

# WALLY Project Survey

## Washtenaw and Livingston Counties



Conducted by Illium & Associates

Presented by The Rossman Group

# Goals and Objectives

- Gauge public interest in WALLY
- Guide development of public education program
- Provide benchmark for to evaluate future success

# Methodology

- Telephone Survey
- Random Sample of Adults 18+
- Sample representative of WALLY service area
- 101 sampled in Livingston, 100 in Washtenaw

# Washtenaw County Findings



# Washtenaw Key Findings

## Project Awareness

- One-in-two residents are aware of the project
- Equal awareness among men and women
- Strongest awareness among retirees, 59%
- Among those aware, 74% approve of the project

# Washtenaw Key Findings

## Public Support for WALLY

- High positive public approval rating, 75%
  - 32% strongly approve, 43% approve
- Communications plan should target those who are not strong supporters
  - 63% of strong supporters were aware of WALLY prior to survey, compared to 42% not strong.

# Washtenaw Key Findings

## Project Awareness Cont.

What have you heard about WALLY?

*“Heard it was going from Howell to Ann Arbor”*

*“Company out of Whitmore Lake wanted to use hydrogen powering trains”*

*“It’s been proposed but funding the project would be a problem”*

*“Will use existing tracks but would have to build new stations and improve the rails”*

# Washtenaw Key Findings

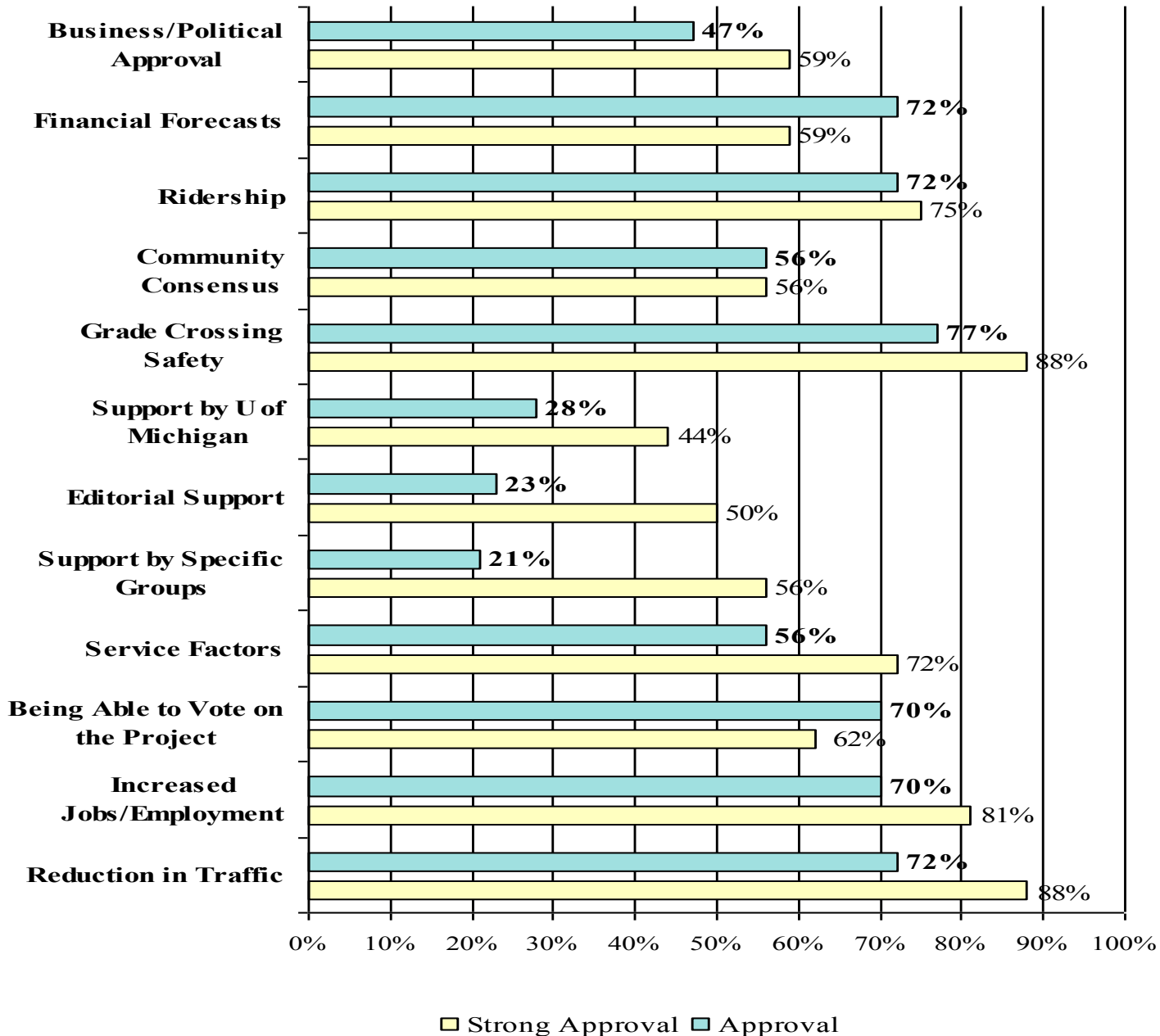
## Public Support Decision Factors

### Among not strong supporters:

1. Grade crossing safety (77%)
2. Ridership (72%)
3. Financial forecasts (72%)
4. Traffic reduction (72%)
5. Increased jobs/being able to vote (70%)

**Least important overall:** Support by specific groups and editorial support (30%)

# Decision Factors, Very Important

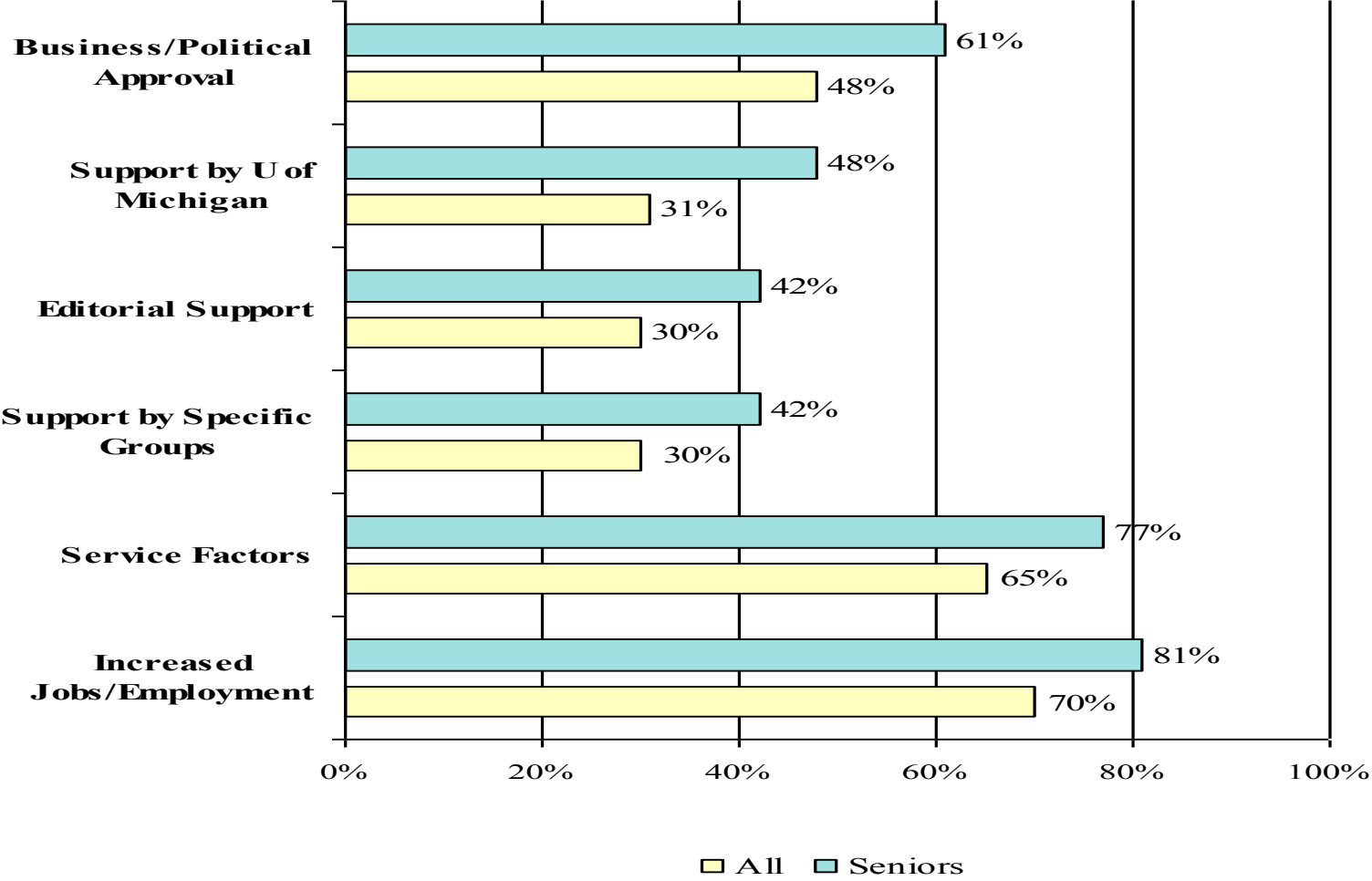


# Washtenaw Key Findings

## Senior Decision Factors

- Jobs and Employment
- Service
- Business/Political Approval

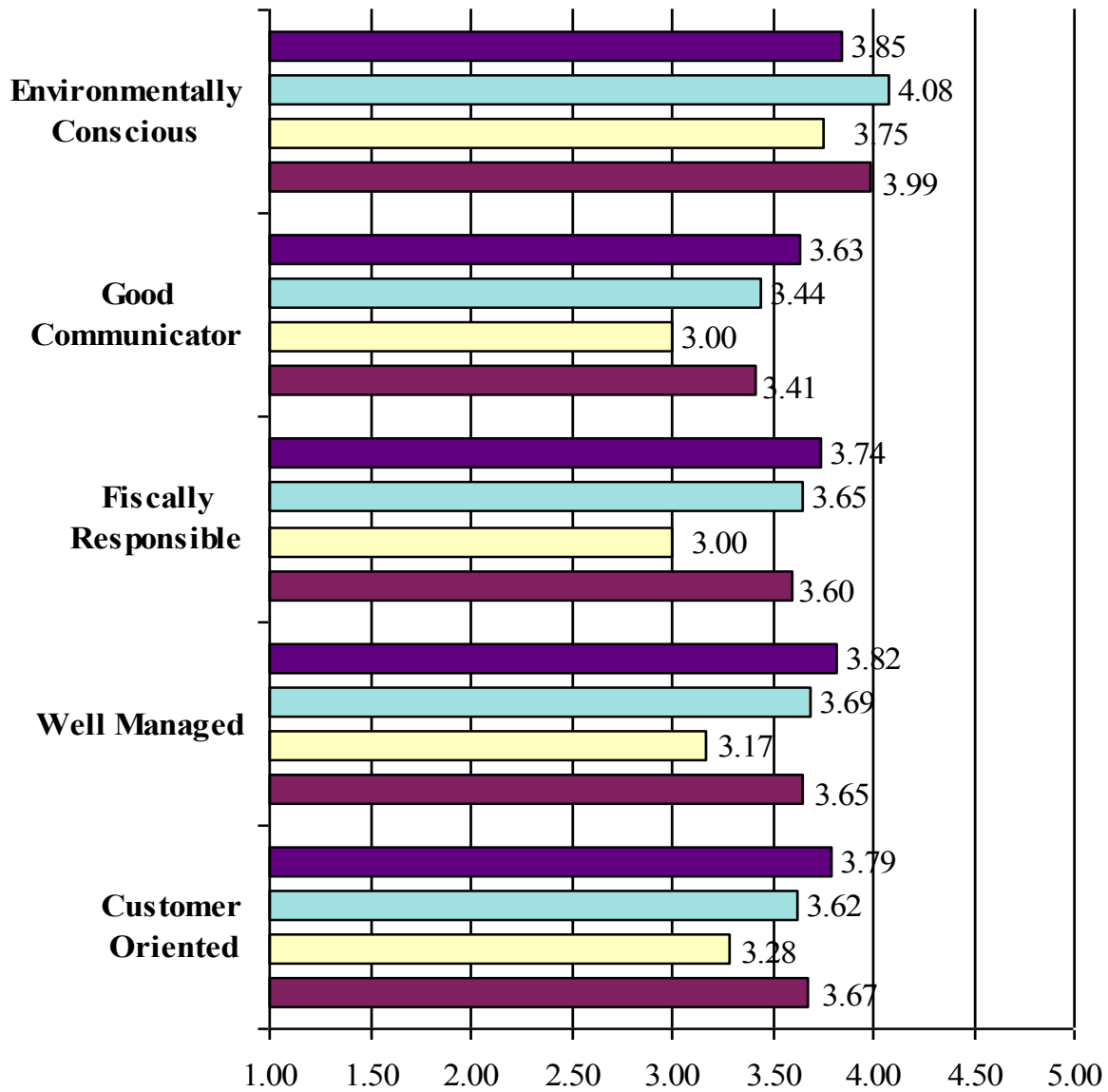
# Senior Decision Factors, Very Important



# Washtenaw Key Findings

## Public Opinion of AATA

- AATA resonates positively with the public.
- Q: “Based on what you have seen or heard about AATA, how well do you feel the following statements describe the agency:



■ All

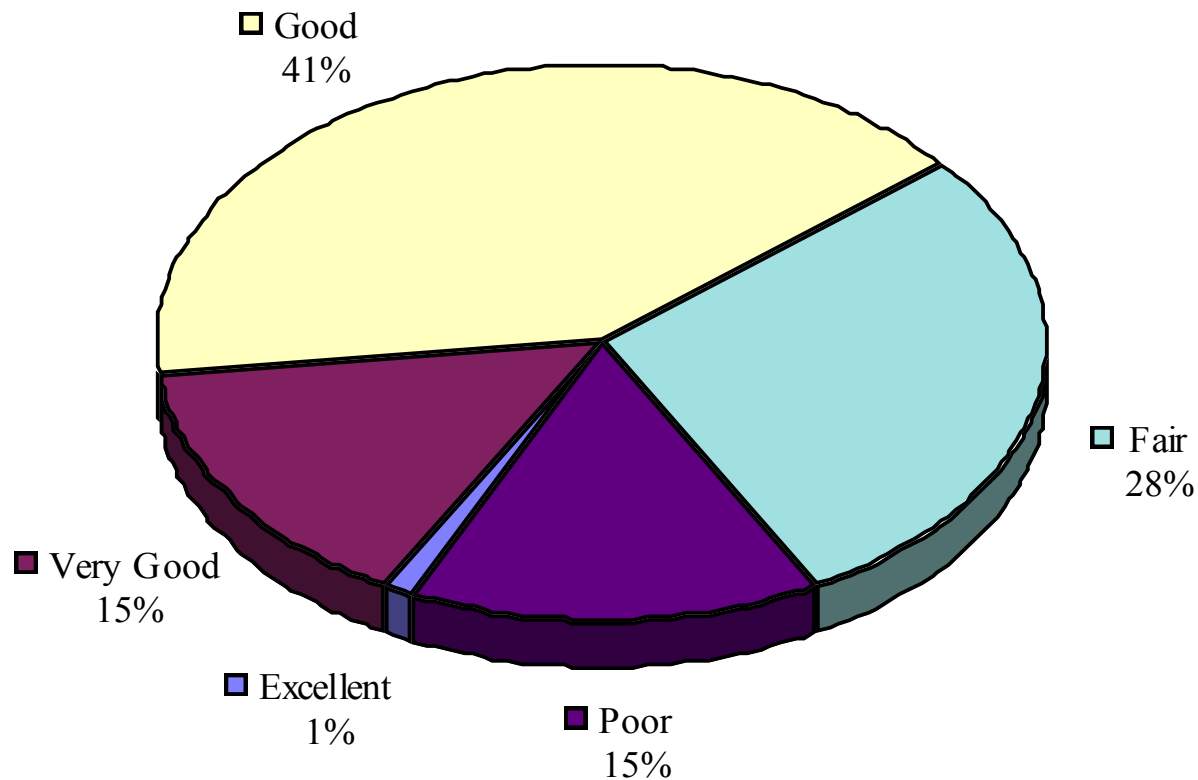
□ Disapproval

□ Approval of WALLY

■ Strong Approval of WALLY

# Washtenaw Key Findings

## Public Opinion of MDOT

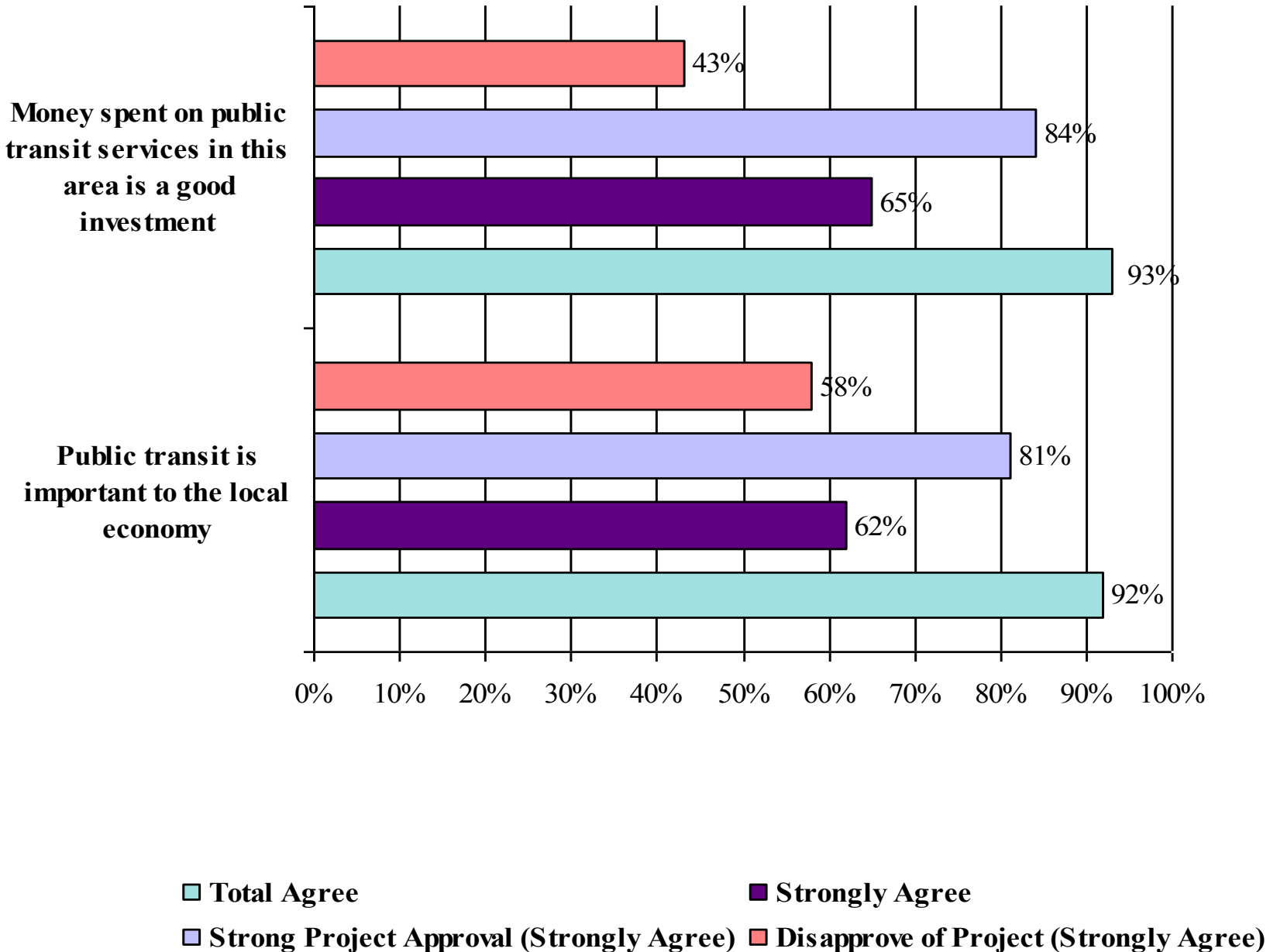


# Washtenaw Key Findings

## Public Transit Support

- 93% surveyed agree public transit is a good investment
- 92% agree that public transit is important to local economy
  - Even 58% of WALLY disapprovers agree.

# Public Transit and the Economy



# Washtenaw Key Findings

## Resident Outreach Preferences

- Newspapers – 35%
  - 70% are regular readers
- Website – 25%
  - Stronger preference among men than women
- Mail – 12%

# Livingston County Findings



# Livingston Key Findings

## Public Awareness

- Two-thirds of residents have heard of WALLY.
- 80% overall support
- Nearly one-in-ten strongly oppose the project

# Livingston Key Findings

## Project Awareness Cont.

“What have you heard about WALLY?”

*“I heard there was a proposal but not much after that”*

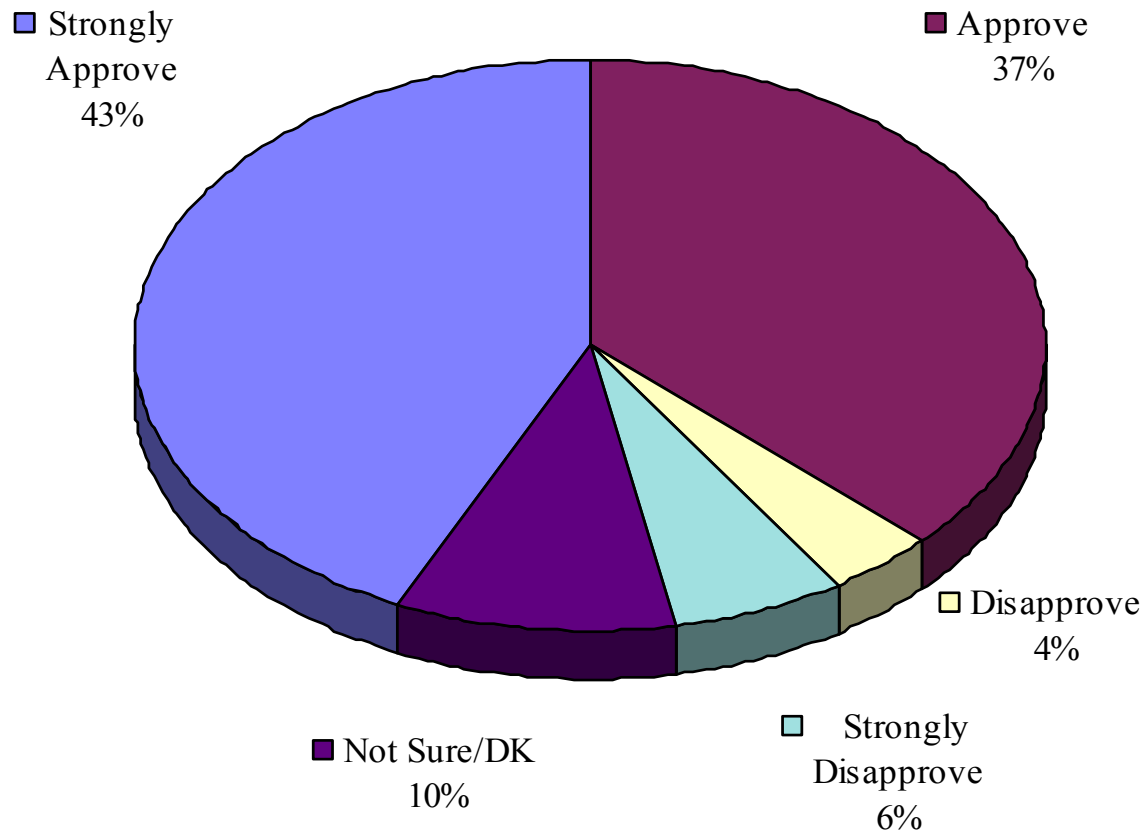
*“I heard there was a proposal to get trains to go from Livingston to Ann Arbor”*

*“Heard about a train service but couldn’t get the funding ”*

*“It was stalled due to loss of funds”*

# Livingston Key Findings

## Public Support for WALLY



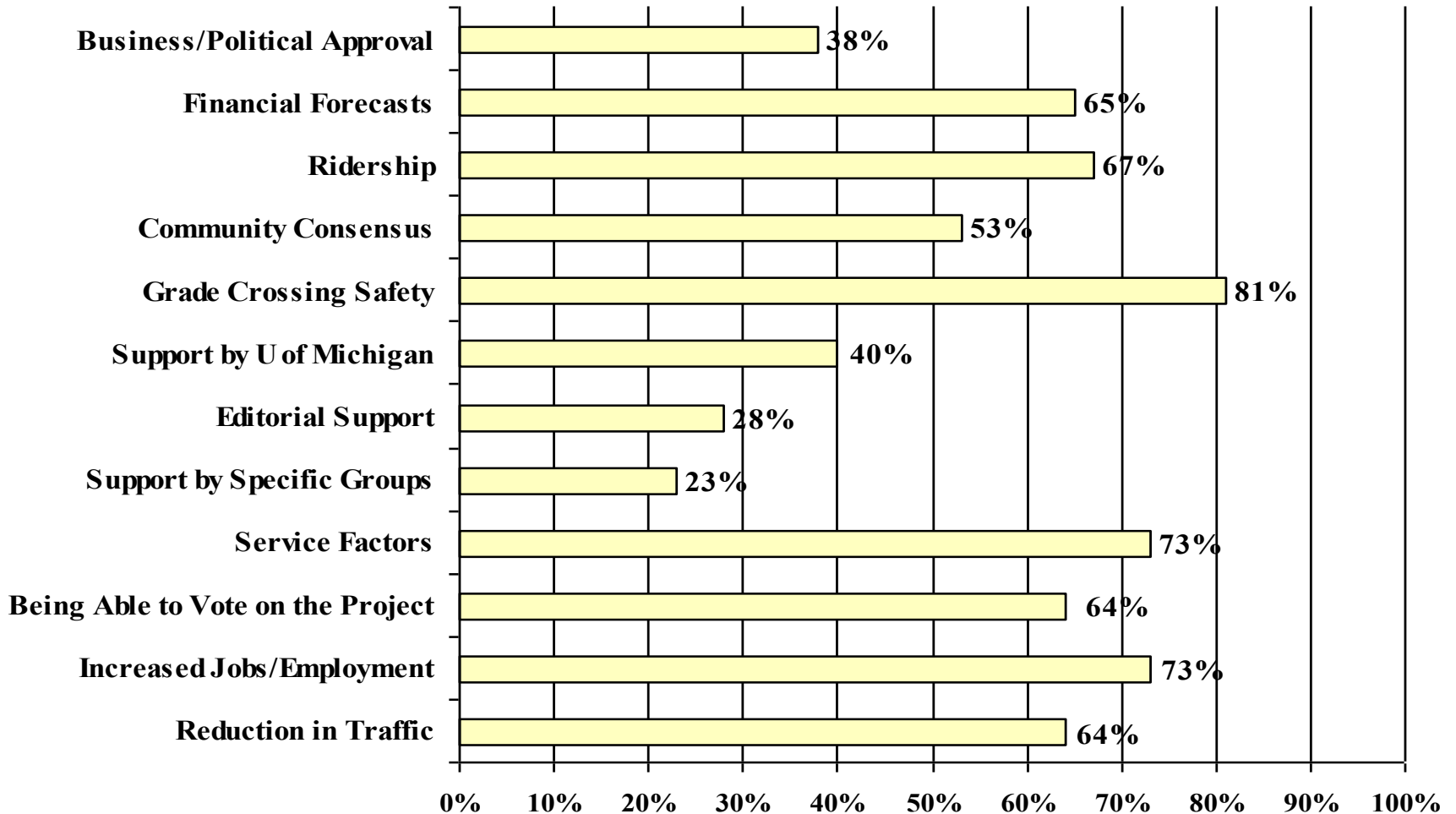
# Livingston Key Findings

## Public Support Decision Factors

1. Grade crossing safety (81%)
2. Service (73%)
3. Increased jobs (73%)
4. Ridership (72%)
5. Financial Forecasts (70%)

**Least important overall:** Support by specific groups (23%) and editorial support (28%)

# Decision Factors, Very Important

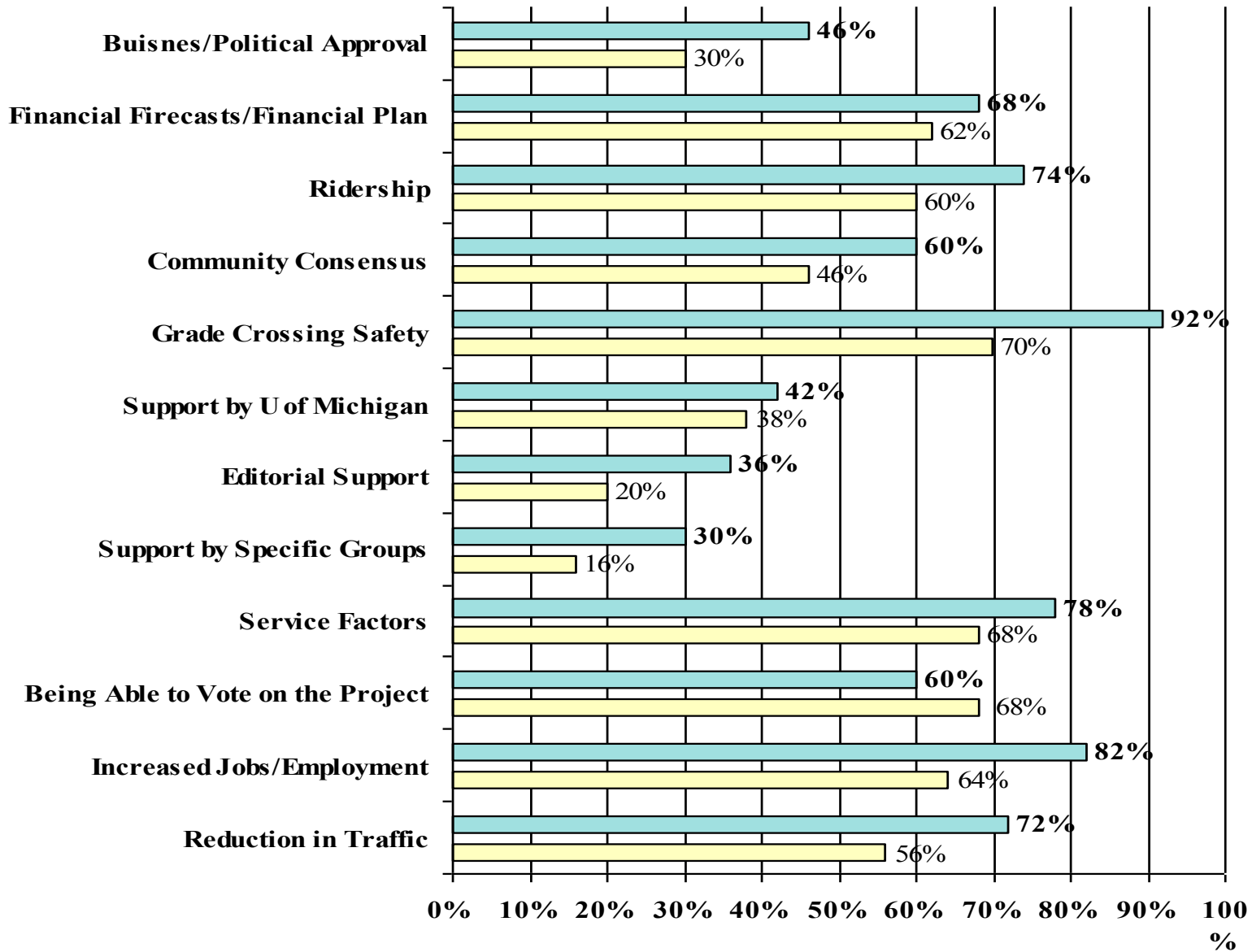


# Livingston Key Findings

## Differences Among Men and Women

- 50% of women strongly approve of WALLY compared to 36% of men
- Women place importance on opinions of others, ridership, community consensus.
- On top of women's list, by far, is safety

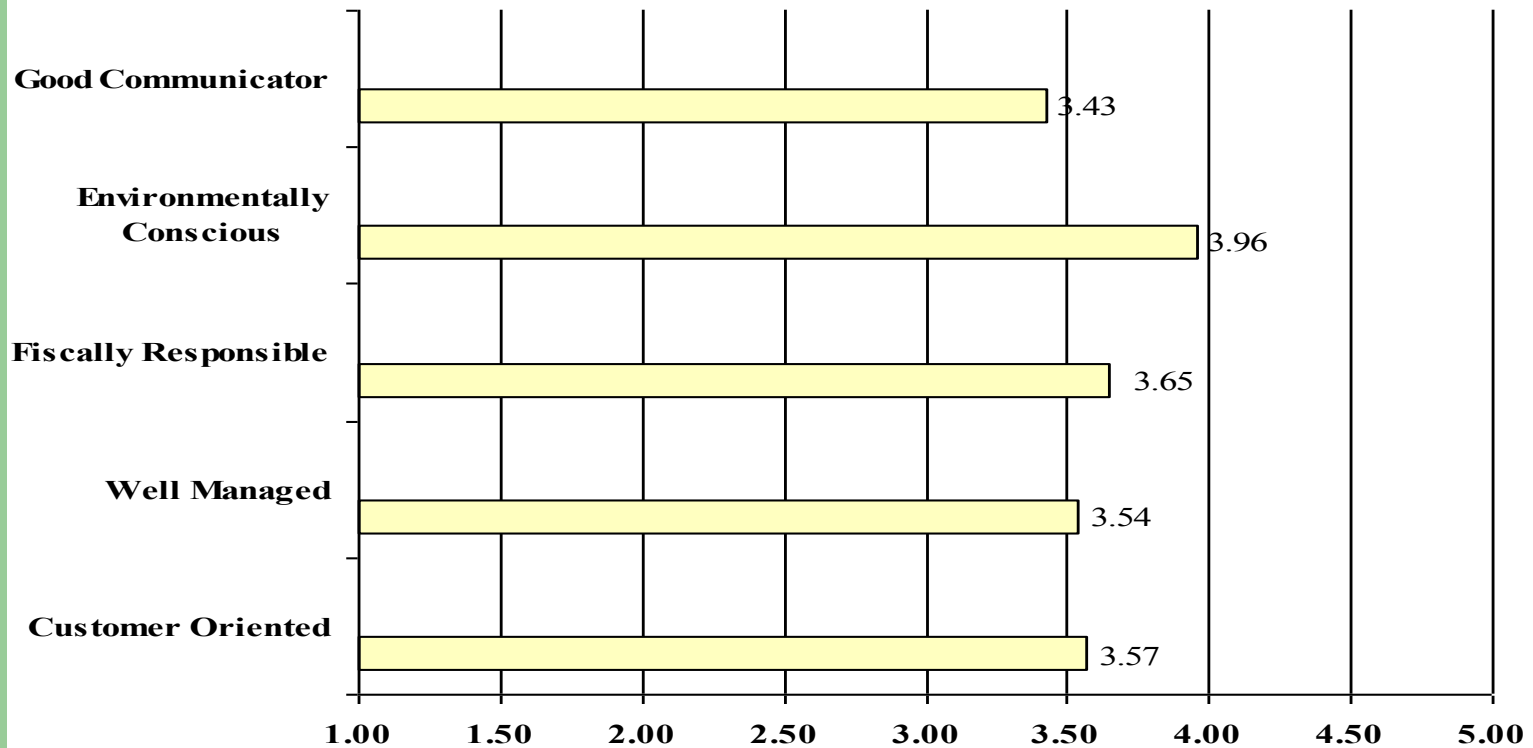
# Decision Factors, Very Important, Men v. Women



men women

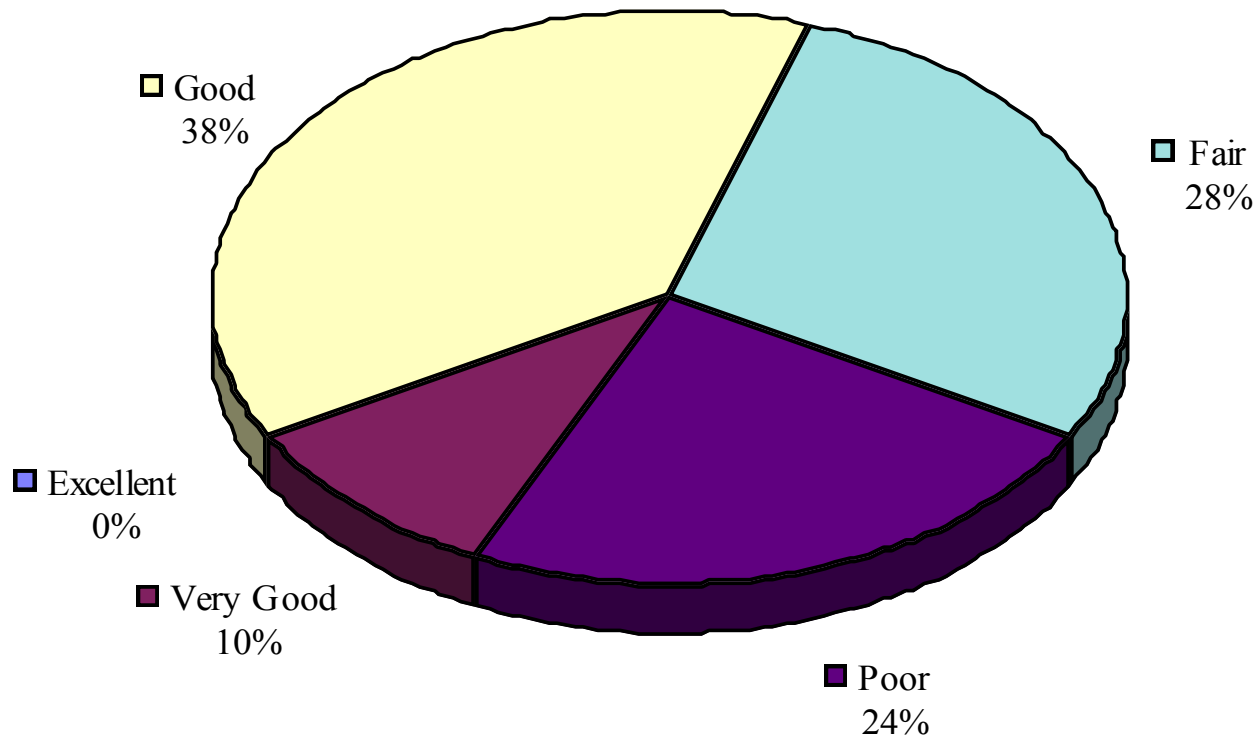
# Livingston Key Findings

## Public Opinion of AATA

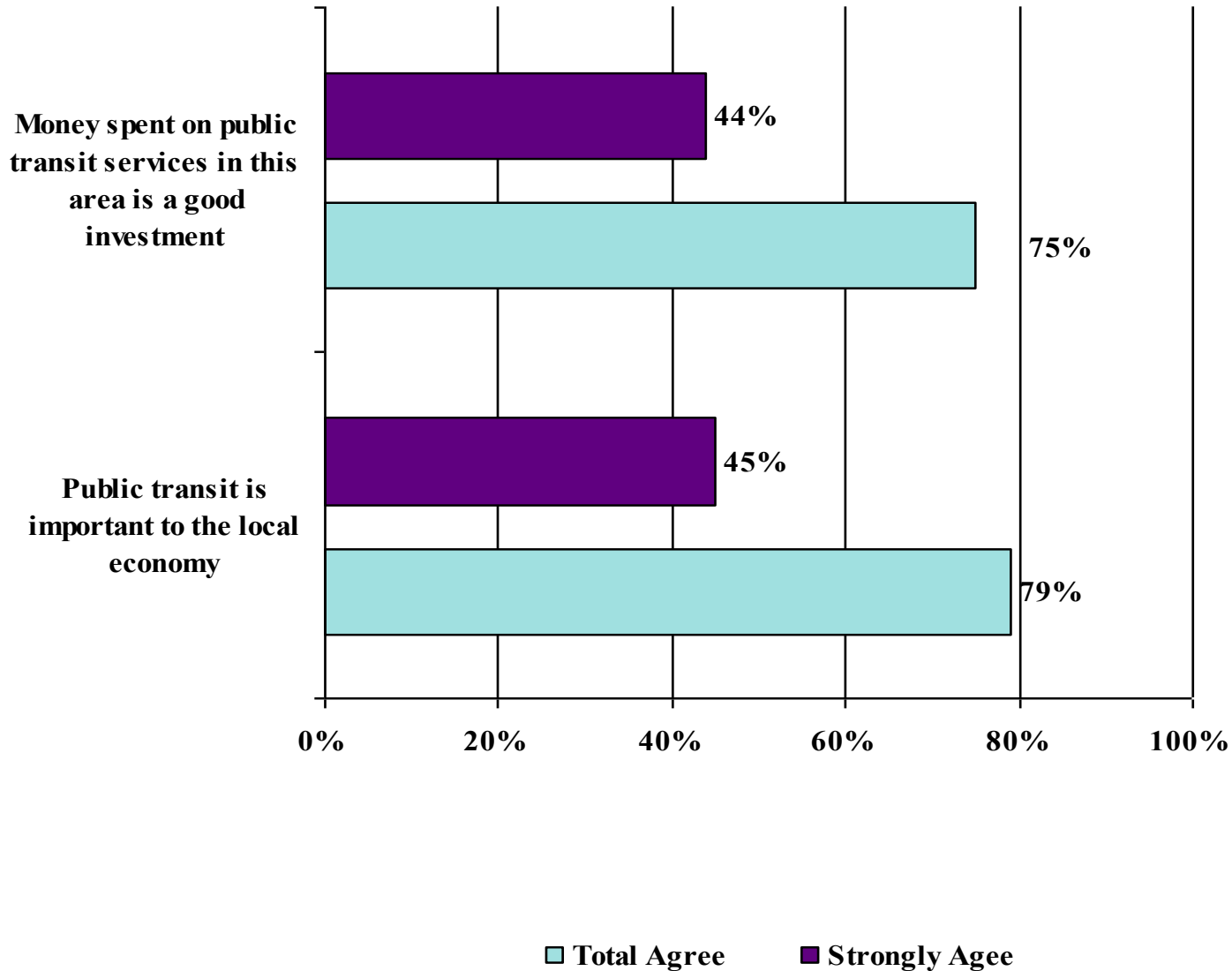


# Livingston Key Findings

## Public Opinion of MDOT

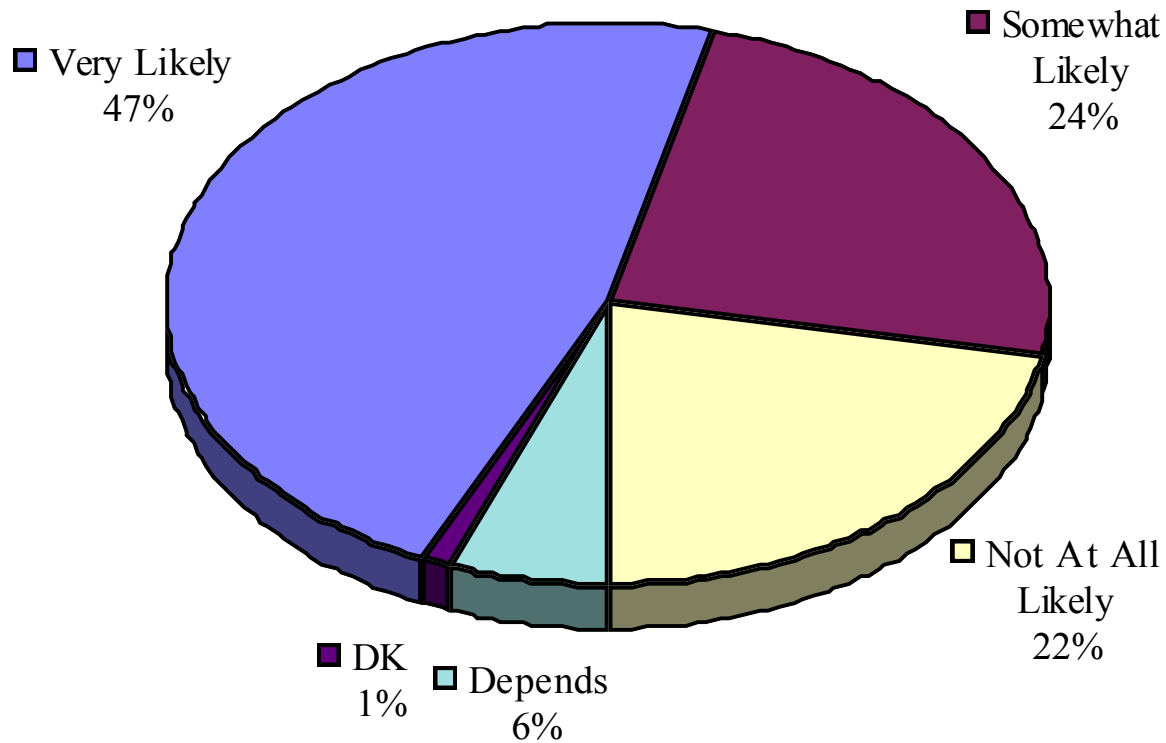


# Livingston Public Transit Support



# Livingston Key Findings

## Interest in riding WALLY

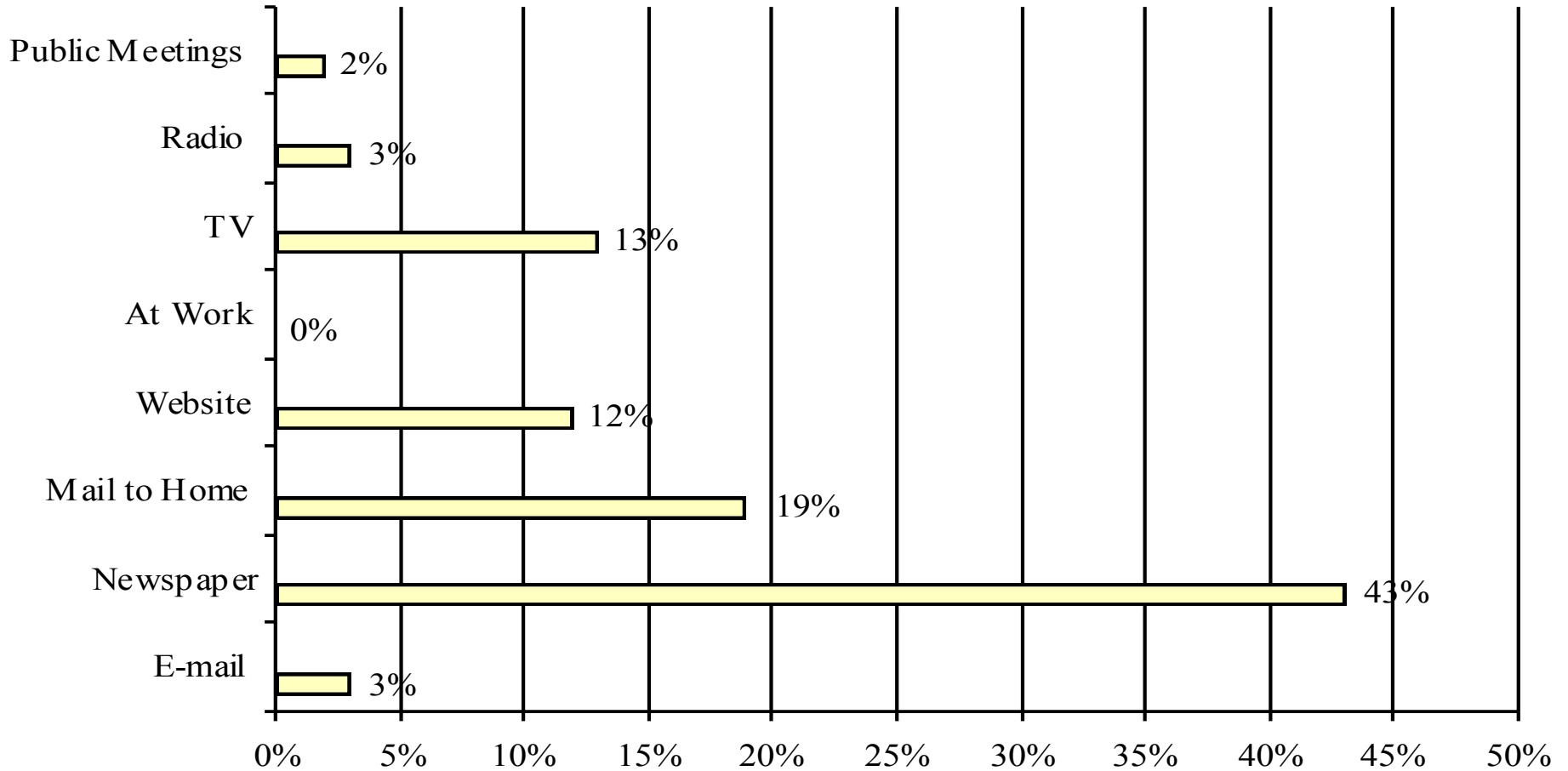


# Livingston Key Findings

## Resident Outreach Preferences

- Newspaper – 43%
- Mail to home – 19%
- TV – 13%
- Website – 12%

# Livingston Information Preferences



# Now What?

- Craft public education plan
- Engage WALLY Coalition
- Execute Plan