



# **Cache Valley Transit Community Survey**

***Results of a Survey of Voters Conducted  
September 12-15, 2015***

**220-4234**

*Fairbank, Maslin, Maullin, Metz & Associates – FM3*

*PUBLIC OPINION RESEARCH & STRATEGY*

# Methodology

- 402 telephone interviews via landline and cell phones with registered voters
- Conducted September 12-15, 2015
- Margin of sampling error +/-4.9% at the 95% confidence interval; margin of error is higher for subsamples
- Due to rounding, some percentages do not add up to 100%
- Selected comparisons to 2013 survey

# Key Findings

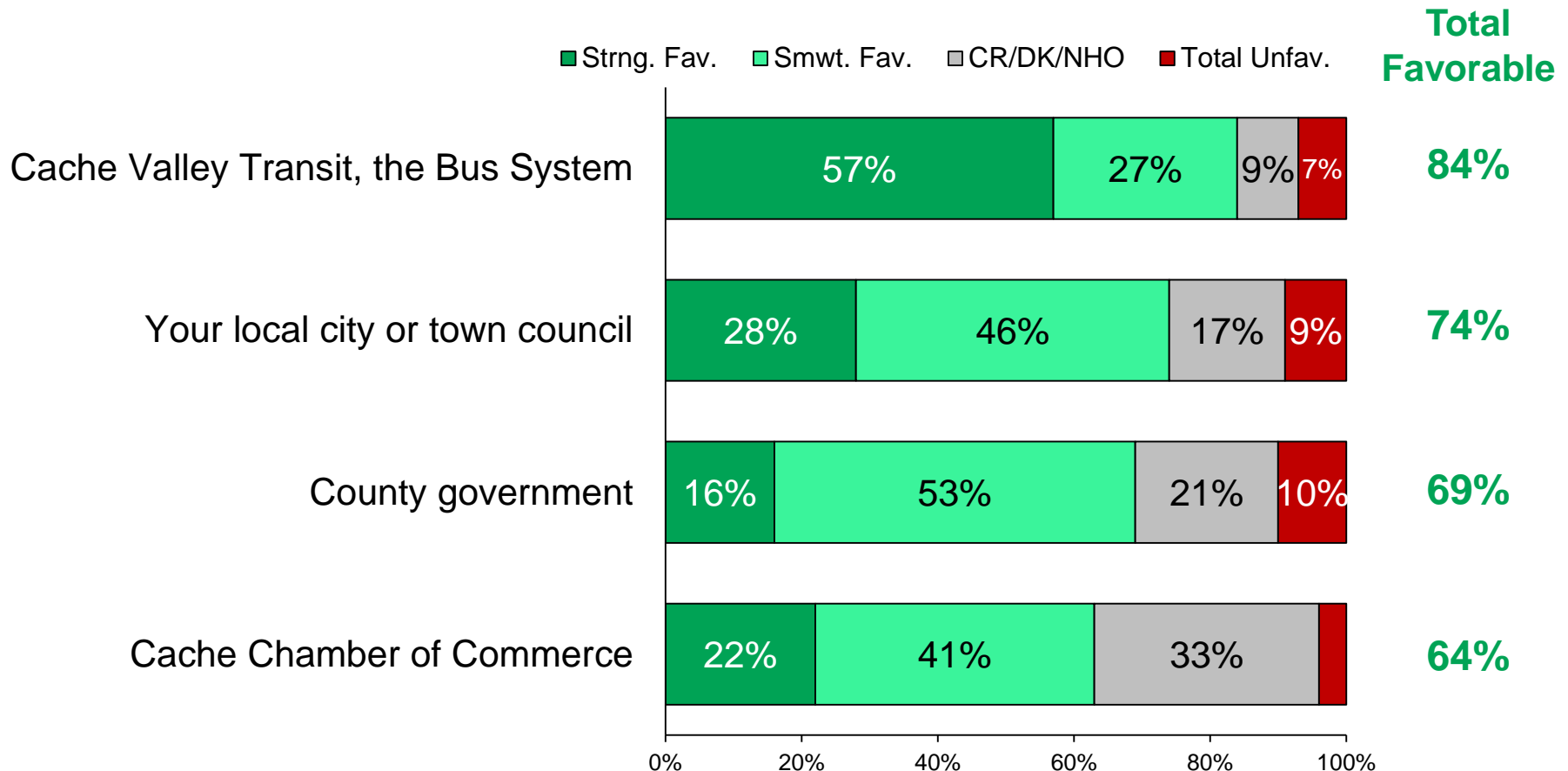
- Overall, voters have very favorable views of Cache Valley Transit; more than 4 in 5 approve of their job performance.
- Riders have especially favorable views of CVTD, and are overwhelmingly satisfied with every aspects of service.
- Voters across demographics favor the chance to vote on a sales tax measure funding CVTD and other county services.
- Expanding service for people with disabilities and to areas of the most job growth rank as top priorities for voters – even more than they did in 2013.
- Voters broadly appreciate zero-fare service, and recognize the system as a lifeline for seniors and people with disabilities in their communities.



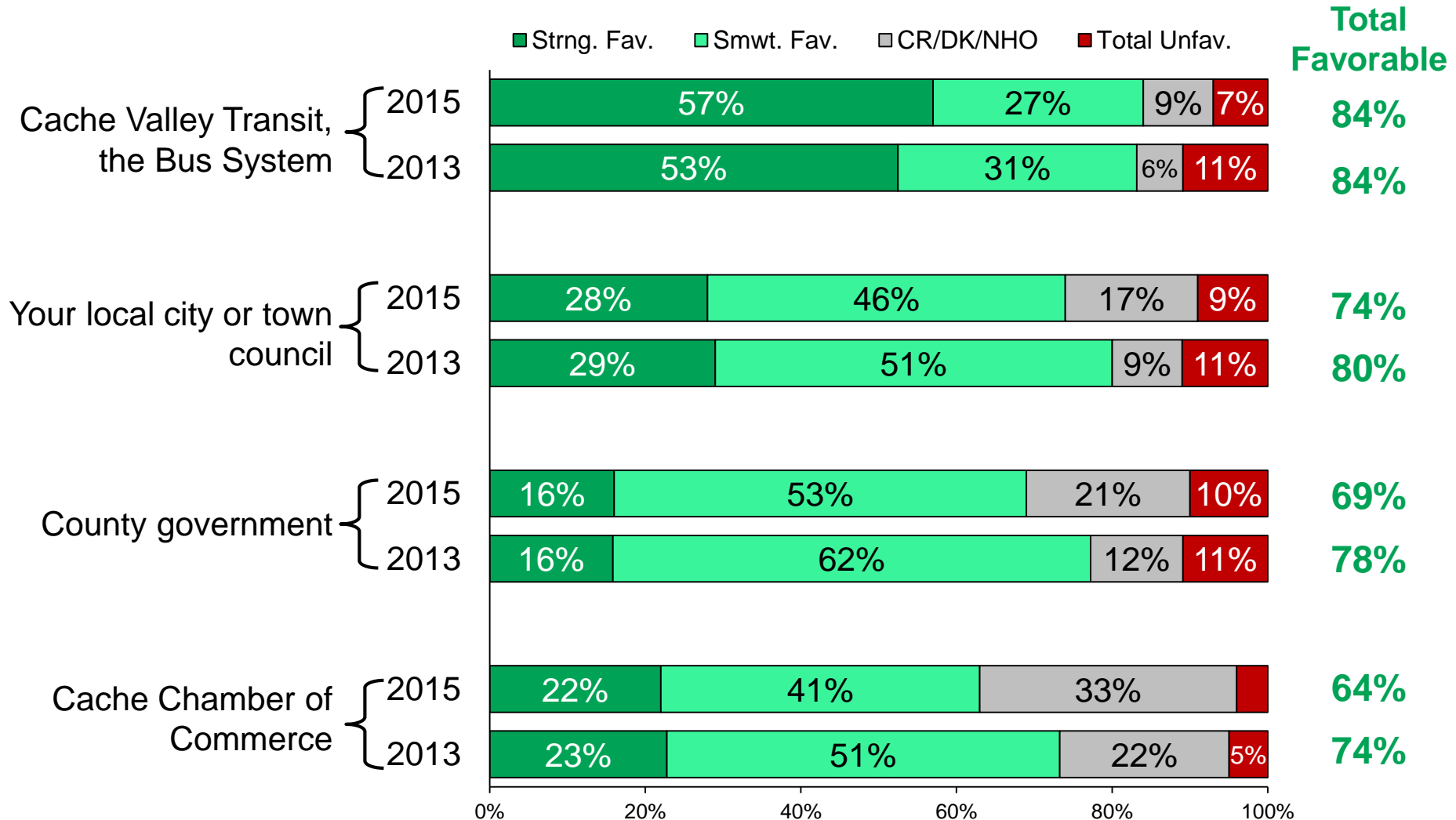
# **Impressions of the Cache Valley Transit System**

# Voters have very favorable views of Cache Valley Transit.

*I'm going to read you a list of institutions, organizations and individuals active in public life. I'd like you to tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable, or strongly unfavorable opinion. If you have never heard of one, please just say so.*



# CVTD ratings have stayed steady even as other local agencies' favorables have slipped.

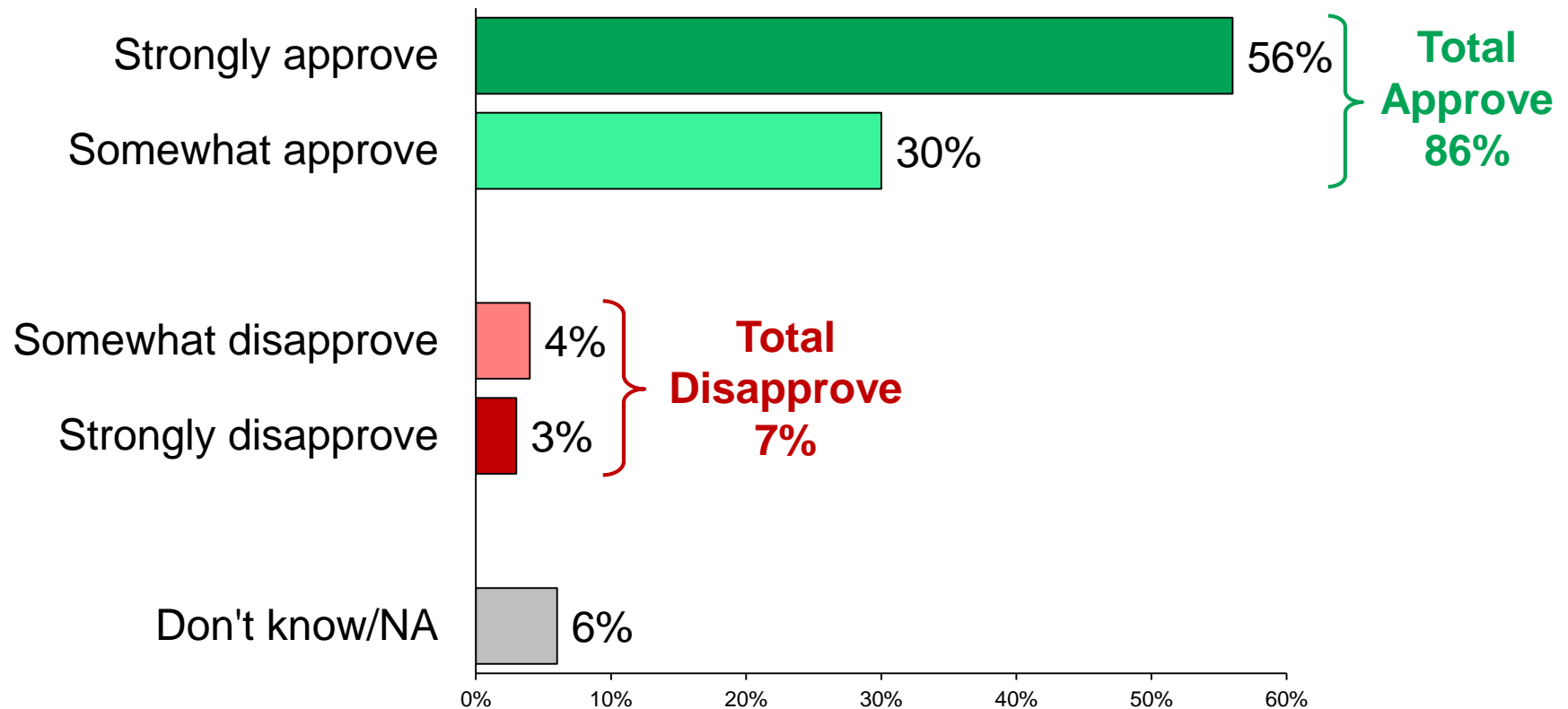


# This favorability rating is remarkably high.

Agency	Total Favorable
Cache Valley Transit District (Sept. 2015)	84%
Utah Natural History Museum (June 2010)	84%
Minneapolis Park and Recreation (Sept. 2015)	80%
San Francisco MUNI (Oct. 2015)	68%
^Sound Transit, Seattle WA (Dec. 2014)	66%
Bay Area Rapid Transit, CA (June 2015)	62%
Los Angeles Metro (March 2015)	55%

# More than 4 in 5 voters approve of the job CVTD is doing.

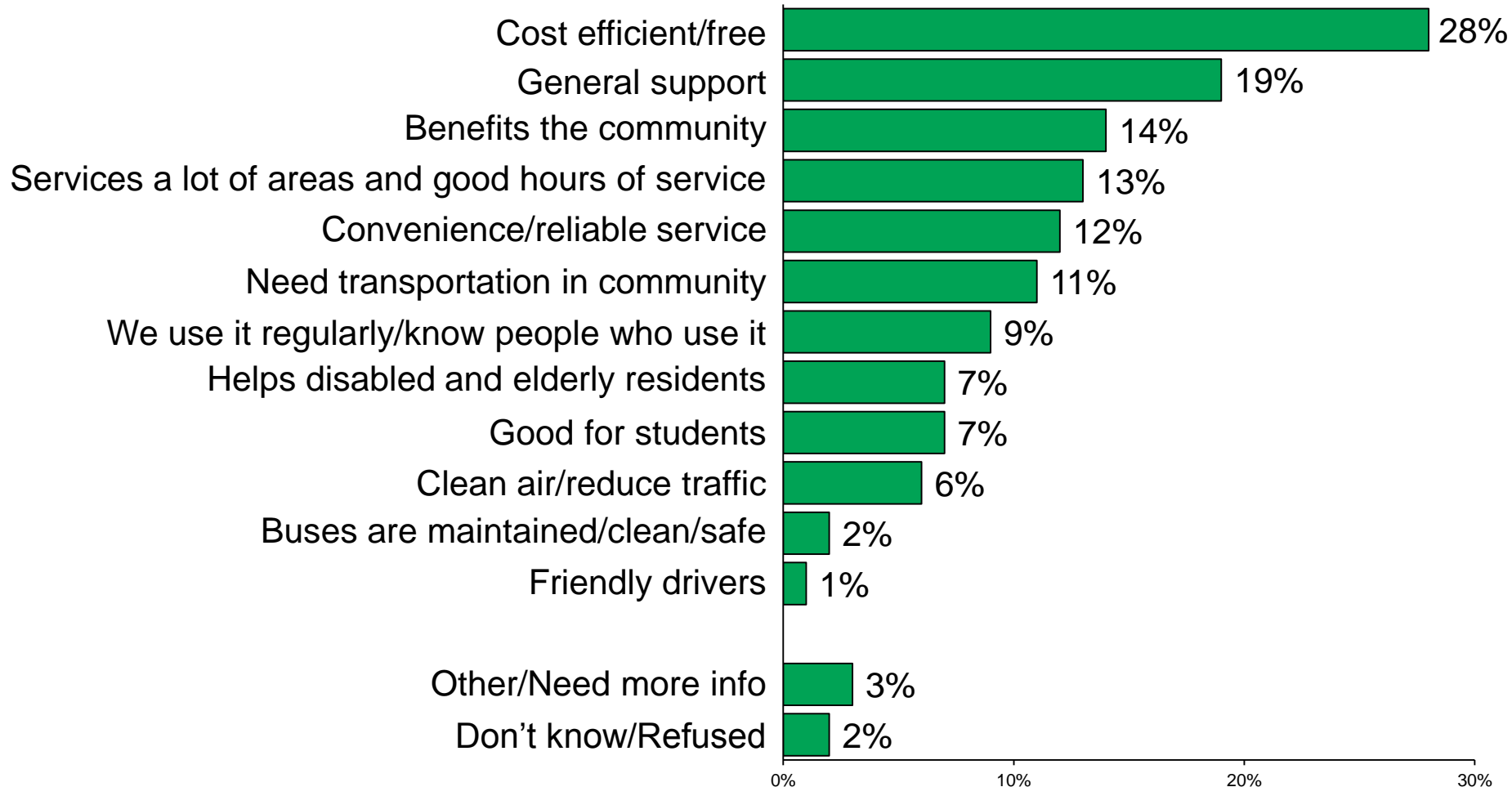
*Overall, do you approve or disapprove of the job Cache Valley Transit is doing?*





# Many of those who approve say it is because of zero-fare service.

*In a few words of your own, why do you **APPROVE** of the job they are doing?*  
*n=347*



# The 86% who approve recognize a wide array of personal and community benefits.

*I am just so grateful to live in a place with public transit. I love that they have bike racks and when I have used it, it seemed clean and safe. I would let my kids use it.*

*I think it is needed in the Valley. There are lot of people that need it. Some of my family uses it, and it's good for the air and pollution.*

*I think that it is clean and efficient and I don't mind paying taxes to keep it running.*

*They're providing a good quality service especially given that they are using tax dollars and not requiring a fee.*

*They get me where I need to go and it's free, so it's amazing.*

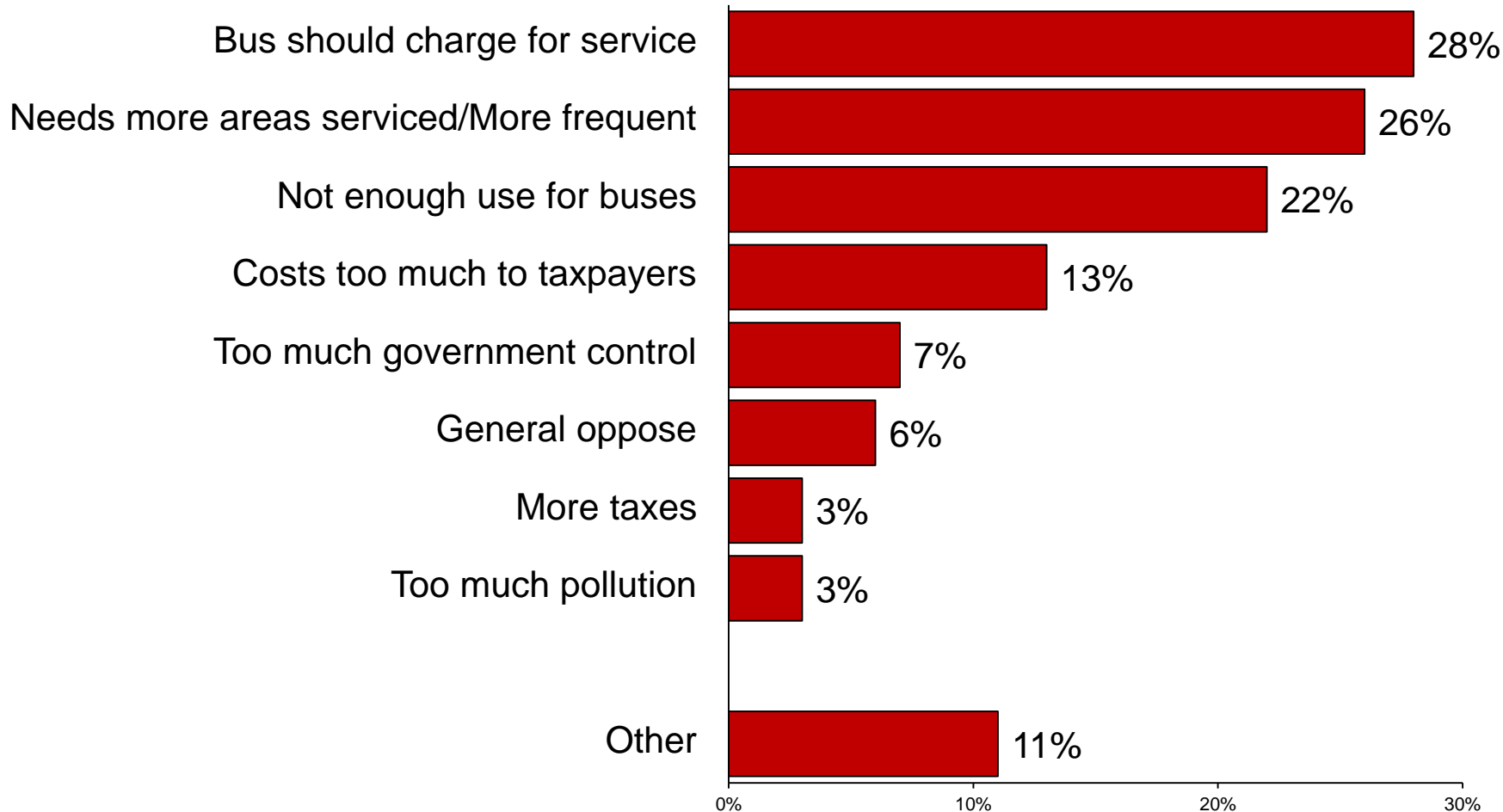
*I took the bus for 10 years and I hope it's still there for my kids in the future.*

*I am disabled and it has given me a totally new ability to live an active life. I would not have the quality of life without the transit system. It's remarkable. I ride the bus regularly and I see them always being courteous to other drivers cheerful, cautious and so respectful of those who use their services.*

# More than one-quarter of disapprovers say CVTD should charge fares.

*In a few words of your own, why do you **DISAPPROVE** of the job they are doing?*

*n=30*



# General anti-tax sentiment was common among the 7% who disapprove.

*I am taxed to death and I am sick of being taxed. I am tired of handing out my money to some son of a bitch that won't get off his ass to work. I work hard for my money. This angers me too much.*

*Tremendously overpaid staff and leadership.*

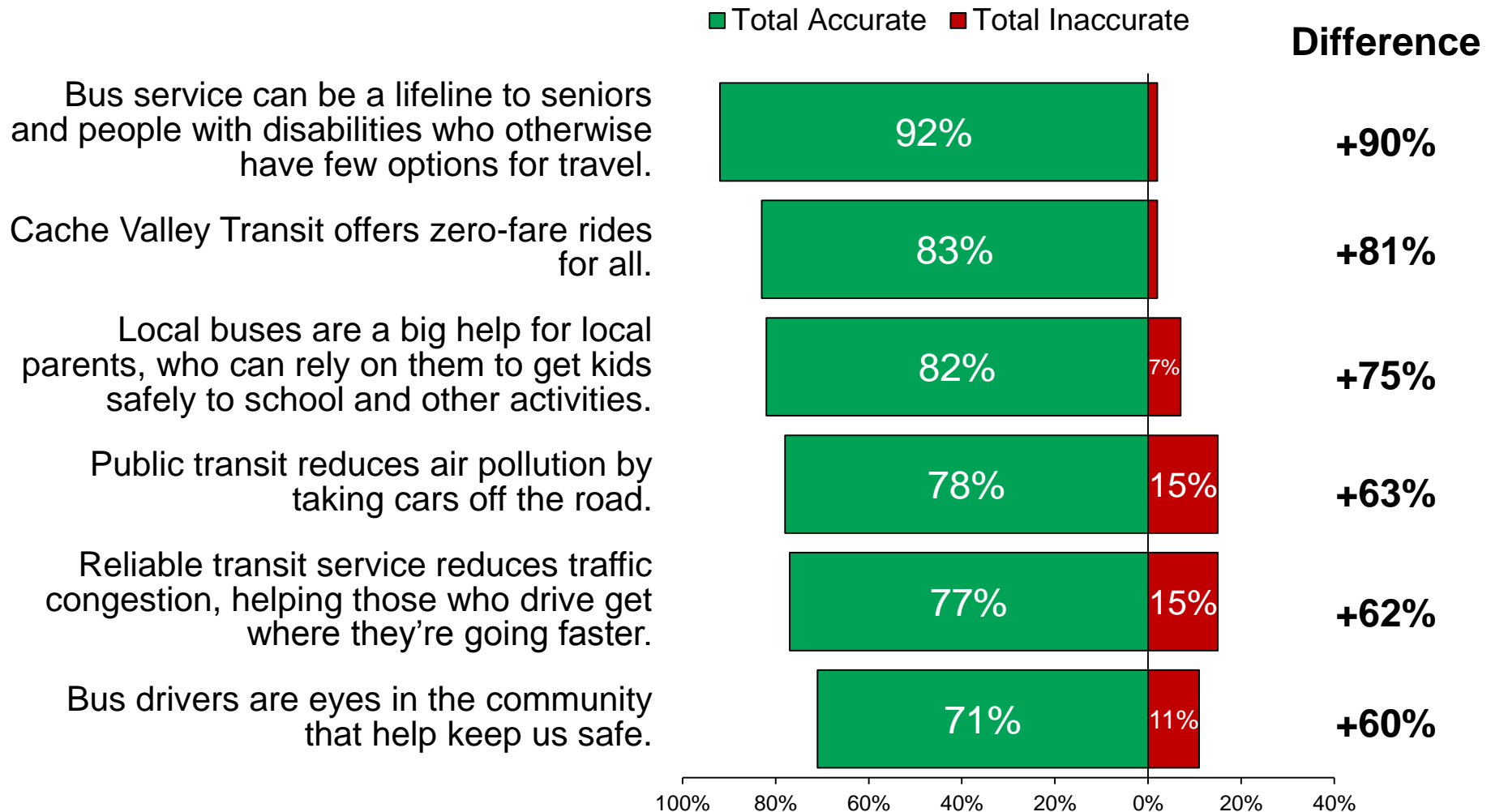
*I feel the bus does not come frequent enough.*

*I don't believe that all of them people should be riding free.*

*I just don't see many people using it and I see it wasting a lot of diesel fuel. It's coming out of taxpayers' money and that upsets me.*

*I don't think it's a government business to do transit.*

# Voters clearly recognize CVTD as a lifeline to seniors and people with disabilities.

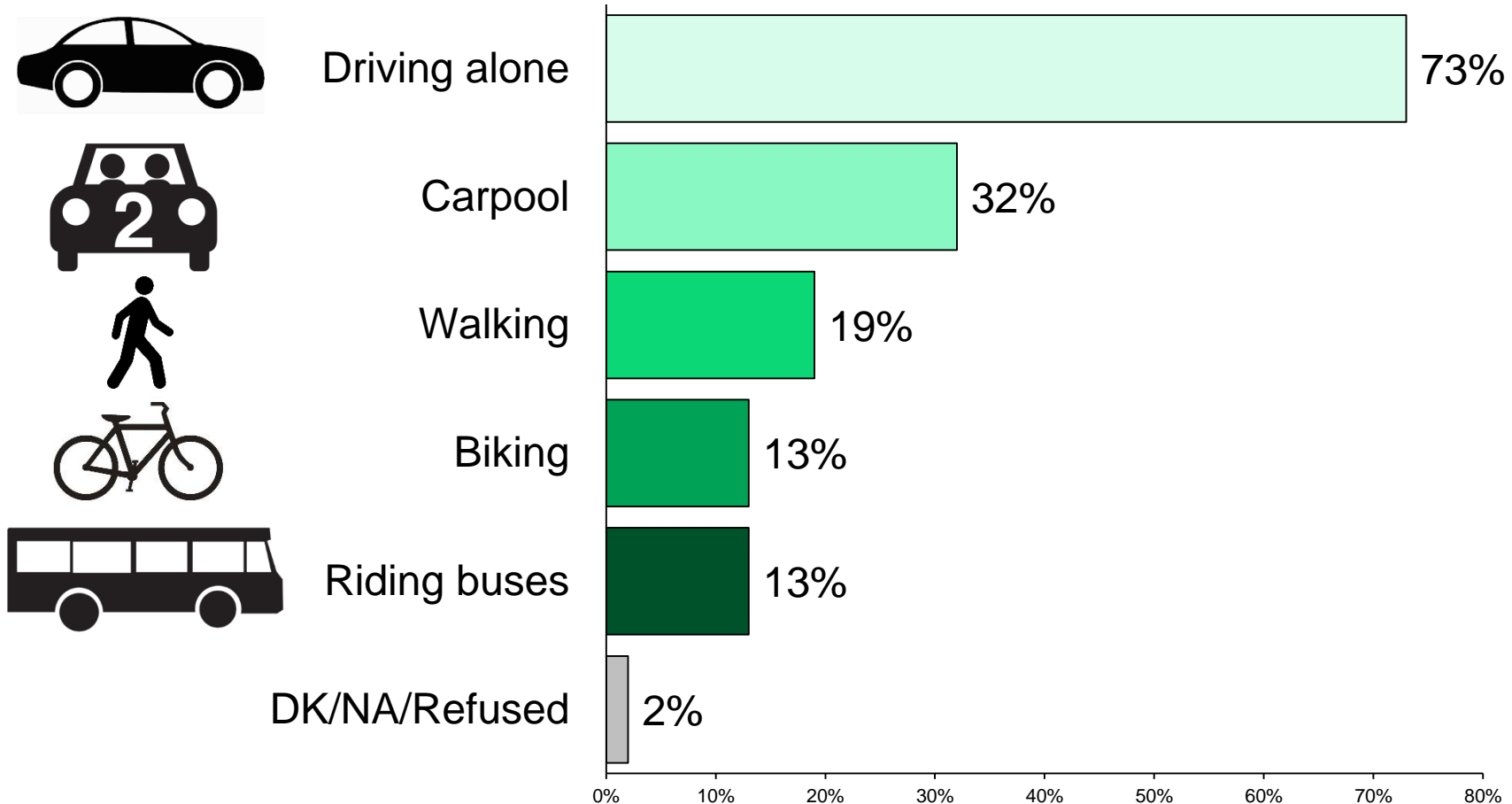




# Riders and Their Views

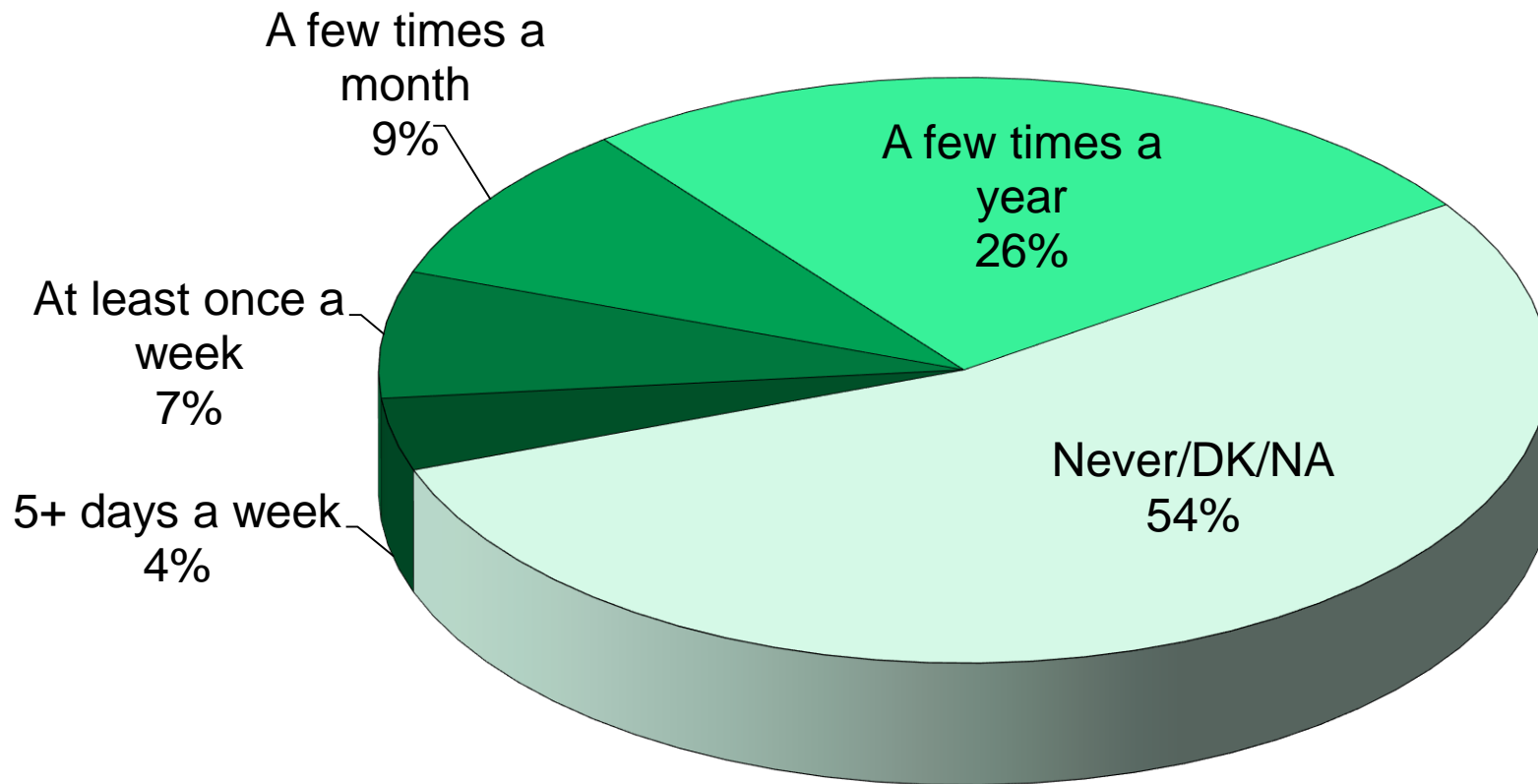
# The majority of Cache Valley residents say they most often drive alone.

*Which of the following modes of transportation do you use regularly when you are traveling within the Cache Valley region?*



# Just under half of those surveyed said they ride CVTD at least a few times a year.

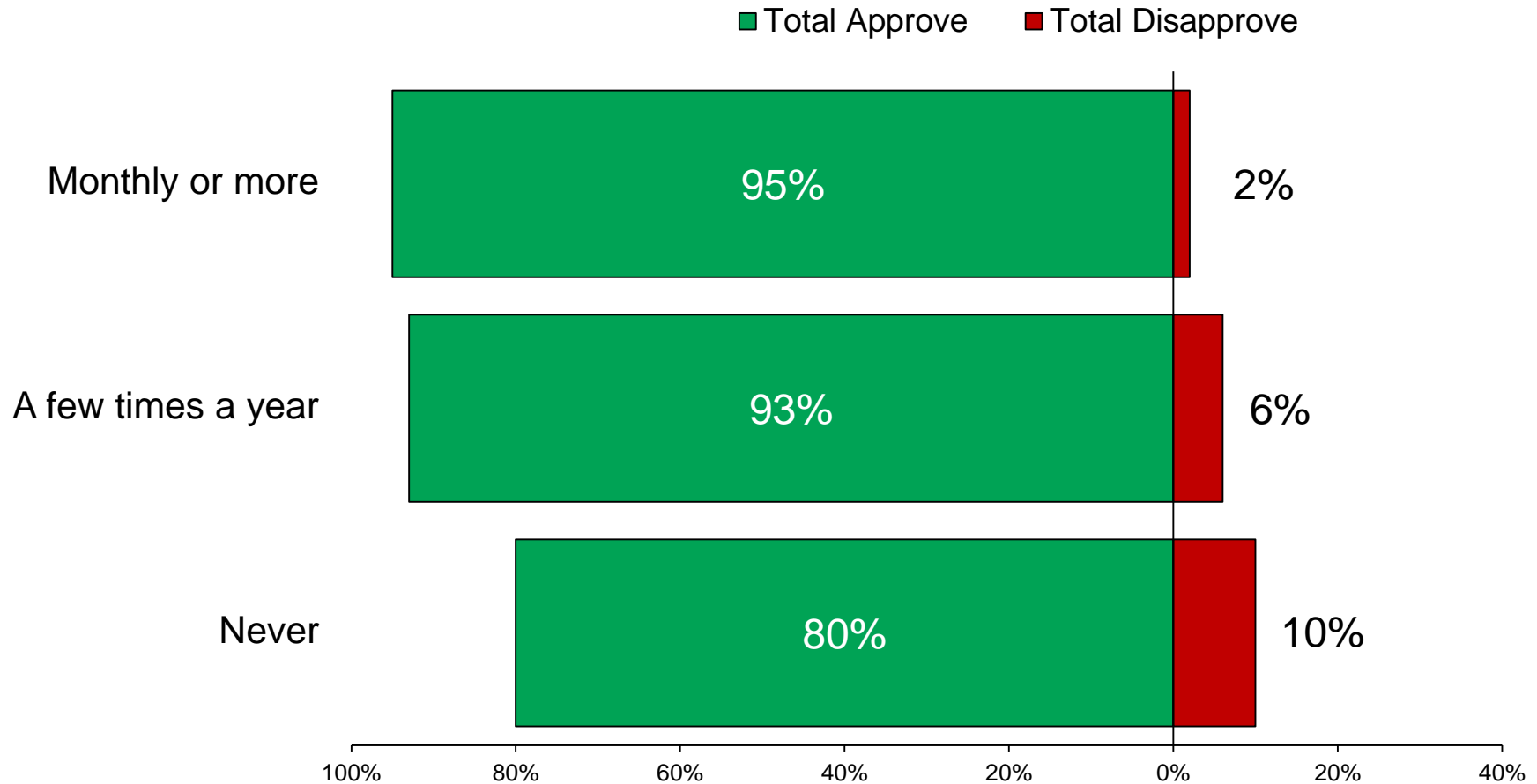
*In general, how often do you ride CVTD regular buses or use CVTD buses for seniors and persons with disabilities services in Cache Valley?*





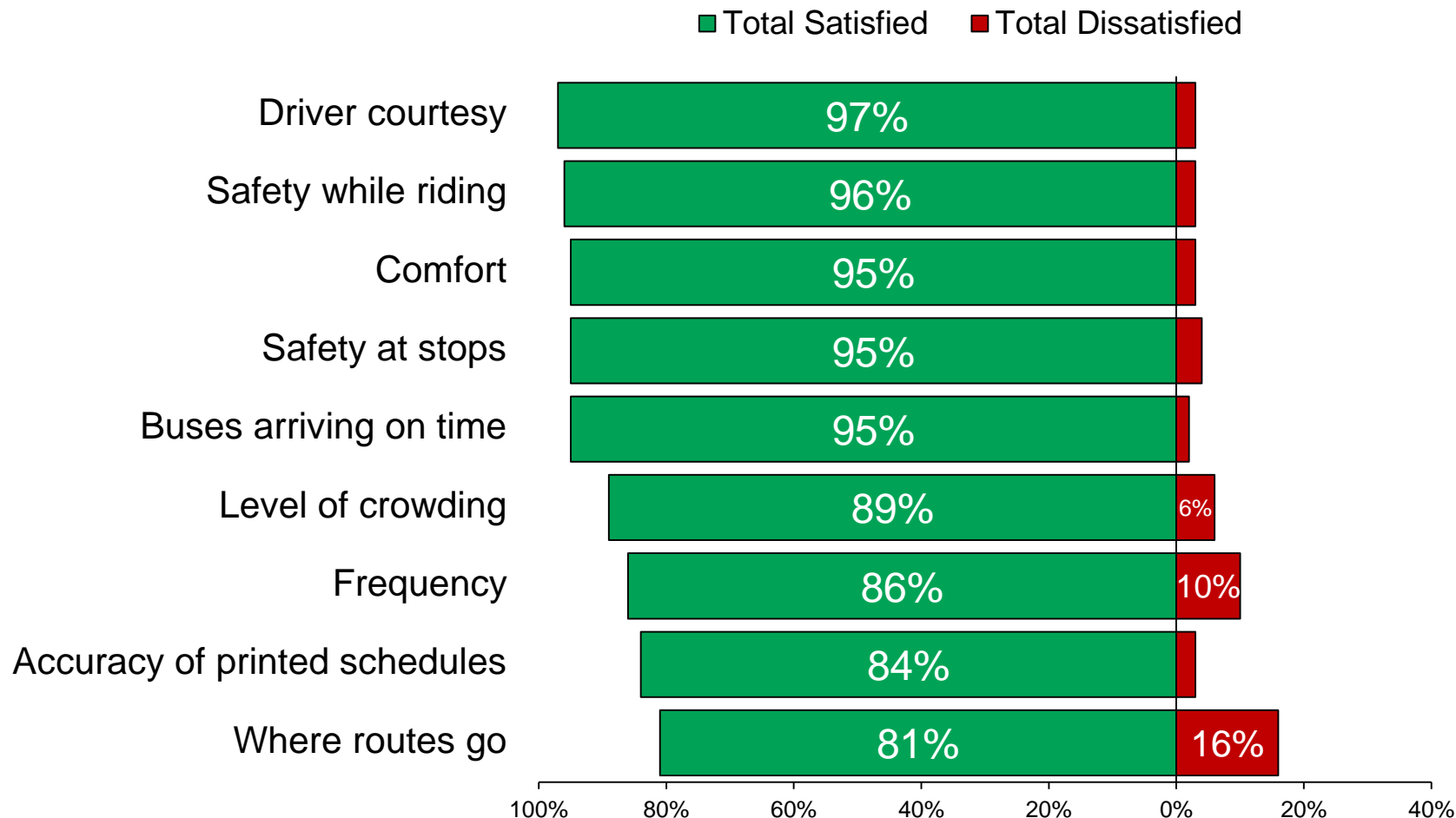
# While 4 in 5 approve of CVTD overall, the most frequent riders approve near-unanimously.

*Job Approval by Frequency of Ridership*



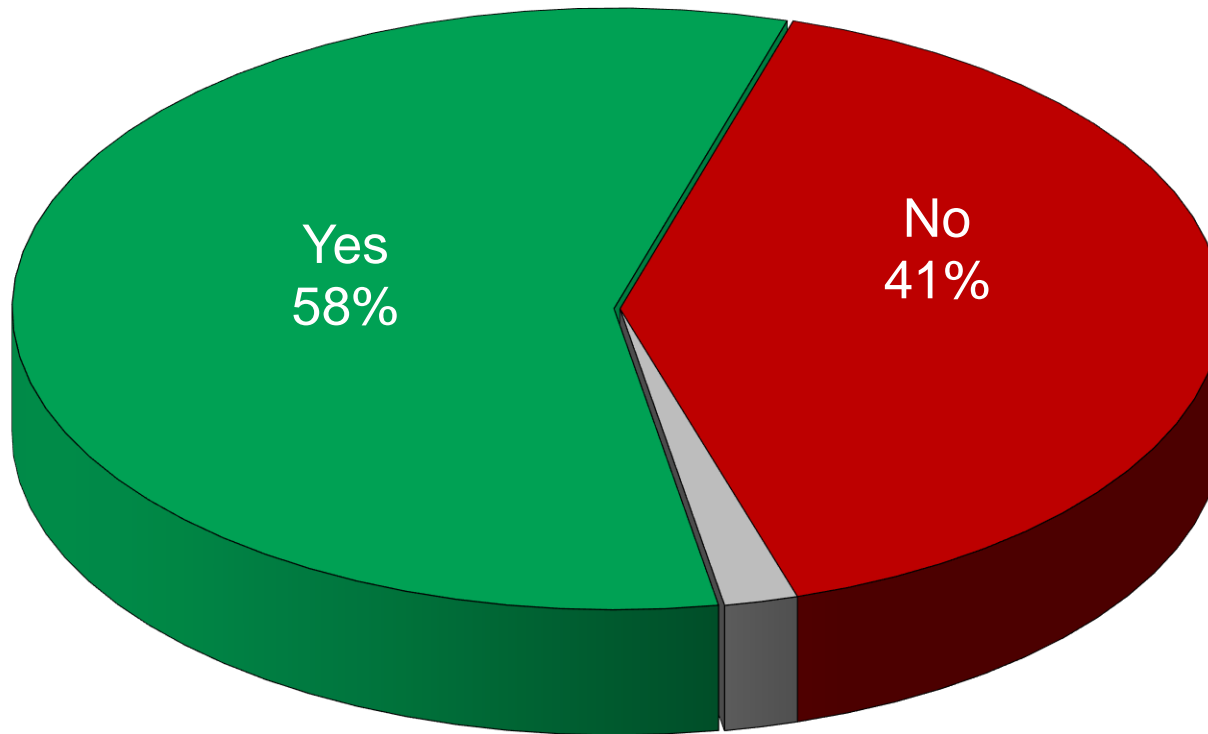
# Riders are overwhelmingly satisfied with every aspect of service.

*As a Cache Valley Transit rider, overall, would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied or very dissatisfied with \_\_\_\_\_?*



# More than half know someone who rides the bus.

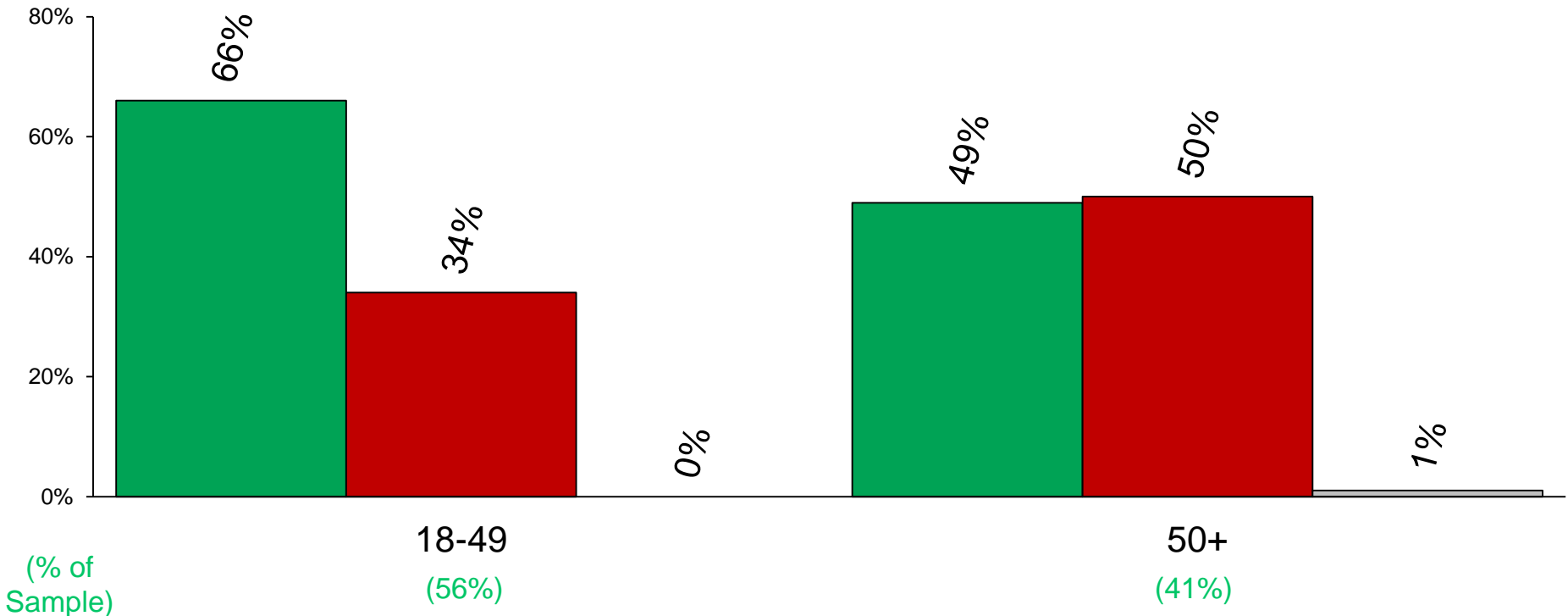
*Do you know someone who rides the regular bus or bus for seniors or persons with disabilities in the area?*



# Two-thirds of younger voters report knowing a bus rider.

*Know a Regular Bus Rider by Age*

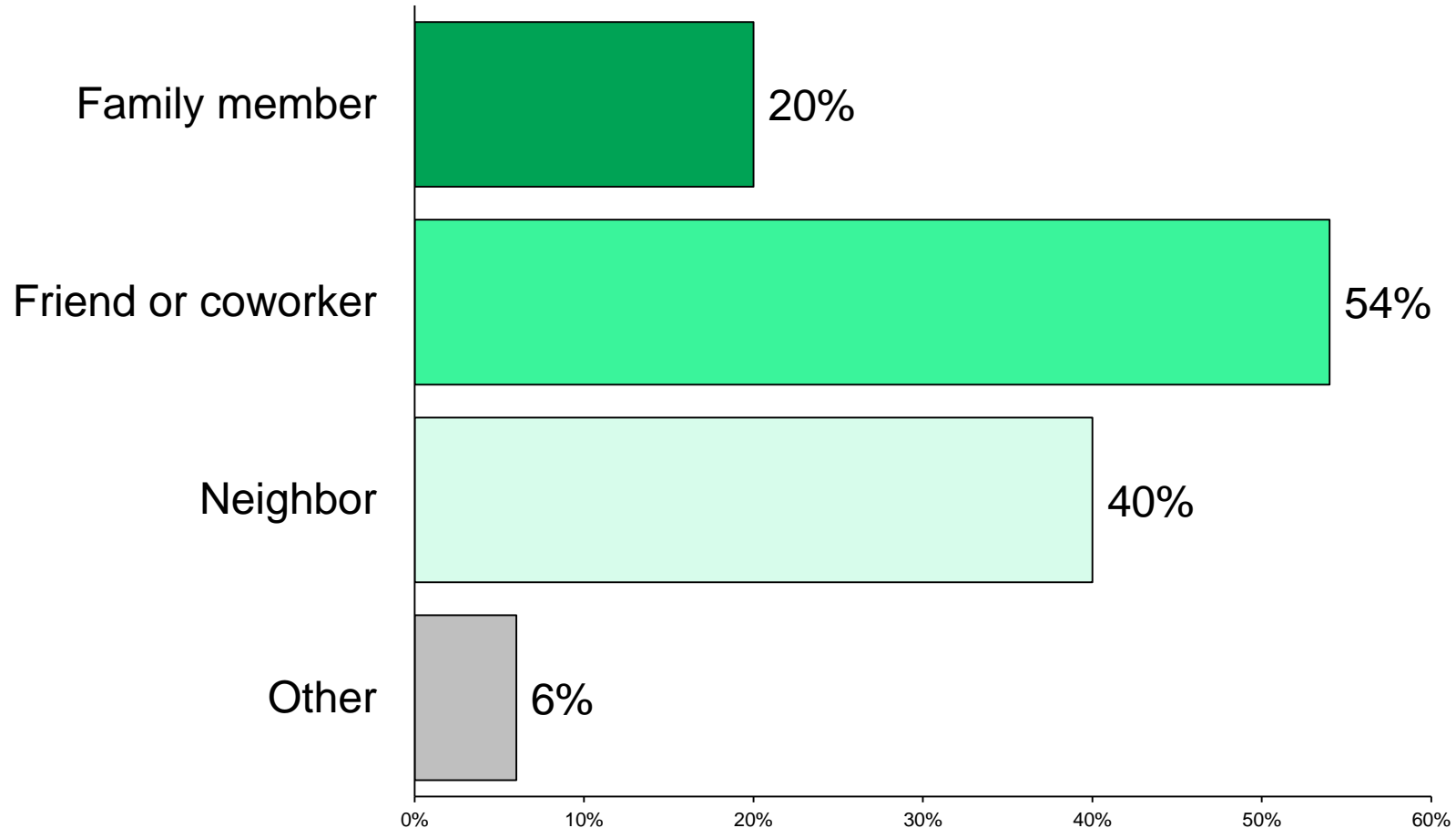
■ Yes ■ No ■ DK/NA/Refused



# The riders Cache Valley residents know are friends, neighbors and coworkers.

*How do you know this bus rider?*

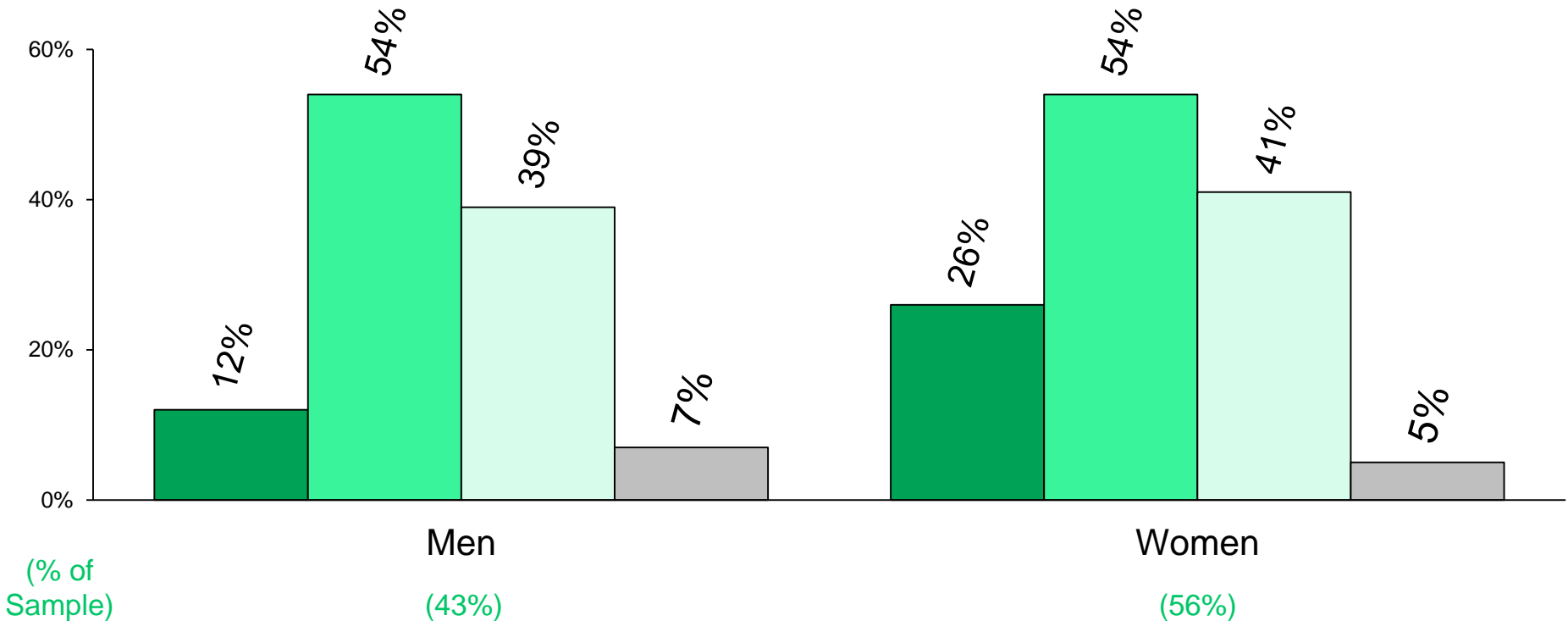
*N=232*



# Women are more likely to report a family member who rides the bus.

*Relationship to Bus Rider by Gender*

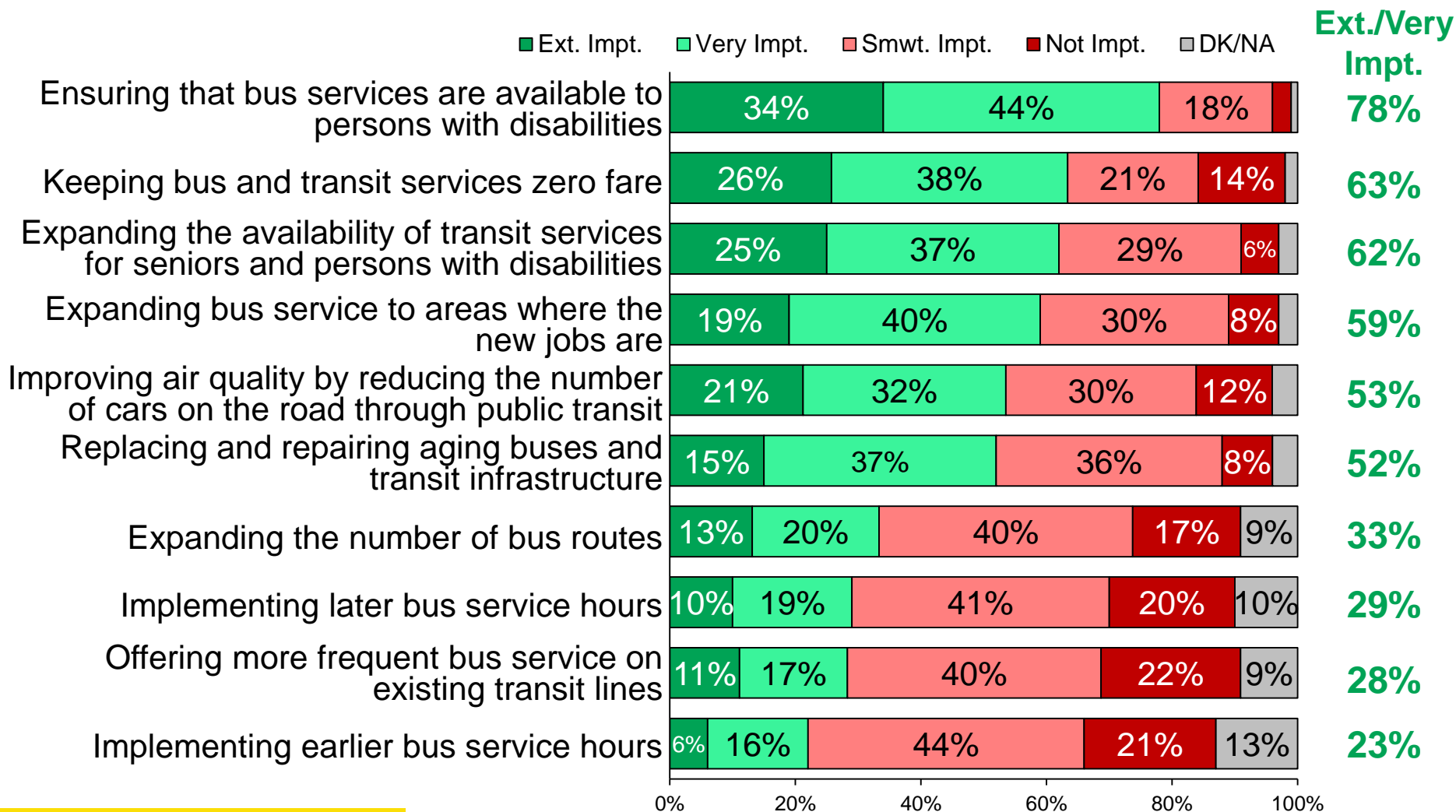
■ Family Member   ■ Friend or Coworker   ■ Neighbor   ■ Other/DK/NA/Refused





# **Potential Service Enhancements and How to Pay for Them**

# Voters prioritize service that helps seniors and the disabled, is zero-fare, and connects to jobs.





# These priorities have become even more important since 2013.

(Extremely/Very Important)

Service Enhancements	2013	2015	% of Change
*Expanding bus service to areas where the new jobs are	38%	59%	<b>+21%</b>
*Expanding the availability of transit services for seniors and <i>persons with disabilities</i>	43%	62%	<b>+19%</b>
*Keeping bus and transit services zero fare	50%	63%	<b>+13%</b>
Replacing and repairing aging buses and transit infrastructure	42%	52%	<b>+10%</b>
Improving air quality by reducing the number of cars on the road through public transit	44%	53%	<b>+9%</b>
Ensuring that bus services are available to persons with disabilities	70%	78%	<b>+8%</b>
Offering more frequent bus service on existing transit lines	21%	28%	<b>+7%</b>
*Implementing later bus service hours	22%	29%	<b>+7%</b>
Expanding the number of bus routes	30%	33%	<b>+3%</b>
Implementing earlier bus service hours	20%	23%	<b>+3%</b>

# Two-thirds of voters would like to see a sales tax on the ballot.

*The Utah Legislature has approved a bill allowing County officials to put a sales tax increase on their County ballots of one-quarter of 1%, or 25 cents on a \$100 purchase, to be used for public transportation, streets and roads. 20% of the revenue would go to counties, 40% to public transit, and 40% to cities.*

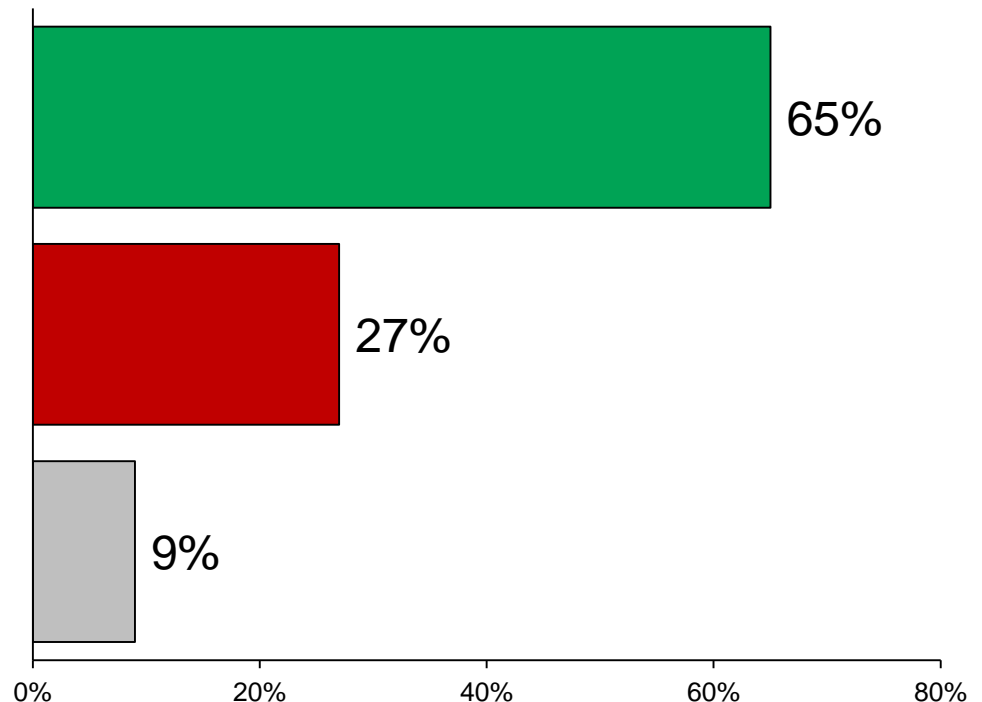
*Regardless of whether you would vote for or against such a measure, do you think that Cache County officials should:*

Place a measure on the ballot for the public to approve or disapprove

**OR**

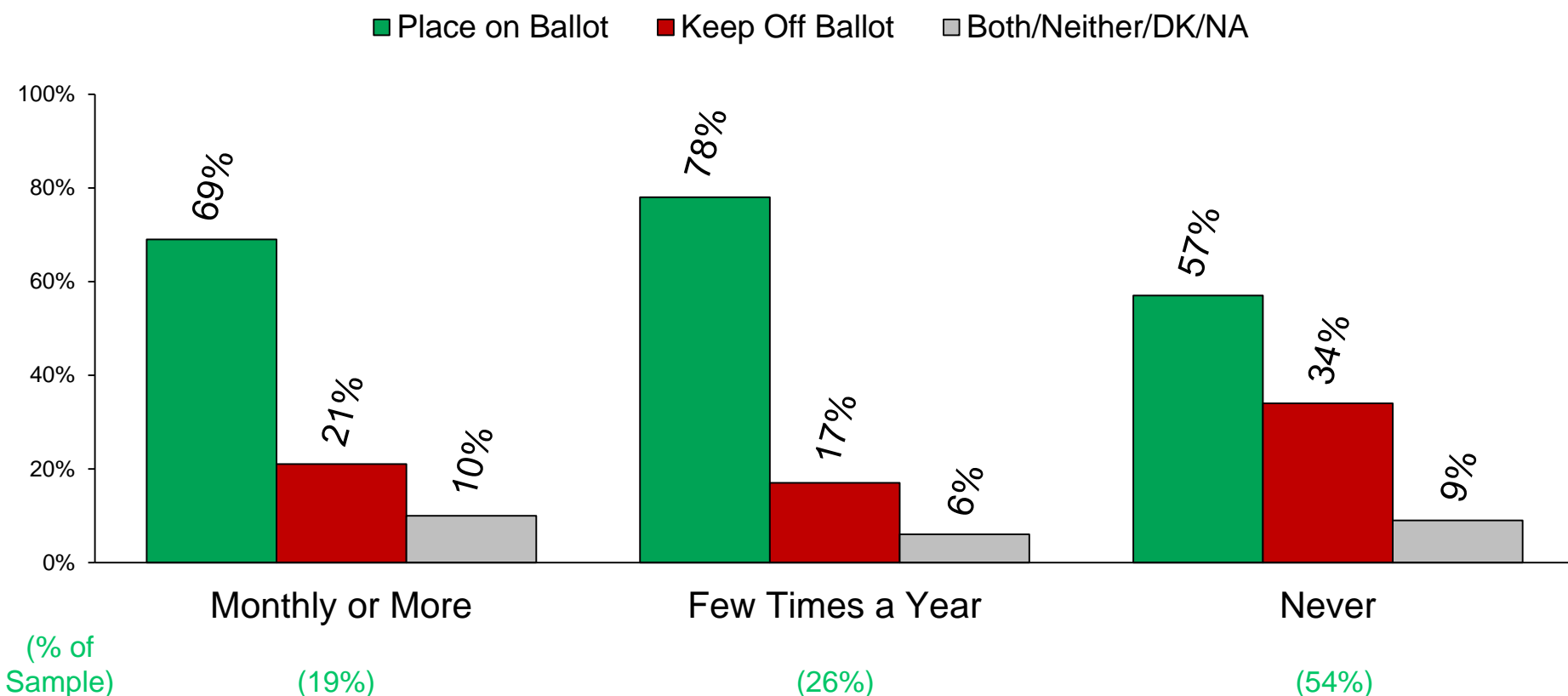
Keep the measure off the ballot to ensure that taxes are not raised

Both/Neither/Don't know/NA



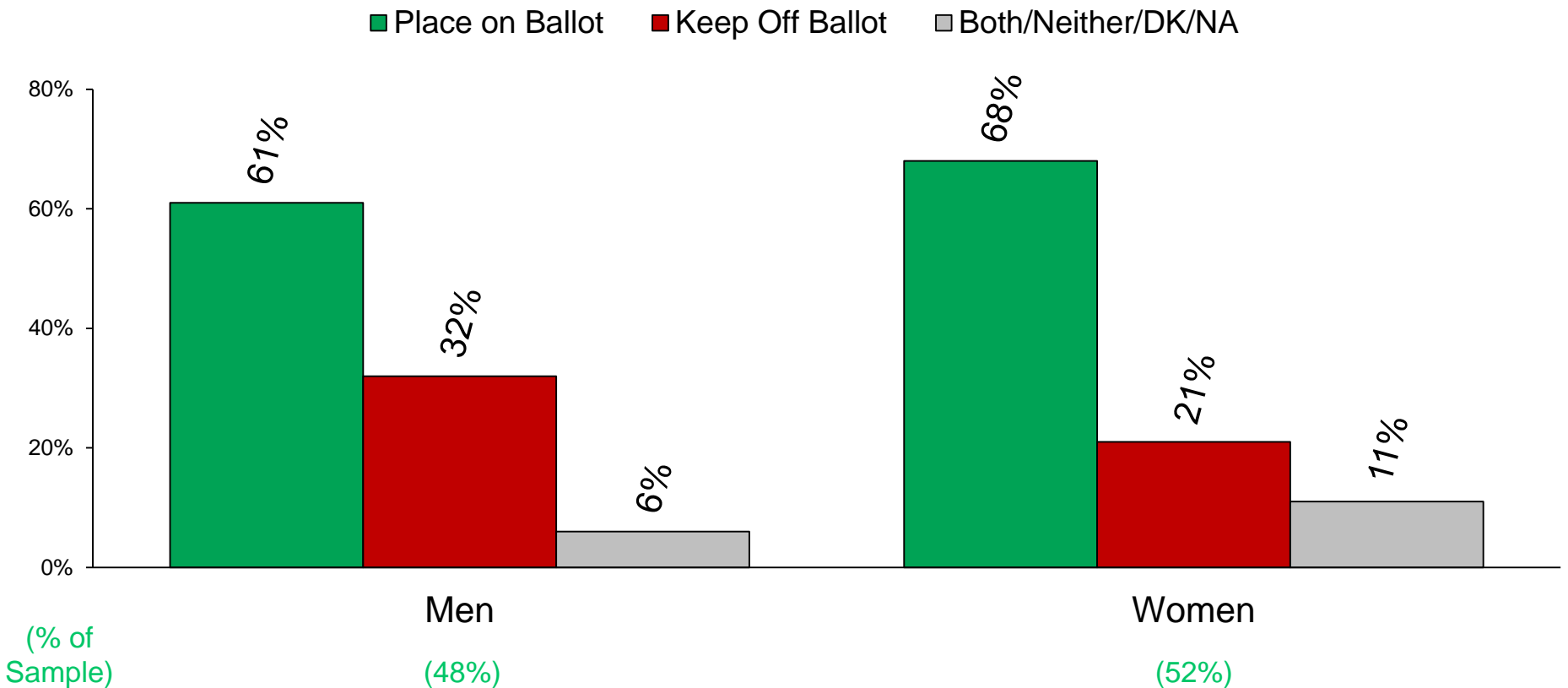
# Even those who never ride the bus favor putting the sales tax measure on the ballot.

*Measure on Ballot by CVTD Rider Frequency*



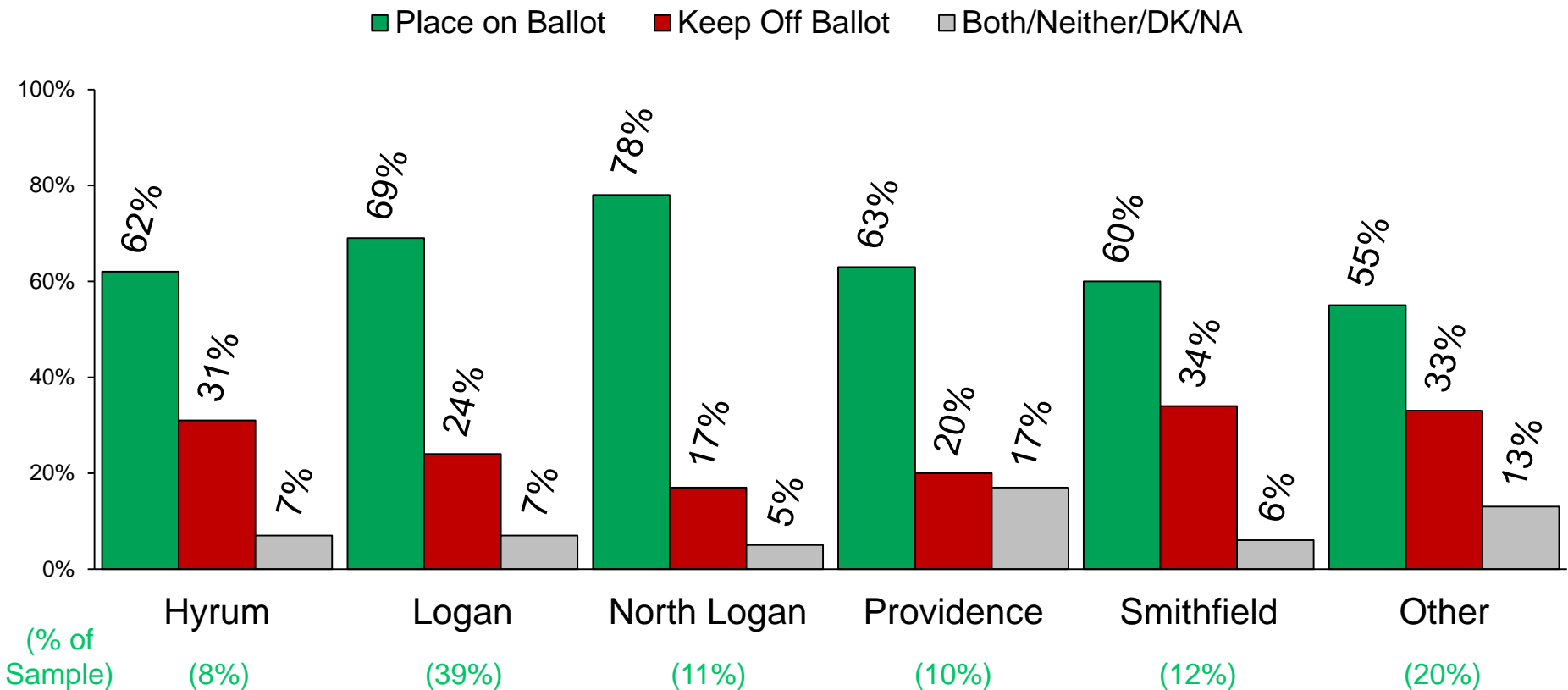
# Women are more likely to say they'd like the measure on the ballot.

*Measure on Ballot by Gender*



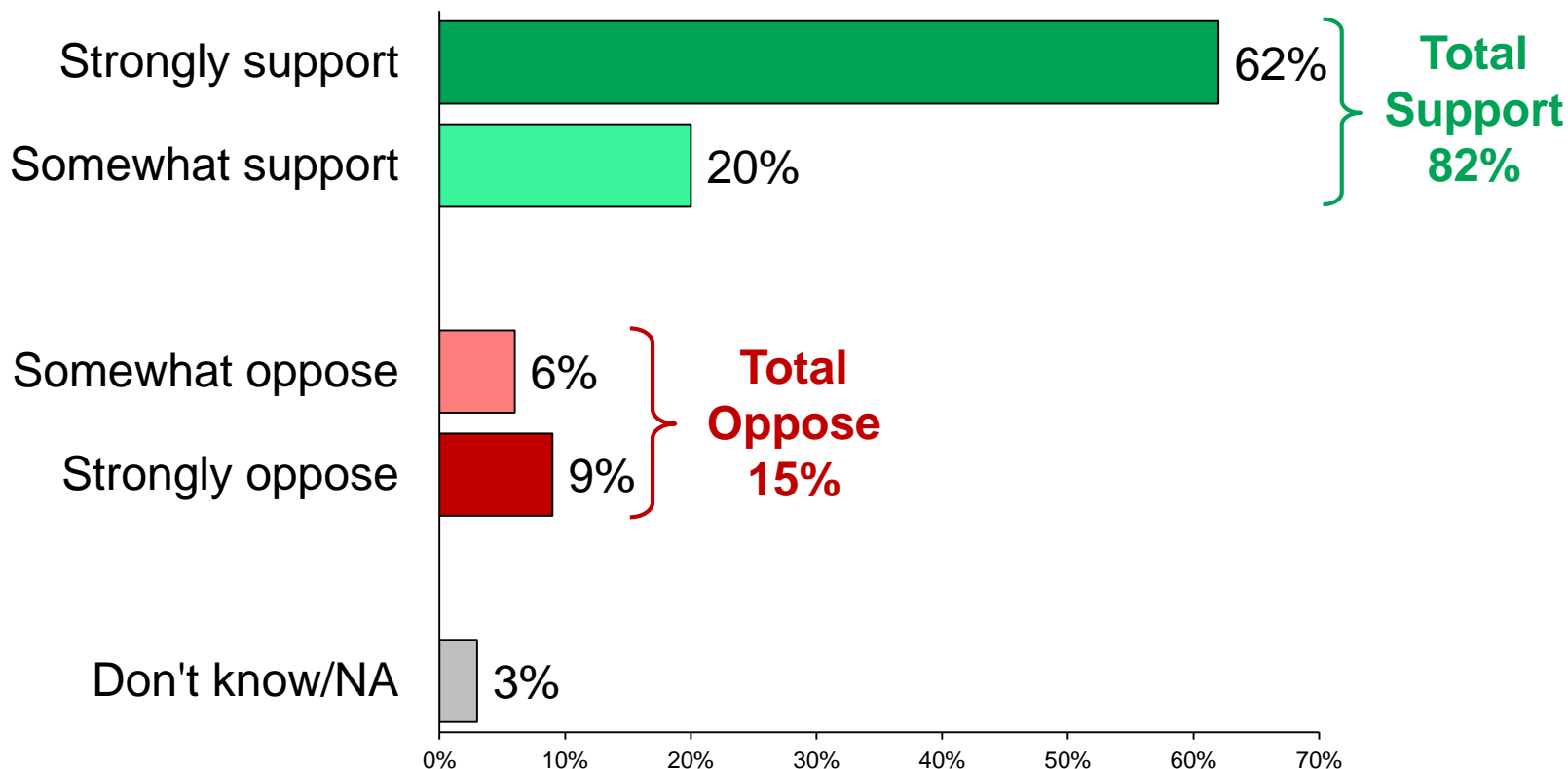
# About seven in ten North Logan and Logan voters want a chance to vote on it.

*Measure on Ballot by City/Town*



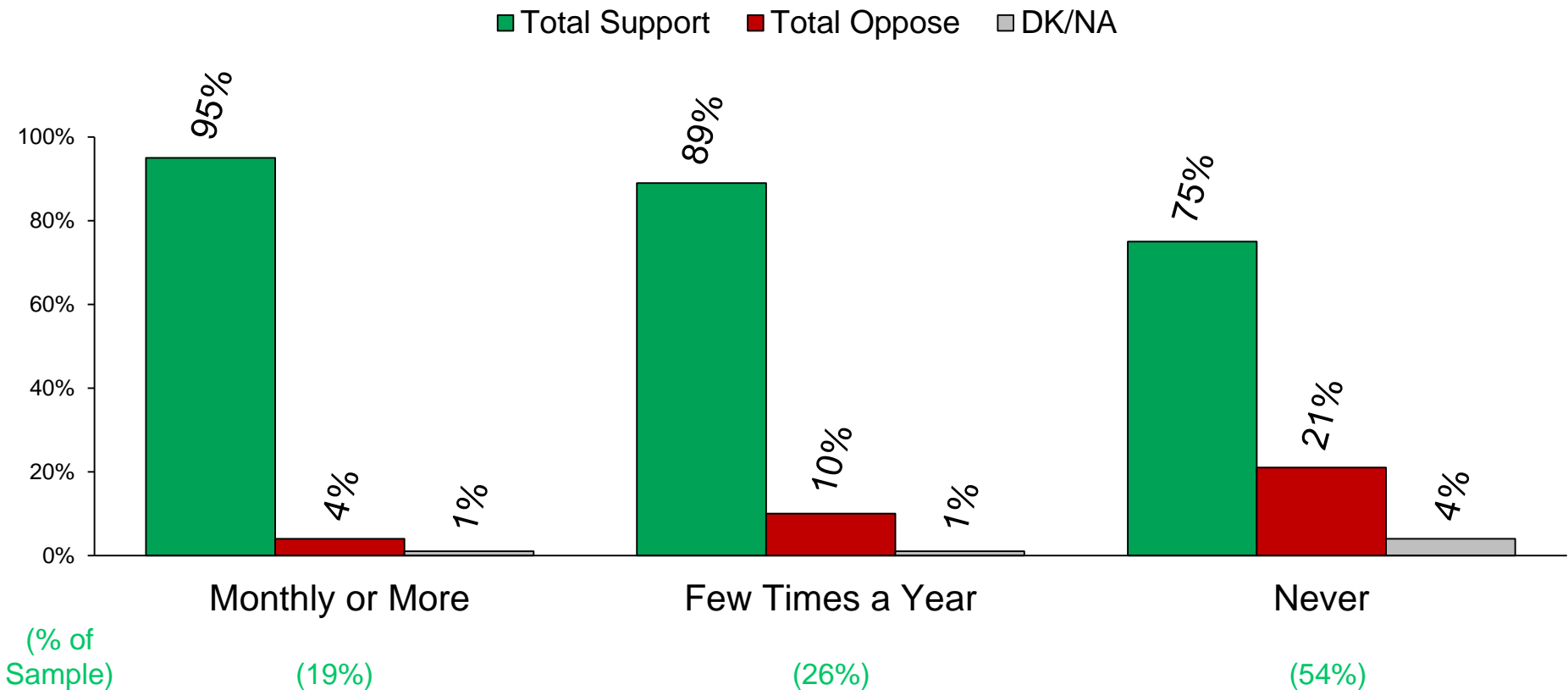
# More than four in five voters support CVTD's zero-fare system.

*As you may know, Cache Valley Transit is a zero-fare system, meaning that riders do not pay a fare to ride the bus. Is this something that you support or oppose?*



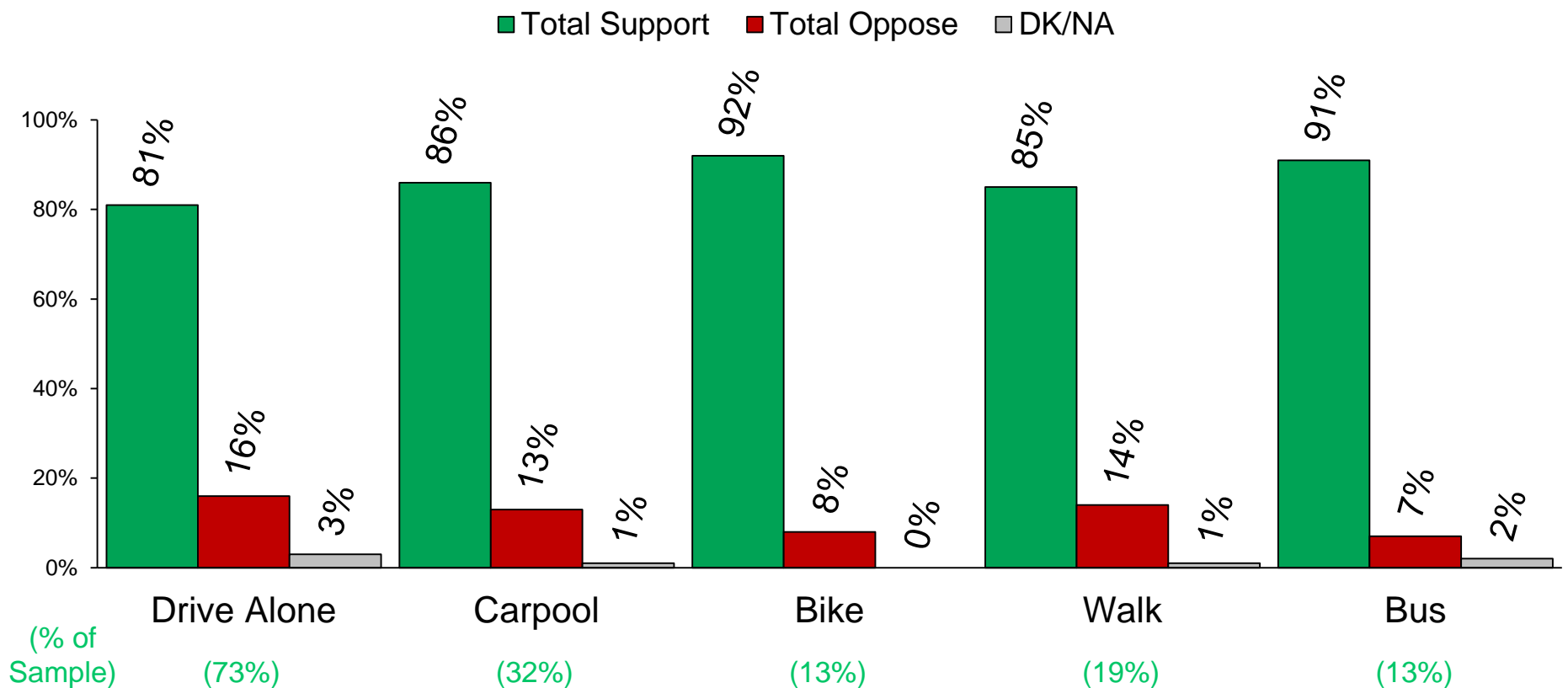
# Three-quarters of those who never ride the bus support the zero-fare system.

*Zero-Fare System Support by CVTD Rider Frequency*



# Support for the zero-fare system is remarkably high regardless of how voters regularly get around.

*Zero-Fare System Support by Transportation Use*

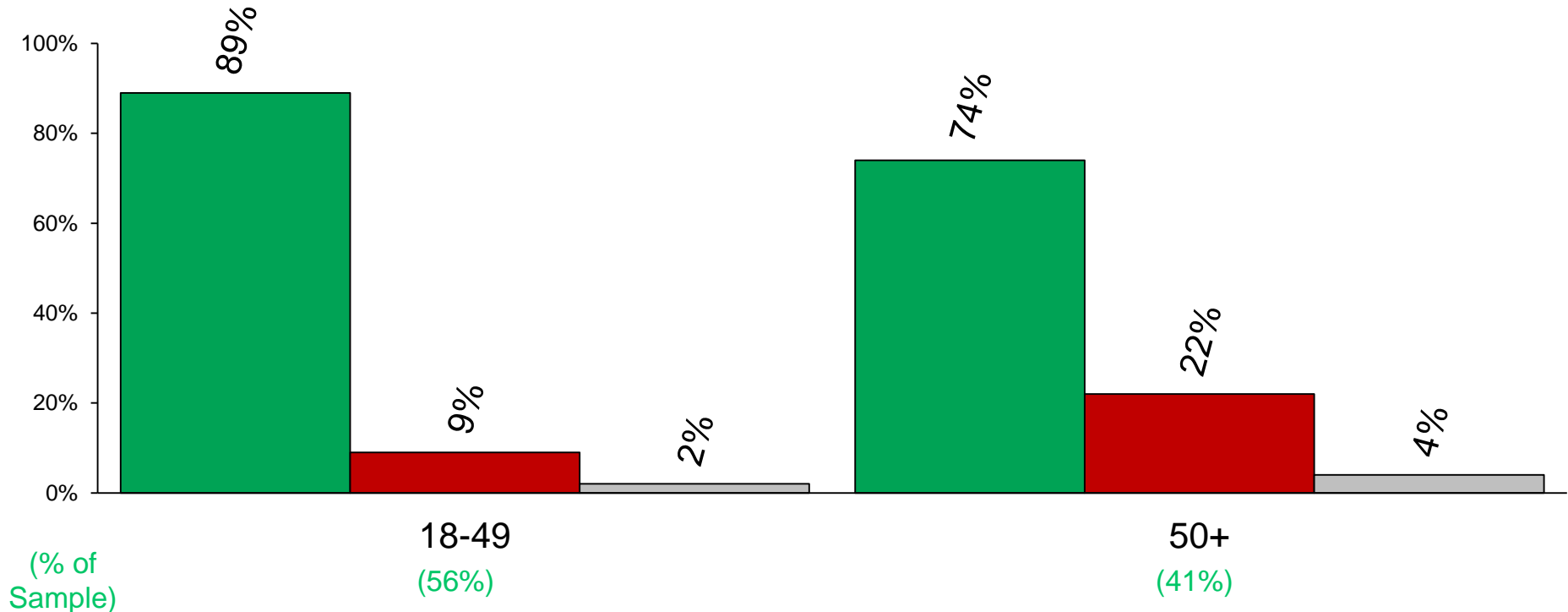




# Younger voters most strongly support the zero-fare system.

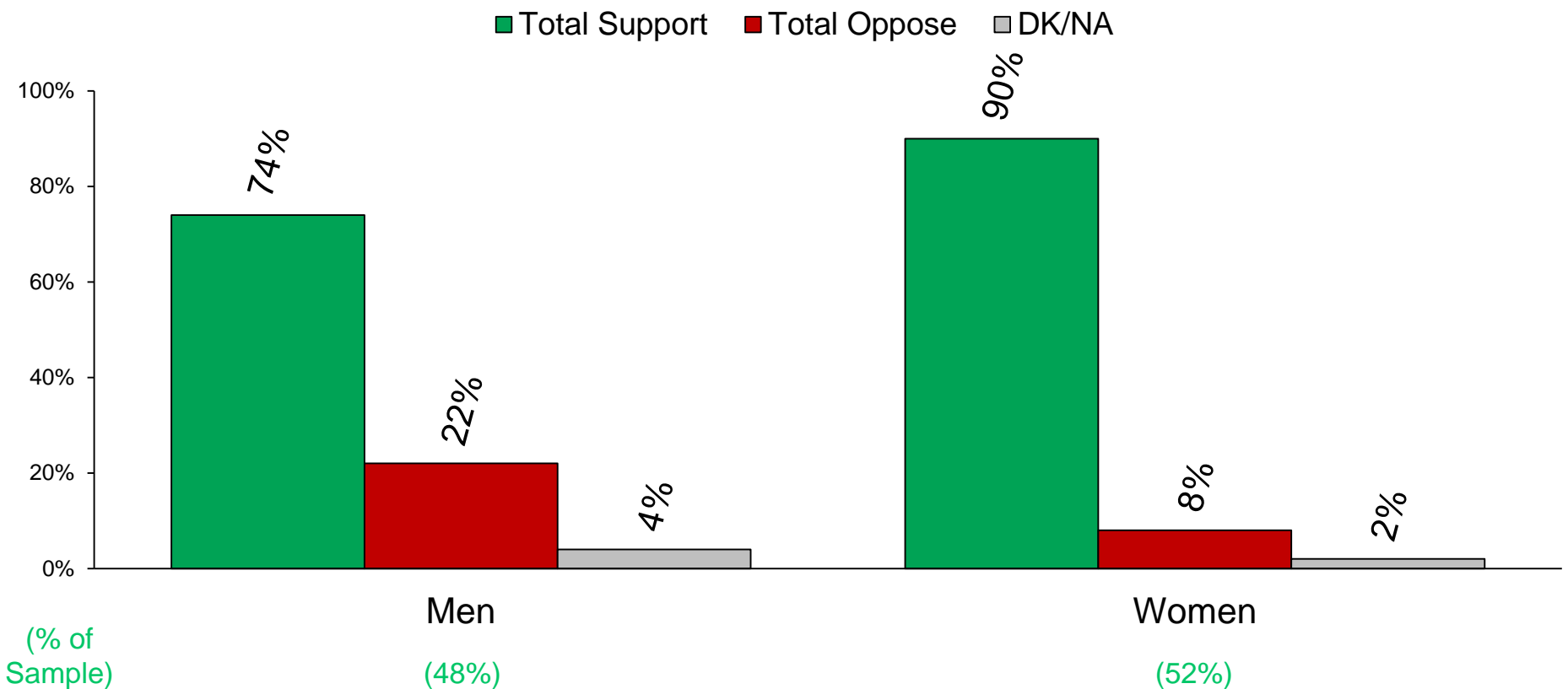
## *Zero-Fare System Support by Age*

■ Total Support ■ Total Oppose ■ DK/NA



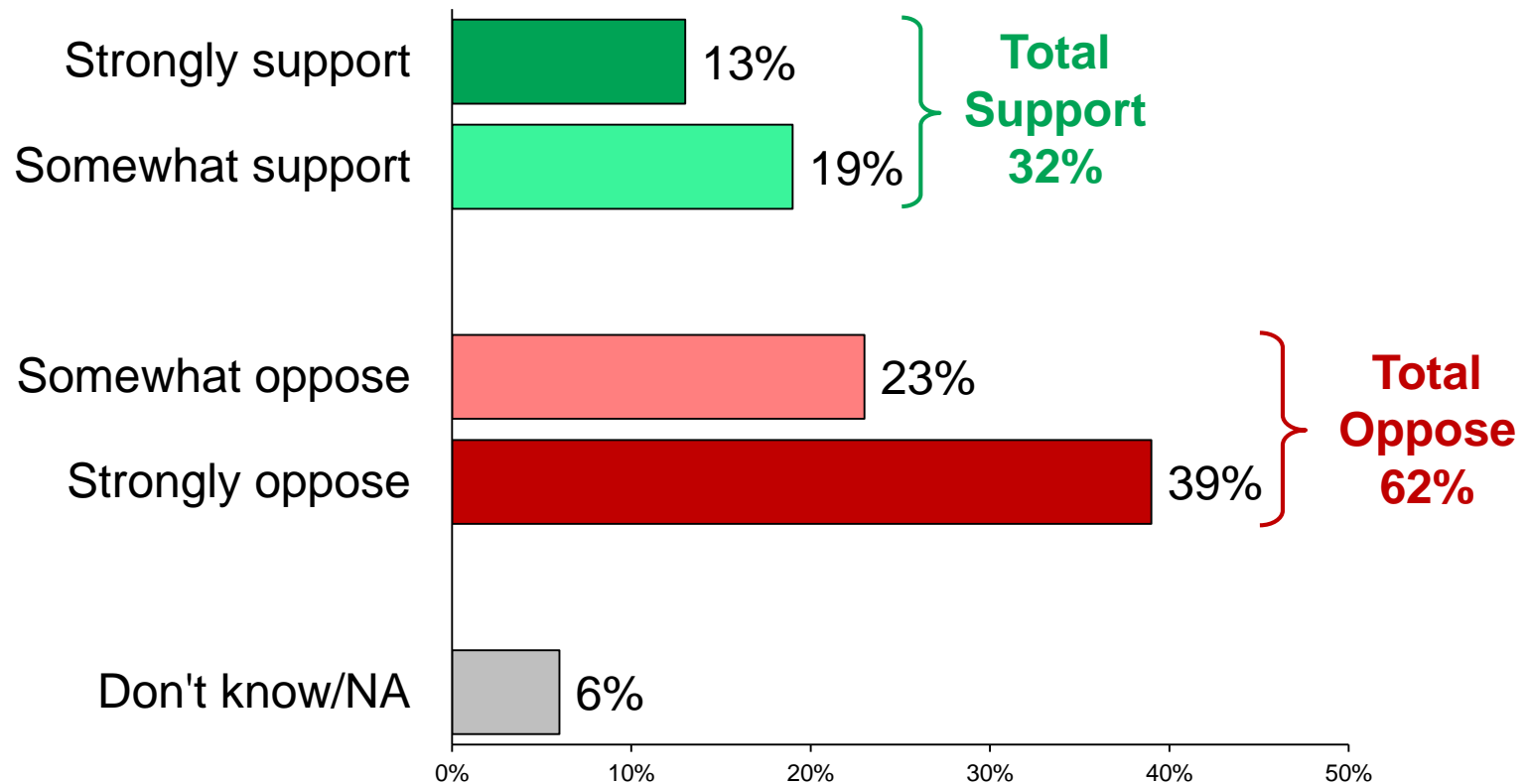
# Nine in ten women support the zero-fare system.

*Zero-Fare System Support by Gender*



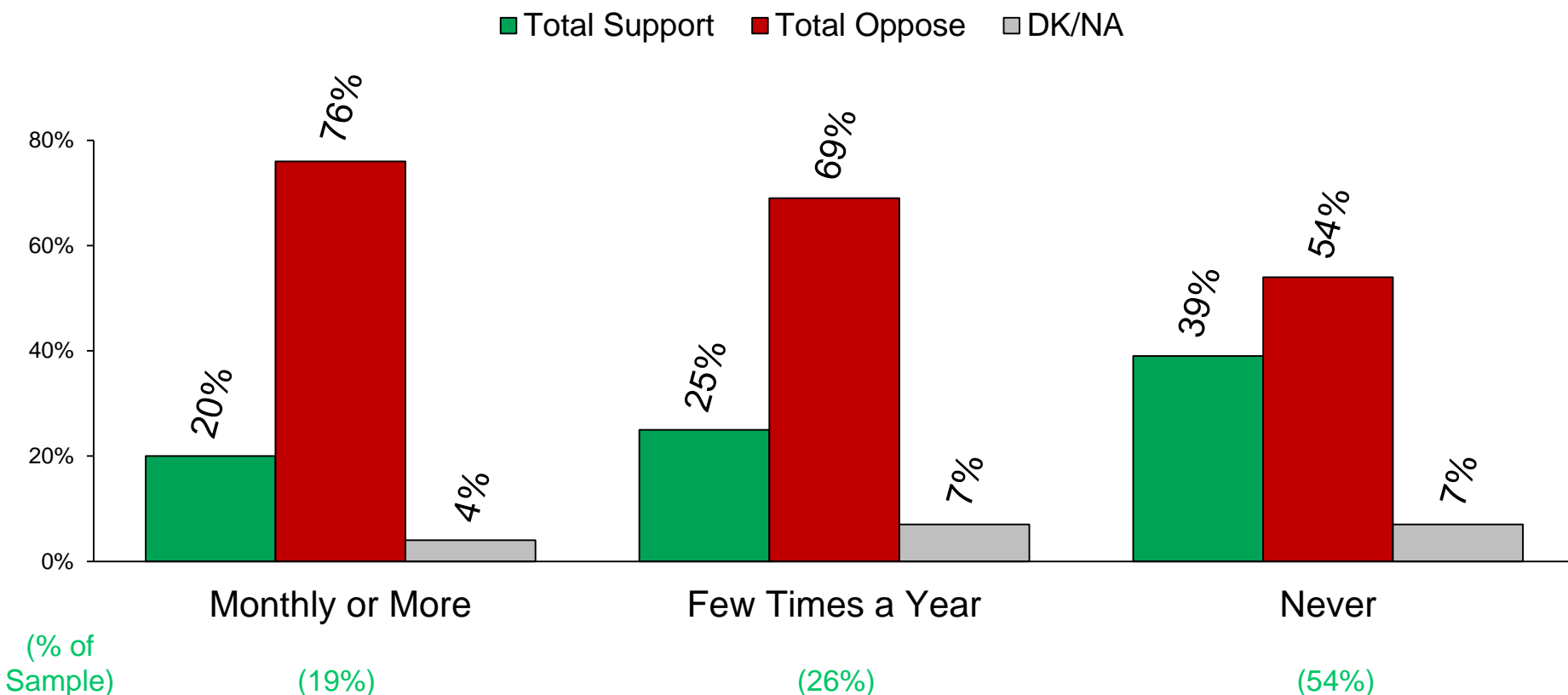
# When asked a different way, just over 60% say they *oppose* charging fares.

*Some have said that Cache Valley Transit should charge fares. Would you support or oppose charging fares on Cache Valley Transit buses?*



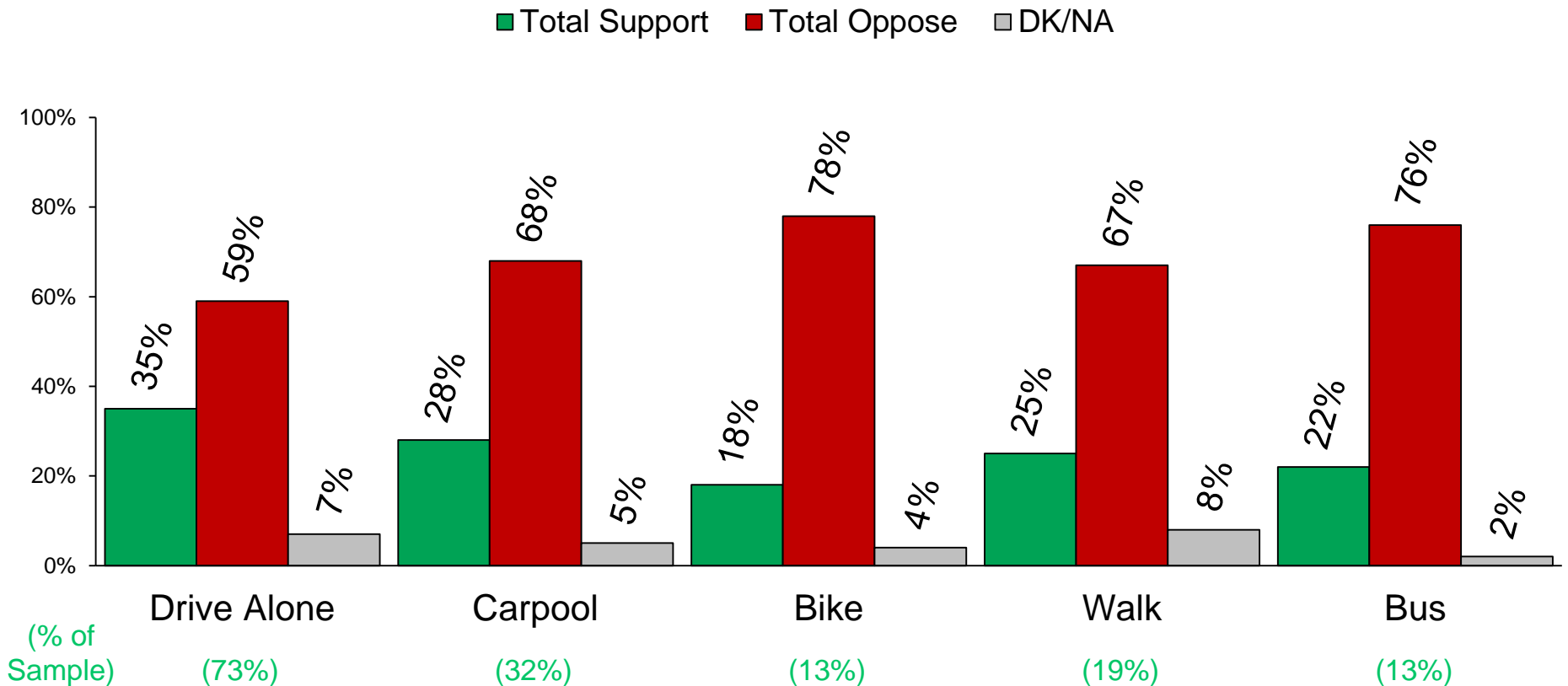
# Majorities of each category of rider frequency oppose charging fares.

*Charging Fares Support by CVTD Rider Frequency*



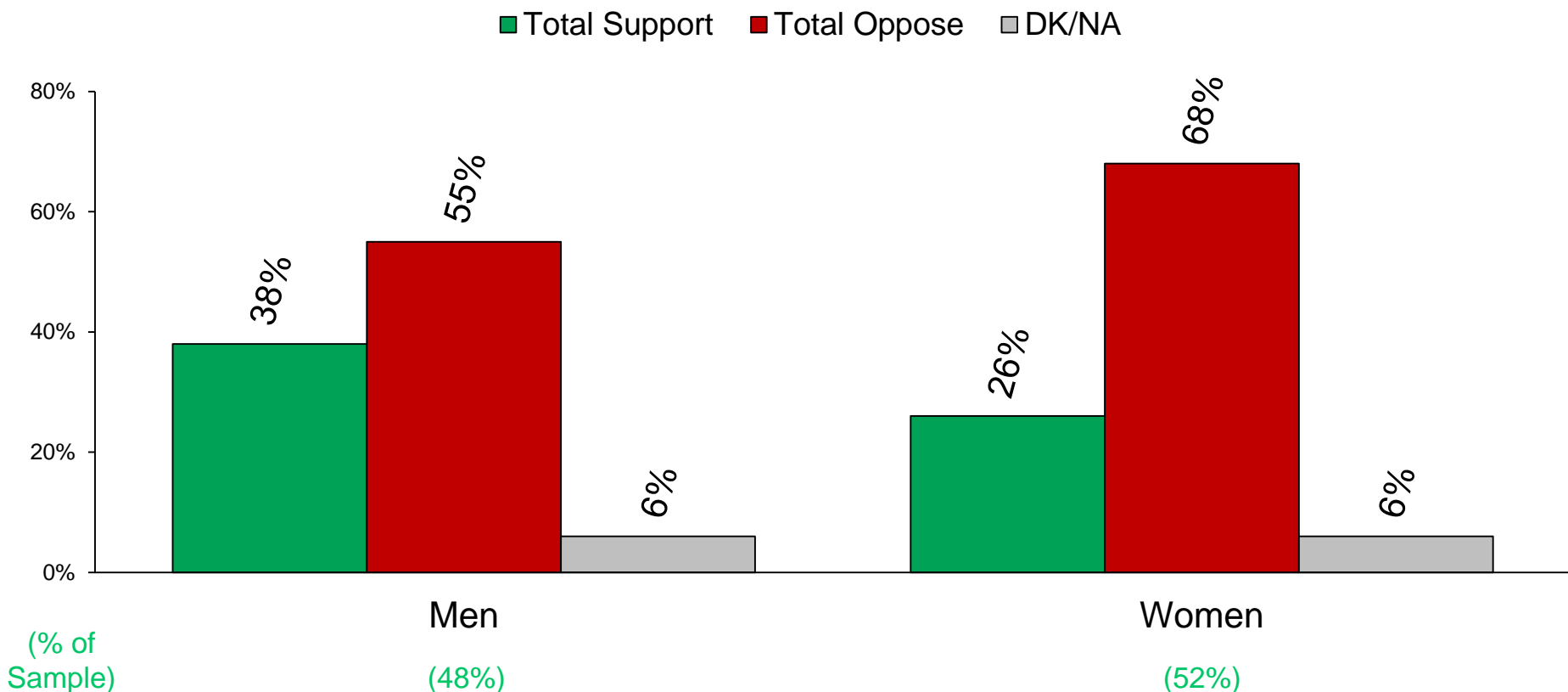
# Solo drivers are most likely to support charging bus riders fares – just over one-third.

*Charging Fares Support by Transportation Use*



# More than two-thirds of women oppose charging fares; more than half of men do.

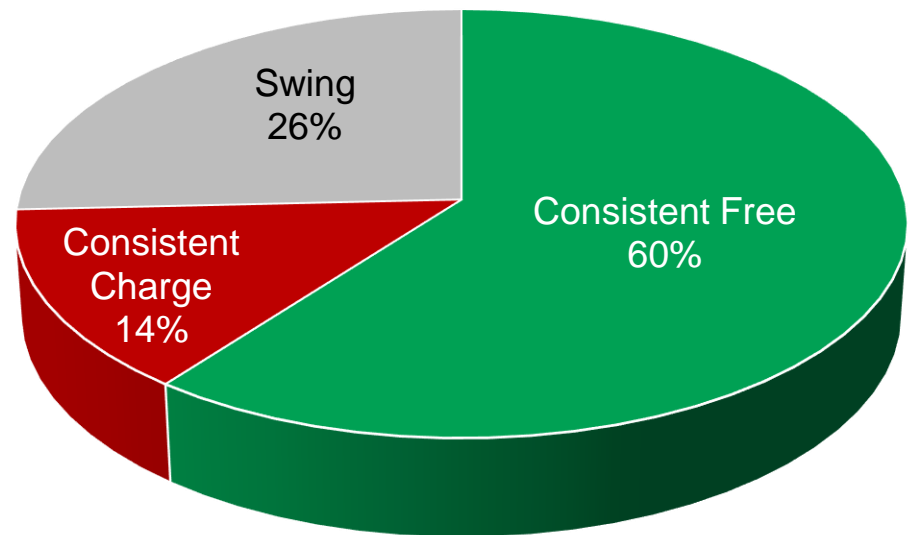
*Charging Fares Support by Gender*



# Three in five voters consistently supported the zero-fare system.

- ❖ **Consistent Free:** Voters who indicated they support the zero-fare system and oppose charging fares.
- ❖ **Consistent Charge:** Voters who oppose the zero-fare system and support charging fares.
- ❖ **Swing:** Voters who did not give consistent answers, including ever answering “don’t know.”

The following slide shows demographic groups that *disproportionately* fall into one category or the other.



# Demographic Profiles of the Segments

Consistent Free	Swing	Consistent Charge
61% of the Electorate	26% of the Electorate	14% of the Electorate
Family Rides CVTD	Ages 75+	Men 50+
Age 18-29	North Logan Residents	Ages 50-64
Gets Around on Bike	Retirees	Retirees
Gets Around on Bus	Ages 65+	Ages 50+
Women 18-49	Men Ages 50+	Men
Providence Residents	Ages 50+	Ages 75+
Logan Residents	College-Educated or More	Don't Know a CVTD Rider
Friend/Coworker Rides CVTD	Smithfield Residents	Providence Residents
Women	Women Ages 50+	Other City Residents
Gets Around Walking	Gets Around Driving Solo	Ages 65+
Gets Around by Carpool	Don't Know a CVTD Rider	
	Men	
	Ages 30-39	





# Conclusions

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- Overall, voters feel that Cache Valley Transit is doing an excellent job and have notably favorable views.
- They especially value its services for seniors, people with disabilities, and commuters.
- Notably, the most-frequent riders have the most-favorable views of the bus system.
- More than 4 in 5 Cache Valley Transit riders report satisfaction with every aspect of services they were asked about, with frequency and location of routes as potential areas for improvement.
- Voters overwhelmingly support both the zero-fare system *and* the opportunity to vote on a measure to fund CVTD and other services.

# **For more information, contact:**

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