

METROPOLITAN PLANNING ORGANIZATION AWARENESS SURVEY

The FIU Metropolitan Center in collaboration with Clear Light Communications Inc. conducted a survey with residents of five counties in the South Florida region for the FDOT District Four Office of Modal Development. The counties included in the study were Broward, Palm Beach, Martin, St. Lucie, and Indian River. The survey objective was to measure the level of public awareness with the Metropolitan Planning Organizations (MPOs) in the counties and their activities.

The surveys were conducted over the phone to landline residential telephones obtained from a randomized landline phone sample of residents in each county. There were a total of 830 survey responses collected. The survey instrument included binary data measures (yes-no questions), and five-point Likert scale questions (strongly agree-agree-not sure-disagree-strongly disagree), in addition to multiple/single choice answers. The survey instrument was also translated into Spanish and Creole to ensure the collection of responses from the two largest groups of the non-English speaking population of the five counties.

The survey responses were equally distributed by county with 166-167 per county. For the overall analysis of the five counties, the sample from each county was weighted depending on the number of residents in the county relative to the entire study area. The data from the landline residential telephone survey was entered into a Statistical Package for the Social Sciences (SPSS) computer database. Questionnaire data was quantitatively and qualitatively analyzed. Geographic information systems (GIS) software was also used to analyze data. Color map were created to present the distribution of survey responses by area.

The project lasted approximately three months and was completed in August 2012. Deliverables included a preliminary draft report and a final report that included an executive summary, overall survey results with frequency distribution analysis, survey results including cross tabulations by variables of interest, appendix of survey responses in SPSS format, color maps to present the distribution of survey responses, and GIS shapefiles with survey respondent location for each MPO area.

