

Public Priorities and Support for Transit Improvements

INTERCITY TRANSIT

JULY 2018

DEVELOPING PUBLIC SUPPORT



METHODS

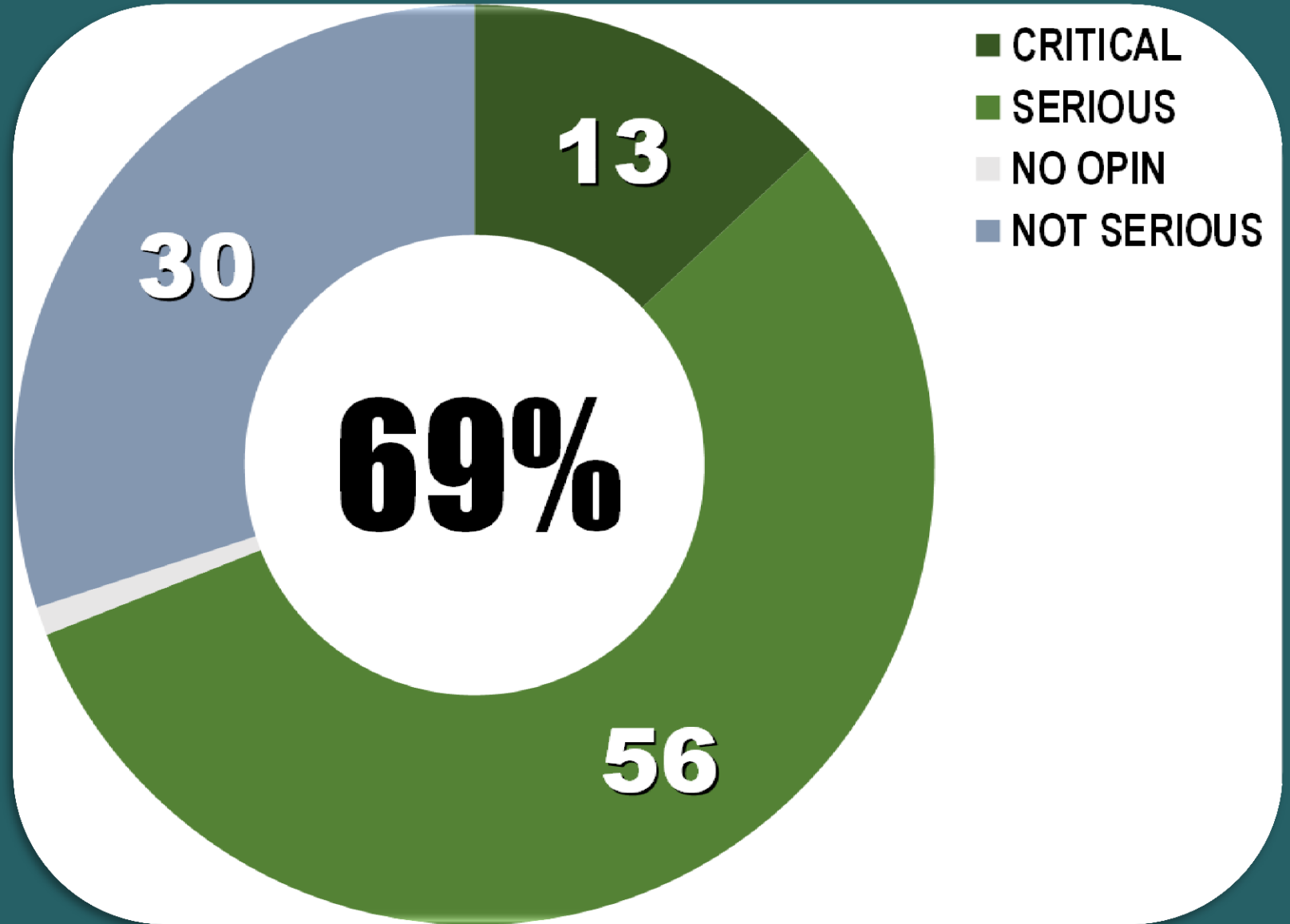
- **SAMPLE:**
405 Adults (18+) in the InterCity Transit Service Area
- **TECHNIQUE:**
Telephone Survey with Live Interviewers
40% via cell phone;
- **FIELD DATES:**
June 29 – July 3, 2018
- **SAMPLE FRAME:**
All households within the four cities in which at least one person is registered to vote (N=51,387) and for which a telephone number was available (n=16,546).
- **MARGIN OF ERROR:**
±5% at the 95% level of confidence.

SAMPLE PROFILE

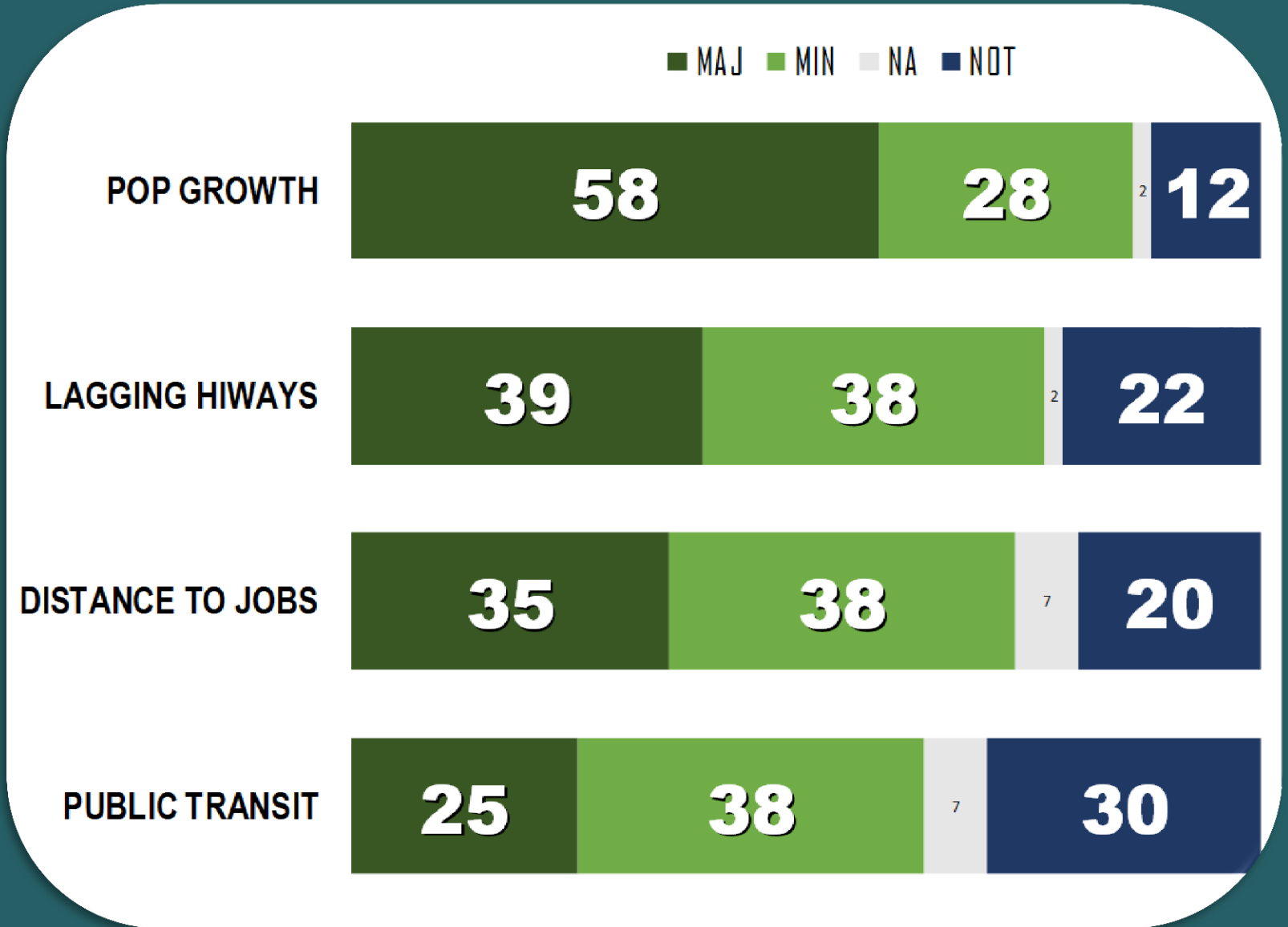
GENDER	Female	54%
	Male	46%
CITY	Lacey	31%
	Olympia	48%
	Tumwater	17%
	Yelm	5%
AGE:	18-35	9%
	36-50	18%
	51-64	26%
	65+	44%
COMMUTER	Yes	38%
	Drive Alone	74%
	Bus	9%
	Car/Van Pool	8%
	Bicycle	2%
	Walk	2%
	Other	3%
HOUSEHOLD:	Couple with children	18%
	Couple with no children	29%
	Single with children	7%
	Single with no children	23%
	Adult living with others	20%
	NoAns	1%
INCOME	\$25,000 or less	13%
	\$25-50,000	17%
	\$50-75,000	13%
	\$75-100,000	14%
	\$100,000+	18%
	No answer	26%

PROBLEM DEFINITION

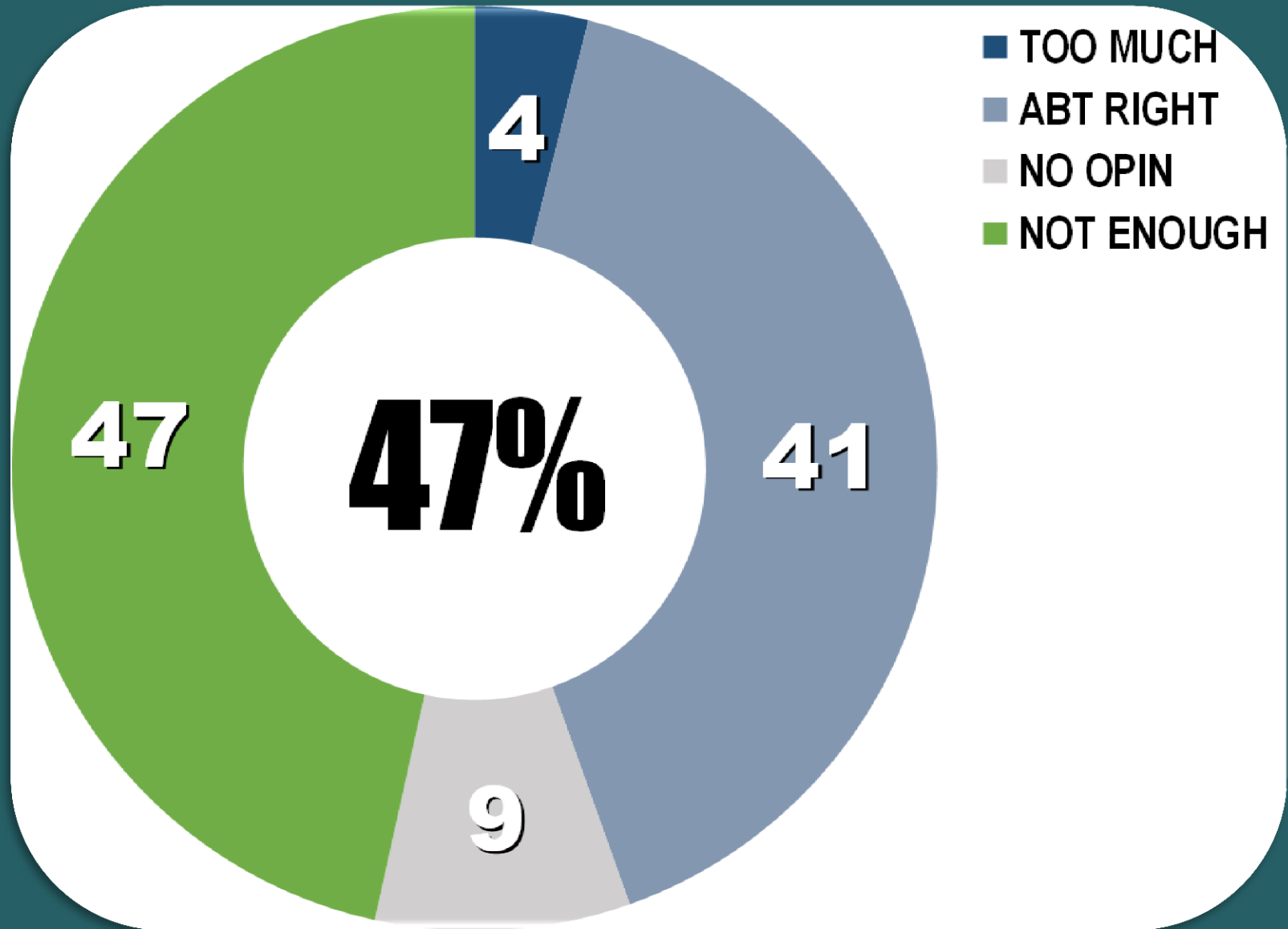
CONGESTION:
SERIOUS,
NOT CRITICAL



CAUSES OF TRANSPORTATION PROBLEMS



LEVEL OF TRANSPORTATION SERVICES



PROPOSED SOLUTIONS

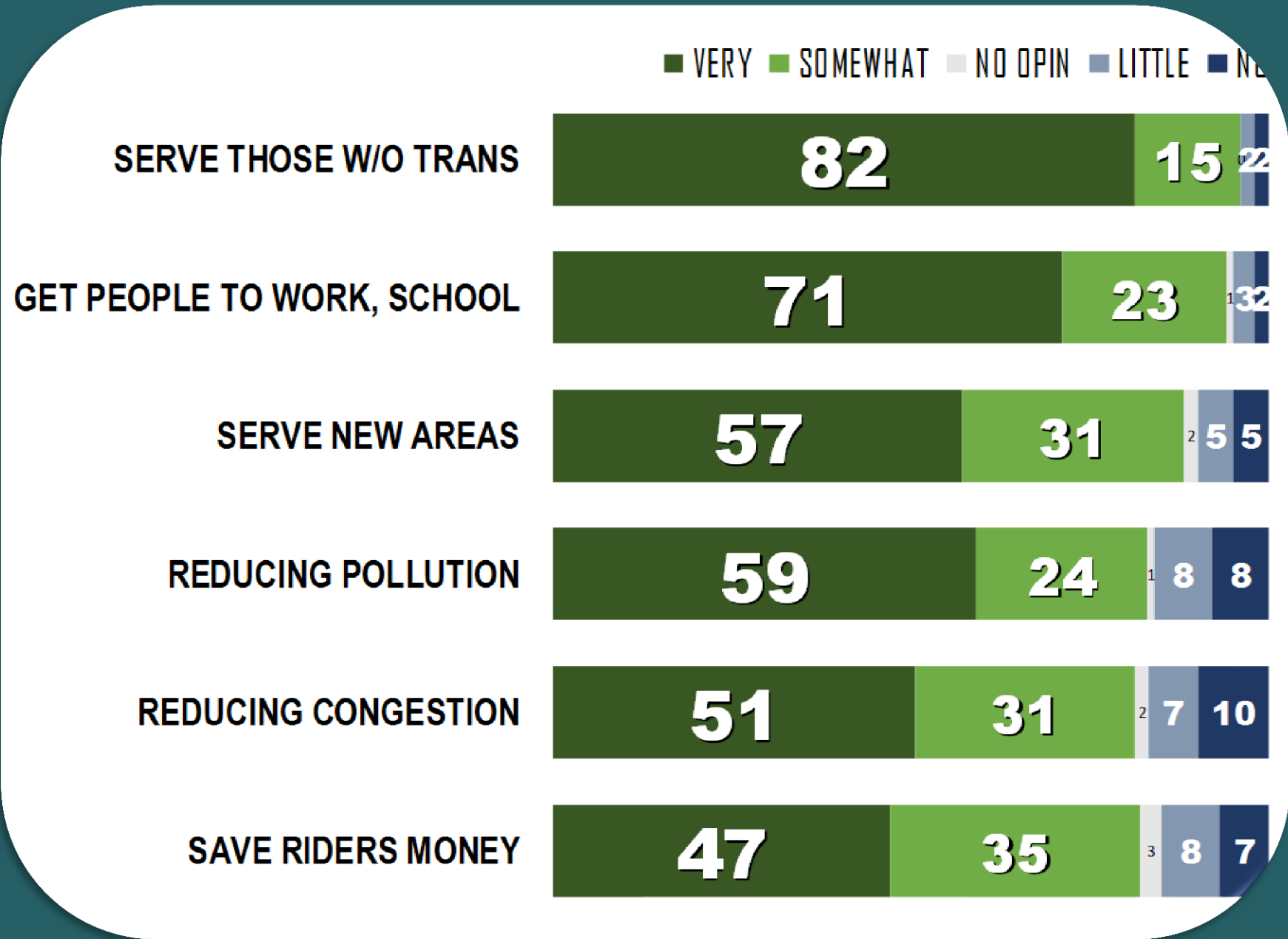
VALUE OF PUBLIC TRANSPORTATION SERVICES



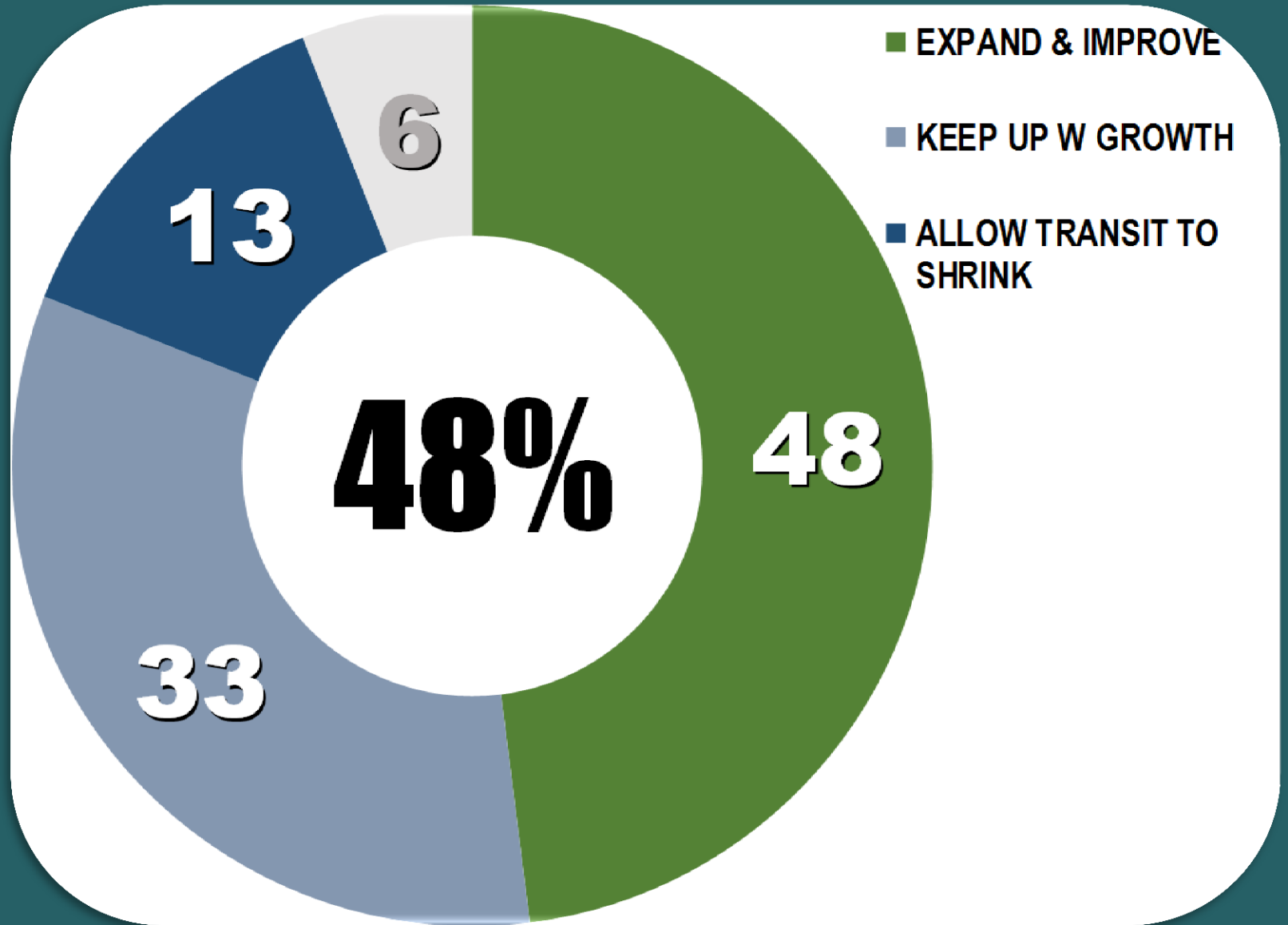
■ CRITICAL ■ VERY VALUABLE ■ SOMEWHAT VALUABLE ■ LITTLE VALUE ■ NO VALUE



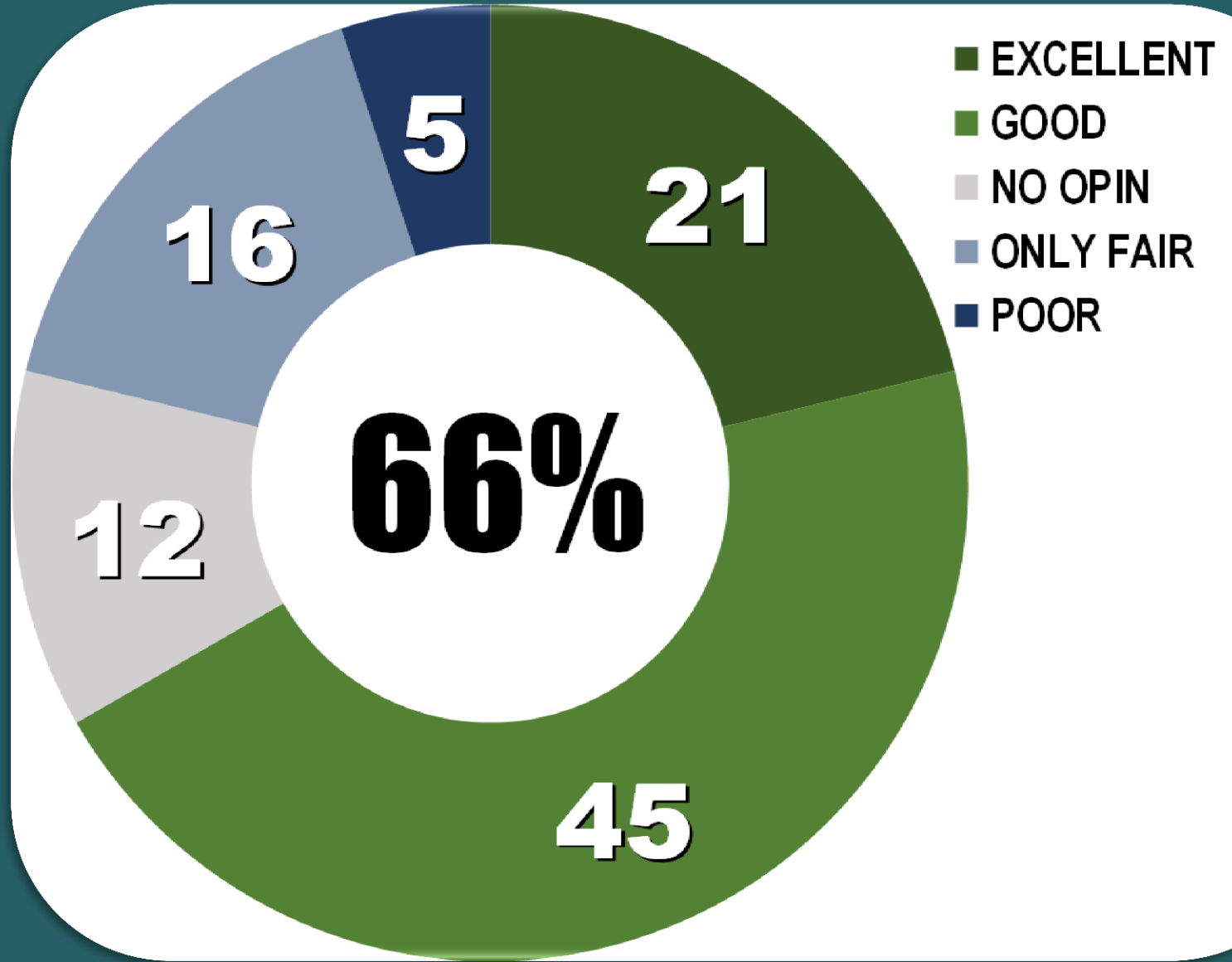
BENEFITS OF PUBLIC TRANSPORTATION



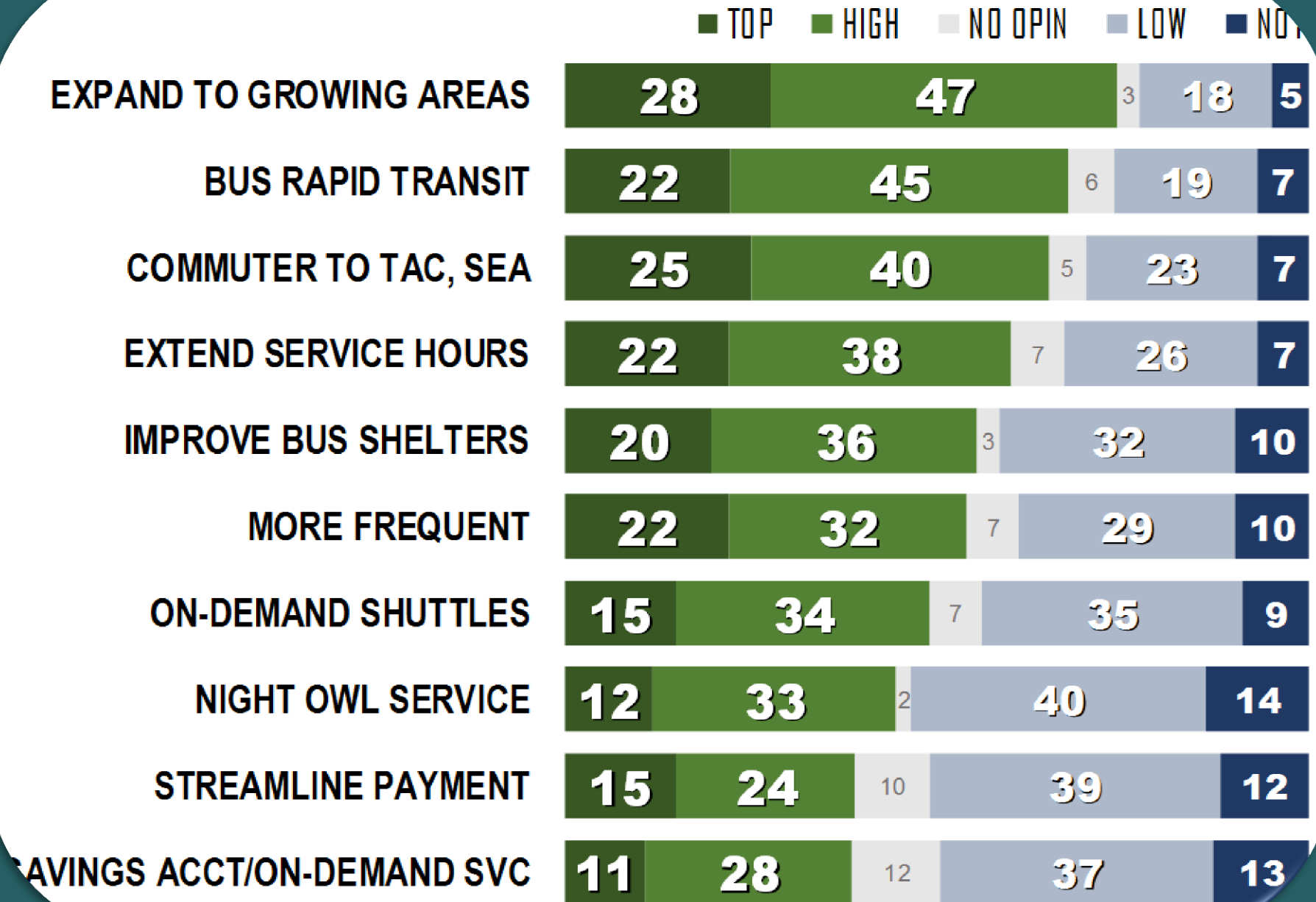
PREFERRED BROAD STRATEGY



INTERCITY TRANSIT PERFORMANCE RATING

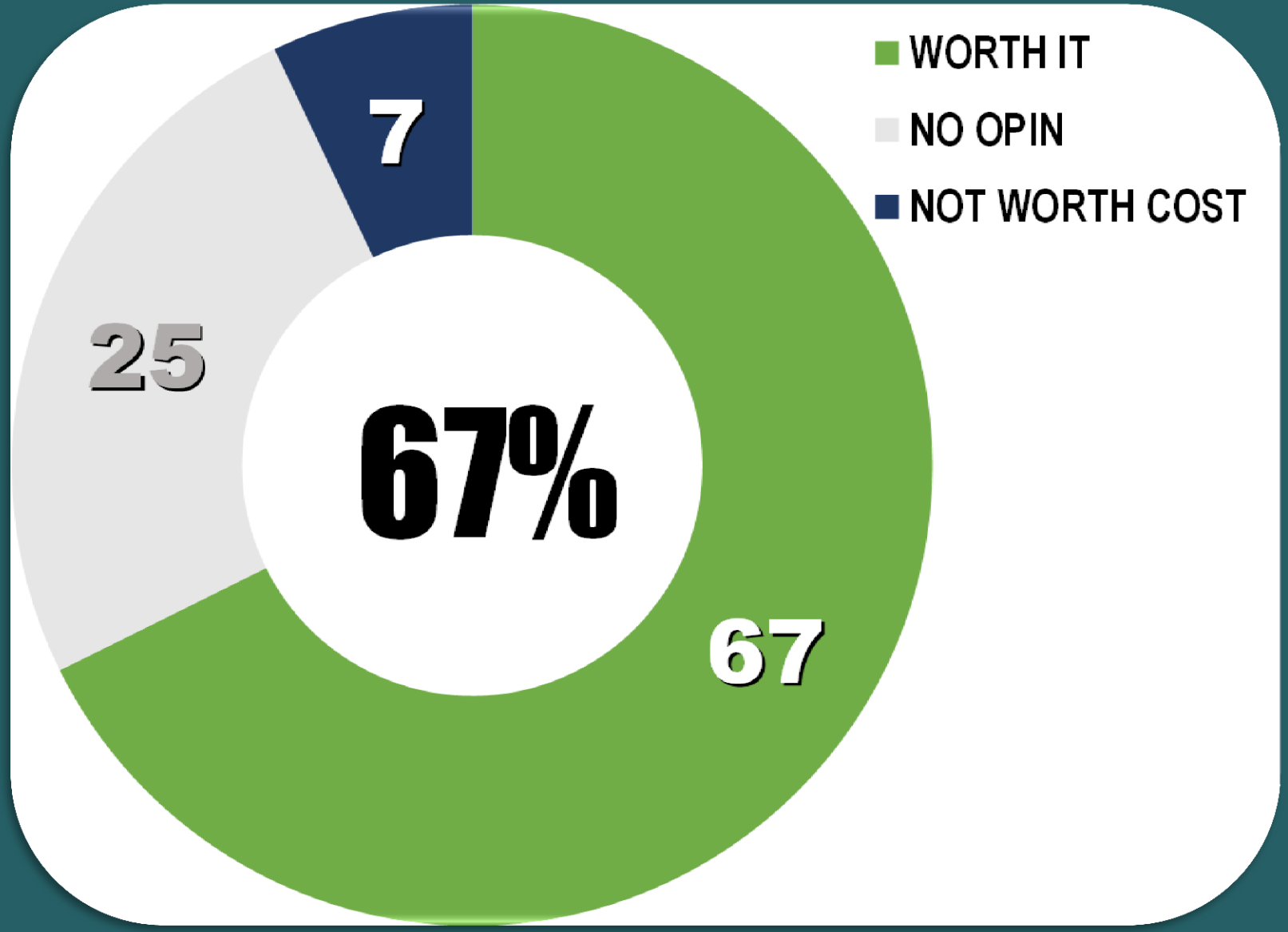


PRIORITIES FOR IMPROVEMENTS



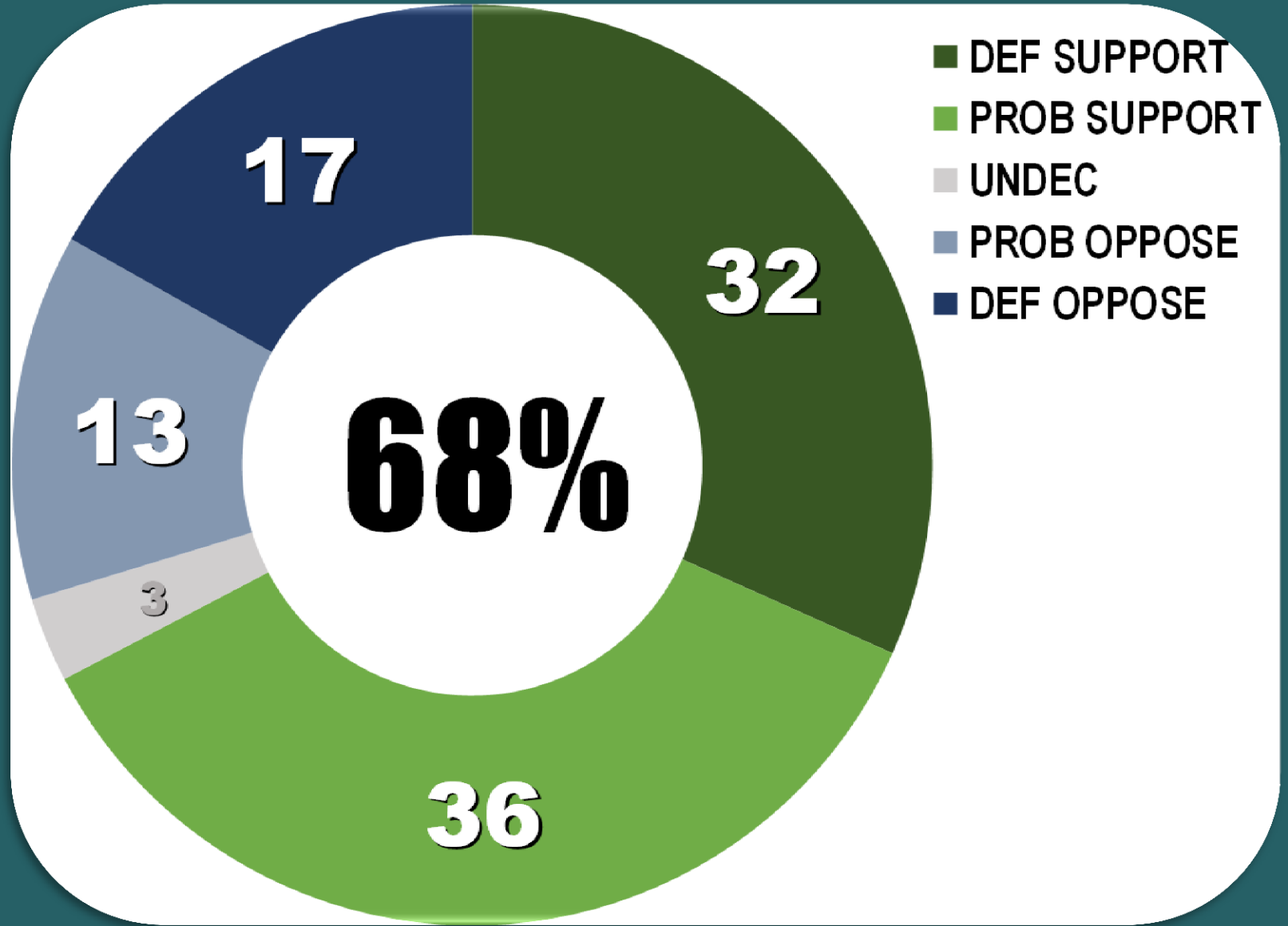
WORTH \$2-5 PER MONTH TO MAKE ALL IMPROVEMENTS

- A MAJORITY IN EVERY CATEGORY OF RESPONDENT
- 60%+ IN ALL BUT TWO

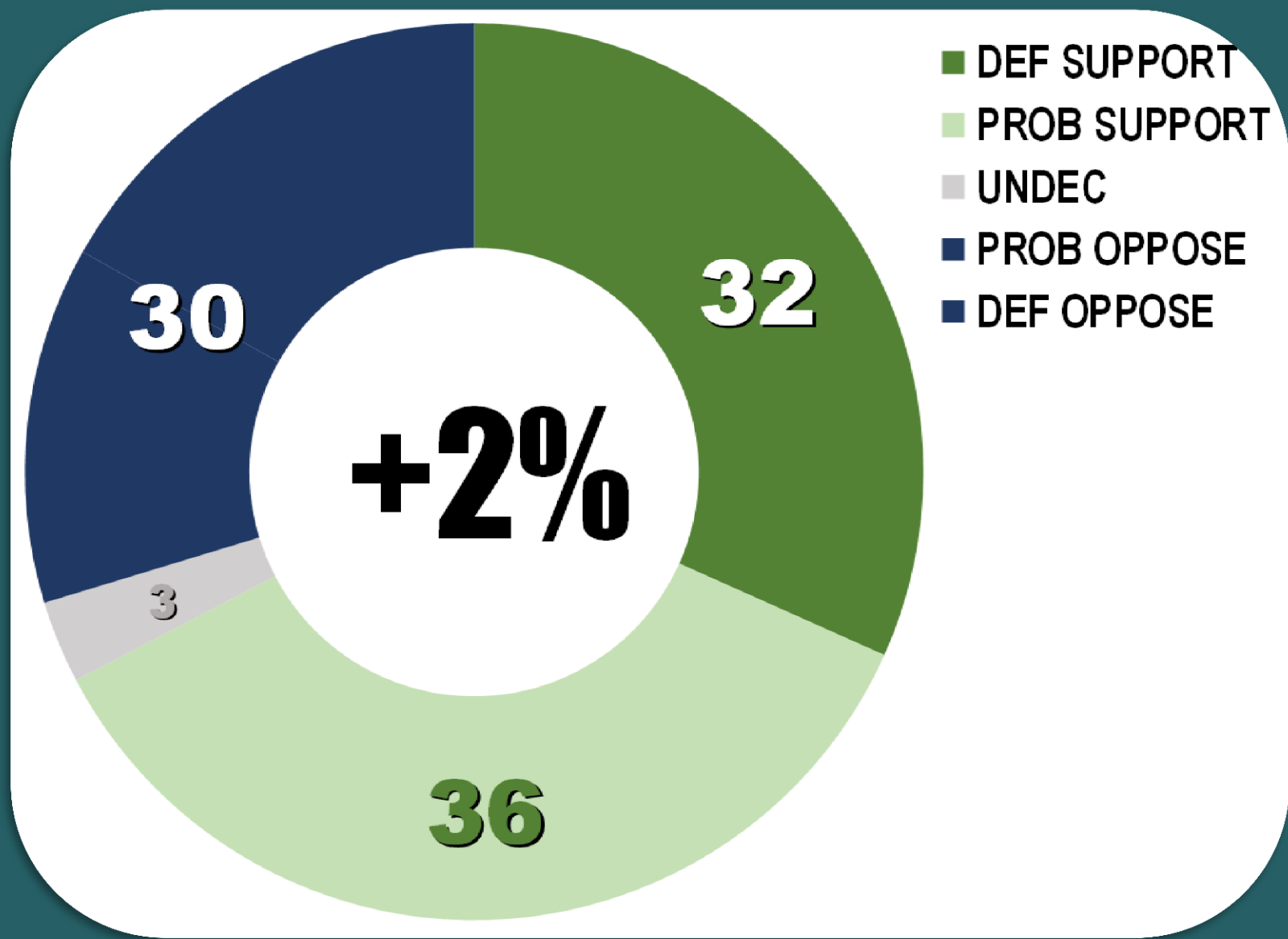


ACTION

SUPPORT / OPPOSE .04 SALES TAX INCREASE

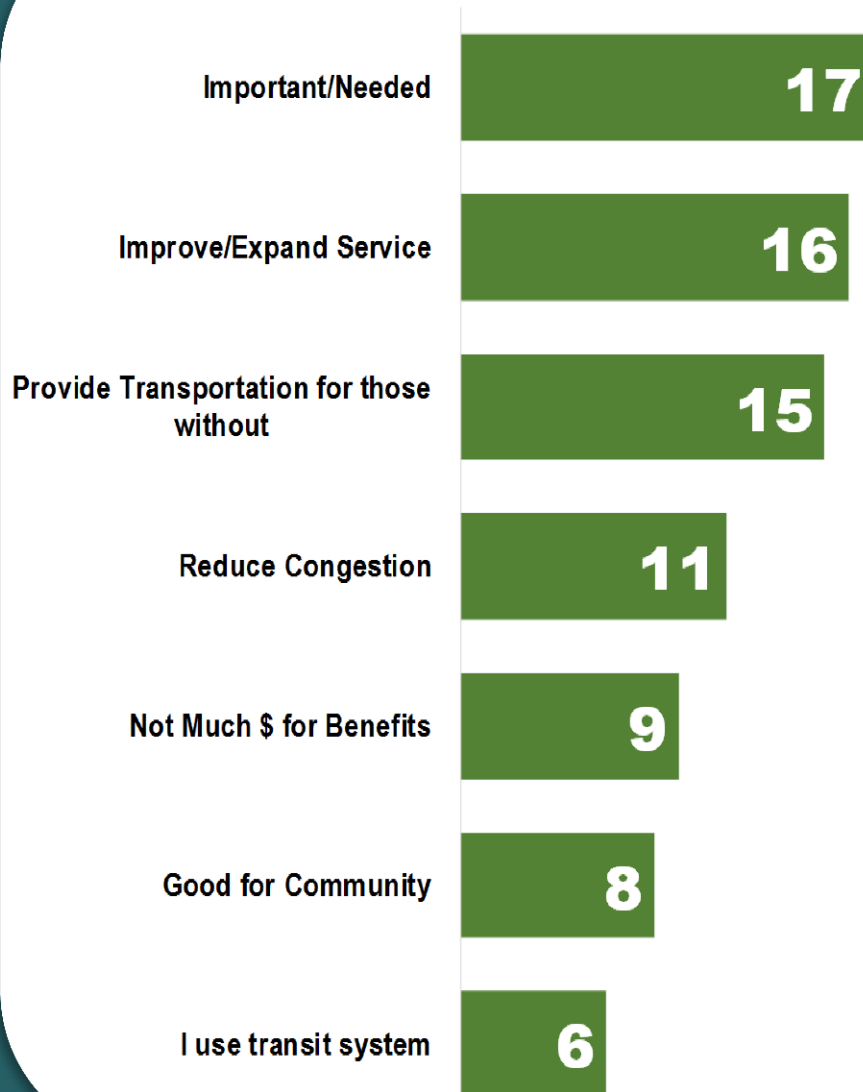


REALPOLITIK

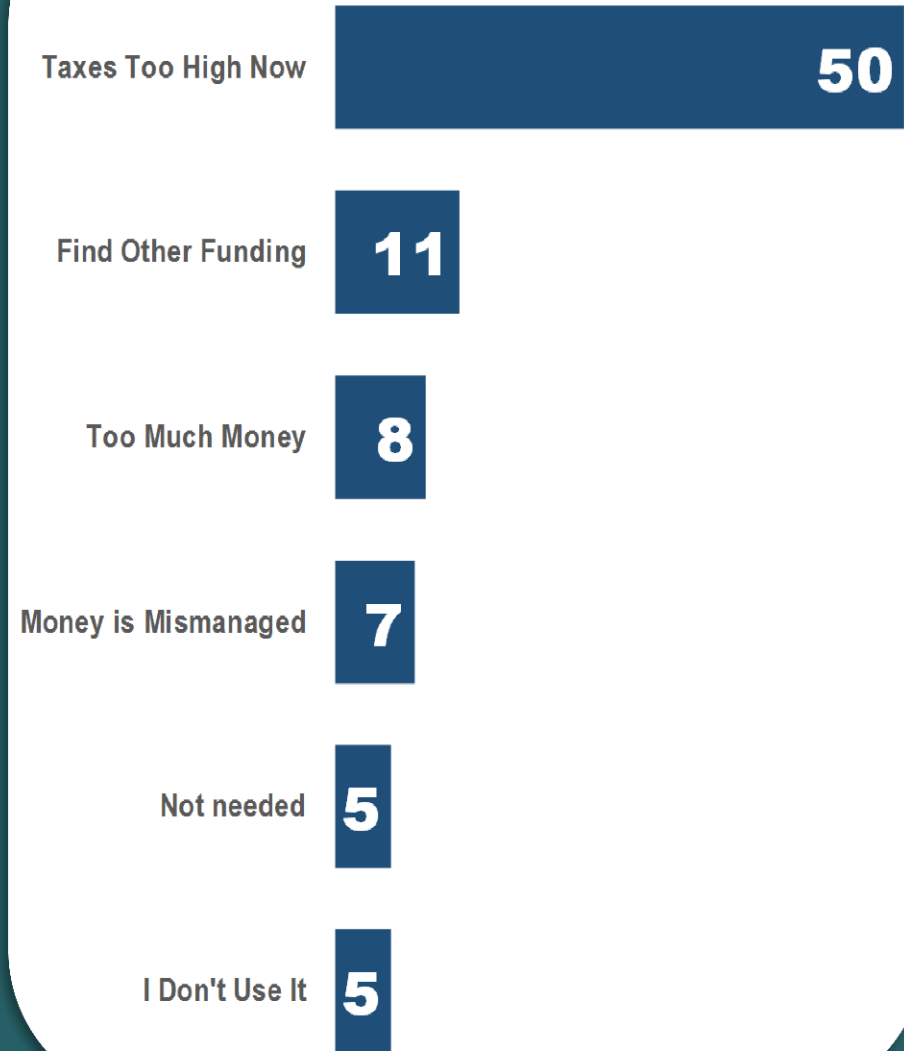


REASONS TO SUPPORT / OPPOSE LEVY

TOP REASONS TO FAVOR



TOP REASONS TO OPPOSE





<p>Growth, Lagging Highway Construction Main Causes of Transport Problems</p> <p>Not Lack of Transit</p> <p>Congestion Serious, Not a Critical Problem</p>	<p>Public Transit Value to Community</p> <p>Benefits Focused on Moving (all, new) People</p> <p>InterCity Transit Doing Good Job</p> <p>More Prefer Expansion Than Just "Keeping Up"</p>	<p>Improvements Package "Worth the Cost"</p> <p>Willing to Support .04¢</p> <p>Important to Expand Service</p> <p>High Cost/Benefit</p> <p>Opposition = "Taxes"</p>
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