A Community Attitude Survey of Voters in Ann Arbor, Ypsilanti, and Ypsilanti Township Regarding AAATA 2013
Method

• Study area includes cities of Ann Arbor, Ypsilanti, and Ypsilanti Township
• Total of 841 voters surveyed during October and November 2013
• Combination of telephone and mail with online response to assure representation of cell-only households
• Sample error = +3.4%
Q6. Have you heard of the Ann Arbor Transportation Authority, which is often called A-A-A-T-A, or The Ride?
Q7. Overall, would you say you have a Very Favorable, Somewhat Favorable, Somewhat Unfavorable or Very Unfavorable opinion of Ann Arbor Transportation Authority, A-A-T-A, The Ride?
Using TheRide

Q35. In the past year, have you or anyone in your household used The Ride?

- Yes: 57%
- No: 42%
- Not sure: 1%
Q1. Overall, how satisfied are you with [(2011) Washtenaw County; (2013) the area including the cities of Ann Arbor and Ypsilanti, and Ypsilanti Township] as a place to live?
Q2. Are changes in that area heading in right direction or are they getting the area off on the wrong track?

- Right direction: 54%
- Wrong track: 21%
- No changes perceived: 8%
- Not Sure: 16%
Q3. Some say faster economic growth and more development would spoil what is best about this area. Others say more growth and economic development would improve things.

- Development improves: 59%
- Development spoils: 20%
- Some of both: 13%
- Not Sure: 8%
Q8. Have you heard anything in past 6 months about proposed improvement and expansion of The Ride within the Cities of Ann Arbor and Ypsilanti and Ypsilanti Township?

- Yes: 45%
- No: 49%
- Not sure/Don't recall: 5%
Q36. Assuming service of The Ride is expanded and made more frequent and longer hours weekdays and Saturday and Sunday, how likely or unlikely would you be to use that service once a month or more in the coming year or two?

- Very likely: 28%
- Somewhat likely: 25%
- Not very likely: 16%
- Not likely at all: 28%
- Not Sure: 3%
Q5. Some people say that with the Baby Boom generation getting older, cities and townships should provide more public services for seniors even if it means somewhat higher taxes. Others say while that might be nice, taxpayers of cities and townships cannot afford that.
Importance of Expanded Services

Q12. There would be more bus routes, more frequent buses coming by, the buses would run more hours at night and weekends, and they would run to more places.

Q11. If voters approve this tax issue, door to door service for seniors and people with disabilities would be increased.

Q13. A new type of service using small buses and vans would be provided in areas with not enough people for scheduled bus service. It would provide service to major destinations and access to scheduled bus service.

Q15. How important is it to increase public transit services in Ypsilanti Township and between Ypsilanti Township and the cities of Ann Arbor and Ypsilanti?

Q14. Express service between downtown Ann Arbor and Ypsilanti Township would be provided from one or more park and ride lots.
The Vote Profile
Half the sample was asked their opinion of a 0.5 mil levy, while the other half was asked their opinion of a 0.9 mil levy. There was virtually no difference in the pattern of responses. That is, the millage amount, within this range, was not the determining factor for support or opposition.

*Community Survey, 2013*
Community Priorities
Public Transit and Health of the Economy

- Helps economy: 80%
- Little to do with economy: 10%
- Hurts if it means tax: 0%
- Not Sure: 0%
Community Priorities for Transit

**Community Survey, 2013**

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**Arguments in favor of a transit issue**

- Q22. It is important in increase public transit service for senior citizens and people with disabilities.
  - Disagree: -7%
  - Agree: 93%

- Q21. Maintaining and improving the public transportation system is important to attract jobs to the area and improve the economy.
  - Disagree: -15%
  - Agree: 85%

- Q30. We need to improve public transit service in The cities of Ann Arbor, Ypsilanti and Ypsilanti Township to get people to jobs.
  - Disagree: -17%
  - Agree: 83%

- Q32. It is important to not only maintain the public transit we already have in this area, but also to improve and expand it.
  - Disagree: -18%
  - Agree: 82%

- Q29. The cities of Ann Arbor, Ypsilanti and Ypsilanti Township need more transit service at night.
  - Disagree: -19%
  - Agree: 81%

- Q27. The cities of Ann Arbor, Ypsilanti and Ypsilanti Township need transit service that runs more often on the weekends.
  - Disagree: -20%
  - Agree: 80%

- Q26. The cities of Ann Arbor, Ypsilanti and Ypsilanti Township need transit service that runs more frequently.
  - Disagree: -21%
  - Agree: 79%

- Q18. More public transit is important to help protect the environment.
  - Disagree: -22%
  - Agree: 78%

- Q28. The cities of Ann Arbor, Ypsilanti and Ypsilanti Township need transit service that is faster to get places.
  - Disagree: 27%
  - Agree: 73%
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