



# March 2010 Telephone Survey



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# Methodology

- ▶ Telephone survey of residents in the C-Tran Service area
- ▶ 600 total interviews
- ▶ Average interview length of 13 minutes
- ▶ Overall Margin of Error  $\pm 4.0$  points at the 95% confidence interval
- ▶ Conducted March 24 – April 1, 2010

*Please note that due to rounding, some percentages may not add up to exactly 100%.*

# Geography

Because a definition of the C-TRAN operating area is not available for an RDD sample, the service area was approximated using the following screen questions:

1. Respondents were first asked if they lived within the city limits of any of the following cities: Vancouver, Battle Ground, Camas, La Center, Ridgefield, Washougal, and Yacolt. Those that did qualified for the survey.
2. Those that did not had to live within a designated “Vancouver” zip code, which are all either mostly or entirely within the C-TRAN service area. This allowed us to include people living outside of Vancouver’s city limits - as long as they were within one of its designated zip codes. Those living in other, more rural zip codes, but not within the specified operating area cities were terminated from the survey.

These measures helped us to closely approximate Vancouver’s Urban Growth Boundary (including Hazel Dell, Salmon Creek, and Orchards/Sifton) while avoiding the arbitrariness of having to rely on respondents knowing whether or not they lived within the UGB.

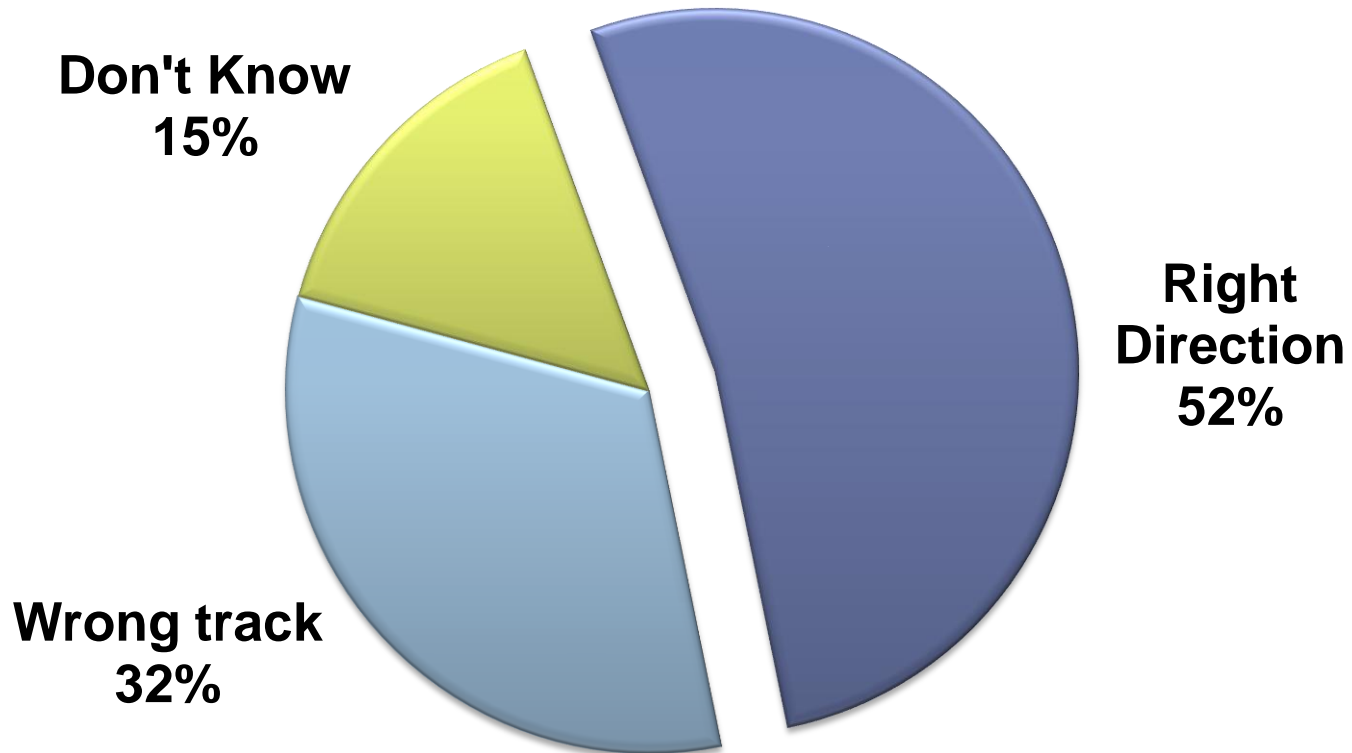
# Key Findings

- ▶ *Residents are generally optimistic about the direction of Clark County.*
- ▶ *Residents' top concern right now is jobs and the economy.*
- ▶ *C-TRAN is viewed very favorably by most residents and a majority agree that C-TRAN is using their tax dollars responsibly – only one-in-five disagree.*
- ▶ *A strong majority support the C-TRAN 2030 measure, with support closely correlated to household transit use. Even among households with no transit users, a majority support the measure.*

# Issue Environment

# General Mood

*Do you feel things in Clark County are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?*



# Most Important Problem

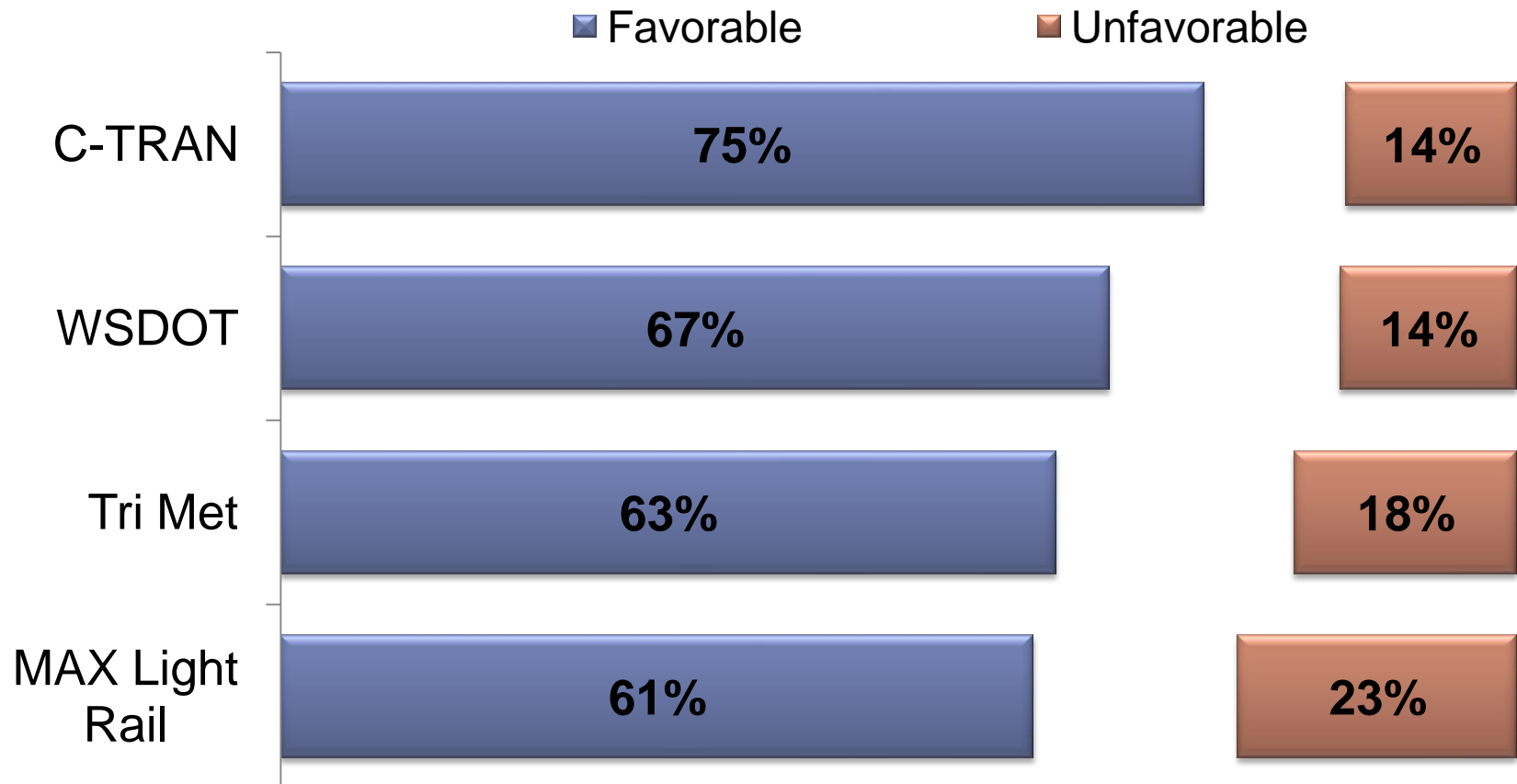
*What do you think is the most important problem facing Clark County today?*

Jobs / Unemployment / Economy	28%
Education / Schools	8%
Growth/Land management/Urban sprawl/Overpopulation	7%
Bridge project	6%
Taxes / too high, too many	6%
Crime / Drugs / Gangs	5%
Traffic / Transportation	4%
Roads / Infrastructure	3%
Budget / deficit / government spending	3%
Police / fire / EMS cutbacks, poor response time	2%
Healthcare	2%
Attracting/keep businesses in area/poor business climate	2%
Poor local government	2%
Homelessness	2%
Housing market / Real estate foreclosures	1%
Light rail project	1%
Justice system / corrupt police	1%
Lack of activities for kids	1%
Nothing / No problems	2%

# Attitudes About C-TRAN and Transit

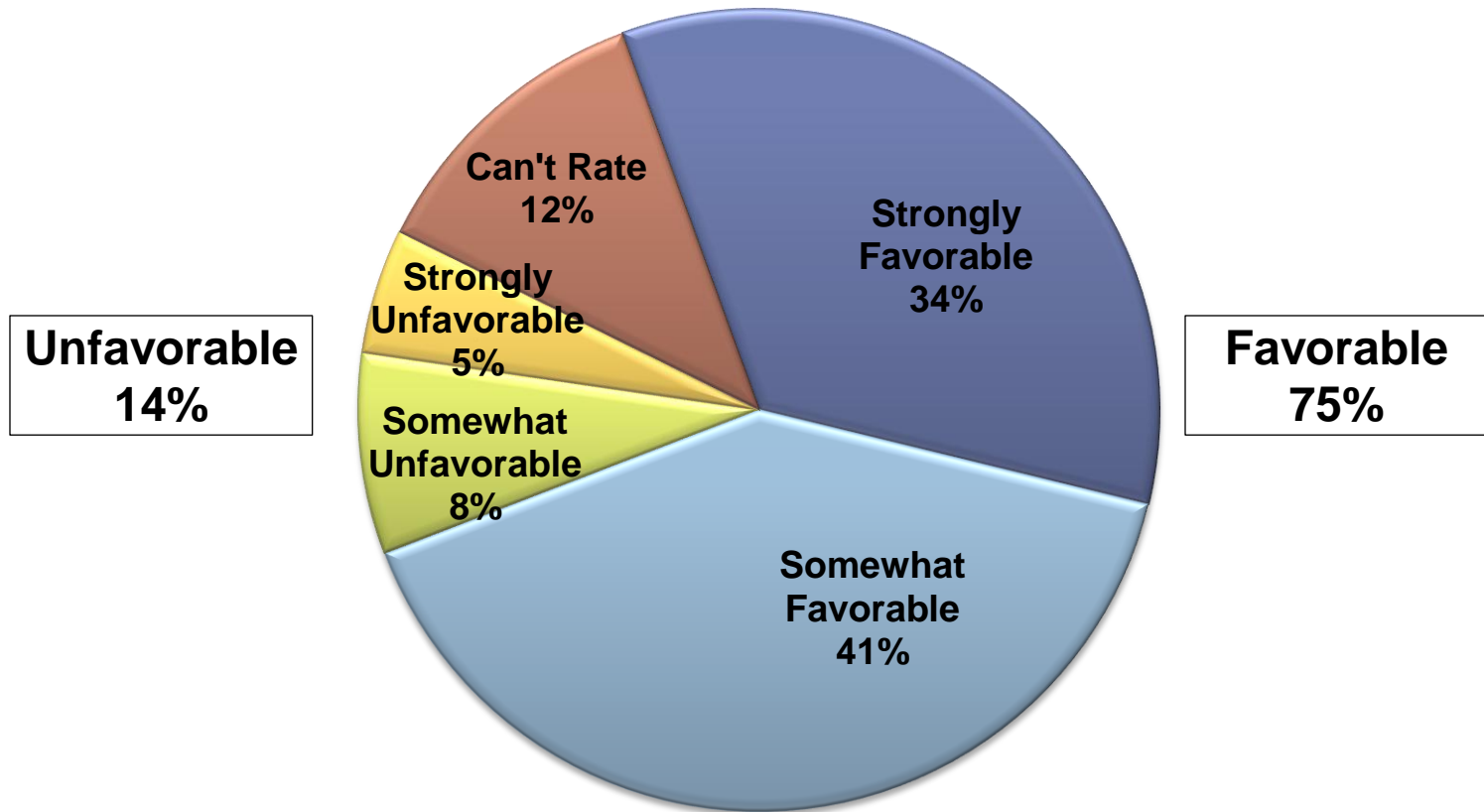
# Favorable Ratings

*I'm going to read you a list of public organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one please just say so.*



# Detailed C-TRAN Favorable Rating

*Do you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of C-TRAN?*



# Describing C-TRAN

*In a few words, how would you describe CTRAN?*

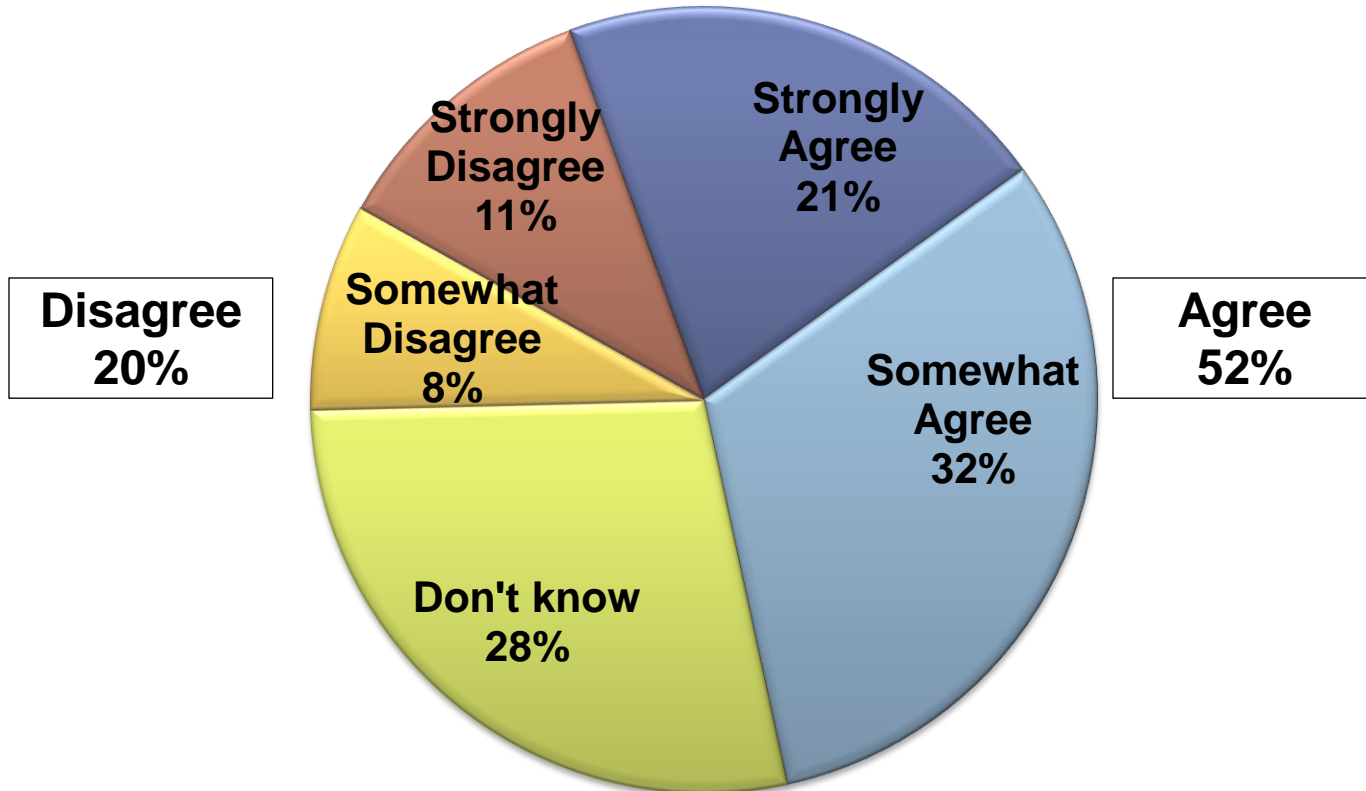
Positive	42%
Good, great service / good job / good system	13%
Helpful / useful / handy / beneficial	4%
Reliable / dependable	3%
Affordable / cost effective	3%
Punctual / on time service	3%
Convenient	3%
Necessary / needed / vital / essential	3%
Efficient / effective / well run / well managed	3%
Good driver service / friendly, courteous service	1%
Good routes / good coverage / many stops	1%
Available / Accessible / Accommodating	1%
Clean buses	1%
Good schedules / run frequently	1%
Friends, family ride / use	1%

Negative	20%
Not enough routes/stops/routes cut/doesn't go enough places	5%
Don't run frequently enough /late, early enough	3%
Underused / empty buses	2%
Tax subsidized / waste of taxpayer's money	2%
Not efficient / not effective / poorly run, managed	1%
Too expensive / rate hikes / no free transfers	1%
Negative light rail mentions / against rail	1%
Not punctual / service not on time	1%
Not good / poor service / inadequate	1%
Slow / takes too long to get anywhere	0%
For the disabled / elderly	1%
Ride / use myself	1%
Limited / limited service	1%
Poor cust./driver service/ incidents involving drivers	1%

Neutral	28%
Don't use / haven't ridden	11%
Mass transit / public transportation	6%
Bus company / bus service	3%
For non-drivers/people w/o cars	3%
Under funded / limited budget	1%
Service to Portland	1%
Neutral - general	1%

# Fiscal Responsibility

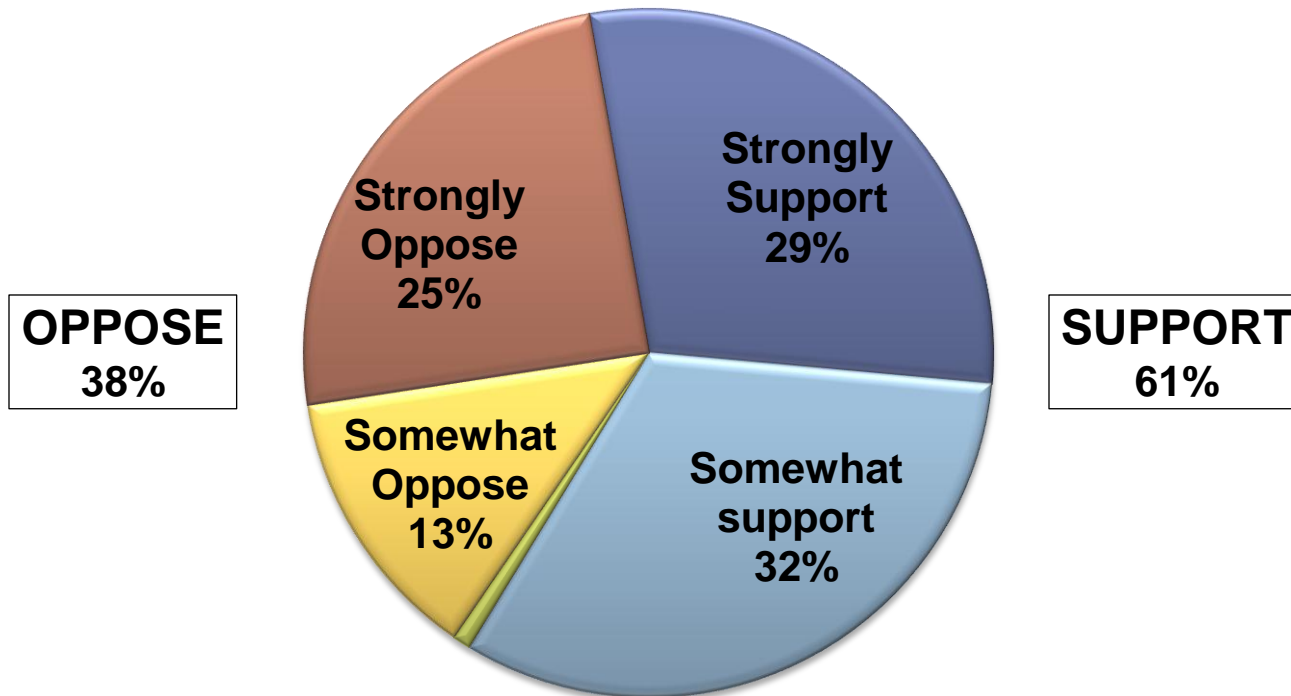
*C-TRAN is using my tax dollars responsibly*



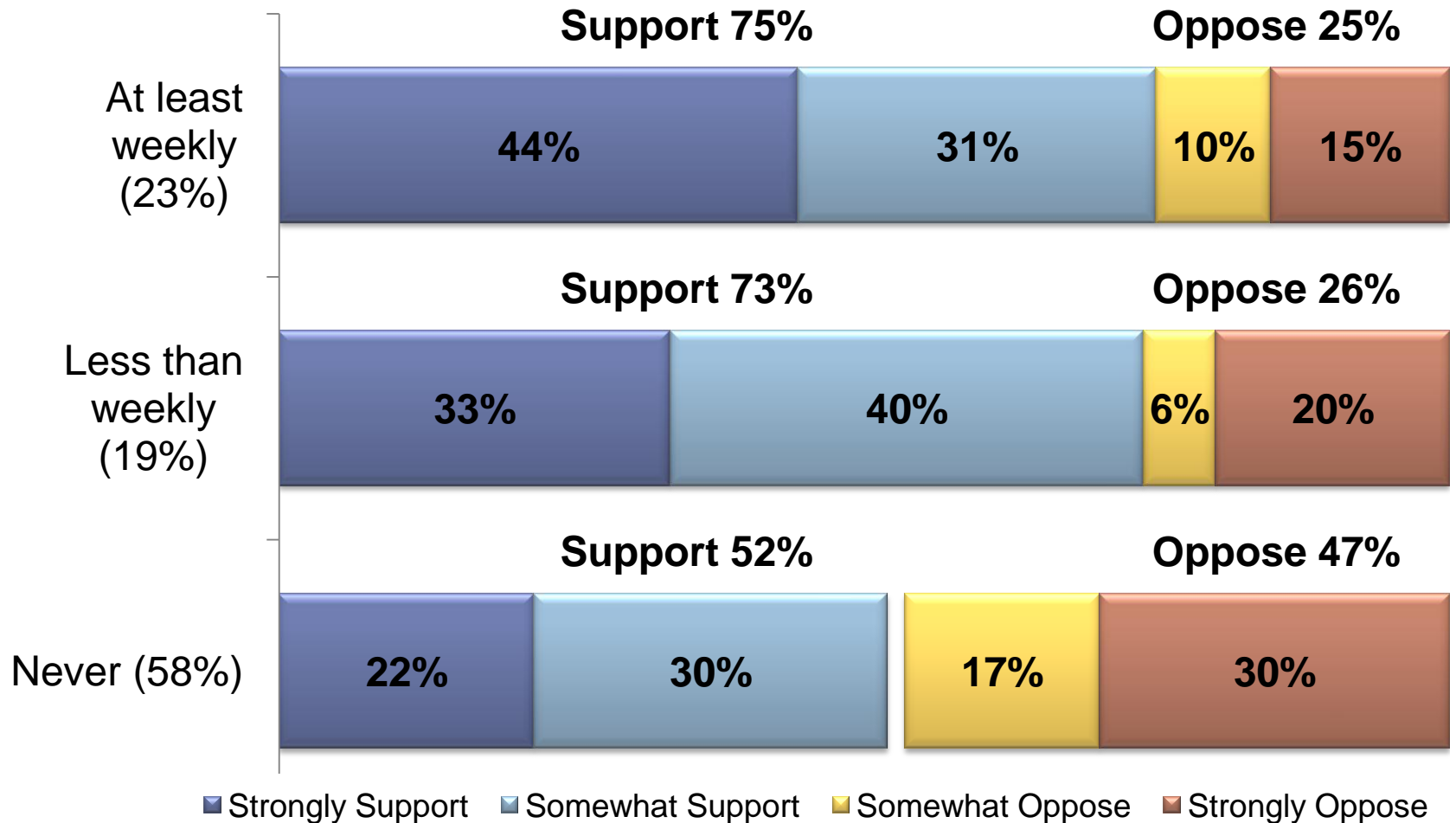
# Support for C-TRAN 2030

# Support for C-TRAN 2030

*Moving on, if there were a proposal to fund expanded C-TRAN services to preserve current service and increase the frequency of bus service on major travel corridors, add new routes, build a new bus rapid transit line on Fourth Plain between the Vancouver mall and downtown Vancouver, increase bus service to Portland, and build a light rail extension from downtown Vancouver to connect with Max Light rail, that could be funded by an increase in the sales tax of three tenths of one percent which is three pennies on a ten dollar purchase, in general, would you strongly support, somewhat support, somewhat oppose, or strongly oppose it?*

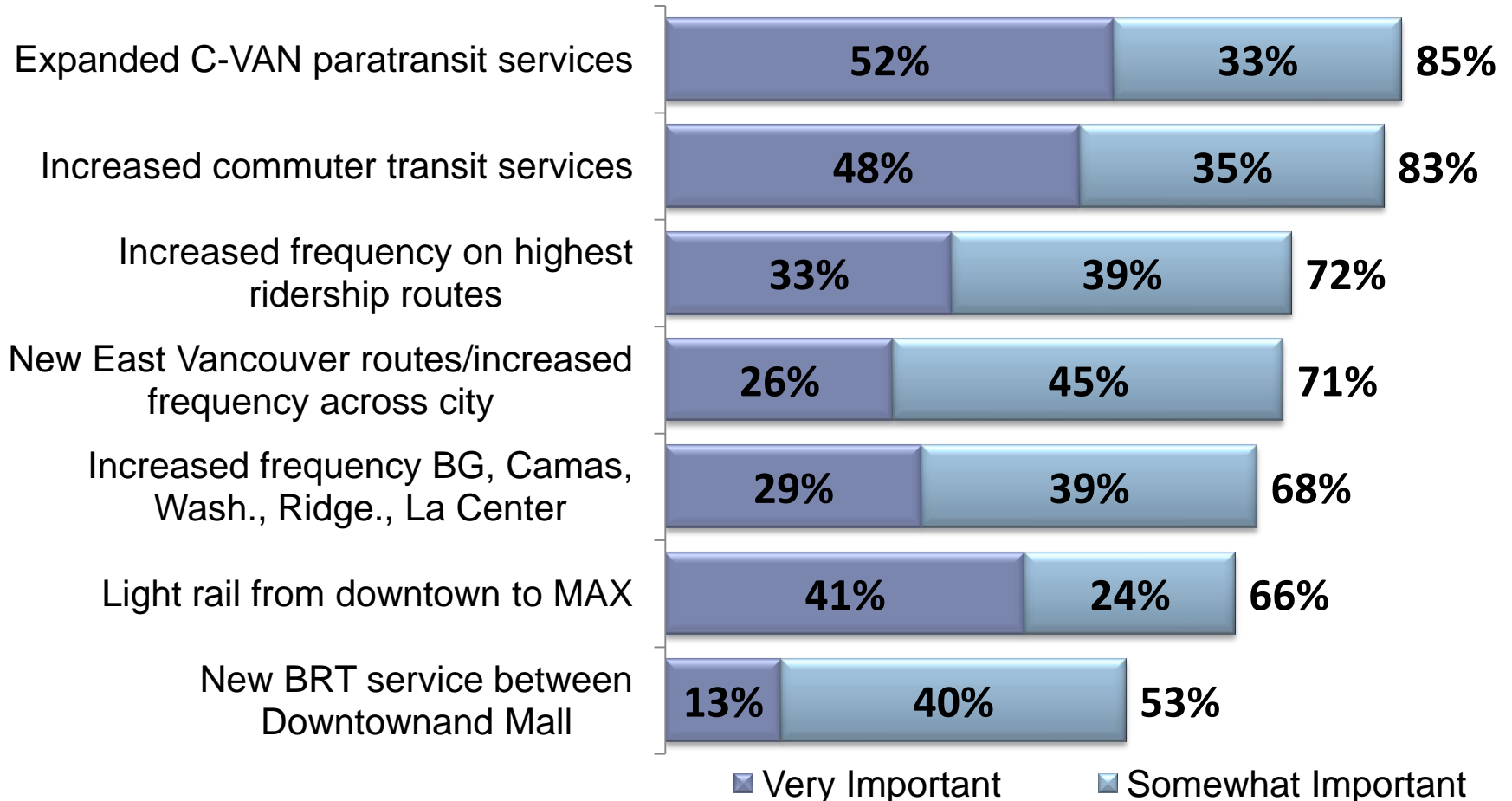


# Support by Household Transit Use



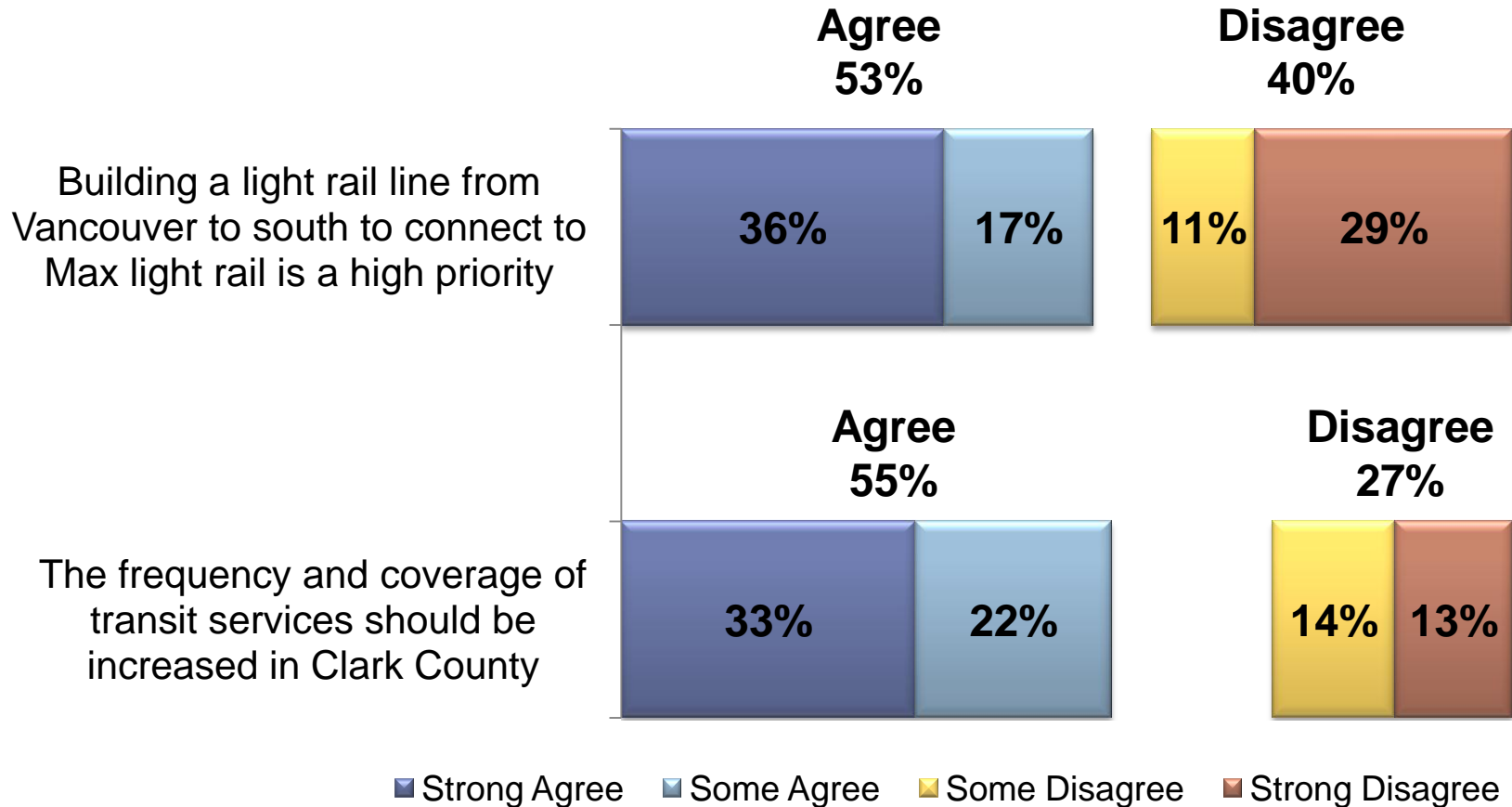
# Transit Priorities

*Now I am going to read you some additional statements. For each item, please tell me if you think that item is very important to have, somewhat important to have, or not important to have.*



# Transit Priorities

Please tell me if you strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements. If you do not have an opinion one way or the other, please just say so.



# Reasons for Support

*What is the main reason you support this proposal?*

	%of Support (n=359)	%of All (n=600)
Less traffic / ease congestion / Fewer cars on the road	15%	9%
Need more/better public transp. in general	13%	8%
Useful to / needed by many people / friends, family use	11%	7%
Increased service to Portland / easier to get to Portland	7%	4%
I would use it more	6%	4%
Needed by non-drivers / elderly, disabled	6%	4%
Light rail extension / connect to MAX / more rail access	5%	3%
Convenient / easier to get around / go places - general	5%	3%
More routes / go to more places	4%	2%
Alternative transp. mode/another option to cars, buses	4%	2%
Help people get to work / increase access to jobs elsewhere	3%	2%
Better for the environment/lower pollution	3%	2%
Needed for future/population growth/need it eventually	2%	1%
Small increase in tax	2%	1%
Smart / makes sense / good idea	2%	1%
Faster / quicker commute	2%	1%
Sales tax increase better than fare or toll increases	1%	1%
Cheaper than driving / gas prices are high	1%	1%
Good for the economy / increased commerce	1%	1%
Creates jobs / more construction and transit jobs	1%	1%
More frequent runs / hours of operation	0%	0%
General positive mentions	1%	1%

# Reasons for Opposition

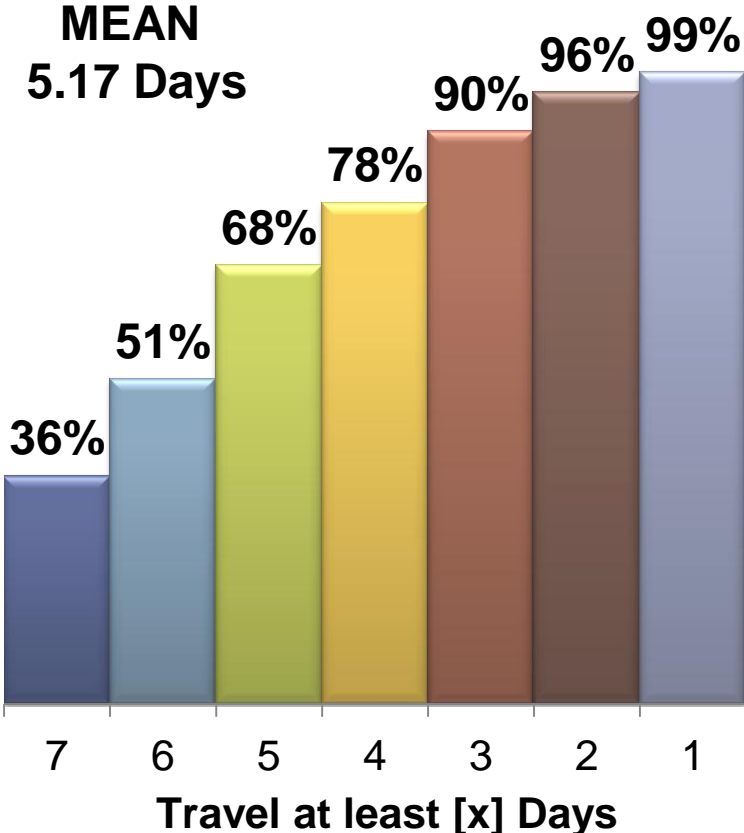
*What is the main reason you oppose this proposal?*

	%of Oppose (n=234)	%of All (n=600)
Sales tax increase / taxes high enough	36%	14%
Light rail / don't want MAX connection	17%	7%
No one will use / Underused already /Don't need it	14%	5%
No benefit to me/don't use it shouldn't have to pay	12%	5%
Waste of money / taxes / tax money not spent wisely	10%	4%
Not a good idea in this economy / too much unemployment	4%	2%
Need more information / don't know enough about it	1%	0%
Crime / danger associated with MAX	1%	0%
Project is too costly / rail construction too expensive	1%	0%

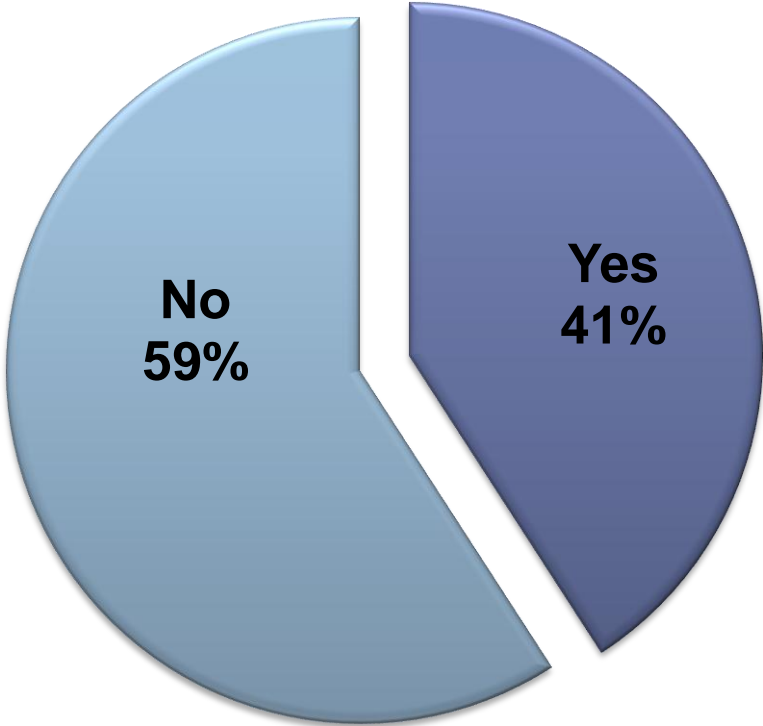
# Travel Behavior

# Travel Outside the Home

*In an average week, how many days do you travel outside your home for things like errands, work, school, or appointments?*

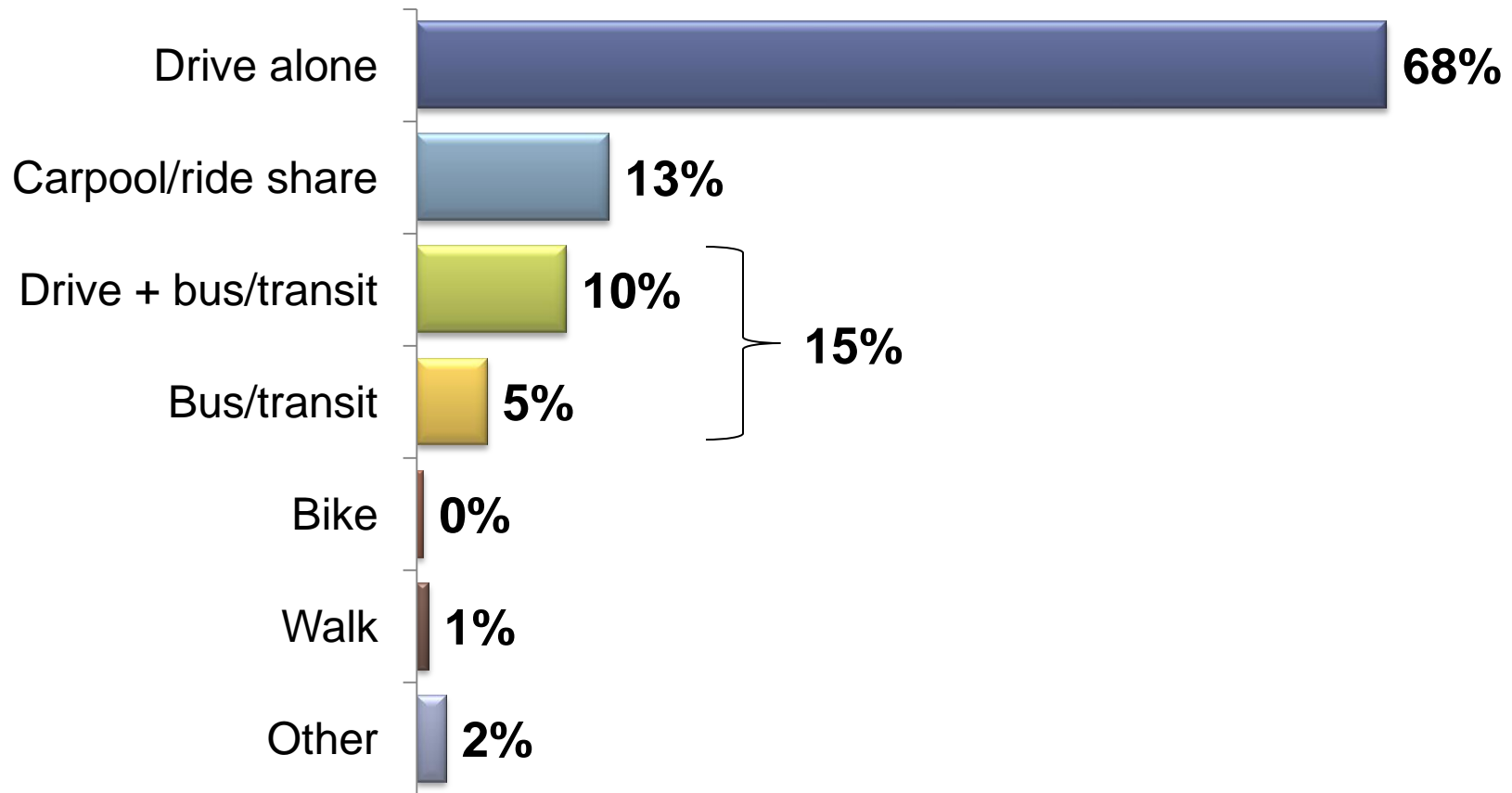


*Do you commute to Oregon on a weekly basis?*



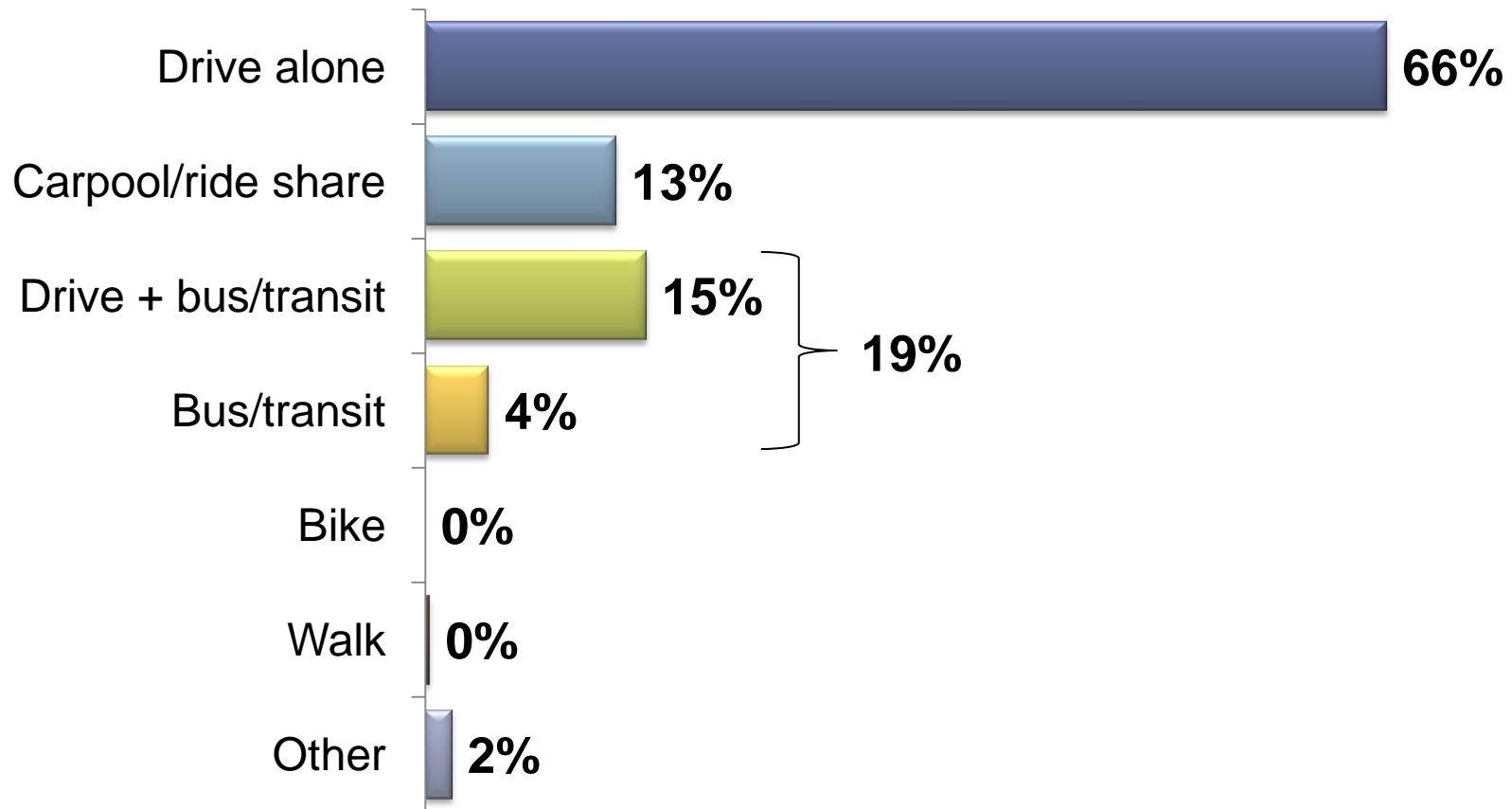
# Typical Travel Mode

*I'd like to know about the types of transportation you use on a regular basis. In a typical week, do you primarily...*



# Typical Travel Mode - OR Commuters

*I'd like to know about the types of transportation you use on a regular basis. In a typical week, do you primarily...*

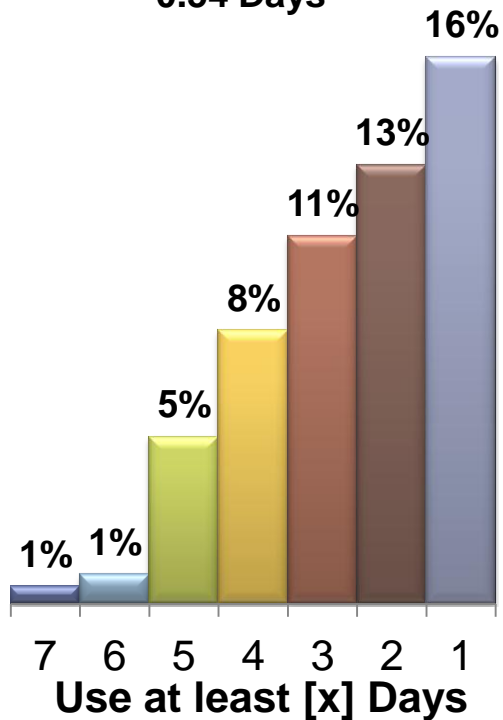


# Individual Transit Use

*How many days in a typical week do you use a...*

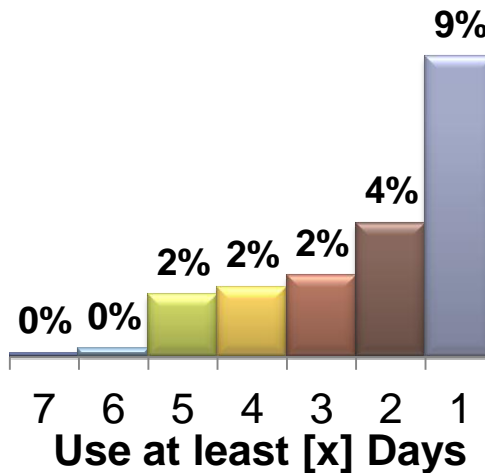
## C-Tran Bus

MEAN  
0.54 Days



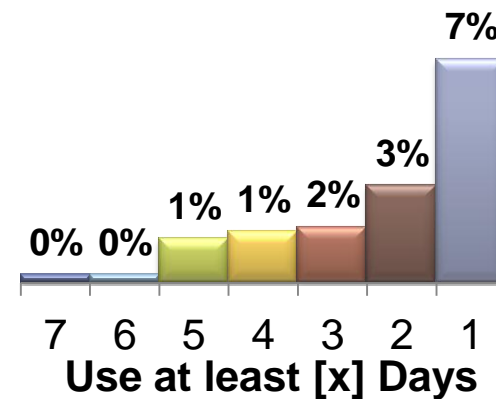
## Max Light Rail

MEAN  
0.19 Days



## TriMet Bus

MEAN  
0.14 Days

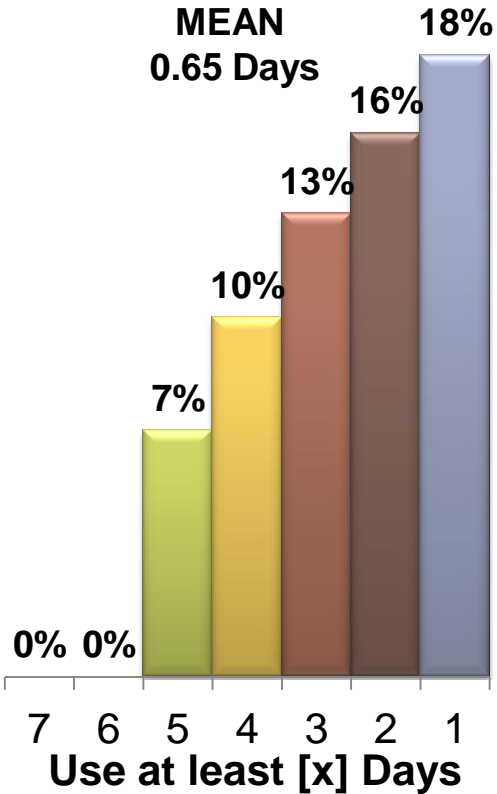


# Transit Use – Oregon Commuters

*How many days in a typical week do you use a...*

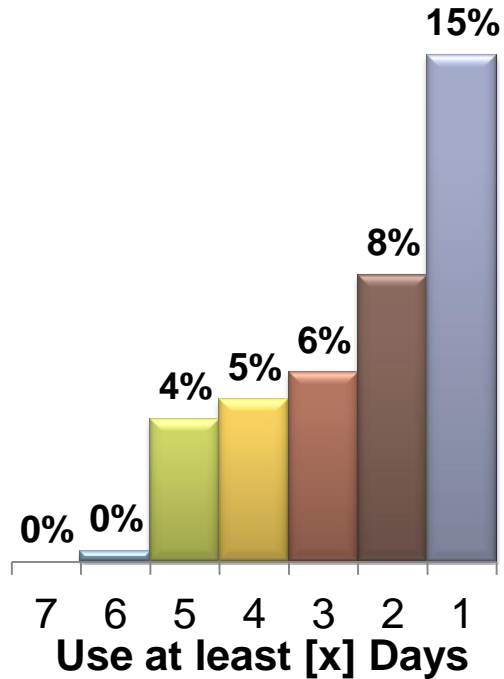
## C-Tran Bus

MEAN  
0.65 Days



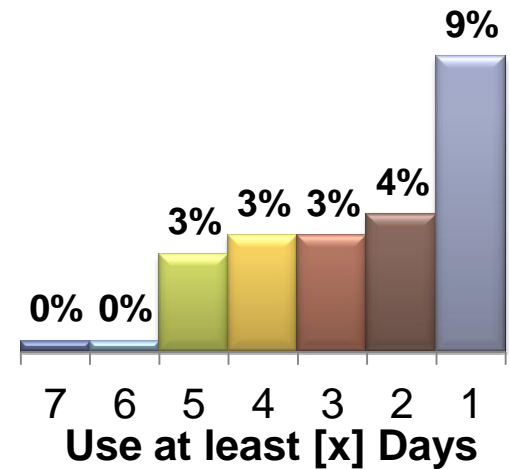
## Max Light Rail

MEAN  
0.38 Days



## TriMet Bus

MEAN  
0.23 Days



# Household Transit Use

*How often do you or someone in your household ride public transit – daily, two or more times per week, once a week, less than once a week, or never?*

