



MOORE INFORMATION

OPINION RESEARCH • STRATEGIC ANALYSIS

Spokane Transit Authority PTBA Voters

January 2006

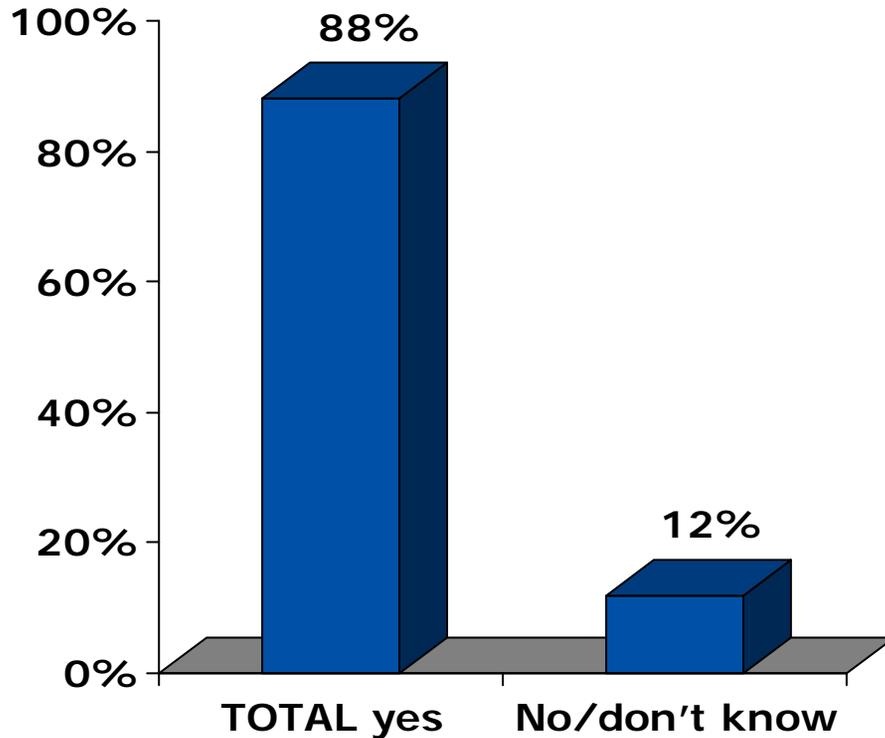
Survey Methodology

- Sample
 - 500 interviews among a representative sample of voters in Spokane, PTBA
- Method
 - Telephone interviews conducted January 19-20, 2006
- Sampling error
 - Plus or minus 4% at the 95% confidence level

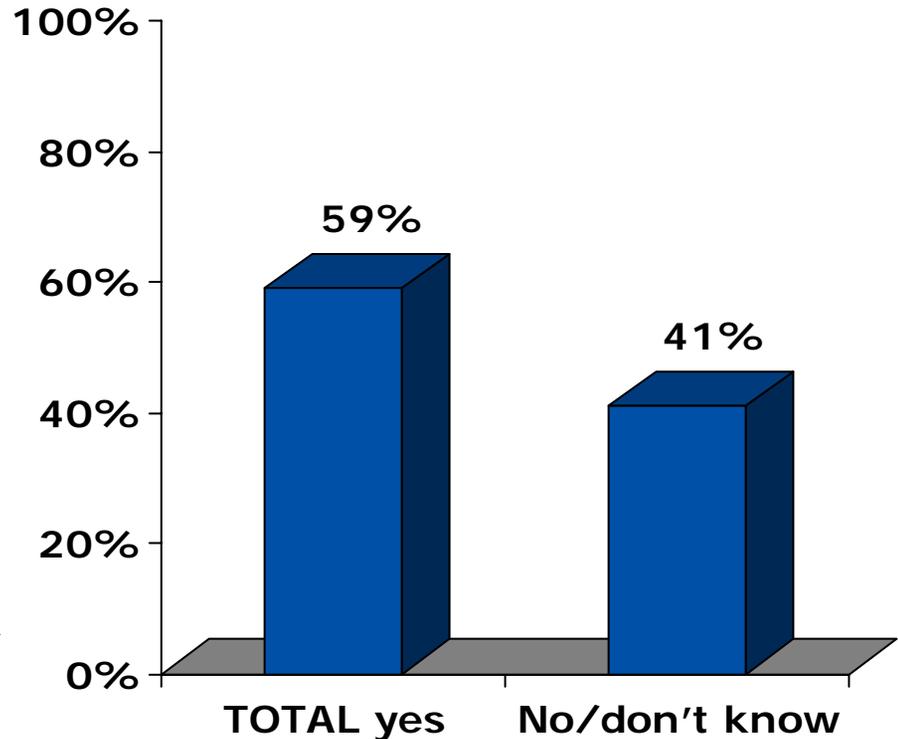
Awareness and Attitudes About Light Rail and Bus Rapid Transit Systems

Voter Awareness of "Light Rail" and "Bus Rapid Transit"

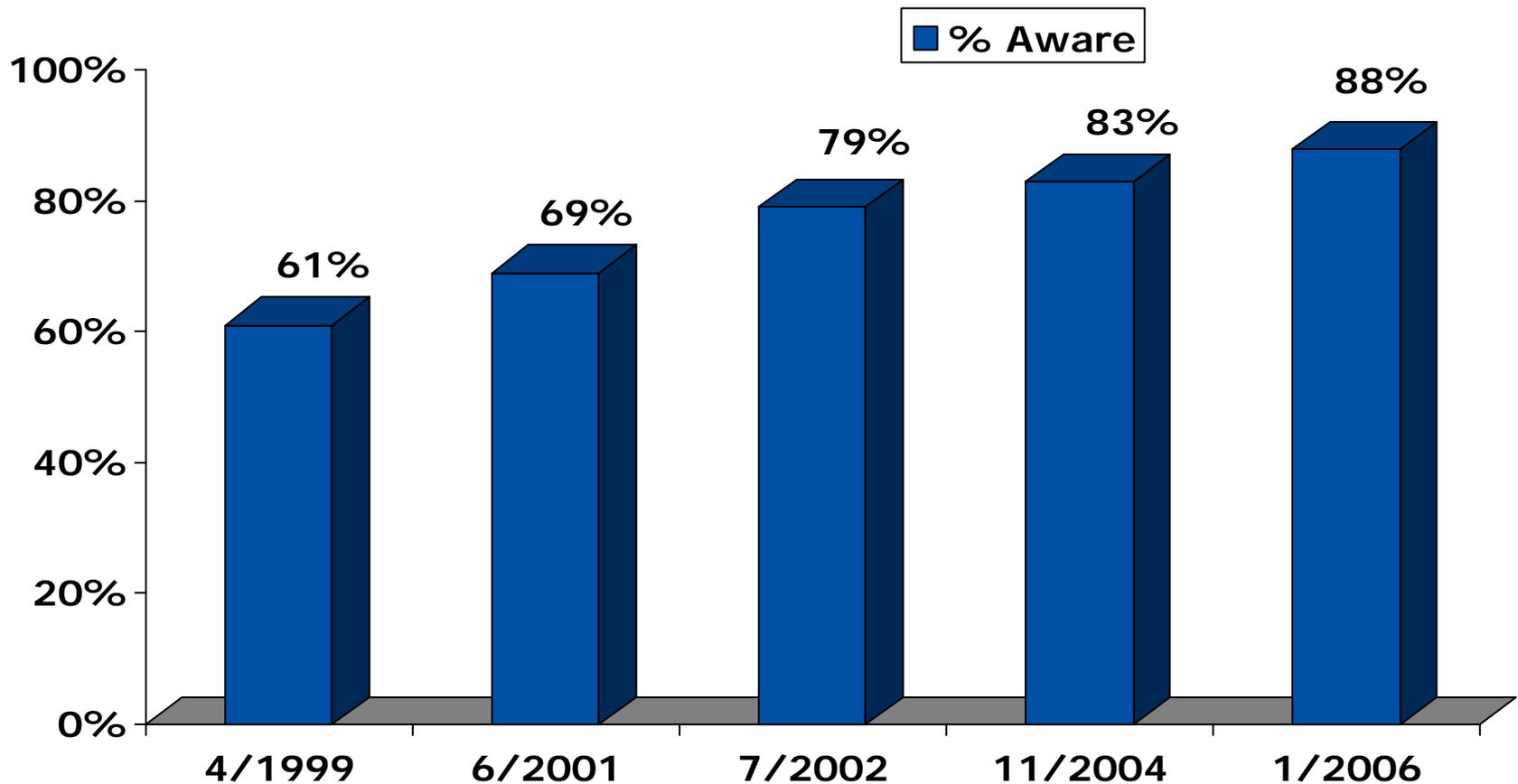
"Have you heard the term 'light rail?' " (Q1)



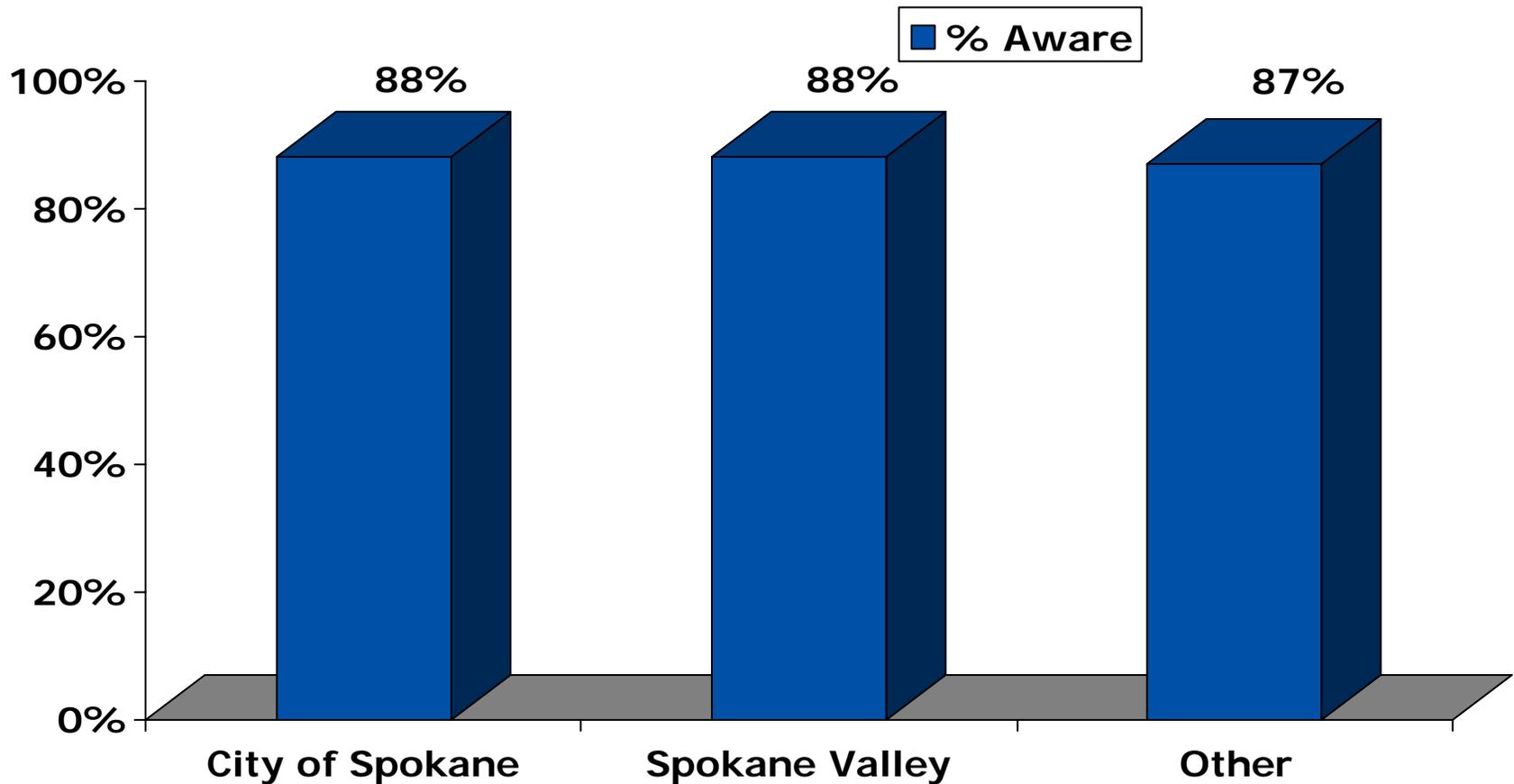
"Have you heard the term 'bus rapid transit?' " (Q4)



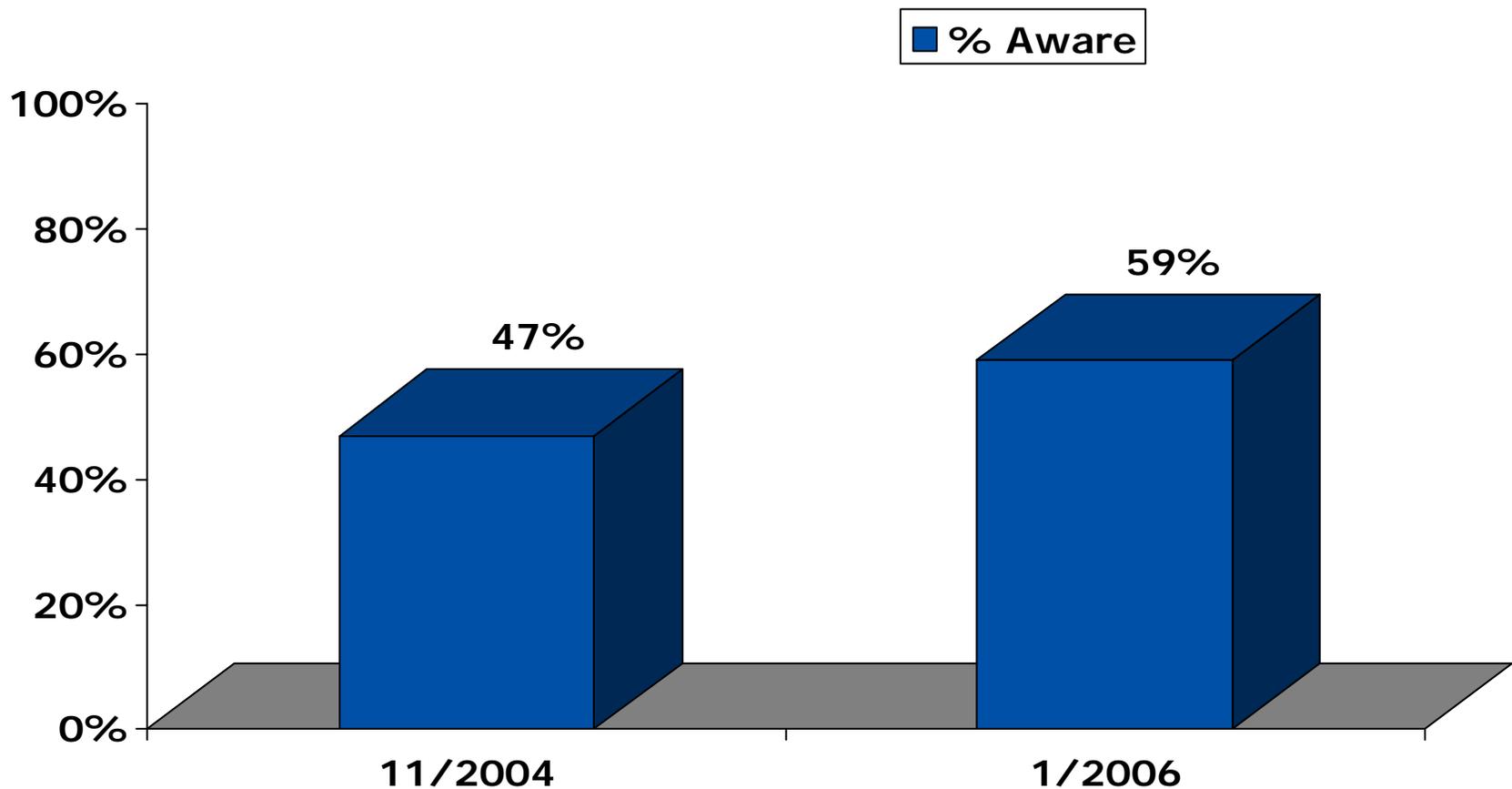
Awareness of the Term "Light Rail": *Historic Data*



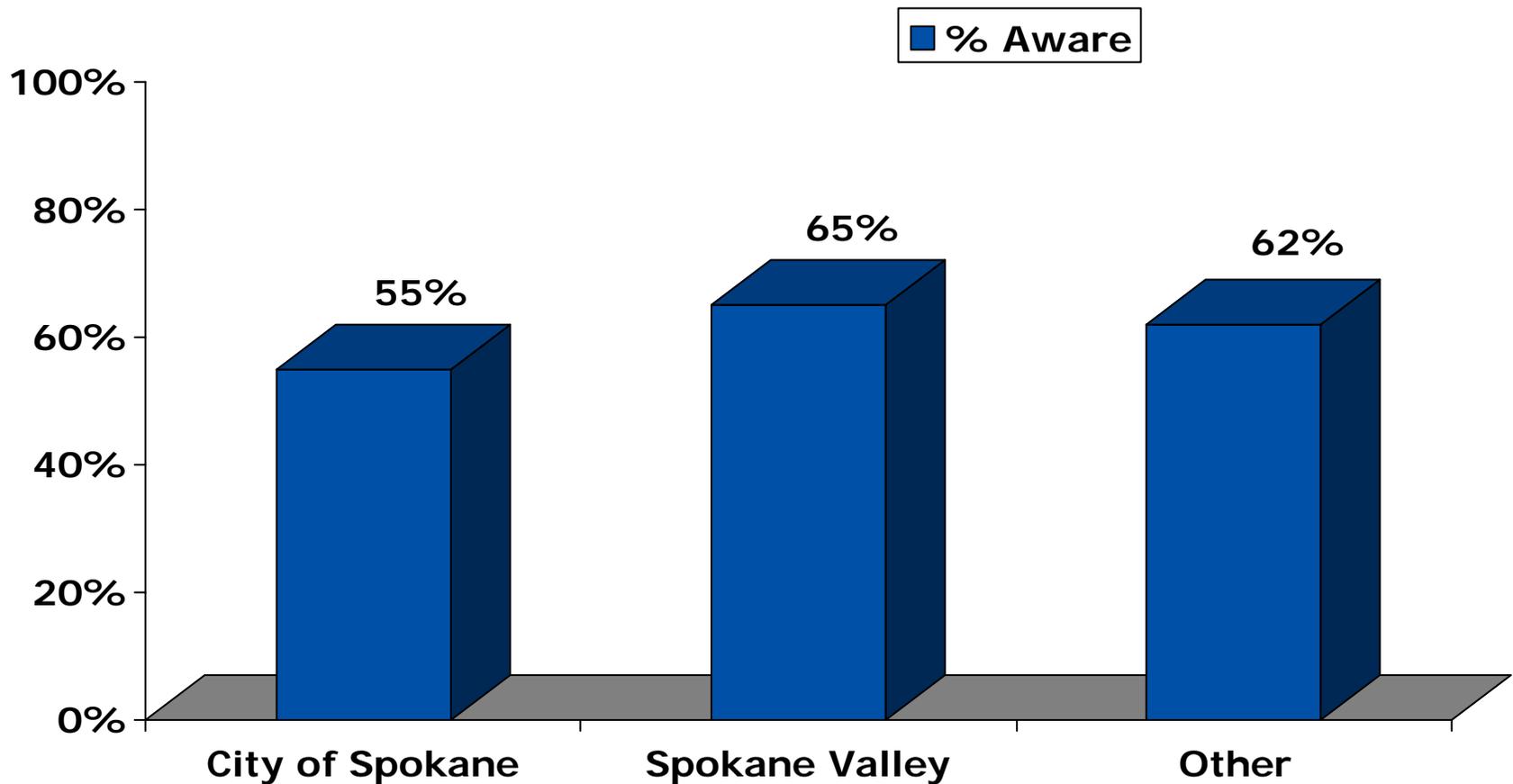
Awareness of the Term "Light Rail": Area



Awareness of the Term "Bus Rapid Transit": *Historic Data*

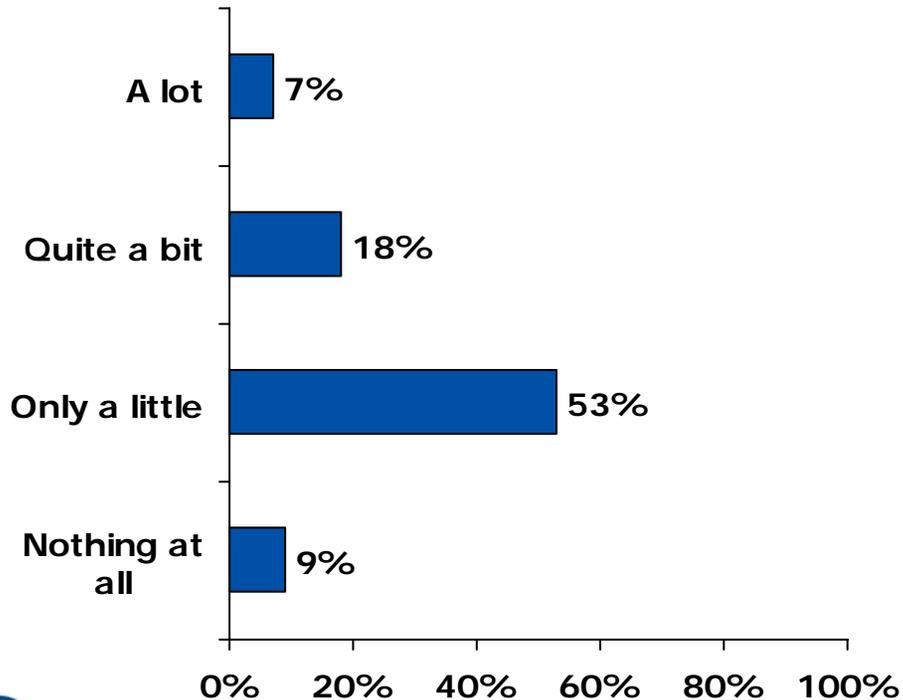


Awareness of the Term "Bus Rapid Transit": *Area*

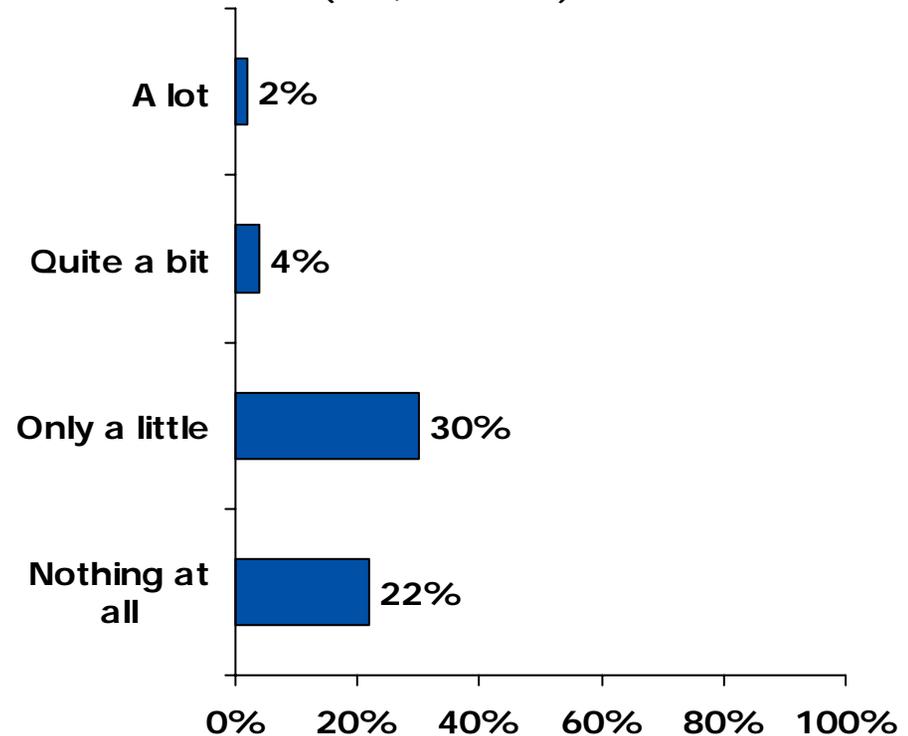


Current Knowledge of Light Rail and Bus Rapid Transit

IF AWARE OF LIGHT RAIL: "A light rail system is being considered between downtown Spokane and Liberty Lake. How much have you heard about this?"
(Q1, N=439)

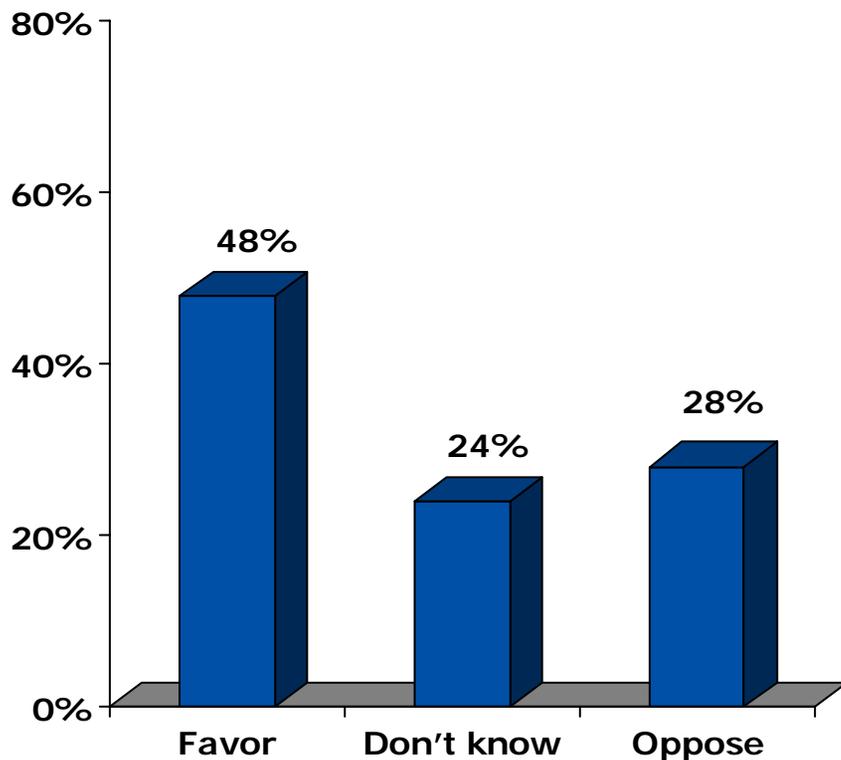


IF AWARE OF BUS RAPID TRANSIT: "A bus rapid transit system is being considered between downtown Spokane and Liberty Lake. How much have you heard about this?"
(Q4, N=295)

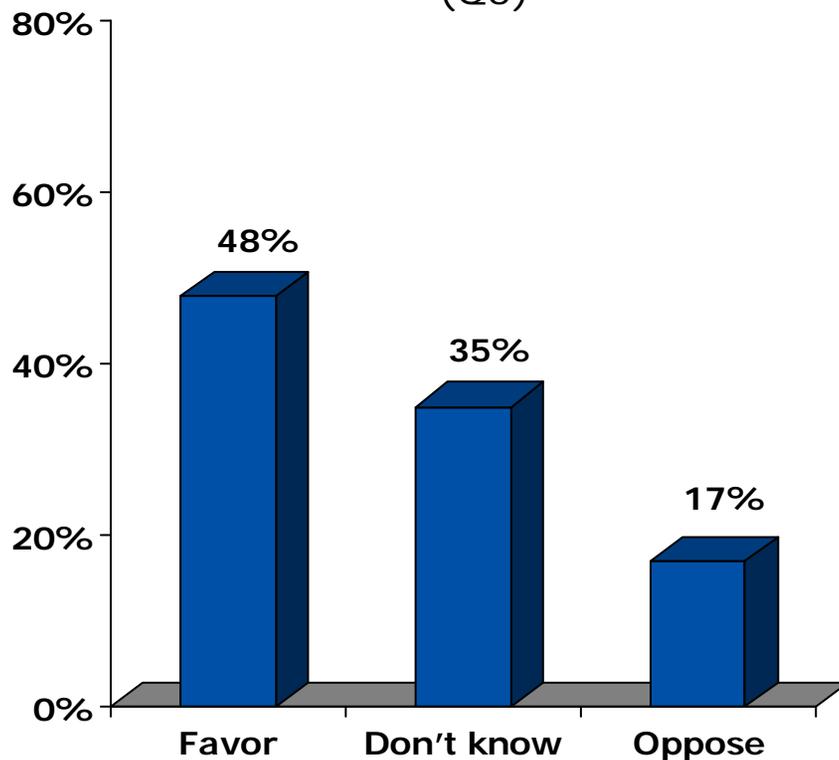


A Plurality of Voters Favor Construction of a Light Rail System and Bus Rapid Transit System

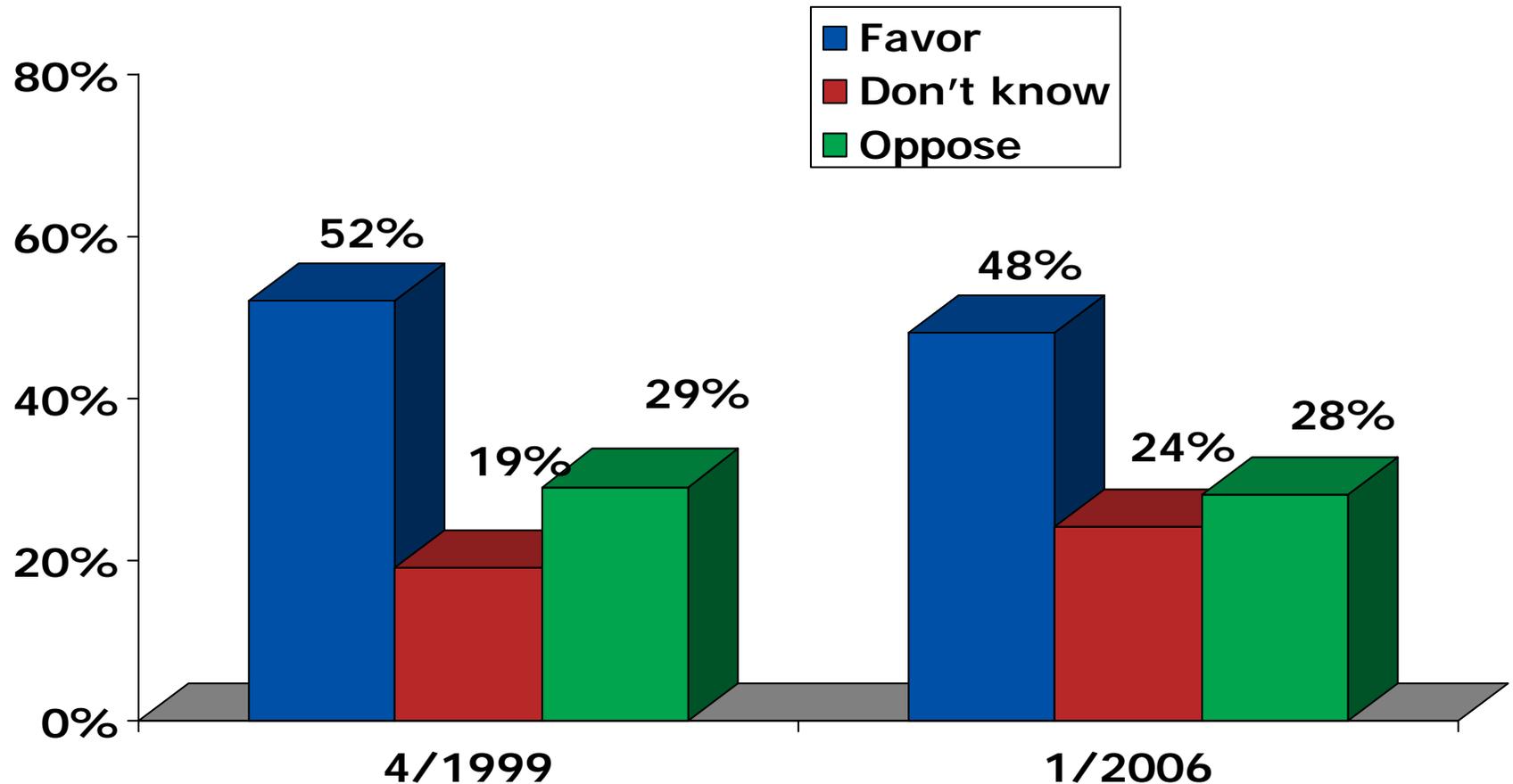
"Would you favor or oppose construction of a light rail system between downtown Spokane and Liberty Lake?" (Q2)



"Would you favor or oppose construction of a bus rapid transit system between downtown Spokane and Liberty Lake?" (Q5)



Construction of a Light Rail System: *Historic Data*



Construction of a Light Rail System: *Key Subgroups - 1*

	<u>Favor</u>	<u>Don't know</u>	<u>Oppose</u>	<u>Net favor</u>
All	48%	24%	28%	+20%
Area				
City of Spokane	44%	25%	31%	+13%
Spokane Valley	56%	22%	22%	+34%
Other	50%	23%	27%	+23%
Gender				
Men	43%	20%	37%	+6%
Women	53%	28%	19%	+34%
Age				
18-64	53%	22%	25%	+28%
65+	35%	29%	35%	--

Construction of a Light Rail System: *Key Subgroups -2*

	<u>Favor</u>	<u>Don't know</u>	<u>Oppose</u>	<u>Net favor</u>
All	48%	24%	28%	+20%
Income				
Less than \$60K	48%	23%	29%	+19%
\$60-79K	50%	26%	24%	+26%
\$80K+	53%	21%	26%	+27%
STA performance				
Excellent/good	55%	22%	23%	+32%
Fair/poor	45%	23%	32%	+13%
Don't know	35%	35%	30%	+5%
Aware of light rail?				
Yes	49%	22%	29%	+20%
No	43%	36%	21%	+22%

Construction of a Bus Rapid Transit System: *Key Subgroups - 1*

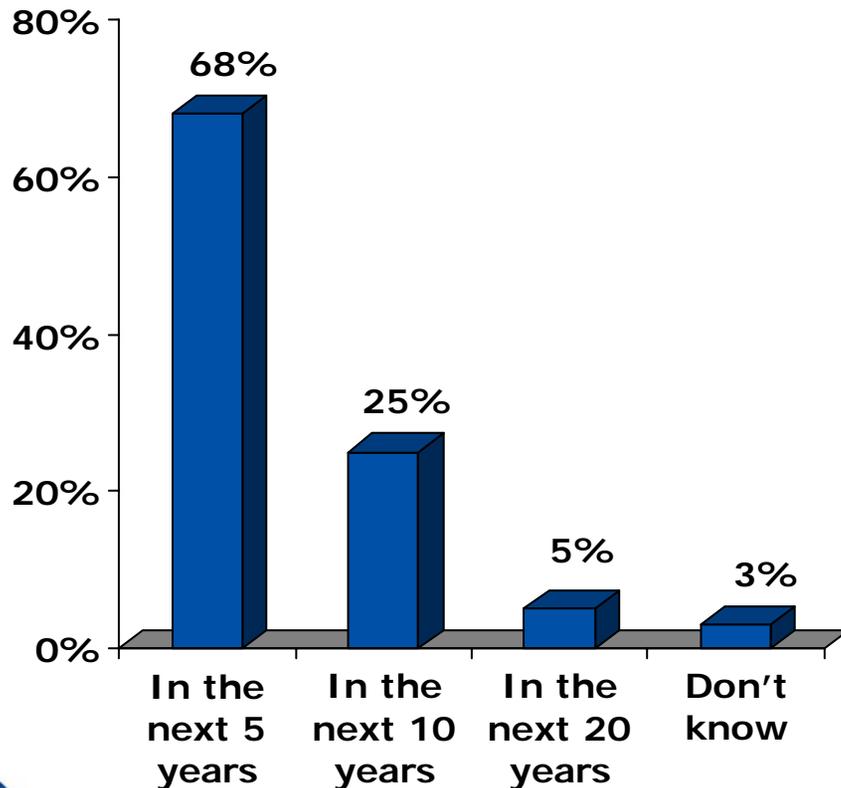
	<u>Favor</u>	<u>Don't know</u>	<u>Oppose</u>	<u>Net favor</u>
All	48%	35%	17%	+31%
Area				
City of Spokane	46%	37%	17%	+29%
Spokane Valley	53%	30%	17%	+36%
Other	48%	35%	17%	+31%
Gender				
Men	45%	35%	20%	+25%
Women	51%	35%	14%	+37%
Age				
18-64	49%	35%	17%	+32%
65+	46%	36%	18%	+28%

Construction of a Bus Rapid Transit System: *Key Subgroups -2*

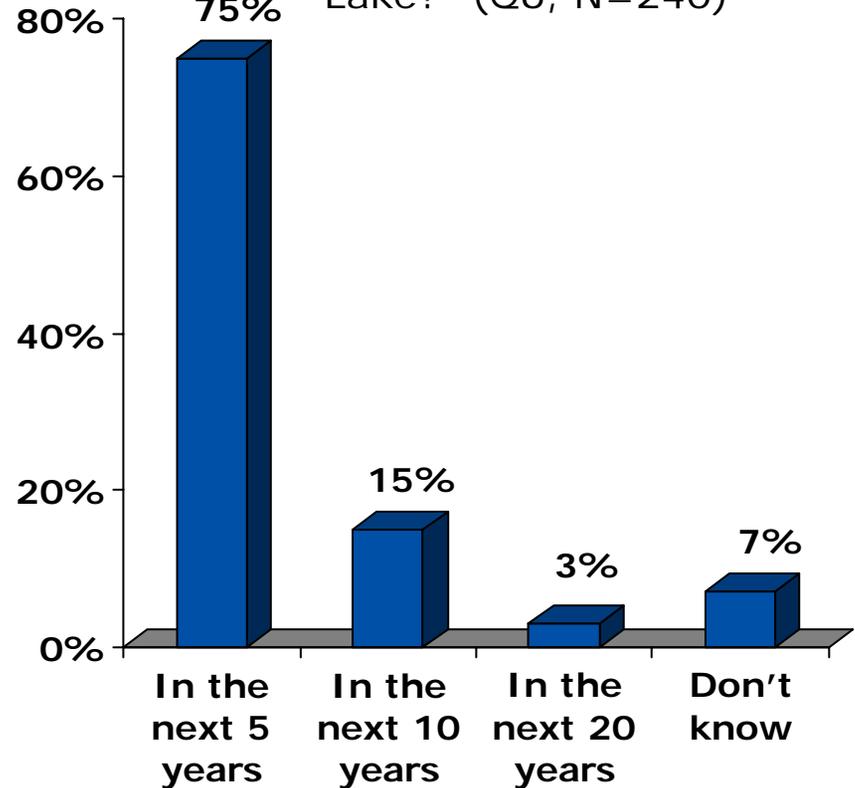
	<u>Favor</u>	<u>Don't know</u>	<u>Oppose</u>	<u>Net favor</u>
All	48%	35%	17%	+31%
Income				
Less than \$60K	54%	34%	13%	+41%
\$60-79K	43%	39%	17%	+26%
\$80K+	44%	34%	22%	+22%
STA performance				
Excellent/good	54%	33%	13%	+41%
Fair/poor	48%	33%	19%	+29%
Don't know	24%	54%	22%	+2%
Aware of BRT?				
Yes	53%	28%	19%	+34%
No	41%	45%	13%	+28%

Most Who Favor Light Rail and BRT Systems Want Them Operating in the Next 5 Years

IF FAVOR IN Q1: "When would you like to see a light rail operating between downtown Spokane and Liberty Lake?" (Q3, N=240)



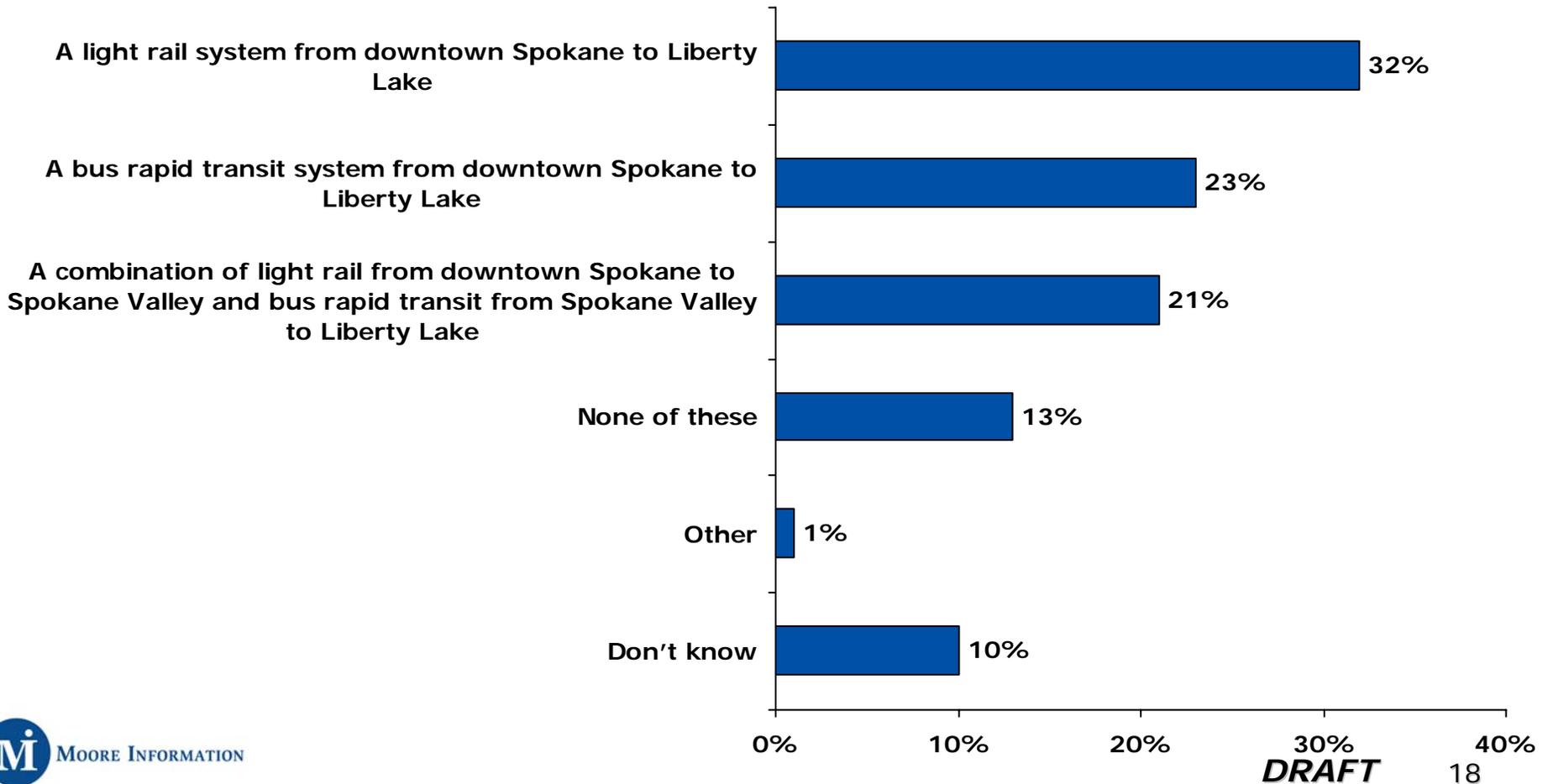
IF FAVOR IN Q5: "When would you like to see a bus rapid transit system operating between downtown Spokane and Liberty Lake?" (Q6, N=240)



Comparing the Alternatives

Potential Alternatives

“In order to address traffic congestion problems between downtown Spokane and Liberty Lake, which one of the following would you prefer?” (Q7)



Potential Alternatives: *Key Subgroups - 1*

	-----Area-----			-----Age-----		
	<u>City of Spokane</u>	<u>Spokane Valley</u>	<u>Other</u>	<u>18-54</u>	<u>55-64</u>	<u>65+</u>
A light rail system from downtown Spokane to Liberty Lake	29%	36%	36%	39%	32%	19%
A bus rapid transit system from downtown Spokane to Liberty Lake	24%	20%	23%	17%	21%	37%
A combination of light rail from downtown Spokane to Spokane Valley and bus rapid transit from Spokane Valley to Liberty Lake	21%	26%	14%	20%	25%	17%

Potential Alternatives: *Key Subgroups -2*

	-----Income-----		--Vote history--	
	<u>>\$60K</u>	<u>\$60K+</u>	<u>1-3/4</u>	<u>4/4</u>
A light rail system from downtown Spokane to Liberty Lake	28%	43%	36%	24%
A bus rapid transit system from downtown Spokane to Liberty Lake	28%	17%	22%	27%
A combination of light rail from downtown Spokane to Spokane Valley and bus rapid transit from Spokane Valley to Liberty Lake	23%	18%	19%	23%

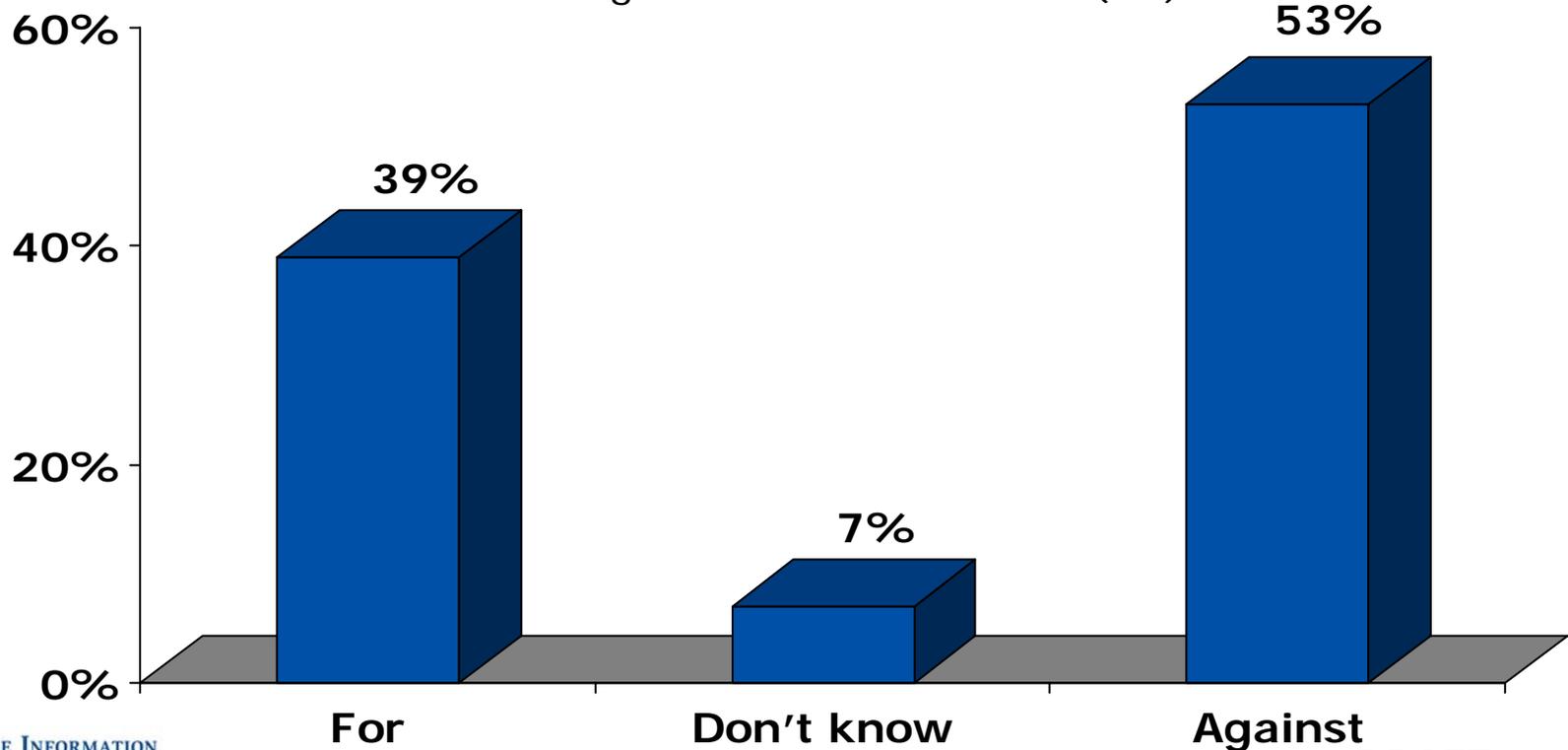
Potential Alternatives: *Key Subgroups -3*

	--Aware of light rail?--		--Aware of BRT?--	
	<u>Yes</u>	<u>No</u>	<u>Yes</u>	<u>No</u>
A light rail system from downtown Spokane to Liberty Lake	35%	15%	34%	29%
A bus rapid transit system from downtown Spokane to Liberty Lake	23%	21%	27%	18%
A combination of light rail from downtown Spokane to Spokane Valley and bus rapid transit from Spokane Valley to Liberty Lake	20%	23%	19%	23%

**Funding Construction
of
Transportation Improvements:
*Spokane to Liberty Lake***

Light Rail Alternative

“Construction of a light rail system between downtown Spokane and Liberty Lake could cost \$300 million and require an increase in the local sales tax of three tenths of one percent. For information purposes, a sales tax of three tenths of one percent adds three cents to a ten-dollar taxable purchase. If there was an election today, would you vote for or against this alternative?” (Q8)



Light Rail Alternative: *Key Subgroups - 1*

	<u>For</u>	<u>Don't know</u>	<u>Against</u>	<u>Net for</u>
All	39%	7%	53%	-14%
Area				
City of Spokane	37%	7%	56%	-19%
Spokane Valley	49%	6%	46%	+3%
Other	37%	10%	54%	-17%
Age				
18-64	42%	8%	50%	-8%
65+	31%	6%	62%	-31%
Income				
Less than \$60K	37%	7%	56%	-19%
More than \$60K	49%	9%	42%	+7%

Light Rail Alternative: *Key Subgroups -2*

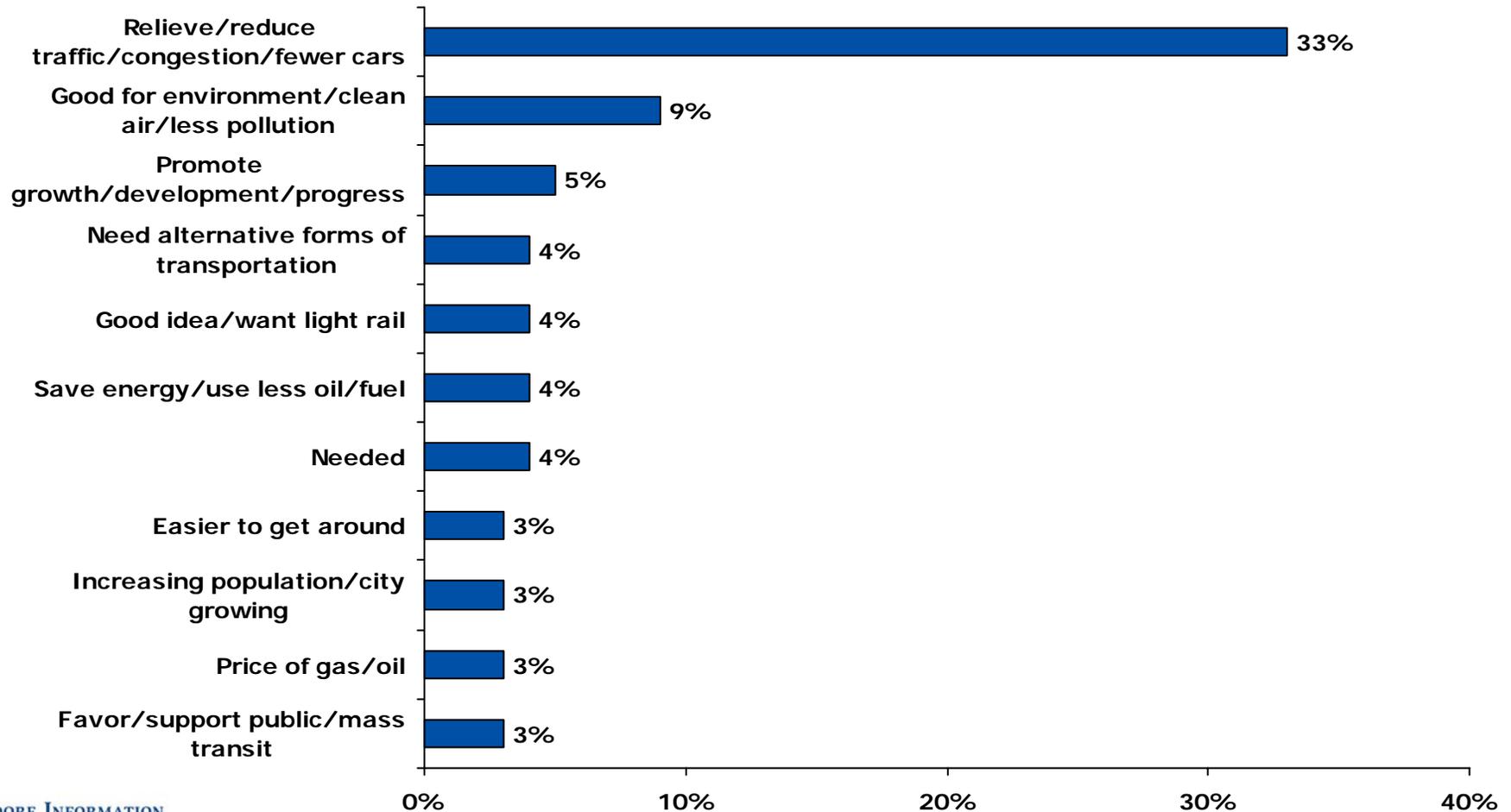
	<u>For</u>	<u>Don't know</u>	<u>Against</u>	<u>Net for</u>
All	39%	7%	53%	-14%
<i>Vote history</i>				
1-3/4	43%	7%	50%	-7%
4/4	32%	7%	61%	-29%
<i>STA performance</i>				
Excellent/good	50%	6%	44%	+6%
Fair/poor	34%	7%	59%	-25%
Don't know	22%	11%	67%	-45%
<i>Aware of light rail?</i>				
Yes	41%	6%	53%	-12%
No	28%	13%	59%	-31%

Support of Light Rail: *With and Without Tax Increase*

	<u>Favor light rail</u>	<u>Favor tax increase for light rail</u>	<u>Shift</u>
All	48%	39%	-9%
Area			
City of Spokane	44%	37%	-7%
Spokane Valley	56%	49%	-7%
Other	50%	37%	-13%
Age			
18-64	53%	42%	-11%
65+	35%	31%	-4%
Income			
Less than \$60K	48%	37%	-11%
More than \$60K	52%	49%	-3%

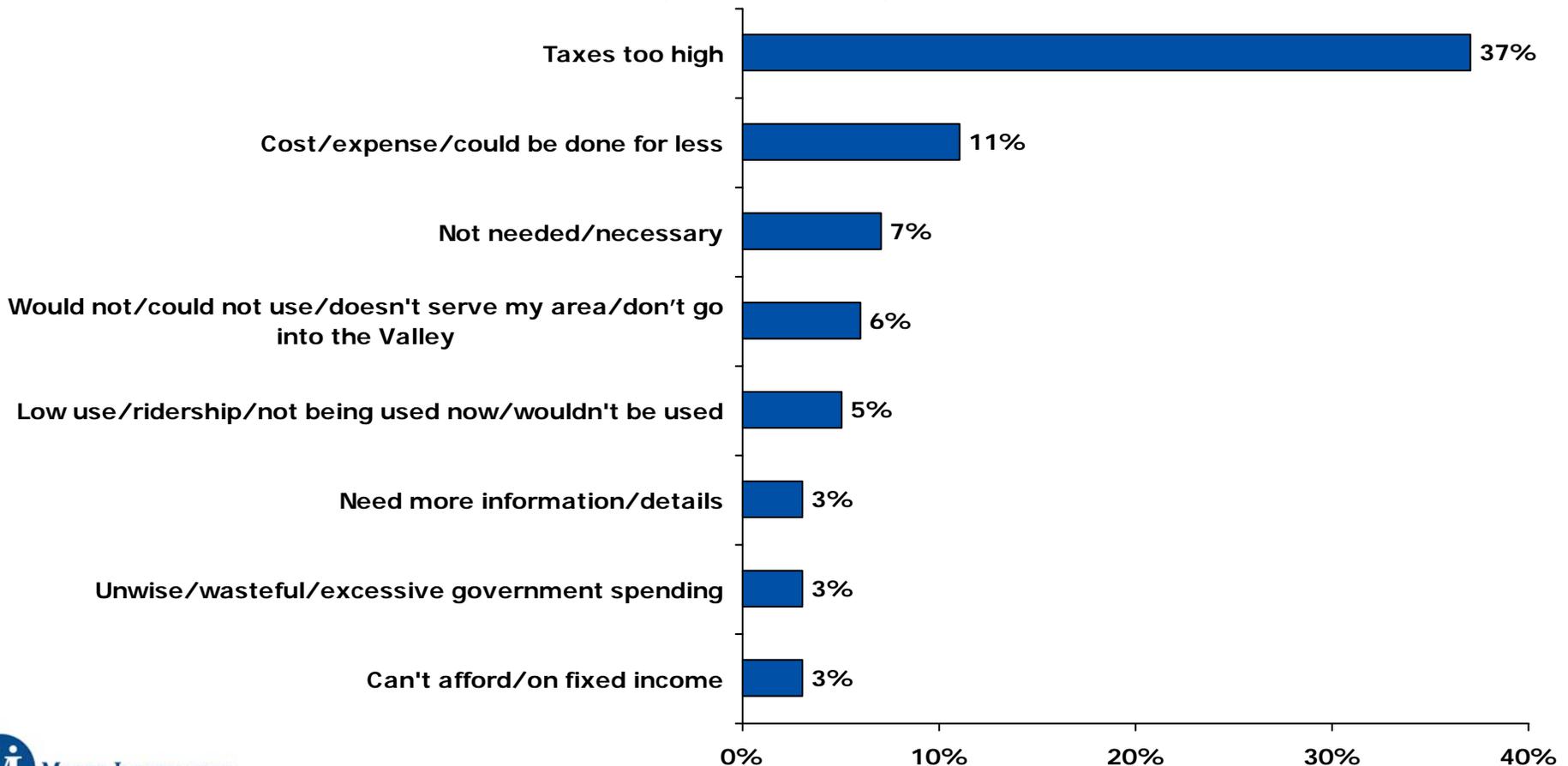
Major Reason for Support of Light Rail Alternative: *Relieve Traffic Congestion*

IF FOR IN Q8: "What is the major reason you would vote for this alternative?" (Q9, N=197)



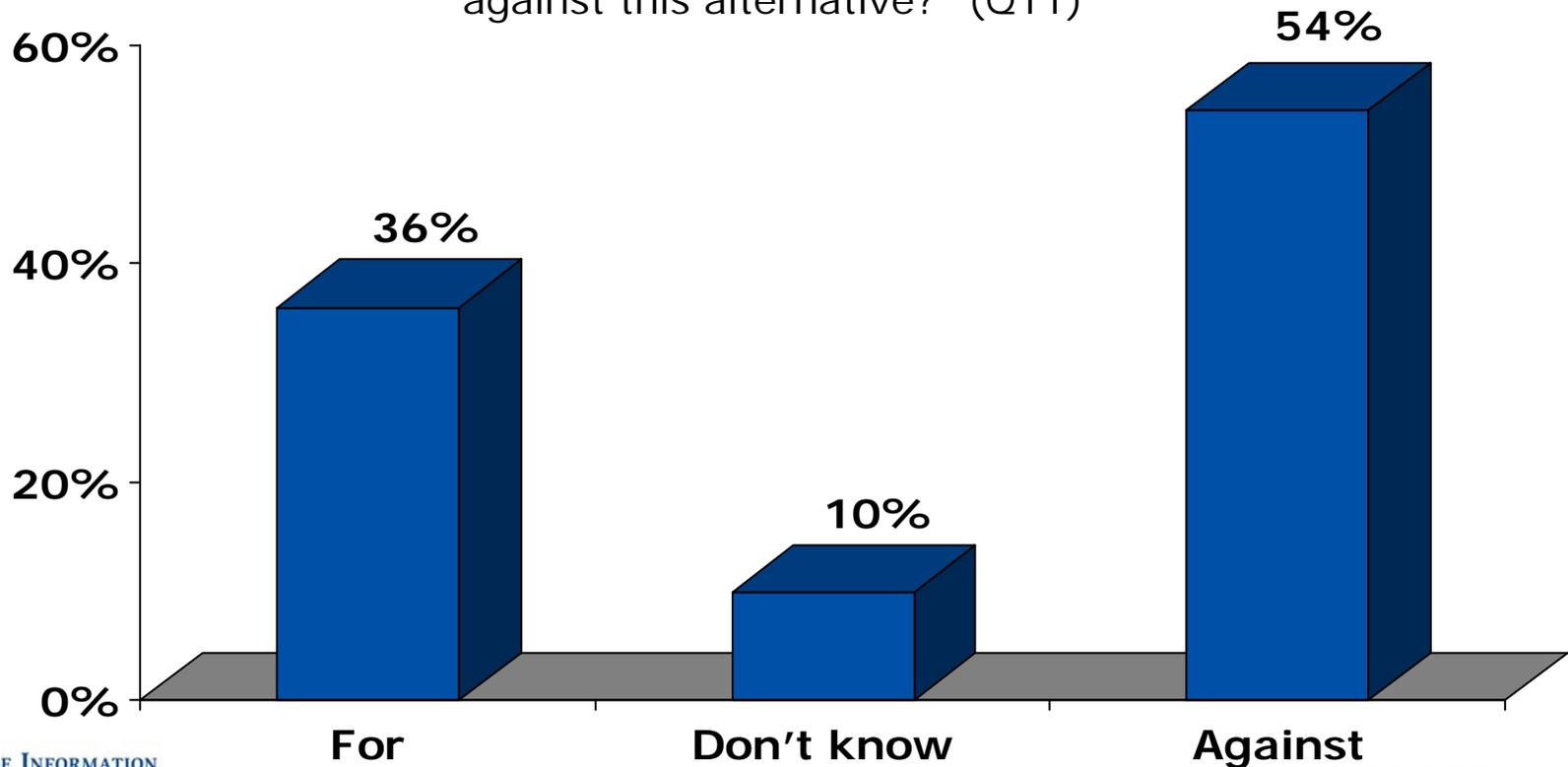
Major Reason for Opposition to Light Rail Alternative: *Taxes*

IF AGAINST IN Q8: "What is the major reason you would vote against this alternative?"
(Q10, N=267)



Light Rail/BRT Combination

"Here is another possible alternative. Construction of a light rail system from downtown Spokane to Spokane Valley and a bus rapid transit system from Spokane Valley to Liberty Lake could cost \$157 million and require an increase in the local sales tax of two tenths of one percent. If there was an election today, would you vote for or against this alternative?" (Q11)



Light Rail/BRT Combination: *Key Subgroups - 1*

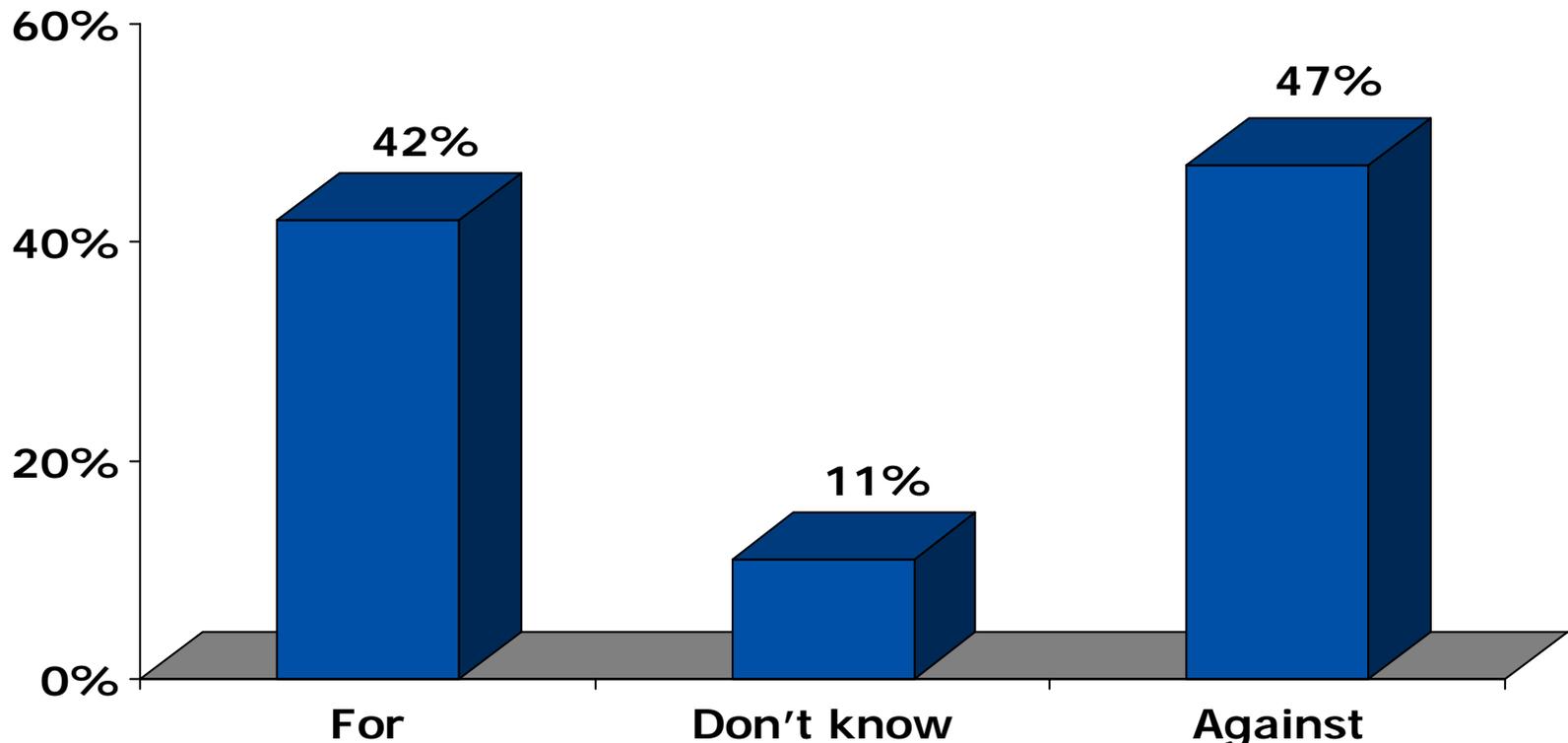
	<u>For</u>	<u>Don't know</u>	<u>Against</u>	<u>Net for</u>
All	36%	10%	54%	-18%
Area				
City of Spokane	33%	10%	56%	-23%
Spokane Valley	47%	7%	46%	+1%
Other	31%	13%	56%	-25%
Age				
18-64	39%	11%	50%	-11%
65+	27%	9%	65%	-38%
Income				
Less than \$60K	36%	9%	55%	-19%
More than \$60K	42%	9%	49%	-7%
Vote history				
1-3/4	35%	10%	54%	-19%
4/4	34%	10%	56%	-22%

Light Rail/BRT Combination: *Key Subgroups -2*

	<u>For</u>	<u>Don't know</u>	<u>Against</u>	<u>Net for</u>
<i>All</i>	36%	10%	54%	-18%
<i>STA performance</i>				
Excellent/good	42%	10%	48%	-6%
Fair/poor	32%	9%	59%	-27%
Don't know	28%	17%	56%	-28%
<i>Aware of light rail?</i>				
Yes	36%	9%	54%	-18%
No	31%	18%	51%	-20%
<i>Aware of BRT?</i>				
Yes	37%	9%	54%	-17%
No	35%	12%	54%	-19%

BRT Alternative

“Now, here is still another possible alternative. Construction of a bus rapid transit system from downtown Spokane to Liberty Lake could cost \$65 million and require an increase in the local sales tax of one tenth of one percent. If there was an election today, would you vote for or against this alternative?” (Q12)



BRT Alternative: *Key Subgroups - 1*

	<u>For</u>	<u>Don't know</u>	<u>Against</u>	<u>Net for</u>
<i>All</i>	42%	11%	47%	-5%
<i>Area</i>				
City of Spokane	44%	12%	45%	-1%
Spokane Valley	39%	12%	50%	-11%
Other	42%	10%	49%	-7%
<i>Age</i>				
18-64	43%	12%	46%	-3%
65+	41%	10%	48%	-7%
<i>Income</i>				
Less than \$60K	47%	12%	41%	+6%
More than \$60K	39%	10%	50%	-11%

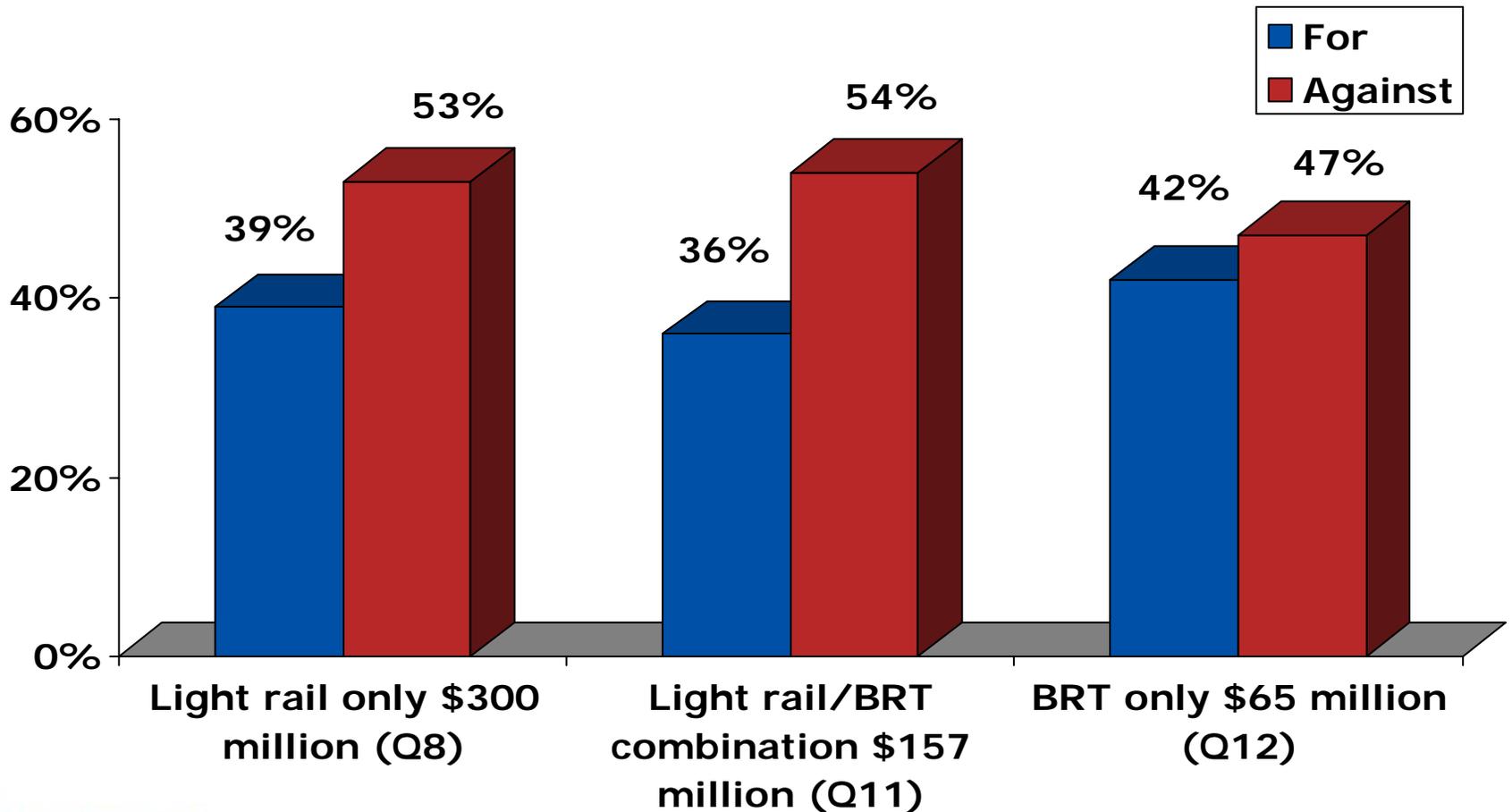
BRT Alternative: *Key Subgroups -2*

	<u>For</u>	<u>Don't know</u>	<u>Against</u>	<u>Net for</u>
All	42%	11%	47%	-5%
<i>Vote history</i>				
1-3/4	38%	12%	50%	-12%
4/4	48%	10%	42%	+6%
<i>STA performance</i>				
Excellent/good	52%	9%	40%	+12%
Fair/poor	35%	13%	52%	-17%
Don't know	35%	11%	54%	-19%
<i>Aware of BRT?</i>				
Yes	45%	9%	46%	-1%
No	38%	14%	48%	-10%

Support for Bus Rapid Transit: *With and Without Tax Increase*

	Favor <u>BRT</u>	Favor tax increase <u>for BRT</u>	<u>Shift</u>
All	48%	42%	-6%
Area			
City of Spokane	46%	44%	-2%
Spokane Valley	53%	39%	-14%
Other	48%	42%	-6%
Age			
18-64	49%	43%	-6%
65+	46%	41%	-5%
Income			
Less than \$60K	54%	47%	-7%
More than \$60K	44%	39%	-5%

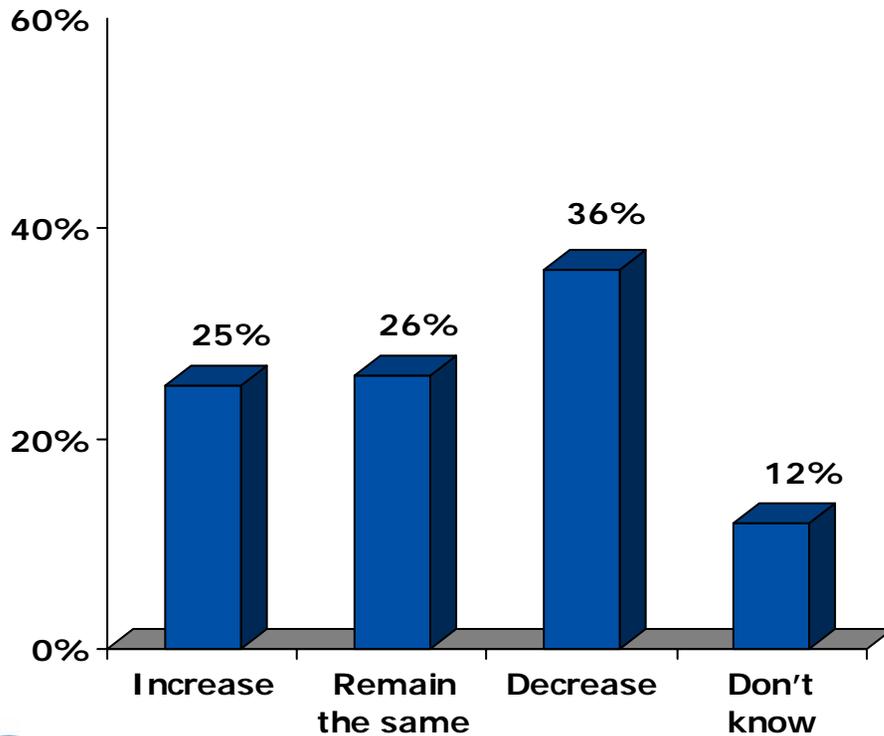
Comparison of Three Alternatives



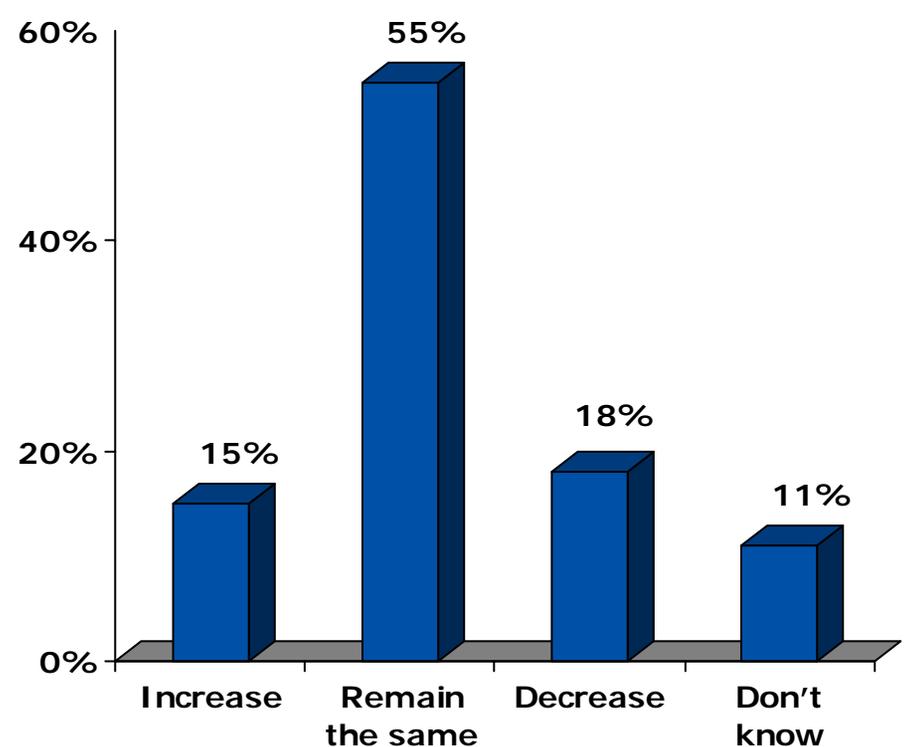
Property Values and Economic Benefits

Anticipated Changes to Property Values Along Light Rail Line and Bus Rapid Transit Route

"Would you expect property values along the light rail line to increase, decrease or remain the same?" (Q13)

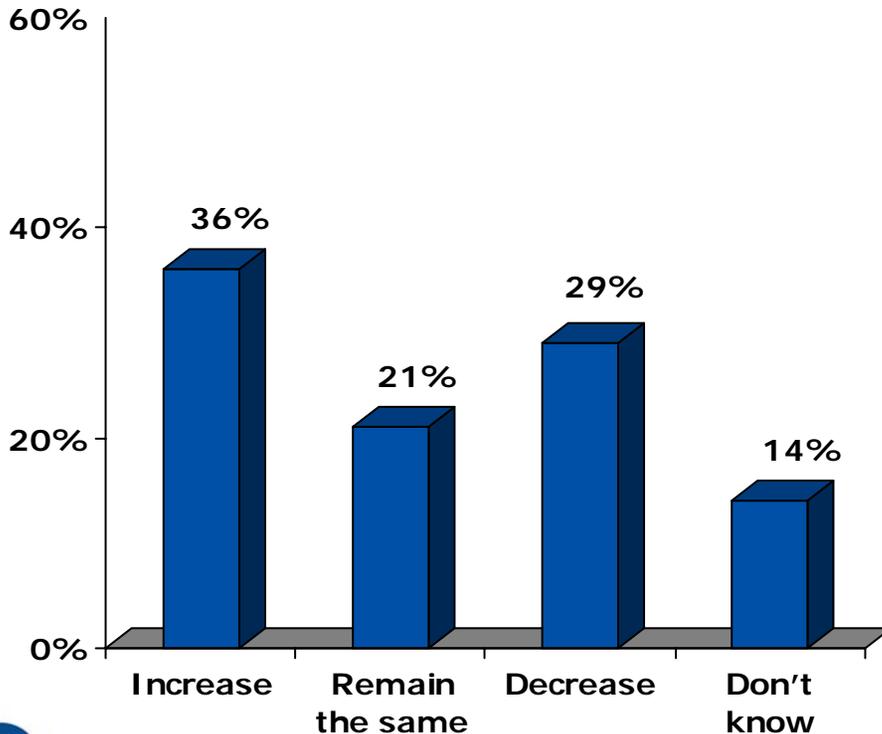


"Would you expect property values along the bus rapid transit route to increase, decrease or remain the same?" (Q15)

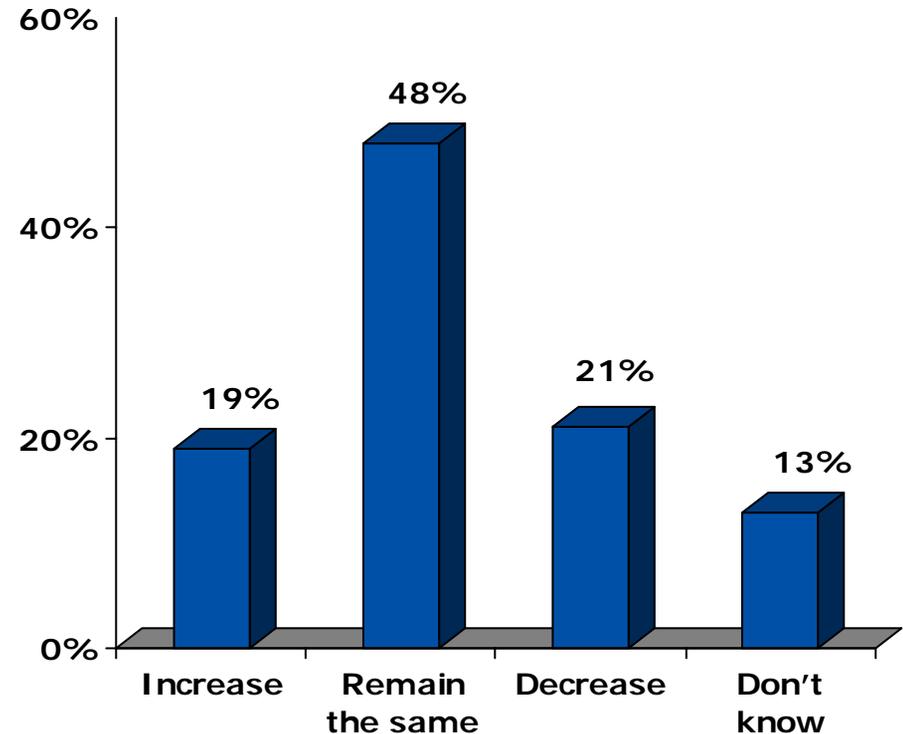


Anticipated Changes to Property Values Near Light Rail and Bus Rapid Transit Stops

"Would you expect property values near light rail stops to increase, decrease or remain the same?" (Q14)

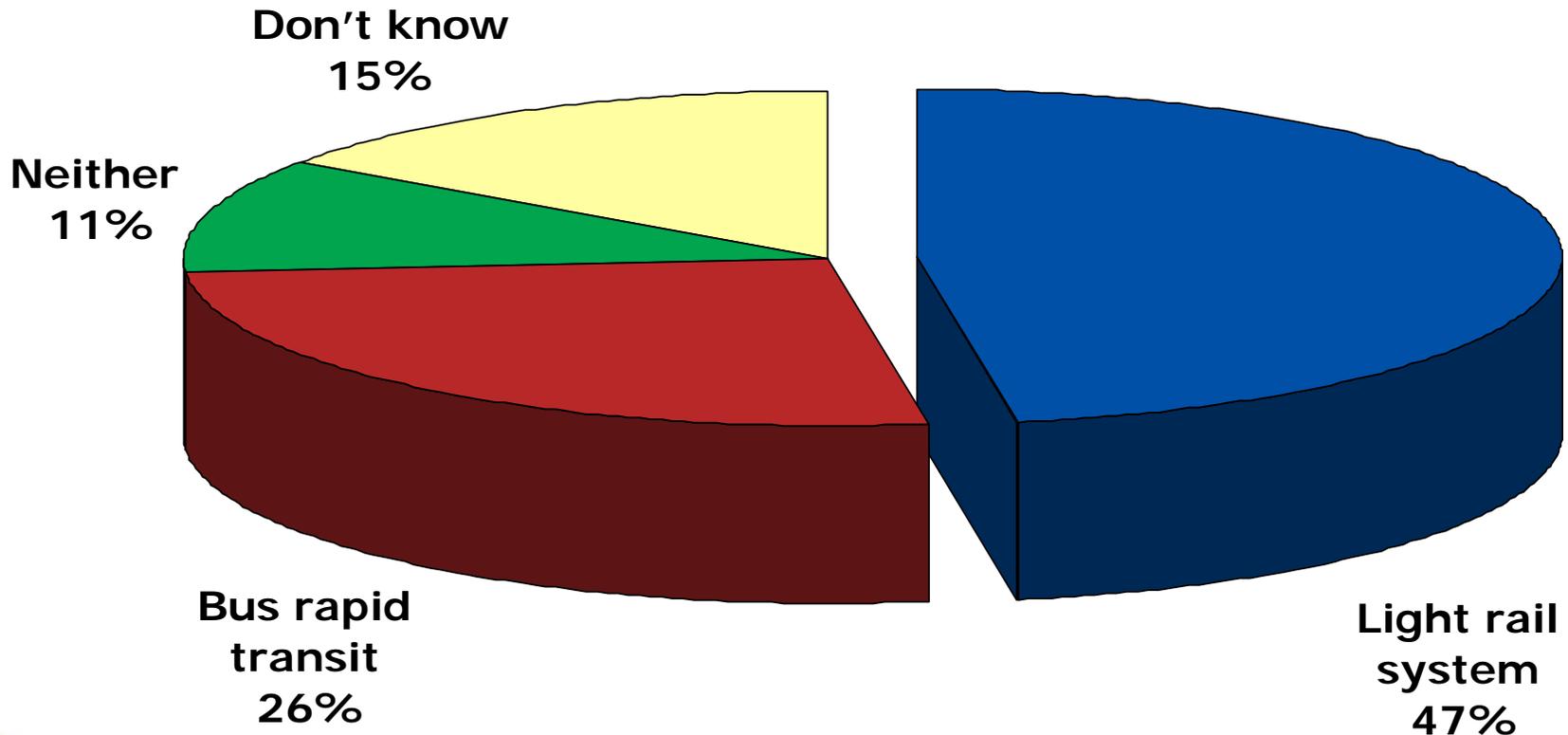


"Would you expect property values near bus rapid transit stops to increase, decrease or remain the same?" (Q16)



Economic Benefits: *Light Rail vs. Bus Rapid Transit*

“Which, if either, would you expect to have the greatest economic benefit to the region, a light rail system or bus rapid transit?” (Q19)



Greater Economic Benefit?

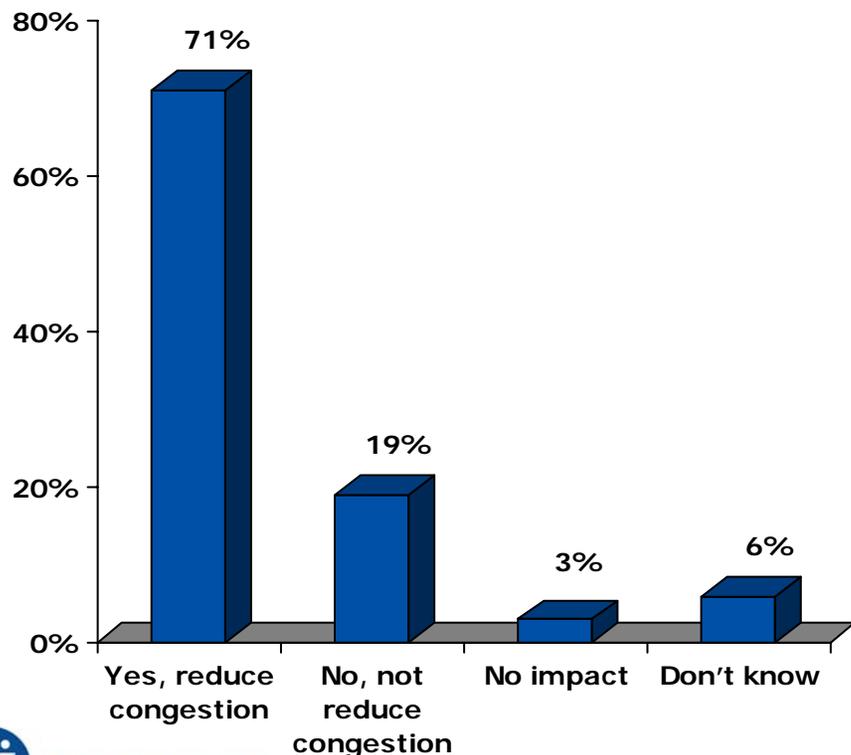
Key Subgroups

	<u>Light rail system</u>	<u>Bus rapid transit</u>	<u>Net light rail</u>	<u>Don't know/ neither</u>
All Area	47%	26%	+21%	26%
City of Spokane	46%	26%	+20%	28%
Spokane Valley	47%	27%	+20%	27%
Other	51%	26%	+25%	22%
Age				
18-64	55%	21%	+34%	24%
65+	25%	43%	-18%	32%
Income				
Less than \$20K	36%	38%	-2%	26%
\$20-59K	45%	31%	+14%	24%
More than \$60K	61%	15%	+46%	24%

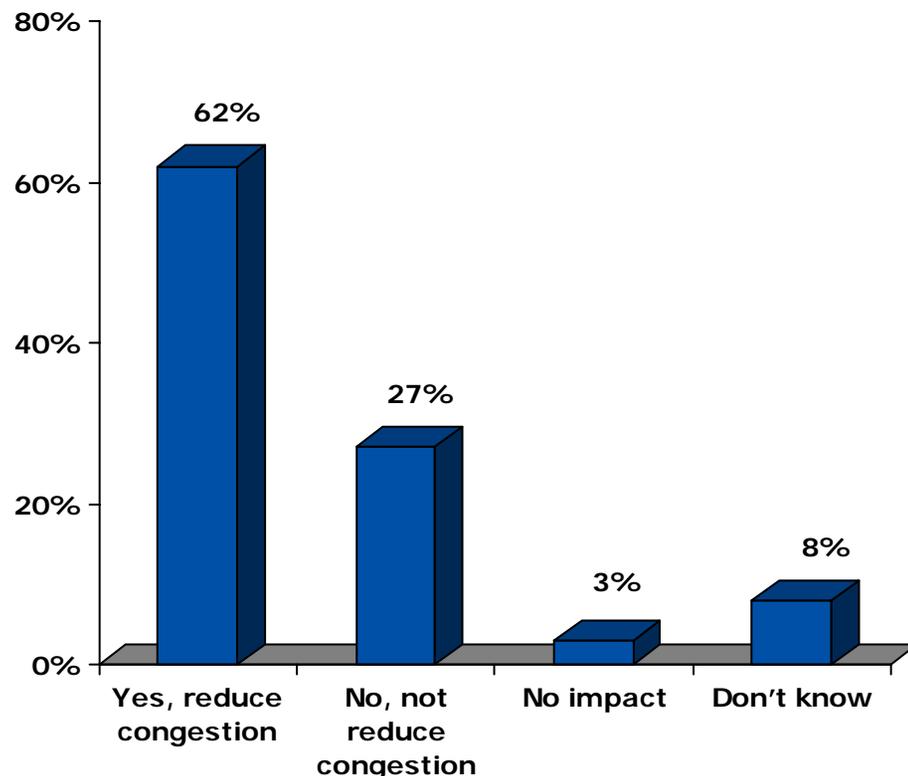
Traffic Congestion

Reducing Congestion: *Light Rail vs. Bus Rapid Transit*

“Would you expect a light rail system to help reduce traffic congestion between downtown Spokane and Liberty Lake, or not?” (Q17)



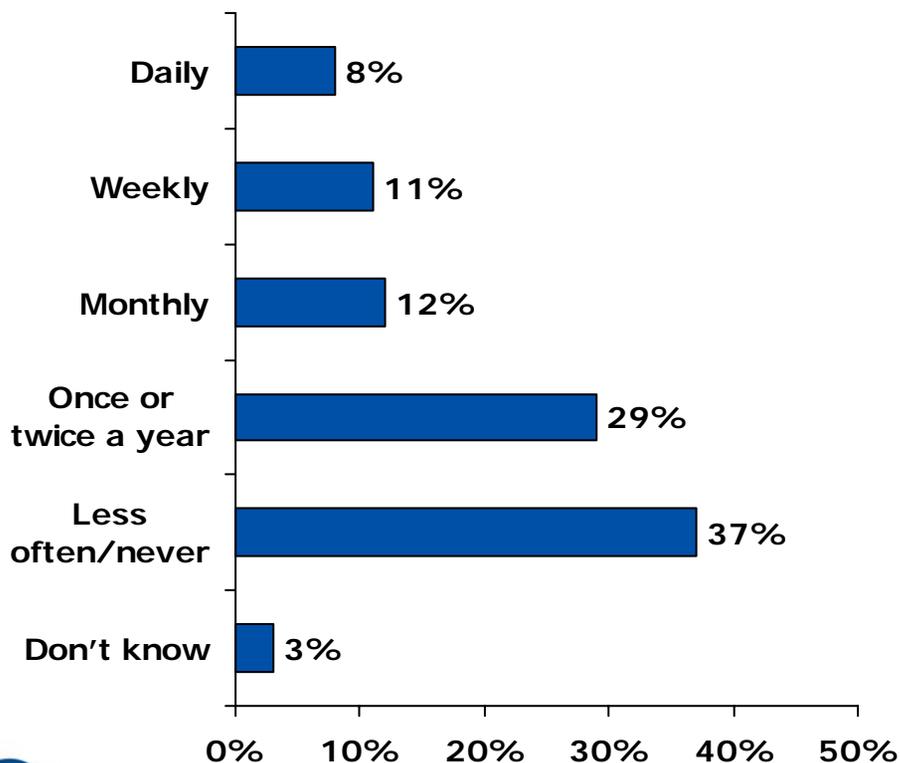
“Would you expect a bus rapid transit system to help reduce traffic congestion between downtown Spokane and Liberty Lake, or not?” (Q18)



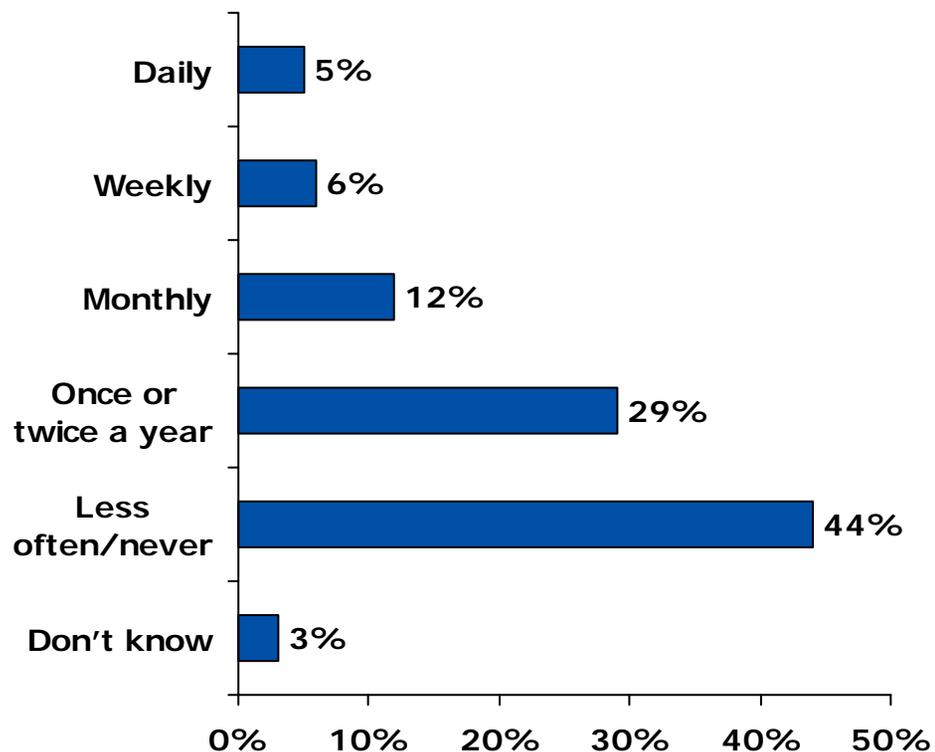
Potential Ridership

Potential Ridership: *Light Rail vs. Bus Rapid Transit*

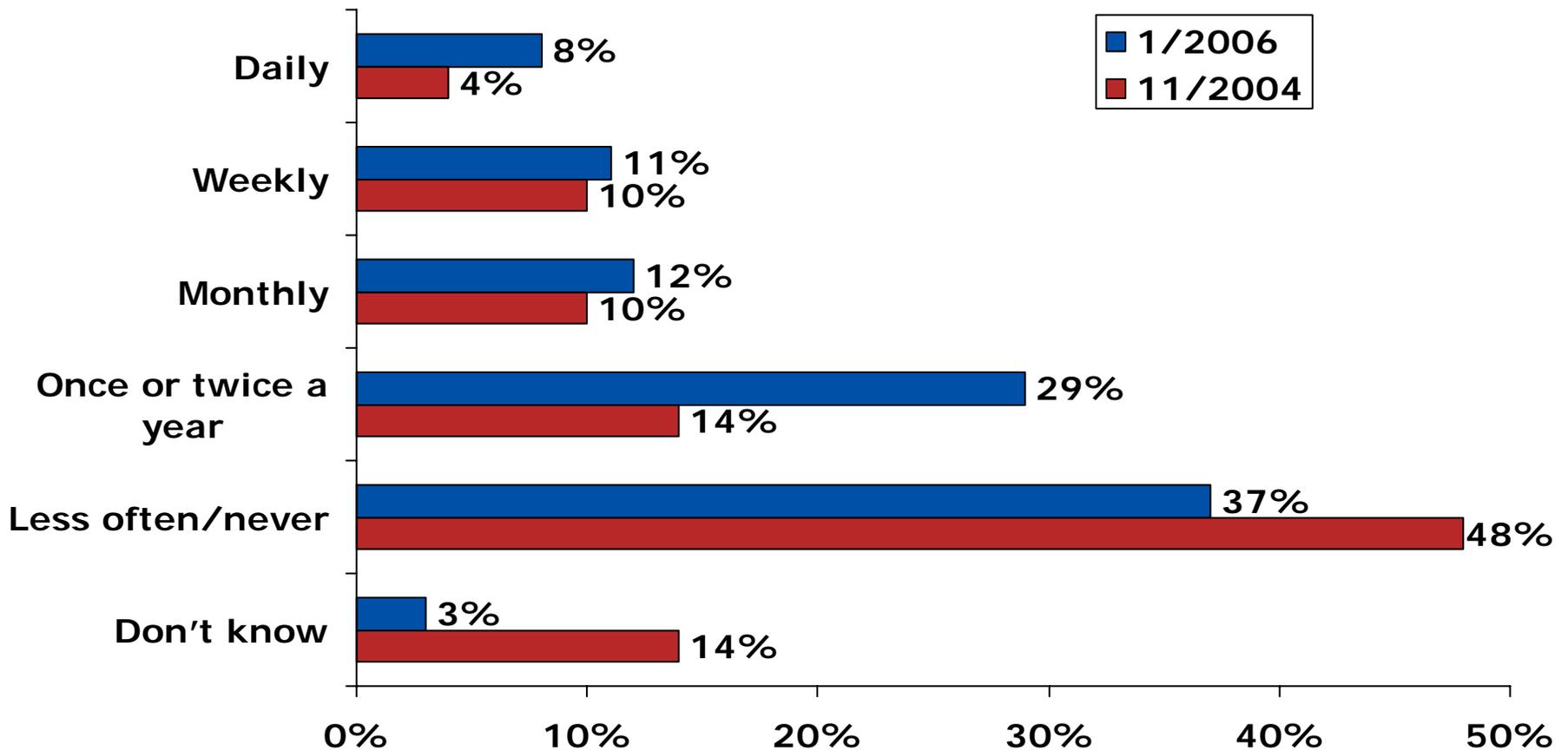
"If a light rail system was built between downtown Spokane and Liberty Lake and was within a reasonable distance from your home, how often would you expect to use it?" (Q20)



"If a bus rapid transit system was built between downtown Spokane and Liberty Lake and was within a reasonable distance from your home, how often would you expect to use it?" (Q21)



Potential Ridership: *Light Rail - Historic Data*



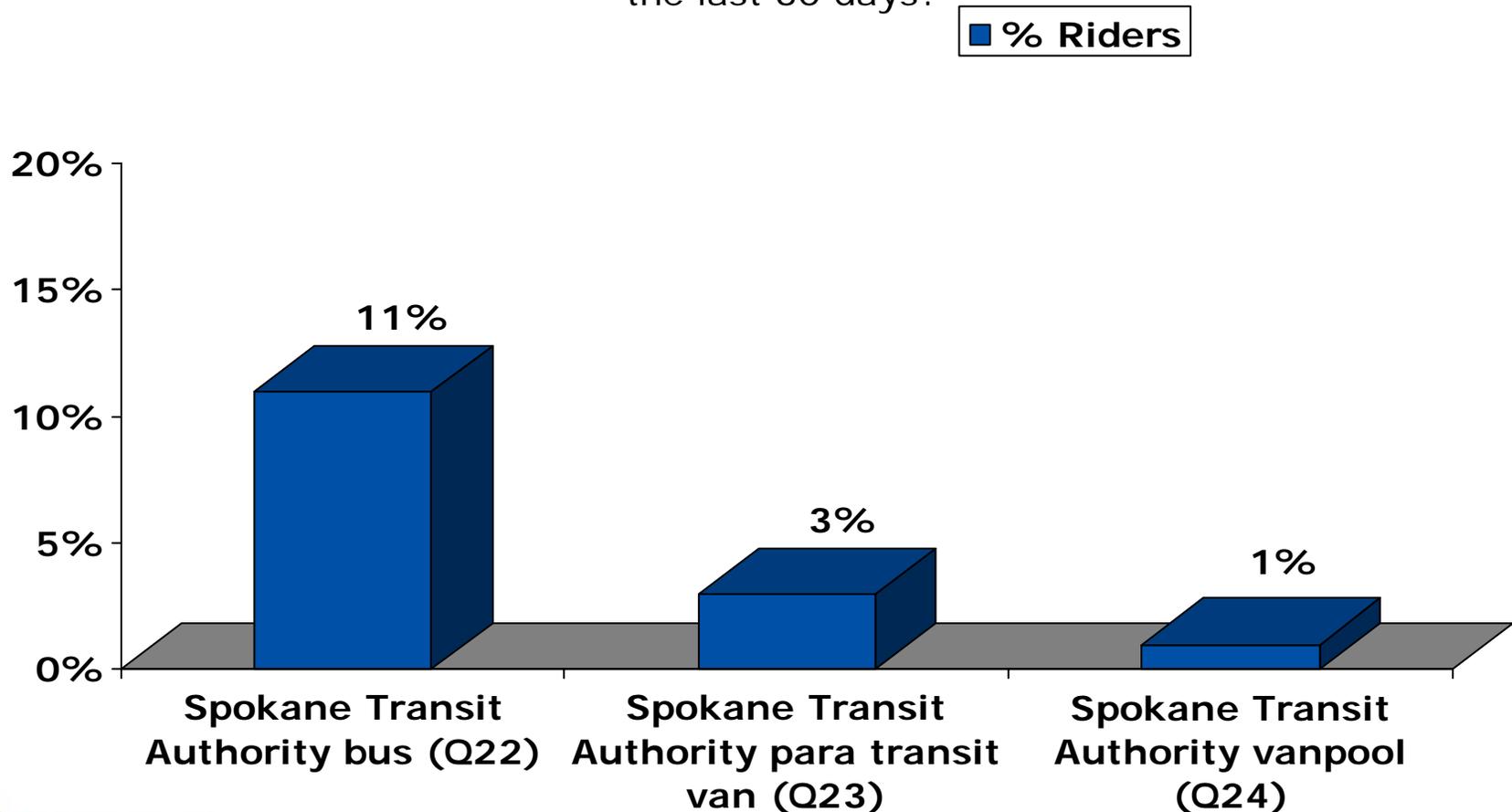
Who is More Likely to Ride?

- Spokane Valley residents
- Annual incomes \$60K+
- Voters age 18-54

Current STA Ridership

Current Ridership

“How many one-way rides, with a round trip counting as two rides, have you made on ... in the last 30 days?”



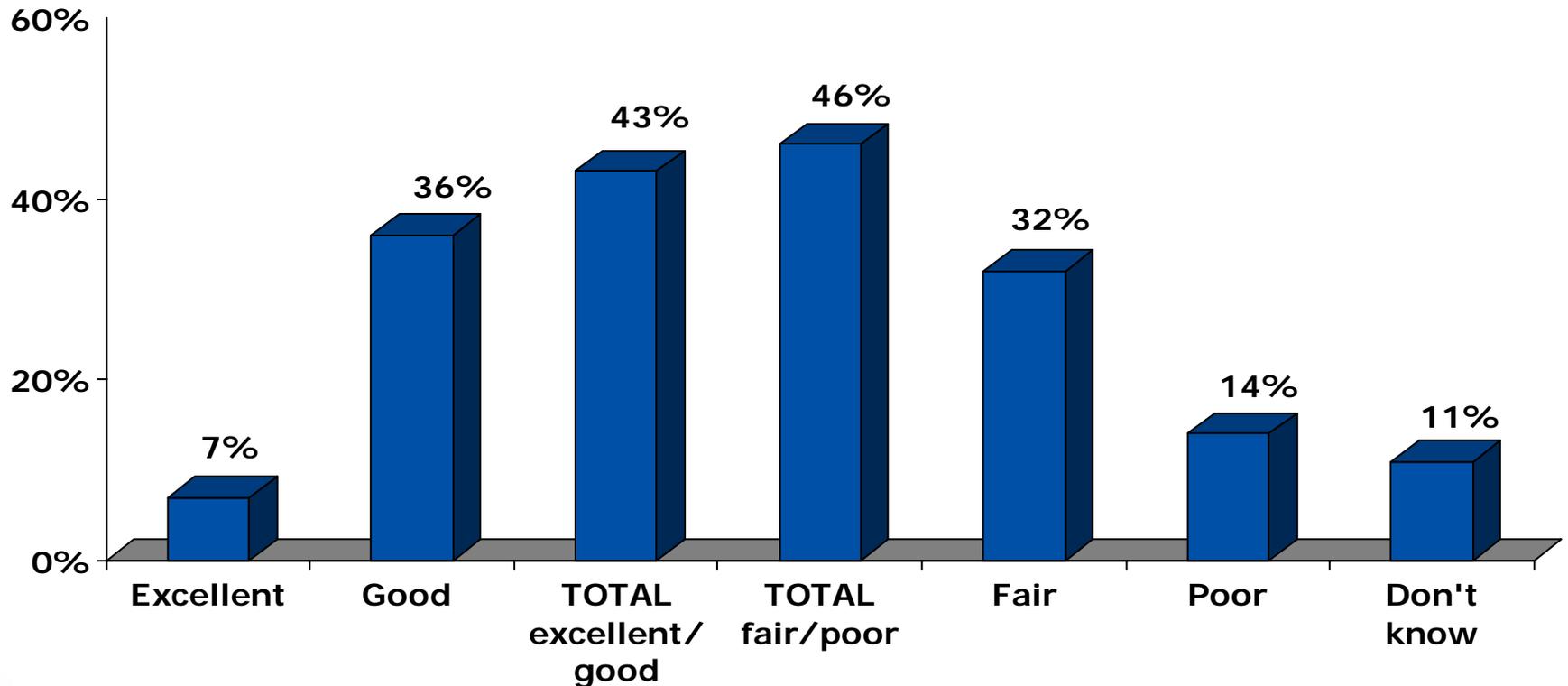
Who is More Likely to Ride STA?

- City of Spokane residents
- Annual incomes of less than \$20K

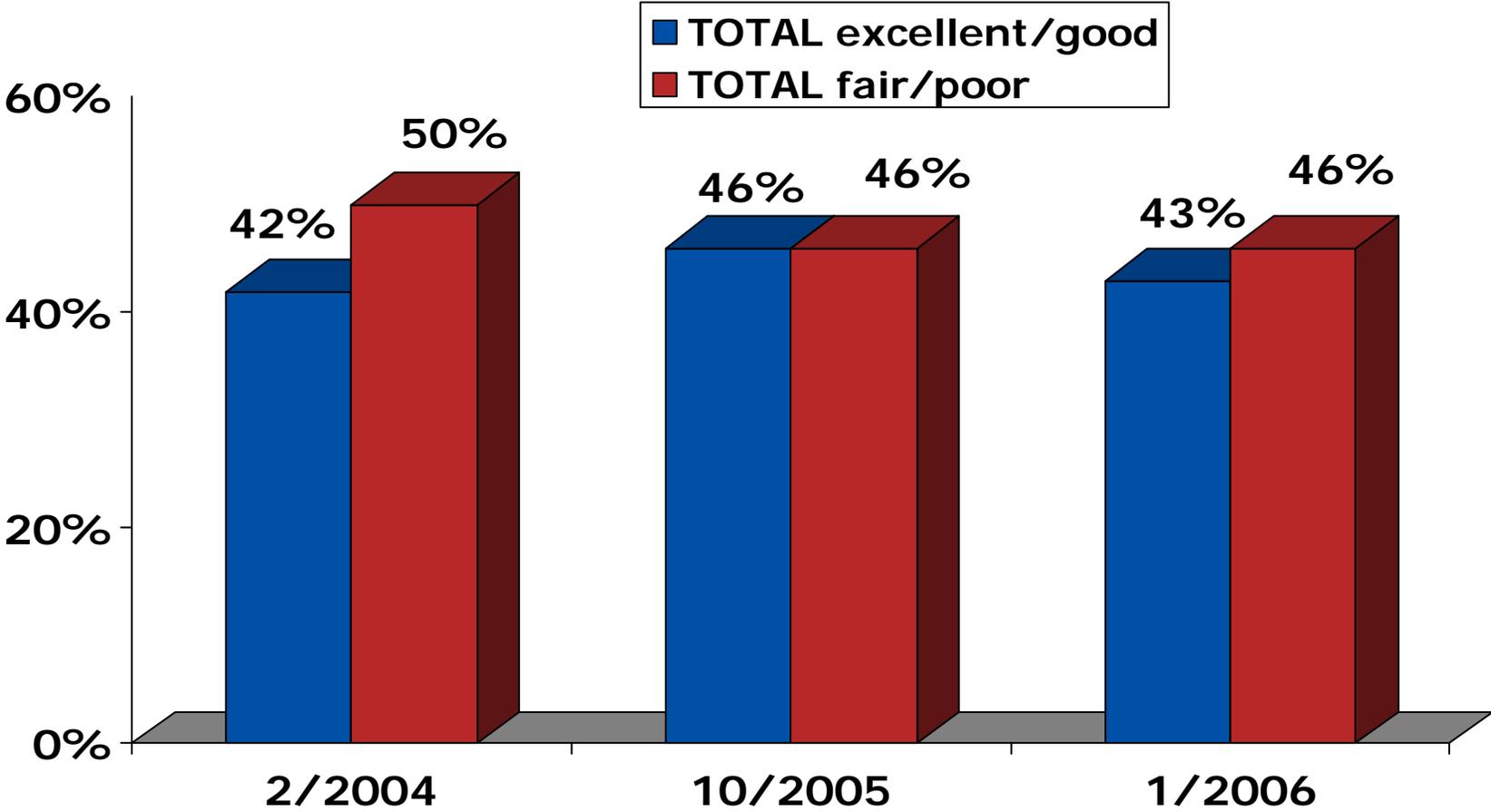
STA Performance Rating

STA Performance Rating

“Do you think the Spokane Transit Authority is doing an excellent, good, fair or poor job providing public transportation in the Spokane metropolitan area?” (Q25)



STA Performance Rating: *Historic Data*



Summary and Highlights

Summary and Highlights -1:

Awareness and Support for Projects

- 88% of respondents have heard the term “light rail”
- A plurality of voters support construction of a light rail system between downtown Spokane and Liberty Lake (48-28%)
- 59% have heard the term “bus rapid transit”
- A plurality of voters support construction of a bus rapid transit system between downtown Spokane and Liberty Lake (48-17%)

Summary and Highlights -2:

Funding the Potential Alternatives

- Construction of a \$300 million light rail system requiring a local sales tax increase of three tenths of one percent is opposed by a majority of voters (53-39%)
 - Opposition is based largely on concern over high taxes
- Construction of a \$157 million combination light rail and bus rapid transit system requiring a local sales tax increase of two tenths of one percent is also opposed (54-36%)
- Additionally, a \$65 million bus rapid transit system requiring a local sales tax increase of one tenth of one percent is opposed by a plurality of voters (47-42%)

Summary and Highlights -3: *Anticipated Benefits and Ridership*

- A light rail system is expected to have a greater economic benefit to the region than a bus rapid transit system
- Both systems are expected to help reduce traffic congestion between downtown Spokane and Liberty Lake
- Respondents are more likely to say they would use a light rail system than a bus rapid transit system