# Valley Regional Transit Telephone Survey of Treasure Valley Residents

Summary Report January 2007

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## **Executive Summary**

## **Background**

The main objectives of this study are to provide information to help in developing messages to build support for public transportation, increase support from the community for the current *Treasure Valley in Transit* long range public transportation plan, and to increase ridership on public transportation and/or use of alternative modes of transportation in the Treasure Valley. This study consists of multiple phases and . . .

- ~ Provides insight into marketing approaches other communities / agencies have used to build support for public transportation both in terms of ridership and support.
- Identifies the type of public transportation system residents would support and/or ride (e.g., Rapid transit, bus, rail, rideshare, etc.).
- Measures residents' attitudes as to the economic and/or other public value of having a strong public transportation system and its impact on the region's overall quality of life.
- ~ Tests possible messages that will achieve the following (1) increase regional support for funding public transportation, (2) encourage use of public transportation alternatives (bus, rideshare, etc.) and (3) test the current advertising campaign.
- Measures resident's overall support for employer outreach programs, measure overall awareness of employer programs.
- Provides insights to help create messages to gain support from the general public.

The overall study consists of three phases to better achieve the primary objectives. The first phase focuses on reviewing research and materials from other transit agencies and MPOs relevant to this research – for example, a preliminary report was obtained from TRB on new research exploring the value of transit in a community. The second phase component entailed four focus group sessions were completed in July 2006. Results of the focus group sessions are published under separate cover. The third component of this research is a survey of 600 Treasure Valley residents, the results of which are reported here.

## **Key Findings**

#### **Hot Issues**

- Traffic congestion and growth are clearly the hot issues in the Treasure Valley and these issues have increased in relevance over the past 4 years.
  - ~ Thirty percent (30%) of all Treasure Valley residents list traffic congestion as the most important issue related to growth facing the area up from 21 percent in 2002. Twenty-three percent (23%) list growth and sprawl as the most important issue up from 16 percent in 2002.
  - ~ Public transportation is mentioned as a critical issue more often by newer residents (those living in the area 5 or fewer years).

## Awareness of / Familiarity with Public Transportation Services

- ~ Treasure Valley residents are generally aware there are some public transportation services available.
  - Ninety-four percent (94%) are aware that there is some form of fixed route bus service and 38 percent are aware of Commuteride.
  - ~ Awareness of the Commuteride program has increased significantly from 2005 when just 16 percent of area residents were aware of the program.
- ~ But area residents are not aware of the name of the bus system(s) in the area.
  - Nearly three out of five (57%) Treasure Valley residents had no idea of the name. Less than one out of ten (8%) were able to give the correct name for ValleyRide; 6 percent mentioned Treasure Valley Transit.
- While Treasure Valley residents feel they know how to ride the bus, they are not very familiar with the specifics of the system.
  - ~ Eighty-two percent (82%) are not familiar with the schedules; 76 percent are unfamiliar with routes.

## Awareness of / Familiarity with Regional Plans

- Treasure Valley residents are generally not aware of regional plans to improve transportation services and/or manage growth.
  - While more than half (53%) of area residents are at least somewhat familiar with plans to expand roads and highways, only 34 percent are aware of plans to manage growth and just 20 percent are aware of plans to improve or expand public transportation services.

#### **Attitudes toward Transit**

- Area residents are increasingly favorable toward alternative modes of transportation.
  - ~ Forty-nine percent (49%) of respondents in 2002 were favorable toward the idea of riding the bus; this has increased to 71 percent in 2006.
  - ~ Two-thirds (67%) of respondents in 2002 were favorable toward taking light rail; 31 percent were extremely favorable. In 2006, 70 percent are favorable; 34 percent are extremely favorable.
- ~ And their propensity to use transit has increased significantly since 2004.
  - In 2004, less than half (48%) of area residents said they would sometimes use transit if convenient service was available this figure increased to 57 percent in 2006. In 2004, 17 percent of area residents said they would use transit most or all of the time if convenient service was available this figure increased to 24 percent in 2006.
- Despite these more positive attitudes, there has been a decrease in the extent to which area residents feel transit is important to the community.
  - In 2002, 70 percent of all area residents felt that transit was very important to the community. In 2006, just 53 percent of area residents responded in the same fashion.

#### Message Strategies

∼ Residing in a livable community is the most important factor affecting residents' quality of life – 62 percent of all area residents say this is a very important factor for quality of life.

- Other important factors include safe roads and highways, having time to spend with friends and families, planning for growth, reducing congestion, and clean air.
- Residents feel that an effective public transportation system would most benefit a community by decreasing congestion – 69 percent of area residents strongly agree that a high-quality and effective public transportation would reduce traffic congestion.
  - ~ Other benefits a high-quality and effective transportation system could deliver include: more transportation choices and options, safer roads and highways, and improved air quality.
- Combining what area residents say is most important with what they feel are the key benefits of a high-quality and effective transportation system suggests possible messaging / communications strategies to build support for transit and increase ridership.
  - The key message should include the following points: a high-quality and effective transportation system reduces traffic congestion, is safe, improves air quality, creates livable communities (as opposed to controlling growth), and allows people to be mobile (i.e., able to get around safely / easily). Secondary or long-term messages could focus on: a high-quality and effective transportation system provides choices / options, provides opportunities, and contributes to economic growth.

### **Likelihood of Using Public Transportation**

- Providing an express or limited stop service that would make travel time by public transportation comparable to that by car is the system characteristic that would potentially have the greatest influence on ridership.
  - Twenty-nine percent of area residents suggest that they would definitely use a limited stop or express bus service.
- For those most likely to use transit, the following is most important
  - ~ Convenient access to service
  - ~ More frequent / regular service
- For those somewhat likely to use transit, the following is more important
  - Limited / express service making travel time comparable to a car
  - More frequent / regular service
  - ~ Rapid transit option
- Quality of service e.g., lack of service where needed, availability of stops where needed, frequency of service, travel time, etc. – is the most significant barrier to riding.
  - Other significant barriers include a perception that personal schedules make it difficult to use transit and simply having no real need to use transit.
- Nearly one-third (32%) of all area residents suggest they would be very likely to use public transportation if one or more of these barriers did not exist. An additional 39 percent suggest they would be somewhat likely to ride.
  - ~ The critical barrier to riding for all residents is the overall quality of service.
  - ~ For those most likely to ride, a significant barrier is the lack of early morning / late evening service.

~ For those somewhat likely to ride the most significant barriers are their personal schedules (i.e., feeling they need a car on way to / from destination), irregular work schedules, a perception that only people who need to ride use transit, and that they simply have no need for transit.

### **Funding**

- ~ Area residents are generally unaware of sources for funding transportation. Half of all area residents are unsure whether funding for transit comes from the federal government, state government, or through local taxes.
- Support for a tax increase is nearly equally divided 52 percent support as tax increase compared to 48 percent who do not support one.
  - ∼ However, significantly more respondents strongly do not support a tax increase than strongly support an increase – 35 percent compared to 17 percent, respectively.
  - ~ There has been little change in support − in 2005, 53 percent supported an increase nearly the same as in 2006 when 52 percent support an increase. There has been a slight increase in the percentage that strongly does not support an increase − 31 percent in 2005 to 36 percent in 2006.
- More specifics about the proposed tax increase and impact on service generates greater support for a local tax for transportation.
  - While 17 percent strongly support a non-specific tax increase, the percent of respondents who strongly support a local tax for transportation increases to between 26 and 28 percent when information is given about the specific amount of tax increase and what will be gained from this increase.
  - ∼ The amount of the tax and/or service increase has little effect on overall support 47 percent support the increase whether it is one-quarter or one-half of cent increase.

#### Conclusions

- ➤ ISSUE: Traffic / congestion and growth / sprawl are now seen as the region's critical issues.
  - ~ FINDING: However, citizens are generally uninformed about plans to address these issues.
  - ~ *IMPLICATION*: Citizens are unlikely to support measures for improvement without being informed.
  - ~ **CONCLUSIONS**: Continue efforts to inform public of key issues and specific plans to address issue. Current efforts are not reaching the key audiences, so consider alternative strategies.
- ISSUE: Public transportation is seen as serving an important role in the community, but there is mixed support for funding.
  - ~ **FINDINGS**: Citizens are not aware of existing services nor are they aware of efforts to increase service.
  - ~ **IMPLICATION**: Citizens are unlikely to support measures for service improvements for a system that they know little about and/or that they claim they know how to use but do not know where to "catch" the bus, what the schedules are, where the routes go, and/or how to pay their fares.
  - CONCLUSION: It is essential to continue efforts to inform the general public on how to ride and what services are available. A real opportunity exists to inform the public as service becomes standardized with established routes / schedules / stops.
- ~ **ISSUE**: What messages should be used that will clearly resonate with area residents.

- ~ **FINDINGS:** Citizens have clearly identified key issues facing the region that public transportation could address and they know what benefits a high-quality public transportation system could deliver.
- CONCLUSION: Develop messages that initially address five key points: a high-quality and effective transportation system reduces traffic congestion, is safe, improves air quality, creates livable communities (as opposed to controlling growth), and allows people to be mobile (i.e., able to get around safely / easily). Secondary or long-term messages could then add: a high-quality and effective transportation system provides choices or options for travel, provides opportunities for people from all walks of life, and contributes to the economic growth of a community.

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## Study Background & Objectives

## **Background**

The main objectives of this study are to provide information to help in developing messages to build support for public transportation, increase support from the community for the current *Communities in Motion* long range public transportation plan, and to increase ridership on public transportation and/or use of alternative modes of transportation in the Treasure Valley. This study consists of multiple phases and . . .

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- Identifies the type of public transportation system residents would support and/or ride (e.g., Rapid transit, bus, rail, rideshare, etc.).
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- ~ Tests possible messages that will achieve the following (1) increase regional support for funding public transportation, (2) encourage use of public transportation alternatives (bus, rideshare, etc.) and (3) test the current advertising campaign.
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The overall study consists of three phases to better achieve the primary objectives. The first phase focuses on reviewing research and materials from other transit agencies and MPOs relevant to this research – for example, a preliminary report was obtained from TRB on new research exploring the value of transit in a community. The second phase component entailed four focus group sessions were completed in July 2006. Results of the focus group sessions are published under separate cover. The third component of this research is a survey of 600 Treasure Valley residents, the results of which are reported here.

## Methodology

Telephone interviews were completed among a random sample of households within the Treasure Valley. Telephone surveys continue to be the best method to conduct surveys of the general population. Random Digit Dial (RDD) sampling reaches both listed and unlisted telephone numbers, as well as numbers that have just recently been installed and therefore do not appear in standard lists. Random selection of a person within a household to be interviewed ensures representation of all household members, age 18 and older.

Over 600 interviews were completed proportionate to the population in each of the two counties included in the study: 421 in Ada County and 192 in Canyon County with residents over the age of 18. This method allowed a better representation of the adult population in the region; however, the data was still weighted to reflect a better representation of the area's demographics and characteristics. The weighting process does not change the total sample size.

**Table 1: Final Sample Plan** 

	Total	Ada County	Canyon County
Unweighted n	613	421	192
Weighted n	613	419	194
Associated Precision *	3.9%	4.8%	7.0%

The VRT survey is based on telephone interviews with a sample of more than 600 adults, yielding a margin of about 4 percentage points.

Data collection, performed at Northwest Research Group's Boise facility, was completed in October of 2006. Use of multiple call-backs, messages left on answering machines, and refusal conversions resulted in a response rate of 30 percent for the entire sample. Response rates are a function of three factors: the incidence of qualified persons in the sample (the effective study incidence or 96%), the extent to which we are able to reach or contact each sample element (the contact rate or 53%), and the extent to which a sample element once reached agrees to complete the survey (the cooperation rate or 59%). This response rate is well above industry norms for Random Digit Dial (RDD) sample surveys, which is 11 percent. Additionally, this study yielded a higher-than-average cooperation rate (59%), which is 12 percent above the average for a customer satisfaction survey and 45 percent above the average for a RDD telephone survey. The achieved refusal rate was 19 percent, which is 2 percent lower than the average for a RDD telephone survey<sup>1</sup>.

## **Respondent Profile**

A random sample does not always achieve a final sample that is representative of the population. In telephone data collection today, the most obvious problem is under representation which occurs primarily among younger generations. To some extent this is due to the greater use of cell phones among this segment of the population and the fact that this segment may not have a land line telephone. In addition, some segments of the population are more mobile and hence harder to reach, despite significant efforts to increase the response rates. Despite the high response rates noted above and the weighting to adjust for potential non-representation of key segments, a profile of respondent characteristics compared to known population figures does show some differences:

- In Ada County, the urban areas of Boise / Garden City, Meridian, Eagle, and Kuna are overrepresented relative to the actual population estimates. The more rural areas may be under represented due to a lower interest in the survey topic and/or the fact that the exchanges in these areas are low-density exchanges (i.e., relatively few working numbers per exchange) and hence are not included at a representative rate in the frame. Moreover, this is self-reported data and residents may associate themselves with a particular town whether or not they are actually within the incorporated area. The same phenomenon occurred in Canyon County the urban areas of Nampa, Caldwell, Parma, and Middleton are represented at a higher rate than their rural counterparts.
- The only other key difference is that single family households are under represented relative to their actual incidence in the population. This is due primarily to the use of cell phones among renters and younger people who are also more likely to be single person households. While weighting can adjust for a portion of this, it cannot account for all differences within the population.

Precision (a.k.a. margin of error) is the maximum error for any percentage within a particular group. Precision is computed based on the effective sample size within each group.

<sup>&</sup>lt;sup>1</sup> CMOR Council for Marketing and Opinion Research (CMOR), 2004 Respondent Cooperation & Industry Image Study

**Table 2: Respondent Profile** 

		VRT Study		
	Census	Unweighted Weighte		
Area of Residence Ada Canyon	68% 32	69% 31	68% 32	
City of Residence – Ada County Boise / Garden City Meridian Eagle Kuna Other	58% 17 5 3 16	60% 20 10 6 4	61% 22 7 6 4	
City of Residence – Canyon County Nampa Caldwell Middleton Parma Other	43% 22 3 1 31	51% 31 6 2 10	50% 32 6 2 10	
Gender Male Female	50% 50	45% 55	49% 51	
Age 18-24 yrs. 25-34 yrs. 35-44 yrs. 45-54 yrs. 55-64 yrs. 65 or older Mean (years)	13% 21 21 19 13 13 n.a.	4% 15 19 23 19 20 49.5	13% 22 21 18 13 13 41.5	
Income Less than \$15,000 \$15,000 to \$29,999 \$30,000 to \$49,999 \$50,000 to \$74,999 \$75,000 to \$100,000 \$100,000 or more Median	n.a.	5% 14 25 25 17 15 \$56,342	5% 14 25 26 15 15 \$55,700	
Race Caucasian Non-White		97% 3	96% 4	
Ethnicity Hispanic Non-Hispanic		3% 97	4% 96	
Household Type Single Person Multi-Person	25% 75	15% 85	12% 87	
Employment Status Employed Full-Time Employed Part-Time Self-Employed / Work Home Student Retired Not Employed	n.a.	43% 11 11 4 26 12	46% 13 12 9 18 14	

The data is weighted to ensure that the final sample represents the demographic profile of the Treasure Valley. Notably, weights are applied because men and younger individuals (those 18 to 34) are somewhat underrepresented.

## **Report Format**

This report begins with a discussion of the study's *major findings* focusing on issues, awareness and attitudes toward public transportation services, past and potential use of public transportation services, among others. Following are the *study conclusions*. Finally, the report ends with additional information with a detailed description about the *study methodology*.

Throughout the tables in the report, significant findings are noted in bold type. The lower-case letters in parentheses next to these numbers indicate the corresponding columns where the difference is noted.

## **Key Findings**

## **Key Issues Facing the Treasure Valley**

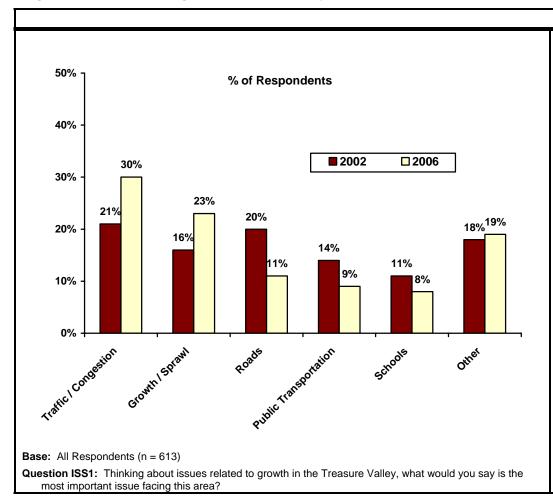
#### Overall

Respondents were asked, using an open-ended question format, to indicate when thinking about issues related to growth in the Treasure Valley, what they would say is the most important issue facing the area. They were allowed to give a single response. This question was asked as part of VRT's Regional Transportation Study in 2002.

It is clear that Treasure Valley residents feel that traffic congestion and problems relating to growth and sprawl are the most critical issues facing the region today. Moreover, reflecting the rapid growth in the region, these issues have grown in importance since 2002.

Lack of and/or maintenance of roads to support this growth and lack of an effective public transportation system are seen as related problems. The extent to which lack of and/or maintenance of roads has decreased significantly since 2002. While the extent to which public transportation is viewed as an issue has also decreased, this decrease is less.

Figure 1: Issues Facing the Treasure Valley



It is clear that Treasure Valley residents feel that traffic congestion and problems relating to growth and sprawl are the most critical issues facing the region today. And reflecting the rapid growth in the region, these issues have grown in importance since 2002.

Perceptions of the key issues are related to length of residency in the valley with long-time residents, who are those living in the valley for 11 or more years, more likely to cite traffic congestion and growth / sprawl as equally critical issues while those living in the Treasure Valley for 6 to 10 years are more likely to focus on traffic congestion. The newest residents, those living in the region 5 or fewer years, also cite traffic congestion as the greatest issue, a significant percentage state that lack of an effective public transportation is the most important issue.

Table 3: Key Issues Facing the Treasure Valley by Length of Residency

		Length of Residency		
	5 Years or Less (a)	6 to 10 Years (b)	11 Plus Years (c)	
Traffic Congestion	24%	43% (a)	29%	New residents (those living here five years or less) are more likely than longer term
Growth / Sprawl	14	12	29 (ab)	residents to cite public transportation as the single greatest issue facing the
Roads	14	11	10	valley.
Public Transportation	16 (c)	10	6	

Perceptions of the key issues are also related to likelihood of voting, with most likely voters citing traffic congestion and sprawl in nearly equal numbers, while less likely voters are more likely to focus primarily on traffic congestion.

Table 4: Key Issues Facing the Treasure Valley by Likelihood of Voting

		Likelihood of Voting		
	Very Likely to Vote (a)	Somewhat Likely to Vote (b)	Non-Voters (c)	
raffic Congestion	29%	48% (c)	22%	Very likely vote more likely that likely voters to
Growth / Sprawl	25 (b)	8	18	growth and spr the major issue the valley.
Roads	10	11	19	ino vanoyi
Public Transportation	10	8	6	

## **Factors Affecting the Quality of Life in the Treasure Valley**

Respondents were then asked to rate the importance of 14 factors as they relate to the overall quality of life in the Treasure Valley and to their personal quality of life. Responses were recorded on an 8-point scale where "0" means "not at all important" and "7" means "very important."

- All factors were considered at least somewhat important, achieving a mean rating of 5 or more on this scale (the midpoint would be a 3.5). The most important factor is the ability to reside in a livable community or area.
- Safer roads and highways, having more time, and reduced traffic congestion are seen as more important factors for a high quality of life than providing the range of transportation choices and options that may make that possible.

Table 5: Factors Affecting the Quality of Life in the Treasure Valley

	% Very Important (7)	% Net Important (5 – 7)	Mean	
Residing in a livable community	62%	92%	6.31	Being able to reside
Making roads / highways / transportation safe for all drivers / commuters	56%	93%	6.24	a livable community the most important factor affecting the quality of life in the
Having time to spend with friends / family	60%	89%	6.12	Treasure Valley.
Planning for growth and the future	54%	91%	6.11	
Less traffic congestion	53%	90%	6.08	
Cleaner air	54%	88%	6.05	1
Being able to get around easily	45%	89%	5.95	
Minimizing stress / frustration in everyday life	52%	86%	5.95	
Easy / convenient access to things needed in everyday life	37%	86%	5.74	
Providing opportunities for people in every walk of life	44%	83%	5.73	
Having more money to spend	47%	78%	5.68	
Having more time to do things	42%	81%	5.67	1
Economic growth and development	28%	74%	5.30	
Having lots of transportation choices and options available	27%	75%	5.19	
Base: All Respondents (n = 613)  ISS2 Now, I am going to read you a list of life and the quality of life in the it is to your quality of life and to 0 to 7 where "0" is "not at all imp	e Treasure Valley. As I quality of life in the Tre	read each item tell me la asure Valley. Please use	now important	

These factors can be more easily conceptualized along three primary dimensions. These dimensions are formed using factor analysis, an analytical method that examines the degree to which individual variables are correlated with an overall factor or dimension. These factors can be named based on the combination of variables that load into each factor. These factors are useful in showing more clearly how people might evaluate and/or think about the quality of life.

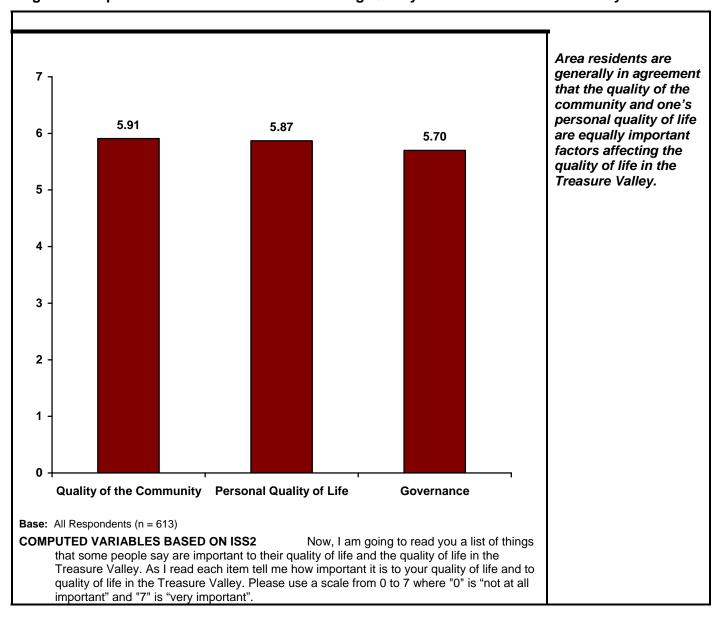
**Table 6: Quality of Life Dimensions** 

	Quality of the	Personal Quality of	Governance	T
	Community	Life	Governance	
Cleaner air	.752			Area residents think about these quality
Having lots of transportation choices and options available	.691			of life factors in terms of three dimensions – quality
Less traffic congestion	.586			of the community, personal quality of
Making roads / highways / transportation safe for all drivers / commuters	.582			life, and government policies that could affect the quality of life.
Providing opportunities for every walk of life	.518			me.
Easy / convenient access to things needed in everyday life	.461			
Residing in a livable community	.353			
Having more time to do things		.798		
Having time to spend with friends / family		.690		
Having more money to spend		.662		
Being able to get around easily		.564		
Minimizing stress / frustration in everyday life		.514		
Planning for growth and the future			.809	
Economic growth and development			.726	
Base: All Respondents (n = 613)				
ISS2 Now, I am going to read you a list life and the quality of life in the Troyour quality of life and to quality o where "0" is "not at all important" a				
Figures shown are factor loadings, which correlates to the overlying dimens		to which each individual	attribute	

A variable was then computed to reflect the overall importance of these three key factors. The scale of this variable is the same as the original variables and ranges from "0" meaning "not at all important" to "7" meaning "very important."

In general, all factors are important dimensions affecting the overall quality of life in a community, with an achieved overall score well above the mid-point on the 8-point scale. Area residents are generally in agreement that the quality of the community and one's personal quality of life are equally important factors affecting the overall quality of life in the Treasure Valley. While still important, the governance of the community to support growth and development is less important than these other two critical factors.

Figure 2: Importance of Overall Factors Affecting Quality of Life in the Treasure Valley



Canyon County residents place greater importance on quality of the community and personal quality of life than Ada County residents do.

- Reflecting the socioeconomics of the region, having more money to spend is the critical aspect of the personal quality of life that distinguishes Canyon and Ada County residents.
- And reflecting the longer commutes and travel patterns, traffic congestion is the critical aspect of the quality of the community that most distinguishes Canyon and Ada County residents' attitudes toward quality of life.

Table 7: Key Differences in Factors Affecting Perceptions of Quality of Life by Area of Residence

		Ada	Canyon	ī
Overall Factor: Personal Quality of Life	Mean	5.80	6.03	Canyon County residents are more
Having more money to spend as you would like	% Very Important	42%	60%	likely than Ada County residents to feel that having more money to spend as they would like and reduced trafficongestion are important factors
	Mean	5.54	5.97	
Overall Factor: Quality of the Community	Mean	5.85	6.03	
Less traffic congestion	% Very Important	49%	64%	
	Mean	5.99	6.29	affecting their quality of life.
Discriminant analysis was used to determ residents of the two counties. Discriminal be used to classify one group of responde variables. In this case, the discriminating groups of respondents are Ada and Cany	nt analysis is an analytical n ents from another, in terms o variables are attitudes towa	nethod that identifies of clear differences o	which variables can n the discriminating	

Women place greater importance on quality of the community than do men.

 Specifically, women's attitudes toward cleaner air and having easy and convenient access to the things they need in everyday most clearly distinguish their attitudes toward quality of life.

Table 8: Key Differences in Factors Affecting Perceptions of Quality of Life by Area of Residence

		Men	Women	
Overall Factor: Quality of the Community	Mean	5.74	than r	en are more li men to feel th
Cleaner Air	% Very Important	43%	D: 270	er air and hav ′ convenient
	Mean	5.74		s to things the
Having easy / convenient access to things needed in every day life	% Very Important	29%		in everyday lit portant facto
	Mean	5.51		ing their quali
Discriminant analysis was used to determine other. Discriminant analysis is an analytical group of respondents from another, in termithe discriminating variables are attitudes to men and women.	al method that identifies which as of clear differences on the	ch variables can be e discriminating varia	used to classify one ables. In this case,	

## **Awareness of Public Transportation Services**

#### **Awareness of Services Available**

Respondents were asked on an unaided basis what public transportation services are available in the Treasure Valley. This question was included on NWRG's July 2005 SoundStats™ research program.

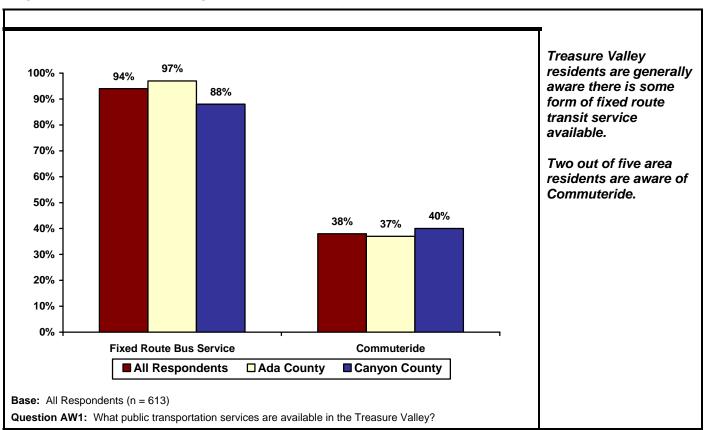
In general, nearly all (94%) area residents are aware that there is some form of fixed route transit service available in the region. This is somewhat higher than in June 2005 when 89 percent of all respondents indicated awareness of a fixed route bus system.

Awareness that there is some form of fixed route transit service is significantly higher among residents of Ada County than among Canyon County residents – 97 percent compared with 88 percent, respectively. Ninety-nine (99%) of Boise and Garden City residents are aware of the fixed route service compared to 90 percent of those living in other urban areas (Meridian, Eagle, Kuna, Nampa, and Caldwell).

Nearly two out of five (38%) are also aware of Commuteride. Awareness of Commuteride is the same among both Ada and Canyon County residents. This is significantly higher than in June 2005 when only 16 percent of valley residents were aware of the Commuteride program.

∼ Men are more likely than women to be aware of Commuteride – 44 percent compared with 33 percent, respectively. Also, those between the ages of 35 and 54 are more likely than those 55 and older to be aware of Commuteride – 43 percent compared to 28 percent respectively. These differences most likely reflect the fact that these segments are more likely to be commuters who have seen the vehicles while driving and/or have co-workers who use the service.

Figure 3: Awareness of Regional Public Transportation Services

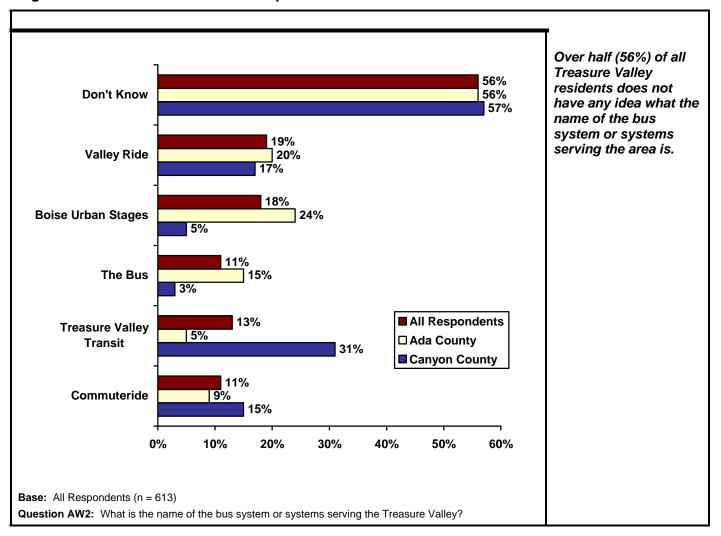


#### **Name Awareness**

Respondents were then asked, on an unaided basis, the name of the bus system or systems serving the Treasure Valley. Over half (56%) of all Treasure Valley residents does not have any idea what the name of the bus system or systems serving the area is.

Even among those giving a name, few (19%) area residents know that the name of the major system serving the area is Valley Ride. They were as likely to cite one of the older names – Boise Urban Stages (18%) or The BUS (11%).

Figure 4: Awareness of Public Transportation Services

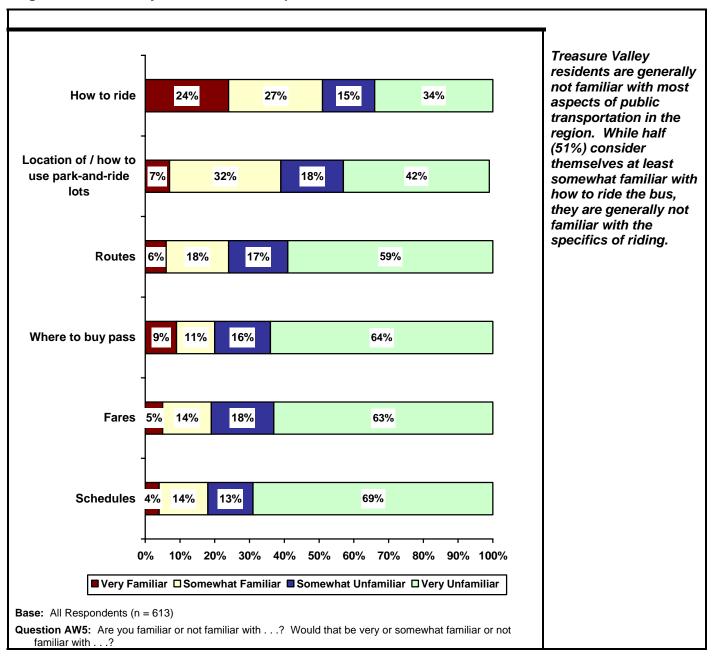


## **Familiarity with Public Transportation**

Respondents were asked their familiarity with six different aspects of the public transportation system in the region.

Treasure Valley residents are generally not familiar with most aspects of public transportation in the region. While half (51%) consider themselves at least somewhat familiar with how to ride the bus, they are generally not familiar with the specifics of riding. They are least familiar with bus schedules.

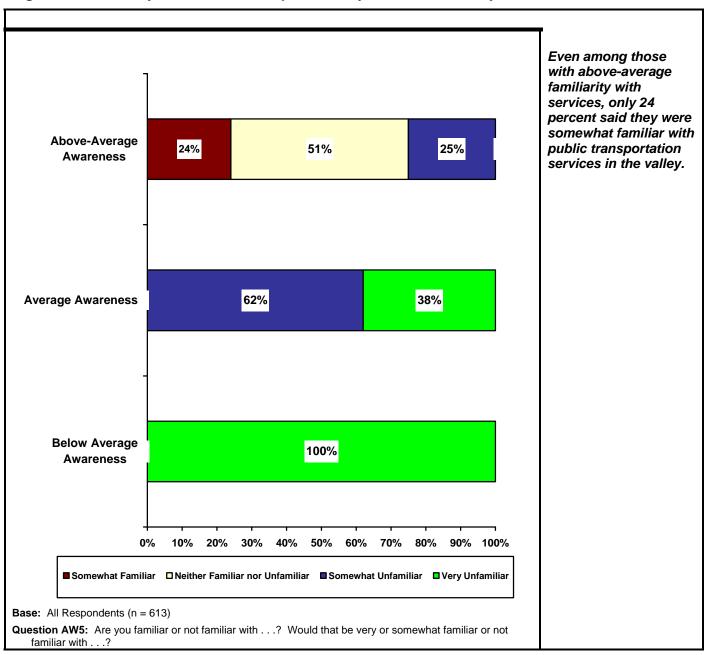
Figure 5: Familiarity with Public Transportation



A variable was then created to determine if certain segments were more or less familiar with public transportation in the Treasure Valley. Three segments were created – those that demonstrated above-average familiarity with services (27 percent of all area residents), those with average familiarity with services (42 percent of all area residents), and those with below-average familiarity with services (26 percent of all area residents).

- ~ Even among those with above-average familiarity with services, only 24 percent said they were somewhat familiar with services while 51 percent said they were neither familiar nor unfamiliar with services and 25 percent said they were somewhat unfamiliar. None said they were very familiar.
- Among those with average awareness, none said they were familiar (very or somewhat) with the services, 62 percent were somewhat unfamiliar and 38 percent were very unfamiliar.

Figure 6: Familiarity with Public Transportation by Overall Familiarity



Those most aware of public transportation services include:

 Those with higher education achievements, specifically those with at least some post-graduate education.

There are some key segments that have average or below-average awareness that should be considered a primary target for marketing communications. These include:

- ~ Newer residents
- ~ Older people (notably those 65 and older) and/or those who are retired
- Those with lower education achievements, specifically those who have only attended or graduated from high school.

Table 9: Familiarity with Public Transportation by Key Demographics

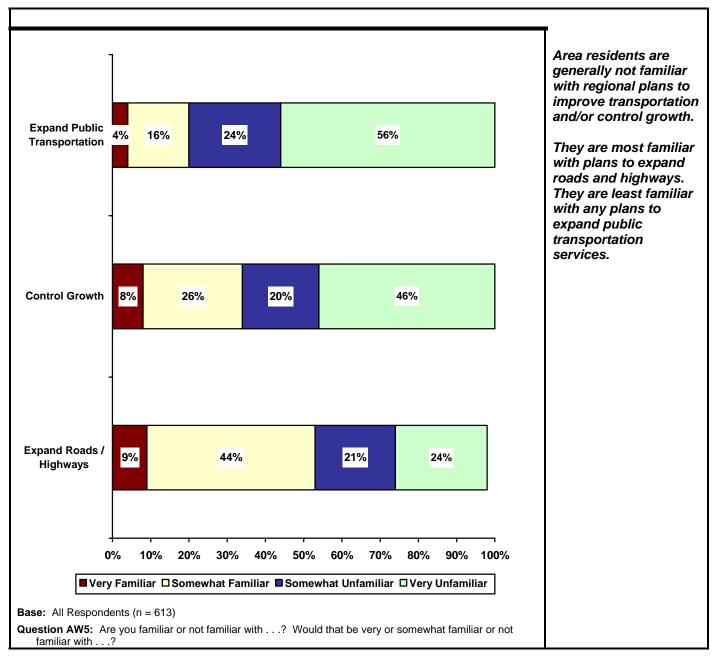
Familiarity		
Above-Average	Average	Below-Average
(a)	(b)	(c)
55%	47%	46%
45	53	54
20%	28%	33% (a)
22	14	12
57	59	54
16%	15%	9%
20	24	22
17	24	19
25 (b)	14	19
15	13	11
8	11	20 (ab)
42.9	39.5	43.8
24%	20%	39% (b)
30	37	25
23	30	23
23	13	13
55% (c)	43%	40%
11	11	17
11	15 (c)	7
11	7	11
13	16	24 (a)
11	18	12
80%	75%	74%
8	11	10
12	14	16
	(a)  55% 45  20% 22 57  16% 20 17 25 (b) 15 8 42.9  24% 30 23 23  55% (c) 11 11 11 13 11 80% 8	Above-Average (a)         Average (b)           55% 45         47% 45           20% 28% 22 14 57         59           16% 15% 20 24 17 24 25 (b) 14 15 13 8 11 42.9 39.5         11 30 37 23 30 23 13           24% 20% 30 37 23 30 23 13         30 37 23 13           55% (c) 43% 11 1 1 1 1 1 15 (c) 11 7 13 16 11 18         16 11 18           80% 75% 8         75% 11

### **Familiarity with Regional Plans**

Respondents were also asked about their familiarity with regional plans to: (1) expand roads and highways, (2) manage growth, and (3) expand / increase public transportation services

Treasure Valley residents are generally not familiar with the regional plans. They are most familiar with plans to expand roads and highways. They are least familiar with plans to expand public transportation services.

Figure 7: Familiarity with Regional Plans



A variable was then created to determine if certain segments were more or less familiar with public transportation plans in the Treasure Valley. Three segments were created – those that demonstrated above-average familiarity with regional plans (17 percent of all area residents), those with average familiarity with these plans (57 percent of area residents), and those with below-average familiarity with the plans (26 percent of area residents).

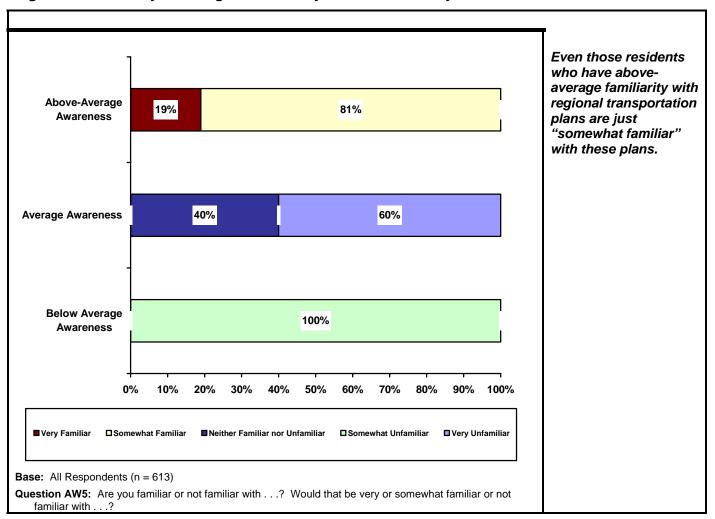
Among those with above-average awareness of public transportation plans, 19 percent are very familiar with these plans while 81 percent suggest they are just somewhat familiar.

They are most familiar with plans to manage growth (39% very familiar and 60% somewhat familiar) and plans to expand roads and highways (39% very familiar and 55% somewhat familiar). Only 20 percent are very familiar with plans to expand public transportation services. An additional 66 percent of this segment is somewhat familiar with these plans.

Among those with average awareness, 40 percent suggest they are neither familiar nor unfamiliar with these plans and 60 percent say they are somewhat familiar.

~ This segment is most familiar with plans to expand roads and highways – 4 percent are *very familiar* and 62 percent are *somewhat familiar*. Only 30 percent of this segment suggests they are familiar with plans to manage growth (2% *very familiar* and 28% *somewhat familiar*). Only one out of ten members of this segment is familiar with plans to expand public transportation services (1% *very familiar* and 9% percent *somewhat familiar*).

Figure 8: Familiarity with Regional Plans by Overall Familiarity



Those most aware of regional plans services include:

- Long term residents (those living here 6 or more years).
- ~ Those between the ages of 45 and 54. The youngest segment (those between 18 and 24) has average awareness of these regional plans.
- ~ Those with higher education achievements. Note that those with the highest educational achievements have just average awareness of these plans.
- Very likely to vote in the 2006 general election.

There are some key segments that have below-average awareness that should be considered a primary target for marketing communications. These include:

- Newer residents
- Those between the ages of 25 and 34.
- ~ Those with lower education achievements, specifically those who have attended or graduated from high school.

Table 10: Familiarity with Regional Plans by Key Demographics

	Familiarity			
	Above- Average (a)	Average (b)	Below- Average (c)	
Gender Male Female	53% 47%	51% 49%	43% 57	
Length of Residence Five years or less 6 to 10 years 11 plus years	17% 20 63% (c)	26% 13 60% (c)	37% (a) 18 45	
Age  18 to 24  25 to 34  35 to 44  45 to 54  55 to 64  65 plus  Mean age in years	5% 14 20 29 (bc) 16 15 48.4	15% (a) 20 21 16 14 14 41.4	13 32 (ab) 20 16 8 10 37.0	
Education High school or less Some college College graduate Post-graduate education	23% 34% 25 17	25% 32 24 20% (c)	36% (ab) 27 30 8	
Employment Status Employed full-time Employed part-time Self-employed Student Retired Not currently employed / homemaker	45% 8 15 7 24	49% 11 12 7 17	39% 21 (ab) 8 14 14	
Voter Likelihood Very Likely Somewhat Likely Neutral / Not Likely	85% (c) 9 6	75% 10 15 (a)	72% 12 17 (a)	

Those most aware of regional transportation plans are long-time and older residents, those with higher education achievements, and those most likely to vote in upcoming elections.

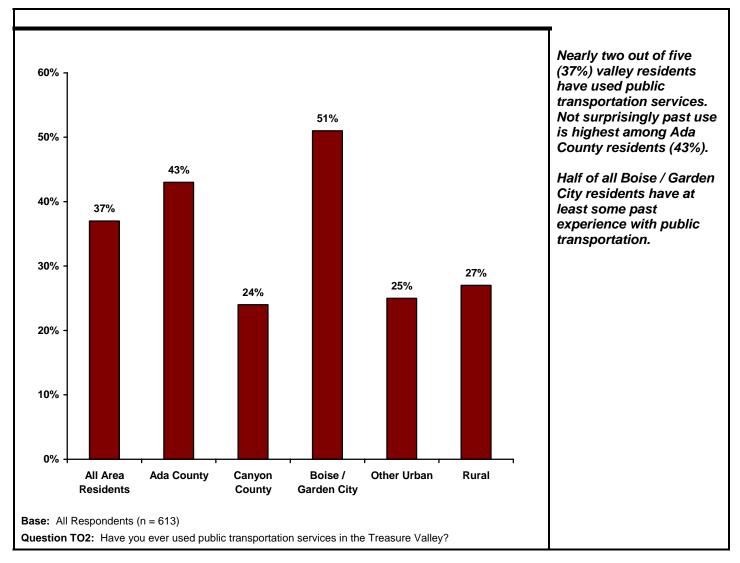
## **Prior Use of Public Transportation**

Respondents were asked if they have ever used public transportation services in the Treasure Valley. A follow-up question probed to determine which services they have used.

Nearly two out of five (37%) valley residents have used public transportation services. Not surprisingly past use is highest among Ada County residents (43%). Specifically, it is highest among Boise / Garden City residents (51%).

- Of those saying they had used public transportation 85 percent have ridden the bus 91 percent in Ada County and 63 percent in Canyon County. Six percent have used Commuteride -- 3 percent in Ada County and 18 percent in Canyon County.
- It is interesting to note that a significant percentage (17%) said they have used a taxi, suggesting that anything other than one's private automobile is seen as "public transportation."

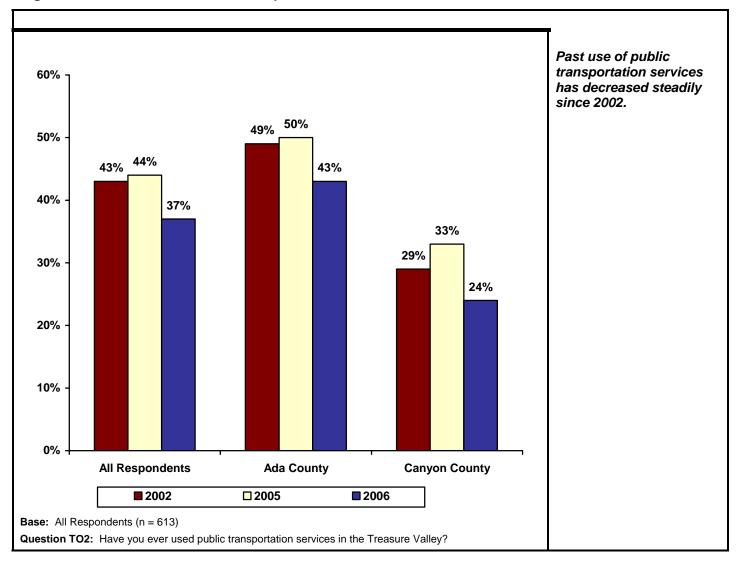
Figure 9: Prior Use of Public Transportation – Overall and by Area of Residence



Questions regarding past use of public transportation were asked in the 2002 VRT Regional Transportation Study and in NWRG's SoundStats™ research program in 2005. Past use of local public transportation services is somewhat lower now than in 2002 when 43 percent of those surveyed said they had used public transportation services in the past. It is also lower than in 2005 when 44 percent of those surveyed said they had used public transportation in the past. Therefore, while overall ridership is up, this decrease would suggest that the regional services are capturing a decreasing share of the growing population.

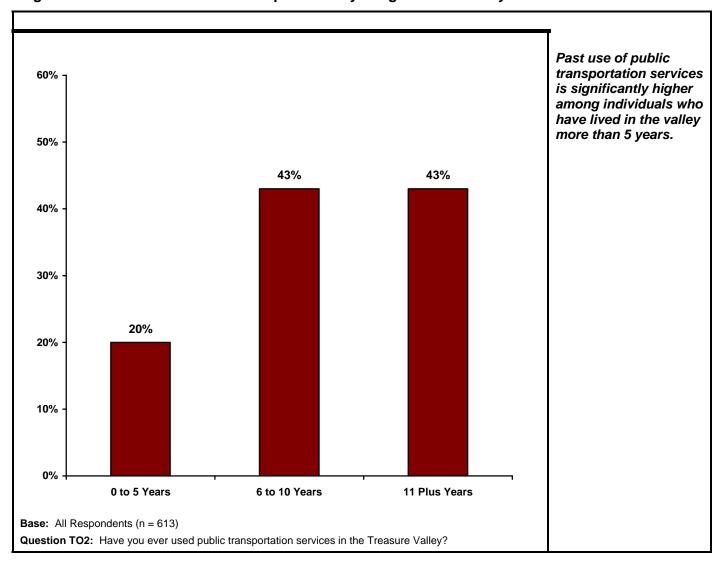
~ Past use of public transportation has decreased among both Ada and Canyon County residents. This decrease is greatest, however, among Canyon County residents.

Figure 10: Prior Use of Public Transportation - 2002 and 2006



The decrease in past use may reflect that past use of public transportation services is significantly higher among individuals who have lived in the valley more than 5 years. Only one in five (20%) new residents has used public transportation since they have moved here.

Figure 11: Prior Use of Public Transportation by Length of Residency



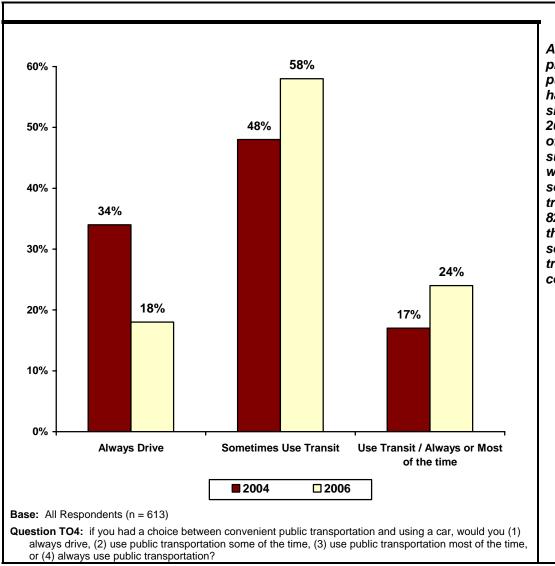
## **Attitudes toward Public Transportation**

## **Propensity to Use Public Transportation**

Respondents were asked if they had a choice between convenient public transportation and using a car, would they (1) always drive, (2) use public transportation some of the time, (3) use public transportation most of the time, or (4) always use public transportation. These questions were asked on the 2004 Regional Transportation Study conducted by Elway Research for VRT and hence provides the opportunity to track changes over time.

Area residents' propensity to use public transportation has increased significantly since 2004 when 65 percent of the respondents suggested that they would at least sometimes use public transportation. Today 82 percent suggest that they would at least sometimes use public transportation if it was convenient. There is a 41 percent increase in the percentage suggesting they would use transit all or most of the time – from 17 percent to 24 percent.

Figure 12: Propensity to Use Public Transportation



Area residents' propensity to use public transportation has increased significantly since 2004 when 65 percent of the respondents suggested that they would at least sometimes use public transportation. Today 82 percent suggest that they would at least sometimes use public transportation if it was convenient.

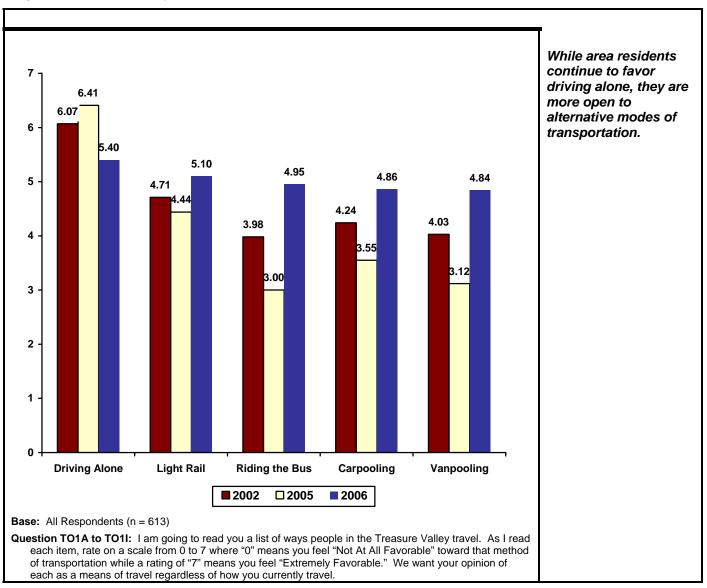
## **Favorability toward Different Modes**

Respondents were asked to rate their attitudes toward nine different transportation modes. Responses were scaled on an 8-point scale where "0" means "not at all favorable" and "7" means "extremely favorable." These questions were asked in the 2002 VRT Regional Transportation Survey conducted by NWRG and in NWRG's September 2005 SoundStats™ research program, so results could be compared.

As would be expected, Treasure Valley residents are most favorable toward driving their own car. However, attitudes toward drive-alone travel have decreased significantly from 2002 and 2005, reflecting the growth and increased congestion in the region.

At the same time, area residents are more positive toward the idea of using alternative modes.

Figure 13: Favorability toward Alternative Modes



- ~ Driving alone is the favored mode for both Ada and Canyon County residents. Moreover, there are no significant differences in attitudes toward driving alone between Ada and Canyon County residents.
  - ∼ Those living in Boise and Garden City are somewhat less favorable toward driving alone than are those in other urban areas and the rural parts of the valley 32 percent are very favorable compared with 44 percent and 46 percent, respectively.
- Area residents are equally positive toward using bus rapid transit and light rail.
  - However, a greater percentage of area residents are very favorable toward light rail than toward bus rapid transit. This may reflect a lower awareness of bus rapid transit and how it operates or a real difference in extreme attitudes.
- While area residents are less favorable toward the idea of driving to a park-and-ride lot to take an express bus or limited stop service to their destination, this difference was not significant.
  - ~ There are no differences between areas of residence.
- ~ Treasure Valley residents are equally positive toward carpooling and vanpooling.
  - ~ There are no differences in responses by area of residence. This is somewhat surprising given the higher awareness and use of vanpool services among Canyon County residents.
- Reflecting the higher density as well as more sidewalks and pedestrian-friendly amenities, Ada Canyon residents are more favorable toward walking than are those in Canyon County. Those living in Boise and Garden City are the most favorable (overall favorability 77% for a mean of 5.32). Those in other urban areas are the least favorable (overall not favorable 21% for a mean of 4.68).
- While bicycling has appeal to a relatively small (29%) segment of Treasure Valley residents, it is viewed more favorably by Ada County residents than by Canyon County residents. This is due primarily to the more positive attitudes among Boise and Garden City residents. One out of four (24%) residents of other urban areas in the valley are not favorable to bicycling as an alternative mode. This may reflect lack of bicycle facilities as opposed a real aversion to bicycling.

Table 11: Favorability toward Alternative Modes by Area of Residence

		All Respondents	Ada (a)	Canyon (b)
Oriving Alone	% Net Favorable (5-7_	75%	74%	77%
	% Extremely Favorable (7)	39%	36%	45%
	Mean	5.40	5.32	5.56
Bus Rapid Transit	% Net Favorable (5-7_	74%	76%	71%
	% Extremely Favorable (7)	25%	26%	24%
	Mean	5.11	5.15	5.02
Light Rail	% Net Favorable (5-7_	70%	69%	72%
	% Extremely Favorable (7)	34%	35%	32%
	Mean	5.10	5.11	5.07
Driving to a park- and-ride lot and	% Net Favorable (5-7_	73%	73%	73%
taking an Express Service	% Extremely Favorable (7)	20%	18%	24%
	Mean	5.00	4.97	5.06
Bus	% Net Favorable (5-7_	71%	70%	71%
	% Extremely Favorable (7)	22%	21%	23%
	Mean	4.95	4.96	4.91
Carpooling (with a non-family	% Net Favorable (5-7_	68%	67%	69%
member)	% Extremely Favorable (7)	21%	19%	24%
	Mean	4.86	4.85	4.90
Vanpooling	% Net Favorable (5-7_	68%	67%	71%
	% Extremely Favorable (7)	23%	21%	27%
	Mean	4.84	4.79	4.95
Walking	% Net Favorable (5-7_	70%	75% (b)	62%
	% Extremely Favorable (7)	36%	37%	33%
	Mean	4.96	5.11 (b)	4.63
Bicycling	% Net Favorable (5-7_	68%	73% (b)	55%
	% Extremely Favorable (7)	29%	30%	25%
	Mean	4.77	5.01 (b)	4.24

There are few differences in attitudes between those living in Ada and Canyon County.

Driving alone is the favored mode for both Ada and Canyon County residents.

Area residents are equally positive toward using bus rapid transit and light rail.

**Question TO1A to TO1I:** I am going to read you a list of ways people in the Treasure Valley travel. As I read each item, rate on a scale from 0 to 7 where "0" means you feel "Not At All Favorable" toward that method of transportation while a rating of "7" means you feel "Extremely Favorable." We want your opinion of each as a means of travel regardless of how you currently travel.

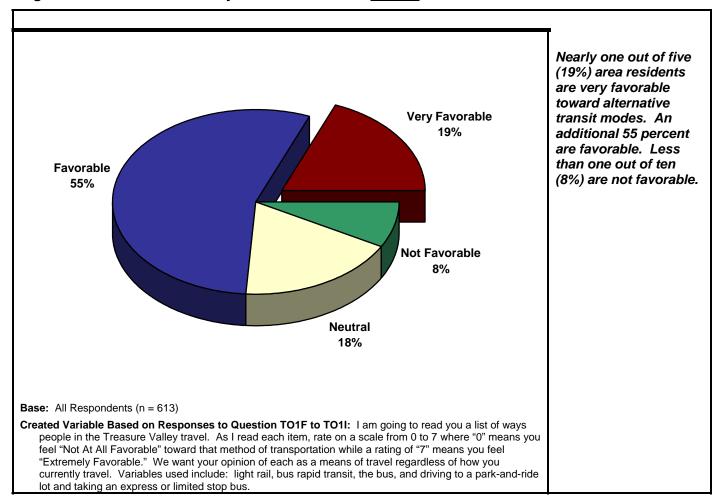
### Overall Favorability toward Alternative Transit Modes

### Overall

An overall variable was then computed to reflect area residents overall attitudes toward some form of transit. This variable is scaled the same as the previous variables, using an 8-point scale where "0" means "not at all favorable" and "7" means "extremely favorable."

Nearly one out of five (19%) area residents are very favorable toward alternative transit modes. An additional 55 percent are favorable. Less than one out of ten (8%) are not favorable.

Figure 14: Overall Favorability toward Alternative Transit Modes



### By Propensity to Use Transit

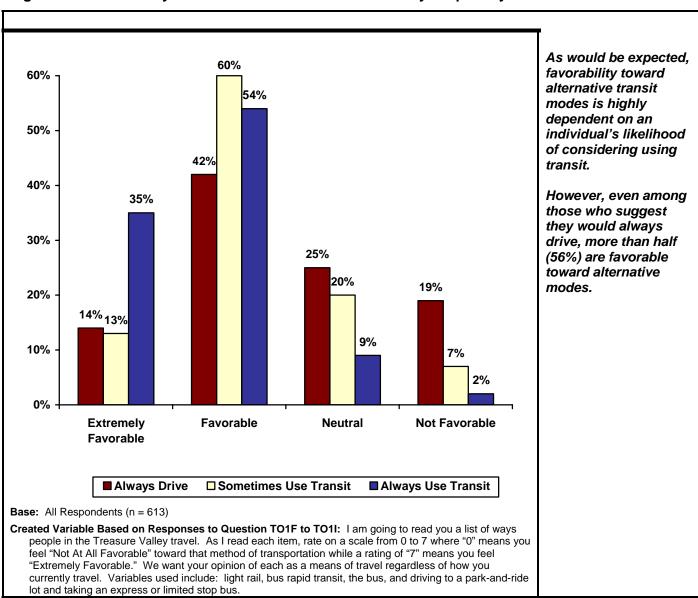
As would be expected, favorability toward alternative transit modes is highly dependent on an individual's likelihood of considering using transit.

Those that stated they would always drive are the least favorable toward using transit as an alternative mode. However, even among this segment, the majority (56%) are favorable toward the idea of public transit in some form.

Nearly three out of four (73%) area residents who said they would sometimes use transit if available are favorable toward the alternative transit modes. It is interesting to note that there is no difference in the extent to which they are extremely favorable between those who would always drive and those who would sometimes use transit.

More than one out of three (35%) of those who said they would always use transit if available are extremely favorable toward the different transit modes; an additional 54 percent are favorable.

Figure 15: Favorability toward Alternative Transit Modes by Propensity to Use Transit



While overall there is little difference in attitudes toward the different modes, all segments are more likely to be extremely favorable toward light rail over all other modes.

Table 12: Favorability toward Alternative Transit Modes by Propensity to Use Public Transit

		Always Drive (a)	Sometimes Use Transit (b)	Always Use Transit (c)
Light Rail	% Net Favorable (5-7)	53%	68% (a)	87% (ab)
	% Extremely Favorable (7)	25%	28%	55% (ab)
	Mean	4.22	5.01 (a)	5.97 (ab)
Bus Rapid Transit	% Net Favorable (5-7_	57%	74% (a)	89% (a)
	% Extremely Favorable (7)	15%	21%	41% (ab)
	Mean	4.26	5.07 (a)	5.92 (ab)
Driving to a park- and-ride lot and	% Net Favorable (5-7_	62%	73%	82% (ab)
taking an Express Service	% Extremely Favorable (7)	15%	16%	32% (ab)
	Mean	4.43	5.01 (a)	5.42 (ab)
Bus	% Net Favorable (5-7_	62%	68%	85% (ab)
	% Extremely Favorable (7)	16%	19%	34% (ab)
	Mean	4.34	4.86 (a)	5.62 (ab)
<b>D</b> AUD : :	( 0.10)		` '	•

While all segments are most favorable toward light rail, those who said they would sometimes or always use transit are favorable toward a bus rapid transit system or a park-and-ride system with express or limited stop service.

Base: All Respondents (n = 613)

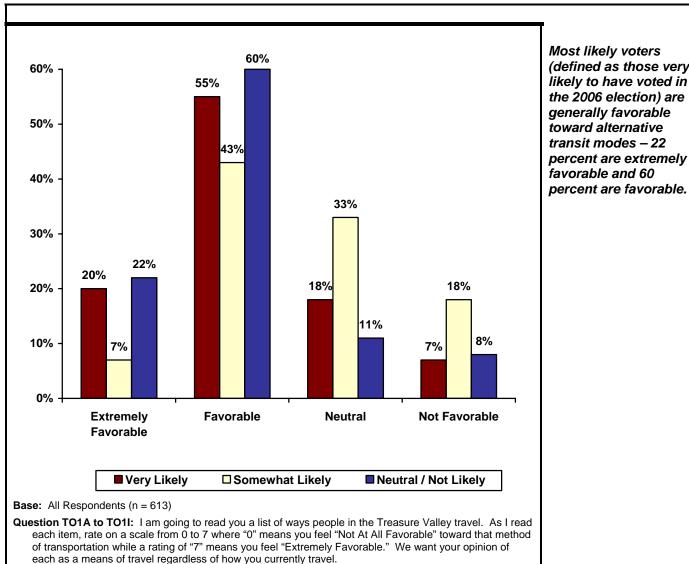
Question TO1F to TO1I: I am going to read you a list of ways people in the Treasure Valley travel. As I read each item, rate on a scale from 0 to 7 where "0" means you feel "Not At All Favorable" toward that method of transportation while a rating of "7" means you feel "Extremely Favorable." We want your opinion of each as a means of travel regardless of how you currently travel. Variables used include: light rail, bus rapid transit, the bus, and driving to a park-and-ride lot and taking an express or limited stop bus.

### By Likelihood of Voting

Most likely voters (defined as those very likely to have voted in the 2006 election) are generally favorable toward alternative transit modes - 22 percent extremely favorable and 60 percent favorable. At the same time those least likely to have voted in the past election are also generally favorable toward alternative transit modes – 20 percent extremely favorable and 55 percent favorable.

The somewhat likely voters are the most ambivalent toward alternative transit modes – only 7 percent are extremely favorable and 43 percent are favorable while on the other hand 33 percent are neutral and 18 percent are *negative*.

Figure 16: Favorability toward Alternative Transit Modes by Likelihood of Voting



Most likely voters (defined as those very likely to have voted in the 2006 election) are generally favorable toward alternative transit modes – 22 percent are extremely favorable and 60

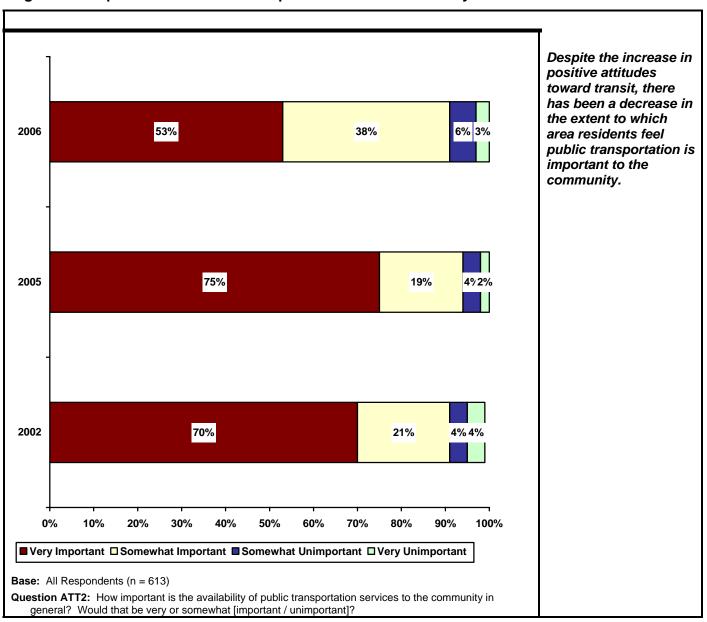
### Importance of Public Transportation to the Community

Respondents were asked the importance of the availability of pubic transportation services to the community. This question was also asked in VRT's Regional Transportation Study in 2002 and again as part of NWRG's SoundStats<sup>TM</sup> research program in October 2005. Note while the methodology is the same for all these studies, the sample size for SoundStats<sup>TM</sup> is slightly smaller (n = 400 compared with n = 600 for the other VRT studies).

Despite the increase in positive attitudes toward alternative modes, there has been a decrease in the extent to which area residents feel that the availability of public transportation services is important to the community. While the majority (91%) of Treasure Valley residents continue to feel that public transportation plays an important role in the community, there has been a significant decrease in the percentage of those who see it as being *very important* – from 70 percent in 2002 and 75 percent in 2005 to just 53 percent in 2006.

~ There are no differences in perceived importance of public transportation to the community across the different market segments.

Figure 17: Importance of Public Transportation to the Community

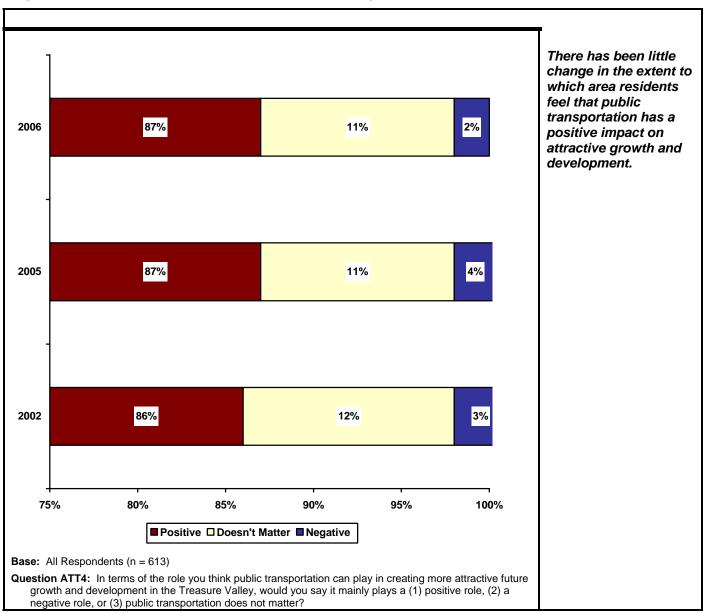


Respondents were also asked the extent to which area resident feel public transportation plays a positive or negative role in creating more attractive growth and development. This question was also asked in VRT's Regional Transportation Study in 2002 and again as part of NWRG's SoundStats<sup>TM</sup> research program in 2005. Note while the methodology is the same for all these studies, the sample size for SoundStats<sup>TM</sup> is slightly smaller (n = 400 compared with n = 600 for the other VRT studies). This question was expanded in 2006 to probe more deeply into the extent to which public transportation plays a positive or negative role.

Despite the apparent shift in attitudes toward the importance of public transportation in a community, Treasure Valley residents continue to believe that public transportation plays a positive role in creating more attractive growth and development.

Nearly all (87%) Treasure Valley residents feel that public transportation has a positive role in creating more attractive growth and development. Nearly half (47%) feel it is plays a *very positive* role while 40 percent feel it plays a *somewhat positive* role.

Figure 18: Role of Public Transportation in Creating More Attractive Growth and Development



### **Perceived Benefits of Public Transportation**

Area residents were asked to rate the extent to which they agree or disagree that a high-quality and effective public transportation system provides each of 14 benefits to a community. These benefits are the same as the issues facing a community that a public transportation system could address. Responses were recorded on a five-point Likert scale ("1" meaning "strongly disagree" and "5" meaning "strongly agree").

Area residents are most likely to agree that a high-quality and effective public transportation system would benefit the community by reducing traffic congestion, giving people more transportation choices and options, improving air quality, and making roads, highways, and travel safer.

They are least likely to feel that a high-quality and effective public transportation system would benefit the community by helping to control growth.

**Table 13: Perceived Benefits of Public Transportation** 

_	% Strongly Agree	Mean	_
	(5)	Wican	
Reduces traffic congestion	69%	4.54	Area residents are
Gives people more transportation choices and options	57%	4.42	most likely to agree that a high-quality and effective public
Improves air quality	61%	4.40	transportation system
Makes roads, highway, travel safer for all drivers / commuters	60%	4.40	would benefit the community by reducing traffic
Provides opportunities for people from every walk of life	58%	4.38	congestion, giving people more
Increase the livability and likeability of a community	47%	4.23	transportation choice and options, improvin
Contributes to the economic growth and development of a community	46%	4.20	air quality, and makin roads, highways, and
Allows people to get around easily to do things they want to do	47%	4.17	travel safer.  They are least likely to
Provides easy and convenient access to things they need in everyday life	44%	4.08	feel that a high-quality and effective public
Minimizes stress and frustration in peoples' lives	42%	4.06	transportation system would benefit the
Gives people more money to spend they way they want	36%	3.84	community by helping to control growth.
Gives people more time to do the things they want to do	33%	3.71	
Gives people more time to spend with friends and families	36%	3.70	
Helps control growth	37%	3.60	
Base: All Respondents (n = 613)			
<b>ATT1:</b> Next, I'd like you to think about the potential benefits of a l system. As I reach each item please tell me whether you agree or system would provide that benefit to the region. Would that be son	disagree that a high quality	and effective	1

There are few differences in these attitudes.

 However, residents of Boise and Garden City are more likely than those in other urban and rural areas to agree that a high-quality and effective public transportation system can increase the livability of a community.

Table 14: Benefits of Public Transportation by Area of Residence

		Boise (a)	Other Urban (b)	Rural (c)
	% Strongly Agree	51%	46%	40%
ncreases the ivability and ikeability of communities	Mean	4.32 (c)	4.21	3.99
Base: All Respondents	(n = 613)			
transportation system	m. As I reach each ite	m please tell me whe	gh quality and effective pu ther you agree or disagree gion. Would that be some	that a high

Those residents who are just somewhat likely to vote are more likely to feel that an effective public transportation could provide them with secondary benefits of time and money. In addition, they are more likely to believe that a high-quality and effective system could control growth.

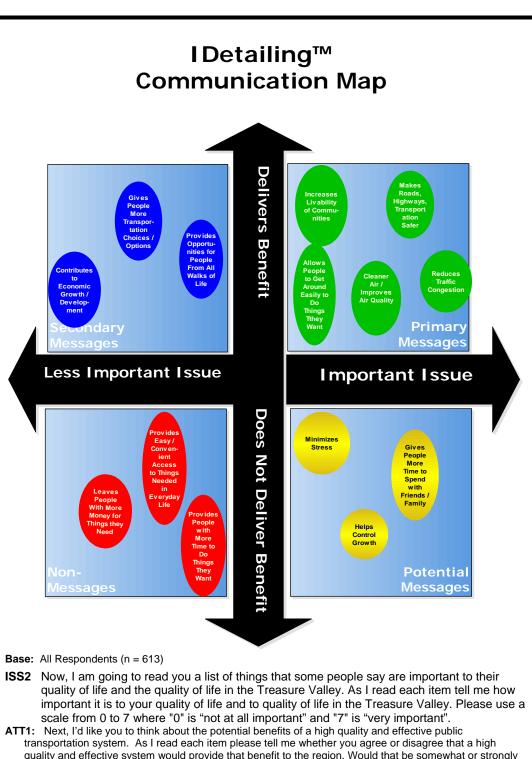
Table 15: Benefits of Public Transportation by Likelihood of Voting

		Likely (b)	Unlikely (c)	
% Strongly	32%	57% (a)	39%	Those residents
Agree				are just somewh
Mean	3.73	4.44 (a)	3.97	likely to vote are
				likely to feel that
% Strongly	31%	48%	32%	quality and effect
Agree				public transporta
Mean	3.62	4.16 (a)	3.90	system can provi
				some secondary,
% Strongly	34%	41%	41%	personal benefits
Agree				
Mean	3.58	4.18 (a)	3.88	
% Strongly	35%	55% (a)	37%	
Agree				
Mean	3.49	4.17 (a)	3.72	
613)				
	Mean  % Strongly Agree Mean  % Strongly Agree Mean  % Strongly Agree Mean  613)	Agree Mean 3.73  % Strongly 31%     Agree     Mean 3.62  % Strongly 34%     Agree     Mean 3.58  % Strongly 35%     Agree     Mean 3.49  613)	Agree Mean 3.73 4.44 (a)  % Strongly 31% 48% Agree Mean 3.62 4.16 (a)  % Strongly 34% 41% Agree Mean 3.58 4.18 (a)  % Strongly 35% 55% (a) Agree Mean 3.49 4.17 (a) 613)	Agree       Mean       3.73       4.44 (a)       3.97         % Strongly       31%       48%       32%         Agree       Mean       3.62       4.16 (a)       3.90         % Strongly       34%       41%       41%         Agree       Mean       3.58       4.18 (a)       3.88         % Strongly       35%       55% (a)       37%         Agree       Mean       3.49       4.17 (a)       3.72

Combining respondents' perceptions of how important an issue is to the quality of life in the Treasure Valley with the extent to which they agree or disagree that a high-quality and effective public transportation system could benefit the region's quality of life on these same factors provides the opportunity to identify possible messaging strategies as follows:

- Primary Messages: Includes those issues that are most important to a person's quality of life and that could be improved via a high-quality transit system. Primary messages include: a high-quality and effective public transportation system makes roads, highways, and transportation safer; reduces traffic congestion, improves air quality, increases the livability of communities, and allows people to get around easily to do the things they want to do.
- Secondary Messages: Includes those issues that are less important, yet people feel could be improved via a high-quality transit system. Secondary messages include: a high-quality and effective public transportation system provides opportunities for people from all walks of life, gives people more transportation choices and options, and contributes to the economic growth and development of a community.
- Potential Messages: Includes those issues that are most important to people's quality of life. However, in this case people do not believe that a high-quality transit system would affect this factor. These potential messages could be an opportunity, if it is possible to change people's perceptions of transit. These include: a high-quality and effective public transportation system gives people more time to spend with their friends and family and could help minimize stress and frustration in one's everyday life. An alternative message would be to convince people that a high-quality and effective public transportation system could help control growth although this is the item area residents appear lease likely to believe. Therefore, it would take significant information to change this perception.

Figure 19: Communications Map



Area residents are most likely to believe and resonate with a message that tells them that a highquality and effective public transportation system makes roads. highways, and transportation safer; reduces traffic congestion, improves air quality, increases the livability of communities, and allows people to get around easily to do the things they want to.

quality and effective system would provide that benefit to the region. Would that be somewhat or strongly [agree / disagree]?

## **Likelihood of Using Public Transportation**

### **System Characteristics that Could Increase Ridership**

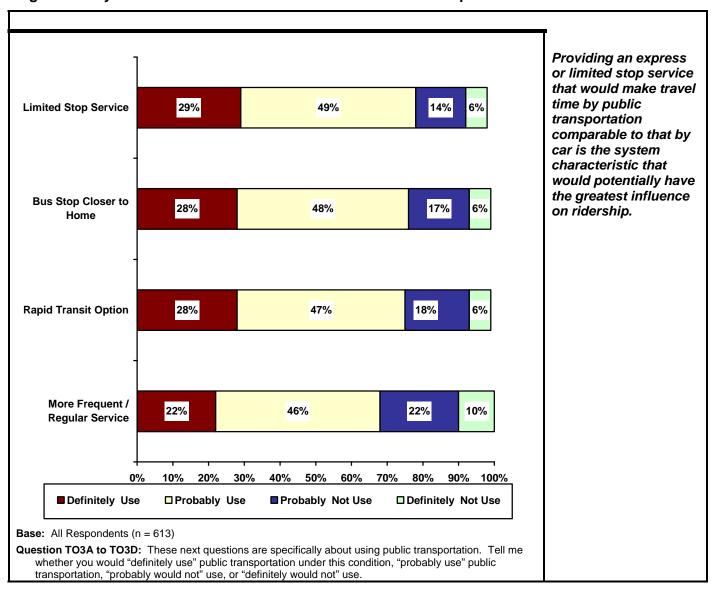
Respondents were asked their likelihood of using public transportation if specific improvements were made, specifically if (1) the bus ran every 15 minutes or less, (2) there were a stop closer to home and/or where they need to go, (3) there was some type of limited or express service making travel time comparable to that by car, and/or (4) there was a rapid transit option. Responses were scaled on a five-point scale where "1" means "definitely would not use" and "5" means "definitely would use."

Providing an express or limited stop service that would make travel time by public transportation comparable to that by car is the system characteristic that would potentially have the greatest influence on ridership.

Having a bus stop closer to home is also likely to have a positive impact on ridership. Twenty-eight percent of all respondents said they definitely would consider using public transportation if there was a stop closer to home, up significantly from 2004 when 16 percent said they would definitely consider riding.

Similarly, more people now say they would consider riding if there was more frequent or regular service – increasing from 16 percent definitely would ride in 2004 to 22 percent in 2006.

Figure 20: System Characteristics that Could Increase Ridership



Discriminant analysis is used to clearly identify which system improvements would have the greatest potential on propensity to ride.

Two aspects of service clearly differentiate those who suggest they would use transit all or most of the time from those who would use transit sometimes. These are (listed in order of impact on propensity to ride)

- ~ Having a bus stop closer to home or key destinations.
- Having more frequent / regular service (i.e., service running every 15 minutes or less).

Three aspects of service clearly differentiate those who suggest they would use transit sometimes and those who would always drive. These are (listed in order of impact on propensity to ride):

- Having some kind of limited or express bus service that would make travel time comparable to that by car.
- Having more frequent / regular service (i.e., service running every 15 minutes or less).
- ~ Having a rapid transit option.

Table 16: System Improvements by Propensity to Ride

		Use Transit All / Most of Time (a)	Use Transit Some of Time (b)	Always Drive (c)	Ī
	% Definitely Use	56% (bc)	23%	15%	Improvement current servi
Express / limited stop service	% Probably Use	38% (c)	65% (ac)	16%	convenient b
	Mean	4.43 (bc)	3.97 (c)	2.54	regular service have the great
Bus stop closer to	% Definitely Use	64% (bc)	19% (c)	8%	influence on who have the
nome / where need to go	% Probably Use	32%	62% (ac)	24%	propensity to
leed to go	Mean	4.57 (bc)	3.79 (c)	2.48	For those wh
	% Definitely Use	60% (bc)	22% (c)	6%	represent some potential, pro- limited or exp
apid transit ption	% Probably Use	34%	59% (ac)	25%	service that v
	Mean	4.47 (bc)	3.82 (c)	2.46	make travel to
ore frequent /	% Definitely Use	52% (bc)	14% (c)	6%	car would ha greatest impa
egular service	% Probably Use	42% (c)	58% (ac)	14%	
	Mean	4.39 (bc)	3.52 (c)	2.17	
ase: All Respondents	,				
whether you would transportation, "problemstion TO4: if you h	'definitely use" public to bably would not" use, co ad a choice between co	ransportation under this or "definitely would not" of convenient public transp	ut using public transportati condition, "probably use" use. portation and using a car, v se public transportation mo	public vould you (1)	

### **Barriers to Using Public Transportation**

Respondents were asked to rate the extent to which 19 reasons people often give for not using public transportation represent a barrier for them personally to using transit. These barriers were identified from other transit research and from the focus group research conducted specifically for VRT.

Responses were recorded on an 8-point scale where "0" means the reason is "not a barrier at all" and "7" means the reason is a "significant barrier."

- All factors were considered at least somewhat important, achieving a mean rating of 5 or more on this scale (the midpoint would be a 3.5). However, no factor achieves a rating greater than "6," suggesting that there are other potential barriers / perceptions not measured that have a greater impact on potential ridership.
  - The three most significant barriers include: lack of service to where people needs to go, needing a car in case of an emergency, and lack of a bus stop near where one lives. This last barrier may also reflect a lack of knowledge / understanding of where buses actually do / do not stop.

**Table 17: Barriers to Using Public Transportation** 

	% Significant Barrier (7)	% Net Barrier (5 – 7)	Mean
Lack of service where need to go	44%	73%	5.13
Need car in case of emergency	44	70	5.06
No bus stop near where live	51	70	5.05
Need car to make stops along the way	37	68	4.92
Have to plan around bus schedules	30	62	4.70
Bus doesn't run often enough	29	60	4.56
Have irregular work / school schedule	31	63	4.47
Often have to work / stay at school late	33	59	4.39
Time it takes to travel by bus	22	58	4.38
Have to transfer / take more than one bus	24	59	4.33
Lack of early morning / evening service	28	60	4.29
No need to take bus	23	44	3.75
Cleanliness / general appearance of buses	19	47	3.72
Behavior of people on the bus or at stops	17	40	3.44
Don't know how to use bus	18	36	3.09
Concerns about personal safety	15	36	3.09
Only people who have no other way to get around use it	15	35	3.08
Lack of Sunday service	18	33	2.82
Cost too high	8	24	2.58
Base: All Respondents (n = 613)			
Question TO7A to TO7S: People have diffe	erent reasons for not usin	ng public transportation or n	ot using it m

The three most significant barriers include: lack of service to where people needs to go, needing a car in case of an emergency, and lack of a bus stop near where one lives

**Question TO7A to TO7S:** People have different reasons for not using public transportation or not using it more often. As I read the following, please tell me the extent to which each is a barrier for you personally to using public transportation or using it more often. Use a scale from "0" to "7," where "0" means it is "not a barrier at all" and a "7" means that it is a "significant" barrier. You can use any number from 0 to 7.

These factors can be more easily conceptualized along four primary dimensions. These dimensions were identified using factor analysis, an analytical method that examines the degree to which individual variables are correlated with an overall factor or dimension. For example, concerns about personal safety and the behavior or people on the bus or at stops are highly correlated to the first dimension.

These factors or dimensions can be named based on the combination of variables that load into each factor. These factors are useful in showing more clearly how people make the decision whether to use or not use public transportation.

**Table 18: Barriers to Using Public Transportation** 

	Image	Quality of Service	Personal Schedule / No Need	Availability of Service
Concerns about personal safety	.776			
Behavior of people on the bus or at stops	.736			
Cleanliness / appearance of buses	.680			
Costs too high	.620			
Only people who have no other way to get around use the bus	.532			
Don't know how to use the bus	.483			
Lack of service to where I need to go		.736		
No bus stop near where I live		.696		
Have to plan around bus schedules		.582		
Bus doesn't run often enough		.578		
Time it takes to travel by bus		.570		
Have to transfer / take more than one bus		.514		
Need a car to make stops along the way			.656	
Need a car in case of emergency			.637	
No need to take the bus			.546	
Lack of early morning / evening service				.675
Often have to work / stay at school late				.615
Lack of Sunday service				.593
Have an irregular work schedule				.557
Base: All Respondents (n = 613)				
Question TO7A to TO7S: People have often. As I read the following, plea public transportation or using it mo and a "7" means that it is a "signification."	se tell me the externed re often. Use a se	ent to which each is cale from "0" to "7," v	a barrier for you perso where "0" means it is '	onally to using
Clause above an factor land's service	-b	ota a tita a da Cala a a a la	Sanath Salana Lagrado de Cara	

Figures shown are factor loadings, which measure the extent to which each individual attribute correlates to the

Area residents think about the barriers to using public transportation in terms of four overall factors, each comprised of specific concerns that are highly correlated with the overall dimension.

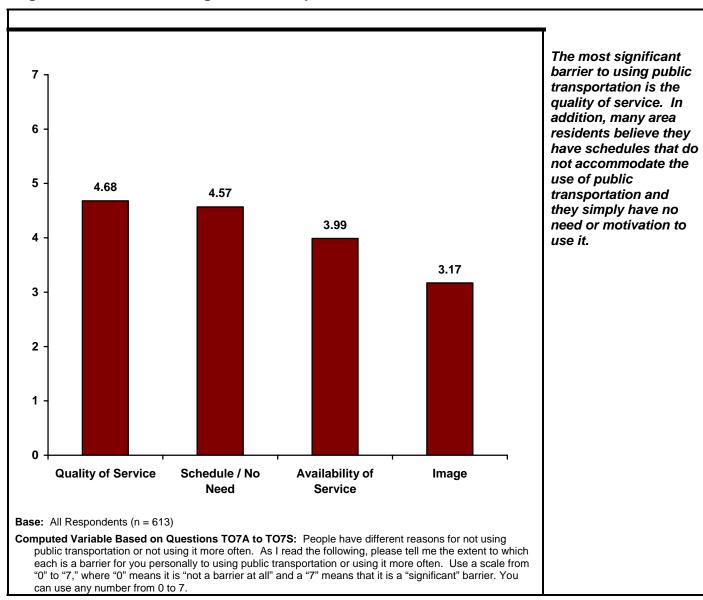
2006 Valley Regional Transit Authority Transportation Study Submitted by Northwest Research Group, Inc.

A variable was then computed to reflect the extent to which each of these factors is a barrier to using public transportation. The scale of this variable is the same as the original variables and ranges from "0" meaning the reason is "not a barrier at all" and "7" meaning the reason is a "significant barrier."

In general, with the exception of image, all dimensions are at least somewhat of a barrier. However, none achieve a score greater than five, suggesting that there are other potential barriers that may have a greater impact on potential ridership, that were not identified in the earlier qualitative research.

~ The most significant barrier to using public transportation is the quality of service. In addition, and as would be expected, many area residents believe they have schedules that do not accommodate the use of public transportation and they simply have no need or motivation to use it.

Figure 21: Barriers to Using Public Transportation

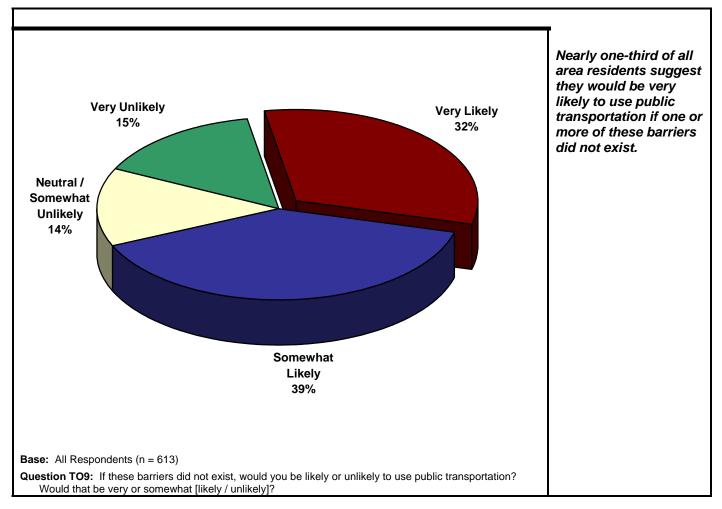


### Likelihood of Use Transit if Barriers Did Not Exist

Respondents were then asked to indicate their likelihood of using transit if these barriers did not exist. Responses were recorded on a five-point scale where "1" means "very unlikely" and "5" means "very likely."

Nearly one-third of all area residents suggest they would be very likely to use public transportation if one or more of these barriers did not exist. An additional 39 percent suggest they would be somewhat likely to ride.

Figure 22: Likelihood of Use Transit if Barriers Did Not Exist



Discriminant analysis is used to identify those factors and the specific variables included in those factors that clearly distinguish those who would be very likely to use transit from those who would be somewhat likely to use transit if these barriers did not exist.

- Quality of service is a barrier for both those who are very likely to ride and those just somewhat likely to ride.
  - ~ For those *very likely* to ride, frequency of bus service is a significant barrier.
- Personal schedules and having no need to use transit is the factor that most clearly distinguishes
  individuals who would be very likely to use transit if these barriers did not exist from those who would be
  somewhat likely.
  - Within this factor needing a car to make stops along the way is the most significant barrier, followed by having no need to use transit.
- Availability of service is the second most important factor that distinguishes individuals who would be very
  likely to use transit if these barriers did not exist from those who would be somewhat likely.
  - ~ Within this factor lack of early morning or evening service is the most significant barrier. This is a significant barrier for those who said they would be *very likely* to ride transit if this barrier was removed.
  - Having an irregular schedule at work or school is also a significant barrier, primarily for those who are somewhat likely to ride.
- ~ Finally, the image of transit is the third most important factor that distinguishes individuals who would be *very likely* to use transit if these barriers did not exist from those who would be *somewhat likely*.
  - Within this factor, a perception that only people who have no other way to get around is the most significant barrier, followed by the general cleanliness and appearance of the buses.

**Table 19: Critical Barriers Affecting Potential Ridership** 

	-	if Barriers Did Not Exist	
	Very Likely	Somewhat Likely	
Personal Schedule / No Need	3.99	4.82	Personal schedules and
Need a car to make stops along the way	4.22	5.26	having no need to use transit clearly distinguishes
Need a car in case of emergency	4.63	5.24	individuals who would be
No need to take the bus	3.11	3.97	very likely to use transit if these barriers did not exist
Availability of Service When Needed	3.97	4.30	from those who would be
Lack of early morning / evening service	5.32	3.92	somewhat likely
Often have to work / stay at school late	4.39	4.48	
Lack of Sunday service	3.10	2.85	
Have an irregular work schedule	4.41	4.65	
Image	2.74	3.39	
Concerns about personal safety	2.73	3.34	
Behavior of people on the bus or at stops	2.99	3.75	
Cleanliness / appearance of buses	3.22	4.07	
Costs too high	2.56	2.52	
Only people who have no other way to get around use the bus	2.39	3.34	
Don't know how to use the bus	2.51	3.35	
Quality of Service	4.73	4.82	Quality of service is a
Lack of service to where I need to go	5.21	5.25	barrier for both those who
No bus stop near where I live	5.09	5.23	are very likely to ride and those just somewhat likely
Have to plan around bus schedules	4.68	4.88	to ride.
Bus doesn't run often enough	5.35	4.40	
Time it takes to travel by bus	4.03	4.58	
Have to transfer / take more than one bus	4.04	4.63	

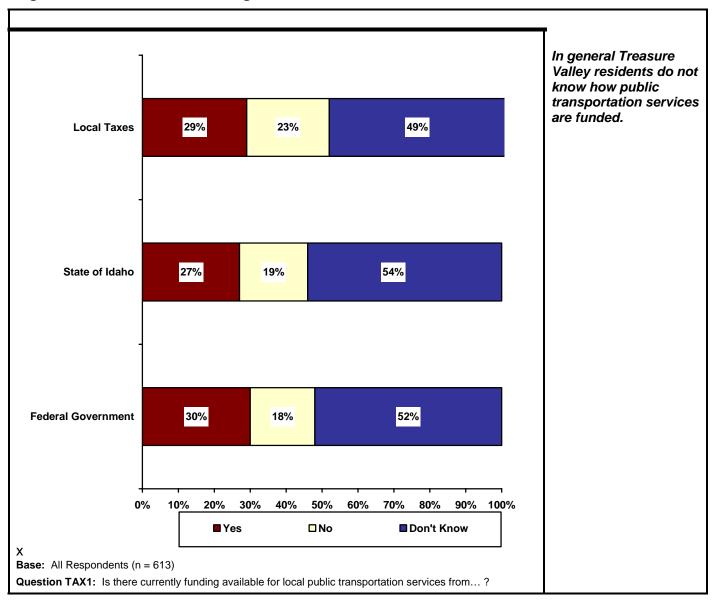
## **Funding**

## **Awareness of Funding Sources**

Respondents were asked if there was funding for public transportation from a variety of different sources.

In general Treasure Valley residents are unaware of how public transportation services are funded.

Figure 23: Awareness of Funding Sources



### Support for Tax Increase to Support Funding for Public Transportation

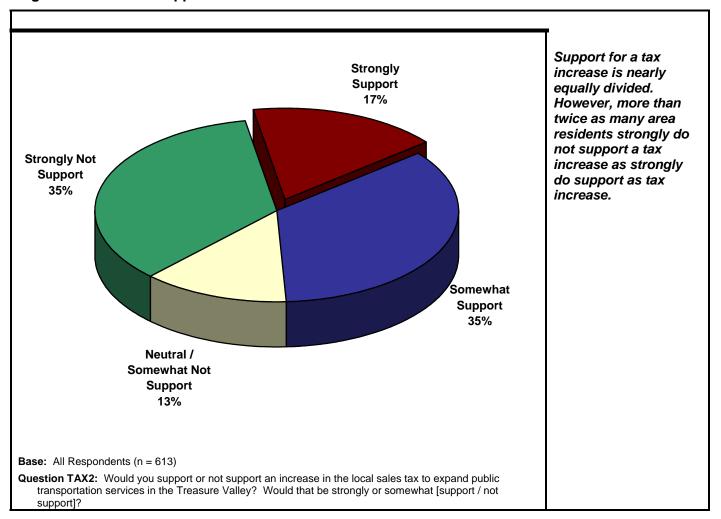
Respondents were asked three questions to measure support for a tax increase to support funding for public transportation. The first question asked about support for a general tax increase; the remaining two were more specific as to amount and what would be provided in terms of increased service.

### General Support for Tax Increase

Support for a tax increase is nearly equally divided – 52 percent support compared to 48 percent who do not support. However, twice as many area residents strongly do not support a tax increase as strongly do support an increase – 35 percent compared to 17 percent, respectively.

- ~ There are no differences in support between residents of Ada and Canyon counties.
- ~ Residents of the cities of Boise and Garden City are more likely than those living in other urban areas to strongly support a tax increase 21 percent compared with 12 percent, respectively.

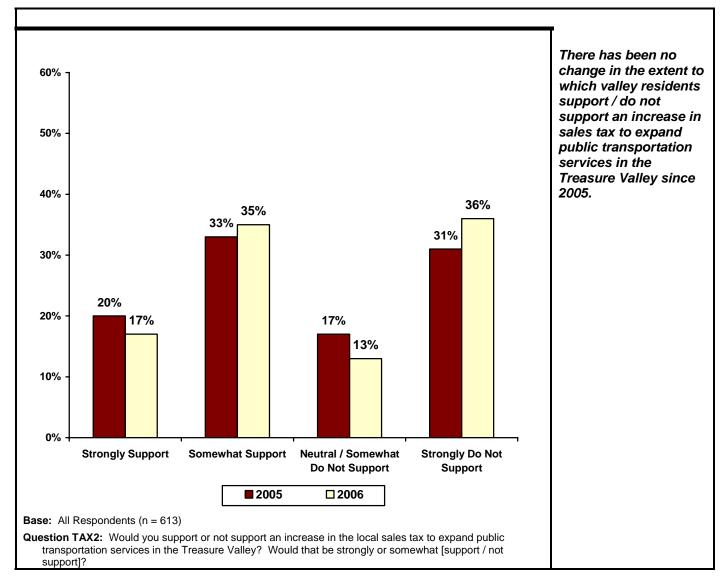
Figure 24: General Support for Tax Increase



A similar question to this was asked on NWRG's June 2005 SoundStats™ research program, allowing for some comparison over time.

There has been no change in the extent to which valley residents support / do not support an increase in sales tax to expand public transportation services in the Treasure Valley since 2005.

Figure 25: Support for Sales Tax Increase – 2005 and 2006



Not surprisingly, those who suggest that they would use transit all or most of the time if convenient service is available are most likely to support a tax increase – 29 percent *strongly support* and 40 percent *somewhat support*.

∼ However, 30 percent of these respondents suggest they would not support a tax increase – 24 percent strongly would not support a tax increase.

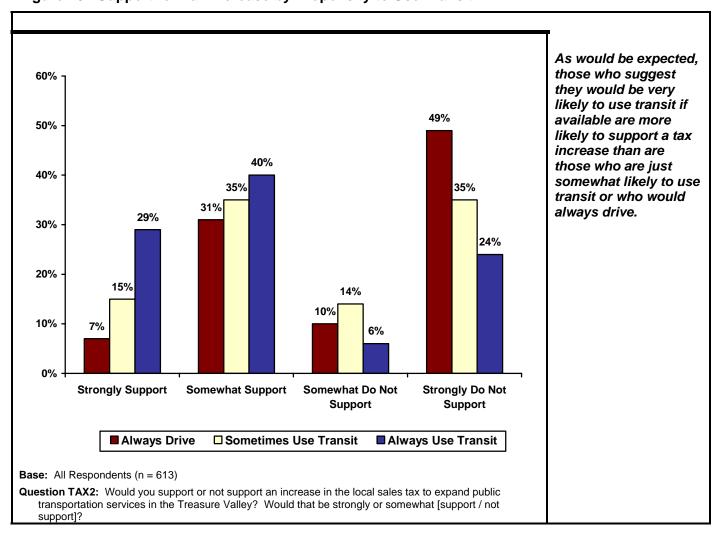
Among those who suggest they would sometimes use transit, half support a tax increase – 15 percent *strongly support* and 35 percent *somewhat support*.

~ An equal number (50%) would not support a tax increase – 14 percent somewhat do not support and 36 percent strongly do not support.

Finally, the least support is found among those who suggest they would always drive – 7 percent *strongly* support and 31 percent *somewhat support*.

∼ Nearly three out of five (59%) would not support a tax increase – 10 percent *somewhat not support* and nearly half (49%) percent *strongly not support*.

Figure 26: Support for Tax Increase by Propensity to Use Transit

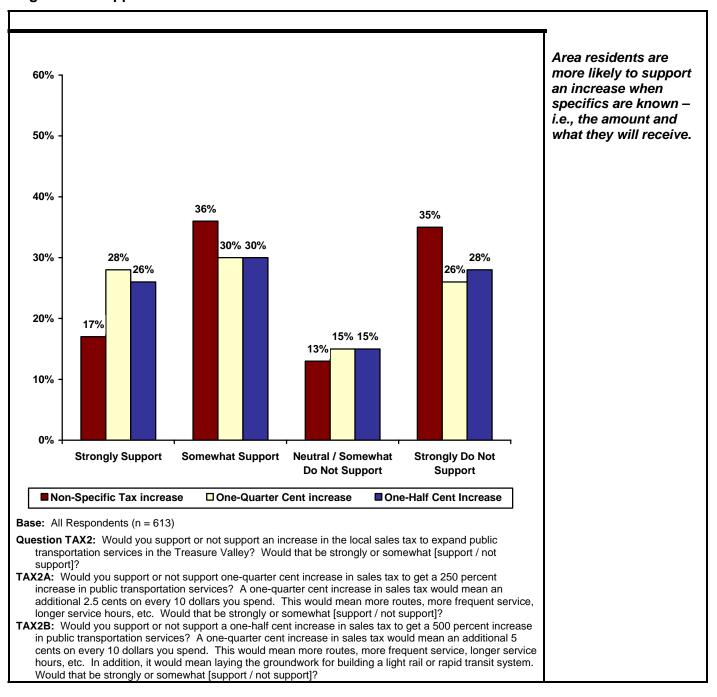


Two follow-up questions were asked to determine residents' support for two levels of a tax increase – one-quarter cent increase or one-half cent increase – to achieve different levels of service – a 250 or a 500 percent increase in level of service, respectively.

Perhaps a surprise, valley residents are more likely to support an increase in sales tax when given a specific amount and/or what such a level would achieve.

There is no difference in support for the two options – a one-quarter cent increase or one-half cent increase – to achieve different levels of service – a 250 or a 500 percent increase in level of service, respectively.

Figure 27: Support for Sales Tax Increase



Barring the confusion complex questions can cause, respondents appear to be relatively indifferent between the two specific options – that is, if they support one option, they are also likely to support the other.

- ~ Nearly half (47%) of all area residents support a specific tax increase regardless of the level. On the other hand, one-third (32%) do not support a tax increase at all.
- One out of ten (11%) area residents support a one-quarter cent tax increase but would not support the higher one-half cent increase. On the other hand, a similar number (9%) suggest they would not support a one-quarter cent increase, but would support the higher increase given a higher level of service.

Table 20: Support for Different Amounts of Taxes and Services

Support a One-Half Cent Tax Increase to Achieve a 500 Percent Increase in Services	• •	nt Tax increase to Achieve a ncrease in Service Do Not Support	Near of all resid		
Support	47%	9%	a specincrea		
Do Not Support	11%	32%	level. ( hand, ( (32%) (		
Base: All Respondents (n = 613)			support		
percent increase in public tr tax would mean an addition	It or not support one-quarter cent increase in sales tax to get a 250 in public transportation services? A one-quarter cent increase in sales an additional 2.5 cents on every 10 dollars you spend. This would mean e frequent service, longer service hours, etc. Would that be strongly or out / not support]?				
tax would mean an addition more routes, more frequent	ansportation services? A one al 5 cents on every 10 dollars service, longer service hours, uilding a light rail or rapid trans	e-quarter cent increase in sales you spend. This would mean , etc. In addition, it would mean			

# Appendix – Detailed Methodology

### Introduction

Valley Regional Transit, with Northwest Research Group's support, conducted a public opinion telephone survey of public transportation services in 2002. Just like four years ago, VRT decided to conduct another public opinion telephone survey this year. The primary objectives of this important study included the following:

- Determine residents' awareness and perceptions of public transportation services in the Treasure Valley.
- Identify the type of public transportation system residents would support and/or ride (e.g., Rapid transit, bus, rail, rideshare, etc.).
- Measure residents' attitudes as to the economic and/or other public value of having a strong public transportation system and its impact on the region's overall quality of life.
- Identify and track demographic, attitudinal, and transit use characteristics such as:
  - Length of residence defined as the period of time residents have lived in the Treasure Valley
  - County defined as the county where residents live: Ada or Canyon
  - Living area defined as urban, rural, and Boise areas of the Treasure Valley
  - Voters defined as residents that are very, somewhat or not likely to vote

Similar to the 2002 study, the 2006 study includes detailed data on awareness, attitudes toward public transportation options, attitudes toward the importance of the availability of public transportation services, attitudes toward proposed service, potential ridership, potential trip purpose, support for funding, general characteristics of Treasure Valley residents, barriers to taking the bus on a more frequent basis, and satisfaction with various bus services. Questions were added and/or deleted to address the special issues Valley Ride is facing, and/or to gather insight into the future changes in travel behavior that will need to be addressed.

# Sampling and Data Collection

Data collection was conducted by telephone in the fall of 2006, yielding a total of 613 completed interviews. Telephone data collection, using Random Digit Dial (RDD) sampling, continues to be the best sampling and data collection methodology for conducting research that needs to be projected to the general population. In addition, the computer-assisted telephone interviewing (CATI) technology is the best methodology for completing long and complex surveys, particularly those using a large number of rating scales where it is important to randomize the order of delivery to minimize response order bias and ensure more valid responses. Finally, professional interviewers probe for complete answers to all questions, limiting the number of unanswered questions and gaining in-depth information for open-ended questions.

Telephone interviews were conducted among a random sample of households within the Treasure Valley. The 613 individuals completing this comprehensive survey were Treasure Valley residents, 18 years of age and older. Data collection was completed between Monday, October 16 and Sunday, October 29, 2006. NWRG conducted interviews daily until 9:00 p.m., as well as during the afternoon and early evening hours on weekends.

Once a respondent was reached, a method was used to ensure representation of both men and women in the sample. To accomplish this, each household was randomly assigned to speak to a pre-designated male or female in the household. If the household contacted did not contain an individual of the randomly pre-designated gender, the interviewer then continued with an adult in the household 18 or older. This was determined through direct questioning of the designated respondent.

Finally, an adequate number of interviews were obtained in each county to allow for reliable analysis at the regional level. The sample was stratified by geographic area (Ada and Canyon counties) defined by the two-county region in which VRT provides the ValleyRide services. Unlike the 2002 study, this time the number of interviews completed was proportionate to the actual adult population in the Treasure Valley: 421 completes in Ada County since it represents 69 percent of the population in the Treasure Valley, and 192 in Canyon County since it represents 31 percent of the population in the Treasure Valley. This method allowed a better representation of the adult population in the region; however, the data was still weighted to reflect a better representation of the area's demographics and characteristics. The weighting process does not change the total sample size. The number of interviews obtained and the number resulting from the weighting process by area are shown in the following table.

Table X: Sample (based on adult population: 18 and older)

	# of Population*	% of Population	# Interviews Obtained	% Interviews Obtained	# Interviews Weighted	% Interviews Weighted
Ada County	248,836	68.6%	421	68.7%	419	68.4%
Canyon County	113,773	31.4	192	31.3	194	31.6
TOTAL	362,609	100.0	613	100.0	613	100.0
* 2005 American C	Community Surve	y Data Facts				

In interpreting survey results all surveys are subject to sampling error. Sampling error is the extent to which the results obtained may differ if the whole population were surveyed. The level of sampling error is dependent upon the number of completed interviews; in particular, the larger the sample, the smaller the sampling error. The overall margin of sampling error for this survey is plus or minus 4 percent (3.96%) for questions asked of all respondents.

All results in this report are based on the weighted sample data. Weighted cell sizes are shown; unweighted cell sizes, however, are used when inferring statistical reliability.

# **Interviewing Outcomes**

Declining response rates resulting from the inability to reach households with targeted respondents at home and increasing refusal rates are of significant concern in telephone survey research. The CASRO definition of 'response rate' is "the ratio of the number of completed interviews to the number of eligible units in the sample." There are multiple versions of response rates, and these ratios are functions of the effective study incidence (the percentage of persons in the population eligible to complete the study), contact rate (the percentage of households attempted that are reached), and cooperation rate (the percentage of qualified persons who agree to complete the survey). Strategies used to increase response rates for this study included:

- ~Pre-testing of questionnaires to minimize incidence of break-off and of question-by-question refusal.
- ~Using specially trained interviewers to convert refusals into completions.

- Messages left on answering machines with a toll-free number, providing information about the survey and asking a member of the household to return the call.
- Continuing monitoring and controlling of questionnaire length to minimize incidence if midterminates.
- ~Information page on NWRG's website (<a href="www.nwrg.com">www.nwrg.com</a>) to provide additional information about the survey, and to answer frequently asked questions about surveys in general and about this specific survey.

A total of 7,181 sample elements were available for the scheduled data collection period. Of the total sample, 69 percent of the numbers were working household telephone numbers. All numbers identified as non-working were attempted twice to verify their non-working status. Of the sample of working telephone numbers, 53 percent resulted in an actual contact. Of these, 12 percent resulted in complete interviews, and approximately 2 percent began the survey but terminated during the course of the interview.

Households or respondents who did not qualify either lived outside Ada and Canyon counties, were under the age of 18, were in a quota group that was already full, or could not complete the study because of a language (non-English or non-Spanish) or other communication barrier.

The following table illustrates the dispositions of calls for the total sample.

**Table 21: Total Sample Disposition** 

	Total s	· •	
Disposition	#	%	
I – Complete Interview	613	8.5%	A total of 7,181
P – Partial Interview	50	0.7%	sample elements were available for this
R – Refusal / Break-Off (Eligible)	382	5.3%	study.
N – Not Eligible	2609	36.3%	
O – Other (Eligible)	63	0.9%	
UH – Unknown Household	1915	26.7%	
UO – Unknown Other	1,549	21.6%	

Response, cooperation, refusal, and contact rates are calculated based on these sample dispositions. The following tables contain four different rates of each one calculated differently. The reason for inclusion of different rates is that certain organizations may have varying need for presenting information, and some rates are more appropriate than others. These four rates are based on definitions of response rates set by CASRO.

The response rates are presented first. Before presenting the response rates in the following table, an adjustment factor, e, appears in the first row. This factor is used as an estimate of the proportion of eligible respondents from those respondents for whom eligibility is unknown. This adjustment factor is used in the 3rd and 4<sup>th</sup> response rate calculations.

**Table 22: Response Rate Calculations** 

Response Rate			Multiple call-bac
Measure	Formula	Total Sample	messages on an machines, and re
Е	<u> </u>	0.282	conversion result response rate of
RR1	I + P + R + O + UH + UO	- 14.0%	the entire sample above industry n
RR2	I + P I + P + R + O + UH + UO	- 15.2%	percent for Rand (RDD) sample su
RR3	I + P + R + O + E(UH + UO)	- 30.2%	
RR4	I+P I+P+R+O+E(UH+UO)	- 32.7%	

ks, leaving swering efusal Ited in a 30 percent for e. This is norms – 11 dom Digit Dial urveys.

The formulas by which the four response rates calculated in Table X vary slightly. The first is the minimum response rate, and is the number of completed interviews (I) divided by the total number of contacted households that were either eligible or whose eligibility was unknown (i.e. ineligible households are not included in the computation). The second, RR2, differs only in that the number of partially-completed interviews (P) is added to the numerator of RR1.

The third, RR3, differs from RR1 by the inclusion of the adjustment (e) in the denominator. This adjustment includes the number of ineligible households and, hence, any computation involving (e) is preferred. Finally, the fourth response rate, RR4, is different from RR3 in that the former adds the number of partially-completed interviews (P) to the numerator of the latter. Typically, the third and fourth rates are used due to the inclusion of 'e' in the calculation of each.

The third response rate (RR3) is typically that which is computed and reported. From the above table, it can be observed that this response rate was 30 percent. The average response rate for a Random Digit Dialing telephone survey (as reported by CMOR) is 11 percent. Clearly, the methodology employed for this study ensured good response rates.

In addition to having above-average response rates, this study yielded higher-than-average cooperation rates and lower-than-average refusal rates. The achieved total cooperation rate was 59 percent, which is 12 percent above the average for a customer satisfaction survey and 45 percent above the average for a Random Digit Dialing telephone survey. The achieved refusal rate was 19 percent which is 2 percent lower than the average for a customer satisfaction survey and 22 percent lower than the average for a Random Digit Dialing telephone survey. These rates are presented in the following tables.

**Table 23: Cooperation Rate Calculations** 

Cooperation Rate Measure	Formula	Total sample
COOP1		56.5%
COOP2		61.2%
COOP3		58.7%
COOP4		63.4%

The achieved cooperation rate was 59 percent for the entire sample. This is above industry norms – 47 percent for customer satisfaction survey and 14 percent for Random Digit Dial (RDD) sample surveys.

**Table 24: Refusal Rate Calculations** 

Refusal Rate Measure	Formula	Total sample
Е	<u> </u>	0.282
REF1	R I + P + R + NC + O + UH + UO	8.7%
REF2	R I + P + R + NC + O + E(UH + UO)	18.8%
REF3	R I + P + R + NC + O	34.5%

The achieved refusal rate was 19 percent for the entire sample. This is lower than industry norms – 21 percent for customer satisfaction survey and 41 percent for Random Digit Dial (RDD) sample surveys.

**Table 25: Contact Rate Calculations** 

Contact Rate Measure	Formula	Total sample
E	I+P+R+O (I+P+R+O)+N	0.282
CON1	I + P + R + O I + P + R + O + NC + UH + UO	- 24.8%
CON2	I + P + R + O I + P + R + O + NC + E (UH + UO)	- 53.4%
CON3	I+P+R+O I+P+R+O+NC	97.8%

The achieved contact rate was 53 percent of the sample of working telephone numbers.

## **Respondent Characteristics**

A random sample does not always achieve a final sample that is representative of the population; therefore, it is necessary to determine the extent to which the sample is representative of the population. In order to achieve this, respondent characteristics are compared with current census data. Because of the weighting, the characteristics of the weighted total provide the best picture of the extent to which the sample is representative of the actual population.

- ~A proportionate number of interviews to the population in each county were completed.
- ~The final sample generally matches the income, and ethnicity distributions found in the general population. There is no comparable census data available on education levels.
- ~The proportion of women interviewed was higher relative to their incidence in the population. Women represent 50 percent of the population in the Treasure Valley, and 55 percent of the interviews were completed by women. This is common in survey research as women are more likely to answer the telephone and/or are more willing to complete surveys.
- ~People in the younger age groups appear to be underrepresented relative to the distributions on the general population, especially those between 18 and 24 years of age. Current estimates are that approximately 4 percent of households no longer have a landline. Recent research shows that this wireless substitution is highest among young adults (18 to 24 years old) at 7 percent<sup>2</sup>.
- ~The number of Hispanic interviews was lower than population figures: 4 percent for both Ada and Canyon counties, which is a very low percentage relative to the Hispanic population in the Treasure Valley of approximately 10 percent. This is understandable given the tendency of the Hispanic population to have a higher incidence of Spanish-only speakers along with a lower response rate. Northwest Research Group conducted Spanish interviews; however, it only achieved four completes (even after several attempts). Spanish-speaking respondents were willing to participate, but throughout the interview, they pointed out that they didn't know much about the public transportation services due to the lack of access to information in Spanish. This interesting fact might serve as an incentive to eventually target the Hispanic market an important growing segment in the Treasure Valley, especially in Canyon County (20 percent of its total population).

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<sup>&</sup>lt;sup>2</sup> Source: Presentations given at 2005 Cell Phone Sampling Summit II http://www.nielsenmedia.com/cellphonesummit/cellphone.html

**Table 26: Respondent Characteristics** 

	Census	Unweighted Total (n = 613)	Weighted Total (n <sub>W</sub> = 613)
Area of Residence Ada County Canyon County	68% 32	69% 31	68% 32
<b>Gender</b> Male Female	50% 50	45% 55	49% 51
Age 18-24 yrs. 25-34 yrs. 35-44 yrs. 45-54 yrs. 55-64 yrs. 65 or older Mean (years)	13% 21 21 19 13 13 N.A.	4% 15 19 23 19 20 49.5	13% 22 21 18 13 13
Income Less than \$15,000 \$15,000 to \$30,000 \$30,000 to \$50,000 \$50,000 to \$75,000 \$75,000 to \$100,000 \$100,000 or more Median	13% 16 23 23 13 13 N.A.	5% 14 25 25 17 15 \$56,342	5% 14 25 26 15 15 \$55,701
Ethnicity* White or Caucasian Hispanic American Indian or Alaskan Native Asian or Pacific Islander Black or African American	90% 10 1 2 1	97% 3 3 2 <1	96% 4 3 2
Education Less than high-school Completed high-school Some College Associate's Degree College Degree Some Graduate School Graduate Degree	Not available	3% 21 23 9 27 5	4% 23 23 8 26 4

# Weighting

In a random or probability sample, the sample is selected by a random procedure that gives every member of the population to be sampled a known and non-zero probability of being selected. When conducting interviews by telephone, all households do not have an equal probability of selection. Notably, more households today have more than one telephone line, and households with multiple telephone lines have a higher probability of selection than do those with a single line. The first stage of weighting, therefore, adjusts for the probability of selection resulting from multiple telephone lines in some households.

As mentioned before, weighting was also used to adjust the sample to represent the study area's population as a whole. The results are summarized in the following table.

Table 27: Weighting

	Ada County				Canyon County			
Age	Male		Female		Male		Female	
	Obtained	Weighted	Obtained	Weighted	Obtained	Weighted	Obtained	Weighted
18-24	4	24	5	28	6	14	7	14
25-34	34	45	27	43	15	24	17	23
35-44	41	43	40	44	14	19	23	19
45-54	41	41	62	41	18	15	22	14
55-64	43	28	43	28	13	11	16	12
65 plus	28	22	51	30	20	12	20	16
Total	191	203	228	214	86	95	105	98
Note: Respondents who refused age caused a slight fluctuation between weighted and obtained data.								

## **Questionnaire Design**

The 2006 Valley Regional Transit questionnaire is partially based on the 2002 survey. Moreover, the questionnaire was modified to address additional issues that have surfaced over the years. A copy of the questionnaire is included in the Appendix, and it covered the following key subject areas:

- ~Introduction / Screener
- ~Regional issues / Priorities
- ~Awareness of Plans / Transit
- ~Attitudes Toward Public Transportation Service
- ~Attitudes Toward Transportation Options
- ~Support for Funding Alternatives
- ~Demographics and Respondent Characteristics

The questionnaire used a variety of question formats, including closed-single and multiple-response questions for all categorical data. An "other" category is included in some questions where all possible responses are unknown when preparing the questionnaire. Responses that fell into the "other" category were recorded, and the most common "other" responses were coded. The results were then reviewed and, where appropriate, post-coded into the database. All attitude and evaluation questions used scaled response formats; for example, strongly agree to strongly disagree. Scales were typically five or eight points in length. There were a total of five open-ended questions, including regional issues, awareness of public transportation services in the Treasure Valley, the name of the bus system(s), past use of and future use of public transportation services.

The survey questionnaire contained approximately 116 questions and the interviews averaged 20 minutes in length, which was a little longer than planned. It is recommended that in the future the questionnaire length should be considered more carefully, since this somewhat affects productivity among other factors.

## **How to Use This Report**

Extensive analysis of the data was completed. This report summarizes the major findings for each of the topics as a whole, and for key subgroups. The following notes describe reporting conventions used in the report:

- ~The report is organized by major topic area. Tables and charts provide supporting data.
- ~Information about the overall results for each question is presented first, followed by relevant, statistically and practically significant differences between key subgroups. The probability level for determining statistical significance is > .05. Significant differences observed among important subgroups are presented in the written text of the report and in the accompanying tables.
- ~Unless otherwise noted, in most charts and tables, column percents are used. Percents are rounded to the nearest whole number. Note that some percentages in this report may add up to more or less than 100 percent because of rounding or the permissibility of multiple responses.
- ~Except where noted, tables and charts provide information among respondents who offered opinions to a question. Non-opinions, refusals to answer, and responses such as "don't know" were treated as equivalent and recorded as "no answer." The "no answer" category is not included in the analysis generating the graphics.

Complete documentation of the data analysis is kept separately in the form of banners. These banners are useful in providing easy-to-use documentation of the results of all questions broken out for important subgroups of the sample. The NWRG Project Team worked with the VRT Team to determine the best segments for this analysis. Two separate sets of banner tabulations were developed.

- ~Banner #1 Demographics: County (2), Urban/Rural (3), Length of Residency (3), Gender (2), Age (3), Income (4), Voter (3).
- ~Banner #2 Role of Public Transportation (3), Importance of Public Transportation (3), Awareness of Treasure Valley Public Transportation (3), Preferred Method of Travel (3), Prior Use of Public Transportation (2), Commuter Status (2).

A sample of both sets of banners is included in the Appendix.

# Appendix – Questionnaire

#### 2006 VALLEY REGIONAL TRANSIT QUESTIONNAIRE



VRT-06-124: Final Questionnaire Version Date: November 29, 2006

INTRO Hello, my name is \_\_\_\_\_\_ from Northwest Research Group, a public opinion research firm located in Boise, calling on behalf of Valley Regional Transit Authority. Today / tonight we are conducting a survey about issues important to the Treasure Valley and we'd like to include your opinions. Please let me assure you that we are not selling anything. The survey is being conducted for research purposes only, and your answers will be kept confidential. This call may be monitored and/or recorded for quality control purposes.

[AS NEEDED: Let me assure you this is not a sales call, and all the information you give will be kept strictly confidential. If you want more information on this survey, please visit our web site – <a href="www.nwrg.com">www.nwrg.com</a> and go to the Current Studies page.]

[AS NEEDED: This survey will last approximately 15 minutes.]

[AS NEEDED: This survey will include general questions on a few selected topics.]

- 1 CONTINUE WITH INTERVIEW
- 2 RESPONDENT REFUSAL [SKIP TO TKREF, DISPO = 8]

**[FOR MID-INTERVIEW CALLBACKS]** Hello, this is \_\_\_\_\_\_ from Northwest Research Group, a market research firm located in Boise. I'm calling back to complete the survey we started.

[PRESS ANY KEY TO CONTINUE]

[PROGRAMMING NOTE: RANDOMLY ASK FOR MALES 2 TIMES OUT OF 3 IN SCR1.]

SCR1 **[FOR MALE]** To ensure that this survey is representative of Idaho's population, I need to speak with the male in your household who is 18 years of age or older and who had the most recent birthday. Would that be you?

**[FOR ADULT]** For this survey, I need to speak to an adult in your household who is 18 years of age or older and who had the most recent birthday. Would that be you?

## [IF ASK FOR MALE AND HH IS FEMALE ONLY, THEN ASK FOR FEMALE HEAD OF HOUSEHOLD] [IF MORE THAN ONE MALE, THEN ASK FOR MALE WITH LAST BIRTHDAY]

- 1 RESPONDENT AVAILABLE
- 2 RESPONDENT NOT AVAILABLE [CTRL-END, SCHEDULE CALLBACK, DISPO =11]
- 3 NEW RESPONDENT COMING TO THE PHONE [REINTRODUCE]
- 4 NO ONE IN HOUSEHOLD IS 18 OR OLDER [SKIP TO TKAGE]
- 5 LANGUAGE BARRIER [SKIP TO TKLANG]
- 9 DON'T KNOW / REFUSED [SKIP TO TKTERM]

[NOTE TO PROGRAMMER – WE WANT TO ENSURE A 50/50 RANDOM GENDER SPLIT. NOTE, WE WILL HAVE TO DECIDE HOW TO DEAL WITH MALE ONLY / FEMALE ONLY HOUSESHOLDS; IF MORE THAN ONE MALE / FEMALE IN HOUSEHOLD, RANDOMLY CHOOSE BASED ON 50/50 CRITERIA]

#### **SCREENER** STCOUNTY Do you live in . . .? 1 Ada or Canyon County 2 3 NONE OF THE ABOVE -- TERMINATE - SKIP TO TKCOUNTY 9 DON'T KNOW / REFUSED [SKIP TO TKTERM] [IF STCOUNTY = (1) ADA] Do you live in the city of. . .? ADA Boise 2 Meridian Eagle 3 4 Kuna Another city / town in Ada County [SPECIFY] 5 An unincorporated area of Ada County DK / REFUSED 99 10 Garden City CANYON [IF STCOUNTY = (2) CANYON] Do you live in the city of. . .? Caldwell Nampa 2 Another city / town in Canyon County [SPECIFY] 3 An unincorporated area of Canyon County 4 99 DK / REFUSED 10 Middleton 11 **Parma TRSVAL** How long have you lived in the Treasure Valley? [PROBE FOR YEARS. IF LESS THAN 12 MONTHS ENTER ZERO.] **ENTER YEARS** 99 **REFUSED** TRSVAL1 [IF TRSVAL LE 5 YEARS] What city and state did you move here from? 1 UNITED STATES 2 OTHER COUNTRY **ENTER CITY ENTER STATE** 99999 REFUSED TRSVAL2 [IF TRSVAL LE 5 YEARS] Did the region you moved from have a public transportation system? 1 YES NO 2 DON'T KNOW 8 **REFUSED** GENDER [ENTER RESPONDENT'S GENDER] MALE

2

**FEMALE** 

#### **REGIONAL ISSUES / PRIORITIES**

ISS1 Thinking about issues related to growth in the Treasure Valley, what would you say is the most important issue facing this area?

#### [OPEN ENDED RESPONSE – TAKE ONLY THE FIRST RESPONSE]

- 1 PUBLIC TRANSPORTATION / BUS SYSTEM
- 2 TRAFFIC / CONGESTION / DIFFICULT TO GET AROUND / TOO MANY CARS
- 3 SCHOOLS / INCREASE FUNDING / REDUCE OVERCROWDING
- 4 SPRAWL / GROWTH BEYOND BOUNDARIES / GETTING TOO BIG, TOO FAST / REDUCTION OF FARM LAND AI OPEN SPACES
- 5 POLLUTION (GENERAL) / AIR QUALITY / WATER QUALITY
- 6 CRIME / DRUGS
- 7 UNEMPLOYMENT / ECONOMY / ATTRACTING NEW BUSINESSES
- 8 ROAD EXPANSION / UPKEEP AND MAINTENANCE / NEED MORE ROADS, STOPLIGHTS, AND SIGNS
- 9 PLANNING / ANNEXATION / ZONING
- 10 OTHER [SPECIFY]
- 99 DON'T KNOW / REFUSED
- ISS2 Now, I am going to read you a list of things that some people say are important to their quality of life and the quality of life in the Treasure Valley. As I read each item tell me how important it is to your quality of life and to quality of life in the Treasure Valley. Please use a scale from 0 to 7 where "0" is "not at all important" and "7" is "very important".

#### [RANDOMIZE ORDER]

- ISS2A Cleaner air
- ISS2B Less traffic congestion
- ISS2C Planning for growth and the future
- ISS2D Economic growth and development
- ISS2E Easy and convenient access to the things you need in everyday life such as work, shopping and daycare
- ISS2F Being able to get around easily to do what you most want to
- ISS2G Providing opportunities for people from every walk of life
- ISS2H Having lots of transportation choices and options available
- ISS2I Making roads, highways, and transportation safer for all drivers and commuters
- ISS2J Having more time to spend with friends and families or people you care about the most
- ISS2K Residing in a livable community or area
- ISS2L Minimizing stress and frustration in your life
- ISS2M Having more time to do the things you want to do
- ISS2N Having more money to spend as you would like to

0 NOT AT ALL IMPORTANT

7 VERY IMPORTANT

99 DON'T KNOW / REFUSED

#### **AWARENESS OF PLANS / TRANSIT**

AW1 What public transportation services are available in the Treasure Valley?

#### [SELECT ALL THAT APPLY]

- 1 FIXED ROUTE BUS SERVICE
- 2 COMMUTERRIDE / VANPOOLS

- 3 OTHER [SPECIFY]
- 88 DON'T KNOW
- 99 REFUSED
- 10 TAXI
- 11 NONE, OWN CAR, BICYCLE
- AW2 What is the name of the bus system or systems serving the Treasure Valley?

#### [OPEN-ENDED QUESTION]

- 1 BOISE URBAN STAGES
- 2 VALLEY RIDE
- 3 TREASURE VALLEY TRANSIT
- 4 BOISE BUS / TRANSIT
- 5 THE BUS
- 6 COMMUTERRIDE
- 7 VALLEY TRANSIT
- 77 OTHER
- 88 DON'T KNOW
- 99 REFUSED
- AW3 Do you have what you would consider convenient access to public transportation near your home?
  - 1 YES
  - 2 NO
  - 8 DON'T KNOW
  - 9 REFUSED
- AW4. Do you have what you would consider convenient access to public transportation near where you work or go to school?
  - 1 YES
  - 2 NO
  - 3 DON'T WORK / GO TO SCHOOL
  - 8 DON'T KNOW
  - 9 REFUSED
- AW5 Would you say you are familiar or not familiar with each of the following aspects of public transportation in the Treasure Valley. Would that be very or somewhat [familiar / not familiar]?

#### [RANDOMIZE ORDER – AW5A through AW5E; AW5F through AW5I]

- AW5A Public transportation routes
- AW5B Public transportation fares
- AW5C Public transportation schedules
- AW5D How to ride the bus
- AW5E Where to buy a bus pass
- AW5F Plans to manage growth
- AW5G Plans to expand roads and highways
- AW5H Plans to expand / increase public transportation services
- AW5I Location of and how to use park-and-ride lots
  - 1 VERY UNFAMILIAR
  - 2 SOMEWHAT UNFAMILIAR
  - 3 NEUTRAL
  - 4 SOMEWHAT FAMILIAR
  - 5 VERY FAMILAR
  - 8 DON'T KNOW
  - 9 REFUSED

### ATTITUDES TOWARD PUBLIC TRANSPORTATION (QUESTIONS HIGHLIGTED IN YELLOW TAKEN FROM 2002 SURVEY FOR TRACKING PURPOSES)

ATT1 Next, I'd like you to think about the potential benefits of a high quality and effective public transportation system.

As I reach each item please tell me whether you agree or disagree that a high quality and effective system would provide that benefit to the region. Would that be somewhat or strongly [agree / disagree]?

[AS NECESSARY: A high quality and effective public transportation system would. . .]

#### [RANDOMIZE ORDER]

- ATT1A Improve air quality
- ATT1B Reduce traffic congestion
- ATT1C Help control growth
- ATT1D Contribute to the economic growth and development of a community
- ATT1E Provide easy and convenient access to the things you need in everyday life such as work, shopping and daycare
- ATT1F Allow people to get around easily to do the things they most want to
- ATT1G Provide people from every walk of life with opportunities
- ATT1H Give people more choices and options for travel
- ATT1I Make roads, highways, and transportation safer for all drivers and commuters
- ATT1J Give people more time to spend with friends and families or people they care about the most
- ATT1K Increase the livability and likeability of communities
- ATT1L Minimize stress and frustration in people's lives
- ATT1MProvide people with more time to do the things they want to do
- ATT1N Give people more money to spend as they would like to
  - 1 STRONGLY AGREE
  - 2 SOMEWHAT AGREE
  - 3 NEUTRAL
  - 4 SOMEWHAT DISAGREE
  - 5 STRONGLY DISAGREE
  - 9 DON'T KNOW / REFUSED
- ATT2 How important is the availability of public transportation services to the community in general? Would that be very or somewhat [important / unimportant]?
  - 1 VERY UNIMPORTANT
  - 2 SOMEWHAT UNIMPORTANT
  - 3 NEUTRAL
  - 4 SOMEWHAT IMPORTANT
  - 5 VERY IMPORTANT
  - 8 DON'T KNOW
  - 9 REFUSED
- ATT4 In terms of the role you think public transportation can play in creating more attractive future growth and development in the Treasure Valley, would you say it mainly plays a . . .
  - 1 Positive role
  - 2 A negative role or
  - 3 Public transportation doesn't matter
  - 8 DON'T KNOW
  - 9 REFUSED
- ATT4A [IF ATT4 EQ 1 OR 2] Would that be a very or somewhat [RESTORE ANSWER FROM ATT4]?
  - 1 VERY POSITIVE
  - 2 SOMEWHAT POSITIVE
  - 3 NEUTRAL

- 4 SOMEWHAT NEGATIVE
- 5 VERY NEGATIVE
- 8 DON'T KNOW
- 9 REFUSED

### ATTITUDES TOWARD TRANSPORTATION OPTIONS (QUESTIONS HIGHLIGTED IN YELLOW TAKEN FROM 2002 SURVEY FOR TRACKING PURPOSES)

I am going to read you a list of ways people in the Treasure Valley travel. As I read each item, rate on a scale from 0 to 7 where "0" means you feel "Not At All Favorable" toward that method of transportation while a rating of "7" means you feel "Extremely Favorable." We want your opinion of each as a means of travel regardless of how you currently travel.

#### [RANDOMIZE QUESTION ORDER TO1A TO1E]

- TO1A Carpooling with a non-family member
- TO1B Driving your own car alone
- TO1C Walking
- TO1D Vanpooling
- TO1E Bicycling

#### [RANDOMIZE QUESTION ORDER TO1F TO1I]

- TO1F Riding the bus
- TO1G Light rail [AS NEEDED: Light rail is an electric railway system characterized by its ability to operate single or multiple cars along exclusive rights-of-way in subways or on streets and is normally powered by overhead electrical wires.]
- TO1H Bus Rapid Transit **[AS NEEDED**: BRT is an alternative to light rail and provides exclusive or semiexclusive lanes for buses or bus-like vehicles. Exclusive bus ways function like rail transit in that they are constructed with passenger stations and offer a degree of physical separation from regular traffic.**1**
- TO1I Driving to a park-and-ride lot and taking an express or limited stop bus to your destination.
- TO2 Have you ever used public transportation services in the Treasure Valley?
  - 1 YES
  - 2 NO
  - 9 DON'T KNOW / REFUSED

### TO2A [IF TO2 EQ 1] Which ones? [SELECT ALL THAT APPLY]

- 1 BUS
- 2 COMMUTERRIDE
- 3 TAXI
- 4 OTHER [SPECIFY]
- 8 DON'T KNOW
- 9 REFUSED

- TO3 These next questions are specifically about using public transportation. Tell me whether you would "definitely use" public transportation under this condition, "probably use" public transportation, "probably would not" use, or "definitely would not" use.
  - TO3A I would use public transportation if it ran every 15 minutes or less
  - TO3B I would use public transportation if there were a stop closer to my home and/or where I need to go
  - TO3C I would use public transportation if there were some type of limited stop or express service so travel time was comparable to that by car
  - TO3D I would use public transportation if there was a rapid transit option
    - 1 DEFINITELY WOULD USE
    - 2 PROBABLY WOULD USE
    - 3 NEUTRAL
    - 4 PROBABLY WOULD NOT USE
    - 5 DEFINITELY WOULD NOT USE
    - 8 DON'T KNOW
    - 9 REFUSED
- TO4 If you had a choice between convenient public transportation and using a car would you . . .
  - 1 Always drive
  - 2 Use public transportation some of the time
  - 3 Use public transportation most of the time
  - 4 Always use public transportation
  - 8 DON'T KNOW
  - 9 REFUSED

### TO5A [IF TO4 EQ 2, 3, OR 4] For what types of trips? [SELECT ALL THAT APPLY]

- 1 COMMUTING TO / FROM WORK
- 2 COMMUTING TO / FROM SCHOOL
- 3 BUSINESS / WORK-RELATED TRAVEL
- 4 SPORTING EVENTS
- 5 SPECIAL EVENTS / RECREATION / ENTERTAINMENT
- 6 SHOPPING / OTHER PERSONAL / BUSINESS ERRANDS
- 7 VISITING FAMILY / FRIENDS
- 8 DENTIST / DOCTOR / MEDICAL APPOINTMENT
- 9 AIRPORT
- 10 OTHER [SPECIFY]
- 88 DON'T KNOW
- 99 REFUSED

People have different reasons for not using public transportation or not using it more often. As I read the following, please tell me the extent to which each is a barrier for you personally to using public transportation or using it more often. Use a scale from "0" to "7," where "0" means it is "not a barrier at all" and a "7" means that it is a "significant" barrier. You can use any number from 0 to 7.

#### [RANDOMIZE ORDER]

- TO7A Time it takes to travel by bus
- TO7B No bus stop near where I live
- TO7C Lack of service to where I need to go
- TO7D Have to transfer / take more than one bus
- TO7E Concerns about personal safety
- TO7F Behavior of people on the bus or at the stops
- TO7G Don't know how to use the bus system
- TO7H Cost too high
- TO7I No need to use the bus
- TO7J Only people who have no other way to get around use it
- TO7K Have to plan around bus schedules
- TO7L Need a car in case of an emergency
- TO7M Need a car to make stops along the way e.g., at a store, drop children at daycare, etc.
- TO7N Often have to work or stay at school late
- TO70 Have an irregular schedule at work or school
- TO7P Lack of early morning or evening service
- TO7Q Lack of Sunday service
- TO7R Cleanliness and general appearance of buses
- TO7S Bus doesn't run often enough

0 NOT A BARRIER AT ALL 7 A SIGNIFICANT BARRIER 99 DON'T KNOW / REFUSED

To9 If these barriers did not exist, would you be likely or unlikely to use public transportation? Would that be very or somewhat [likely / unlikely]?

VERY LIKELY SOMEWHAT LIKELY NEITHER LIKELY NOR UNLIKELY SOMEWHAT UNLIKELY VERY UNLIKELY

9 DON'T KNOW / REFUSED

## SUPPORT FOR FUNDING ALTERNATIVES (QUESTIONS HIGHLIGTED IN YELLOW TAKEN FROM 2002 SURVEY FOR TRACKING PURPOSES)

TAX1 Is there currently funding available for local public transportation services from... [ENTER YES / NO RESPONSE FOR EACH]

AW6A The federal government AW6B The State of Idaho

AW6C Local taxes

- 1 YES
- 2 NO
- 9 DON'T KNOW / REFUSED

- TAX2 Would you support or not support an increase in the local sales tax to expand public transportation services in the Treasure Valley? Would that be strongly or somewhat [support / not support]?
  - 1 STRONGLY SUPPORT
  - 2 SOMEWHAT SUPPORT
  - 3 NEUTRAL
  - 4 SOMEWHAT NOT SUPPORT
  - 5 STRONGLY NOT SUPPORT
  - 8 DON'T KNOW
  - 9 REFUSED
- TAX2A Would you support or not support one-quarter cent increase in sales tax to get a 250 percent increase in public transportation services? A one-quarter cent increase in sales tax would mean an additional 2.5 cents on every 10 dollars you spend. This would mean more routes, more frequent service, longer service hours, etc. Would that be strongly or somewhat [support / not support]?
  - 1 STRONGLY SUPPORT
  - 2 SOMEWHAT SUPPORT
  - 3 NEUTRAL
  - 4 SOMEWHAT NOT SUPPORT
  - 5 STRONGLY NOT SUPPORT
  - 8 DON'T KNOW
  - 9 REFUSED
- TAX2B Would you support or not support a one-half cent increase in sales tax to get a 500 percent increase in public transportation services? A one-quarter cent increase in sales tax would mean an additional 5 cents on every 10 dollars you spend. This would mean more routes, more frequent service, longer service hours, etc. In addition, it would mean laying the groundwork for building a light rail or rapid transit system. Would that be strongly or somewhat [support / not support]?
  - 1 STRONGLY SUPPORT
  - 2 SOMEWHAT SUPPORT
  - 3 NEUTRAL
  - 4 SOMEWHAT NOT SUPPORT
  - 5 STRONGLY NOT SUPPORT
  - 8 DON'T KNOW
  - 9 REFUSED

#### DEMOGRAPHICS ALL RESPONDENTS

- DEMINT The following questions are for classification purposes only. Your answers will remain strictly confidential and will only be used to help us group your answers.
- HHSIZE How many people live in your household, including yourself?

ENTER ACTUAL NUMBER

99 DON'T KNOW / REFUSED

ADULT Of the **[ENTER NUMBER FROM HHSIZE]** people living in your household, how many adults 18 year of age and older live in your household, including yourself?

**ENTER NUMBER OF ADULTS** 

98 DON'T KNOW

99 REFUSED

- CHILD Of the **[ENTER NUMBER FROM HHSIZE]** people living in your household, how many children under the age of 18 currently live in your household?
  - ENTER NUMBER OF CHILDREN

99 DON'T KNOW / REFUSED

88 NONE

[NOTE TO PROGRAMMER – ADULT AND CHILD SHOULD SUM TO HHSIZE] [IF CHILD = 0 OR 99, SKP AGE1]

**ENTER ACTUAL NUMBER** 99 DON'T KNOW / REFUSED CHILD2How many of these children are age 5 to 9? ENTER ACTUAL NUMBER 99 DON'T KNOW / REFUSED CHILD3How many of these children are age 10 to 14? **ENTER ACTUAL NUMBER** 99 DON'T KNOW / REFUSED CHILD4How many of these children are age 15 to 17? **ENTER ACTUAL NUMBER** 99 DON'T KNOW / REFUSED AGE1 What is your age? **ENTER AGE** 99 **REFUSED** AGE2 [IF AGE = 99] Are you between? 1 18 to 24, 25 to 34, 2 35 to 44, 3 4 45 to 54, 5 55 to 64, or 6 65 years of age or older? REFUSED **EDUC** What is the highest level of education you have completed? 1 Did not finish high school, 2 High school graduate / GED, Some college / technical school, 3 Associate / other degree, 4 5 College degree, 6 Some graduate school, or Graduate degree DON'T KNOW / REFUSED 9 WORK1 Are you currently . . . 1 Employed full-time Employed part-time, 2 3 Self employed Full-time student 4 5 Part-time student 6 Retired Not currently employed? 7 OTHER [SPECIFY] 8 10 **HOMEMAKER** DON'T KNOW/REFUSED DEMO7A Are you Spanish, Hispanic, or Latino? [PROBE: Were your ancestors Mexican, Puerto Rican, Cuban, Central or South American, or from Spain?] YES 1 NO 2 DON'T KNOW 8 **REFUSED** 9 DEMO7B [IF DEMO7A NE 1] I am going to read a list of race categories. Please choose one or more races you consider yourself to be: [IF DEMO7A = 1, READ: "In addition to Hispanic, what other race categories do you consider yourself to

CHILD1How many of these children are under the age of 5?

be??1

[CLARIFY "INDIAN" WITH "Is that American Indian or Asian Indian?"]

[ASIAN/PACIFIC ISLANDER INCLUDES GROUPS SUCH AS: CHINESE, FILIPINO, HAWAIIAN, INDIAN (ASIAN), VIETNAMESE, KOREAN, JAPANESE, CAMBODIAN, AND SAMOAN.]

["Hispanic" SHOULD BE TALLIED "Some other race"]

#### [READ LIST]

- 1 White or Caucasian
- 2 Black or African American
- 3 American Indian or Alaskan Native
- 4 Asian or Pacific Islander
- 5 Some Other Race [SPECIFY:]
- 8 DON'T KNOW
- 9 REFUSED

INCOME1 [ALL] I am going to read some broad categories of yearly household income. This includes money from all jobs or sources like social security. Please do not tell me how much your household earns exactly. When I come to the category that best represents the total combined income before taxes of all members of this household during 2005, please let me know.

Was your household's 2005 income...?

#### [READ LIST]

- Below \$30,000 per year or [SKIP TO INCOME3]
- 2 Above \$30,000 per year? [SKIP TO INCOME5]
- 8 DON'T KNOW [PROBE FOR BEST ESTIMATE THEN SKIP TO INTLOTT]
- 9 REFUSED [PROBE FOR BEST ESTIMATE THEN SKIP TO INTLOTT]

#### INCOME3 [IF INCOME1 = 1] Would that be...?

- 1 Less than \$15,000
- 2 Between \$15,000 and \$29,999
- 3 \$30,000 or more [ASK INCOME5]
- 8 DON'T KNOW
- 9 REFUSED

#### INCOME5 [IF INCOME1=2 OR INCOME3 = 3] Would that be...?

- 1 Between \$30,000 and \$49,999
- 2 Between \$50,000 and \$74,999
- 3 Between \$75,000 and \$99,999
- 4 \$100,000 or More
- 8 DON'T KNOW
- 9 REFUSED

#### LAN What is the primary language spoken at your home?

- 1 ENGLISH
- 2 SPANISH
- 3 OTHER [SPECIFY]
- 9 REFUSED

### VOTER Are you registered to vote in the state of Idaho?

- 1 YES
- 2 NC
- 9 DON'T KNOW / REFUSED

### VOTER2 How likely are you to vote in the November 2006 general election? Would that be very or somewhat likely / not likely?

- 1 VERY UNLIKELY
- 2 SOMEWHAT UNLIKELY
- 3 NEUTRAL
- 4 SOMEWHAT LIKELY
- 5 VERY LIKELY
- 9 DON'T KNOW / REFUSED

ZIPCO	DE What is yo	ur zip code?												
	99999	ENTER ZIP CODE DON'T KNOW / REFUSED												
TEL1	[ALL] In 2005,	was your home without telephone service for more than three (3) months?												
	[READ IF NECE	ESSARY: Do NOT include cellular telephone service]												
	1 2	YES NO												
	9	DON'T KNOW / REFUSED												
TEL2	How many tele telephone serv	ephone lines are associated with this household [READ IF NECESSARY: Do NOT include cellular rice]?												
	99	ENTER NUMBER (1 OR MORE) DON'T KNOW / REFUSED												
TEL3		ow many telephone lines in your household are currently used only for non-voice communication, or modem line? [READ IF NECESSARY: Do NOT include cellular telephone service.]												
	99	ENTER NUMBER (1 OR MORE) DON'T KNOW / REFUSED												
TEL4	[ALL] Do you	have a cell phone that you use in addition to your home phone to make and receive personal calls?												
	1 2	YES NO												
	9	DON'T KNOW / REFUSED												
		THANK YOU												
THANK	That concl	udes our survey. Thank you very much for your time today, your answers will be very helpful.												
	[PRESS AN	IY KEY TO END INTERVIEW]												
TKREF	Thank you	Thank you very much for your time.												
	[PRESS AN	IY KEY TO END INTERVIEW]												
TKQU	OTA Thank you	very much for your time, we have already completed our surveys with households in your area.												
	[PRESS AN	IY KEY TO END INTERVIEW]												
TKAGE	Thank you	Thank you for your time. Today we are looking for households with members eighteen years or older.												
	[PRESS AN	IY KEY TO END INTERVIEW]												
TKCOL		you for your time. Today we are looking for households in the Treasure Valley area only.												
	_	SANY KEY TO END INTERVIEW]												
TKTER	•	for your time, but I am unable to continue without that information.												
	IPKESS AV	AY KEY TO ENDINGLER VIEWI												

TKLANG Thank you for your time, but we are only doing interviews in English today / tonight.

[PRESS ANY KEY TO END INTERVIEW] [DISP 10 OR 16]

# **Appendix – Sample Banner Pages**

Page 1

Valley Regional Transit - 2006 Transportation Study

STCOUNTY-Do you live in . . .?

BASE = ALL RESPONDENTS

	TOTAL	COUNTY		URBAN/RURAL			LENGTH OF RESIDENCY				GENDER		AGE			INCOME					VOTER		
	TOTAL	ADA	CANYON	BOISE	URBAN	RURAL	0 TO 5 YEARS	6 TO 10 YEARS	11+ YEARS	MALE		18 TO 34 YEARS	35 TO	55+	LT \$30,000		\$50,000-		VERY LIKELY		NEUTRAL/ UNLIKELY		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(R)	(S)	(T)	(U)		
WEIGHTED TOTAL	613	419	194	258	278	73	168	96	347	300	313	215	236	160	108	142	146	170	460	62	84		
TOTAL RESPONDING	613 100%	419 100%	194 100%	258 100%	278 100%	73 100%	168 100%	96 100%	347 100%	300 100%	313 100%	215 100%	236 100%	160 100%	108 100%	142 100%			460 100%	62 100%			
UNWEIGHTED TOTAL	613	421	192	256	276	76	155	85	371	278	335	115	261	234	106	136	136	175	489	43	77		
Ada County	419 68%	419 100%	-	258 100% EF	122 44%	38 53%	121 72%	74 77%	222 64%	205 68%	215 69%	140 65%	169 71%	108 68%	60 56%			134 79% OP	314 68%	42 67%			
Canyon County	194 32%	-	194 100%	-	156 56%	34 47%	46 28%	22 23%	125 36%	95 32%	98 31%	75 35%	67 29%	51 32%	47 44% R	54 38%	46 31%	36 21%	145 32%	20 33%	26 32%		

Comparison Groups: BC/DEF/GHI/JK/LMN/OPQR/STU
Independent T-Test for Means, Independent Z-Test for Percentages
Upper case letters indicate significance at the 95% level.
Prepared by Northwest Research Group, Inc. (January 2007)

#### Valley Regional Transit - 2006 Transportation Study

#### ADA-Do you live in the city of. . .?

#### BASE = ADA COUNTY RESIDENTS

	TOTAL		LE OF PUBL ANSPORTATI		PUBLI	MPORTANCE O		T.V. PUI	ESS OF HOW BLIC TRANS	PORTATION	VALLEY P		EASURE SPRT. PLANS		EFERRED ME OF TRAVE		PRIOR US		COMMUTER	
	TOTAL	VERY POSITIVE	SOMEWHAT	NOT MATTR	VERY IMPORTANT		NT IMPORT		AWARENESS	AWARENESS	AWARENESS	AWARENESS		ALWAYS DRIVE		TRANSIT MOST/ALL	PRIOR USE	NO PRIOR USE	COMMUTER	COMM
	(A)	(B)	(C)		(E)		(G)	(H)	(I)	(J)	(K)	(L)		(N)	(0)		(Q)	(R)	(S)	
WEIGHTED TOTAL	419	184	177	53	227	156	34	138	169	113	71	230	119	75	233	108	180	232	267	
TOTAL RESPONDING	419 100%				227 100%		34 100%		169 100%		71 100%	230 100%		74 100%			180 100%	231 100%		
UNWEIGHTED TOTAL	421	193	160	61	228	152	38	128	172	121	79	229	113	74	231	109	189	232	267	
Boise	254 61%				147 65%		23 69%		92 55%			134 58%		47 64%			132 73% R	112 48%		
Meridian	93 22%				45 20%		6 19%		41 24%	33 29% H	10 14%	56 24%		17 23%			26 15%	60 26% Q		
Eagle	30 7%				13 6%	14 5 9%	2 7%		17 10% H	9 8%	4 6%	17 7%	9 7%	5 7%			9 5%	28 12% Q		
Kuna	25 6%				14 6%		1 4%	5 4%	10 6%	10 9%	2 2%	15 7%		2 3%			10 6%	16 7%		
An unincorporated area of Ada County	10 2%				3 1%		-	1 1%	7 4%	2 1%	-	7 3%	3 2%	-	8 3%		2 1%	8 3%	5 2%	
Garden City	4 1%	2 1%			3 1%	-	1 2%	2 1%	1 1%	1 1%	2 2%	1 1%		-	4 2%	-	1 1%	3 1%	2 1%	
Another city / town in Ada County	4 1%	1 *%	3 2%		1 *%	. 3 ; 2%	-	0 *%	1 1%	2 2%	3 4%	0 *%		2 3%	_	-	0 *%	4 2%	5 2%	

Comparison Groups: BCD/EFG/HLJ/KLM/NOP/QR/ST Independent T-Test for Means, Independent Z-Test for Percentages Upper case letters indicate significance at the 95% level. Prepared by Northwest Research Group, Inc. (January 2007)