of the following that the County Commission (BCC) deems appropriate:**

- 1) Used by the county for the purposes of development, construction, equipment, maintenance, operation, supportive services, including a countywide bus system, on-demand transportation services, and related costs of a fixed guideway rapid transit system
- 2) Remitted to an expressway, transit or transportation authority created by law to be used, at the discretion of such authority, for the development, construction, operation, or maintenance of roads or bridges in the county, for the operation and maintenance of a bus system, for the operation and maintenance of on-demand transportation services, for the payment of principal and interest on bonds for roads or bridges
- 3) Used by the county for the development, construction, operation, and maintenance of roads and bridges in the county; for the expansion, operation, and maintenance of bus and fixed guideway systems; for the expansion, operation, and maintenance of on-demand transportation services; and for the payment of principal and interest on bonds issued for such projects; and such proceeds may be pledged by the governing body of the county for bonds for the construction of such fixed guideway rapid transit systems, bus systems, roads, or bridges and no more than 25 percent used for non-transit uses
- 4) Used by the county for the planning, development, construction, operation, and maintenance of roads and bridges in the county; for the planning, development, expansion, operation, and maintenance of bus and fixed guideway systems; for the planning, development, construction, operation, and maintenance of on-demand transportation services; and for the payment of principal and interest on bonds issued for such projects; and such proceeds may be pledged by the governing body of the county for bonds issued for the construction of such fixed guideway rapid transit systems, bus systems, roads or bridges. Pursuant to an interlocal agreement entered into pursuant to chapter 163, the governing body of the county may distribute proceeds from the tax to a municipality or an expressway or transportation authority created by law to be expended for the purpose authorized by this paragraph.



# Discussion

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## Pinellas County Transportation Task Force Policy Recommendation Summary



# Next Steps

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**Karen Williams Seel,**  
Pinellas Board of County Commissioners