

Transportation Surveys

Spring 2005

Boise City Survey

The survey consisted of telephone interviews with 507 heads of households ages 18 and older, selected through random-digit dialing and representing a proportionate sample of the five regions within the Boise City limits. Interviews were conducted between March 29 and April 19 by the Northwest Research Group. Poll results have an overall margin of error of 4.4 percentage points.

Would you raise your taxes to pay for a light rail system?

Likely 43 percent
Neutral 23 percent

Would you pay more taxes to expand the bus system?

Likely 35 percent
Neutral 26 percent
Not likely 29 percent

Spring 2005

Idaho Traveler Opinion and Perception Survey

Interviews were completed with more than 600 users of the state's transportation system 18 years of age and older, in all six of ITD's transportation districts. Respondents had at least some recent experience traveling on the system defined to include roads, public transportation, pedestrian walkways/sideways, and bikeways.

Respondents from District 3 – which includes the Treasure Valley – are the most dissatisfied with their commute travel – 23% dissatisfied.

Relatively few (5 percent) use public transportation. The frequency is 0.9 times a week.

Idahoans are most likely to support projects that add capacity

The percentages of those who said they were extremely likely or likely to support:

Building of more roads: 53 percent

Build/expand pedestrian walkways: 55 percent

Build/expand public transportation: 53 percent

Build/expand bike lanes: 46 percent

Idahoans are more likely to support funding options they are familiar with:

Vehicle registration fees: 41 percent

Local option tax: 26 percent

Sales tax: 25 percent

Fuel tax: 20 percent

Income tax: 20 percent

Mileage use fees: 16 percent

Allocation of funding to projects (for every \$100):

Roads: \$31.13; Bridges: \$19.88; Public transportation: \$17.77; Sidewalks: \$16.87; Bike paths: \$14.24

Fall 2004

Boise State University - 16th Annual Idaho Public Policy Survey

531 adults in Idaho households representing six geographic regions were surveyed between November 3 and December 1, 2004. Telephone calls, interviews, data collection and preparation were made by Clearwater Research. The survey standard error is plus or minus 4.4 percent at a 95 percent confidence level for the total population.

How much do you support a legislative proposal to grant cities and counties local option tax authority if it were subject to voter approval?

Strongly agree or Agree: 55 percent

Neutral: 13 percent

Disagree: 17 percent

Strongly disagree: 11 percent

Don't know/refused: 4 percent

Surveys continue on other side

June 2004

Boise Metro Chamber of Commerce Strategic Planning Research

Chamber members were polled concerning the quality of life in the Treasure Valley.

Only 6 percent of the respondents classified the ability to get around by public transportation as excellent/very good. Received a mean score of 1.76 compared to 2.77 from all cities and communities nationwide.

When asked about the overall challenges facing Treasure Valley businesses, 70 percent of respondents said the adequacy of the transportation system to support growth is a problem.

February 2003

Idaho Transportation Department

Idaho's Transportation Future: Getting there Together Public Opinion Survey

Some 600 randomly-selected Idaho residents – 100 in each of the state's six transportation districts – were interviewed by telephone between January 17-28, 2003.

- Most said it was easy to get around in their communities (except by wheelchair or public transportation).
- **Public transportation is seen as a significant weakness in the system. More gave it an "F" than an "A" by a 4:1 margin. Lack of transportation options and insufficient public transportation were #1 and #2 "major causes" of transportation problems in Idaho by 6 in 10 respondents.**

Favored remedies to transportation problems:

- 1 in 2 favored public transportation and low-density housing
1 in 10 supported public transportation and high density.
- For their communities, about 1/3 favored road improvements and 1/3 public transportation improvements.
- For the state, road improvements were favored over public transportation by a 2:1 margin.
- Nine percent rode some form of public transportation at least once a week.

Spring 2002

Valley Regional Transit Survey

The research used telephone interviews conducted along with a random sample of households within the Treasure Valley. Over 600 interviews were completed, 300 each in Ada and Canyon counties, with residents over the age of 18. The data was weighed to reflect the distribution of age groups within gender to reflect the actual population and also to reflect the actual proportion of residents in each area.

The findings:

- **88 percent support expanded public transportation services.**
- **80 percent of all respondents said they would consider riding the proposed service.**
- 56 percent of potential riders would use the proposed service to commute to/from work.
- 81 percent of potential riders said they would choose to ride the service at least once a week instead of another mode of transportation such as driving alone.
- There is support for funding. When asked what they felt would be a reasonable amount of taxes to pay per year to fund the proposed public transportation system, only 11 percent said no amount (\$0) would be reasonable. An additional 29 percent said they did not know or refused to answer. This would suggest that 60 percent of respondents are willing to pay at least some amount and 29 percent could be convinced to pay. Also, residents would be willing to support an individual tax increase of between \$45 and \$85 a year.

With a mean of 2.9, the creation of a payroll or employee tax was ranked highest among the various options followed by the creation of a flat employment tax paid for all employees (mean score of 2.55). This would suggest that residents believe that employers and employees are the most likely to benefit from the development of a regional public transportation system.