

## WASHTENAW COUNTY SURVEY

1. Overall, how satisfied are you with Washtenaw County as a place to live? Would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with Washtenaw County as a place to live?
  - 1 Very Satisfied
  - 2 Somewhat Satisfied
  - 3 Somewhat Dissatisfied
  - 4 Very Dissatisfied
  - 9 Not Sure
  
2. In your opinion, is Washtenaw County a better place to live than it was five years ago or is it a worse place to live?
  - 1 Better
  - 2 Worse
  - 3 Same (Vol.)
  - 9 Not Sure
  
3. Have you heard of the Ann Arbor Transportation Authority, which is often called A-A-T-A, (spell out), The Ride?
  - 1 Yes (**Go to Q4**)
  - 2 No (**Skip to Q5**)
  - 9 Not Sure (**Skip to Q5**)
  
4. Overall, would you say you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of Ann Arbor Transportation Authority, A-A-T-A, The Ride?
  - 1 Very Favorable
  - 2 Somewhat Favorable
  - 3 Somewhat Unfavorable
  - 4 Very Unfavorable
  - 5 Mixed (Vol.)
  - 9 Not Sure
  
5. Have you heard anything in the past year about a new county-wide public transit agency in Washtenaw County?
  - 1 Yes (6)
  - 2 No (7)
  - 9 Not sure (7)
  
6. What is the main thing you have heard?
  - 9 Don't recall
  
7. The new Washtenaw County transit agency will operate several public transit agencies now serving people in Washtenaw County, including A-A-T-A, The Ride, but also the smaller agencies called People Express, the WAVE, and Manchester Senior services. It will consider placing a tax issue on the ballot for the purpose of increasing public transportation service and extending it throughout all of Washtenaw County.
  - 1 Definitely Yes (**Go to Q6**)
  - 2 Probably Yes (**Go to Q6**)
  - 3 Probably No (**Go to Q6**)
  - 4 Definitely No (**Go to Q6**)
  - 9 Not Sure (**Skip to Q7**)
  
8. What is your main reason for voting that way? (**PROBE**)

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9. Residents of the City of Ann Arbor and Ypsilanti now pay a property tax to support transit services. No one else in the county pays a transit tax. If voters approve this ballot issue, Ann Arbor homeowners will pay 3 mils, Ypsilanti homeowners 2 mils, and homeowners elsewhere will pay 1 mil in property tax. Does knowing that make you more likely or less likely to vote for this one mil levy or doesn't that make any difference to you?
- 1 More Likely  
2 Less Likely  
3 No Difference  
9 Not Sure
10. How would you rate the job A-A-T-A, The Ride currently does of providing public transit services? Would you say they do an excellent job, a good job, an only fair job or a poor job?
- 1 Excellent  
2 Good  
3 Only Fair  
4 Poor  
9 Not Sure
11. How important do you think it is to provide public transit services in Washtenaw County? Would you say it is extremely important, very important, somewhat important, or not very important?
- 1 Extremely Important  
2 Very Important  
3 Somewhat Important  
4 Not Very Important  
9 Not Sure
12. In the past year, have you or anyone in your household ridden any public transit in Washtenaw County, including AATA, The Ride, People Express, the Wave, or Manchester Senior Services?
- 1 Yes  
2 No  
9 Not Sure
13. Before hearing about it right now in this survey, had you heard of the Transit Master Plan for Washtenaw County?
- 1 Yes (14)  
2 No  
9 Refused
14. Have you only heard about it or do you know something about it?
- 1 Only heard  
2 Know something
15. Do you happen to remember one or two key points in the Transit Master Plan?
-

[RANDOMIZE ORDER OF Q16 TO Q25]

Now I would like to read you several aspects of transportation service that would change if voters approve the levy we have been discussing. For each one, please tell me if you feel it is very important to make this change, somewhat important or not very important

- |   |   |                    |
|---|---|--------------------|
| 16. If you knew that if voters approve this one mil tax increase, door to door service for seniors and people with disabilities would be provided throughout the county and with more coordination. How important is it to make this change? Is it Very important, Somewhat important, or not very important?                   | 1 | Very important     |
|   | 2 | Somewhat important |
|   | 3 | Not very important |
|   | 9 | Not Sure           |
| 17. What if some of the money from the millage were used to provide the Washtenaw County share of money to operate a commuter rail service between Ann Arbor and Detroit? How important is it to do this? Is it Very important, Somewhat important, or not very important to make this change?                                  | 1 | Very important     |
|   | 2 | Somewhat important |
|   | 3 | Not very important |
|   | 9 | Not Sure           |
| 18. Express bus service to employment centers from park and ride lots in cities and villages throughout the county.   | 1 | Very important     |
|   | 2 | Somewhat important |
|   | 3 | Not very important |
|   | 9 | Not Sure           |
| 19. A new type of service using small buses and vans would be provided in areas with not enough people for scheduled bus service. It would provide service to major destinations and access to scheduled bus service [If asked: This would be available to all, not just seniors or people with disabilities How important .... | 1 | Very important     |
|   | 2 | Somewhat important |
|   | 3 | Not very important |
|   | 9 | Not Sure           |
| 20. Information on when the next bus is coming would be provided to cell phones and posted on electronic signs at major bus stops   | 1 | Very important     |
|   | 2 | Somewhat important |
|   | 3 | Not very important |
|   | 9 | Not Sure           |
| 21. Local bus service will be provided to circulate within Saline and Dexter, and the hours of the existing circulator service in Chelsea will be extended.   | 1 | Very important     |
|   | 2 | Somewhat important |
|   | 3 | Not very important |
|   | 9 | Not Sure           |
| 22. Existing AATA – The Ride bus service in Ann Arbor and Ypsilanti would run more frequently, and later in the evening and on weekends. Additional routes would be implemented to provide more direct service.   | 1 | Very important     |
|   | 2 | Somewhat important |
|   | 3 | Not very important |
|   | 9 | Not Sure           |

23. Travel time for riders will be reduced by means of dedicated bus-only lanes and bus priority at traffic signals.
- 1 Very important  
2 Somewhat important  
3 Not very important  
9 Not Sure
24. Plans to develop high capacity transit would be developed in cooperation with the University of Michigan and other partners. High-capacity transit could include streetcars, light rail or other types of service.
- 1 Very important  
2 Somewhat important  
3 Not very important  
9 Not Sure
25. An hourly express shuttle bus service would be provided between Detroit Metro Airport and three stops in Ann Arbor including the Blake Transit Center.
- 1 Very important  
2 Somewhat important  
3 Not very important  
9 Not Sure

26. Now I'd like to read you some reasons people may have for opposing a county-wide tax increase to expand public transit. Please tell me if you strongly agree, agree, disagree or strongly disagree with each one. The first one is... **(Randomize list, Repeat choices as needed)** Do you strongly agree, agree, disagree or strongly disagree with that?

	<u>Strongly Agree</u>	<u>Agree</u>	<u>Disagree</u>	<u>Strongly Disagree</u>	<u>Don't Know</u>
a. There is enough public transit service now; we don't need to expand it.	1	2	3	4	9
b. I'd like to expand public transit, but I can't afford to pay any more taxes.	1	2	3	4	9
c. It's not fair to have everyone in the county pay for public transit that mostly benefits the Cities of Ann Arbor and Ypsilanti.	1	2	3	4	9
d. It's not fair to have people in the Cities of Ann Arbor and Ypsilanti pay more than anyone else for public transit that will benefit everyone in the county.	1	2	3	4	9
e. The economy is too uncertain for me to vote for this tax increase.	1	2	3	4	9
f. The time has come to vote against all tax increases	1	2	3	4	9

27. Next, I'd like to read you some reasons people may have for supporting the county-wide tax increase to expand public transit. This time, please tell me if you think each one is a very good reason, just a good reason or not a very good reason for supporting the tax increase. **(Read first statement and ask)** Do you personally think that it is a very good reason, just a good reason or not a very good reason for supporting the tax increase? **(Repeat Choices As Needed) (Randomize list)**

	<u>Very Good</u>	<u>Just Good</u>	<u>Not Very Good</u>	<u>Don't Know</u>
a. Each year in your county, transit agencies, make more than four hundred thousand trips for older adults and persons with disabilities to places like	1	2	3	9

doctor's appointments, grocery shopping and work.

- |    |   |   |   |   |   |
|----|---|---|---|---|---|
| b. | People who use public transit use less fuel and help to save the environment and reduce our reliance on foreign oil.  | 1 | 2 | 3 | 9 |
| c. | Transit ridership in Washtenaw County has increased by more than 40 percent since 2004, and last year it provided over 6 million trips to people going to school, work, health care and other places. | 1 | 2 | 3 | 9 |
| d. | If the transit tax were defeated, there would be no way to fund the door to door service that many seniors and people with disabilities need to get around  | 1 | 2 | 3 | 9 |

28. Now please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following statements. The first one is... **(Repeat Choices)** Do you strongly agree, agree, disagree or strongly disagree with that? **(Randomize)**

- |    | <u>Strongly Agree</u> | <u>Agree</u> | <u>Disagree</u> | <u>Strongly Disagree</u> | <u>Don't Know</u> |
|----|-----------------------|--------------|-----------------|--------------------------|-------------------|
| a. | 1                     | 2            | 3               | 4                        | 9                 |
| b. | 1                     | 2            | 3               | 4                        | 9                 |
| c. | 1                     | 2            | 3               | 4                        | 9                 |
| d. | 1                     | 2            | 3               | 4                        | 9                 |
| e. | 1                     | 2            | 3               | 4                        | 9                 |
| f. | 1                     | 2            | 3               | 4                        | 9                 |

- |     |   |   |   |                |   |   |
|-----|---|---|---|----------------|---|---|
| 29. | Thinking again about the one mil increase in the property tax for all of the things we've talked about to be done by The new Washtenaw County transit agency, if an election were held today, would you Definitely vote Yes, Probably vote Yes, Probably vote No or Definitely vote No on this one mil property tax increase to expand public transit services throughout the county? | 1 | 2 | 3              | 4 | 9 |
|     |   |   |   | Definitely Yes |   |   |
|     |   |   |   | Probably Yes   |   |   |
|     |   |   |   | Probably No    |   |   |
|     |   |   |   | Definitely No  |   |   |
|     |   |   |   | Not Sure       |   |   |

Now I have a few questions for classification purposes only.

- |     |   |                |                |
|-----|---|----------------|----------------|
| 30. | Into which of the following age groups do you fall? Are you ... (read responses 1 through 4)? | 1              | 2              |
|     |   | 18 to 34 years | 35 to 49 years |

31. Are you currently a college student?
32. How often, if at all, do you use the social networking sites like Facebook, Twitter, Google Plus, Foursquare or others like them?
33. Do you use a cell phone?
34. How do you handle your personal telephone calls? Do you...
35. Do you consider yourself to be a Democrat, Republican or Independent?
36. Would you say your total household is more or less than sixty thousand dollars?
37. (If less than \$60,000) Into which income group would you say your household falls? Would you say it falls into...  
(Read responses 1-4)  
(Go to 39)
38. (If more than \$60,000) Into which income group would you say your household falls? Would you say it falls into...  
(Read responses 1-5)  
(Go to End)
- 3 50 to 64 years  
4 65 and over  
9 Refused
- 1 Yes  
2 No  
9 Refused
- 1 Not at all  
2 Daily  
3 Several times a week  
4 Use it, but less often  
9 Don't Know/Refused
- 1 Yes (Go to QError!  
2 Reference source not  
9 found.)  
No (Go to Q35)  
Don't Know/Refused (Go to Q35)
- 1 use a cell phone for all your calls  
2 use a cell phone for more than half your calls  
3 use a cell phone for about half your calls  
4 use a cell phone for less than half your calls  
9 Don't Know/Refused
- 1 Democrat  
2 Republican  
3 Independent  
9 Don't Know/Refused
- 1 More than \$60,000 (Go to Q38)  
2 Less than \$60,000 (Go to Q37)  
9 Refused (Vol.) (Go to End)
- 1 Less than \$15,000  
2 \$15,000 to \$29,999  
3 \$30,000 - \$44,999  
4 \$45,000 to \$59,999  
9 (VOL) Refused
- 1 \$60,000 - \$74,999  
2 \$75,000 - \$99,999  
3 \$100,000 to \$149,999  
4 \$150,000 - \$199,999  
5 More than \$200,000  
9 (VOL) Refused

39. (By observation) Was the respondent Male or Female?

- 1 Male
- 2 Female

And finally, may I have your first name? **(If asked, say so that my supervisor can ask for you if he/she needs to call you to verify my work.)**

\_\_\_\_\_

This is the end of our survey. Thank you very much for your time.

**(INTERVIEWER FILL OUT AFTER CALL HAS BEEN COMPLETED)**

How many minutes did the interview take to complete? \_\_\_\_\_

Interviewer's Initials: \_\_\_\_\_ Respondent's Phone Number: \_\_\_\_\_

City/Township: \_\_\_\_\_ Ward: \_\_\_\_\_

**(INTERVIEWER DO NOT COMPLETE)**

Geographic Region		1	2	3	4				
Voter History	2010	0	1	2	3	4	5	6	7
	2009	0	1	2	3	4	5	6	7
	2008	0	1	2	3	4	5	6	7
	2007	0	1	2	3	4	5	6	7
	2006	0	1	2	3	4	5	6	7
	2005	0	1	2	3	4	5	6	7