



A community attitude survey of Washtenaw County voters regarding AATA

A study conducted by:

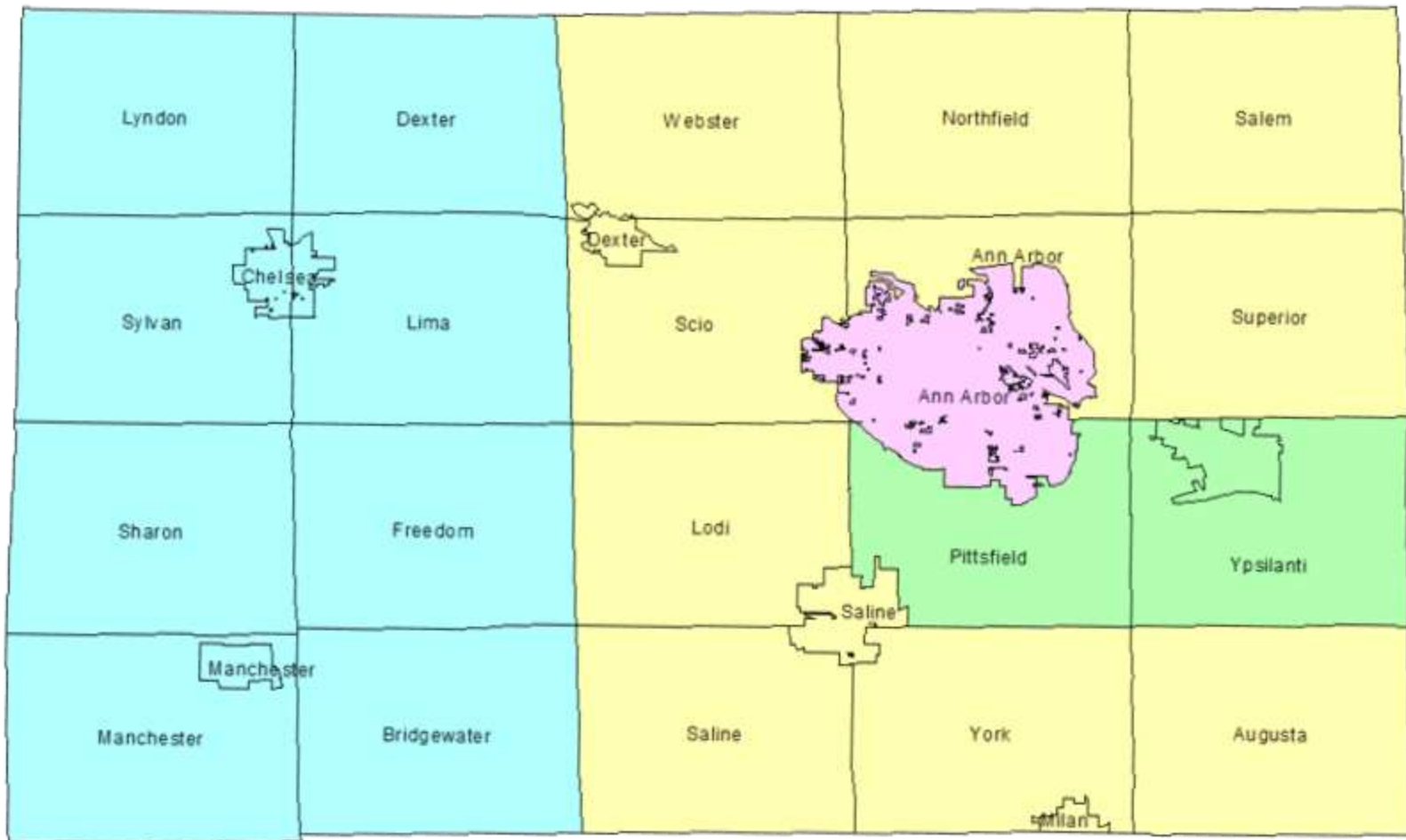


With assistance from:



Introduction

Washtenaw County divided into analysis regions



N = 1,356

Sample error @ 95% = +/- 2.7%

Background

Satisfaction with living in Washtenaw
County

Residents Are Very Satisfied with Life in Washtenaw County

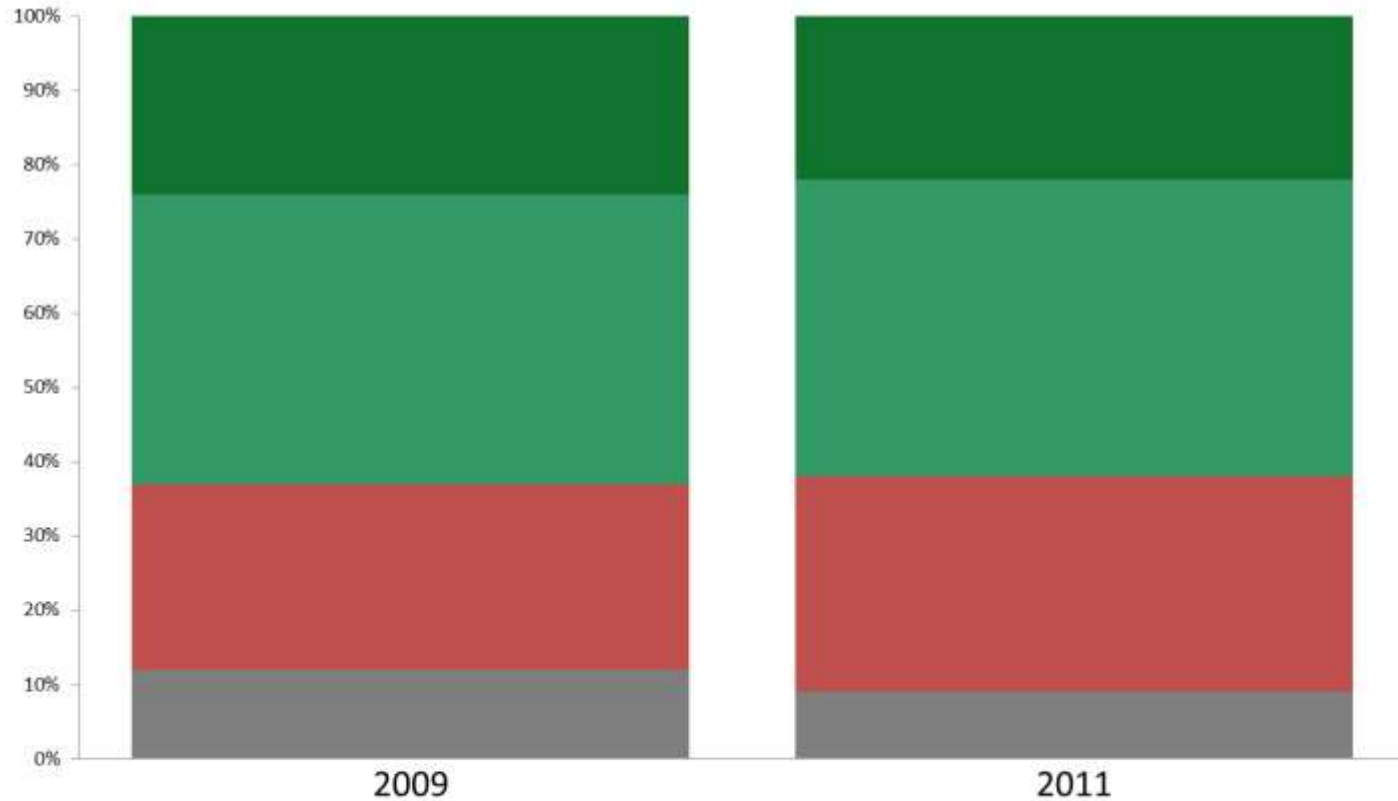
Satisfaction with Washtenaw County as a place to live



Q1. Overall, how satisfied are you with Washtenaw County as a place to live?

Very satisfied	61%	61%
Somewhat satisfied	35%	34%
Somewhat dissatisfied	3%	3%
Very dissatisfied	1%	1%
Not sure	1%	1%

Perceived Direction of Change Trend Is Positive, but Mixed



Q2 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?

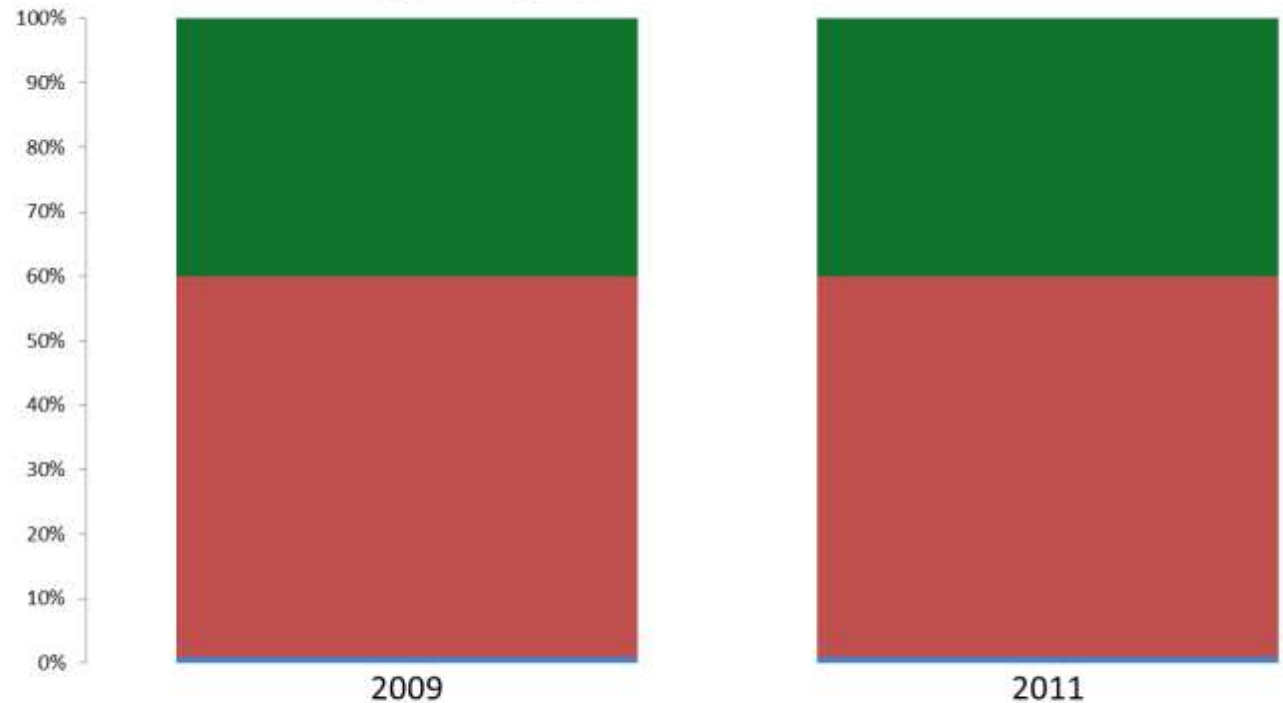
■ Better	24%	22%
■ Same	39%	40%
■ Worse	25%	29%
■ Not Sure	12%	9%

Public Transit

Use of Transit and attitudes toward
AATA and public transit in general

Use of Local Public Transit Is Very High

Q12. 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?



- Someone in household used AATA
- No one used AATA
- Not sure

2009

40%

59%

1%

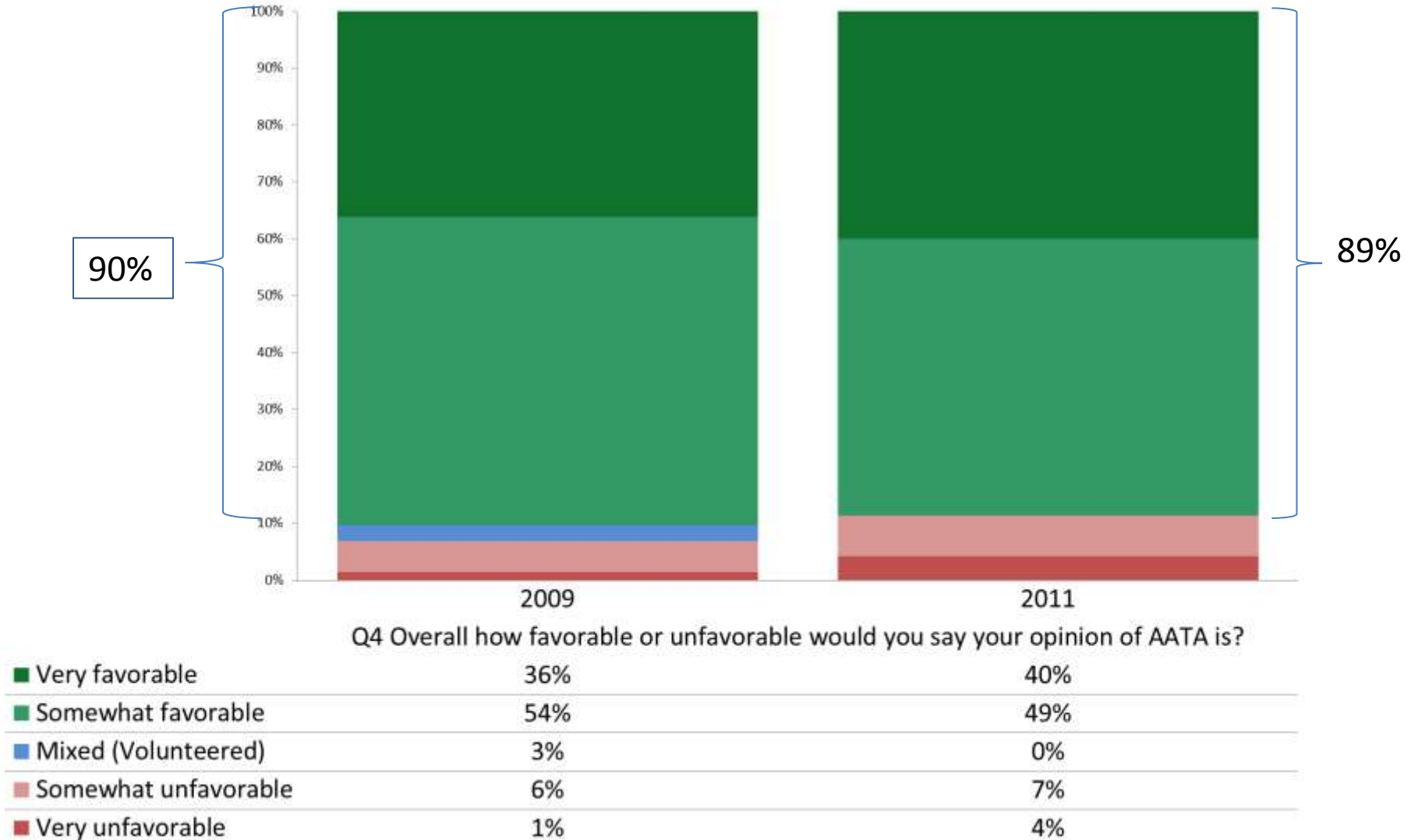
2011

40%

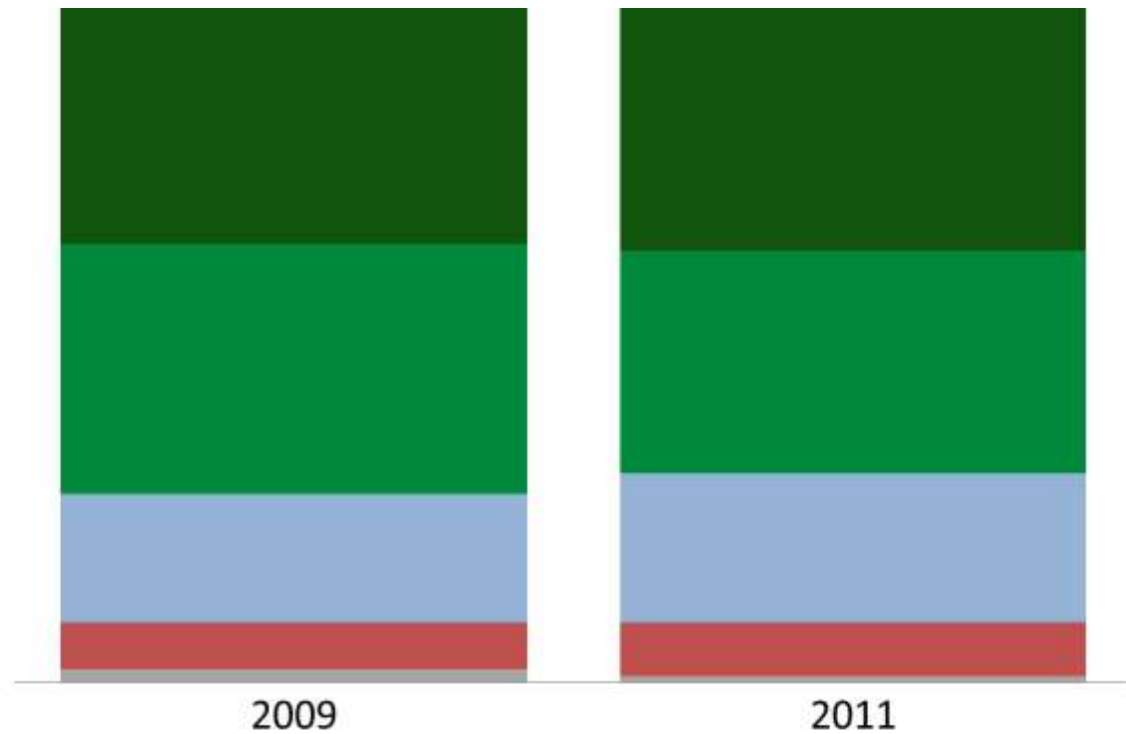
59%

1%

Perception of AATA Is Quite Positive among Those Able to Answer



Public Transit Is Perceived as Being Very Important



Q11. How important do you think it is to provide public transit services in Washtenaw County?

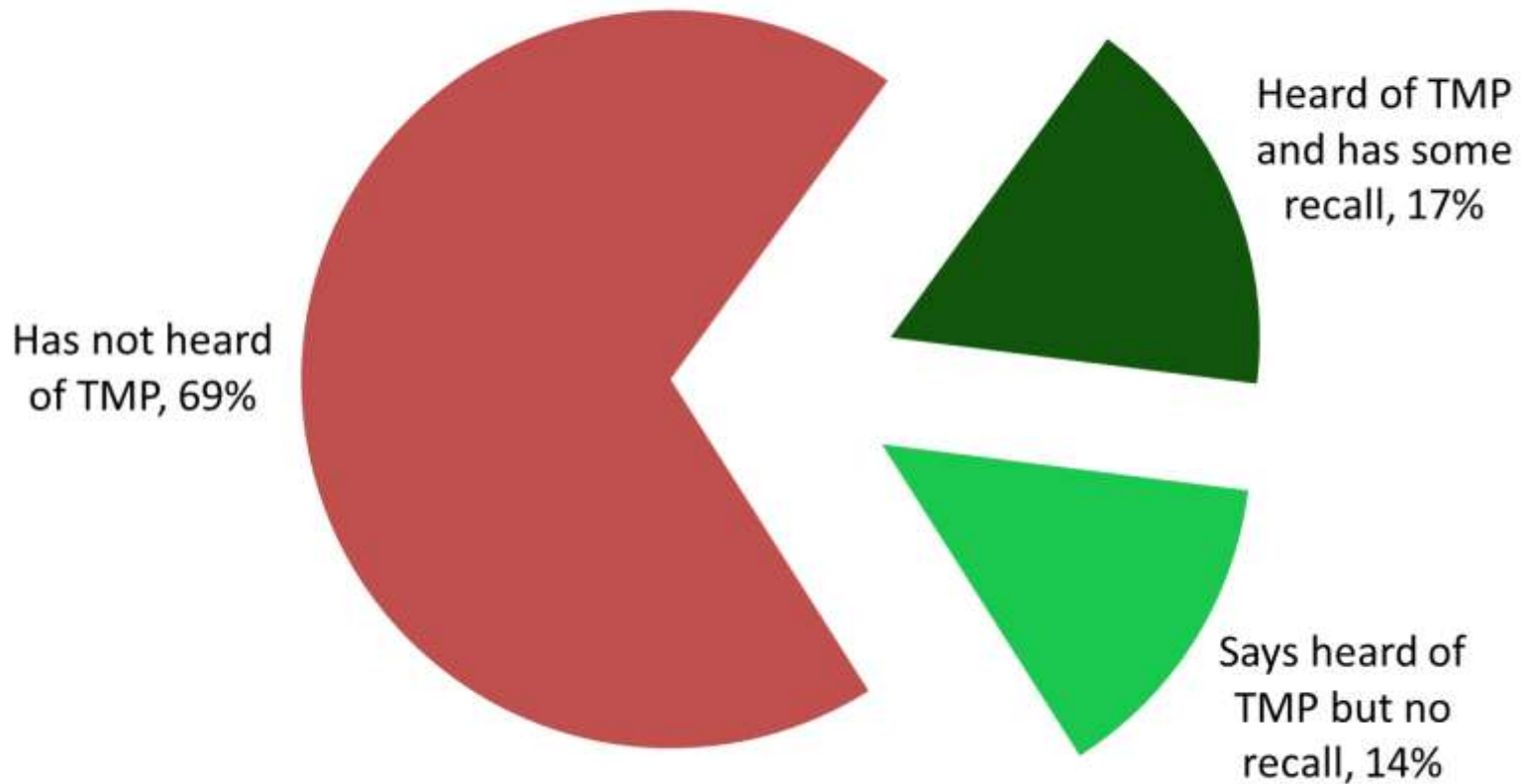
■ Extremely important	35%	36%
■ Very important	37%	33%
■ Somewhat important	19%	22%
■ Not very important	7%	8%
■ Not sure	2%	1%

Transit Master Plan

Awareness

Awareness of the TMP is Higher than Expected

Awareness of TMP



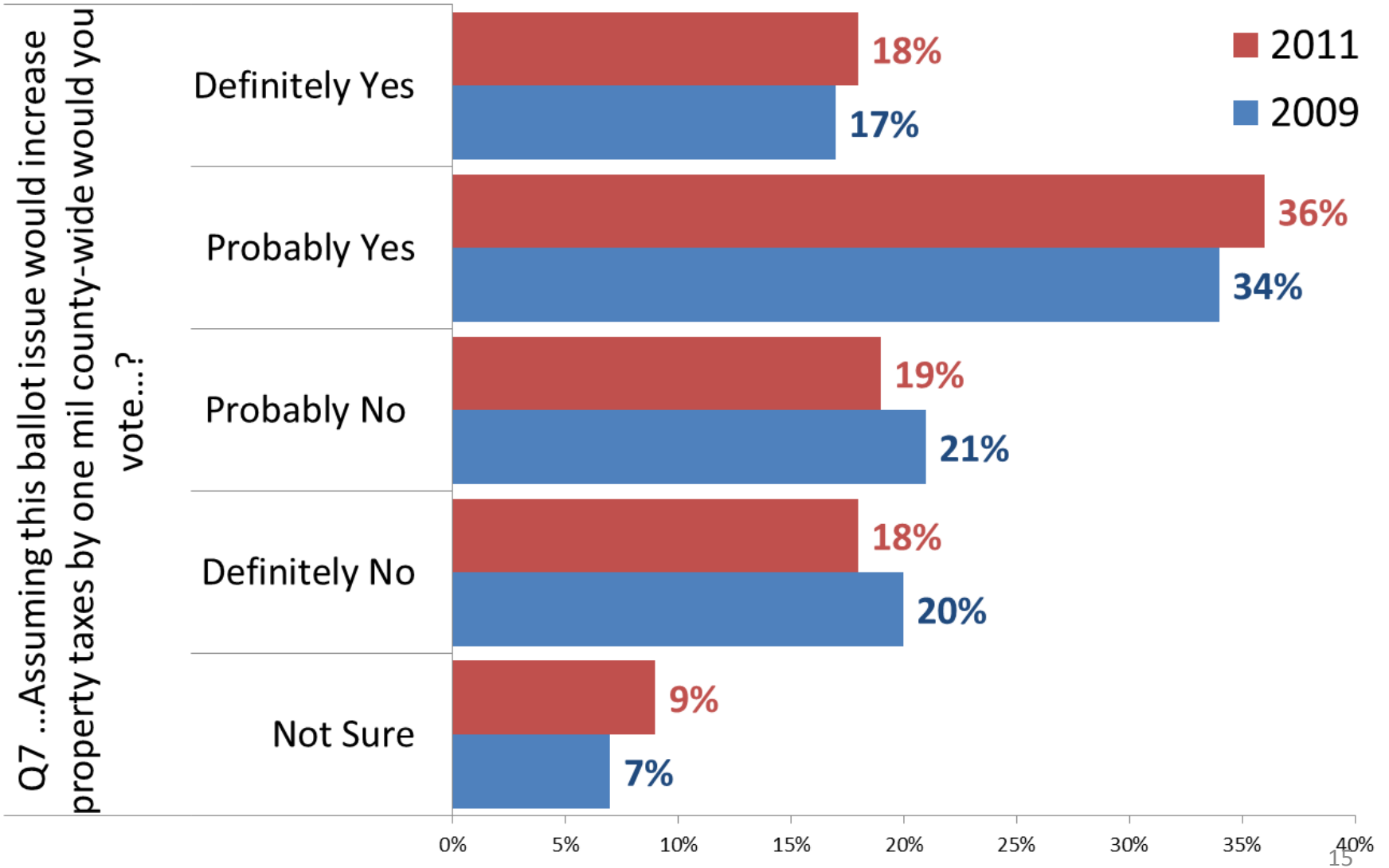
Do you happen to remember one or two key points in the Transit Master Plan?

17% of all respondents were able to recall something about the TMP. Below is a random sample of comments.

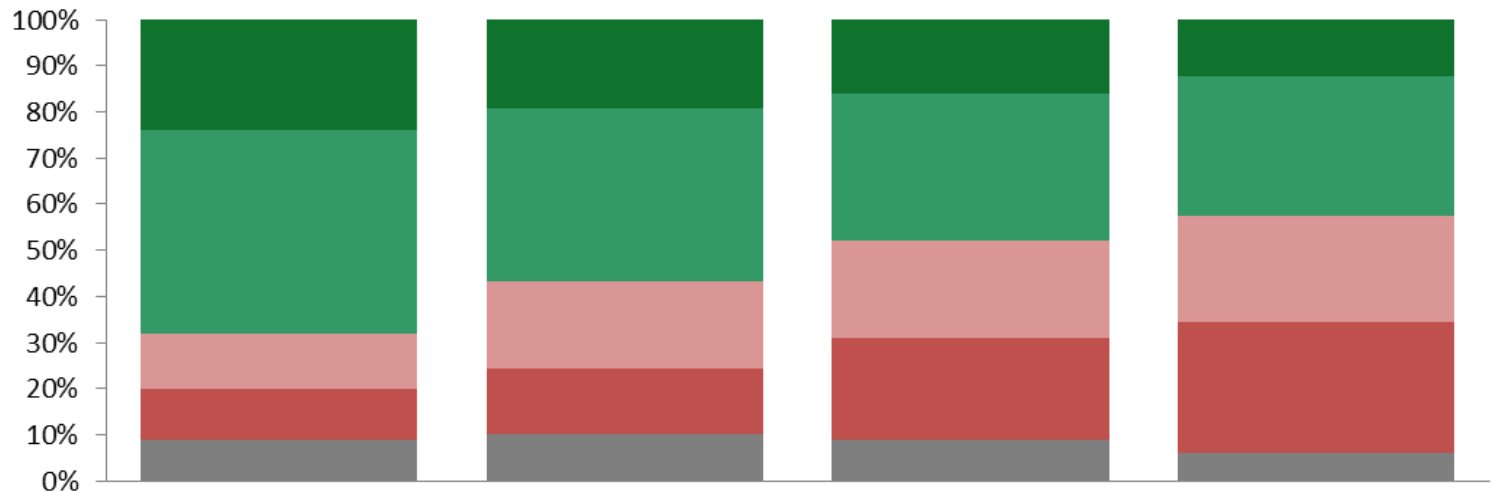
- Expand it all the parts of the county
- Raises taxes
- I guess the one I'm thinking about increasing train service throughout the county
- Transportation services would be expanded into other areas and there'd be "connection points" for those traveling from outer areas into town.
- Connection for rail center AATA connection with remote commuters
- Yes they going to tax people for it
- Taxes
- Its financial, they are having an argument about it, about who's going to finance it and who's going to pay for it and about taxes.
- Provide a broader based transportation and they want to tax people for it
- Getting bus service to Dexter
- Looked at 3 plans
- The Fuller building may become part of the transit
- They are thinking about taking some of the routes away or reconstructing.
- I don't know - I'm not going to ride the bus; why ride to work if you have a car?
- That it would include all the cities/villages in Washtenaw County.
- I recall they were talking about incorporating it expanded passenger rail system and that it mostly would be the AATA more or less taking over control of local bus systems like the wave
- They were going to be more broader and provide more public transportation for people in rural areas
- Transportation from Ann Arbor to the DTW airport; Transportation from Ann Arbor to Chelsea. Many would use both of these.
- County wide; the other key point they didn't have any other point on how to get any funding for it except by raising taxes
- Expand the use of the bus service and the need of workers to get transportation in and out of Ypsilanti if they rely on it.

Initial Vote on a Transit Millage Issue

Transit Issue Vote, 2009 and 2011

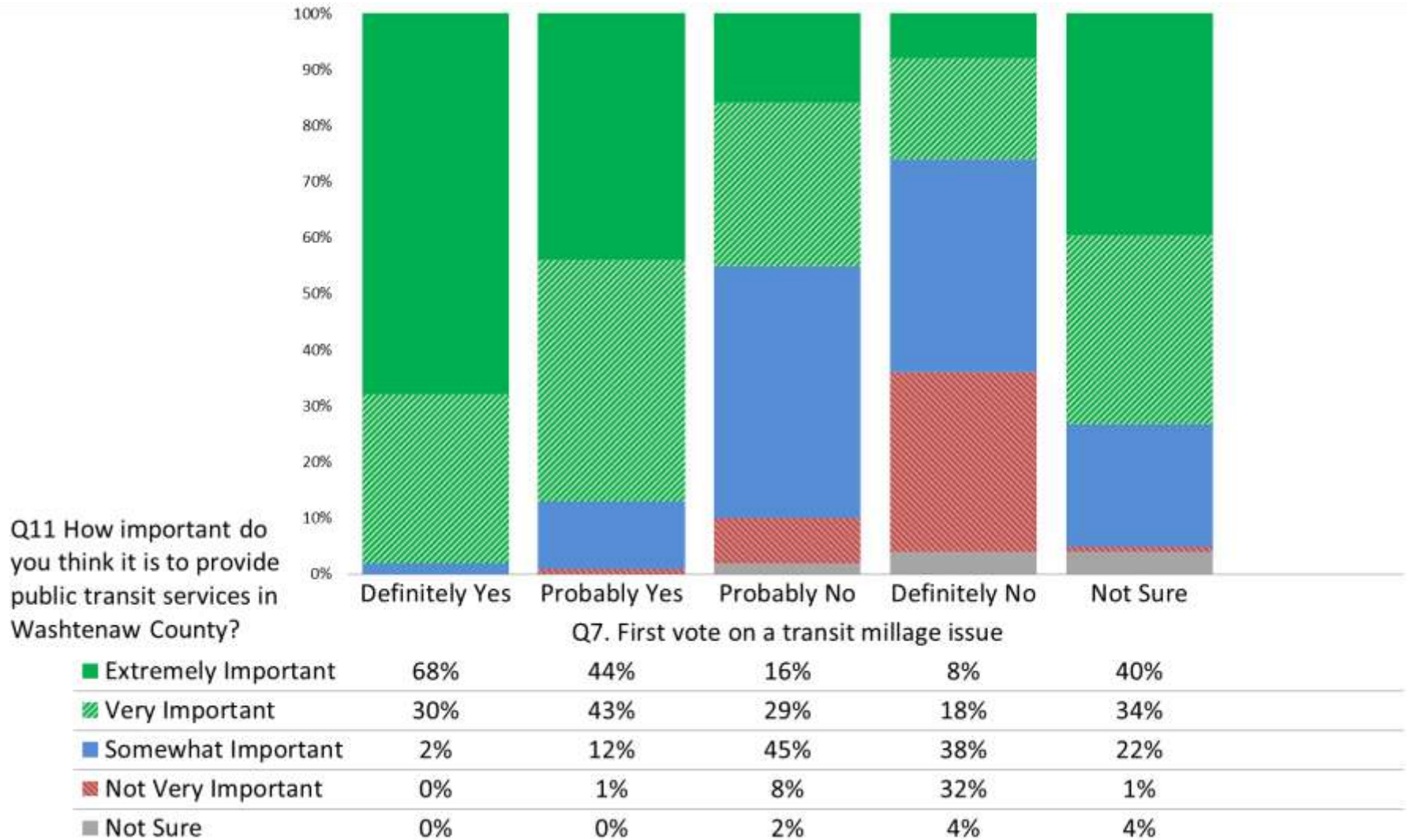


How Are the Vote Segments Related to Regions of the County?



	City of Ann Arbor	Ypsilanti City and Twp and Pittsfield Twp	City of Saline and the eastern townships	City of Chelsea and the western townships
Definitely yes	24%	19%	16%	12%
Probably yes	44%	37%	32%	30%
Probably no	12%	19%	21%	23%
Definitely no	11%	14%	22%	28%
Not sure	9%	10%	9%	6%

Sense of Importance of Providing Transit Service Is Strongly Related to the Vote



Reasons to Vote for a Transit Millage Issue

Why Vote for a Transit Issue?

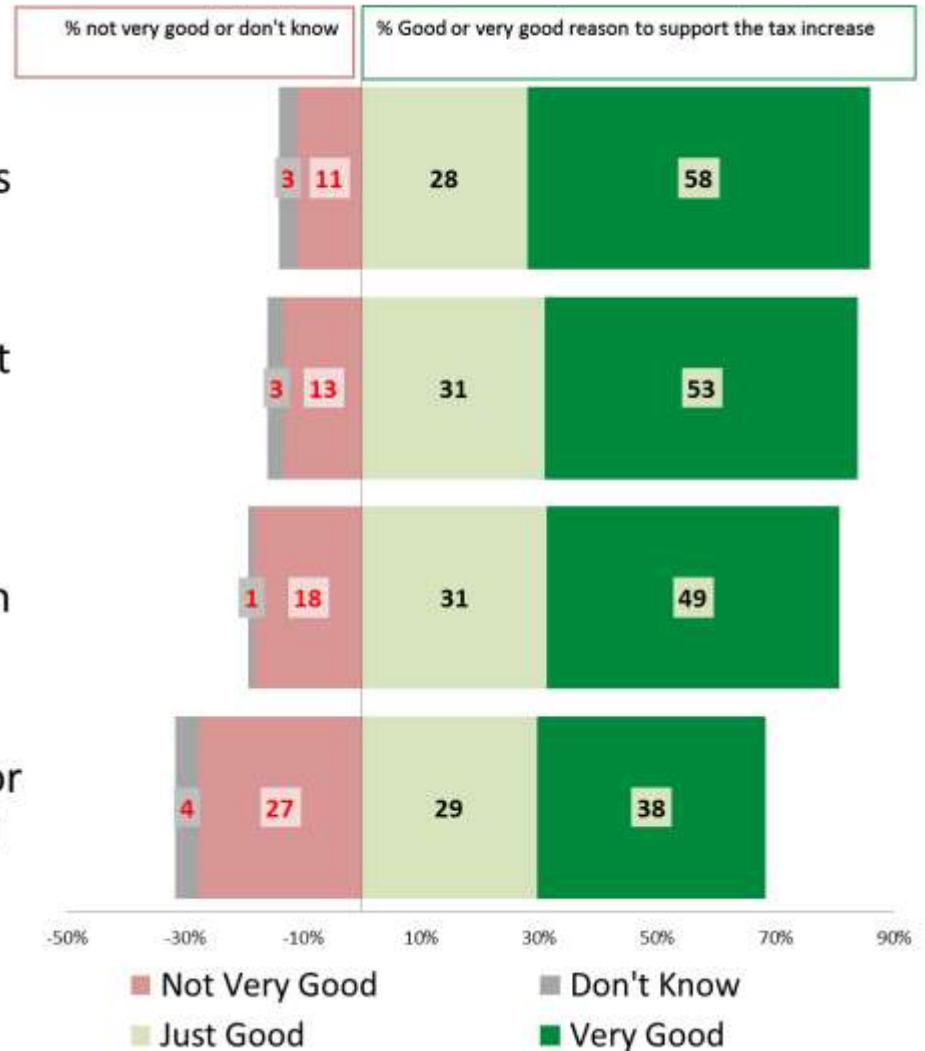
Q27 Is each of the following a very good reason, just a good reason or not a very good reason for supporting the tax increase?

27_A. Transit agencies here make > 400,000 trips for older adults and persons with disabilities

27_C. Ridership in County up > 40 percent since 2004,

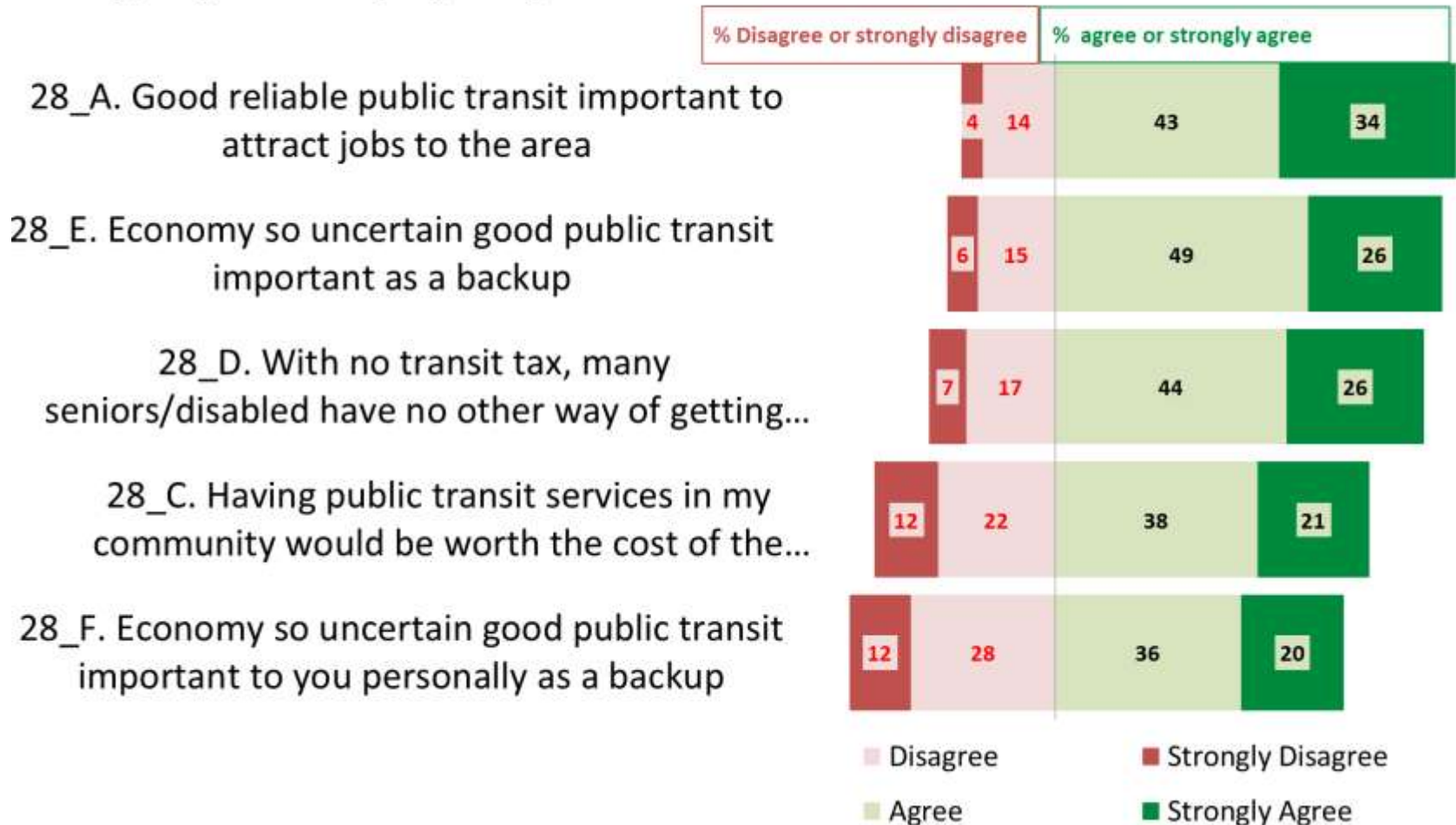
27_B. People who use public transit use less fuel; save environment/reduce foreign oil.

27_D. If tax defeated, no funding for door to door service for seniors and disabled



What Are Perceived as Benefits of Transit?

Q28 Now please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following statements...



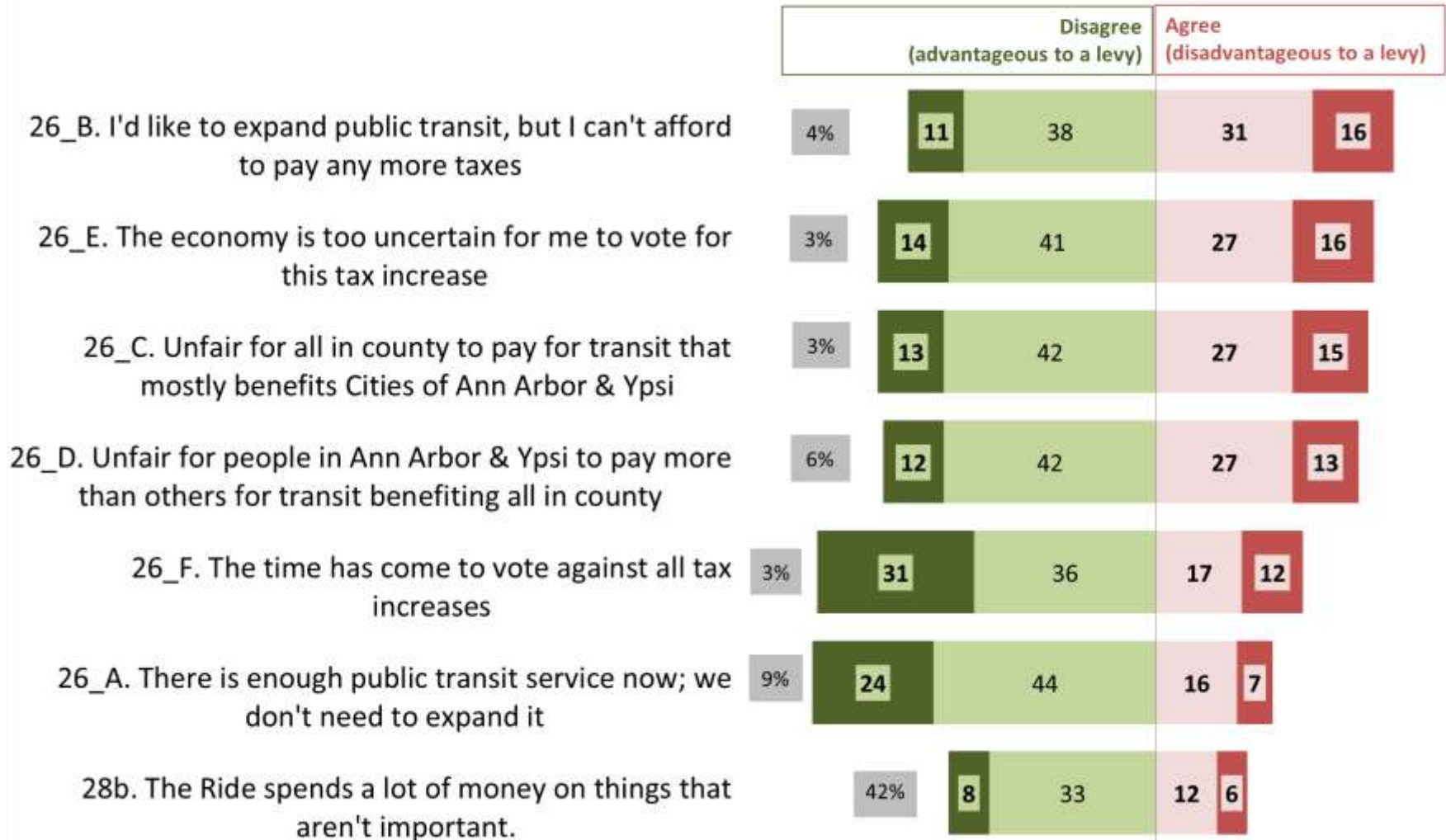
Reasons to Oppose a Transit Millage Issue

Why Oppose a Transit Millage Issue?

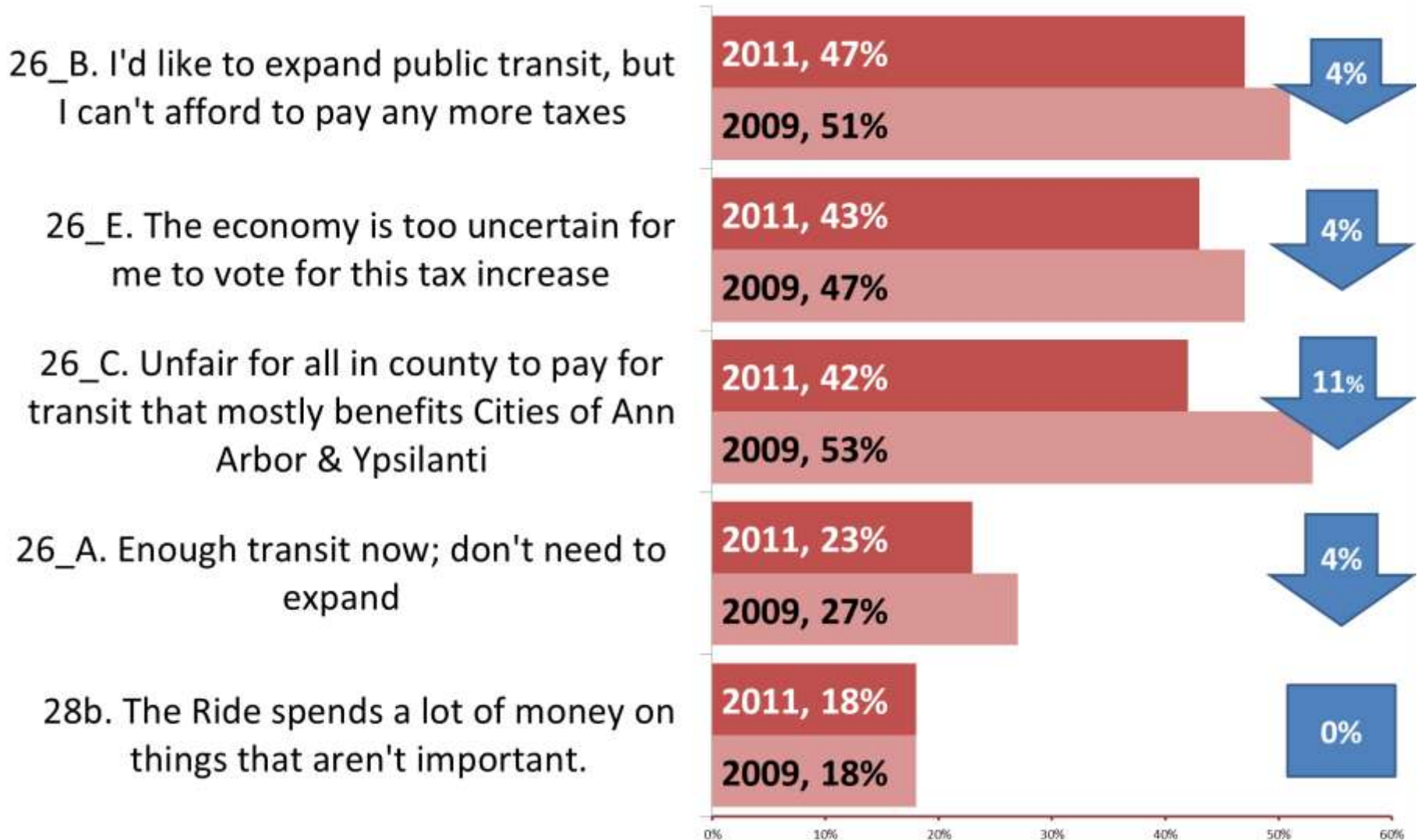
Agreement / disagreement with statements that would undermine a vote for a transit millage if voters agreed

(Total "don't know" shown at ends of bars. Undecided voters omitted in bar percentages)

■ Don't know ■ Strongly disagree ■ Disagree ■ Agree ■ Strongly agree



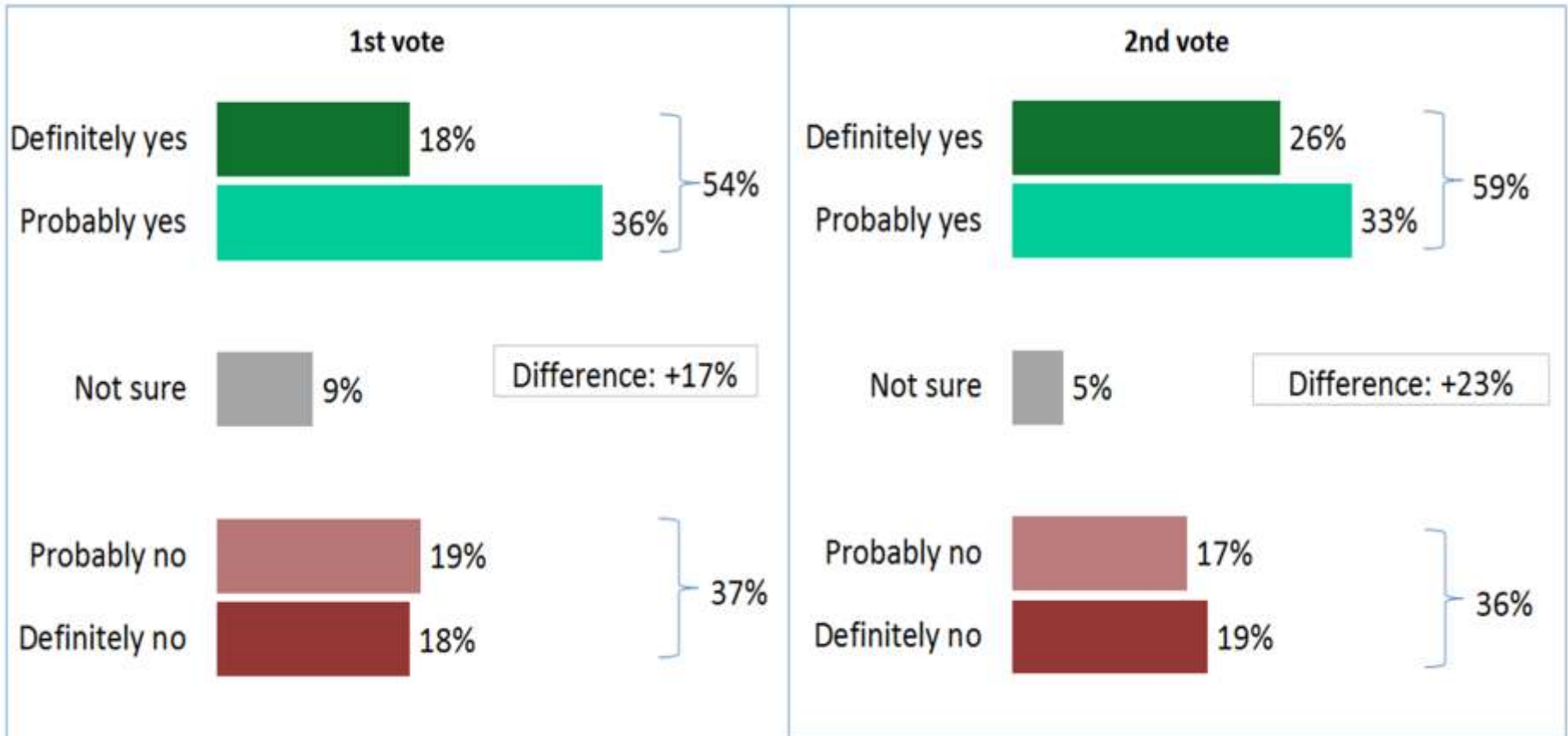
The Percent Agreeing with Reasons to Oppose Declined from 2009 to 2011



Second Vote on a Transit Millage Issue

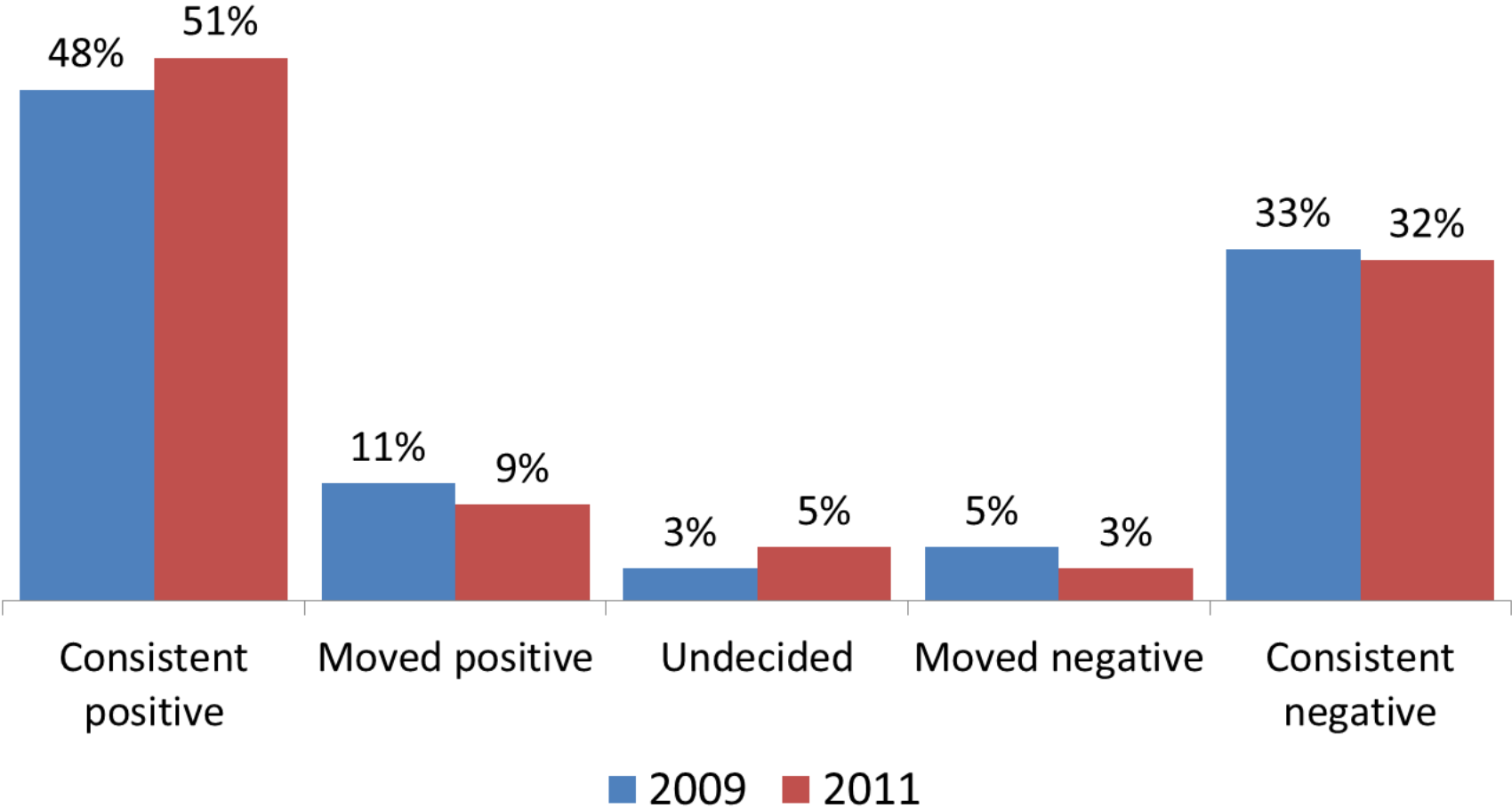
Defining the strength of the vote
tendencies

Vote Movement from First to Second Vote in the 2011 Survey



Vote Movement Was Small but Positive

Vote consistency or movement



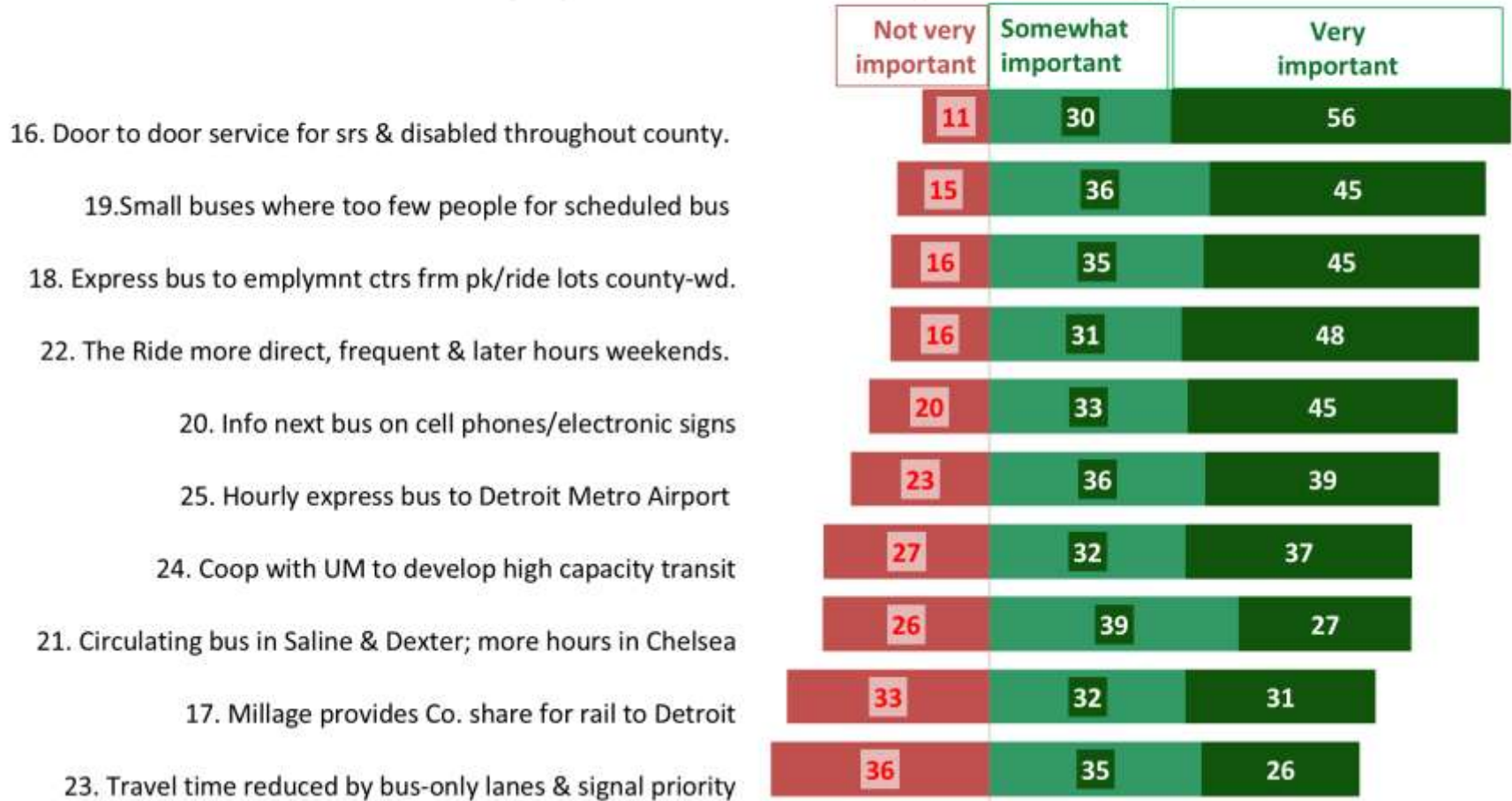
Interest in Transit Improvements

The Public's Improvement Priorities...

Importance of services AATA could provide if a millage passes

(Total "don't know" and "somewhat important" shown at ends of bars)

■ Not Very Important ■ Somewhat important ■ Very Important



Four Key Points

- AATA is highly regarded as an agency, and that high regard is constant.
- The public remains supportive of transit service expansion, even at a rate of one mil.
- The single most compelling reason to support the transit expansion is county-wide door to door service for seniors and the people with disabilities.
- The single most compelling reason to oppose the transit expansion is concern about taxes.



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