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# Regional Transportation Public Opinion Survey

**Valley InterArea Transportation**

**Final Report  
February 2002**

**Submitted by:**



**Northwest Research Group, Inc.**

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# Summary

## Project Overview

In 1998, voters in Ada and Canyon Counties approved the formation of a Regional Public Transportation Authority in each of their respective counties. In January 1999, the two organizations were merged to form Valley InterArea Transportation (VIATrans). The responsibility of VIATrans includes all forms of public transportation, including all publicly funded or publicly subsidized transportation services and programs.

The current project has, as its overall goal, to determine current attitudes of public transportation in general, future needs and support for funding public transportation services among residents in Ada and Canyon Counties. The research serves four purposes. First, the research provides baseline data on key measures of, attitudes toward, and the use of public transportation in the Treasure Valley. Second, it provides a reliable estimate of the actual number of public transportation users in the area and an understanding of potential demand for service and the barriers to increased ridership. Third, the research provides a clear measure of the value of public transportation services in the community. Finally, the research measures support for proposed funding options for regional public transportation.

The research used telephone interviews conducted among a random sample of households within the Treasure Valley. Over 600 interviews were completed, 300 each in Ada and Canyon Counties, with residents over the age of 18. The data was weighted to reflect the distribution of age groups within gender to reflect the actual population and also to reflect the actual proportion of residents in each area.

## Summary of Findings

### Demographic Characteristics

- In general, the region is similar to the nation in age and distribution of major age groupings. However, there is one key difference in the service areas. The urban service area has a higher percentage of respondents age 18 to 24 than the rural zones. This is to be expected due to the presence of two major higher educational institutions, Albertson's College in Caldwell and Boise State University in Boise.
- Nearly three-quarters (73%) of the region's residents are employed full or part-time, with 97 percent of those working outside the home. This is slightly higher than national statistics that show 66 percent employed.

## Key Measures

### Awareness

- There are significant opportunities to increase awareness of the proposed service.
  - Nearly two-fifths (38%) of area residents are aware of efforts to build upon existing public transportation services. There were no significant differences between those living in Ada or Canyon counties or between the urban area and the rural zones. Awareness was significantly higher among those age 35 and older, those earning more than \$50,000 per year, and those who have ridden public transportation in the Treasure Valley.

### Attitudes Toward Transportation Options

- While everyone prefers driving their car, they have somewhat positive attitudes toward using alternative transportation options.
  - Contrary to what is generally believed there are no differences in ratings of public transportation between residents of Ada and Canyon counties or between those living in the urban versus rural areas. This would suggest that there is an opportunity for public transportation services in both the urban and rural areas.

### Attitudes Toward the Importance of the Availability of Public Transportation Services

- Area residents have generally positive attitudes toward the importance of available public transportation in the community. However, it is less important to individuals.

### Attitudes Toward Proposed Service

- Area residents are most likely to feel that the proposed service will be effective in providing opportunities for people from every walk of life and that it will provide lots of transportation options.
  - Area residents also agree that the proposed service will reduce traffic congestion on major roads and highways, make roads and highways safer, and improve air quality.
- Area residents are generally very supportive of expanded public transportation services, with the most support given to expanded regional public transportation services.
  - Overall, 27 percent of all respondents strongly support expanded public transportation services; an additional 61 percent somewhat support the concept of expanded public transportation service.
  - With regards to the timeline for implementation, respondents felt that expanded bus service was the most urgent need, with 82 percent responding that it should be implemented in 1 to 3 years.

- Among the urban service alternatives, area residents were most in favor of special transportation services for persons with disabilities and / or seniors, followed closely by early morning bus service and bus service to major employment sites.
- Residents were also most in favor of special transportation services for those with disabilities and / or seniors with regards to the rural service zones. There were no major differences between the counties, while respondents in the urban area were significantly more in favor of demand response service, vanpool or demand response service that connects with fixed route bus service, and bus service with route deviation.

### **Potential Ridership**

- There is strong interest in and potential for riding the proposed service.
  - Nearly half (49%) of all respondents said they definitely would consider riding the proposed service; an additional 31 percent said they somewhat would consider riding.
  - The strongest potential for ridership is among women, those earning less than \$30,000 per year, those who have lived in the Treasure Valley less than 11 years, and those who have ridden or considered riding local transportation services.

### **Potential Trip Purpose**

- Over one-half (56%) of potential riders would use the proposed service to commute to / from work.
  - 81 percent of potential riders said that they would choose to ride the service at least once a week instead of another mode of transportation such as driving alone.

### **Support for Funding**

- There is support for funding.
  - When asked what they felt would be a reasonable amount of taxes to pay per year to fund the proposed public transportation system, only 11 percent said no amount (\$0) would be reasonable. An additional 29 percent said they did not know or refused to answer. This would suggest that three out of five (60%) of respondents are willing to pay at least some amount and 29 percent could potentially be convinced to pay.
  - Residents would be willing to support an individual tax increase between \$45 and \$85 per year.
- Residents do not “prefer” any of the different taxing options – rating all alternatives 3 or lower on the five-point scale.
  - With a mean of 2.95, the creation of a payroll or employee tax was ranked the highest among the various options followed by the creation of a flat employment tax paid for by all employees (mean score of 2.55). This would suggest that residents believe that employers and employees are the most likely to benefit from the development of a regional public transportation system.

## Strategy Considerations

### Distance to Walk From Home to a Bus Stop

- Respondents are willing to walk between 5 and 9 blocks, or between ½ and 1 mile, from their home to a bus stop.

### Distance to Drive From Home to a Bus Stop or a Park-And-Ride Lot

- Respondents are willing to drive between 4 to 6 miles from their homes to a bus stop or park-and-ride lot.

## Conclusions and Recommendations

- Focus on building overall awareness and specific knowledge of the proposal as it develops. Increased awareness and knowledge is essential for support.
- Build on the current positive attitudes. Position the proposal by focusing on the key benefits the expanded regional system will offer to the communities served – providing opportunities for people from every walk of life and providing lots of transportation options. Also, use the secondary benefits – reduced traffic congestion, safer roads and highways, and improved air quality – in the communications.
- A phased launch will likely garner greater support over time as residents see results. The initial focus should be on providing regional public transportation services targeted to commuters. Building a network of park-and-ride lots with direct or express bus service to major employment destinations (e.g., downtown Boise, Micron, and others along the I-84 corridor) is likely to garner the greatest support for funding as well as generate ridership. Expanded services for persons with disabilities in both urban and rural zones are also likely to be supported and used.

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## Project Overview

### Background and Objectives

In 1998, voters in Ada and Canyon Counties approved the formation of a Regional Public Transportation Authority in each of their respective counties. In January 1999, the two organizations were merged to form Valley InterArea Transportation (VIATrans). The responsibility of VIATrans includes all forms of public transportation, including all publicly funded or publicly subsidized transportation services and programs. These services include fixed transit routes; scheduled or unscheduled transit service provided by motor vehicle, bus, rail, van, aerial tramway, and other modes of public conveyance; paratransit service for the elderly and disable; shuttle and commuter service between cities, counties, health care facilities, employment centers, educational institutions or park-and-ride locations; subscription van and carpooling service; and transportation services unique to social service programs.

The current project has, as its overall goal, to determine current attitudes of public transportation in general, future needs and support for funding public transportation services among residents in Ada and Canyon Counties. Specifically, this research serves four purposes. First, the research provides baseline data on key measures of, attitudes toward, and the use of public transportation in the Treasure Valley. This survey identifies the extent to which individuals in the area would consider using public transportation services. This survey identifies the target segments that represent the greatest opportunity for using public transportation, and key characteristics of service.

Second, this research provides a reliable estimate of the actual number of public transportation users in the area and to gain an understanding of potential demand for service and the barriers to increased ridership. Third, the research provides a clear measure of the value of public transportation services in the community. Finally, the research measures support for proposed funding options for regional public transportation.

## Methodology

### Research Design

The research used telephone interviews conducted among a random sample of households within the Treasure Valley. A telephone survey continues to be the most appropriate method for research of this type as it offers the following advantages over other methodologies.

- **Better sampling:** Telephone surveying, using Random Digit Dialing (RDD) continues to provide the most reliable methodology for conducting research that needs to be projected to the general population. Both listed and unlisted telephone households can be reached. This is important in studies such as this where a reliable estimate of demand is needed before making major investments.
- **Establishing contact:** With the telephone methodology, the interviewer can screen the respondents in order to interview the appropriate person – in this case, a randomly selected male or female head of household.
- **Response rates:** Response rates represent the proportion of respondents in the sample frame who actually participate in a survey. Other methods are more susceptible to lower response rates than telephone surveys. Low response rates can result in skewed or biased findings. In this instance, where there is likely to be widely varying opinions regarding the issues, there is always a risk that certain groups may simply opt not to complete the written survey. Telephone surveys typically achieve higher response rates by strict adherence to scientific sampling and call back procedures – i.e., calling each sample element multiple times according to defined procedures until contact is achieved and the survey is either completed or refused.
- **Completeness of Response:** Telephone interviewing allows a professional interviewer to probe the respondent for a complete answer and limit the number of unanswered questions or the selective answering of certain questions. Telephone interviewing better facilitates in-depth probing of answers to open-end questions – what recommendations the respondent might make.

## Questionnaire

The survey questionnaire contained approximately 90 questions and the interviews averaged 20 minutes in length. Length varied slightly based on whether or not the respondent would consider riding on the proposed service. A copy of the questionnaire is included in the Appendix and covered the following topics:

- Introduction / Screener
- Community issues
- Attitudes Toward Transportation Options
- Awareness of Proposed Transit Development Plan
- Attitudes Toward Proposed Service
- Potential Ridership
- 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 questions where we don’t know all possible responses 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, postcoded into the database. All attitude and evaluation questions used scaled response formats, for example: Strongly Agree to Strongly Disagree. Scales were typically five, seven, or ten points in length. There were three open-ended questions.

## Sampling

The survey consisted of 600 interviews and was completed among a random sample of Ada and Canyon County residents over the age of 18. 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, a probability sample includes both listed and unlisted telephone households. Probability samples are the only samples that can be projected to the population with known limits.

Once reached, a second stage of sampling was used to insure 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 region to allow for reliable analysis at the regional level. Because the sample size in each region was not proportionate with the actual population in the region, the data was weighted to reflect the actual population in each area. This 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.

**FIGURE 1: SAMPLE SIZE**

	<i># of Households *</i>	<i>% of Households</i>	<i># Interviews Obtained</i>	<i>% Interviews Obtained</i>	<i># Interviews Weighted</i>	<i>% Interviews Weighted</i>
<b>Ada Co. Urban Service Area</b>	94,462	59.6%	250	41.1%	363	59.6%
<b>Canyon Co. Urban Service Area</b>	27,053	17.1	182	29.9	104	17.1
<b>Ada Co. Rural Zones</b>	18,946	12.0	52	8.6	73	12.0
<b>Canyon Co. Rural Zones</b>	17,965	11.3	124	20.4	69	11.3
<b>TOTAL</b>	158,426	100.0	608	100.0	608	100.0
<i>* 2000 Census Data</i>						

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

Northwest Research Group conducted the surveys between January 9<sup>th</sup>, 2002 and January 16<sup>th</sup>, 2002 from its telephone research center in Boise, ID. Interviewers made up to five attempts to reach a randomly selected household in order to administer the questionnaire. This maximized the likelihood of reaching a specific household. Figure 2 shows the sample dispositions used to calculate a response rate.

A total of 6,205 telephone numbers were attempted. Fifty-seven percent (57%) of the sample of working telephone numbers resulted in an actual contact. The remainder was not reached despite multiple (up to 5) attempts. Of those actually contacted, 43 percent agreed to complete the survey and 54 percent refused to complete the survey. An additional 4 percent began the survey but terminated during the course of the interview. This refusal rate (54%) is close to the average of 56 percent for surveys of this length.

Some of those who agreed to complete the survey were not qualified to do the survey as they lived outside Ada and Canyon counties; there was no one in the household over the age of 18, or at the end of the data collection period the quota for the geographic area for which they qualified was filled. In addition, 10 percent of those who agreed to complete the survey were unable to because of a language or other communication barrier. As well, 28 percent agreed to complete the survey but were unable to do so at the time contacted. These households were re-contacted on a regular basis. However, we were unable to reach them during the scheduled data collection period. Finally, more than one-half (57%) of respondents who agreed to complete the survey actually did.

**FIGURE 2: INTERVIEWING OUTCOMES**

	<b>Total Sample</b>	<b>% of Base</b>
<b>Total Sample Attempted</b>	<b>6,205</b>	
Business / Nonworking Numbers	1,872	30%
<b>Usable Sample</b>	<b>4,333</b>	
<b>Usable Sample Contacted</b>	<b>2,478</b>	<b>57%</b>
Refusal	1,327	54%
Mid-Terminate	87	4%
<b>Willing to Cooperate</b>	<b>1,064</b>	<b>43%</b>
Not Qualified	46	4%
Communication / Language Barrier	109	10%
Contacted for Callback	301	28%
Survey Completed	608	57%

## Respondent Characteristics

A random sampling procedure does not guarantee a representative sample. Therefore, it is necessary to determine the extent to which the sample matches known population characteristics. The following figure presents the sample demographics and the corresponding population figures. As can be seen in the table on the following page, the sample generally follows the characteristics of the known population with two exceptions.

- A disproportionate number of women were interviewed relative to their incidence in the population. Women represent 50 percent of the population while 58 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.
- A somewhat higher proportion of interviews were completed with women between the ages of 45 and 64 than are represented in the general population (25 percent compared with 14 percent, respectively) and fewer interviews were completed with men between the ages of 25 and 54 compared to the general population (23 percent compared with 33 percent, respectively).

These two occurrences do not significantly bias the population surveyed nor impact the reliability of the results, the sample nevertheless was further weighted to adjust for this discrepancy. The last two columns in this table illustrate the sample characteristics after this weighting procedure.

The number of Hispanic interviews was somewhat lower than population figures, 1 percent for Ada County, and 7 percent in Canyon compared with 5 percent and 19 percent in the actual population. 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. While Northwest Research Group does have the ability to conduct bilingual interviewing, it was not done on this survey for several reasons. The budget was such that bilingual interviewing, especially with such a complex survey, was prohibitively expensive. In addition, in non-telephone and non-English speaking households, other research techniques, such as focus groups or in-depth interviews in native languages, may be more appropriate methods to determine attitudes and behaviors.

**FIGURE 3: RESPONDENT CHARACTERISTICS**

	Population	Percentage	# Interviews	Percentage	# Interviews Weighted	% Weighted
<b>Age by Gender–Ada Co.</b>						
<i>Male</i>						
18 – 24	15,661	7.2%	16	5.3%	22	7.3%
25 – 34	24,987	11.4	28	9.3	34	11.3
35 – 44	24,427	11.6	26	8.6	36	11.9
45 – 54	20,740	9.5	16	5.3	29	9.6
55 – 64	10,721	4.9	19	6.3	15	5.0
65 plus	11,263	5.1	17	5.6	15	5.0
<i>Female</i>						
18 – 24	15,242	7.0%	18	6.0%	21	7.0
25 – 34	22,823	10.4	36	11.9	31	10.3
35 – 44	24,692	11.3	32	10.6	34	11.3
45 – 54	20,319	9.3	43	14.2	28	9.3
55 – 64	10,937	5.0	32	10.6	15	5.0
65 plus	16,038	7.3	19	6.3	22	7.3
<b>Age by Gender–Canyon Co.</b>						
<i>Male</i>						
18 – 24	7,171	8.0%	17	5.6%	24	7.8%
25 – 34	9,716	10.8	26	8.5	33	10.8
35 – 44	9,144	10.2	32	10.5	30	9.8
45 – 54	7,571	8.4	23	7.5	26	8.5
55 – 64	4,807	5.3	18	5.9	16	5.2
65 plus	6,106	6.8	13	4.2	21	6.9
<i>Female</i>						
18 – 24	6,899	7.7%	16	5.2%	24	7.8%
25 – 34	8,457	9.4	22	7.2	29	9.5
35 – 44	8,997	10.0	34	11.1	31	10.1
45 – 54	7,604	8.5	37	12.1	26	8.5
55 – 64	5,073	5.6	22	7.2	17	5.6
65 plus	8,355	9.3	46	15.0	29	9.5

## Statistical Significance

In interpreting survey results all surveys are subject to sampling error. Sampling error is the extent to which the results may differ from what would be obtained 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 4.0 percent for questions asked of all respondents. The following table provides greater detail about the sampling error for different sample sizes or respondent bases at different proportions.

**FIGURE 4: ERROR ASSOCIATED WITH DIFFERENT PROPORTIONS AT DIFFERENT SAMPLE SIZES AT 95 PERCENT CONFIDENCE LEVEL**

Sample Size	Estimate				
	10% / 90%	20% / 80%	30% / 70%	40% / 60%	50% / 50%
50	8.3%	11.1%	12.7%	13.6%	13.9%
100	5.9%	7.8%	9.0%	9.6%	9.8%
200	4.2%	5.5%	6.4%	6.8%	6.9%
300	3.4%	4.5%	5.2%	5.5%	5.7%
400	2.9%	3.9%	4.5%	4.8%	4.9%
800	2.1%	2.8%	3.2%	3.4%	3.5%
1000	1.9%	2.5%	2.8%	3.0%	3.1%
2000	1.3%	1.8%	2.0%	2.1%	2.2%

## Data Analysis and Notes for Report

This report summarizes the major findings for each of the topics and reports on demographic variations that yielded statistically and practically significant differences from what would be expected in a random sample. If a particular difference is large enough to be unlikely to have occurred due to chance or sampling error, then the difference is statistically significant. If results or numbers are different to the extent that the difference would matter from a managerial perspective, the difference is practically significant. To be practically significant, the difference must be statistically significant. However, a statistically significant difference may not always be practically significant. The following notes describe reporting conventions used in the report:

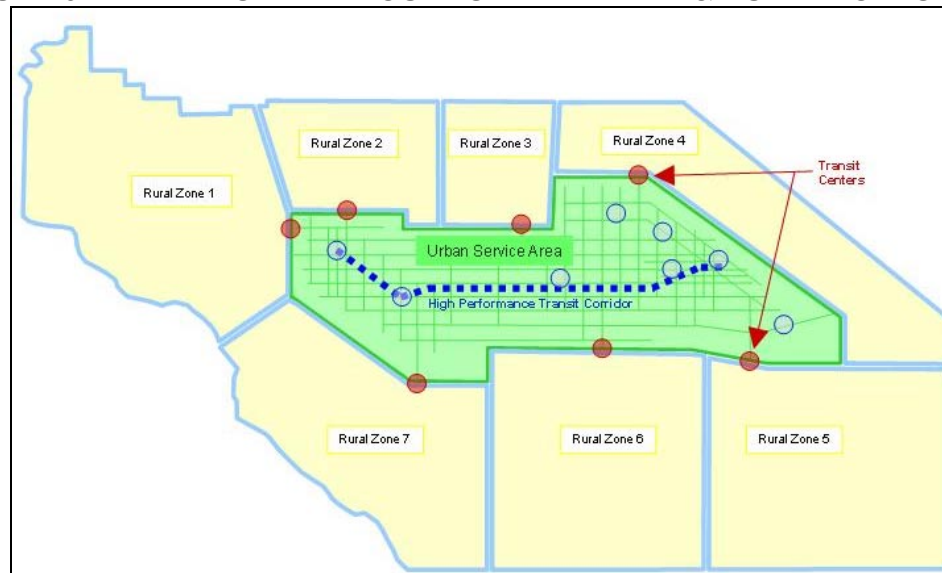
- All results in this report are based on the final weighted sample data. Both actual and weighted cell sizes (n's) are shown. Actual cell sizes were used when inferring statistical reliability.
- Information about the overall results for each question is presented first, followed by relevant, statistically and practically significant differences between major groups. The probability level for determining statistical significance is  $> .05$ .
- Figures highlighted in bold in tables illustrate differences in the responses given by the segment shown in that column of data from another segment shown in that table. When highlighted, the difference is statistically significant.
- 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.
- Detailed responses and breakdowns of responses for all questions are included 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 – for example, residents of different areas, age, gender, income, household composition, length of residence, etc.

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## Demographic Characteristics

The proposed expanded regional transportation system will serve Northern Ada County and all of Canyon County. Within the service region, there will be two market areas with differing levels of service. The Urban Service Area encompasses the cities of Boise, Caldwell, Eagle, Garden City, Meridian, and Nampa. It will be characterized by 'reasonable service standards', such as providing a transit route within 85% of all households and within 1/8 of a mile of all major shopping and employment centers. It would be bisected by a High Performance Transit Corridor with express bus routes. The Urban Service Area is surrounded by seven rural zones. The level of transit operations in these rural zones is significantly different than in the Urban Service Area. The zones would have point deviation demand response service connecting to an urban fixed route (See Figure 5 below). It is important to understand the characteristics of the entire region served by the service as well as the differences in the characteristics of the individual markets served. The following analysis provides a breakdown of the characteristics of the market, defined by common demographics, of the entire region, each county, and the two service areas.

**FIGURE 5: VIATRANS FIXED ROUTE SERVICE AREA & RURAL ZONES**



## The Region and County Differences

- The proposed service region has an even split of men and women, compared with the nationwide average of 51 percent women.
- In general, the region is similar to the nation in age and distribution of major age groupings. However, there is one key difference in the service areas.
  - The percentage of those age 18 to 24 is similar in Ada County as it is in Canyon County, 14 and 16 percent respectively. The urban service area has a significantly higher percentage, 17 percent compared to 8 percent in the rural zones in that age group. This is to be expected due to the presence of two major higher educational institutions, Albertson’s College in Caldwell and Boise State University in Boise.
- Nearly three-quarters (73%) of the region’s residents are employed full or part-time, with 97 percent of those working outside the home. This is slightly higher than national statistics that show 66% employed.
  - Consistent with the age distributions, the urban area has a significantly higher proportion of students working full time. Canyon County and the rural zones have slightly higher percentages of retirees.
- The region is somewhat less affluent than the nationwide average – median household income nationwide is reported at \$42,148.
  - Ada County is more affluent than Canyon County with a median income of \$41,987, while the rural zones are more affluent than the urban area.
- Canyon County has a significantly higher percentage of Hispanics than Ada County, 7 percent to 1 percent, consistent with the 2000 census.

**FIGURE 6: MARKET CHARACTERISTICS – COUNTY DIFFERENCES**

	Treasure Valley	Ada County	Canyon County	Urban Area	Rural Zones	
<b>Gender</b>	Male	50%	50%	49%	53%	
	Female	50	50	51	47	
<b>Age</b>	18 – 24	15%	14%	16%	<b>17%</b>	8%
	25 – 34	21	22	20	21	23
	35 – 44	22	23	20	21	27
	45 – 54	18	19	17	19	17
	55 – 64	10	10	11	10	12
	65 and Over	13	12	16	13	14
	Mean	42.8	42.4	43.9	42.5	44.0

	Treasure Valley	Ada County	Canyon County	Urban Area	Rural Zones
<b>Employment Status</b>					
Employed Full-Time Outside Home	59%	59%	59%	58%	62%
Employed Part-Time Outside Home	7	7	5	8	3
Employed / Work at Home	2	2	3	2	3
Student / Employed	5	6	3	<b>6</b>	2
Student / Not Employed	1	1	1	1	1
Retired	16	15	18	15	19
Not Currently Employed	10	10	12	10	11
<b>Income</b>					
Under \$10,000	5%	4%	7%	5%	5%
\$10,000 – \$20,000	11	11	12	12	8
\$20,000 – \$30,000	15	15	17	<b>17</b>	9
\$30,000 – \$40,000	19	17	<b>25</b>	18	22
\$40,000 – \$50,000	17	17	15	15	22
\$50,000 – \$75,000	17	<b>19</b>	12	17	15
\$75,000 and Over	16	18	12	15	19
Median	\$39,669	\$41,987	\$35,715	\$38,616	\$42,458
<b>Ethnicity</b>					
White, Non-Hispanic	94%	<b>96%</b>	88%	94%	94%
Hispanic	2	1	<b>7</b>	2	4
Other	4	3	5	4	2
<b>Length of Residence</b>					
5 Years or Less	16%	<b>18%</b>	11%	<b>18%</b>	9%
6 to 10 Years	13	13	13	14	10
11 to 20 Years	19	18	19	17	23
21 to 30 Years	24	24	24	26	18
31 Or More Years	28	26	33	24	<b>40</b>
Mean	22.9	21.7	<b>26.0</b>	21.6	<b>27.3</b>
<b>Auto Availability</b>					
% w/ Driver's License	96%	96%	97%	96%	98%
% w/ Car Available	99	99	100	99	100
Number of Cars Available	2.2	2.2	2.3	2.1	<b>2.5</b>
<i>*Bold numbers indicate statistical significance at the .05 level</i>					

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## Key Measures

This research represents the first market survey conducted for this project in the Treasure Valley. As such, a major objective of the research was to develop key baseline measures. The effectiveness of future community involvement efforts can be evaluated by continuing to use these key measures over time. These key measures focused on:

- Unaided awareness of proposal to expand public transportation services in the Treasure Valley.
- Attitudes toward various aspects of the proposed expanded services.
- Potential ridership on the proposed service.
- Support for funding the proposed service.

## Awareness

### Unaided Awareness of Proposal

Respondents were asked if they were aware of efforts in the community to build upon existing public transportation services in order to create a fully coordinated, cooperatively funded transportation system that would operate in all areas of Ada and Canyon Counties. This represents an unaided measure of awareness – that is, no description of the proposed service was provided. This is an important baseline measure. Changes in awareness should continue to be measured over time to determine the impact of increased public involvement and marketing activities.

#### **There are significant opportunities to increase awareness of the proposed service.**

- Nearly two-fifths (38%) of area residents are aware of efforts to build upon existing public transportation services. There were no significant differences between those living in Ada or Canyon Counties or between the urban area and the rural zones. Awareness was significantly higher among . . .
  - Those age 35 and older were significantly more likely to be aware of the efforts than were those age 18 to 34.
  - Those earning more than \$50,000 per year were significantly more aware than those earning less than \$30,000.
  - Not surprisingly, at 44% awareness respondents who have ridden public transportation in the Treasure Valley before were more likely to be aware than those who had never ridden or considered riding, 32 percent of whom were aware.

**FIGURE 7: AWARENESS OF PROPOSED SERVICE**

	Yes, Aware	No, Not Aware
<b>County</b>		
Ada	71%	72%
Canyon	29	28
<b>Area</b>		
Urban Service Area	74%	78%
Rural Zones	26	22
<b>Gender</b>		
Male	50%	50%
Female	50	50

	Yes, Aware	No, Not Aware
<b>Age</b>		
18 – 24	6%	<b>18%</b>
25 – 34	16	<b>24</b>
35 – 44	24	21
45 – 54	21	16
55 – 64	<b>14</b>	8
65 and Over	<b>18</b>	11
Mean	<b>47.3</b>	40.1
<b>Employment Status</b>		
Employed Full-Time Outside Home	61%	58%
Employed Part-Time Outside Home	7	6
Employed / Work at Home	3	2
Student / Employed	2	<b>7</b>
Student / Not Employed	2	1
Retired	19	13
Not Currently Employed	6	<b>13</b>
<b>Income</b>		
Under \$10,000	2%	<b>6%</b>
\$10,000 – \$20,000	8	13
\$20,000 – \$30,000	15	15
\$30,000 – \$40,000	17	20
\$40,000 – \$50,000	16	17
\$50,000 – \$75,000	18	16
\$75,000 and Over	<b>23</b>	13
Median	\$44,158	\$37,768
<b>Auto Availability</b>		
% w/ Driver's License	97%	95%
% w/ Car Available	100%	99%
Number of Cars Available	2.17	2.23

## Specifics of What Those Aware of the Proposal Have Heard

Respondents who were aware of the efforts were asked what specifically they had heard about the proposal and where they had heard about it.

- The most common comments concerned general awareness; general rail comments, monorail, or light rail plans. A trial run conducted by Boise Mayor Brent Coles was also mentioned.

“I have heard of the possibility of light rail.”

“That they’re just looking into it, I know that they had a light rail demo from the Idaho Center to Boise.”

- Twenty-eight percent of respondents stated that they were merely aware of the idea but did not know any specifics. This represents an opportunity to increase awareness.

“I know it has been talked about.”

“They were thinking about it, but I don’t know what.”

- One-quarter (26%) of respondents did know specifics such as expanding services between Ada and Canyon Counties or connecting cities and rural areas.

“They’ve talked about expanding the bus service and also having more bus service between Ada County and Canyon County.”

“I’ve heard a lot of good things about it; I have heard that it is a clean way to travel.”

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## Attitudes Toward Public Transportation

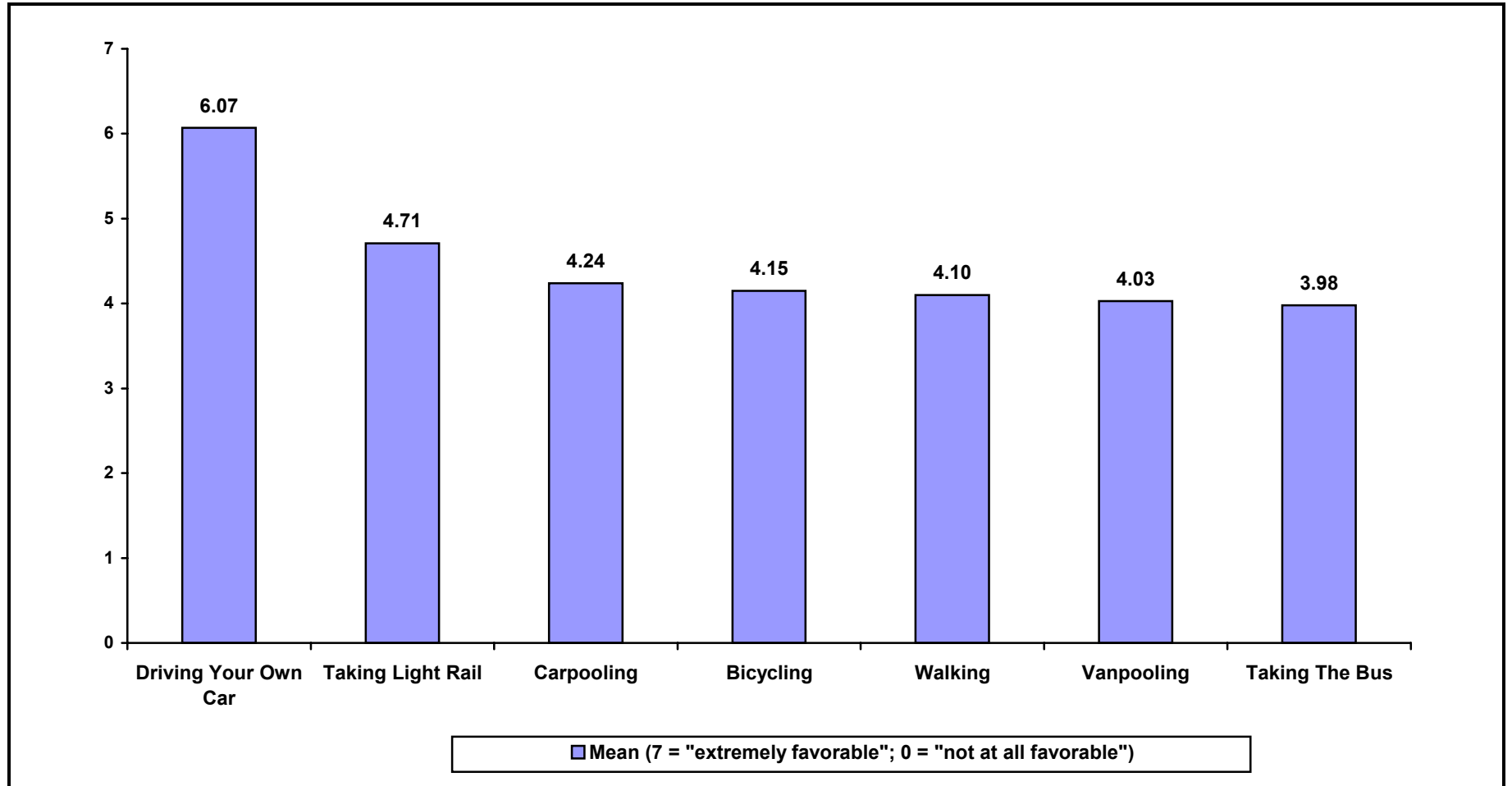
### Attitudes Toward Transportation Options

Respondents were asked to rate their favorability toward different transportation options to travel to destinations in the region for any purpose using an 8-point scale where “0” means “not at all favorable and “7” means “extremely favorable.”

**While everyone prefers driving their car, they have somewhat positive attitudes toward using alternative transportation options.**

- Everyone prefers driving their car with a mean rating of 6.07. However, most alternative modes receive a somewhat positive rating. Bus is given a neutral rating – mean score 3.98, only slightly below the mid-point of 4 on the scale.
- Contrary to what is generally believed, there are no differences in ratings of public transportation between residents of Ada and Canyon counties or between those living in the urban versus rural areas. This would suggest that there is an opportunity for public transportation services serving both the urban and rural areas.
  - Females more than males significantly preferred means of public transportation as a way to travel.
  - Those age 18 to 34 and those making more than \$30,000 per year significantly preferred driving their own cars. This represents two segments that will be difficult to convert into transit riders.

**FIGURE 8: ATTITUDES TOWARD DIFFERENT TRANSPORTATION OPTIONS**  
(Base: All Respondents)



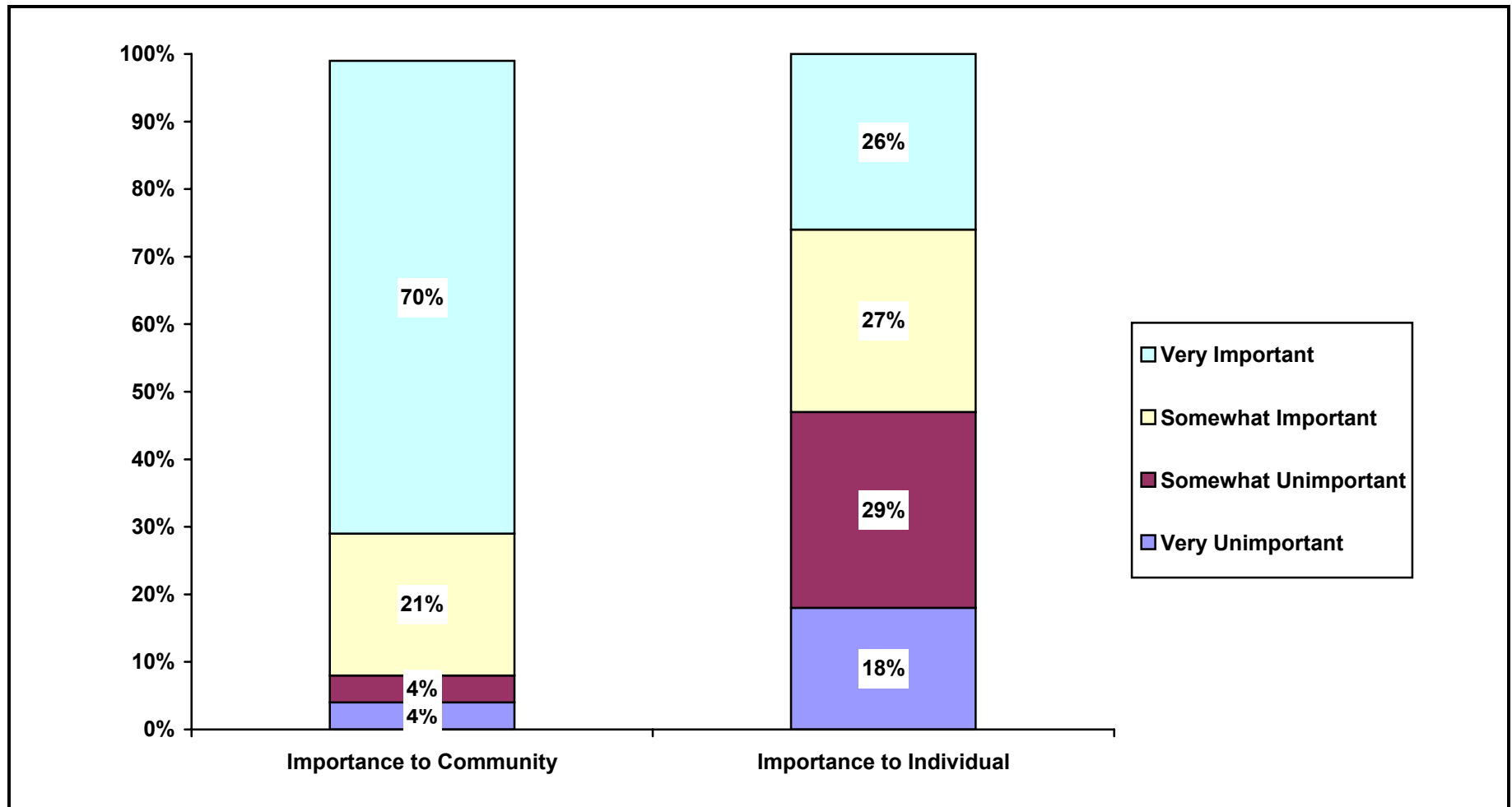
## Attitudes Toward the Importance of the Availability of Public Transportation Services

Respondents were asked about the importance of public transportation services to the community in general and to them personally. This data provides important insight into the potential support for developing expanded public transportation services. Ratings were given on a five-point scale where “1” means “very unimportant” and “5” means “very important.”

### **Area residents have generally positive attitudes toward the importance of available public transportation in the community. However, it is less important to individuals**

- Seventy percent (70%) of those surveyed say that the availability of public transportation services is very important to the community; an additional 21 percent suggest that it is somewhat important.
- On the other hand, only 26 percent of those surveyed say that the availability of public transportation services is very important to them personally or to their family. An additional 27 percent say it is somewhat important. On the other hand, nearly half (47%) say it is not important. This would suggest that efforts will be required to increase the salience of public transportation for individuals to generate the kind of support required to fund projects of this type.
- While it is important to build support across the general population, specific groups that will need to be targeted include . . .
  - Men – only 59 percent of men feel that public transportation is very important for a community compared with 80 percent of women.
  - More affluent households – only 63 percent of those households with incomes greater than \$50,000 feel that public transportation is very important compared with 81 percent of those households with incomes below \$30,000. As more affluent households often bear the burden for funding, it is critical to gain this support.

FIGURE 9: IMPORTANCE OF THE AVAILABILITY OF PUBLIC TRANSPORTATION SERVICES

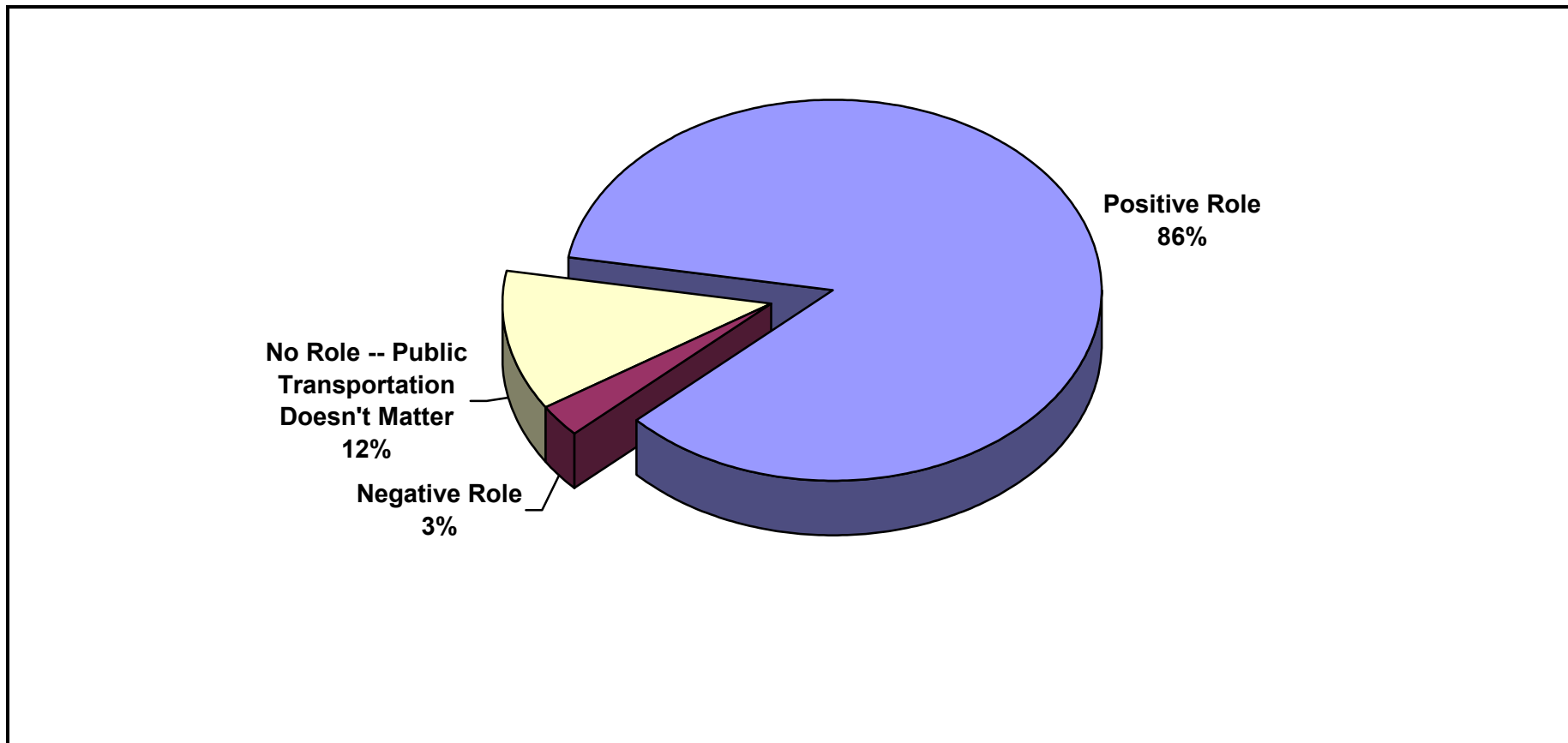


## Attitudes Toward Public Transportation and Its Role in Growth and Development

Respondents were asked to indicate whether public transportation plays a positive or negative role in creating more attractive growth and development in the Treasure Valley.

- The majority (86%) of all respondents believe that public transportation plays a positive role in creating more attractive growth and development.
  - This is true for both Ada and Canyon county residents and for those living in urban and rural areas.
  - Men and women are equally likely to feel public transportation plays a positive role. However, a somewhat higher proportion of men than women feel that public transportation doesn't matter – that is, it does not play any role.
  - Newer residents – those living in the Treasure Valley 10 or fewer years – are more likely than those living in the area for 11 to 30 years – to believe that public transportation serves a positive role. An above-average number (16%) of those living in the area for 11 to 30 years suggest that public transportation does not play any kind of role.

**FIGURE 10: ROLE OF PUBLIC TRANSPORTATION IN CREATING MORE ATTRACTIVE GROWTH AND DEVELOPMENT**



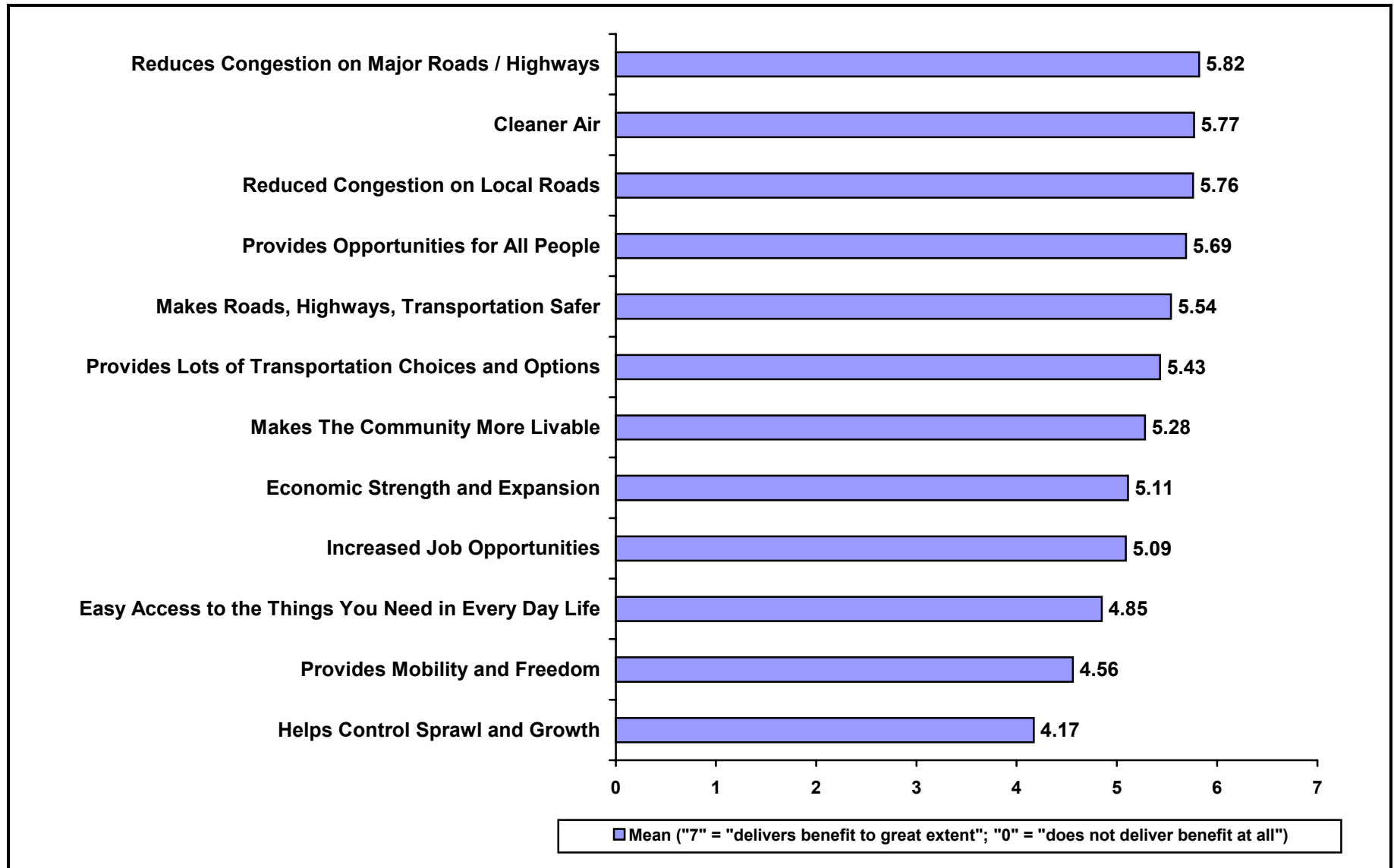
## Attitudes Toward Proposed Service

### Perceived Benefits of Proposed Service

Respondents were asked to indicate the extent to which the proposed service will address these issues by measuring the extent to which the proposed service will deliver a specific benefit for the community or region where they live. An eight-point scale was used where “0” means “expanded service will not deliver that benefit at all” and “7” means “expanded service will deliver that benefit to a great degree.”

- Overall, respondents gave the proposed service generally positive ratings for its ability to deliver benefits to the community.
  - Respondents are most likely to feel that the proposed service will be effective in providing opportunities for people from every walk of life and that it will provide lots of transportation options.
  - Respondents also agree that the proposed service will reduce traffic congestion on major roads and highways, make roads and highways safer, and improve air quality.

**FIGURE 11: HOW WELL DOES PROPOSED SERVICE DELIVER BENEFITS?**  
(Base: All Respondents)



Respondents were read several descriptions of alternatives that may be part of the expanded transportation services. They were then asked to state whether they thought that alternative should or should not be done. Their answer was further clarified into definitely or probably should / should not be done. An unread option was also given for neutral.

There were three sections of alternatives. The first section concerned general transportation alternatives; the second, alternatives for the urban service area; and the third, alternatives for the rural service zones.

## **General Transportation Alternatives**

Analysis showed that respondents thought about the general transportation alternatives along three primary dimensions – expanded regional services, ridesharing services, and intercity service.

### **Respondents are generally very supportive of expanded public transportation services, with the most support given to expanded regional public transportation services.**

- Overall, 27 percent of all respondents strongly support expanded public transportation services; an additional 61 percent somewhat support the concept of expanded public transportation service.
  - Support is virtually the same among residents of Ada and Canyon counties.
  - Support is somewhat stronger ( $p < .10$ ) among residents of the urban zones than among residents of the proposed rural zones.
- Nearly half (47%) of those surveyed felt that VIATrans definitely should expand regional services. Note that expanded regional services also include expanded services within a county.
  - The most support is given to developing park and ride lots with regularly scheduled bus service from these lots to major destinations within Ada and Canyon County.
  - Support for building a light rail system is relatively high. However, respondents are more supportive of an expanded bus system than light rail, perhaps seeing more immediate benefits.
- Respondents are also generally supportive of expanded ridesharing services. They are more supportive of carpool services than vanpool services.
- Respondents are generally less supportive of developing options that limit service to run within a city, not extending beyond the city boundaries.

**FIGURE 12: ATTITUDES TOWARD GENERAL TRANSPORTATION ALTERNATIVES**  
(Base: All Respondents)

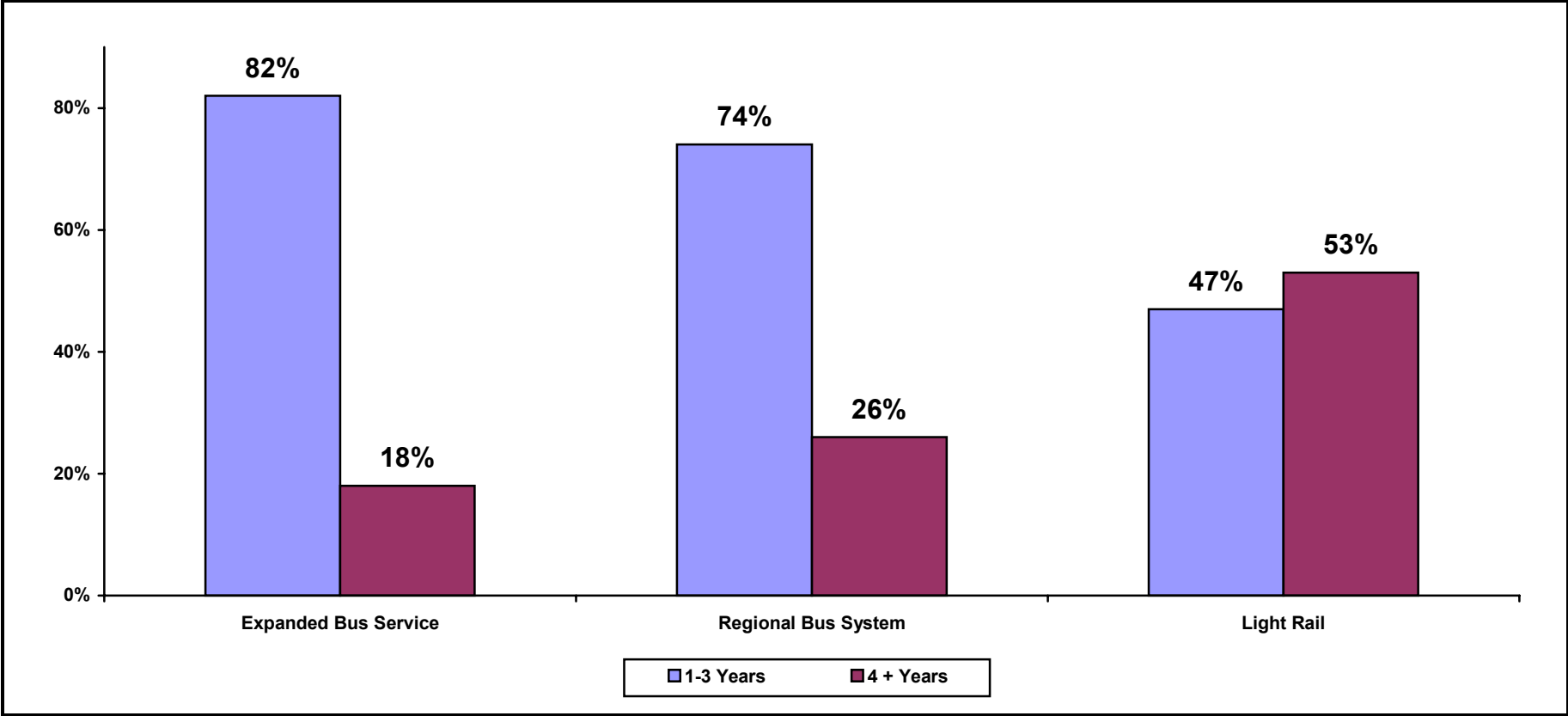
	Mean	Strongly Support	Somewhat Support	Neutral	Do Not Support
<b>Overall</b>	4.12	27%	61%	11%	2%
<b>Expanded Regional Services</b>	4.35	47%	44%	7%	2%
Park-and-Ride Lots with Regular Scheduled Bus Service From These Lots to Major Destinations in Ada and Canyon County	4.46	59%	35%	2%	5%
Develop Regional Service with New Fixed Route Service Connecting Counties	4.41	59%	32%	1%	8%
Extending Service Hours	4.40	61%	29%	1%	9%
Increasing Frequency of Service Within County	4.34	53%	37%	2%	7%
Expand Existing Fixed Route Bus Service to Provide Better Coverage within County	4.33	53%	38%	1%	9%
Increasing Frequency of Service Between Counties	4.26	51%	38%	1%	10%
Develop Regional Services Where Bus Routes Extend into Rural Areas and Run Between Cities in Treasure Valley	3.95	39%	39%	3%	19%
Building a Light Rail System	3.90	42%	35%	3%	20%
<b>Ridesharing Services</b>	4.14	43%	37%	12%	8%
Carpool Services	4.14	41%	46%	2%	10%
Vanpool Services	3.92	38%	41%	3%	18%
<b>Expanded Intercity Bus Service</b>	3.06	19%	31%	4%	46%

## Timeline for Implementation

If respondents answered favorably to three key questions, they were asked an additional question concerning timeline for implementation. The three attributes this was asked for were expanding fixed route bus service to provide better geographic coverage within the county where you live, developing a regional system with new fixed route bus services that connects Ada and Canyon Counties, and building a light rail system.

- Respondents felt that expanded bus service was the most urgent, with 82 percent responding that it should be implemented in 1 to 3 years.
  - Four-fifths (83%) of Canyon County residents felt the regional system should be implemented in 1 to 3 years.
  - Respondents were nearly evenly split on the subject of light rail. Forty-seven percent felt it should be implemented in the next three years, while 53 percent felt it should be implemented in four or more years.

**FIGURE 13: TIMELINE FOR IMPLEMENTATION**  
(Base: Respondents In Favor Of That Alternative)

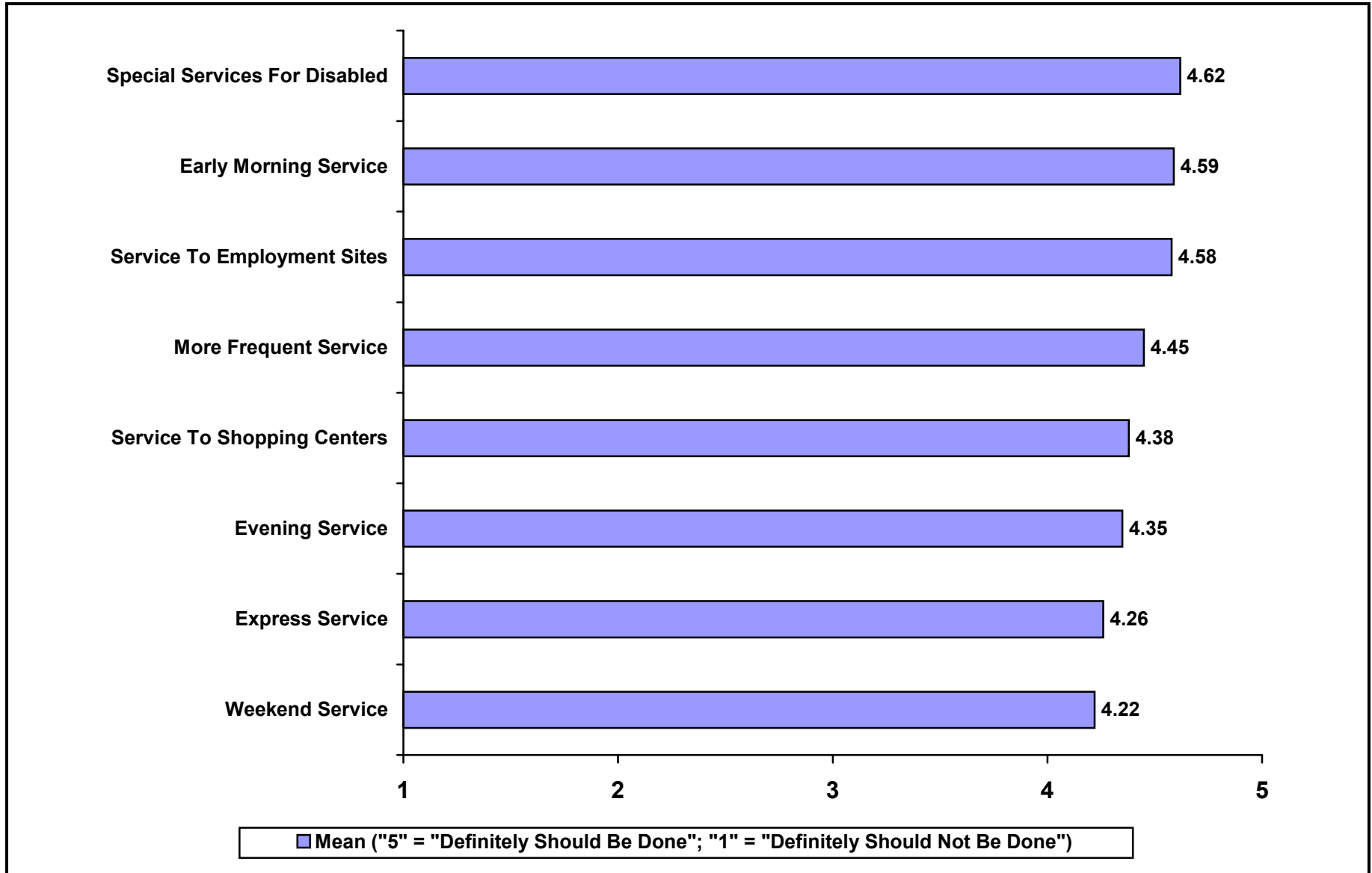


## Urban Service Area Alternatives

The urban area alternatives section deals with components of the service that would be unique to the urban service area.

- Respondents were most in favor of special transportation services for person with disabilities and / or seniors, followed closely by early morning bus service, and bus service to major employment sites.
- Those under the age of 55 were significantly more supportive of evening, express, and weekend bus service. Suggesting ways that this market segment could be targeted.
- Similar to the general transportation alternatives series, women were significantly more supportive of all components of the urban service area than were men.

**FIGURE 14: ATTITUDES TOWARD URBAN SERVICE ALTERNATIVES**  
(Base: All Respondents)

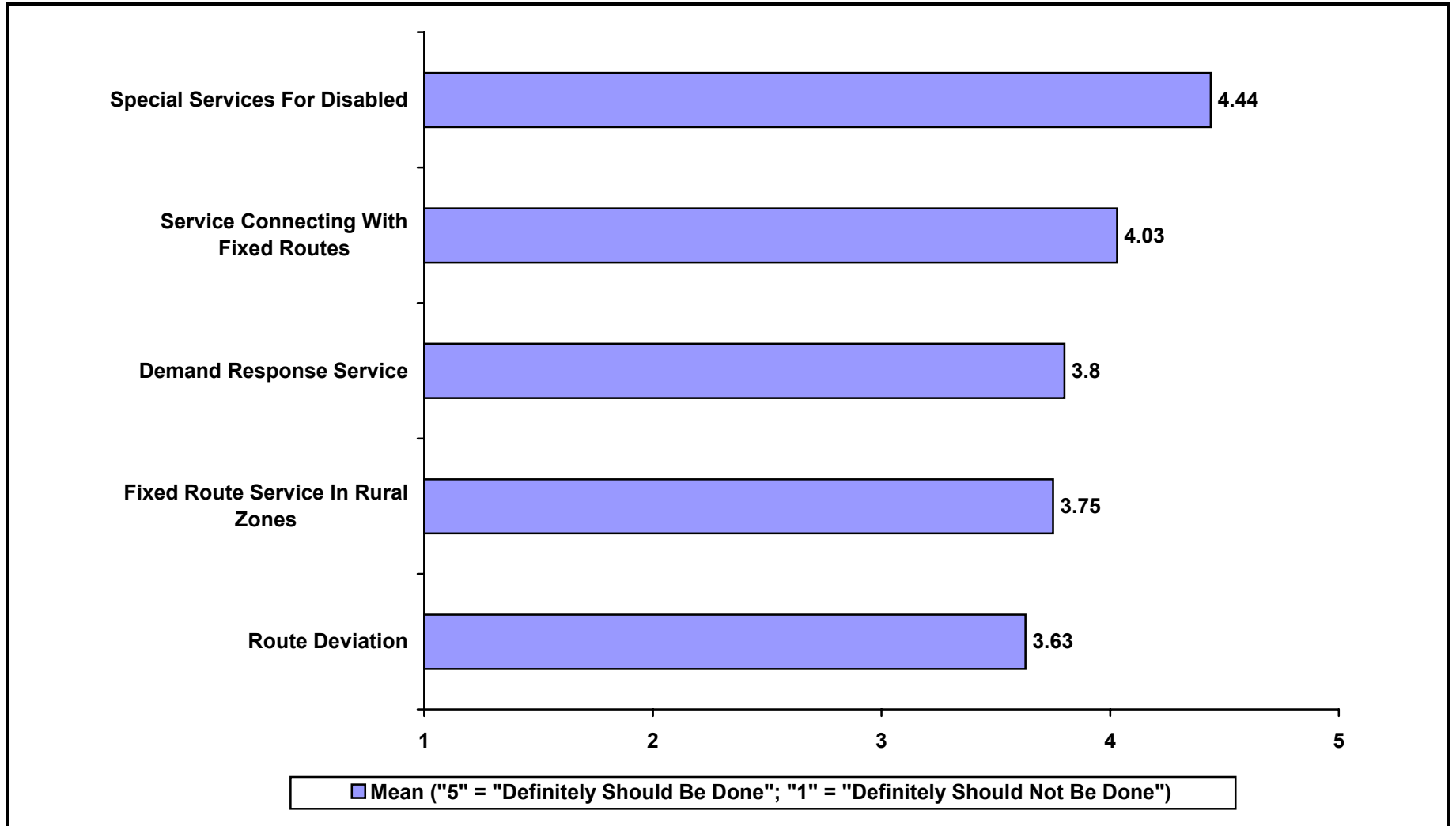


## Rural Zone Alternatives

The rural zone alternatives cover components that would be specific to the seven rural zones. Respondents were asked to rate them using the same definitely / probably should or should not be done scale.

- Respondents were most in favor of special transportation services for persons with disabilities and / or seniors in the rural zones with a mean rating of 4.44.
- There were no major differences between the counties, while respondents in the urban area were significantly more in favor of demand response service, vanpool or demand response service that connects with fixed route bus service, and bus service with route deviation.
- Similar to the other sections, women were significantly more in favor of all alternatives.
- Surprisingly, respondents under the age of 55 were significantly more supportive of special transportation services for the disabled and elderly in the rural zones.
- Those earning less than \$30,000 per year were significantly more in favor of all components except route deviation.

**FIGURE 15: ATTITUDES TOWARD RURAL ZONE COMPONENTS**  
(Base: All Respondents)



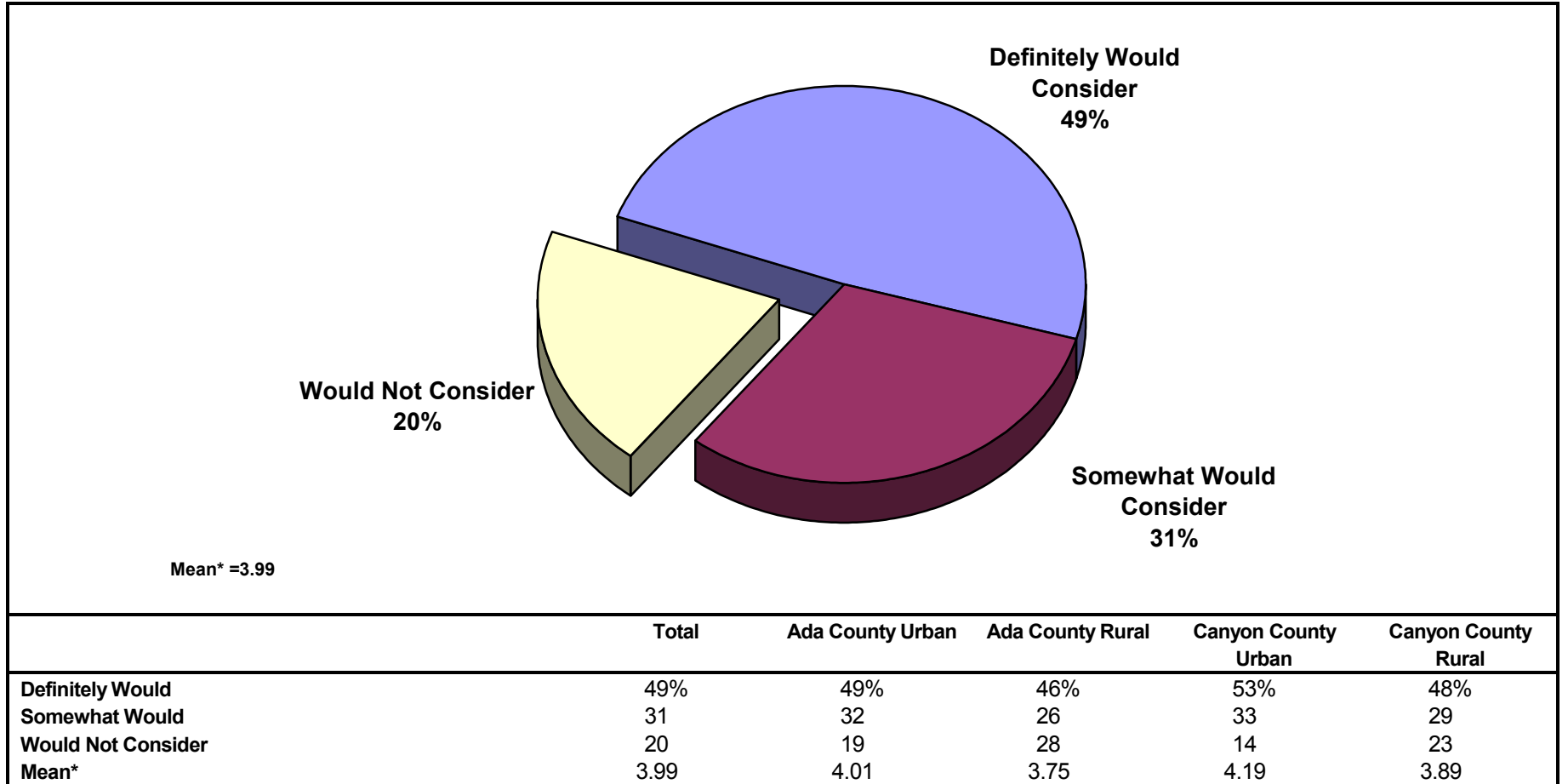
## Potential Ridership

### Overall

***There is strong interest in and potential for riding the proposed service.***

- Nearly half (49%) of all respondents said they definitely would consider riding the proposed service; an additional 31 percent said they somewhat would consider riding.
  - The strongest potential for ridership is among women, those earning less than \$30,000 per year, those who have lived in the Treasure Valley less than 11 years, and those who have ridden or considered riding local transportation services.
  - There are no significant differences between counties or service areas, although residents of the urban area rated their likelihood of riding slightly higher, mean of 4.05, than residents of the rural zones with a mean of 3.82.

**FIGURE 16: POTENTIAL RIDERSHIP**  
(Base: All Respondents)



## Target Segments

- While interest and potential ridership is evident among all segments – all had a mean rating of three or greater – some segments represent greater opportunity than others. Notably those with the greatest potential to ride are . . .
  - Between the ages of 18 and 34.
  - Of Hispanic ethnicity.
  - Have ridden or considered riding transportation services.

**FIGURE 17: CHARACTERISTICS OF POTENTIAL RIDER SEGMENTS**

		% Definitely Would Consider	% Somewhat Would Consider	% Neutral / Negative	Mean (based on 5-point scale; 5 = most likely)
<b>Gender</b>	Male	45%	49%	<b>62%</b>	3.80
	Female	<b>55</b>	51	38	<b>4.19</b>
<b>Age</b>	18 – 24	12%	<b>21%</b>	10%	4.15
	25 – 34	23	20	18	4.12
	35 – 44	20	27	21	3.99
	45 – 54	20	14	21	3.90
	55 – 64	12	9	8	4.21
	65 and Over	13	9	<b>23</b>	3.59
	Mean	<b>43.4</b>	39.7	<b>46.5</b>	
<b>Employment Status</b>					
	Employed Full-Time Outside Home	55%	<b>66%</b>	57%	3.98
	Employed Part-Time Outside Home	8	4	8	4.03
	Employed / Work at Home	1	4	3	3.48
	Student / Employed	<b>8</b>	2	4	4.48
	Student / Not Employed	2	1	0	4.77
	Retired	15	11	<b>23</b>	3.74
	Not Currently Employed	11	<b>13</b>	5	4.28
<b>Income</b>					
	Under \$10,000	6%	4%	3%	4.29
	\$10,000 – \$20,000	<b>16</b>	8	4	4.60
	\$20,000 – \$30,000	16	14	16	4.04
	\$30,000 – \$40,000	17	21	20	3.98
	\$40,000 – \$50,000	18	14	17	4.00
	\$50,000 – \$75,000	16	19	15	4.04
	\$75,000 and Over	10	<b>20</b>	<b>25</b>	3.48
	Median	\$36,815	\$41,653	\$44,248	

		<b>% Definitely Would Consider</b>	<b>% Somewhat Would Consider</b>	<b>% Neutral / Negative</b>	<b>Mean</b> (based on 5-point scale; 5 = most likely)
<b>Ethnicity</b>	White, Non-Hispanic	91%	<b>97%</b>	95%	3.97
	Hispanic	<b>4</b>	1	1	4.66
	Other	5	2	5	4.01
<b>Riding Consideration</b>					
	Yes, Ridden	<b>52%</b>	<b>44%</b>	21%	4.38
	Yes, Considered / Never Ridden	<b>25</b>	<b>13</b>	3	4.63
	No, Never Considered / Never Ridden	23	<b>44</b>	<b>76</b>	3.30

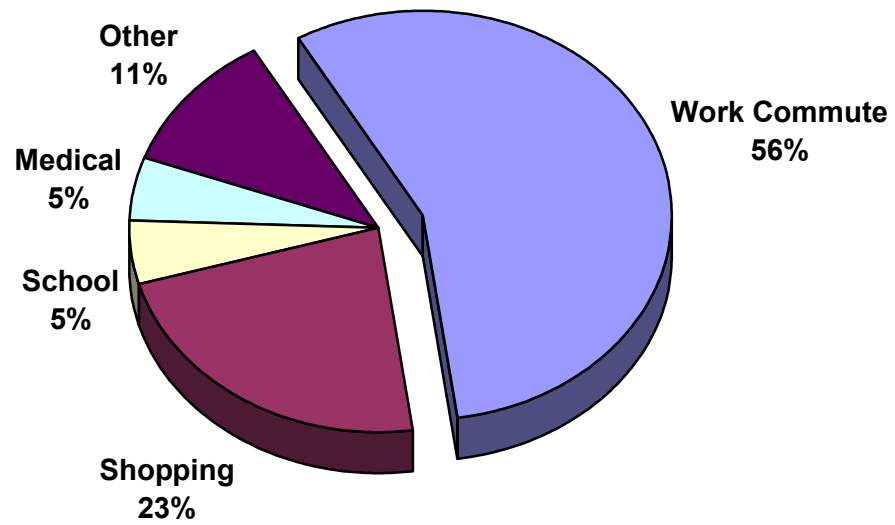
## Potential Trip Purpose

Respondents who said they would consider riding the proposed expanded service were asked what the primary purpose would be for the trip they would consider taking on this service.

**Over one-half (56%) of potential riders would use the proposed service to commute to / from work as their primary trip purpose.**

- Nearly one quarter (23%) of respondents stated they would ride the expanded services for shopping as their primary trip. Commute to / from school and medical trips had 5 percent each.
- Notably, 81 percent of potential riders said they would choose to ride the service at least once a week instead of another mode of transportation such as driving alone.
- Respondents were also asked for what other purposes they would use the proposed expanded transportation services. More than half (57%) said they would use it to go shopping. One-fifth (19%) would use it for recreation / entertainment while 12 percent would use it for medical trips.

**FIGURE 18: POTENTIAL TRIP PURPOSE**  
(Base: Respondents Who Would Consider Trying the Expanded Service)



## Support for Funding

### Optimal Tax Increase

Respondents were asked three questions concerning the dollar amount increase in taxes per year they would and would not be willing to pay to support the proposed expansion of public transportation services.

The first phase of the analysis focuses on identifying the “Indifference Distance” point. This point represents the point on the price scale where an equal number of respondents feel the tax increase is “reasonable” as feel it is the “maximum” they would be willing to pay. The remaining respondents experience this price, as neither “reasonable nor the maximum.” That is, the “Indifference Price” point is the tax amount at which the **maximum** number of respondents is indifferent. To identify the “Indifference Distance” point, the cumulative distributions of responses to the “reasonable” and “maximum” questions are graphed such that the two lines intersect.

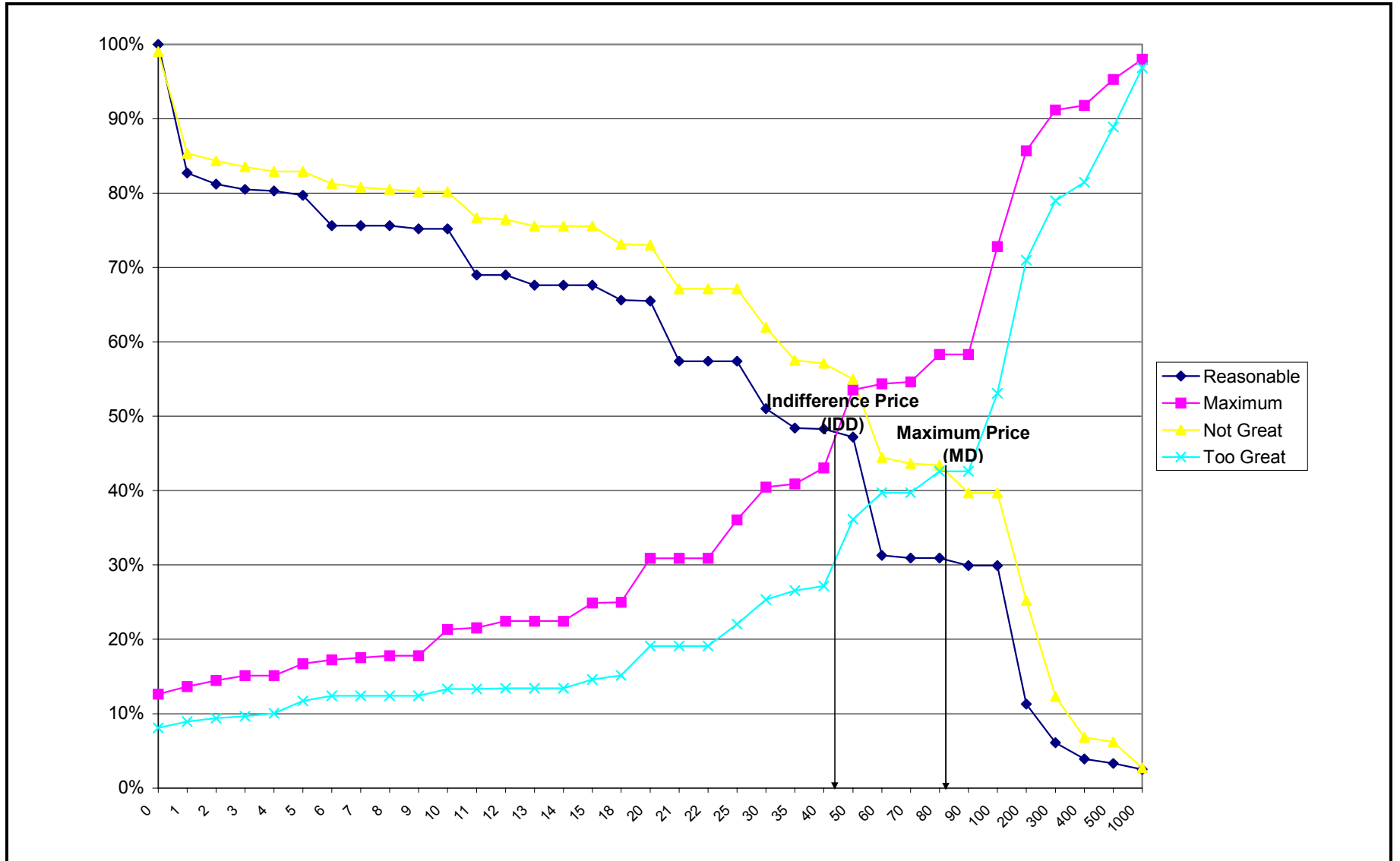
#### **There is support for funding.**

- When asked what they felt would be a reasonable amount in taxes to pay per year to fund the operating of the proposed public transportation system, only 11 percent said that a reasonable amount would be \$0. An additional 29 percent said they did not know or refused to answer. This would suggest that three out of five (60%) respondents are willing to pay at least some amount and 29 percent could potentially be convinced to pay.

#### **Residents would be willing to support an individual tax increase between \$45 and \$85 per year.**

- Respondents are indifferent at a tax increase of \$45 per year. That is, if the tax increase to pay for the expanded services was \$45 per year, an equal number of residents would feel that amount is reasonable as would feel it is high.
- The maximum amount that respondents are likely to pay is \$85 per year. That is, if the tax increase was \$85, an equal number would feel that it is not too high as would feel it is too high.
- Note the above analysis is based only on those respondents who indicated an amount they would pay even if that amount is zero. If we include those respondents who did not give a response – saying they did not know or refused to give an amount – and make the assumption that the amount they really would be giving is \$0, the amount of tax that residents would be willing to support would be between \$20 and \$45 per year.

**FIGURE 19: DOLLAR AMOUNT IN TAXES PER YEAR RESPONDENTS WOULD BE WILLING TO PAY**  
 (Base: All Respondents)

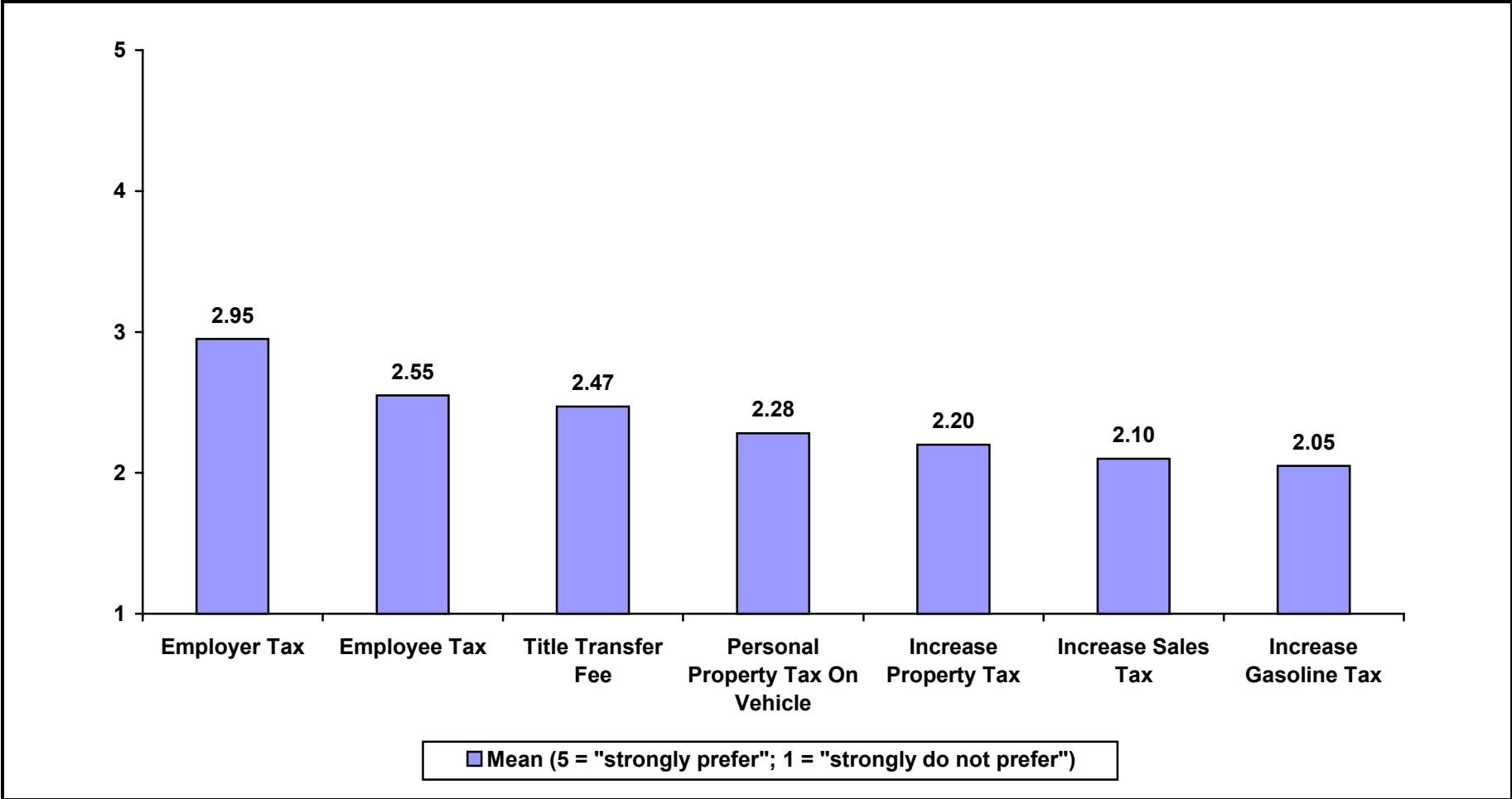


## Preferred Type of Tax

Respondents were read several different options, reflecting different types of taxes that have been proposed to pay for the expanded transportation options. As each option was read, respondents were asked to indicate whether they preferred or did not prefer such an option and the extent of that preference.

- Respondents do not “prefer” any of the different taxing options – rating all alternatives as a 3 or lower on the five-point scale.
  - With a mean of 2.95, the creation of a payroll or employee tax was ranked the highest among the various options followed by the creation of a flat employment tax paid for by all employees (mean score of 2.55). This would suggest that residents believe that employers and employees are the most likely to benefit from the development of a regional public transportation system.
  - Respondents are least likely to support an increase in the gasoline or sales taxes, taxes that are generally viewed as across-the-board tax increases.
- Respondent groups most likely to show a preference for some form of taxation include . . .
  - Residents of the urban service areas, notably those with the Ada County urban service area.
  - Women.
  - Younger respondents (those between the ages of 18 and 34).
  - Newer residents (those living in the area 10 or fewer years).
  - Students and, to a lesser extent, those employed outside the home.
- Respondent groups least likely to show a preference for any form of taxation include . . .
  - Men.
  - Respondents 65 and older and, to a lesser extent, those between the ages of 55 and 64.
  - Long-time residents (those living in the area more than 30 years).
  - Those who are employed but work at home and those who are retired.

**FIGURE 20: PREFERRED TAXING OPTIONS**  
(Base: All Respondents)



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## Strategy Considerations

### Initial Travel Distance

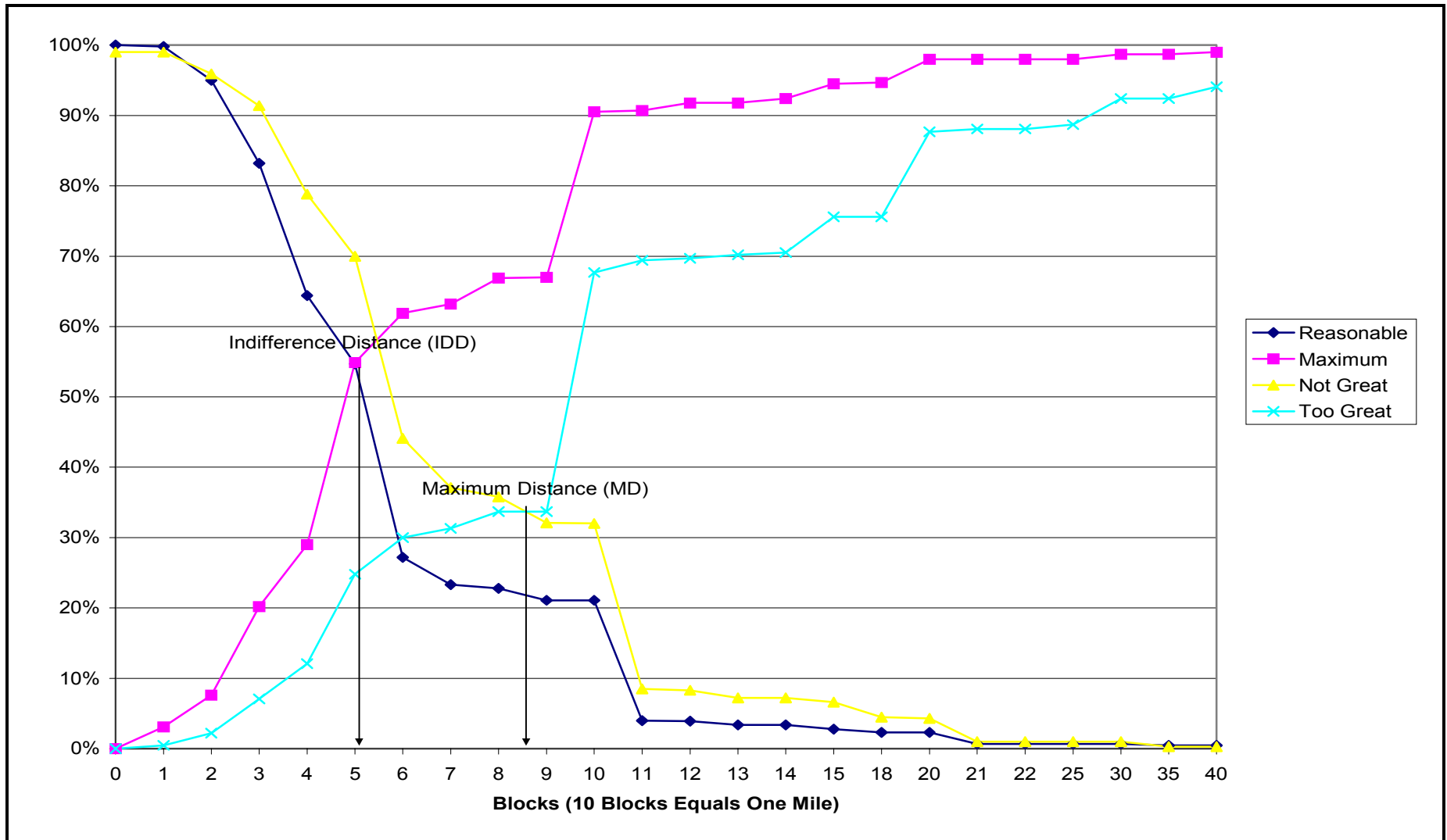
#### Distance To Walk From Home To A Bus Stop

In order to better define the service needs, respondents were asked two series of three questions each concerning the distance they would walk to a bus stop and the distance they would drive to a bus stop or park-and-ride lot. The questions addressed what they felt is a reasonable distance to walk / drive to a bus stop, the maximum distance they would walk / drive but still consider riding, and the point at which distance from home to a bus stop is so great they would never ride.

The first phase of the analysis focuses on identifying the “Indifference Distance” point. This point represents the point on the distance scale where an equal number of respondents feel the distance to the stop is “reasonable” as feel it is “far.” The remaining respondents experience this distance, as neither “reasonable nor far.” That is, the “Indifference Price” point is the distance from home to stop at which the **maximum** number of respondents is indifferent. To identify the “Indifference Distance” point, the cumulative distributions of responses to the “reasonable” and “maximum” questions are graphed such that the two lines intersect.

- Riders are indifferent at a distance of approximately 5 blocks or ½ mile from their home to the nearest bus stop. That is, if the distance from their home to the bus stop is 5 blocks or ½ mile, an equal number of riders would feel that distance is reasonable as would feel it is far.
  - Surprisingly there is little difference in the indifference distance between residents of the various counties or between those living in the urban service area and those in the rural zones.

**FIGURE 21: DISTANCE TO WALK FROM HOME TO A BUS STOP**  
 (Base: All Respondents)

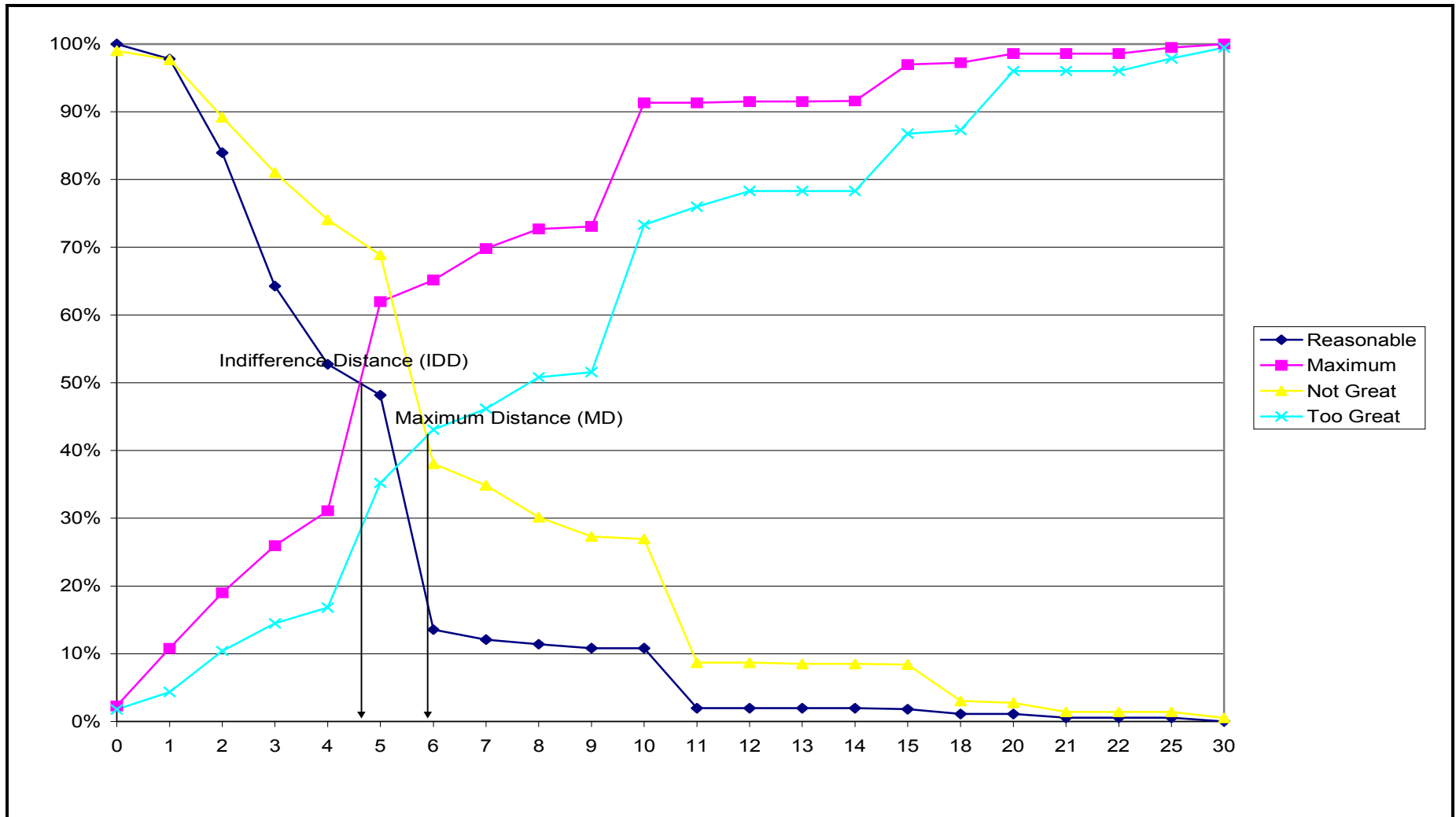


## Distance to Drive From Home to a Bus Stop or Park-And-Ride Lot

Respondents were also asked about the distance they would drive from their home to a bus stop or park-and-ride lot while still considering using an alternative to driving their car.

- Respondents are indifferent at a distance of approximately 4 to 5 miles from their home to the nearest bus stop or park-and-ride lot. That is, if the distance from their home to the bus stop is between 4 and 5 miles, an equal number of riders would feel that distance is reasonable as would feel it is far. The maximum distance that respondents would drive is 6 miles.
  - While rural and urban respondents have the same indifference point, between 4 and 5 miles, rural respondents were willing to drive slightly farther. Rural respondents had a maximum distance of 7 miles compared to 6 miles for urban respondents.

**FIGURE 22: DISTANCE TO DRIVE FROM HOME TO A BUS STOP OR PARK-AND-RIDE LOT**  
 (Base: All Respondents)



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# Appendix

## Survey Questionnaire

### SCREENER / INTRODUCTION

INTRO1 Hello, I'm \_\_\_ from Northwest Research Group, an independent research firm. Today / Tonight we are conducting a study sponsored by Valley InterArea Transportation with people in your area regarding transportation issues. [IF NEEDED: Valley Interarea Transportation is the regional public transportation authority in the Treasure Valley. It was formed in 1999 and has the responsibility for coordinating all regional public transportation services.] Let me assure you that this is not a sales call and everything you say will be kept strictly confidential. This call may be monitored for quality purposes.

[FOR MID-INTERVIEW CALLBACKS]: Hello, I'm \_\_\_ from Northwest Research Group and I am calling back to complete a study with \_\_\_ on transportation issues.

[PRESS ANY KEY TO CONTINUE]

INTRO2 It is important for this survey that we speak to a wide variety of people. The following questions are to help us make sure we are speaking to a cross section of the population.

May I please speak with a (READ PRE-DESIGNATED – male / female) 18 years of age or older who lives at this household? [IF MORE THAN ONE PRE-DESIGNATED ADULT IN HOUSEHOLD, ASK TO SPEAK TO ADULT WITH NEXT BIRTHDAY]

- 1 YES – CONTINUE SURVEY
- 2 NO – CORRECT PERSON ON PHONE [REINTRODUCE YOURSELF]
- 3 NO – CORRECT PERSON NOT AVAILABLE [CTRL END]
- 4 NO – CORRECT GENDER NOT AVAILABLE [CTRL END]
- 5 NO – NO ONE IN HH OVER 18 [DISPOS = 22, SKIPTO THANK]
- 6 GENDER NOT IN HOUSEHOLD [ CONTINUE SURVEY]
- 9 REFUSED [DISPOS = 8, SKIP TO THANK]

INTRO3 What county do you live in? [READ LIST AS NECESSARY]  
1 ADA  
2 CANYON  
3 OTHER [SPECIFY] [DISPOSE = 23, SKIP TO THANK]  
99 DON'T KNOW / REFUSED [DISPOS = 8, SKIP TO THANK]

INTRO4A [IF INTRO3 = 1] What city do you live in?  
1 BOISE  
2 EAGLE  
3 GARDEN CITY  
4 KUNA  
5 MERIDIAN  
6 STAR  
7 OTHER [SPECIFY]  
8 DO NOT LIVE WITHIN A CITY / TOWNSHIP  
99 DON'T KNOW / REFUSED [DISPOS = 8, SKIP TO THANK]

INTRO4B [IF INTRO3 = 2] What city do you live in?  
1 CALDWELL  
2 GREENLEAF  
3 MELBA  
4 MIDDLETON  
5 NAMPA  
6 NOTUS  
7 PARMA  
8 WILDER  
9 OTHER [SPECIFY]  
10 DO NOT LIVE WITHIN A CITY / TOWNSHIP  
99 DON'T KNOW / REFUSED [DISPOS = 8, SKIP TO THANK]

INTRO5 [IF INTRO4A < 8 OR INTRO4B < 10] And do you live within the incorporated city limits of [SHOW CITY]?  
1 YES  
2 NO  
8 DON'T KNOW  
9 REFUSED [DISPOS = 8, SKIPTO THANK]

INTRO6A What is your home zip code?  
\_\_\_\_\_ ENTER ZIP CODE -- [IF ZIP CODE NOT IN TARGET AREA, SKIP TO THANK2]  
99999 DON'T KNOW / REFUSED [DISPOS = 8, SKIP TO THANK3]

INTRO6B I entered [SHOW ZIPCODE], is that correct?

- 1 YES
- 2 NO

GENDER [ENTER GENDER OF RESPONDENT]

- 1 MALE
- 2 FEMALE

### COMMUNITY ISSUES

Q1 Thinking about issues related to growth in the Treasure Valley, what would you say is the most important issue facing this area?

- 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 And 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**
- 99 **Don't Know / Refused**

### ATTITUDES TOWARD TRANSPORTATION OPTIONS

Q2 I am going to read you a list of ways people in your region travel for any reason. 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.” You may also use any number in between. Again, remember we just want your opinion regardless of how you currently travel.

**[ROTATE]**

Q2A How favorable are you towards...

Carpooling with a non-family member

... as a method of transportation to get around in the region where you live?

Q2B Driving your own car

Q2C Walking

Q2D Vanpooling

Q2E Bicycling

Q2F Taking the bus [ALWAYS LAST, ROTATE ORDER WITH Q2G]

Q2G Taking 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 IN STREETS AND IS NORMALLY POWERED BY OVERHEAD ELECTRICAL WIRES] [ALWAYS LAST, ROTATE ORDER WITH Q2F]

Q8 How important is the availability of public transportation services to you and your family? 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

- Q9 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
- Q10 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
- Q6 Have you ever ridden or considered riding any public transportation service in the Treasure Valley?
- 1 YES, RIDDEN
  - 2 YES, CONSIDERED / NEVER RIDDEN
  - 3 NO, NEVER CONSIDERED / NEVER RIDDEN
  - 9 DON'T KNOW / REFUSED

### AWARENESS OF PROPOSED TRANSIT DEVELOPMENT PLAN

- Q11 To what extent do you feel an expanded public transportation service would provide each of the following benefits to the region. Please answer using a scale that runs from 0 to 7 where "0" means "the expanded service would not provide that benefit at all" and "7" means "the expanded service would provide that benefit to a great degree." You may use any number in between.
- 0 Would Not Provide That Benefit At All
  - 7 Would Provide That Benefit to a Great Degree
  - 99 Don't Know / Refused
- Q11A Cleaner air
- Q11B Reduced traffic congestion on **major** roads and highways
- Q11C Easy access to things you need in your everyday life, such as work, daycare, and shopping
- Q11D Provides the mobility and freedom to do what you most want to do

- Q11E Provides lots of transportation options and choices
- Q11F Makes roads, highways, and transportation safer for all drivers and commuters
- Q11G Provides opportunities for people from every walk of life
- Q11H Economic strength and expansion
- Q11I Helps control sprawl and growth beyond boundaries
- Q11J Increased access to job opportunities
- Q11K Makes the community more livable
- Q11L Reduced congestion on **local** roads

Q12 There is an effort in the community to build upon existing public transportation services in order to create a fully coordinated, cooperatively funded transportation system that would operate in all areas of Ada and Canyon County. Are you aware of these efforts?

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

Q13 [IF YES] What have you heard about this effort?

- 1 **General Rail / Monorail / Light Rail/ Trial Run Attempted / Train From Germany**
- 2 **Television**
- 3 **Newspaper**
- 4 **Expanding Services Between Ada And Canyon Counties / Connect Cities And Rural Areas**
- 5 **General Vanpooling / Carpooling**
- 6 **General Bus System**
- 7 **General Awareness Comments / Talked About / Working On It**
- 8 **Other**
- 9 **Don't Know / Refused**

**ATTITUDES TOWARD PROPOSED SERVICE**

IQ I am going to read you a list of possible transportation alternatives that are being considered. As I read each one, please tell me whether you think this should or should not be done. Would that be definitely / probably should or should not?

Q14A1 Expanding existing fixed route bus service to provide better geographic coverage **within** the county where you live.

- 1 Definitely should not
- 2 Probably should not
- 3 NEUTRAL
- 4 Probably should
- 5 Definitely should
- 8 DON'T KNOW
- 9 REFUSED

Q14A2 **[IF Q14A1 = 4 OR 5]** Do you think this expanded bus service should be implemented...

- 1 In 1 to 3 years,
- 2 4 or more years?
- 8 DON'T KNOW
- 9 REFUSED

Q14B1 Developing a regional system with new fixed route bus services that connects Ada and Canyon counties

Q14B2 [IF Q14B1 = 4 OR 5] Do you think this regional system should be implemented...

- 1 In 1 to 3 years,
- 2 4 or more years?
- 8 DON'T KNOW
- 9 REFUSED

Q14C Increasing the frequency of bus service within counties

Q14D Increasing the frequency of bus service between counties

Q14E Extending the times bus service is available – e.g., evenings, Saturdays, Sundays

Q14F Building a light rail system

Q14F2 [IF Q14F1 = 4 OR 5] Do you think this light rail system should be implemented...

- 1 In 1 to 3 years,
- 2 4 or more years?
- 8 DON'T KNOW
- 9 REFUSED

Q14G Develop regional services, where a bus route would extend into rural areas and run **in-between** cities in the Treasure Valley

Q14H Develop services that run **within** a city but do not extend beyond its boundaries

Q14I Park-and-ride lots with regularly scheduled bus service from these lots to major destinations within Ada and Canyon counties

Q14J Vanpool service where a van is provided for groups of 6 to 15 people who live and work near each other with similar work schedules. A volunteer driver is responsible for the van and driving.

Q14K Carpool service. VIA Trans would help to bring together drivers who live and work near each other and have similar work schedules.

Q15 The expanded service would be broken up into an urban service area and surrounded by 7 rural service zones. The urban service area would encompass Boise, Meridian, Garden City, Eagle, Nampa, and Caldwell. It would be characterized by a number of different components. As I read each one, please tell me whether you think this should or should not be done. Would that be definitely / probably should or should not?

**[ROTATE Q15A TO Q15D]**

Q15A More frequent fixed route or regularly scheduled bus service

- 1 Definitely should not
- 2 Probably should not
- 3 NEUTRAL
- 4 Probably should
- 5 Definitely should
- 8 Don't Know
- 9 Refused

Q15B Special transportation services for persons with disabilities and/or seniors

Q15C Early morning bus service

Q15D Evening bus service

**[ROTATE Q15E AND Q15F]**

Q15E Regularly scheduled bus service to major shopping centers

Q15F Regularly scheduled bus service to major employment sites

Q15G Express bus service along Interstate 84

Q15H Weekend bus service

Q16INT The rural service zones include 7 areas outside of the urban service area within Ada and Canyon counties. Like the urban area, it would be characterized by a number of different components. As I read each one, please tell me whether you think this should or should not be done. Would that be definitely / probably should or should not?

**[DO NOT ROTATE]**

Q16A Regularly scheduled fixed route bus service in the rural zones

- 1 Definitely should not
- 2 Probably should not
- 3 NEUTRAL
- 4 Probably should
- 5 Definitely should
- 8 Don't Know
- 9 Refused

Q16B Special transportation services for persons with disabilities and/or seniors in the rural zones

Q16C Demand response service where you call in advance and make a reservation to be picked up at your door and taken to your destination. Reservations are usually required 24 hours in advance. The vehicles that pick you up are typically small buses or vans. They may pick up / drop off multiple people during your trip.

Q16D Vanpool and / or demand response service in rural communities that would connect with regularly scheduled fixed route bus service.

Q16E Regularly scheduled bus service in rural communities that follows a set route. However, bus drivers can deviate from that route to pick-up or drop-off those who do not live near the regular bus stops.

Q19A Generally speaking, what would you feel is a reasonable distance to **walk** from your home to a bus stop?  
\_\_\_ MILES OR BLOCKS, RECORD DECIMAL  
999 DON'T KNOW / REFUSED

Q19B What is the maximum distance you would be willing to **walk** from your home to a bus stop and still consider taking the bus?  
\_\_\_ MILES OR BLOCKS, RECORD DECIMAL  
999 DON'T KNOW / REFUSED

- Q19C At what point is the **walking** distance from your home to the bus stop so great that you would never consider taking the bus?  
 \_\_\_ MILES OR BLOCKS, RECORD DECIMAL  
 999 DON'T KNOW / REFUSED
- Q20A What would you feel is a reasonable distance to **drive** from your home to a bus stop or park-and-ride lot?  
 \_\_\_ MILES  
 999 DON'T KNOW / REFUSED
- Q20B What is the maximum distance you would be willing to **drive** from your home to a bus stop or park-and-ride lot and still consider using an alternative to driving your car?  
 \_\_\_ MILES  
 999 DON'T KNOW / REFUSED
- Q20C At what point is the **driving** distance from your home to the bus stop or park-and-ride lot so great that you would never consider using an alternative to driving your car?  
 \_\_\_ MILES  
 999 DON'T KNOW / REFUSED

**POTENTIAL RIDERSHIP**

- Q21 If proposed expanded services that we discussed previously were available in your area would you consider trying this services? Would that be definitely or probably [would / would not] consider trying?
- 1 DEFINITELY WOULD NOT CONSIDER
  - 2 SOMEWHAT WOULD NOT CONSIDER
  - 3 NEUTRAL
  - 4 SOMEWHAT WOULD CONSIDER
  - 5 DEFINITELY WOULD CONSIDER
  - 8 DON'T KNOW
  - 9 REFUSED

Q22 [IF WOULD NOT CONSIDER] Why would you not consider trying this service?

- 1 *Have / Prefer Own Car / Able To Be In Control / Flexibility / Independence Of Car*
- 2 *Need Car For Work / Work Odd Hours*
- 3 *Don't Want To Follow Schedule / Don't Like Busses*
- 4 *Convenience (Unspecified)*
- 5 *Don't Travel That Often / Don't Travel Very Far*
- 6 *Don't Like Crowds / Other People / Lack Of Privacy*
- 7 *Other*
- 8 *Too Difficult To Ride With Children*
- 9 *Don't Know / Refused*

Q23 [IF WOULD CONSIDER] What would be the **primary** trip you would consider taking on this service? That is, the trip you would take most often.

- 1 COMMUTING TO / FROM WORK
- 2 COMMUTING TO / FROM SCHOOL
- 3 BUSINESS / WORK-RELATED TRAVEL
- 4 PROFESSIONAL SPORTS EVENTS [SPECIFY]
- 5 COLLEGE SPORTS EVENTS [SPECIFY]
- 6 OTHER SPORTS EVENTS
- 7 SPECIAL EVENTS, EXCLUDING SPORTS EVENTS [SPECIFY]
- 8 SHOPPING
- 9 VISITING FAMILY / FRIENDS
- 10 RECREATION / ENTERTAINMENT [SPECIFY]
- 11 PERSONAL BUSINESS / ERRANDS OTHER THAN SHOPPING
- 12 DENTIST / DOCTOR / MEDICAL APPOINTMENT
- 13 AIRPORT
- 14 OTHER [SPECIFY]
- 99 DON'T KNOW / REFUSED

Q24 [IF WOULD CONSIDER] For this *primary* trip, how often would you use public transit versus another mode of travel such as driving alone? Would it be . . .

- 1 DAILY
- 2 SEVERAL TIMES A WEEK
- 3 ONCE A WEEK
- 4 SEVERAL TIMES A MONTH
- 5 ONCE A MONTH
- 6 SEVERAL TIMES A YEAR
- 7 ONCE A YEAR
- 8 LESS OFTEN THAN ONCE A YEAR
- 9 DON'T KNOW
- 99 REFUSED

Q25 [IF WOULD CONSIDER] What other types of trips would you take using this service?

- 1 NONE
- 2 COMMUTING TO / FROM WORK
- 3 COMMUTING TO / FROM SCHOOL
- 4 BUSINESS / WORK-RELATED TRAVEL
- 5 PROFESSIONAL SPORTS EVENTS [SPECIFY]
- 6 COLLEGE SPORTS EVENTS [SPECIFY]
- 7 OTHER SPORTS EVENTS
- 8 SPECIAL EVENTS, EXCLUDING SPORTS EVENTS [SPECIFY]
- 9 SHOPPING
- 10 VISITING FAMILY / FRIENDS
- 11 RECREATION / ENTERTAINMENT [SPECIFY]
- 12 PERSONAL BUSINESS / ERRANDS OTHER THAN SHOPPING
- 13 DENTIST / DOCTOR / MEDICAL APPOINTMENT
- 14 AIRPORT
- 15 OTHER [SPECIFY]
- 99 DON'T KNOW / REFUSED

## SUPPORT FOR FUNDING ALTERNATIVES

There has been some discussion on how to provide the funding to pay for operating the proposed expansion of public transportation in the Treasure Valley.

- Q26A            What dollar amount in taxes per year would be a reasonable amount that you personally would be willing to pay to fund the proposed public transportation system?  
\_\_\_\_\_ ENTER DOLLAR AMOUNT  
9999    DON'T KNOW / REFUSED
- Q26B            What dollar amount in taxes per year would be the maximum you personally would be willing to pay to fund this service but that you would still support the proposed public transportation system?  
\_\_\_\_\_ ENTER DOLLAR AMOUNT  
9999    DON'T KNOW / REFUSED
- Q26C            What dollar amount in taxes per year would be so great that you personally would never support funding for this proposed public transportation system?  
\_\_\_\_\_ ENTER DOLLAR AMOUNT  
9999    DON'T KNOW / REFUSED

Assuming that a tax or taxes will be used to fund a portion of this service, please tell me whether you would prefer or not prefer to pay for the proposed transportation services using this type of tax. Would that be strongly or somewhat prefer / not prefer.

- Q27A            An increase in property taxes in Ada and Canyon counties.  
1            Strongly do not prefer  
2            Somewhat do not prefer  
3            NEUTRAL  
4            Somewhat prefer  
5            Strongly prefer  
8            DON'T KNOW  
9            REFUSED
- Q27B            An increase in the local sales tax
- Q27C            The creation of a flat employment tax paid for by all employees that work in Ada and Canyon counties.  
**[IF NEEDED: A FLAT TAX IS A FIXED DOLLAR AMOUNT]**

- Q27D An increase in the gasoline tax
- Q27E The creation of a personal property tax on your personal vehicle or vehicles that would increase your annual vehicle licensing fee.
- Q27F The creation of a fee that you would pay when the title of a vehicle is transferred to you from another person.
- Q27G The creation of a payroll or employee tax paid by all employers in Ada and Canyon counties.

<b>DEMOGRAPHICS</b>
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- DEMINT Finally, I have some background questions which will be used to help us analyze the results of the study.  
[PRESS ANY KEY TO CONTINUE]
- DEM1 How many years have you lived in the Treasure Valley?  
**[ENTER 0 IF LESS THAN ONE YEAR]**
- \_\_\_\_ RECORD NUMBER OF YEARS  
99 DON'T KNOW / REFUSED
- DEM2 Are you registered to vote in the state of Idaho?
- 1 YES  
2 NO  
9 DON'T KNOW / REFUSED
- DEM4A Do you have a valid driver's license?
- 1 YES  
2 NO **[SKIPTO DEM5]**  
9 DON'T KNOW / REFUSED **[SKIPTO DEM5]**
- DEM4B How many automobiles do you personally have available for your use? [PROMPT IF NECESSARY: By automobile we mean car, van, sports utility vehicle or light truck.]
- \_\_\_\_ ENTER NUMBER OF AUTOS  
8 8 OR MORE  
9 DON'T KNOW / REFUSED
- DEM5 What is your age?
- \_\_\_\_ AGE  
99 REFUSED
- DEM6 **[IF DEM2 = 99]** Would that be....
- 1 18 to 24,

- 2 25 to 34,
- 3 35 to 44,
- 4 45 to 54,
- 5 55 to 64, or
- 6 65 and older?
- 9 REFUSED

DEM8 Which of the following best describes your current employment status? PROMPT: By student we mean attending any type of school, i.e. college, high school, vo-tech...]

- 1 Employed full time;
- 2 Employed part time;
- 3 Self-employed;
- 4 Student / working full-time;
- 5 Student / working part-time;
- 6 A full-time student / not working;
- 7 Not employed outside the home, a homemaker;
- 8 Retired;
- 9 Unemployed due to a disability; or
- 10 Unemployed?
- 11 OTHER [SPECIFY]
- 99 REFUSED

DEM9A **[IF DEM5 < 6]** Do you work . . . ?  
 [IF BOTH, SELECT "OUTSIDE THE HOME"]

- 1 Outside the home
- 2 At home
- 9 DON'T KNOW / REFUSED

DEM9B [IF DEM5A = 1] In what city or town do you work?

- 1 **Boise**
- 2 **Caldwell**
- 3 **Eagle**
- 4 **Garden City**
- 5 **Greenleaf**
- 6 **Kuna**
- 7 **Melba**
- 8 **Meridian**
- 9 **Middleton**
- 10 **Nampa**
- 11 **Notus**
- 12 **Parma**
- 13 **Star**
- 14 **Wilder**
- 15 **Varies / Multiple Cities**
- 16 **Other**
- 99 **Don't Know / Refused**

DEM10 Is your total **annual** household income before taxes above or below \$30,000?

- 1 UP TO \$30,000 PER YEAR
- 2 OVER \$30,000 PER YEAR
- 8 DK - PROBE FOR BEST ESTIMATE
- 9 REFUSED

DEM10A [IF DEM7 EQ 1] Would that be....

- 1 Under \$10,000,
- 2 \$10,000 to \$20,000, or
- 3 \$20,000 to \$30,000?
- 9 DON'T KNOW / REFUSED

DEM10B [IF DEM7 EQ 2] Would that be....

- 1 \$30,000 to \$40,000,
- 2 \$40,000 to \$50,000,
- 3 \$50,000 to \$75,000, or
- 4 \$75,000 or over?
- 9 DON'T KNOW / REFUSED

DEM11 Do you consider yourself...

- 1 White, Non-Hispanic
- 2 Hispanic (Mexican, Mexican-American, Chicano or Latino)
- 3 Black or African-American
- 4 Asian, Asian-American or Pacific Islander
- 5 American Indian or Alaska Native, or
- 6 Something Else[**SPECIFY**]?
- 8 Don't Know
- 9 Refused

DEM12 May I get your home address or your closest major cross streets?

**[OPEN-END]**

DEMO13 We may be conducting future research on this topic. May we call you again if we do?

[IF YES, PROBE: May I have your first name so I will know who to ask for?]

- 1 YES [ENTER FIRST NAME]
- 2 NO / REFUSED

THANK That concludes our survey. Thank you very much for your time and the useful information you have provided us.

**DISPOS = 40**

<b>Disp. #</b>	<b>Disposition Name</b>	<b>Programming</b>
1	No Answer	<i>p/a/d</i>
2	Busy	<i>p/b/d</i>
3	Answering Machine	<i>p/a/d</i>
4	Nonworking	<i>p/f/d</i>
5	Initial Refusal (Callback to convert)	<i>p/r/d</i>
6	Final Refusal	<i>p/f/d</i>
7	Never Call	<i>p/n/d</i>
8	Screener Refusal	<i>h/f/d</i>
9	Communication Barrier	<i>p/f/d</i>
10	Language Barrier - Other	<i>p/f/d</i>
11	Callback Introduction	<i>p/c/d</i>
12	Privacy Manager	<i>p/f/d</i>
13	Business	<i>p/f/d</i>
20	Interview In Progress	<i>i/c/i</i>
21	Mid-terminate	<i>i/f/i</i>
22	No one 18 or over in HH	<i>h/f/b</i>
23	Out of Area	<i>h/f/b</i>
24	Gender not in HH	<i>h/f/b</i>
25	Quota Full	<i>h/f/b</i>
40	Completed Interview	<i>h/f/i</i>