

A Community Attitude Survey of  
Voters in Ann Arbor, Ypsilanti, and  
Ypsilanti Township Regarding AAATA  
2013



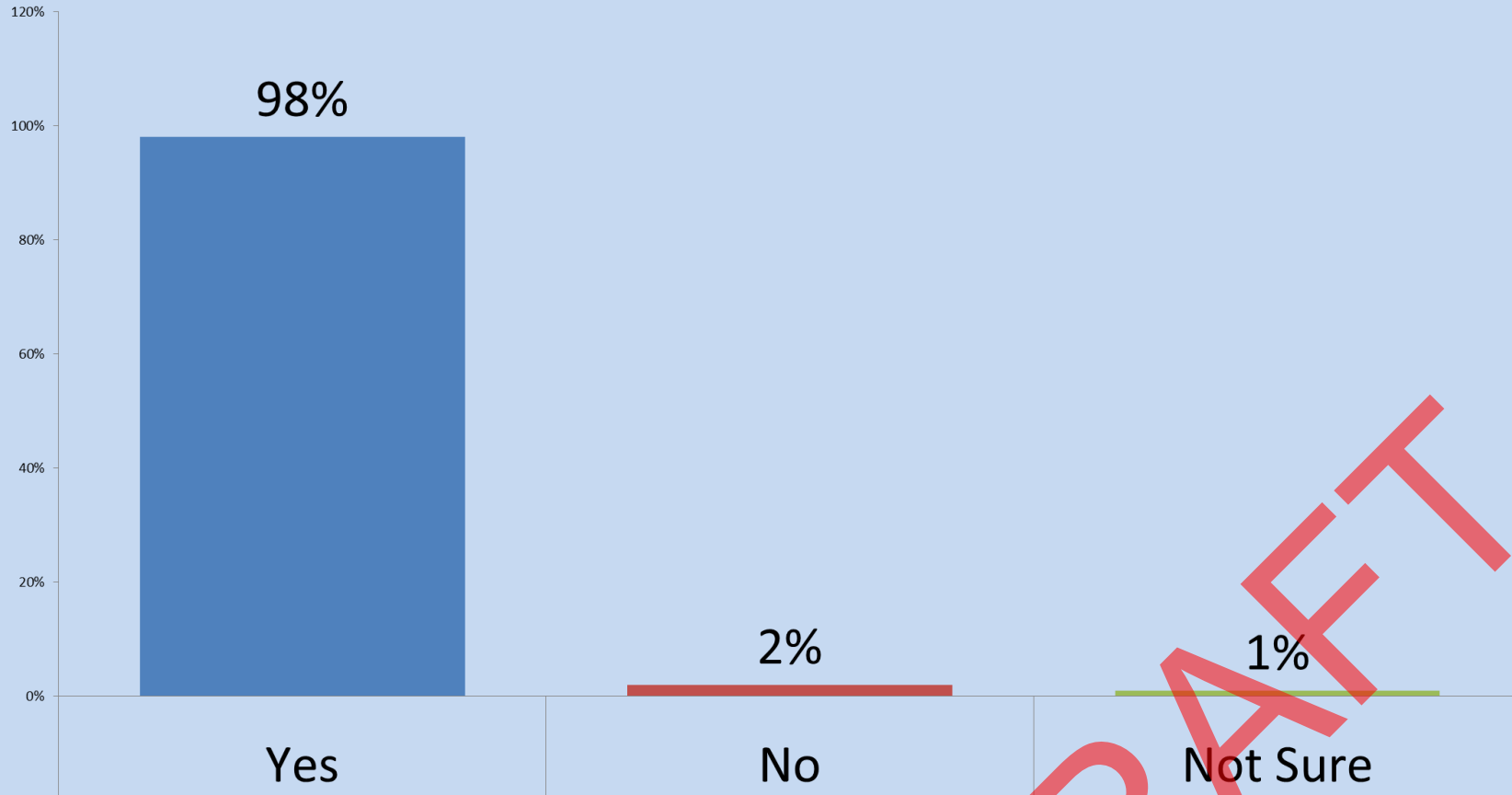
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# Method

- Study area includes cities of Ann Arbor, Ypsilanti, and Ypsilanti Township
- Total of 841 voters surveyed during October and November 2013
- Combination of telephone and mail with online response to assure representation of cell-only households
- Sample error = +3.4%

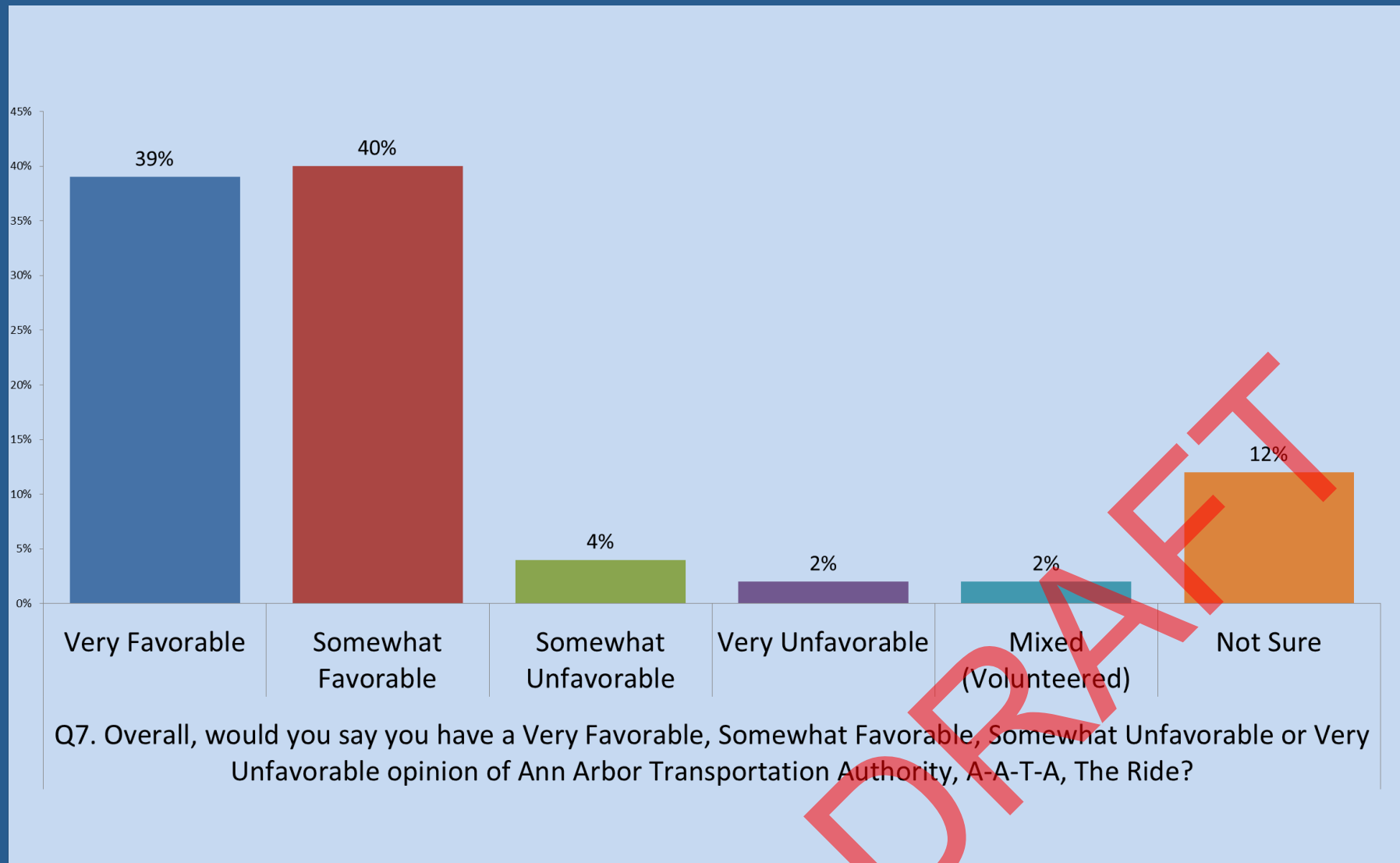


# Name Recognition



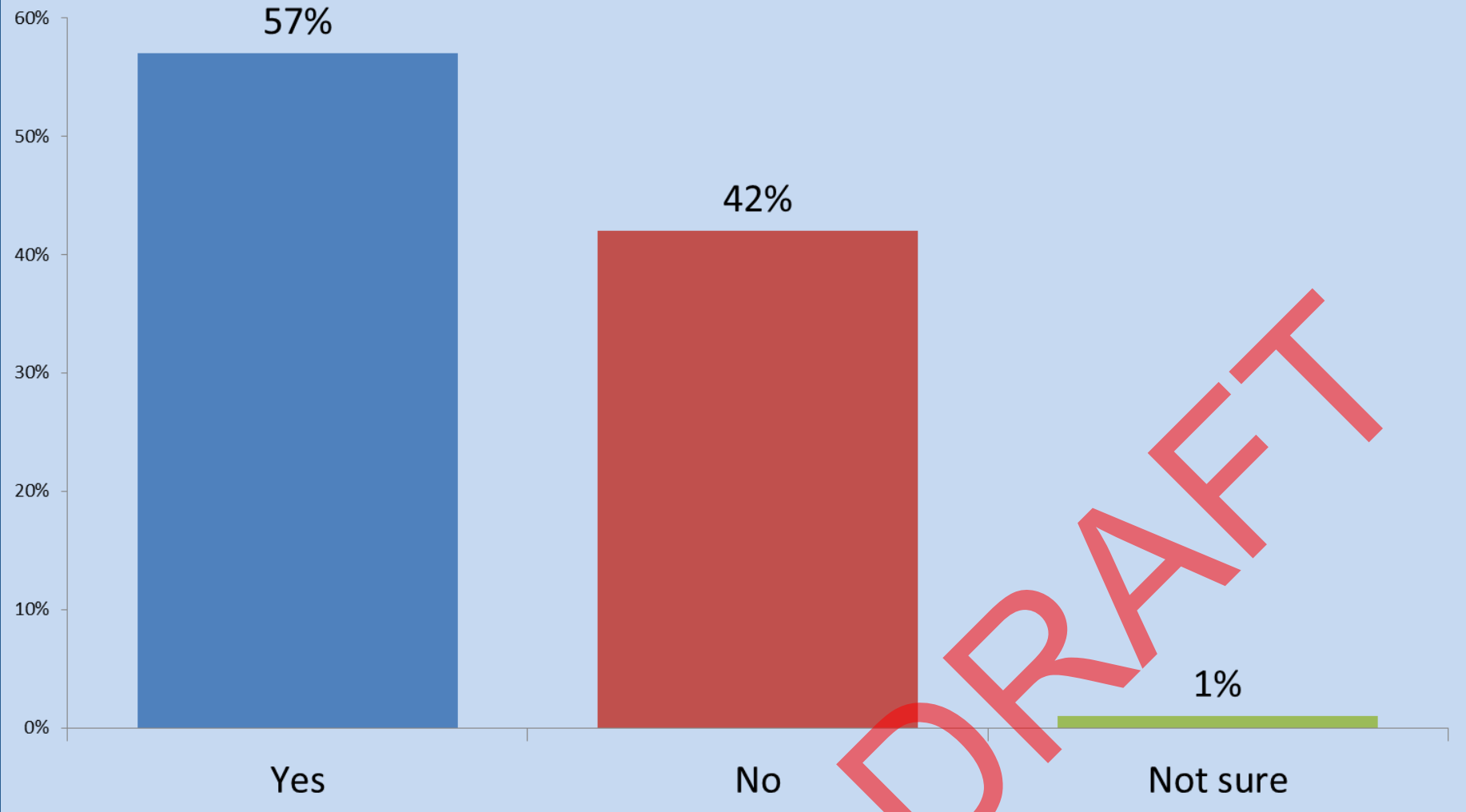
Q6. Have you heard of the Ann Arbor Transportation Authority, which is often called A-A-A-T-A, or The Ride?

# Favorable/Unfavorable Rating

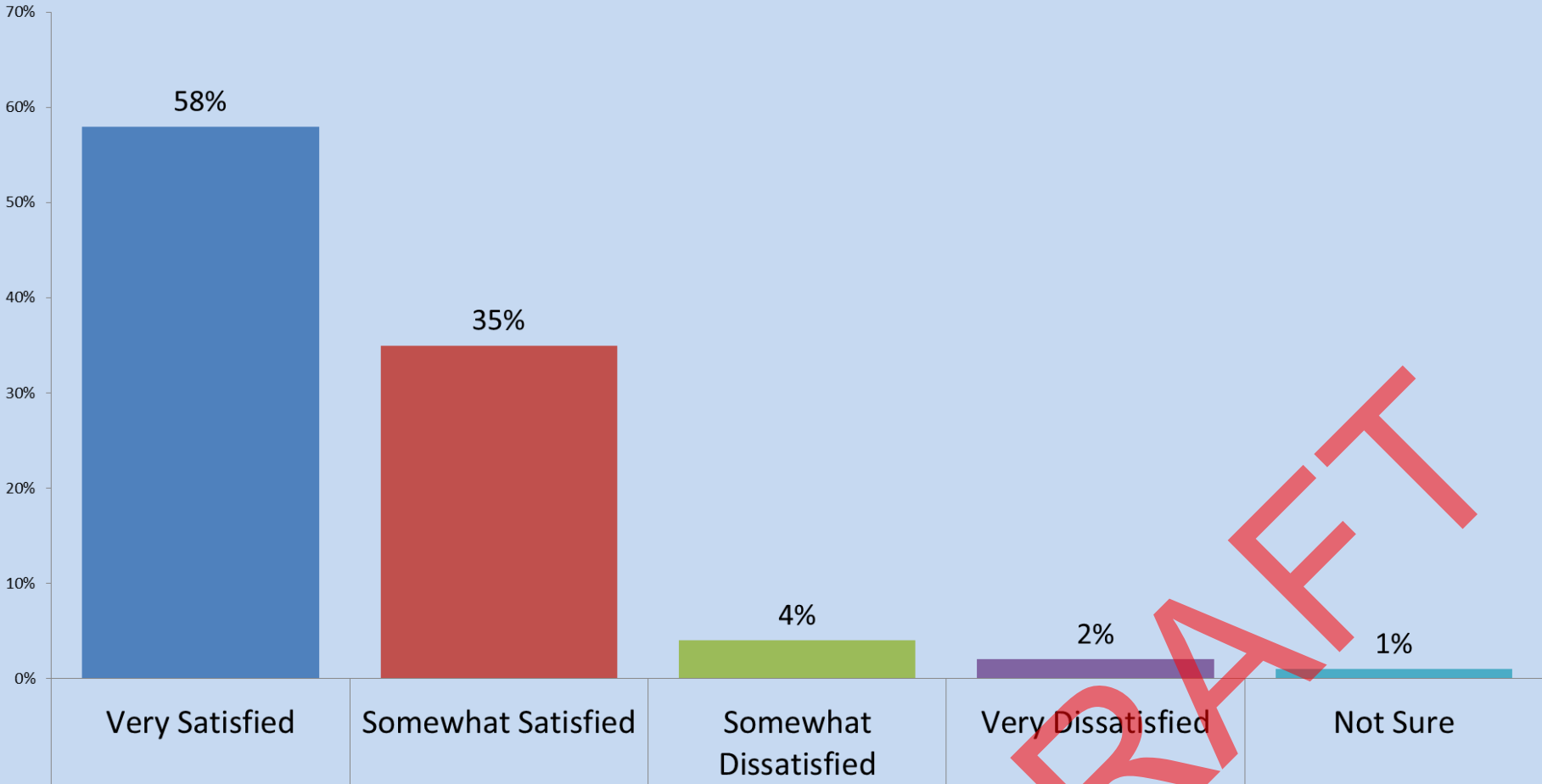


# Using TheRide

Q35. In the past year, have you or anyone in your household used The Ride?

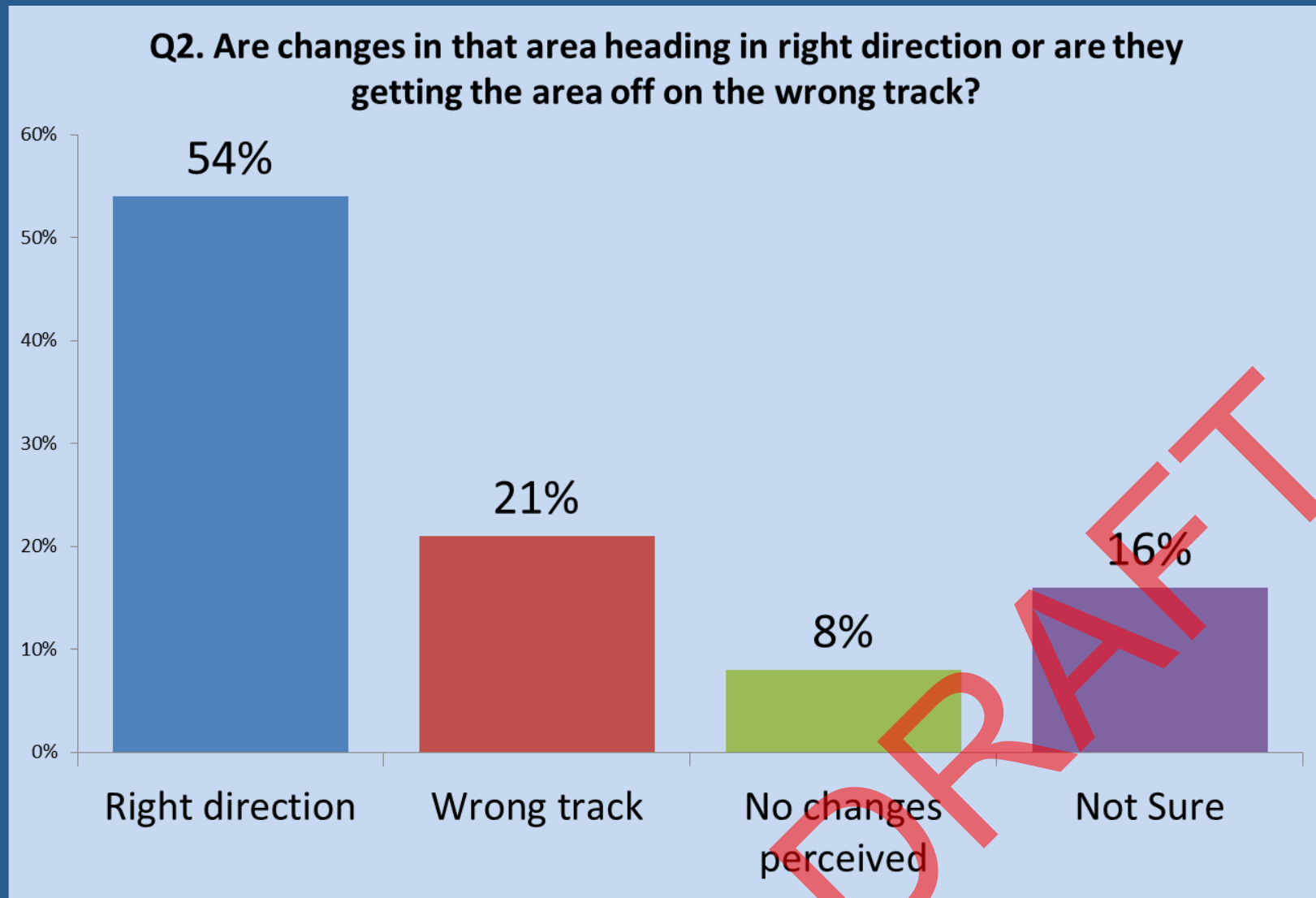


# Quality of Life



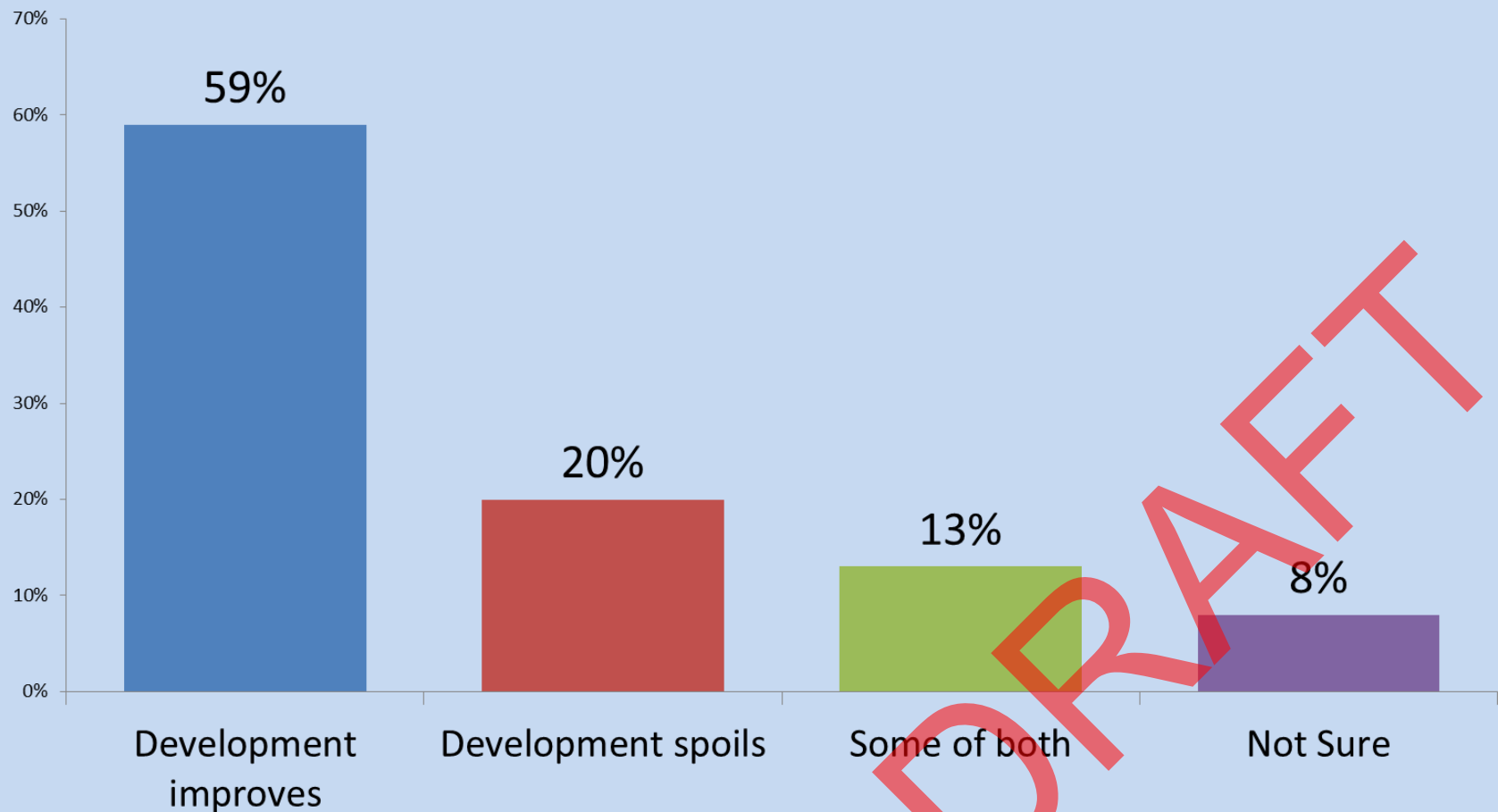
Q1. Overall, how satisfied are you with [(2011) Washtenaw County; (2013) the area including the cities of Ann Arbor and Ypsilanti, and Ypsilanti Township] as a place to live?

# Right Direction/Wrong Track



# Development – Threat or Promise?

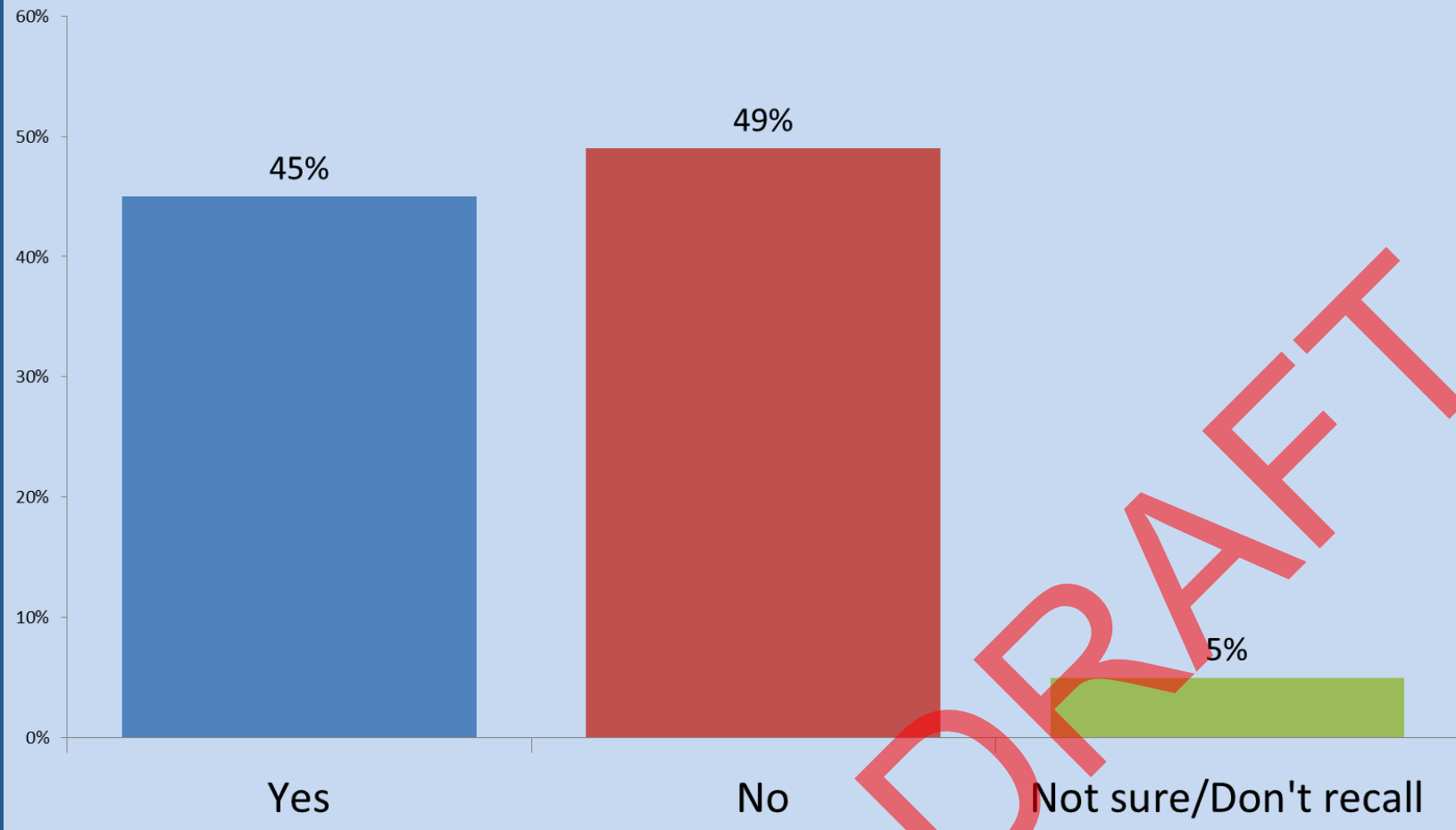
Q3. Some say faster economic growth and more development would spoil what is best about this area. Others say more growth and economic development would improve things





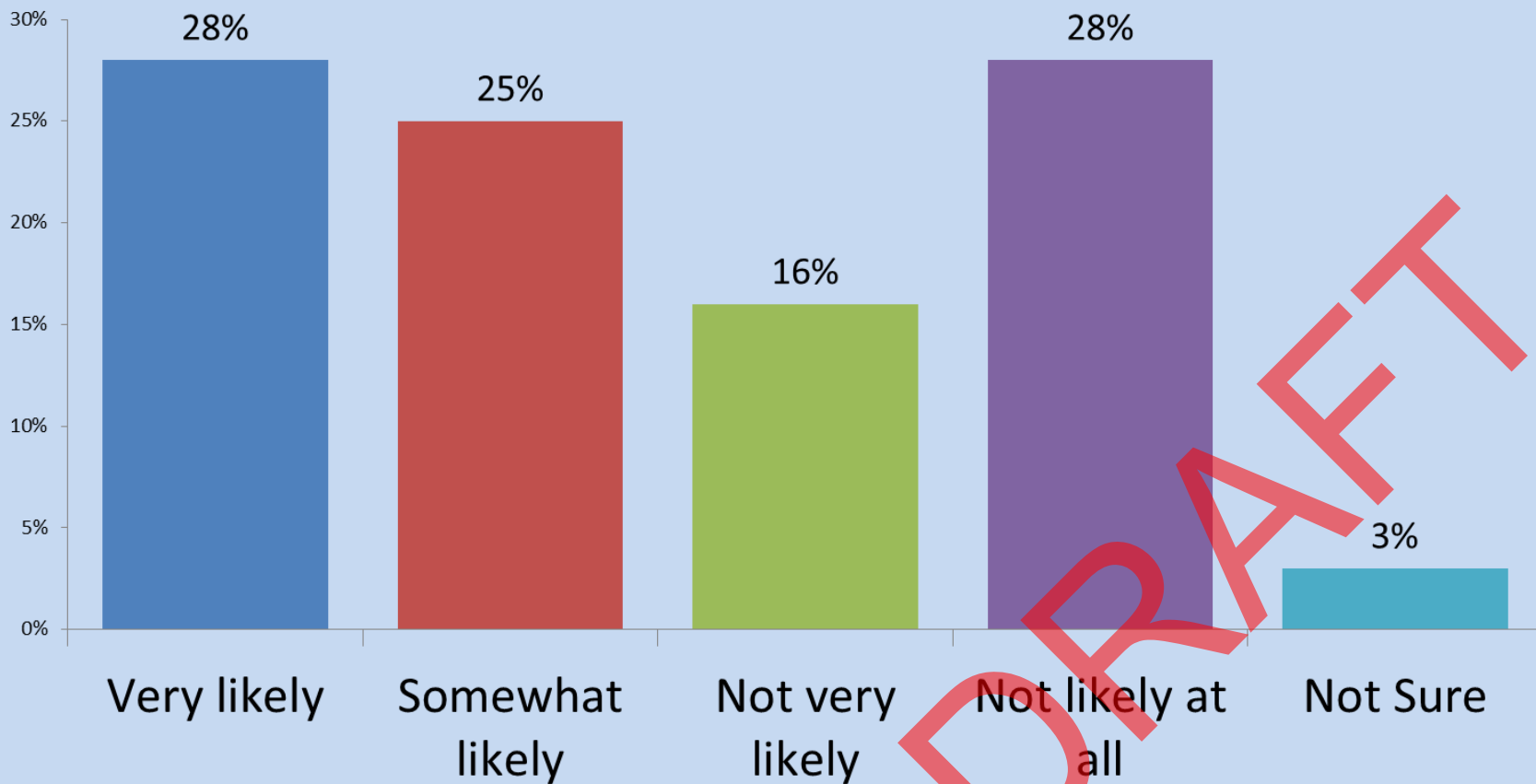
# Awareness of Proposed Changes

**Q8. Have you heard anything in past 6 months about proposed improvement and expansion of The Ride within the Cities of Ann Arbor and Ypsilanti and Ypsilanti Township?**



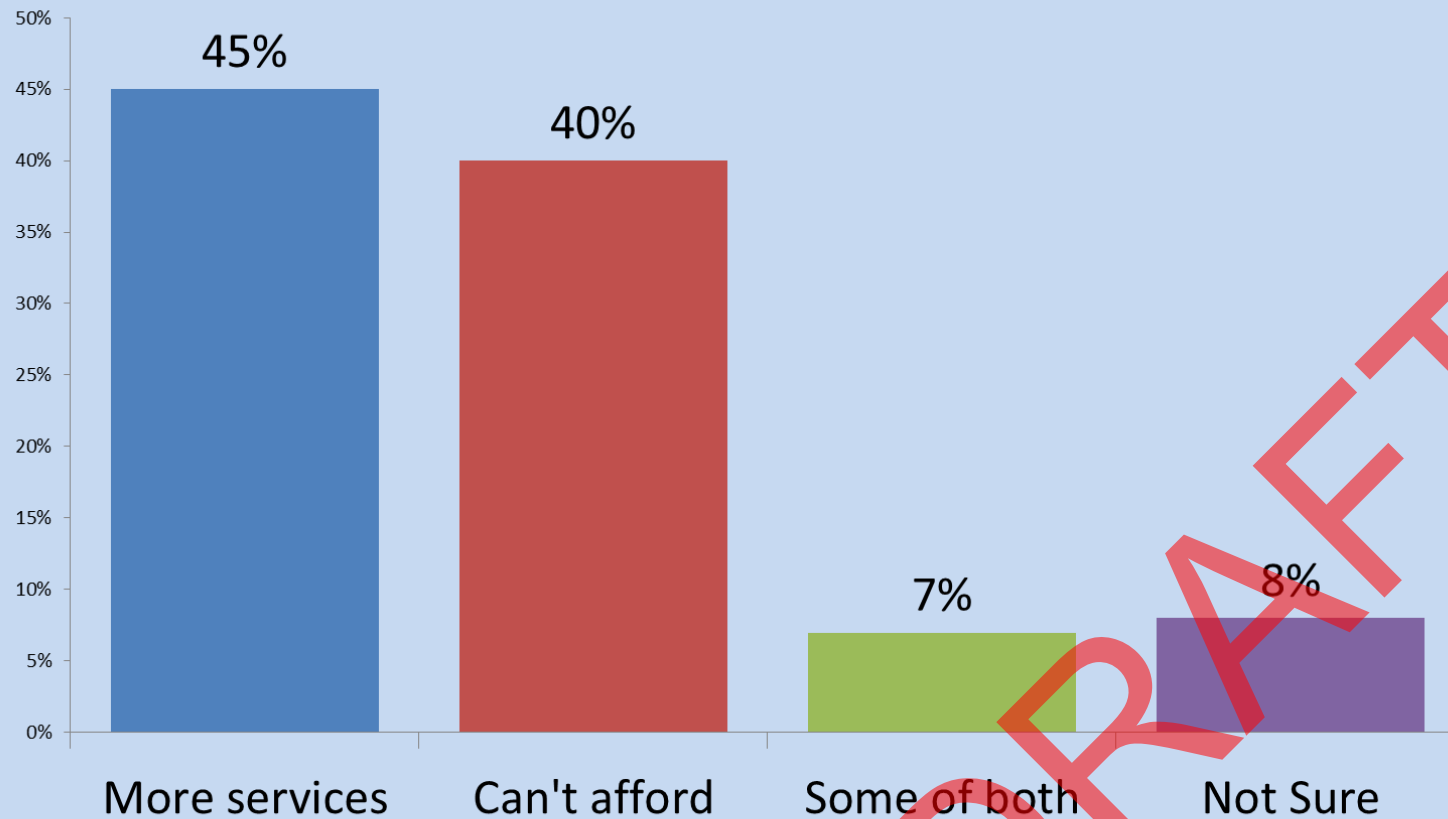
# Interest in Using New Service

**Q36. Assuming service of The Ride is expanded and made more frequent and longer hours weekdays and Saturday and Sunday, how likely or unlikely would you be to use that service once a month or more in the coming year or two?**



# Senior Services

**Q5. Some people say that with the Baby Boom generation getting older, cities and townships should provide more public services for seniors even if it means somewhat higher taxes. Others say while that might be nice, taxpayers of cities and townships cannot afford that.**



# Importance of Expanded Services

% "Very Important" (All respondents)

Q12. There would be more bus routes, more frequent buses coming by, the buses would run more hours at night and weekends, and they would run to more places.

55%

Q11. If voters approve this tax issue, door to door service for seniors and people with disabilities would be increased

50%

Q13. 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

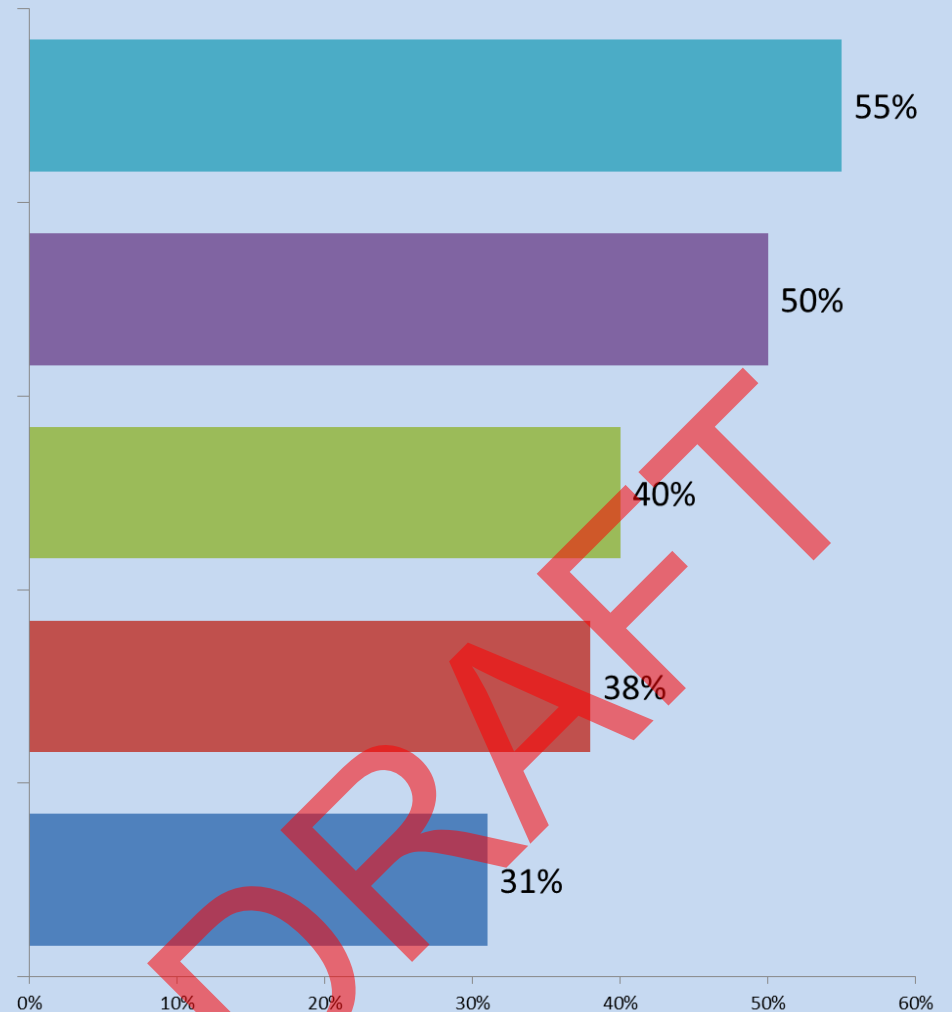
40%

Q15. How important is it to increase public transit services in Ypsilanti Township and between Ypsilanti Township and the cities of Ann Arbor and Ypsilanti?

38%

Q14. Express service between downtown Ann Arbor and Ypsilanti Township would be provided from one or more park and ride lots.

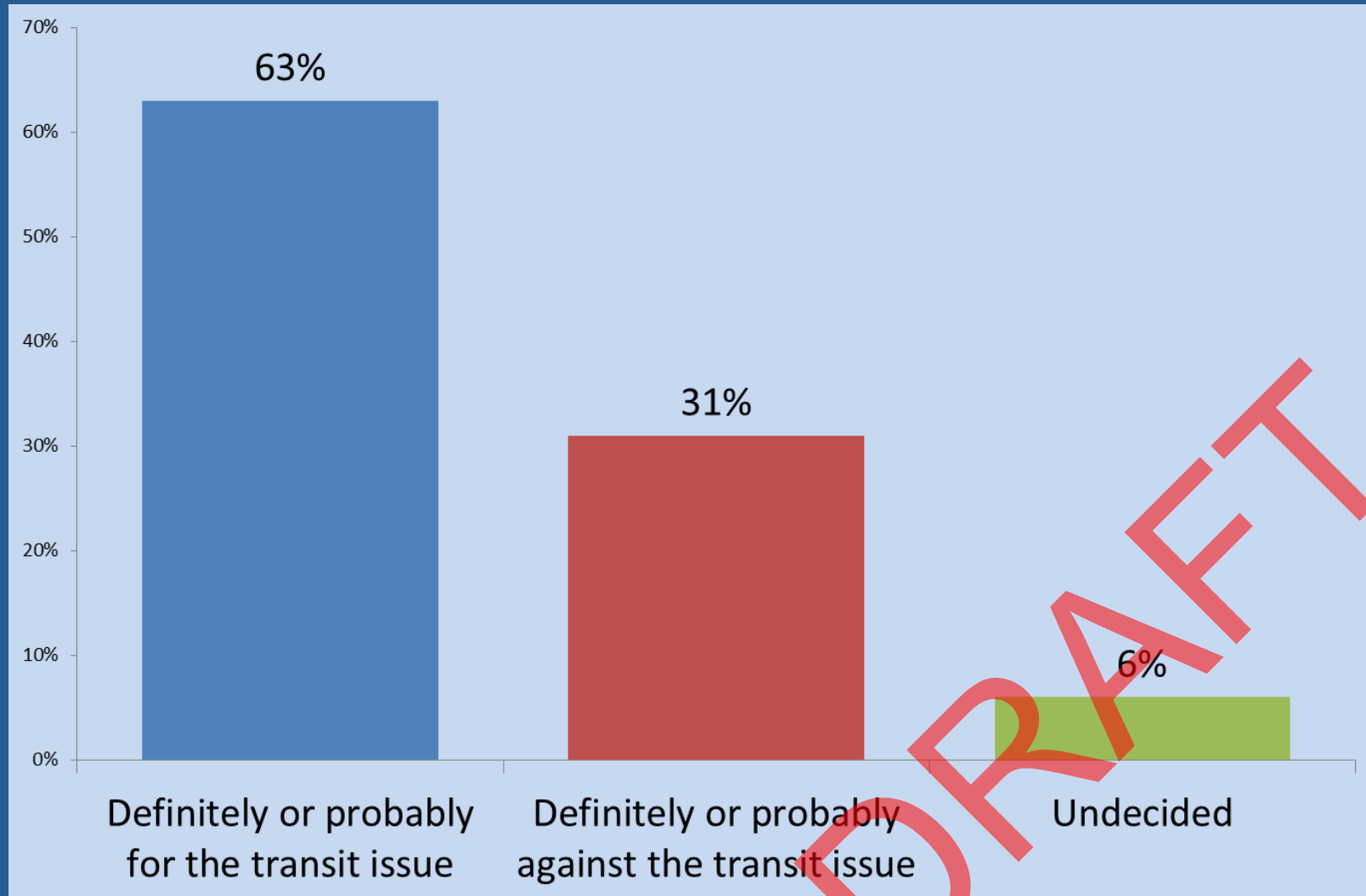
31%



# The Vote Profile

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# Basic Patterns of Support and Opposition for a millage in the range of 0.5 to 0.9 mils\*

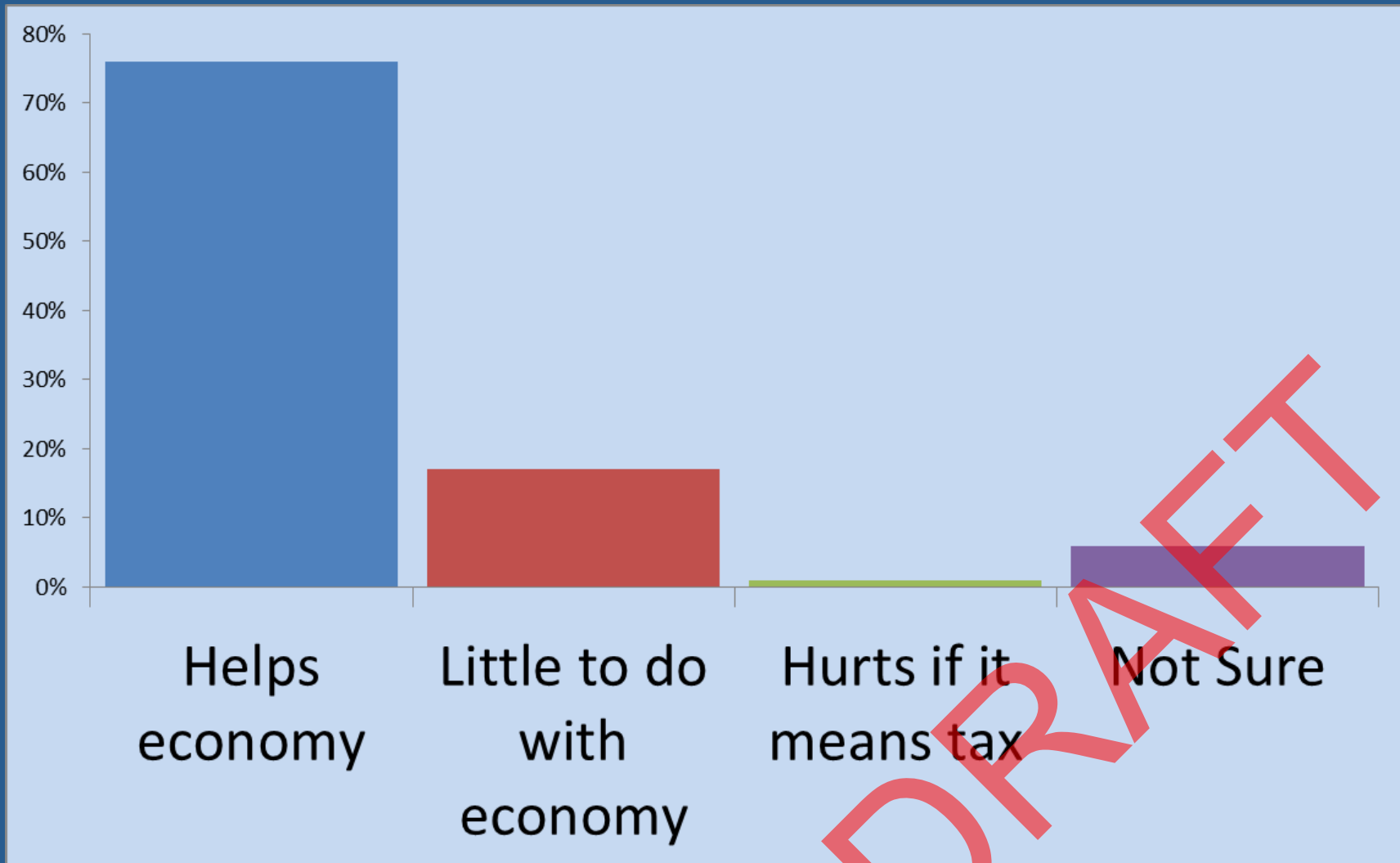


Half the sample was asked their opinion of a 0.5 mil levy, while the other half was asked their opinion of a 0.9 mil levy. There was virtually no difference in the pattern of responses. That is, the millage amount, within this range, was not the determining factor for support or opposition.

# Messaging

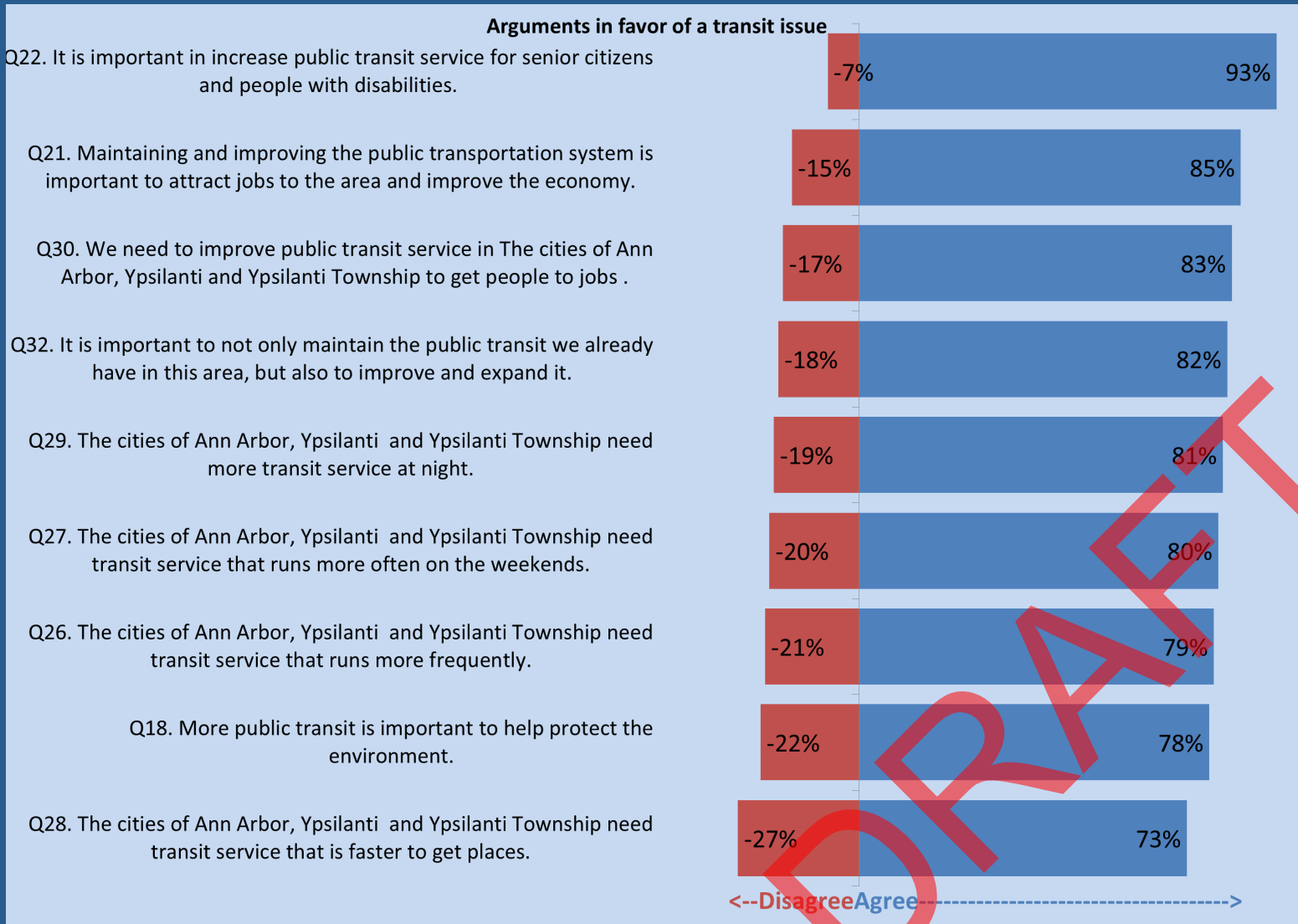
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# Public Transit and Health of the Economy





# Community Priorities for Transit



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