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 aspect 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.

Cache Valley Transit, the Bus System: 84%

Your local city or town council: 74%

County government: 69%

Cache Chamber of Commerce: 64%

Q1. Items were listed in random order.
Q1 Tracking. 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.

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<thead>
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</thead>
<tbody>
<tr>
<td>Cache Valley Transit, the Bus System</td>
<td>57%</td>
<td>27%</td>
<td>9%</td>
<td>7%</td>
<td>53%</td>
<td>31%</td>
<td>6%</td>
<td>11%</td>
<td>84%</td>
<td>84%</td>
</tr>
<tr>
<td>Your local city or town council</td>
<td>28%</td>
<td>46%</td>
<td>17%</td>
<td>9%</td>
<td>29%</td>
<td>51%</td>
<td>9%</td>
<td>11%</td>
<td>74%</td>
<td>80%</td>
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<tr>
<td>County government</td>
<td>16%</td>
<td>53%</td>
<td>21%</td>
<td>10%</td>
<td>16%</td>
<td>62%</td>
<td>12%</td>
<td>11%</td>
<td>69%</td>
<td>78%</td>
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<tr>
<td>Cache Chamber of Commerce</td>
<td>22%</td>
<td>41%</td>
<td>33%</td>
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<td>23%</td>
<td>51%</td>
<td>22%</td>
<td>5%</td>
<td>64%</td>
<td>74%</td>
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CVTD ratings have stayed steady even as other local agencies’ favorables have slipped.
This favorability rating is remarkably high.

<table>
<thead>
<tr>
<th>Agency</th>
<th>Total Favorable</th>
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<tbody>
<tr>
<td>Cache Valley Transit District (Sept. 2015)</td>
<td>84%</td>
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<tr>
<td>Utah Natural History Museum (June 2010)</td>
<td>84%</td>
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<tr>
<td>Minneapolis Park and Recreation (Sept. 2015)</td>
<td>80%</td>
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<tr>
<td>San Francisco MUNI (Oct. 2015)</td>
<td>68%</td>
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<tr>
<td>^Sound Transit, Seattle WA (Dec. 2014)</td>
<td>66%</td>
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<tr>
<td>Bay Area Rapid Transit, CA (June 2015)</td>
<td>62%</td>
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<tr>
<td>Los Angeles Metro (March 2015)</td>
<td>55%</td>
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^Survey conducted by EMC Research.
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?

- Strongly approve: 56%
- Somewhat approve: 30%
- Somewhat disapprove: 4%
- Strongly disapprove: 3%
- Don't know/NA: 6%

Total Approve 86%
Total Disapprove 7%
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

Cost efficient/free: 28%
General support: 19%
Benefits the community: 14%
Services a lot of areas and good hours of service: 13%
Convenience/reliable service: 12%
Need transportation in community: 11%
We use it regularly/know people who use it: 9%
Helps disabled and elderly residents: 7%
Good for students: 7%
Clean air/reduce traffic: 6%
Buses are maintained/clean/safe: 2%
Friendly drivers: 1%
Other/Need more info: 3%
Don’t know/Refused: 2%

Q3a. Open Ended; Top Responses Shown; Asked Only of Those Who Approve
Q3a. In a few words of your own, why do you APPROVE of the job they are doing?

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 lots 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)

- Bus should charge for service: 28%
- Needs more areas serviced/More frequent: 26%
- Not enough use for buses: 22%
- Costs too much to taxpayers: 13%
- Too much government control: 7%
- General oppose: 6%
- More taxes: 3%
- Too much pollution: 3%
- Other: 11%

Q3b. Open Ended; Top Responses Shown; Asked Only of Those Who Disapprove
General anti-tax sentiment was common among the 7% who disapprove.

- Tremendously overpaid staff and leadership.
- 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.
- 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.
- I feel the bus does not come frequent enough.
Voters clearly recognize CVTD as a lifeline to seniors and people with disabilities.

Bus service can be a lifeline to seniors and people with disabilities who otherwise have few options for travel.

Cache Valley Transit offers zero-fare rides for all.

Local buses are a big help for local parents, who can rely on them to get kids safely to school and other activities.

Public transit reduces air pollution by taking cars off the road.

Reliable transit service reduces traffic congestion, helping those who drive get where they’re going faster.

Bus drivers are eyes in the community that help keep us safe.

Q6. I’m going to read you a list of words and phrases that may or may not describe Cache Valley Transit. Please tell me whether you feel each is an accurate or an inaccurate description. If you don’t know, or have no opinion, please tell me that too.
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?

- Driving alone: 73%
- Carpool: 32%
- Walking: 19%
- Biking: 13%
- Riding buses: 13%
- DK/NA/Refused: 2%
In general, how often do you ride CVTD regular buses or use CVTD buses for seniors and persons with disabilities services in Cache Valley?

- Never/DK/NA: 54%
- A few times a year: 26%
- A few times a month: 9%
- At least once a week: 7%
- 5+ days a week: 4%

Q4. Categories are mutually exclusive.
While 4 in 5 approve of CVTD overall, the most frequent riders approve near-unanimously.

**Job Approval by Frequency of Ridership**

- Monthly or more: 95% Total Approve, 2% Total Disapprove
- A few times a year: 93% Total Approve, 6% Total Disapprove
- Never: 80% Total Approve, 10% Total Disapprove
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 ______?

- Driver courtesy: 97% satisfied, 6% dissatisfied
- Safety while riding: 96% satisfied, 4% dissatisfied
- Comfort: 95% satisfied, 5% dissatisfied
- Safety at stops: 95% satisfied, 5% dissatisfied
- Buses arriving on time: 95% satisfied, 5% dissatisfied
- Level of crowding: 89% satisfied, 6% dissatisfied
- Frequency: 86% satisfied, 10% dissatisfied
- Accuracy of printed schedules: 84% satisfied, 8% dissatisfied
- Where routes go: 81% satisfied, 16% dissatisfied
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?

Yes 58%
No 41%
Two-thirds of younger voters report knowing a bus rider.

Know a Regular Bus Rider by Age

Q12. Do you know someone who rides the regular bus or bus for seniors or persons with disabilities in the area?
The riders Cache Valley residents know are friends, neighbors and coworkers.

Q13. Multiple Responses Accepted; Asked of Those Who Know a Regular Bus Rider;
Women are more likely to report a family member who rides the bus.

Q13. How do you know this bus rider?

Relationship to Bus Rider by Gender

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

Men (43%)
- Family Member: 12%
- Friend or Coworker: 39%
- Neighbor: 7%
- Other/DK/NA/Refused: 5%

Women (56%)
- Family Member: 54%
- Friend or Coworker: 41%
- Neighbor: 26%
- Other/DK/NA/Refused: 5%
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.

Q9. I am going to read you a list of specific potential service enhancements for Cache Valley Transit. As I read each one, please tell me how important it is to you that each project be funded: extremely important, very important, somewhat important, or not important.
These priorities have become even more important since 2013.

*(Extremely/Very Important)*

<table>
<thead>
<tr>
<th>Service Enhancements</th>
<th>2013</th>
<th>2015</th>
<th>% of Change</th>
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<tbody>
<tr>
<td>*Expanding bus service to areas where the new jobs are</td>
<td>38%</td>
<td>59%</td>
<td>+21%</td>
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<tr>
<td>*Expanding the availability of transit services for seniors and persons with disabilities</td>
<td>43%</td>
<td>62%</td>
<td>+19%</td>
</tr>
<tr>
<td>*Keeping bus and transit services zero fare</td>
<td>50%</td>
<td>63%</td>
<td>+13%</td>
</tr>
<tr>
<td>Replacing and repairing aging buses and transit infrastructure</td>
<td>42%</td>
<td>52%</td>
<td>+10%</td>
</tr>
<tr>
<td>Improving air quality by reducing the number of cars on the road through public transit</td>
<td>44%</td>
<td>53%</td>
<td>+9%</td>
</tr>
<tr>
<td>Ensuring that bus services are available to persons with disabilities</td>
<td>70%</td>
<td>78%</td>
<td>+8%</td>
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<tr>
<td>Offering more frequent bus service on existing transit lines</td>
<td>21%</td>
<td>28%</td>
<td>+7%</td>
</tr>
<tr>
<td>*Implementing later bus service hours</td>
<td>22%</td>
<td>29%</td>
<td>+7%</td>
</tr>
<tr>
<td>Expanding the number of bus routes</td>
<td>30%</td>
<td>33%</td>
<td>+3%</td>
</tr>
<tr>
<td>Implementing earlier bus service hours</td>
<td>20%</td>
<td>23%</td>
<td>+3%</td>
</tr>
</tbody>
</table>
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 (65%)
- Keep the measure off the ballot to ensure that taxes are not raised (27%)
- Both/Neither/Don't know/NA (9%)
Even those who never ride the bus favor putting the sales tax measure on the ballot.

Q7. Regardless of whether you would vote for or against such a measure, do you think that Cache County officials should:

- Place on Ballot
- Keep Off Ballot
- Both/Neither/DK/NA

Please provide your response (% of Sample):

- Monthly or More: 69% (19%)
- Few Times a Year: 78% (26%)
- Never: 57% (54%)
Women are more likely to say they’d like the measure on the ballot.

Measure on Ballot by Gender

- Place on Ballot
- Keep Off Ballot
- Both/Neither/DK/NA

Q7. Regardless of whether you would vote for or against such a measure, do you think that Cache County officials should:

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
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</thead>
<tbody>
<tr>
<td>Place on Ballot</td>
<td>61%</td>
<td>68%</td>
</tr>
<tr>
<td>Keep Off Ballot</td>
<td>32%</td>
<td>21%</td>
</tr>
<tr>
<td>Both/Neither/DK/NA</td>
<td>6%</td>
<td>11%</td>
</tr>
</tbody>
</table>
About seven in ten North Logan and Logan voters want a chance to vote on it.

Measure on Ballot by City/Town

Q7. Regardless of whether you would vote for or against such a measure, do you think that Cache County officials should:

- Place on Ballot
- Keep Off Ballot
- Both/Neither/DK/NA

<table>
<thead>
<tr>
<th>City/Town</th>
<th>Place on Ballot</th>
<th>Keep Off Ballot</th>
<th>Both/Neither/DK/NA</th>
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</thead>
<tbody>
<tr>
<td>Hyrum</td>
<td>62%</td>
<td>31%</td>
<td>7%</td>
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<tr>
<td>Logan</td>
<td>69%</td>
<td>24%</td>
<td>7%</td>
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<tr>
<td>North Logan</td>
<td>78%</td>
<td>17%</td>
<td>5%</td>
</tr>
<tr>
<td>Providence</td>
<td>63%</td>
<td>20%</td>
<td>17%</td>
</tr>
<tr>
<td>Smithfield</td>
<td>60%</td>
<td>34%</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>55%</td>
<td>33%</td>
<td>13%</td>
</tr>
</tbody>
</table>

(10% of Sample)

Q7. Regardless of whether you would vote for or against such a measure, do you think that Cache County officials should:
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?

Strongly support: 62%
Somewhat support: 20%
Somewhat oppose: 6%
Strongly oppose: 9%
Don't know/NA: 3%

Total Support: 82%
Total Oppose: 15%
Three-quarters of those who never ride the bus support the zero-fare system.

**Zero-Fare System Support by CVTD Rider Frequency**

- **Total Support**
  - Monthly or More: 95% (19% of Sample)
  - Few Times a Year: 89% (26% of Sample)
  - Never: 75% (54% of Sample)

- **Total Oppose**
  - Monthly or More: 4% (19% of Sample)
  - Few Times a Year: 10% (26% of Sample)
  - Never: 21% (54% of Sample)

- **DK/NA**
  - Monthly or More: 1% (19% of Sample)
  - Few Times a Year: 1% (26% of Sample)
  - Never: 4% (54% of Sample)

Q8. 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?
Support for the zero-fare system is remarkably high regardless of how voters regularly get around.

Zero-Fare System Support by Transportation Use

Q8. 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?

Q8. 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?
Younger voters most strongly support the zero-fare system.

Zero-Fare System Support by Age

- Total Support
- Total Oppose
- DK/NA

Q8. 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?

- 18-49: 89% Total Support, 9% Total Oppose, 2% DK/NA (56% of Sample)
- 50+: 74% Total Support, 22% Total Oppose, 4% DK/NA (41% of Sample)
Nine in ten women support the zero-fare system.

Q8. 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?
Some have said that Cache Valley Transit should charge fares. Would you support or oppose charging fares on Cache Valley Transit buses?

- Strongly support: 13%
- Somewhat support: 19%
- Somewhat oppose: 23%
- Strongly oppose: 39%
- Don't know/NA: 6%

Total Support: 32%
Total Oppose: 62%
Majorities of each category of rider frequency oppose charging fares.

Charging Fares Support by CVTD Rider Frequency

- Monthly or More: 76% Support, 20% Oppose, 4% DK/NA (19% of Sample)
- Few Times a Year: 69% Support, 25% Oppose, 7% DK/NA (26% of Sample)
- Never: 54% Support, 39% Oppose, 7% DK/NA (54% of Sample)

Q10. Some have said that Cache Valley Transit should charge fares. Would you support or oppose charging fares on Cache Valley Transit buses?
Solo drivers are most likely to support charging bus riders fares – just over one-third.

Q10. Some have said that Cache Valley Transit should charge fares. Would you support or oppose charging fares on Cache Valley Transit buses?

Charging Fares Support by Transportation Use

- **Drive Alone**: 35% Total Support, 68% Total Oppose, 7% DK/NA
- **Carpool**: 28% Total Support, 78% Total Oppose, 5% DK/NA
- **Bike**: 18% Total Support, 78% Total Oppose, 4% DK/NA
- **Walk**: 25% Total Support, 67% Total Oppose, 8% DK/NA
- **Bus**: 32% Total Support, 76% Total Oppose, 2% DK/NA

(% of Sample)

(73%)  (32%)  (13%)  (19%)  (13%)
More than two-thirds of women oppose charging fares; more than half of men do.

Q10. Some have said that Cache Valley Transit should charge fares. Would you support or oppose charging fares on Cache Valley Transit buses?

Charging Fares Support by Gender

- **Total Support**
- **Total Oppose**
- **DK/NA**

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<thead>
<tr>
<th></th>
<th>Men (48%)</th>
<th>Women (52%)</th>
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<tbody>
<tr>
<td>Total Support</td>
<td>38%</td>
<td>26%</td>
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<tr>
<td>Total Oppose</td>
<td>55%</td>
<td>68%</td>
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<tr>
<td>DK/NA</td>
<td>6%</td>
<td>6%</td>
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</table>
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

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