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2015 Emmet County Public Transit Survey Report

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LITTLE TRAVERSE BAY BANDS OF ODAWA INDIANS
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EMMET COUNTY



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EXECUTIVE SUMMARY

Key Findings:

Respondents were asked to indicate how often they, or a member of their household, use each of five transportation options currently available in Emmet County, including *Straits Regional Ride*, *LTBB Odawa Bus*, *Friendship Center Bus*, *Taxi* and *NM Ride Share*. The vast majority of respondents (98% - 99%) indicated “Do Not Use” with regard to each option, with Friendship Center Bus and Taxi most often cited for use (count equals 16 and 14, respectively).

Respondents were then asked if a more comprehensive public transportation system, which could include fares for seniors and the disabled and use a combination of buses, vans, and cars to provide service, were made available, would they or a member of their household use the system. Of those expressing an opinion/decision, 28% indicated they would definitely/probably use, while 72% indicated they would probably/definitely not; approximately 12% of the total respondent group expressed no opinion or was undecided.

Those indicating potential usage were then asked when they or a member of their household would be likely to use the system. Most frequently cited days/times include *Weekdays between 7:00 a.m. and 5:00 p.m.* and *Weekends between 7:00 a.m. and 5:00 p.m.* (80% and 38%, respectively, based upon 309 responses).

Respondents were asked how they would rate public transportation as a community priority. Of those expressing an opinion/decision, 24% rated public transportation a “High Priority,” while 34% assigned a “Medium Priority” rating; additionally, 22% indicated they would rate public transportation a “Low Priority” and 20% indicated public transportation is “Not a priority.” Approximately 10% of the total respondent group expressed no opinion or was undecided.

Regarding a public vote on expanded public transportation, respondents were asked, *Do you believe that the issue of funding an expanded public transportation system in Emmet County should be put to a vote of the public?* Of those expressing an opinion/decision, 78% indicated definitely/probably yes, while 22% indicated probably/definitely not; approximately 9% of the total respondent group expressed no opinion or was undecided.

Lastly, respondents indicated how much of an increase in property taxes they would be willing to pay to support an expanded public transportation system in Emmet County. Approximately 66% indicated they would be willing to pay an amount ranging from *More than \$5/month* to *Less than \$1/month*; 34% indicated they are *Not willing to pay*.

EMMET COUNTY

2015 PUBLIC TRANSIT SURVEY REPORT

1.0 OVERVIEW

1.1 Objective: The purpose of this research is to assess interest in, and willingness to pay for, public transportation in Emmet County. Voters were asked to indicate the frequency with which they currently use Emmet County public transit options, and the likelihood of using a more comprehensive system, if made available. In addition, respondents rated public transportation as a community priority and indicated whether or not they believe the issue of expanded public transportation should be put to public vote, as well as how much of an increase in property taxes they would be willing to pay for an expanded system. The results of the research will be shared with decision-makers and the community.

1.2 Methodology: A mail survey was conducted with a random sample of Emmet County Registered Voters, with a sample of 1,100 drawn from the August 2014 voter list. While a five-wave design was initially proposed to meet an established 40%–60% response rate goal, a final wave/third survey mailing was not necessary, as this goal was met/exceeded with the following design:

October, 23, 2015 - Survey Pre-notice mailed - postcard sent in advance of survey informing respondent of their inclusion in the random sample and alerting them to the upcoming survey and its purpose

October 30, 2015 – Survey with cover letter mailed

November 13, 2015 – Reminder postcard mailed to non-respondents

November 20, 2015 - Second Survey with cover letter mailed

Based upon a population of 6,332, a sample size of 362 is necessary for a 95% confidence level and a +/-5% margin of error; a total of 780 completed surveys was received, for a +/-3.29% margin of error. Given the initial sample of 1,100, this results in a response rate of approximately 71%.

Survey development was a joint effort on the part of project stakeholders and CS Research & Consulting; survey administration and data entry was facilitated by Harbor Inc. representatives, with data analysis and final report conducted and prepared by CS Research & Consulting. Analyses included frequencies and cross-tabulations to further explore the data. Cross-tabulations were conducted on all variables by residency status, zip code and age, with interactions also assessed between other key variables; chi-square analyses, which compare obtained frequencies with expected frequencies, identified significant findings. This final report includes survey results in the form of frequency tables and graphics, with significant cross-tabulation*findings noted where relevant.

*It should be noted that references to “more likely” and “less likely” reference *statistical* likelihood in terms of what would be expected, not direct comparisons with other respondent groups. There were no significant findings by zip code.

2.0 SURVEY RESULTS

2.1 Demographics

Key demographic findings, followed by detail:

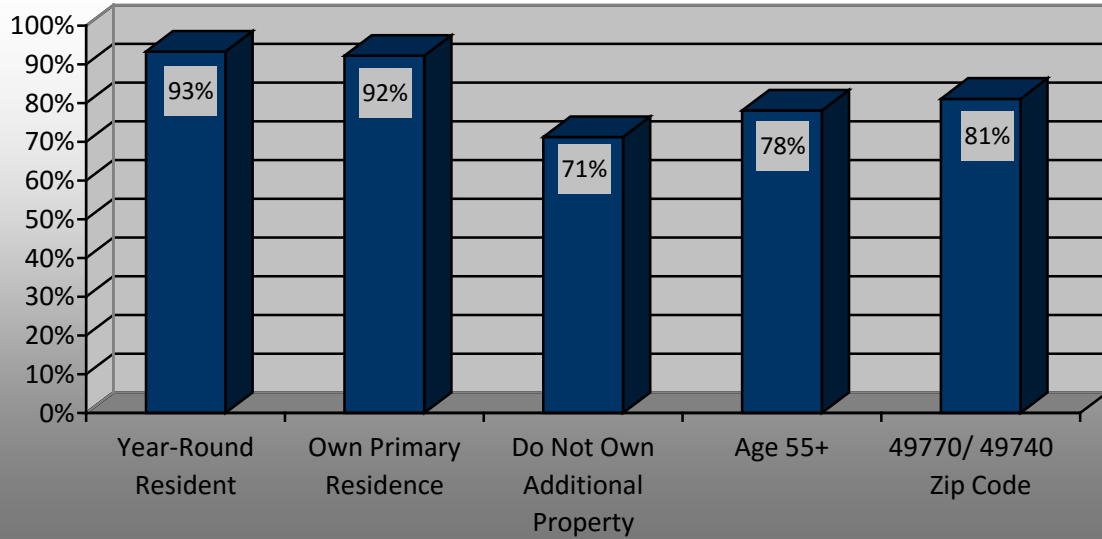


Table 1. Which response below best describes your residency in Emmet County?

	%	count
I am a year round resident of Emmet County	93.3%	724
I reside in Emmet County primarily during the months of May - October	5.9%	46
I reside in Emmet County primarily during the months of November - April	0%	0
I reside in Emmet County primarily during the months of June, July, and August	.5%	4
I reside in Emmet County 1-2 months per year	.1%	1
I reside in Emmet County less than one month per year	.1%	1
I do not reside in Emmet County, but own property within the County	0%	0

Table 2. Do you own or rent your primary place of residence?

	%	count
Own	92.2%	717
Rent	7.8%	61

Table 3. Do you own additional property in Emmet County on which you pay taxes?

	%	count
Yes	28.8%	224
No	71.2%	555

Table 4. What is your age?

	%	count
18-24	1.5%	12
25-29	2.1%	16
30-34	2.3%	18
35-39	2.2%	17
40-44	3.0%	23
45-49	4.5%	35
50-54	6.4%	50
55-59	10.3%	80
60-64	12.7%	99
65-69	19.6%	153
70-74	13.9%	108
75+	21.6%	168

Table 5. In which Emmet County zip code is your primary residence located?

	%	count
49770	51.8%	404
49737	.5%	4
49740	29.0%	226
49755	3.1%	24
49706	7.8%	61
49764	.6%	5
49716	1.3%	10
49769	2.3%	18
49718	.6%	5
49722	.4%	3
49723	.5%	4
49701	1.8%	14
49713	.3%	2

2.2 Current/Predicted Usage

How often do you or a member of your household use any of the following current transportation options available in Emmet County?

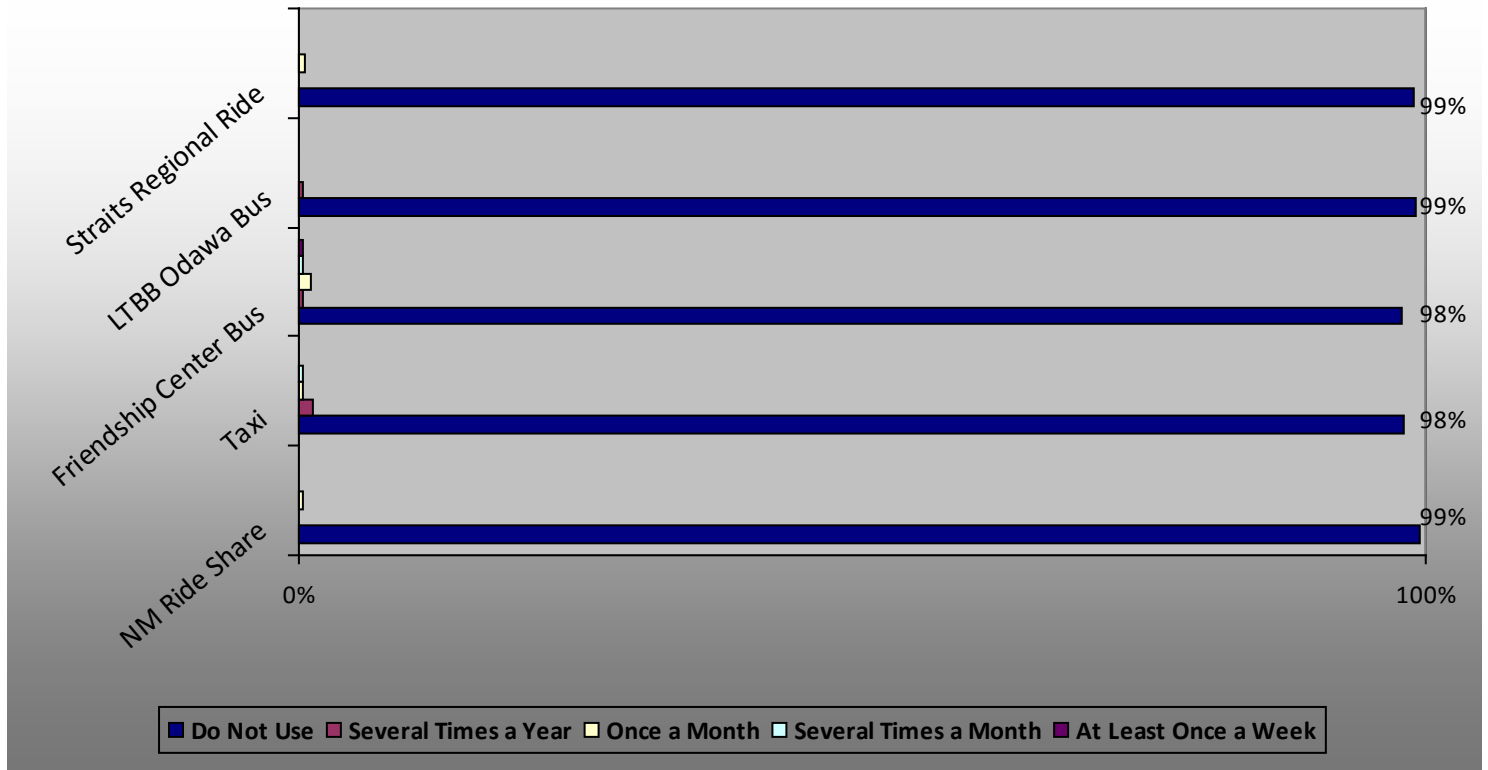
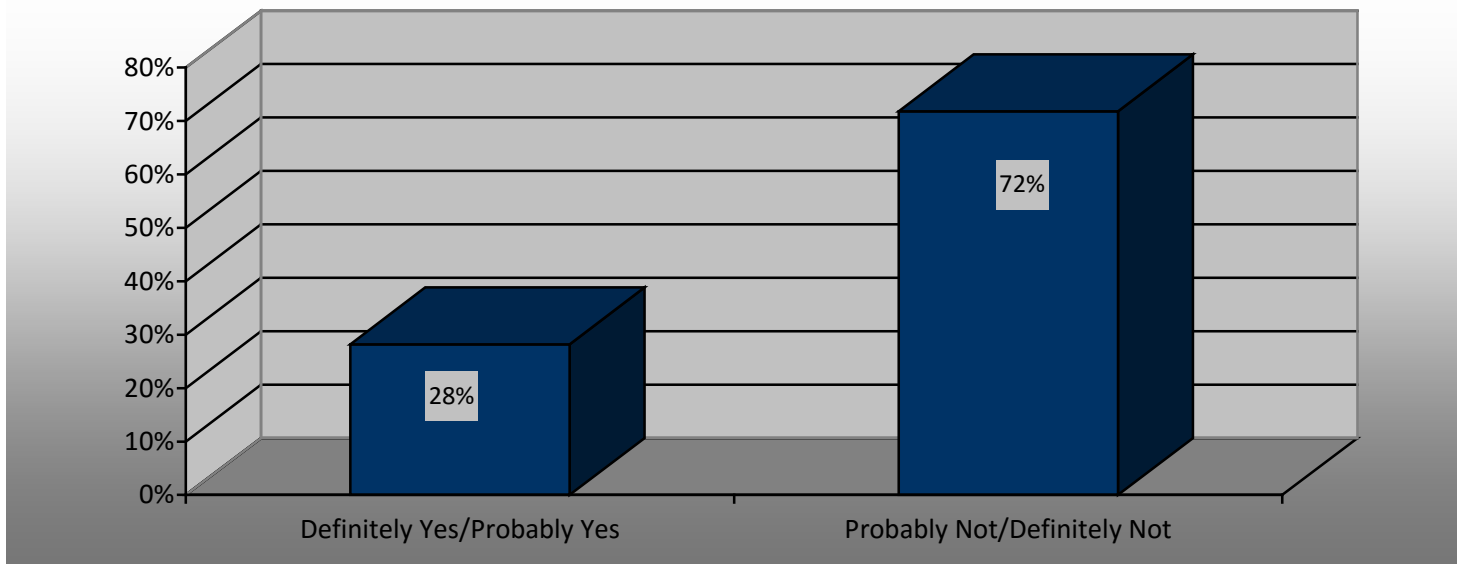


Table 6. Please indicate your level of agreement with each of the following statements:

	At least once a week	Several times a month	Once a month	Several times a year	Do not use
Straights Regional Ride	0% (0)	.1% (1)	.5% (4)	.1% (1)	99.0% (772)
LTBB Odawa Bus	.1% (1)	.1% (1)	.1% (1)	.4% (3)	99.1% (773)
Friendship Center Bus	.3% (2)	.4% (3)	1.0% (8)	.4% (3)	97.9% (764)
Taxi	0% (0)	.3% (2)	.4% (3)	1.2% (9)	98.1% (765)
NM Ride Share	0% (0)	.1% (1)	.3% (2)	0% (0)	99.4% (775)

Table 7. A more comprehensive public transportation system in Emmet County may include scheduled routes on major roads and a dial-a-ride system for on demand rides. This system may offer reduced fares for seniors and the disabled and use a combination of buses, vans, and cars to provide service. If a system as described above were available, would you or a member of your household use it?

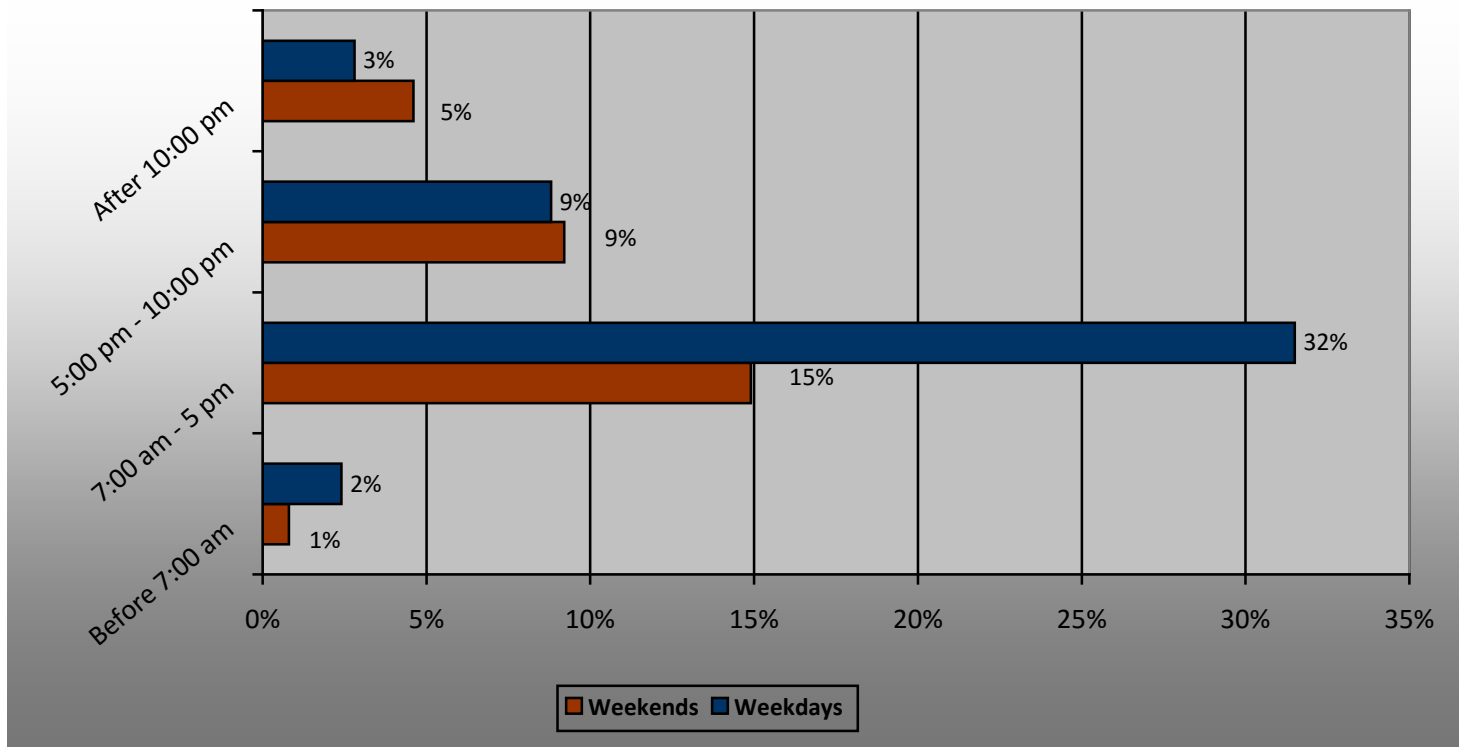
	%	count
Definitely Yes	7.8%	61
Probably Yes	17.1%	133
Probably Not	34.9%	272
Definitely Not	28.5%	222
No Opinion/Undecided	11.8%	92



**Valid percent, does not include No Opinion/Undecided (responses total 688)*

Respondents age 65+ significantly more likely to indicate “Definitely Yes” or “Probably Yes,” while respondents 18-44 significantly more likely to indicate “Definitely Not” and respondents 45 - 65 significantly more likely to indicate “Probably Not.”

Please indicate when you or a member of your household may be likely to use the public transportation system described (Check all that apply). The following results are presented first as percent of total respondent population (n=780), and second, as percent of only that portion responding to this series of items (309 total responses).



*Percent, n=780

Table 8. Please indicate when you or a member of your household may be likely to use the public transportation system described. Check all that apply.

	%	count
Weekdays, before 7:00 AM	6.15%	19
Weekdays, 7:00 AM to 5:00 PM	79.61%	246
Weekdays, 5:00 PM to 10:00 PM	22.33%	69
Weekdays, after 10:00 PM	7.12%	22
Weekends, before 7:00 AM	1.94%	6
Weekends, 7:00 AM to 5:00 PM	37.54%	116
Weekends, 5:00 PM to 10:00 PM	23.30%	72
Weekends, after 10:00 PM	11.65%	36

*Based upon 309 total responses

Please indicate when you or a member of your household may be likely to use the public transportation system described - Other:

As/When needed (2)

At this time I have no need. The friendship bus is available should it become necessary.

Dial a ride

I'm 68 and live close to disaster and although I don't use public transport I might have to in the not too distant future.

It would be nice if they would be timely so could use for Dr. Appointments.

Not at this time. I 1 and a car and am still able to drive.

Not available to rural area

Not needed yet

On demand

Public trans. should be accessible for most people most of the time based on employment and vital needs.

Entertainment and personal liberties should be accommodated as an economical convenience - not a necessity.

Snow or bad weather

The government has no business using tax dollars stolen from one person for the benefit of another.

This program is needed for elderly and working poor.

This should be privately funded

We need affordable public transportation.

We would use if our car was in the shop.

When I am old and have no one to drive me.

Will use as I age

Winter time

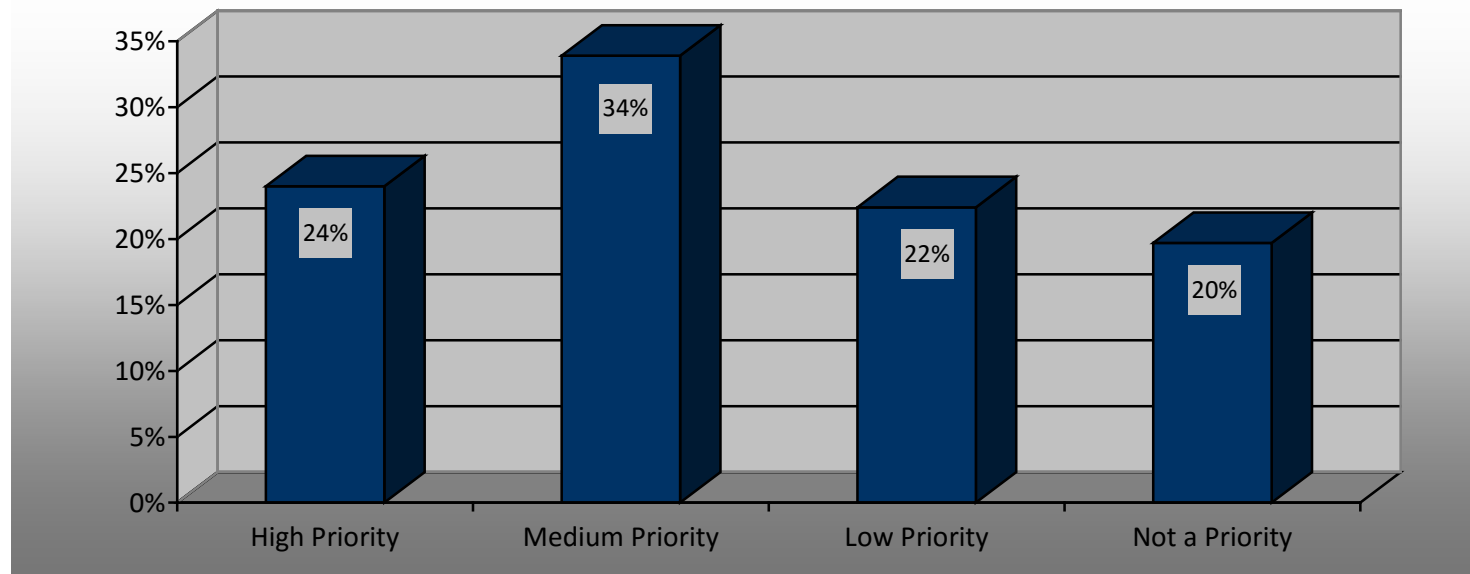
Would like to and from Pellston airport.

Would not use at present time

Would use if vehicles being repaired or weather not nice enough to bike/walk.

2.3 Public Transportation – Priority Rating

Table 9. How would you rate public transportation as a community priority?		
	%	count
High Priority	21.7%	169
Medium Priority	30.7%	239
Low Priority	20.3%	158
Not a Priority	17.8%	139
No Opinion/Undecided	9.5%	74

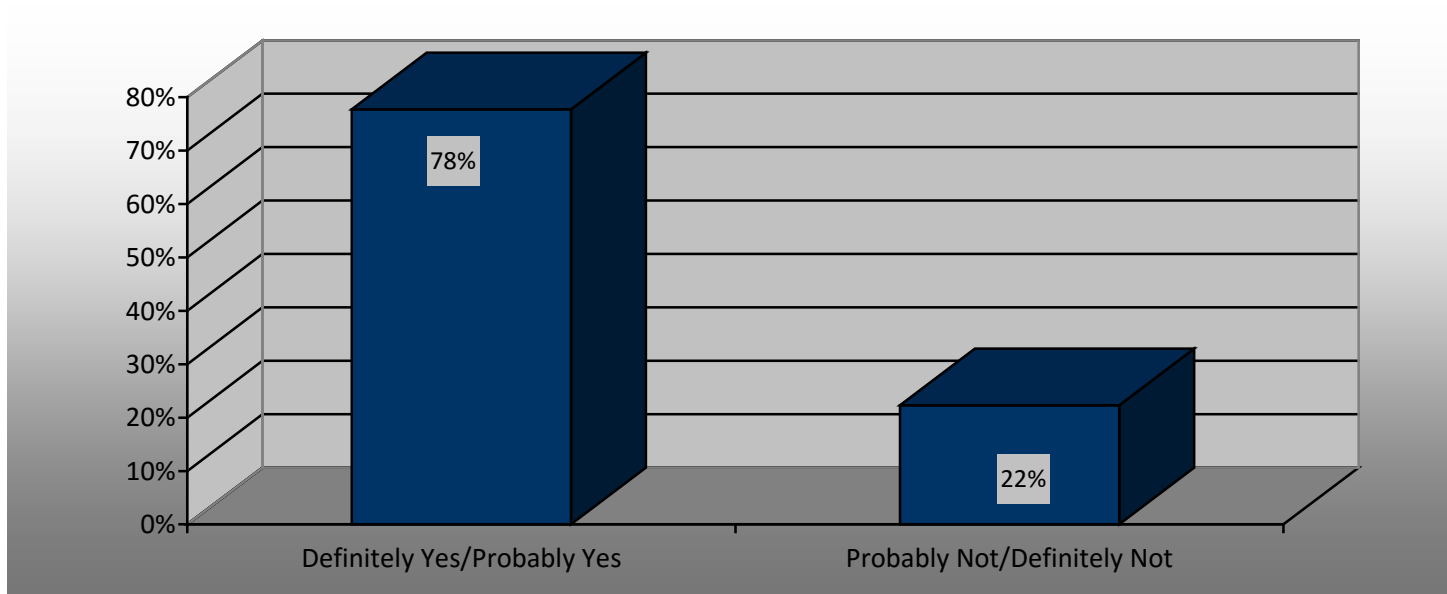


**Valid percent, does not include No Opinion/Undecided (responses total 705)*

Full-time residents significantly more likely to indicate “High Priority” or “Low Priority,” while Part-time residents significantly more likely to indicate “Not a Priority.”

2.4 Expanded Public Transportation – Public Vote?

Table 10. Do you believe that the issue of funding an expanded public transportation system in Emmet County should be put to a vote of the public?		
	%	count
Definitely Yes	37.1%	289
Probably Yes	34.1%	266
Probably Not	9.5%	74
Definitely Not	10.9%	85
No Opinion/Undecided	8.5%	66



**Valid percent, does not include No Opinion/Undecided (responses total 714)*

Full-time residents significantly more likely to indicate “Definitely Yes” or “Definitely Not,” while Part-time residents significantly more likely to indicate “Probably Yes” or “Probably Not.”

2.5 Willing to Pay?

Operating a more comprehensive public transportation system in Emmet County may require an increase in property taxes. How much of an increase would you be willing to pay to support an expanded public transportation system in Emmet County?

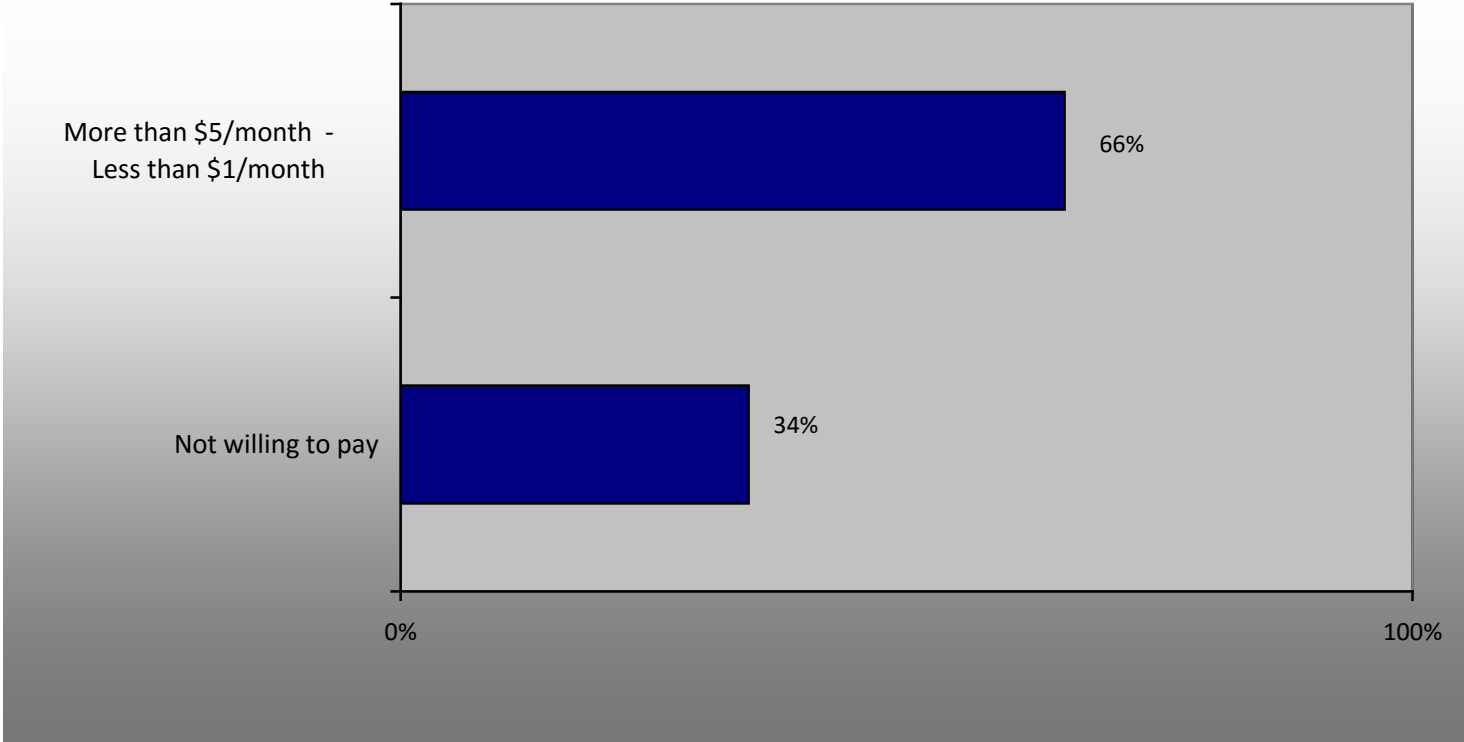


Table 11. Operating a more comprehensive public transportation system in Emmet County may require an increase in property taxes. How much of an increase would you be willing to pay to support an expanded public transportation system in Emmet County?

	%	count
More than \$5/month	10.5%	82
\$4-\$5/month	15.9%	124
\$2-\$3.99/month	11.8%	92
\$1-\$1.99/month	17.2%	134
Less than \$1/month	10.3%	80
Not willing to pay	34.4%	268

Those willing to pay *More than \$5/month*, *\$4-\$5/month* or *\$2-\$3.99/month* significantly more likely to respond “Definitely Yes” or “Probably Yes” when indicating if they or a member of their household would use the expanded system; respondents indicating *\$1-\$1.99/month* more likely to respond “Probably Yes” or “Probably Not,” while those indicating *Not willing to pay* more likely to respond they would “Definitely Not” use the expanded system.

Those willing to pay *More than \$5/month*, *\$4-\$5/month* or *\$2-\$3.99/month* significantly more likely to respond “Definitely Yes” when indicating if they believe the issue of funding an expanded public transportation system in Emmet County should be put to a vote of the public. Those willing to pay ranges *\$4-\$5/month* through *Less than \$1/month* significantly more likely to respond “Probably Yes,” while those indicating *Not willing to pay* more likely to indicate the issue should “Probably Not” or “Definitely Not” be put to a vote of the public.

2.6 Additional Significance - Demographics

Full-time residents significantly more likely ages 18 – 44 or 45 – 65, while Part-time residents significantly more likely age 65+

3.0 CROSS TABULATION RESULTS BY ZIP CODE

Which response below that best describes your residency in Emmet County? * In which Emmet County ZIP code is your primary residence located?

	In which Emmet County ZIP code is your primary residence located? Please choose only one response.											Total			
	49770	49737	49740	49755	49706	49764	49716	49769	49718	49722	49723		49701	Other	
Which response below best describes your residency in Emmet County?															
I am a year round resident of Emmet County	377	2	207	23	56	5	9	18	5	3	3	14	2	724	
I reside in Emmet County primarily during the months of May - October.	23	2	16	1	3	0	0	0	0	0	1	0	0	46	
I reside in Emmet County primarily during the months of June, July, and August.	2	0	1	0	1	0	0	0	0	0	0	0	0	4	
I reside in Emmet County 1-2 months per year.	0	0	0	0	1	0	0	0	0	0	0	0	0	1	
I reside in Emmet County less than one month per year.	0	0	1	0	0	0	0	0	0	0	0	0	0	1	
Total	402	4	225	24	61	5	9	18	5	3	4	14	2	776	

Do you own or rent your primary place of residence? * In which Emmet County ZIP code is your primary residence located?

		In which Emmet County ZIP code is your primary residence located? Please choose only one response.											Total		
		49770	49737	49740	49755	49706	49764	49716	49769	49718	49722	49723		49701	Other
Do you 1 or 2 your primary place of residence?	Own	368	4	207	22	58	5	9	17	5	3	4	13	2	717
	Rent	34	0	19	2	3	0	1	1	0	0	0	1	0	61
Total		402	4	226	24	61	5	10	18	5	3	4	14	2	778

Do you own additional property in Emmet County on which you pay taxes? * In which Emmet County ZIP code is your primary residence located?

		In which Emmet County ZIP code is your primary residence located? Please choose only one response.											Total		
		49770	49737	49740	49755	49706	49764	49716	49769	49718	49722	49723		49701	Other
Do you 1 additional property in Emmet County on which you pay taxes?	Yes	103	2	71	5	21	4	4	5	2	1	3	3	0	224
	No	300	2	155	19	40	1	6	13	3	2	1	11	2	555
Total		403	4	226	24	61	5	10	18	5	3	4	14	2	779

A more comprehensive public transportation system in Emmet County may include scheduled routes on major roads and a dial-a-ride system for on demand rides. This system may offer reduced fares for seniors and the disabled and use a combination of buses, vans, and cars to provide service.

If a system as described above were available, would you or a member of your household use it? * In which Emmet County ZIP code is your primary residence located?

	In which Emmet County ZIP code is your primary residence located? Please choose only one response.											Total		
	49770	49737	49740	49755	49706	49764	49716	49769	49718	49722	49723		49701	Other
A more comprehensive public transportation system in Emmet County may include scheduled routes on major roads and a dial-a-ride system for on demand rides.	31	0	21	0	4	0	3	2	0	0	0	0	0	61
Definitely Yes														
Probably Yes	74	1	38	2	9	0	3	3	0	1	0	1	1	133
Probably Not	149	1	74	11	18	1	1	7	2	0	2	6	0	272
Definitely Not	105	1	72	7	21	1	2	3	2	1	1	5	1	222
This system may offer reduced fares for seniors and the disabled and use a combination of buses, vans, and cars to provide service. If a system as described above were available, would you or a member of your household use it?	359	3	205	20	52	2	9	15	4	2	3	12	2	688
Total														

Please indicate when you or a member of your household may be likely to use the public transportation system described. Check all that apply.

Weekdays, before 7:00 AM * In which Emmet County ZIP code is your primary residence located?

	In which Emmet County ZIP code is your primary residence located?				Total
	49770	49740	49706	49769	
Please indicate when you or a member of your household may be likely to use the public transportation system described. Check all that apply. Weekdays, before 7:00 AM	7	7	4	1	19
Total	7	7	4	1	19

Please indicate when you or a member of your household may be likely to use the public transportation system described. Check all that apply.

Weekdays, 7:00 AM to 5:00 PM * In which Emmet County ZIP code is your primary residence located?

	In which Emmet County ZIP code is your primary residence located? Please choose only one response.										Total
	49770	49737	49740	49755	49706	49716	49769	49722	49723	49701	
Please indicate when you or a member of your household may be likely to use the public transportation system described. Check all that apply. Weekdays, 7:00 AM to 5:00 PM	135	2	76	4	16	3	5	1	1	3	246
Total	135	2	76	4	16	3	5	1	1	3	246

Please indicate when you or a member of your household may be likely to use the public transportation system described. Check all that apply.

Weekdays, 5:00 pm to 10:00 pm * In which Emmet County ZIP code is your primary residence located?

	In which Emmet County ZIP code is your primary residence located? Please choose only one response.						Total	
	49770	49740	49706	49764	49716	49769		49701
Please indicate when you or a 1 member of your household may be likely to use the public transportation system described. Check all that apply. - Weekdays, 5:00 pm to 10:00 pm	39	19	5	1	2	2	1	69
Total	39	19	5	1	2	2	1	69

Please indicate when you or a member of your household may be likely to use the public transportation system described. Check all that apply.

Weekdays, after 10:00 pm * In which Emmet County ZIP code is your primary residence located?

	In which Emmet County ZIP code is your primary residence located? Please choose only one response.					Total	
	49770	49740	49755	49706	49716		49769
Please indicate when you or a 1 member of your household may be likely to use the public transportation system described. Check all that apply. - Weekdays, after 10:00 pm	7	8	1	2	1	3	22
Total	7	8	1	2	1	3	22

Please indicate when you or a member of your household may be likely to use the public transportation system described. Weekends, before 7:00 am * In which Emmet County ZIP code is your primary residence located?

	In which Emmet County ZIP code is your primary residence located? Please choose only one response.			Total
	49770	49740	49706	
Please indicate when you or a member of your household may be likely to use the public transportation system described. Check all that apply. - Weekends, before 7:00 am	1	4	1	6
Total	1	4	1	6

Please indicate when you or a member of your household may be likely to use the public transportation system described. Check all that apply. Weekends, 7:00 am to 5:00 pm * In which Emmet County ZIP code is your primary residence located?

	In which Emmet County ZIP code is your primary residence located? Please choose only one response.								Total
	49770	49737	49740	49755	49706	49716	49769	49701	
Please indicate when you or a member of your household may be likely to use the public transportation system described. Check all that apply. - Weekends, 7:00 am to 5:00 pm	67	2	27	1	10	3	4	2	116
Total	67	2	27	1	10	3	4	2	116

Please indicate when you or a member of your household may be likely to use the public transportation system described. Check all that apply.

Weekends, 5:00 pm to 10:00 pm * In which Emmet County ZIP code is your primary residence located?

	In which Emmet County ZIP code is your primary residence located? Please choose only one response.									Total
	49770	49737	49740	49706	49764	49716	49769	49722	49701	
Please indicate when you or a 1 member of your household may be likely to use the public transportation system described. Check all that apply. - Weekends, 5:00 pm to 10:00 pm	40	1	19	4	1	3	2	1	1	72
Total	40	1	19	4	1	3	2	1	1	72

Please indicate when you or a member of your household may be likely to use the public transportation system described. Check all that apply.

Weekends, after 10:00 pm * In which Emmet County ZIP code is your primary residence located?

	In which Emmet County ZIP code is your primary residence located? Please choose only one response.									Total
	49770	49740	49755	49706	49716	49769	49718	49722	Other	
Please indicate when you or a 1 member of your household may be likely to use the public transportation system described. Check all that apply. - Weekends, after 10:00 pm	17	9	1	3	2	1	1	1	1	36
Total	17	9	1	3	2	1	1	1	1	36

How would you rate public transportation as a community priority? * In which Emmet County ZIP code is your primary residence located?

		In which Emmet County ZIP code is your primary residence located? Please choose only one response.											Total		
		49770	49737	49740	49755	49706	49764	49716	49769	49718	49722	49723		49701	Other
How would you rate public transportation as a community priority?	High Priority	89	1	50	3	12	1	4	5	0	0	1	3	0	169
	Medium Priority	128	1	65	5	17	3	4	4	1	2	2	6	1	239
	Low Priority	83	1	48	5	9	1	1	5	2	1	0	1	1	158
	Not a Priority	70	1	34	7	18	0	1	3	1	0	1	3	0	139
Total		370	4	197	20	56	5	10	17	4	3	4	13	2	705

Do you believe that the issue of funding an expanded public transportation system in Emmet County should be put to a vote of the public?

*** In which Emmet County ZIP code is your primary residence located?**

		In which Emmet County ZIP code is your primary residence located? Please choose only one response.											Total		
		49770	49737	49740	49755	49706	49764	49716	49769	49718	49722	49723		49701	Other
Do you believe that the issue of funding an expanded public transportation system in Emmet County should be put to a vote of the public?	Definitely	155	0	84	8	18	2	3	6	4	1	3	4	1	289
	Yes Probably	139	2	74	6	20	2	6	8	0	1	1	6	1	266
	Probably	30	2	25	5	8	0	0	1	1	1	0	1	0	74
	Not	48	0	19	3	11	0	0	3	0	0	0	1	0	85
	Definitely Not	48	0	19	3	11	0	0	3	0	0	0	1	0	85
Total		372	4	202	22	57	4	9	18	5	3	4	12	2	714

Operating a more comprehensive public transportation system in Emmet County may require an increase in property taxes. How much of an increase would you be willing to pay to support an expanded public transportation system in Emmet County? * In which Emmet County ZIP code is your primary residence located?

	In which Emmet County ZIP code is your primary residence located? Please choose only one response.													Total
	49770	49737	49740	49755	49706	49764	49716	49769	49718	49722	49723	49701	Other	
More than \$5/month	50	1	16	5	7	0	1	0	0	0	1	1	0	82
\$4-\$5/month	61	0	46	0	9	1	1	3	0	1	1	1	0	124
\$2-\$3.99/month	50	0	31	1	4	2	3	0	0	0	0	1	0	92
\$1-\$1.99/month	66	1	40	5	10	1	1	5	0	0	0	4	1	134
Less than \$1/month	39	0	17	4	8	1	1	5	2	1	0	1	1	80
Not willing to pay	138	2	76	9	23	0	3	5	3	1	2	6	0	268
Total	404	4	226	24	61	5	10	18	5	3	4	14	2	780

Collapsed Age * In which Emmet County ZIP code is your primary residence located?

	In which Emmet County ZIP code is your primary residence located? Please choose only one response.													Total
	49770	49737	49740	49755	49706	49764	49716	49769	49718	49722	49723	49701	Other	
Collapsed Age 18-44	44	0	21	4	11	0	2	1	2	0	0	1	0	86
45-65	134	1	79	7	22	1	3	5	2	1	0	7	2	264
65+	225	3	126	13	28	4	5	12	1	2	4	6	0	429
Total	403	4	226	24	61	5	10	18	5	3	4	14	2	779

Appendix 1

2015 Emmet County Public Transit Survey- Additional Survey Participant Comments

Appendix 1: 2015 Emmet County Public Transit Survey- Additional Survey Participant Comments

Question 2

- Never even heard of these options

Question 3

- It's definitely recommended the routes be linked to those of adjoining counties. Charlevoix for sure.
- when I can't drive myself
- I think we are too rural. A jitney service would be doable. (5822 Resort Pike Road)
- Will use in the future.
- Thank you for this opportunity. Since we live in the rural far north, I feel public transportation should be implemented
- Thank you for this opportunity. Since we live in the rural far north, I feel public transportation should be implemented
- This service is not needed by us right now but it could be someday and we would use it.
- We own vehicles thankfully.
- Will not need for a few more years.
- At this time I would not be interested in public transportation.
- No need at this time-(5 of these comments)
- NCMC students desperately need an expanded system.
- as needed if I was in a situation that required needing the transportation
- Will need when I can't drive myself-(7 of these comments)
- We live 10 miles out in the country
- Will use 7 days a week
- I am 86. How much longer will I be comfortable driving? I need transportation!
- Because we use don't use this at this time, can't say what times. I know people who use public trans like it. Elderly but not disabled
- In 10-20 yrs. Maybe when needing such a service but can still drive now. Will be nice option for visitors as well
- On demand use
- When my auto is in service or I am not able to go because of snow and bad weather
- This project should be privately funded. Hard working families don't need any more taxes on top of what is already an absurd amount.
- There is not one PTS that can support itself. BATA costs \$10 for every \$1 in revenue. No thank you.
- Will need when we can no longer drive-(3 of these comments)
- If an occasion arose it would be necessary-(3 of these comments)
- If car breaks down or I'm injured
- I live in a very rural setting where there is no public transportation
- more than likely we would not need or use at this time
- We do not use public transportation now. However, because we are elderly, we'd be interested in
- When car breaks down.
- Only if car broke down

Appendix 1: 2015 Emmet County Public Transit Survey- Additional Survey Participant Comments

- When I'm old and have no one to drive me
- We wouldn't use but if there, might use it weekdays 7-5
- My daughter would use; would increase her job possibilities
- When I can no longer drive myself
- We are a 2 car household but understand the needs of others.
- Definitely not but my response at this time is due to the fact that I own a car.
- Because they don't come out here!
- The program is needed for the working poor and elderly. The survey probably should have asked about income levels.
- Public transportation should be accessible for most people most of the time based on employments and vital needs. Entertainment and personal liberties should be accommodated as an economical convenience - not a necessity.
- I work for Head Start and community transportation is a real need for families to get their children to pre-school. I would support this even if my household doesn't need.
- Access to work would be a priority for many who live outside Petoskey and Harbor Springs. Lack of public transit prohibits many from accepting a job. We need something for those who desperately need it!
- May I please comment that this is a very important issue to me that I'm hoping my responses reflect? We do not have family in the area, more importantly a consistent source of transportation at times when a car is unavailable. The only reason why we have 2 cars is the inability to get to work when 1 car needs work. At small auto shops usually work takes more than a few days not to mention getting the car to the shop. We have the means to make this happen but worry if we didn't.
- Currently not a priority. Should be: high priority
- Medium priority but growing!
- Especially for those getting to doctor appointments
- Not a priority because I live in too rural an area.
- Thank you for this opportunity. Since we live in the rural far north, I feel public transportation should be implemented
- Definitely yes to vote with current commissioners. Probably not with more trusted leadership.
- Definitely yes need to vote as our commissioners have been unwise in the dark sky and ambulance situations
- Definitely yes if research shows a demand for it
- Undecided. Is there a problem with public transportation now? If yes, I may support it.
- Stop Dark Night Sky building and use that money. Require vote for that and expensive Emmet buildings
- Eliminate the Dark Sky Park at Headlands and Welcome Boat
- They hit senior citizens hard and it's always the young people wanting money.
- I would be willing to pay up to \$5 - depending on what the plan offered and how it was managed or pay as you go?

Question 4

- Not willing - pay enough taxes
- Undetermined, as long as not as wasteful and unaccountable as ambulance.
- More than \$5 as long as it benefitted us - if we know before vote
- Not willing to pay for something I can't use. Too rural

Appendix 1: 2015 Emmet County Public Transit Survey- Additional Survey Participant Comments

- I rent so I don't pay property taxes
- \$4-5 It would depend on the services and availability
- Not willing to pay. Everything goes up but the cost of living.
- I'm disabled and rent. Do not pay taxes.

Question 5

- Just like the Dark Sky facility and the EMS centers were!
- Personally I would like to see an Uber service in our area which I know is not public transportation.
- The people of this county and country have got to stop spending other people's money and if you or are able to spend more of other people's money, you may run out of that too.

Question 6

- Need public transportation for old, young and those who could work but don't own wheels
- I live outside the city limits and would like to see and would support a county-wide library system and curbside recycling
- I wished you'd asked for comments. I'm 68 and live close to disaster and although I don't use public transportation now I might have to in the not too distant future.
- Having a system available for us and others our age for the future.
- Or pay as you go?
- Not willing - pay enough taxes
- Undetermined, as long as not as wasteful and unaccountable as ambulance.
- More than \$5 as long as it benefitted us - if we know before vote
- Not willing to pay for something I can't use. Too rural
- I rent so I don't pay property taxes
- \$4-5 It would depend on the services and availability
- Not willing to pay. Everything goes up but the cost of living.
- I'm disabled and rent. Do not pay taxes.
- Just like the Dark Sky facility and the EMS centers were!
- Personally I would like to see an Uber service in our area which I know is not public transportation.
- The people of this county and country have got to stop spending other people's money and if you or are able to spend more of other people's money, you may run out of that too.

General

- Need public transportation for old, young and those who could work but don't own wheels
- I live outside the city limits and would like to see and would support a county-wide library system and curbside recycling
- I wished you'd asked for comments. I'm 68 and live close to disaster and although I don't use public transportation now I might have to in the not too distant future.
- Having a system available for us and others our age for the future.

Appendix 2

PUBLIC TRANSIT SURVEY MAILING: WAVES 1-4

RACHEL SMOLINSKI

October 23, 2015

Dear First Name,

We have randomly selected you from a list of registered voters in Emmet County to complete this important community survey. A survey questionnaire will be mailed to you within the next 7 days.

The survey is intended to gather information on public interest in and willingness to pay for public transportation in Emmet County. Your answers will be confidential, compiled with others, and shared with decision-makers in the community in order to make a more informed decision on issues related to public transportation in Emmet County.

Your completed and returned survey will be entered into a drawing for 2- \$100 Meijer gift cards.

Thank you for your assistance with this important community survey!

A handwritten signature in black ink that reads "Rachel R. Smolinski". The signature is written in a cursive style with a small dot above the 'i' in "Smolinski".

Rachel Smolinski
Executive Director, HARBOR Inc.

HARBOR Inc. is a regional non-profit organization comprised of local governments, non-profit organizations, and citizens providing facilitation and implementation of projects for the greater Harbor Springs community and others. For more information on our organization or projects, please visit www.harborinc.org



HARBOR, Inc.

Harbor Area Regional Board of Resources, Inc.
P.O. Box 112, Harbor Springs, Michigan 49740

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**Your opinion counts on
public transportation.**

October 30, 2015

Dear Joanne,

We have randomly selected you from a list of registered voters in Emmet County to complete this important community survey. Please complete and return the enclosed survey by **Tuesday, November 10th**.

The survey is intended to gather information on public interest in and willingness to pay for public transportation in Emmet County. Your answers will be confidential, compiled with others, and shared with decision-makers in the community in order to make a more informed decision on issues related to public transportation in Emmet County.

Your completed and returned survey will be entered into a drawing for 2- \$100 Meijer gift cards.

Thank you for your assistance with this important community survey!



Rachel Smolinski,
Executive Director, HARBOR Inc.

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2015 Emmet County Public Transit Survey

For each survey question, please fill in your response using a dark pencil or ball point pen. Please complete the survey by Tuesday, November 10 and return in the enclosed postage-paid envelope.

Thank you for your assistance with this important community survey!

1. Which response below best describes your residency in Emmet County?

Please choose only one response.

- I am a year round resident of Emmet County
- I reside in Emmet County primarily during the months of May - October.
- I reside in Emmet County primarily during the months of November - April.
- I reside in Emmet County primarily during the months of June, July, and August.
- I reside in Emmet County 1-2 months per year.
- I reside in Emmet County less than one month per year.
- I do not reside in Emmet County, but own property within the County.

1a. Do you own or rent your primary place of residence in Emmet County? Own Rent

1b. Do you own additional property in Emmet County on which you pay taxes? Yes No

2. How often do you or a member of your household use any of the following current transportation options available in Emmet County:

Straits Regional Ride At least Once a Week Several Times a Month Once a Month
 Several Times a Year Do not Use

LTBB Odawa Bus At least Once a Week Several Times a Month Once a Month
 Several Times a Year Do not Use

Friendship Center Bus At least Once a Week Several Times a Month Once a Month
 Several Times a Year Do not Use

Taxi At least Once a Week Several Times a Month Once a Month
 Several Times a Year Do not Use

NM Ride Share At least Once a Week Several Times a Month Once a Month
 Several Times a Year Do not Use

3. A more comprehensive public transportation system in Emmet County may include scheduled routes on major roads and a dial-a-ride system for on demand rides.

This system may offer reduced fares for seniors and the disabled and use a combination of buses, vans, and cars to provide service.

If a system as described above were available, would you or a member of your household use it?

- Definitely yes Probably yes Probably not Definitely not (Go to Question 4)
- No opinion/Undecided

3a. Please indicate when you or members of your household would be likely to use the public transportation system described. *Check all that apply.*

- Weekdays, before 7:00 AM
- Weekdays, 7:00 AM to 5:00 PM
- Weekdays, 5:00 PM to 10:00 PM
- Weekdays, after 10:00 PM
- Weekends, before 7:00 AM
- Weekends, 7:00 AM to 5:00 PM
- Weekends, 5:00 PM to 10:00 PM
- Weekends, after 10:00 PM
- Other _____

4. How would you rate public transportation as a community priority?

- High Priority Medium Priority Low Priority Not a Priority
- No opinion/Undecided

5. Do you believe that the issue of funding an expanded public transportation system in Emmet County should be put to a vote of the public?

- Definitely yes Probably yes Probably not Definitely not
- Undecided

6. Operating a more comprehensive public transportation system in Emmet County may require an increase in property taxes.

How much of an increase would you be willing to pay to support an expanded public transportation system in Emmet County? *Please choose only one response.*

- More than \$5 per month (\$60 + per year) \$4 to \$5 per month (\$48 to \$60 per year)
- \$2 to \$3.99 per month (\$24 to \$47.88 per year) \$1 to \$1.99 per month (\$12 to \$23.88 per year)
- Less than \$1 per month (less than \$12 per year)
- I am not willing to pay an additional cost per month

7. In which Emmet County ZIP code is your primary residence located? *Please choose only one response.*

- 49770 49740 49706 49716 49718 49722 49723
- 49737 49755 49764 49769 other _____

8. In what year were you born? *Please choose only one response.*

- 1940 or earlier (75+) 1941-1945 (70-74) 1946-1950 (65-69)
- 1951-1955 (60-64) 1956-1960 (55-59) 1961-1965 (50-54)
- 1966-1970 (45-49) 1971-1975 (40-44) 1976-1980 (35-39)
- 1981-1985 (30-34) 1986-1990 (25-29) 1991-1997 (18-24)

November 13, 2015

Dear,

An Emmet County Public Transit survey was mailed to you on October 30th. We randomly selected you from a list of registered voters in Emmet County to complete this important community survey. If you have not already done so, please send your completed survey back in the postage paid return envelope provided.

The survey is intended to gather information on public interest in and willingness to pay for public transportation in Emmet County. Your answers will be confidential, compiled with others, and shared with decision-makers in the community in order to make a more informed decision on issues related to public transportation in Emmet County.

If we have not yet received your survey, we will mail a second survey to you within 7 days. If you have already returned your completed survey, then we thank you!

Thank you for your assistance with this important community survey!



Rachel Smolinski,
Executive Director, HARBOR Inc.
231-526-5060

HARBOR Inc. is a regional non-profit organization comprised of local governments, non-profit organizations, and citizens providing facilitation and implementation of projects for the greater Harbor Springs community and others. For more information on our organization or projects, please visit www.harborinc.org



HARBOR, Inc.

Harbor Area Regional Board of Resources, Inc.
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Sort Position Bundle Number Tray Number

Endorsement Line

First Name Middle Name Last Name Name Suffix

Address Line 1

City, State ZIP Code

**Have you responded to
your survey yet?**

November 20, 2015

Dear William,

An Emmet County Public Transit survey was mailed to you on October 30th. We randomly selected you from a list of registered voters in Emmet County to complete this important community survey.

If you have not already done so, please send the enclosed completed survey back in the postage paid return envelope provided by Tuesday, December 1st, 2015.

The survey is intended to gather information on public interest in and willingness to pay for public transportation in Emmet County. Your answers will be confidential, compiled with others, and shared with decision-makers in the community in order to make a more informed decision on issues related to public transportation in Emmet County.

Your completed and returned survey will be entered into a drawing for a \$100 Meijer gift card. We will know how to contact you through the control number on your returned survey.

If you should have any questions concerning completion of the survey, please feel free to contact me at (231)526-5060. Thank you for your assistance with this important community survey!



Rachel Smolinski,
Executive Director, HARBOR Inc.

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2015 Emmet County Public Transit Survey

For each survey question, please fill in your response using a dark pencil or ball point pen. Please complete the survey by Tuesday, December 1st and return in the enclosed postage-paid envelope.

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Please choose only one response.

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- Other _____

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5. Do you believe that the issue of funding an expanded public transportation system in Emmet County should be put to a vote of the public?

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8. In what year were you born? *Please choose only one response.*

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- 1951-1955 (60-64) 1956-1960 (55-59) 1961-1965 (50-54)
- 1966-1970 (45-49) 1971-1975 (40-44) 1976-1980 (35-39)
- 1981-1985 (30-34) 1986-1990 (25-29) 1991-1997 (18-24)