

# WASHTENAW COUNTY URBAN CORE SURVEY

2013 Community Survey ver 6

This is a survey about community issues in the greater Ann Arbor area including Ann Arbor, the City of Ypsilanti and Ypsilanti Township. May I have a few minutes of your time?

[A SAFETY SCREEN WILL BE ADDED TO SCREEN FOR CELL PHONE IN USE]

## INTERVIEWER TIPS:

- PRONUNCIATION : “Millage”. Rhymes with Village
- PRONUNCIATION : “Ypsilanti”. PRONOUNCE IPP-SILL-ANTI with stress on the “anti”.
- The bus system service the area is operated by an authority called AATA, short for Ann Arbor Transportation Authority, while the buses themselves are known as “The Ride.”
- Throughout the survey a “Not sure” response is not to be read. It is voluntary (VOL)

- |   |   |                             |
|---|---|-----------------------------|
| 1. Overall, how satisfied are with the area including the cities of Ann Arbor and Ypsilanti and Ypsilanti Township as a place to live? Would you say that you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied? | 1 | Very Satisfied              |
|   | 2 | Somewhat Satisfied          |
|   | 3 | Somewhat Dissatisfied       |
|   | 4 | Very Dissatisfied           |
|   | 9 | Not Sure                    |
| 2. In terms of changes occurring in that same area are heading in the right direction or do you feel changes are getting the area off on the wrong track?   | 1 | Right direction             |
|   | 2 | Wrong track                 |
|   | 3 | No changes perceived (Vol.) |
|   | 9 | Not Sure                    |

I would like to ask how you feel about three community issues as they affect the cities of Ann Arbor and Ypsilanti and Ypsilanti Township [ROTATE ORDER OF 3 - 5].

- |  |   |                      |
|--|---|----------------------|
| 3. First, some people say that faster economic growth and more development would <u>spoil</u> what is best about this same area. Other people say that more growth and economic development would <u>improve</u> things there. Which view do you agree with more?  | 1 | Development spoils   |
|  | 2 | Development improves |
|  | 3 | Some of both (Vol.)  |
|  | 9 | Not Sure             |
| 4. Some people say that Ypsilanti Township and the Cities of Ann Arbor and Ypsilanti should unify their public services more. Others say that trying to unify services would spread them too thin. Which view do you agree with more?  | 1 | Unify more           |
|  | 2 | Spread too thin      |
|  | 3 | Some of both (Vol.)  |
|  | 9 | Not Sure             |
| 5. 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 can't afford that. Which view do you agree with more? | 1 | More services        |
|  | 2 | Can't afford         |
|  | 3 | Some of both (Vol.)  |
|  | 9 | Not Sure             |

6. On a completely different topic now, before this survey had you heard of the Ann Arbor Area Transportation Authority, which is often called the AAATA that operates the bus service called The Ride?
- 1 Yes (**Go to Q7**)  
2 No (**Skip to Q8**)  
9 Not Sure (**Skip to Q8**)
7. Overall, would you say you have a very favorable, somewhat favorable, somewhat unfavorable or very unfavorable opinion of the local bus service, The Ride?
- 1 Very Favorable  
2 Somewhat Favorable  
3 Somewhat Unfavorable  
4 Very Unfavorable  
5 Mixed (Vol.)  
9 Not Sure
8. Have you heard anything in the past six months about proposed improvement and expansion of services of The Ride within the City of Ann Arbor, Ypsilanti, and Ypsilanti Township?
- 1 Yes (**Error! Reference source not found.**)  
2 **source not found.**  
9 No (9)  
Not sure/do not recall (9)
9. To provide To provide funding for these additional transit services local authorities may place a property tax millage of [point five mils/point 9 mils] on the local election ballot in 2014 for the purpose of expanding and improving the quality of service throughout Ann Arbor, Ypsilanti, and Ypsilanti Township. This would amount to an additional tax of [\$50/\$90 per year for the owner of a typical home in this area]. If an election were held today, would you Definitely vote Yes, Probably vote Yes, Probably vote No or Definitely vote No on this issue?
- 1 Definitely Yes  
2 Probably Yes  
3 Probably No  
4 Definitely No  
9 Not Sure (**Skip to Q11**)

10. What is your main reason for voting that way? (**PROBE**)

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**[CATI: RANDOMIZE ORDER OF Q1117 TO Q. Q24]** 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

11. If voters approve this tax issue, door to door service for seniors and people with disabilities would be increased,. 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
12. If voters approve this tax issue, 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. How important is it to increase bus service in that way? Is it very important, somewhat important, or not very important?
- 1 Very important  
2 Somewhat important  
3 Not very important  
9 Not Sure
13. A new type of service using small buses and vans would be provided in areas with not enough people for scheduled bus
- 1 Very important

- service. It would provide service to major destinations and access to scheduled bus service [INTERVIEWER: IF YOU ARE ASKED: "This would be available to all, not just seniors or people with disabilities." ] How important ....
- 2 Somewhat important  
3 Not very important  
9 Not Sure
14. Express service between downtown Ann Arbor and Ypsilanti Township would be provided from one or more park and ride lots
- 1 Very important  
2 Somewhat important  
3 Not very important  
9 Not Sure
15. How important it is to increase public transit services in Ypsilanti Township and between Ypsilanti Township and the cities of Ann Arbor and Ypsilanti? Is it very important, somewhat important, or not very important?
- 1 Very Important  
2 Somewhat Important  
3 Not Very Important  
9 Not Sure
16. Some people say that better public transit would help economic health of the region by getting people to jobs. Others say that public transit is mostly for poor people, students and old people and has very little to do with health of the economy. Which view do you agree with more?
- 1 Helps economy  
2 Little to do with economy  
3 (VOL) Hurts if it means tax  
9 Not Sure (VOL)
17. Some people say that this issue would be only for maintaining, improving and expanding only **bus** service only, while others say they would use the money to provide **train** service. Which view do you believe?
- 1 Bus service only  
2 Train service  
3 Some of both (VOL)  
9 Not Sure

Now I'd like to read you reasons people may have to oppose a 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 Q18 TO 32)** 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>
18. More public transit is important to help protect the environment.	1	2	3	4	9
19. I'd like to expand public transit, but I can't afford to pay any more taxes right now.	1	2	3	4	9
20. It's not fair to have people in the Cities of Ann Arbor and Ypsilanti pay more than people in Ypsilanti Township for public transit that will benefit everyone.	1	2	3	4	9
21. Maintaining and improving the public transportation system is important to attract jobs to the area and improve the economy.	1	2	3	4	9
22. It is important in increase public transit service for senior citizens and people with disabilities.	1	2	3	4	9
23. I'm for good public transit, but The Ride just spends too much to provide its service	1	2	3	4	9
24. Tax increase or no tax increase, these communities just do not need any more	1	2	3	4	9

- public bus service
25. There are more important things to spend tax money on than expansion of public transit, things like more police and fire protection and storm-water issues 1 2 3 4 9
26. The cities of Ann Arbor, Ypsilanti and Ypsilanti Township need transit service that runs more frequently 1 2 3 4 9
27. The cities of Ann Arbor, Ypsilanti and Ypsilanti Township need transit service that runs more often on the weekends 1 2 3 4 9
28. The cities of Ann Arbor, Ypsilanti and Ypsilanti Township need transit service that is faster to get places 1 2 3 4 9
29. The cities of Ann Arbor, Ypsilanti and Ypsilanti Township need more transit service at night 1 2 3 4 9
30. We need to improve public transit service in The cities of Ann Arbor, Ypsilanti and Ypsilanti Township will get people to jobs 1 2 3 4 9
31. It is important to maintain the public transit service we have, but not to expand it 1 2 3 4 9
32. It is important to not only maintain the public transit we already have in this area, but also to improve and expand it 1 2 3 4 9
33. To provide funding for these additional transit services local authorities may place a property tax millage of [point five mils/point 9 mils] on the local election ballot in 2014 for the purpose of expanding and improving the quality of service throughout Ann Arbor, Ypsilanti, and Ypsilanti Township. This would amount to an additional tax of [\$50/\$90 per year for the owner of a typical home in this area]. If an election were held today, would you Definitely vote Yes, Probably vote Yes, Probably vote No or Definitely vote No on this issue? 1 Definitely Yes  
2 Probably Yes  
3 Probably No  
4 Definitely No  
9 Not Sure
34. **[ROTATE ORDER. DO NOT READ THE LETTERS A,B,C, ETC.]** Of the following items, which is the one most important reason to support the millage increase to maintain, improve and expand public transit? What is the second most important? The least important?  
A To promote economic development  
B To reduce traffic and parking congestion caused by too many cars  
C To provide transportation to seniors and the disabled  
D To get people to jobs if they have no car or do not drive  
E To protect the environment
35. In the past year, have you or anyone in your household used The Ride, [INTERVIEWER NOTE: IF ASKED, THIS INCLUDES ALSO SERVICES CALLED "NIGHT-RIDE," "AIR-RIDE," AND "A-RIDE"] 1 Yes  
2 No  
9 Not Sure
36. Assuming service of The Ride is expanded and made more frequent and longer hours weekdays and Sat and Sun, how likely or unlikely would you be to use that service once a month or more in the coming year or two? 1 Very likely  
2 Somewhat likely  
3 Not very likely

- 4 Not likely at all
- 9 Not Sure

Now I have a few questions for classification purposes only.

37. Into which of the following age groups do you fall? Are you ... (read responses 1 through 4)?
- 1 18 to 34 years
  - 2 35 to 49 years
  - 3 50 to 64 years
  - 4 65 and over
  - 9 Refused
38. Are you currently a college student?
- 1 Yes
  - 2 No
  - 9 Refused
39. How often, if at all, do you use the social networking sites like Facebook, Twitter, Google Plus, Foursquare or others like them?
- 1 Not at all
  - 2 Daily
  - 3 Several times a week
  - 4 Use it, but less often
  - 9 Don't Know/Refused
40. Do you use a cell phone?
- 1 Yes (Go to Q41)
  - 2 No (Go to Q42)
  - 9 Don't Know/Refused (Go to Q42)
41. How do you handle your personal telephone calls? Do you...
- 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
42. Do you consider yourself to be a Democrat, Republican or Independent?
- 1 Democrat
  - 2 Republican
  - 3 Independent
  - 9 Don't Know/Refused
43. Would you say your total household is more or less than sixty thousand dollars?
- 1 More than \$60,000 (**Go to Q45**)
  - 2 Less than \$60,000 (**Go to Q44**)
  - 9 Refused (Vol.) (**46**)
44. (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 )**
- 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
45. (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)**
- 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

46. (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.)**

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