



MICHIGAN DEPARTMENT OF TRANSPORTATION

**State Long Range Transportation Plan
2005-2030**

Attitudes & Perceptions of Transportation in Michigan: A Survey of Michigan Adults

Final

*Prepared for
The Michigan Department
of Transportation*

May 16, 2006



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MI Transportation

MICHIGAN LONG RANGE TRANSPORTATION PLAN



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Executive Summary

In general, we find the Michigan public to be fairly satisfied with the Michigan Department of Transportation (MDOT) and the information it provides. However, only a minority believes all or most of MDOT's projects were the right solutions to the state's transportation problems. As we have found in other states, those with the longest commutes tend to be the most critical of the Transportation Department and of transportation in the state.

Michigan residents are more likely to see transportation getting better than worse, and they overwhelmingly believe improving Michigan's transportation system is critical to improving the state's economy and job situation. However, they do not overwhelmingly believe that the economy would be better off with improved transportation rather than lower taxes. Still, a majority does believe Michigan should spend more on improving transportation.

The public's top agenda for transportation is better pavement, better traffic flow, and faster and more efficient completion of highway projects. Following that agenda, the public wants safer highways, greater availability of long-distance and public transportation options, and a greater effort to take the public's needs and views into consideration in transportation decision-making.

We do see some regional differences in opinion. Residents in the Metro Region are much less happy with the state of transportation, while residents in the Grand Region are the most satisfied. Agendas between some regions vary somewhat, but not dramatically. Overall, residents of the seven MDOT regions have agendas with more commonalities than differences.

Evaluations of MDOT: Tracker Measures

Michigan adults are generally satisfied with MDOT.

- Two-thirds (66%) of the public is satisfied with MDOT and 28% is dissatisfied. Overall, feelings in a positive or negative direction are not strong, with only 16% very satisfied and 9% very dissatisfied.
- Those under 30 years of age are the most satisfied; however, satisfaction drops dramatically for those just over 30. Respondents slowly become more satisfied as they get older.
- Residents in high density areas and who commute more than one hour are more likely to be dissatisfied.
- Less than one-half (42%) said all or most of MDOT's projects were the right solution to Michigan's transportation problems, while 33% said some, and 15% said few or none.

Perception of Transportation in Michigan

Michigan adults overwhelmingly believe improving Michigan's transportation system is critical to improving the economy and job situation in the state ...

... but they do not overwhelmingly believe that the economy is better off with improved transportation rather than lower taxes.

A majority believe Michigan should spend more on improving transportation.

- Considerably more Michigan adults think transportation quality is better than think it is worse (34% versus 20%) than it was five years ago, although the plurality (38%) sees no change.
- Three-quarters (76%) of Michigan adults agree with the statement "Improving Michigan's transportation system is critical to improving the economy and job situation in the state" (26% strongly), while only 17% disagree (five percent strongly).
- However, only one-half (49%) of Michigan adults agree and 38% disagree with the statement that "when it comes to attracting businesses and improving the economy in Michigan, a better transportation system is more important than lower taxes."
- The higher one's household income, the more likely one is to agree with the statement.
- Two-thirds (67%) of Michigan adults agree with the statement "Tolls are a fair way to collect revenues for transportation because those who use the roads pay for them," while 28% disagree.
- Slightly over one-half (52%) of Michigan adults agree with the statement that "Michigan uses its transportation money efficiently and effectively," while slightly more than one-quarter (28%) disagree.
- Over one-half (56%) believe Michigan should spend more to maintain and improve the quality of transportation systems in the state (ten percent much more) and only four percent say Michigan should spend less.
- Respondents with higher incomes are more likely to believe Michigan should spend more on transportation...
- Overwhelmingly, Michigan adults prefer that the state emphasize building and maintaining highways (61%) over developing alternative modes of transportation such as buses, vans for senior citizens, trains, or bike lanes (27%).
- Lower income residents and residents in high population density areas are more likely to support alternative modes of transportation than are their higher income or lower density counterparts.

Improving Transportation: First Tier

We gave respondents a list of 19 aspects of transportation in the state and asked (1) how satisfied they were with them and (2) how important a priority they were for receiving greater resources to improve them. Four items stand out as being at the top of the public's agenda on the basis of these two measures combined:

The public's agenda is better pavement, better traffic flow, and faster and more efficient completion of highway projects.

- **Better pavement conditions:** The most important (number one) priority and the third to last in public satisfaction.
- **Better flow of traffic during highway construction:** The third most important priority and last in public satisfaction.
- **Better flow of traffic during rush hour:** Tied for the fourth most important priority and the second to last in public satisfaction.
- **Faster and more efficient completion of state highway projects:** Tied for the fourth most important priority and tied for sixth to last in public satisfaction.

Improving Transportation: Second Tier

Four other items stand out from the rest as forming a second tier of the public's agenda, again based on the two measures combined:

- **Safer highways:** Satisfaction is considerably higher with highway safety (tied for ninth out of the 19 items), but this item ranks as the second most important priority for improving in the future.
- **Greater availability of long-distance transportation options, such as intercity passenger rail and buses:** Not necessarily the highest priority for the future (tied for eighth), but satisfaction with this item is very low (fourth lowest).
- **More availability of public transportation options:** Tied for the sixth most important priority and tied for fifth lowest in public satisfaction.
- **A greater effort to take the public's needs and views into consideration in transportation decision-making:** Tied for the sixth most important priority and tied for eighth to last in public satisfaction.

MDOT Regional Summaries

While regional differences are not dramatic, they do exist. The following is a summary of how each region distinguishes itself when it comes to public attitudes toward transportation in Michigan.

Metro

People in this region are the least satisfied with MDOT and among the least likely to think that MDOT's projects were the right solutions to Michigan's transportation problems. People in this region are also among the least likely to believe that transportation has gotten better instead of worse in the past five years and the least likely to believe that Michigan uses its transportation money efficiently and effectively. Metro residents are among the most likely to support greater spending to improve transportation quality in the state and the region most supportive of an emphasis on alternative modes of transportation instead of an emphasis on highways (although, even in this region, building and maintaining highways receives far greater support). Overall, the state's transportation agenda reflects this region's transportation agenda.

University

Although they are among the most satisfied with MDOT and are generally more likely to believe that transportation has become better instead of worse over the past five years, this region's residents are the least likely to think that MDOT's projects are the right solutions to Michigan's transportation problems. University residents are the least likely to believe that tolls are a fair way to collect revenue. They are also the least likely to say that the state should spend more to improve the quality of transportation and among the most supportive of emphasizing building and maintaining highways over developing alternative modes of transportation. Faster and more efficient completion of state highway projects is slightly less important in this region, while building more state highways to meet traffic demands is more important.

Southwest

Residents in this region are among the most satisfied with MDOT and are more likely to say that transportation in the state has become better, not worse. They are the least likely to believe that improving Michigan's transportation system is crucial to improving the economy. Southwest is also the *only* region where more people disagree that a better transportation system is more important to attracting businesses and improving the economy than lower taxes. Better pavement conditions is clearly the biggest priority for residents in this region, while having faster and more efficient completion of state highway projects is slightly less important.

Bay

Residents in this region are almost equally likely to say transportation has become worse as to say it has become better—the only region so divided on this question. Residents in this region are the most supportive of more spending for improved quality of transportation. They are also among the most likely to agree that tolls are a fair way to collect revenue. Like the Southwest Region, better pavement conditions is the biggest issue here, while faster and more efficient completion of state highway projects is also a less important priority in this region. More availability of public transportation options is a greater priority in the Bay Region than it is in others. This is also the only region where more sidewalks for pedestrians and lanes and pathways for bicycles reaches the second tier of high priority items.

Grand

This region sets itself apart as the most satisfied with MDOT, the most likely to believe that MDOT's projects have been the right solution to the state's transportation problems, and the most likely to believe that transportation in the state has become better instead of worse. This region is also the most likely to say that improving Michigan's transportation system is critical to improving the economy and job situation in the state. Grand residents are also among the most likely to agree that tolls are a fair way to collect revenue. Again, better pavement conditions is the biggest issue here.

North

This region is among the most likely to say that improving Michigan's transportation system is critical to improving the economy and job situation in the state. However, North residents are the least likely to support the state's spending more to maintain and improve the quality of transportation. Residents in the North Region are the most supportive of emphasizing building and maintaining highways over developing alternative modes of transportation. *Better pavement conditions* is the biggest issue, but *more and faster snow and ice removal* is the second biggest priority item—the only region where snow and ice removal is among the first or second transportation priorities.

Superior

As different and isolated as this region is from the rest of the state, there are not too many items on which it stands out from the other regions. It is among those most likely to agree that tolls are a fair way to collect revenue and is among the least likely to believe that Michigan uses its transportation money efficiently and effectively. It is also among the most supportive of alternative modes of transportation. As in all of the other non-Metro regions, *better pavement conditions* is the clear top priority. *Faster and more efficient completion of state highway projects* is not among the top two tiers of priorities, most likely due to the lack of four lane highways in the region.

Chapter 1. Purpose and Methods

1.1 Purpose

This study explores the opinions of adult residents of the state of Michigan toward Michigan Department of Transportation (MDOT), the state of transportation in Michigan, and the preference for change in transportation policy. The recommendations in this report are intended to provide the public voice for MDOT's long-range transportation planning.

1.2 Interviewing

Professional interviewers, working from a central, monitored location, between February 21 and 28, 2006, interviewed a random sample of 1100 adult Michigan residents. The average interview was 12 minutes long. Potential respondents were contacted through random digit dialing (RDD). Attempts were made each night to reach people who were not at home the previous night, before moving on to new telephone numbers. This emphasis on callback improves accuracy by including hard-to-reach respondents. The participation rate (completed interviews over the total number of completed, refused, and terminated interviews) was 51%.

1.3 Quotas, Oversampling, and Weighting

We divided the state into the seven MDOT regions (see **Figure 1** below). In order to get enough interviews in each of these regions, we set a quota and oversampled the less populated regions. All regions had between 100 and 300 randomly drawn interviews. Data was then weighted proportionally based on the size of the adult population determined in the 2000 Census and estimated growth from the 2004 Census estimates (see **Table 1** for actual and weighted sample size).

Table 1. Sample and Population Breakdown by Region

Regions	Adult Population	Actual Sample Size	Weighted Sample Size
Metro	42%	300	458
University	15%	150	166
Southwest	9%	150	103
Bay	13%	150	138
Grand	12%	150	134
North	6%	100	65
Superior	3%	100	36

Quotas were also set for gender to match the known proportion of men and women in the adult population within each region. After the data was collected, we also weighted the data by age to match the known proportion within each region's adult population.

1.4 Margin of Error

The margin of error at the 95% confidence level is about +2.95% for a sample of 1100. However, due to the geographic oversampling, a true margin of random error for the entire sample is closer to +3.7%. The margin of error is larger for subgroups, depending on

Figure 1. MDOT Regions



subgroup size. (See Volume Two for a more detailed explanation of sampling and the margin of error.)

1.5 Figures and Tables

Figures are integrated into the text. Top-line results can be found in the Appendix of this report. Banners or cross-tabulated tables can be found in the second volume of this report.

Chapter 2. Profile of Sample

The Profile of the Sample in the Appendix presents a demographic profile of Michigan adults across the state and in eight regions. Understanding the demographic characteristics of Michigan adults helps us to understand better how regions differ in their attitudes toward transportation in Michigan. Throughout this report, we show how Michigan adults differ on key questions regionally (if there are regional differences important enough to show).

2.1 Personal Demographics

Michigan adults are split by gender, with 52% women and 48% men. Twenty-two percent (22%) are 18 to 29 years of age, and 16% are over 65 years of age.

One-half (49%) of Michigan adults have a high school education or less, and 32% have a college education. Eight percent have a post-graduate degree.

Thirty-six percent (36%) of the sample have household incomes under \$40,000, and 24% have household incomes over \$75,000.

Eighty-one percent (81%) of the state's adult population is White, while 19% is non-White.

Twenty-four percent (24%) of Michigan adults live in areas (defined by their zip code) where the population density is under 150 people per square mile. Twenty-eight percent (28%) live in an area where the population density is between 150 and 750 people per square mile. Another 24% live in areas where the population density is between 750 and 3000 people per square mile. Finally, 25% live in areas where the population density is 3000 or more people per square mile.

2.2 Driving Habits

Sixty-one percent (61%) of Michigan adults work outside the home, while 39% either do not work or work at home. Of those who work outside the home, 84% drive alone to work, eight percent carpool, and another eight percent get to work by some other means. The median length of time it takes for a commuter to get to work is 35 minutes. Twelve percent (12%) of all Michigan adults commute over one hour to work.

2.3 Regions

As noted earlier, we have divided the state into the seven MDOT regions to see if opinion toward transportation issues varies in the state. Regions are shown in **Figure 1**.

2.3.1 Metro

This region consists of Detroit and most, but not all, of its suburbs. It also includes Port Huron, making it a region with three international crossings with Canada. It is the smallest region in terms of land mass, but makes up 42% of the entire Michigan adult population. Forty-nine percent (49%) of the respondents in this region live in areas where the population density is 3000 or more people per square mile. Thirty percent (30%) live in areas where the population density is 5000 or more people per square mile. Only 17% live in areas where the population density is below 1000 people per square mile.

This region has the highest proportion of adult residents with household incomes over \$75,000 (28%). The adult residents of this region are also the least White (69%), with the highest proportion of African-Americans (19%) and Hispanics (seven percent).

Residents in this region are more likely not to work outside of their homes (42%), but also the most likely to commute over an hour to work (17%). Commuters are the least likely to drive alone to work (81%)—not because they are any more likely to carpool (seven percent) but, rather, because they are more likely to take public transit (eight percent).

2.3.2 University

This region consists of the western exurbs of Detroit, the capital city of Lansing, and the smaller cities of Jackson and Ann Arbor. Michigan's two flagship universities are in this region. It is the second largest region in terms of the state's adult population (15%). While no region in Michigan can be said to be growing tremendously, this region has the most population growth, with about one percent growth per year in the past five years. Far fewer residents in the region live in areas with high population density, with only four percent living in zip codes with 3000 or more people per square mile. At the same time, compared to regions outside of the Metro region, there are relatively few residents in especially low population density areas (28% in areas with fewer than 150 people per square mile).

This region's population is the youngest, with 25% under 30 years of age and only 33% 50 years of age or older. The University Region, in living up to its name, is also the most educated, with 36% of the adults having completed college.

Residents in this region are among the most likely to work outside of their homes (66%), and this region has the second highest percentage of residents who commute over an hour to work (12%). Commuters in this region are the most likely to walk to work (seven percent) and eight percent carpool, but they are among the least likely to take public transit to work (two percent).

2.3.3 Southwest

This region is considerably smaller in population (nine percent) and consists of nine counties in the Southwest corner of the state. Kalamazoo is the largest city in the region. Smaller cities include Battle Creek and Bentonville/St. Joseph. Only six percent of Southwest adults live in

high population density areas (3000 or more people per square mile), while a high proportion (38%) live in areas with low population density (fewer than 150 people per square mile).

Relatively few residents in this region have household incomes over \$75,000, and this region has the highest proportion of adults with no education beyond high school.

Residents in this region are among the most likely to work outside of their homes (66%), but the least likely (five percent) to drive more than an hour to work. The percentage of commuters driving alone in their car (91%) is the highest.

2.3.4 Bay

Thirteen percent (13%) of Michigan's adult population live in these 13 counties surrounding Saginaw Bay. This region includes the cities of Flint, Saginaw, Midland, and Bay City. However, very few (four percent) residents in the Bay region live in high population density areas (3000 or more people per square mile), while 35% live in areas with low population density (fewer than 150 people per square mile).

This region is not different from the state as a whole in terms of age, income, and education. However, the region does have the second highest percentage of non-Whites (13%).

Residents in this region are among the least likely to work outside of their homes (46%), and nine percent of Bay adults drive more than an hour to work. Carpooling in this region is relatively high (nine percent of commuters), but no one we interviewed reported walking or biking to work.

2.3.5 Grand

This region, which is home to 12% of Michigan's adult population, is also growing at roughly one percent a year. It includes Grand Rapids and the much smaller cities of Muskegon and Holland. Grand has the second highest percentage of residents (23%) living in high population density areas (3000 or more people per square mile), and the second lowest percentage of residents (23%) living in areas with the lowest population density (fewer than 150 people per square mile).

The Grand Region has the highest percentage of adults who have at least some college education (59%), and has the fewest adults (19%) with household incomes under \$30,000. This region is also quite young, with only 35% of residents over 50 years of age and 48% under 40 years of age. It also is among the most White (92%).

Sixty-three percent (63%) of the residents in the Grand Region work outside of their homes, and eight percent drive more than an hour to work. This region has the highest proportion of commuters who carpool (ten percent) and the second highest percentage of commuters who use public transit (five percent), but no one we interviewed in this region reported walking or biking to work.

2.3.6 North

This region consists of roughly the northern third of Michigan's Lower Peninsula. Despite its large land mass, only six percent of the state lives in this region. There are no urban areas in this region. Indeed there are no residents (zero percent) in the region who live in zip codes with 750 or more people per square mile. All regions south of the North Region have at least 22% of residents living in such moderate to high density zip codes. Eighty-four percent (84%) of North residents—more than in any other region—live in areas with fewer than 150 people per square mile.

The North Region has the lowest proportion of residents with household incomes over \$75,000 (five percent) and the most with household incomes under 30,000 (35%). The North is the oldest region, with one-half (51%) of adults 50 years of age or older and only 16% under 30 years of age.

The North Region has the fewest adults working outside their homes (57%), and only six percent of North adults drive more than an hour to work. Eighty-six percent (86%) of commuters in this region drive to work alone.

2.3.7 Superior

This region, representing the entire Upper Peninsula, is largest in terms of land area but the smallest (three percent) in terms of population. This is also the only region whose population has dropped since 2000. There are no urban areas in this region and very few four-lane highways, but it does contain an international crossing with Canada. Like the North region, no one (zero percent) from this region lives in a zip code with moderate to high population density (750 or more people per square mile), and it has a very high proportion (72%) of people living in low population density areas (fewer than 150 people per square mile).

Fourteen percent (14%) of Superior adults have household incomes over \$75,000 and 32% have household incomes under 30,000. Forty-four percent (44%) of adults are 50 years of age or older, while only 36% are under 40 years of age. Superior adults are among the most White (92%) and the least likely (22%) to have completed a college education.

Sixty-four percent (64%) of the residents in the Superior Region work outside of their homes (66%), and eight percent drive more than an hour to work. Eighty-three percent (83%) of commuters in this region drive to work alone.

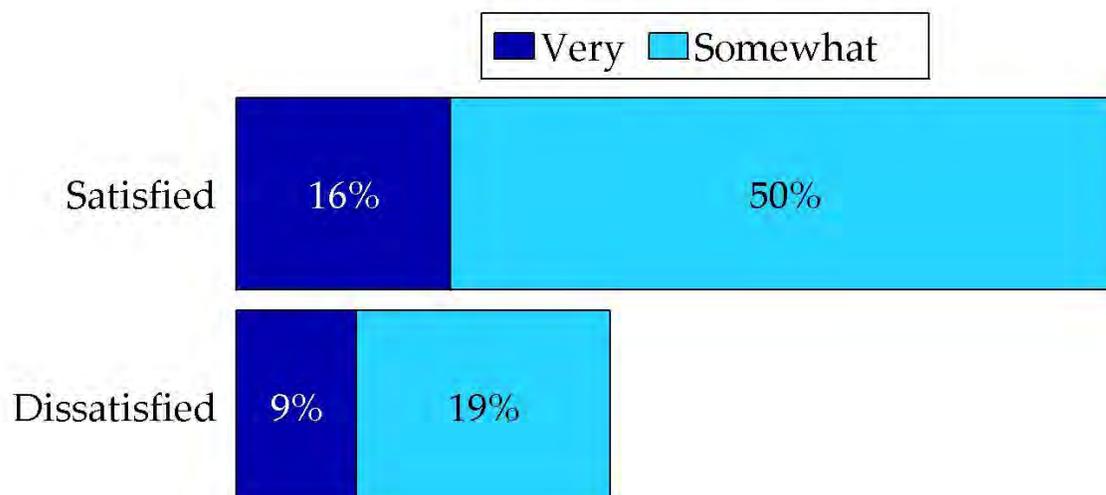
Chapter 3. Evaluations of MDOT

We asked two questions in this survey that specifically evaluate MDOT. These measures are tools to assess how well MDOT delivers services and products to its customers. These measures are useful benchmarks for measuring change over time. **Sections 3.1** and **3.2** address the results of these questions.

3.1 Satisfaction with MDOT

Our evaluative measure asks respondents how satisfied they are with the job MDOT is doing—very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied. Two-thirds (66%) of the public is satisfied with MDOT and 28% is dissatisfied (**Figure 2**). Overall, feelings

Figure 2. Michigan Is Satisfied with the Job Being Done By the Michigan Department of Transportation (Question 1)

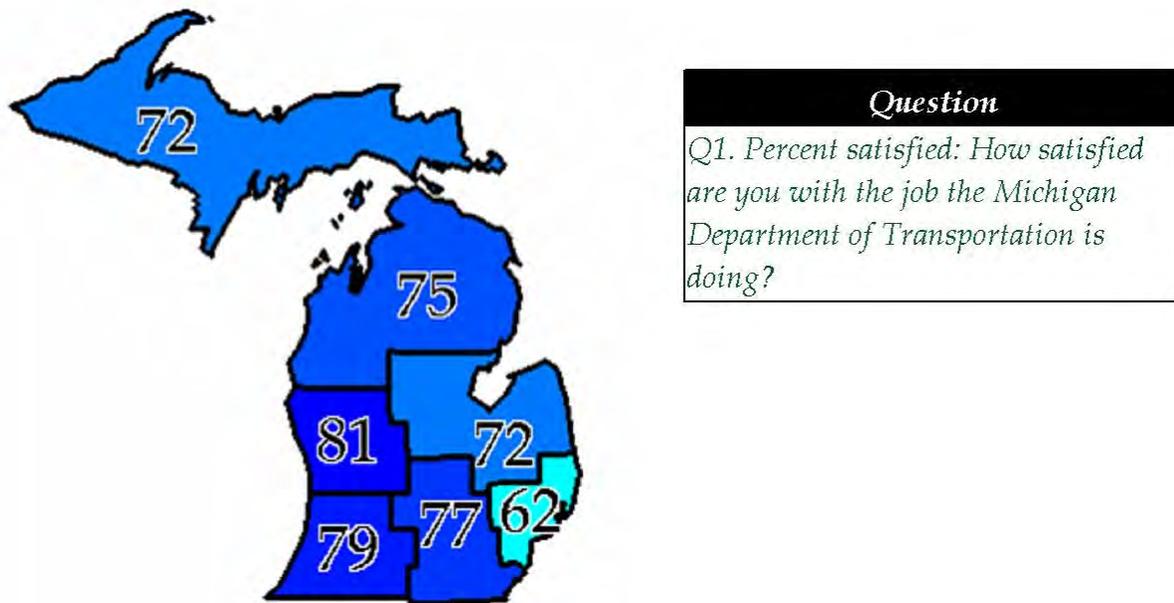


Remainder: “Not sure “

in a positive or negative direction are not strong, with only 16% very satisfied and nine percent very dissatisfied. For an evaluation of a government agency, this is a moderately good rating, but one that could be improved.

Regionally, satisfaction is greatest in the south and southwestern parts of the state—the Grand, Southwestern, and University regions (**Figure 3**). Satisfaction is lowest in the Metro region.

Figure 3. Metro Residents Are The Least Likely Satisfied with MDOT; Residents in the 3 S/SW Regions Are Most Likely (Question 1)



“Not sure” is excluded from this analysis.

(Please note: in this map and in all maps to follow, one part of a bifurcated response is presented. In this case, the numbers shown are the percentage of respondents who are satisfied. Not shown is the percentage of respondents who are dissatisfied. To make this presentation of data work, we exclude from these maps those respondents who say they are "not sure." Thus, when the map shows 76% satisfied in the Southeast, it means that 76% *of those who had an opinion* are satisfied, and 24% of those who had an opinion are dissatisfied. Because we exclude those who are “not sure” in the maps, these numbers will be higher on average than those reported in the bar graphs.)

There is a slight relationship between satisfaction and age. Michigan adults under 30 years of age are more likely to be satisfied with MDOT, while Michigan adults over 60 years of age are less likely to say if they are satisfied or dissatisfied (**Figure 4**). This is most likely because more of this older cohort does not drive or drives less. Among Michigan adults under 45 years of age, women are more likely to be satisfied (71%) than men of the same age cohort (65%). Men 65 years of age or older are more likely to be dissatisfied (32%) than are women of that same age cohort (20%).

Michigan adults in high density areas are less satisfied with MDOT than are adults in lower density areas (**Figure 5**). Perhaps related to this finding, non-Whites are much more likely to be dissatisfied with MDOT (37%). College grads are also more likely to be dissatisfied (33%).

Figure 4. Except for People Under 30 Yrs of Age, Where Satisfaction w/ MDOT Is Highest; Satisfaction Increases the Older One Gets (Question 1)

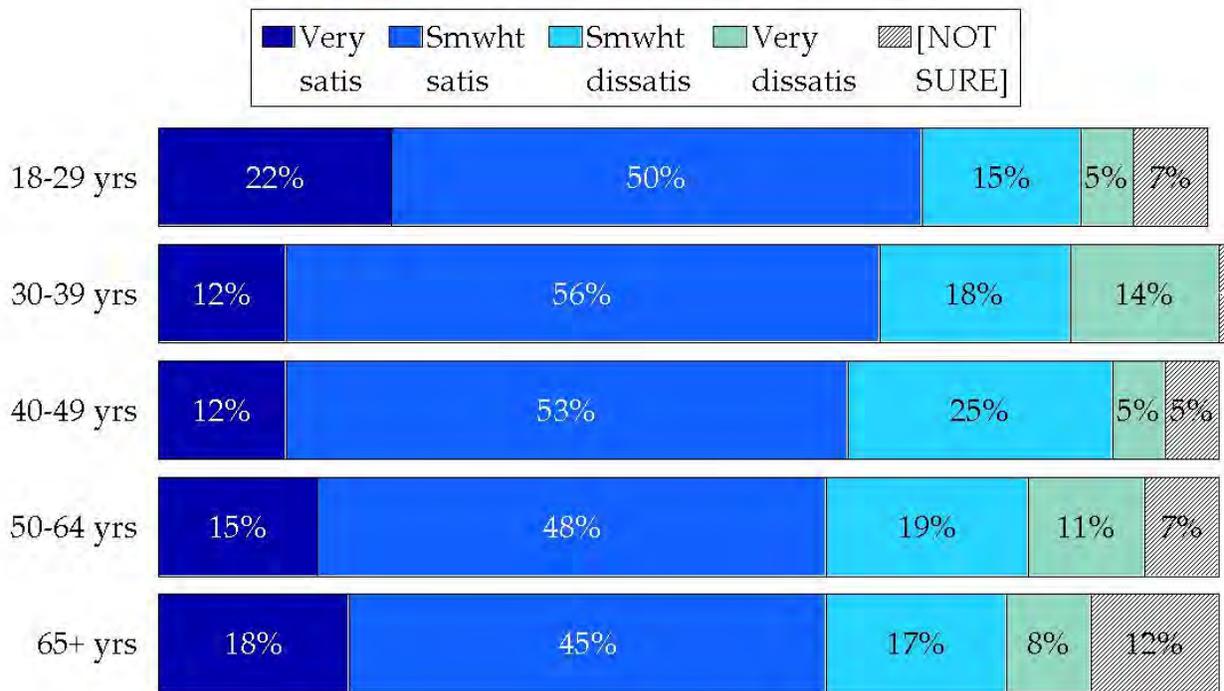
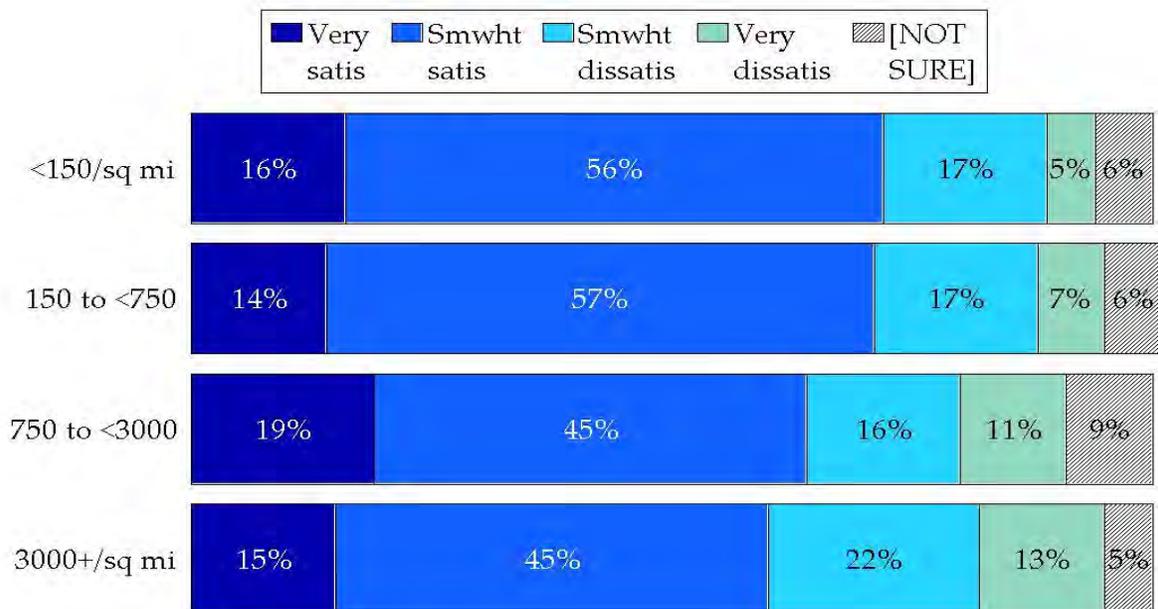
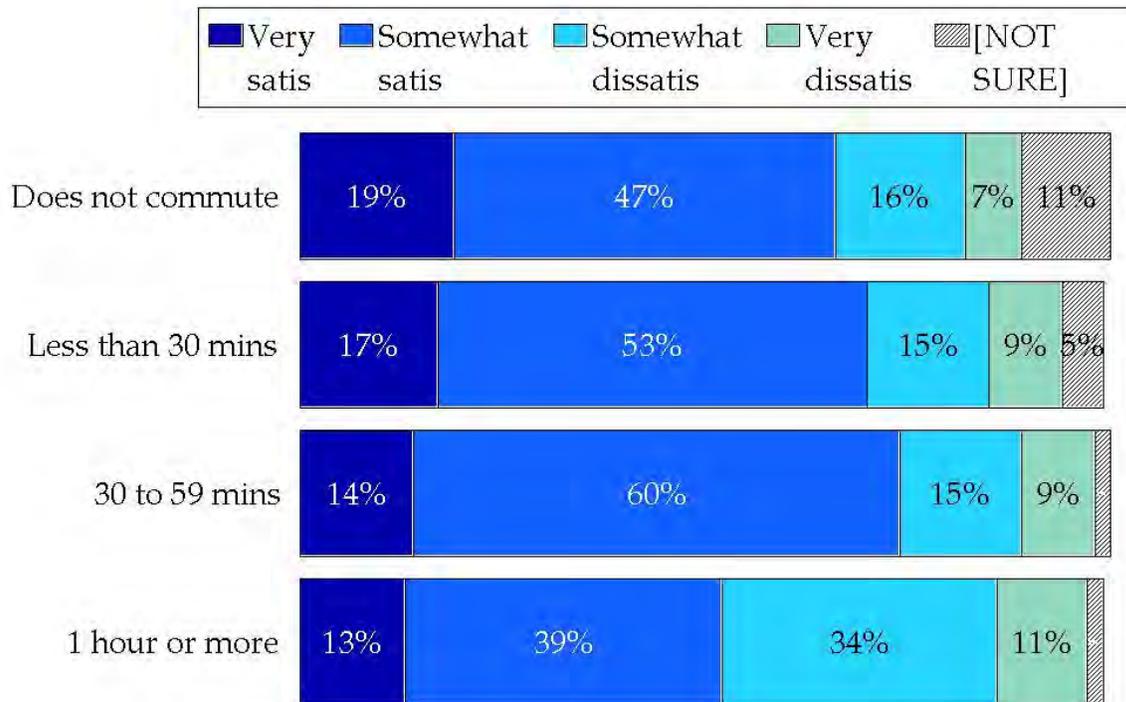


Figure 5. Satisfaction with MDOT Is Lower for People Living in High Density Areas (Question 1)



Finally, those who commute an hour or more are much more likely to be dissatisfied with MDOT (45%—**Figure 6**). After that, the length of one’s commute, as long as it is under an hour, seems to have no bearing on one’s satisfaction with MDOT. Those who do not commute are more likely not to be not sure how they feel about the job MDOT is doing.

Figure 6. Dissatisfaction with MDOT's Job Performance Is Much Higher for Those Who Commute an Hour or More (Question 1)



3.2 MDOT Projects: Right Solutions for Transportation Problems?

Another MDOT evaluative question is:

Q4. In considering the range of projects that MDOT has completed—from highway and bridge repairs and expansions, to safety programs, to public transportation, to providing public information and roadside assistance—how many of these projects do you believe were the right solutions for the transportation problems facing Michigan: all, most, some, few, or none?

Less than one-half (42%) said all or most of MDOT's projects were the right solution to Michigan's transportation problems, while 33% said some, and 15% said few or none (**Figure 7**). In general, we believe any response below "most" should be seen as a low evaluation, and a majority gives MDOT that low evaluation. This is a good measure to track improvement or erosion of public perception of MDOT and its transportation projects over time.

As **Figure 7** shows, those with commutes of more than one hour are, once again, the most critical on this question, while those with no commute are the least able to answer the question.

We see some similar demographic patterns with this measure. Michigan adults under 30 years of age are more likely (44%) to say all or most of MDOT’s projects were the right solutions (compared to 39% who say some, few, or none of the projects were). Both those under 30 and those 65 years of age or older were considerably more likely not to be able to give an answer to this question (16% and 17%, respectively).

Non-Whites are less likely to say all or most projects were the right solutions (32%). In addition, those with household incomes over \$75,000 (58%) and college graduates (53%) are considerably more likely to say that only some, few, or none of MDOT's projects were the right solutions to transportation problems facing Michigan.

Regionally, this question breaks a little differently from the satisfaction measure. Once again, Grand is the most positive, with 62% of those with an opinion saying that all or most of MDOT's projects have been the right solutions to Michigan's transportation problems (**Figure 8**). However, respondents from the University Region, who were among the most satisfied, are the least likely to say all or most of MDOT's projects have been the right solutions.

Figure 7. One-Half of Michigan Adults Believe No More Than Some of MDOT’s Projects Were the Right Solutions for Their State (Question 2)

Q2. In considering the range of projects that MDOT has completed--from highway and bridge repairs and expansions, to safety programs, public transportation, and providing public information and roadside assistance--how many of these projects do you believe were the right solutions to the transportation problems facing Michigan?

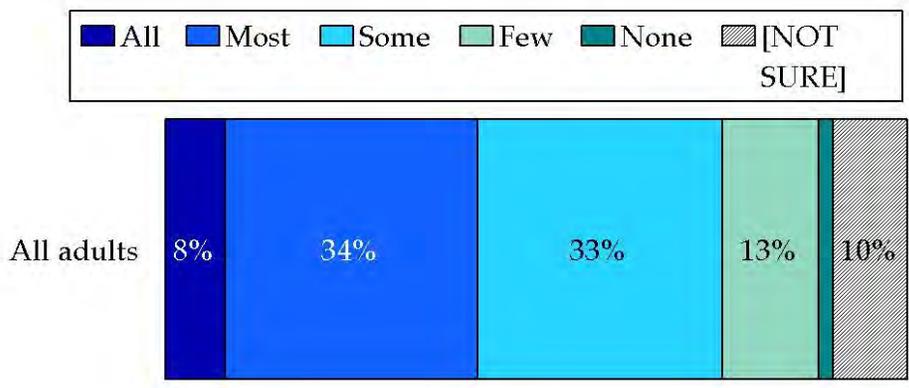
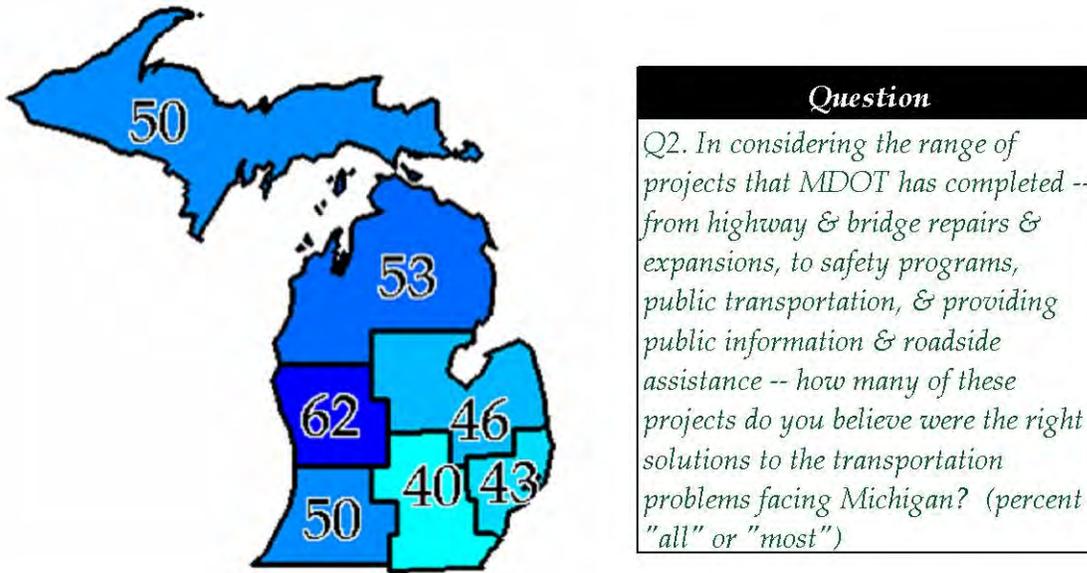


Figure 8. University Residents Least Likely to Believe Transportation Projects Were the Right Solutions; Grand Residents Most Likely (Question 2)



“Not sure” is excluded from this analysis.

Chapter 4. Perceptions of Transportation in Michigan

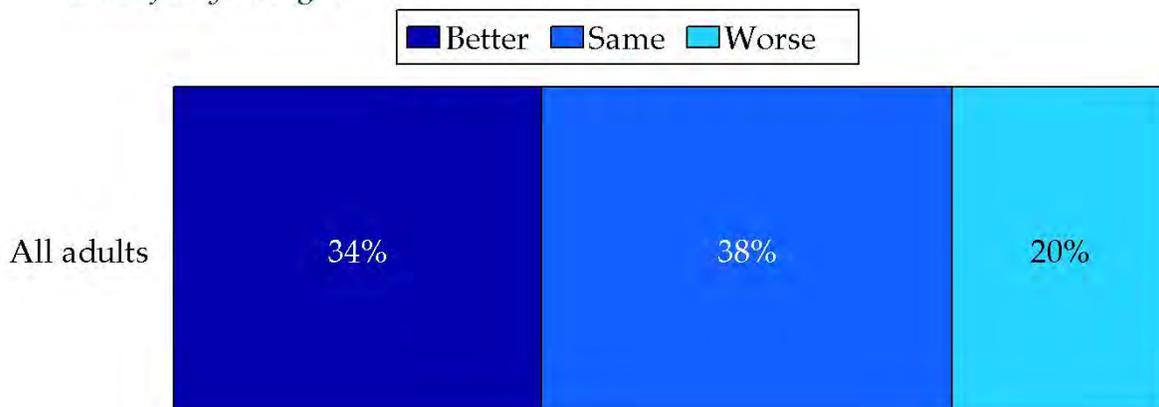
We also asked a series of questions whose purpose was less to evaluate MDOT directly and more to measure the public's general perception of the present state of transportation in Michigan and the way it is funded. Most of these questions came in the form of statements for which respondents were asked how much they agreed or disagreed. Sections 4.1 through 4.3 address the results of these questions.

4.1 Quality of Transportation in the Past Five Years

To get a sense of whether the public thinks transportation quality is changing, we asked respondents whether the quality of transportation in Michigan is better, the same, or worse than it was five years ago. Considerably more Michigan adults think transportation quality is better than think it is worse (34% versus 20%), although the plurality (38%) sees no change (Figure 9).

Figure 9. More Michigan Adults Believe the Quality of Transportation Is Better Than Believe It Is Worse Than It Was Five Years Ago (Question 3)

Q3. Is the quality of transportation in Michigan better, the same, or worse than it was five years ago?

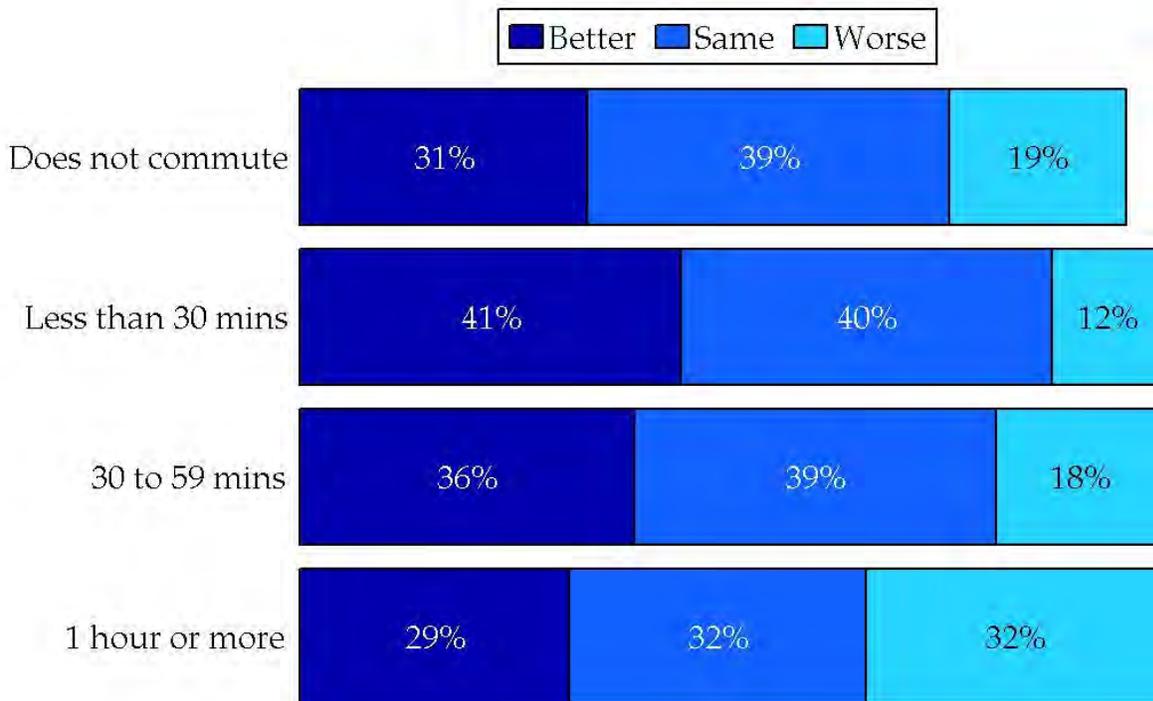


Remainder: "Not sure"

We see demographic patterns on this question similar to the evaluative questions. Michigan adults with household incomes over \$75,000 are more likely to say things have gotten worse in the past five years (27%), as are non-Whites (25%). Younger women (under 45 years of age) are more likely to believe transportation quality has become better (40%). Michigan adults under 30 years of age are much less likely to be able to voice an opinion on this question (18%), but of those who do, twice as many believe transportation quality has improved (32%). We do not see as strong a pattern with population density with this measure.

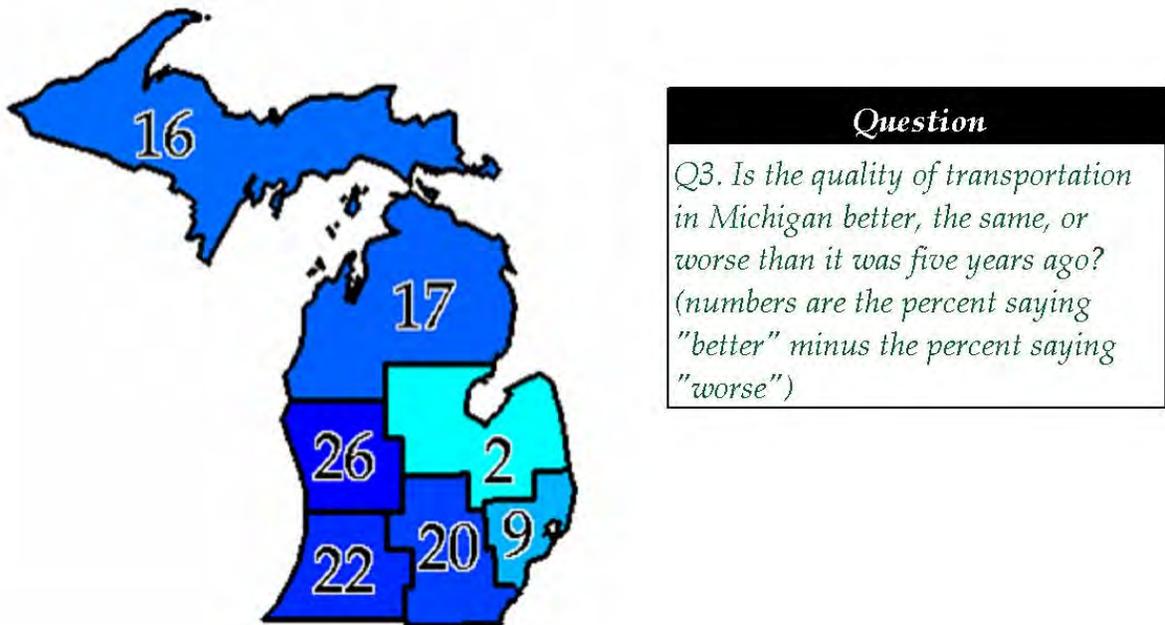
Commuters who drive an hour or more to work are much more likely (32%) to say transportation quality is worse than it was five years ago, while those who commute less than 30 minutes are the least likely to say that (12%) and are much more likely to say things are better (41%—Figure 10).

Figure 10. Michigan Adults with the Longest Commutes Are Most Likely to Say Transportation Has Gotten Worse in Past Five Years (Question 3)



In **Figure 11**, we present these results regionally, by subtracting the percentage who say transportation quality is worse than it was five years ago from the percentage who say it is better. The region most positive about the direction that transportation quality has been headed is Grand, where 42% of respondents say it is better and 16% say it worse. The least positive region is the Bay Region, where 24% say transportation quality is better and 22% say it is worse. Bay is followed by the Metro Region, where a considerably higher percentage (32%) say transportation quality is better, but where the percentage of those who say it is worse (23%) is the highest of all regions.

Figure 11. Bay Residents Are Least Likely to Believe Transportation Is Better Rather Than Worse Than Five Years Ago; Grand Residents Most Likely to Believe It (Question 3)

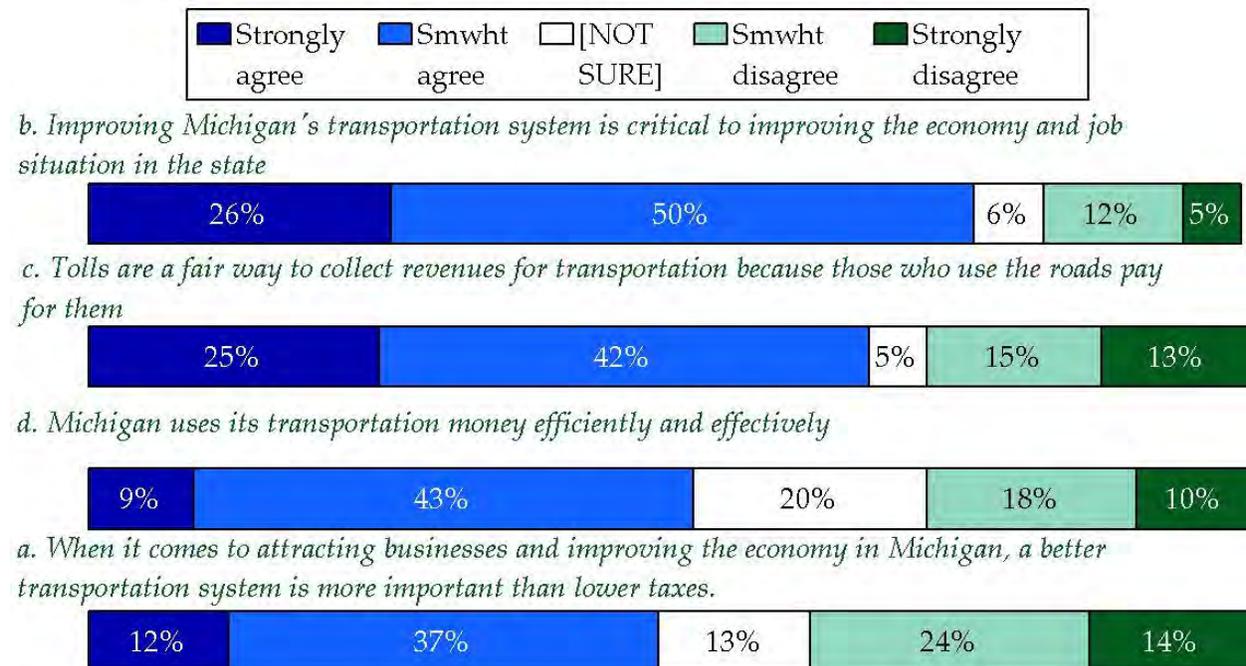


4.2 Transportation Funding

We asked four agree/disagree questions that address arguments about approaches to spending and raising revenue for transportation. **Figure 12** has the statewide results for each of the five questions.

The statement that Michigan adults were most likely to agree with is *Improving Michigan's transportation system is critical to improving the economy and job situation in the state*. Three-quarters (76%) of Michigan adults agree with this statement (26% strongly), while only 17% disagree (five percent strongly).

Figure 12. People Agree Most That Improving Transportation Is Critical for Improving the Economy; But Agree Least That It Is More Important for Economy Than Lowering Taxes (Question 6)

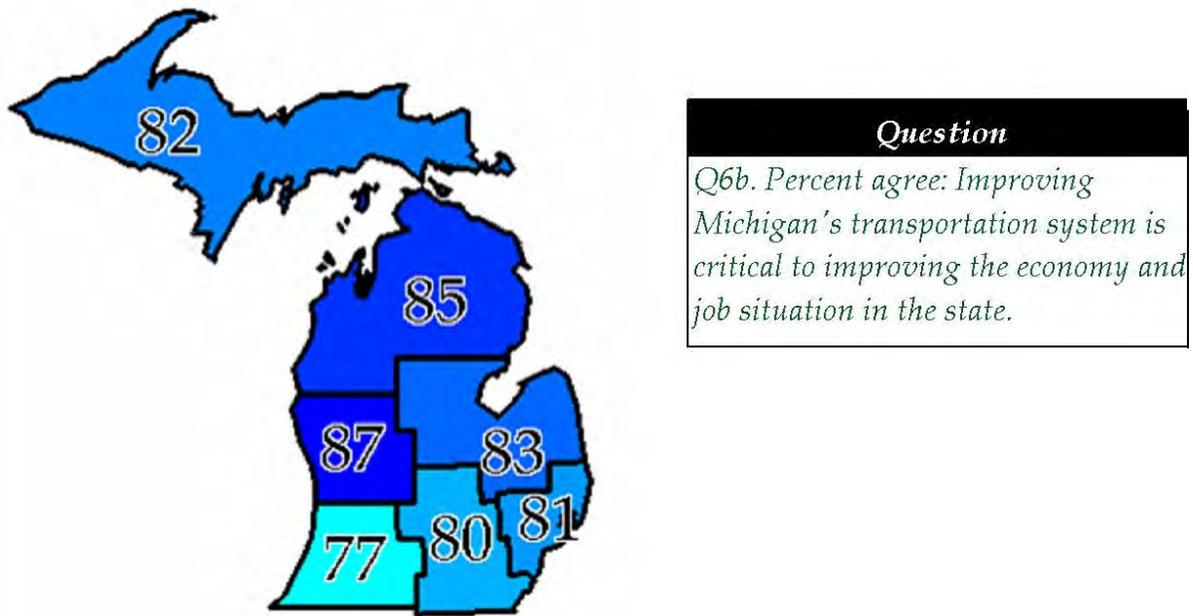


Regionally, the variation on this question is not tremendous, with residents of Grand most likely to agree and those in Southwest least likely to agree (Figure 13). Michigan adults with household incomes \$75,000 or greater are the most likely to agree with this statement (85%), while residents with incomes under \$30,000 are the less likely to agree (67%). This income gap is especially pronounced among men.

However, the public is much more divided on this issue when it involves raising taxes. One-half (49%) of Michigan adults agree and 38% disagree that *when it comes to attracting businesses and improving the economy in Michigan, a better transportation system is more important than lower taxes* (See Figure 12 above). Of the four statements, this one had the least agreement among the public—although more agreed than disagreed. Thus, if higher taxes are a stipulation for an improved transportation system, more believe it will improve the economy than hurt it. However, the high level agreement we saw in the previous question dissipates a good deal.

The regional pattern is similar to the pattern for the first statement, although Grand does not differ tremendously from the rest of the state, and the Southwest Region is much less likely to agree (Figure 14). There is a ten percent gap between the higher income residents and the

Figure 13. Grand Residents Most Likely To Agree That Improving Transportation System Is Critical To Economic Improvement; SW Residents Least Likely To Agree (Question 6b)



“Not sure” is excluded from this analysis.

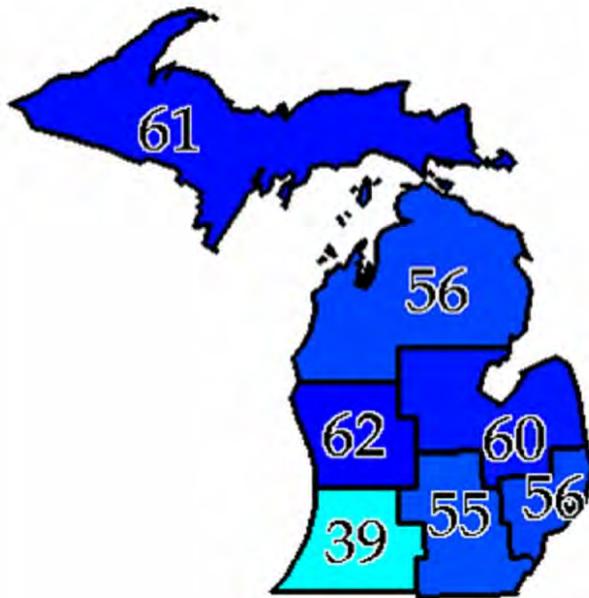
lowest, which is significant but less pronounced. Michigan seniors (65 years of age or older) are considerably less likely (39%) to agree with the statement. Non-Whites (56%) are more likely to agree with it than are Whites (47%).

The statement with the second highest level of agreement is: *Tolls are a fair way to collect revenues for transportation because those who use the roads pay for them.* Two-thirds (67%) of Michigan adults agree with this statement, while 28% disagree (See **Figure 12** above).

Regionally, agreement with this statement is the highest in the Superior, Grand, and Bay regions and lowest in the University Region (**Figure 15**). Despite large regional variation, we do not see much else in the way of demographic differences. Seniors (71%), especially senior men (74%), are more likely to agree with the statement. Non-Whites are less likely to agree (60%) than are Whites (68%). Commuters who commute 45 minutes or more to work are also less likely to agree (57%).

The last statement was *Michigan uses its transportation money efficiently and effectively.* Slightly over one-half (52%) of Michigan adults agree with this statement, while slightly more than one-quarter (28%) disagree (See **Figure 12** above).

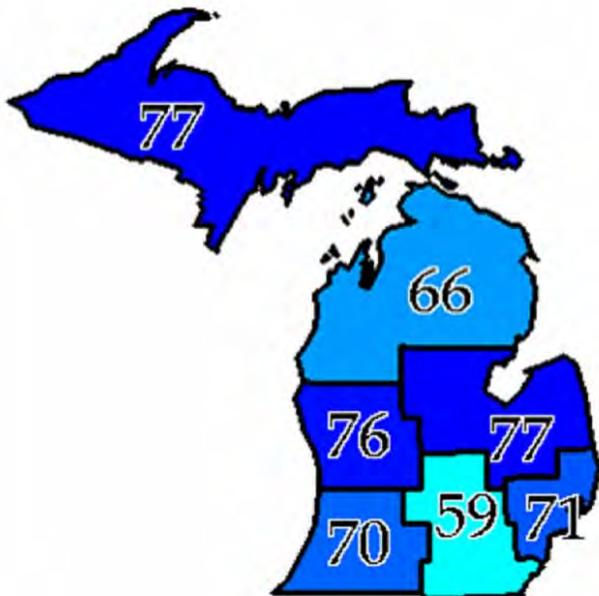
Figure 14. Southwest Residents Are Much Less Likely to Agree That a Better Transportation System Is More Important For the Economy Than Lower Taxes (Question 6a)



Question
 Q6a. Percent agree: When it comes to attracting businesses and improving the economy in Michigan, a better transportation system is more important than lower taxes.

“Not sure” is excluded from this analysis.

Figure 15. Superior, Bay & Grand Residents Most Likely To Agree That Tolls Are a Fair Way to Collect Revenues; University Residents Least Likely to Agree (Question 6c)

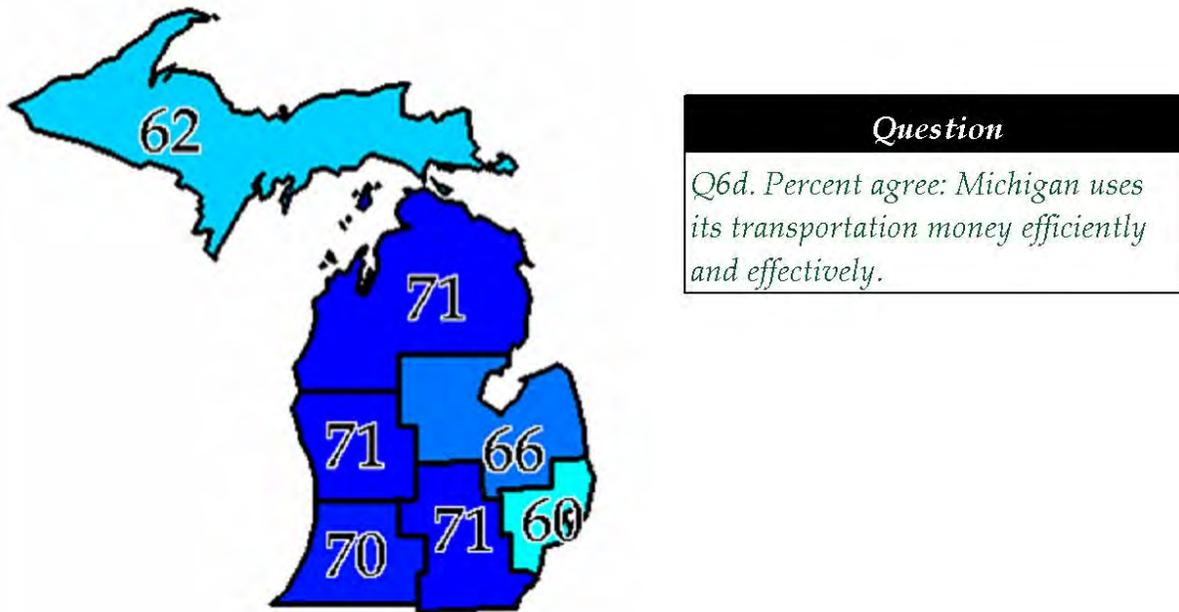


Question
 Q6c. Percent agree: Tolls are a fair way to collect revenues for transportation because those who use the roads pay for them.

“Not sure” is excluded from this analysis.

Regionally, residents in the divergent regions of Metro and Superior are less likely to agree with this idea (**Figure 16**). There is very little demographic variation on this question. Young and old and rich and poor residents are less likely to state an opinion about this statement than are the middle-aged and the middle class. Non-Whites are a little less likely to agree (46%) than are Whites (54%).

Figure 16. Metro & Superior Residents Least Likely To Agree That Michigan Is Using Its Transportation Money Efficiently & Effectively (Question 6d)



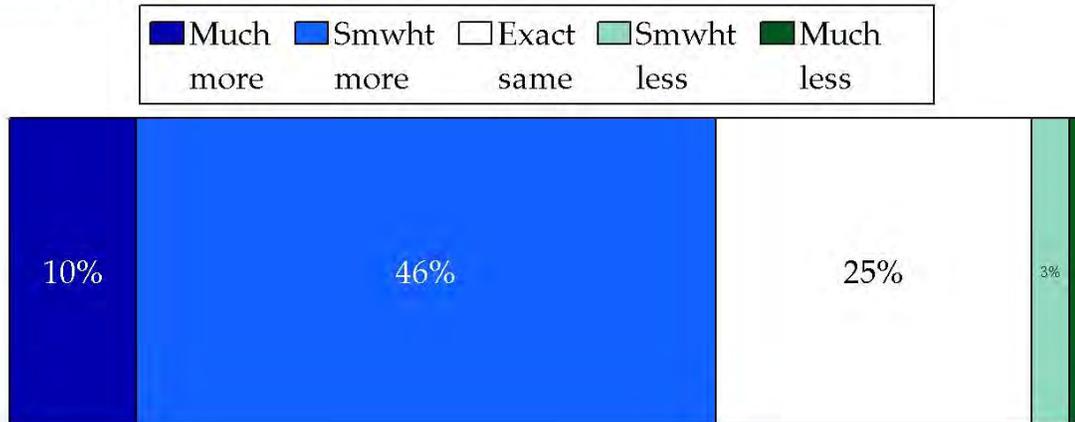
“Not sure” is excluded from this analysis.

In a question that was not a part of the agree/disagree battery, respondents were asked: *How much more do you think that Michigan should spend to maintain and improve the quality of transportation systems in the state?* Over one-half (56%) said more (ten percent much more) and only four percent said Michigan should spend less (**Figure 17**).

Regionally, variation on the question is not tremendous, with the percentage saying more should be spent to improve the quality of transportation being the lowest in North and University and the highest in the Bay Region (**Figure 18**). Interestingly, support for greater transportation spending is greater among higher income Michigan adults than lower income adults (**Figure 19**). Commuters are more supportive of higher spending for improved transportation than are non-commuters. Seniors (48%), especially senior women (42), are much less likely to believe there should be more spending. Michigan residents in high population density areas (more than 3000 people per square mile) are more likely to support more spending to improve transportation quality (66%).

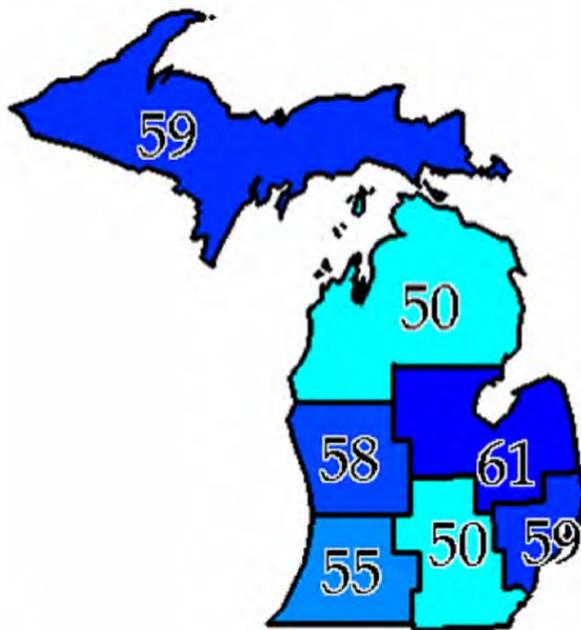
Figure 17. A Majority Think Michigan Should Spend More To Maintain and Improve the Quality of Transportation (Question 8)

Q8. How much more do you think that Michigan should spend to maintain and improve the quality of transportation systems in the state?



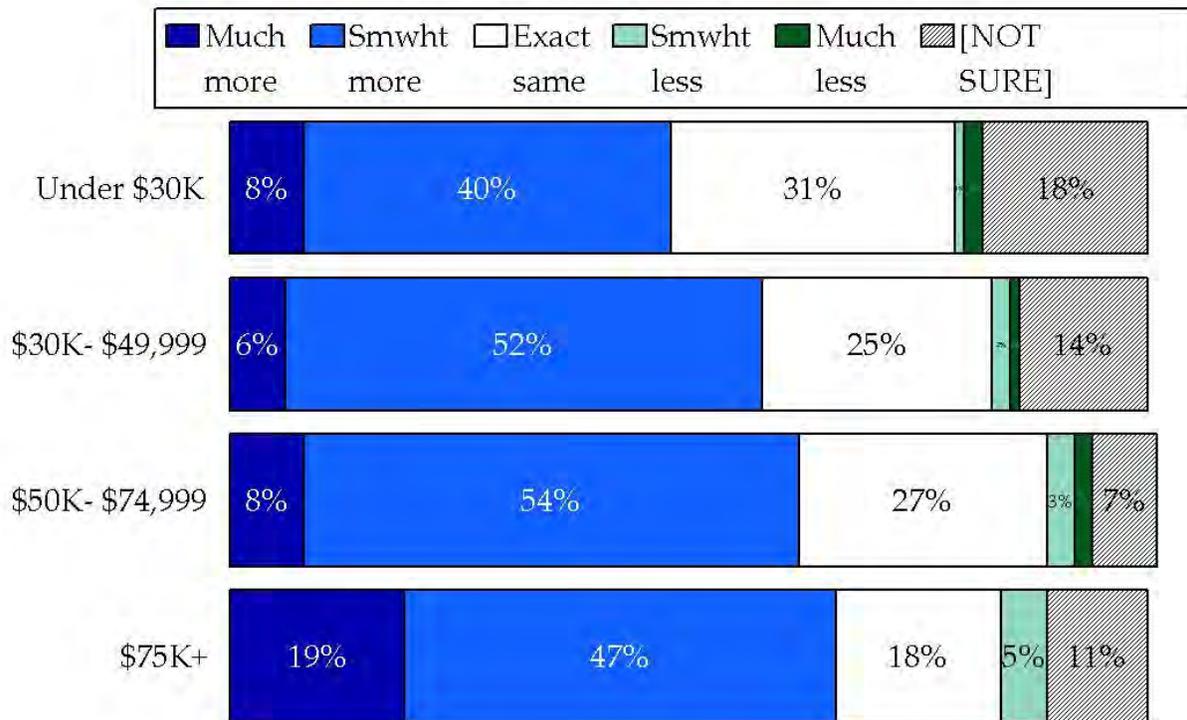
Remainder: "Not sure"

Figure 18. Support for Spending More on Transportation Is Lowest in the University & North Regions (Question 8)



Question
 Q8. Percent saying "more": How much more do you think that Michigan should spend to maintain and improve the quality of transportation systems in the state?

Figure 19. The Higher the Respondent's Household Income, the More They Support More Transportation Spending (Question 8)



Remainder: "Not sure"

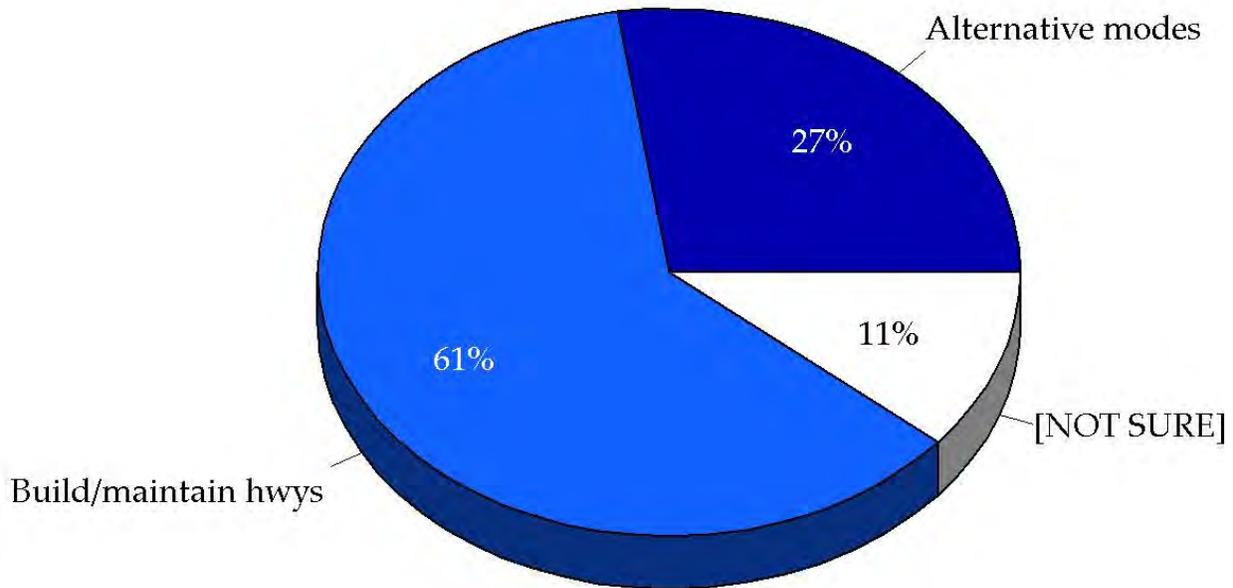
4.3 Choices: Directions for Transportation in Michigan

We asked one question that poses two competing choices about the direction Michigan should take in building and maintaining its highways:

Q7. Would you prefer to see Michigan give more emphasis to building and maintaining highways or to developing alternative modes of transportation such as buses, vans for senior citizens, light-rail, or bike lanes?

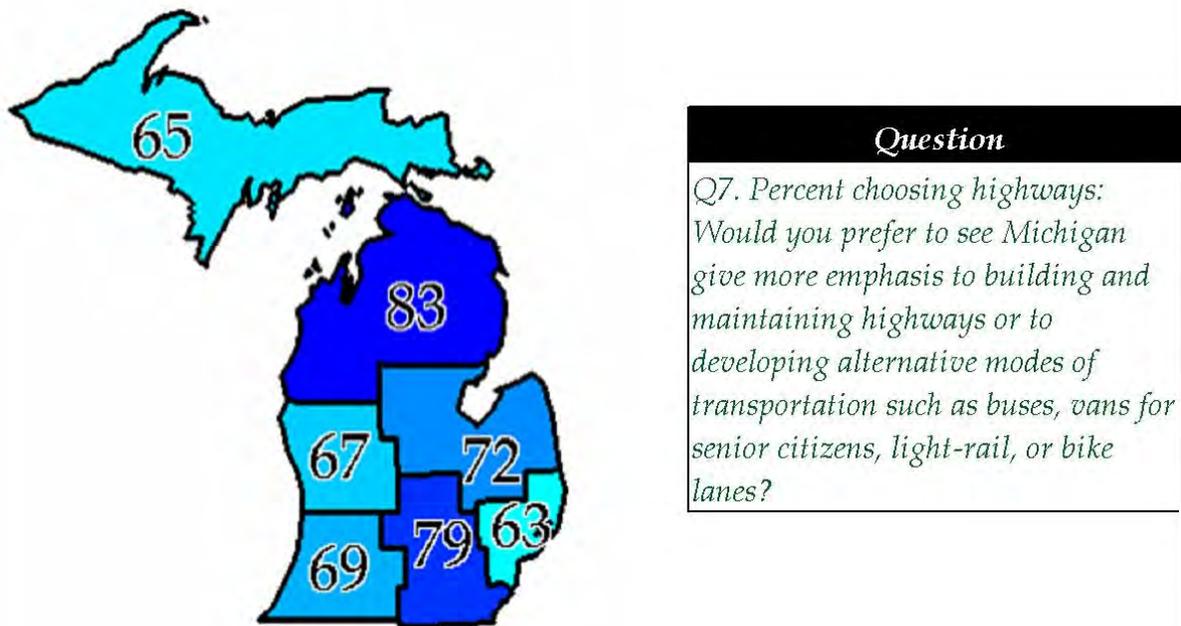
Overwhelmingly, Michigan adults prefer that the state emphasize building and maintaining highways over alternative modes of transportation (Figure 20). The public's agenda appears to be focused on state highways and roads and not on transportation alternatives. This is not to say that the public opposes these alternatives or that MDOT should lower their profile in its future transportation agenda. However, if MDOT does give greater emphasis to alternative modes at the expense of emphasizing highways and roads, it is important that it actively educate the public about why such alternatives are necessary. Furthermore, if such a campaign were pursued, we recommend that MDOT engage in further research to find out how to best deliver its message on this issue.

Figure 20. By a Ratio Greater than 2-to-1, Michigan Adults Prefer Building & Maintaining Existing Hwys Over Developing Alternative Modes Of Transportation (Question 7)



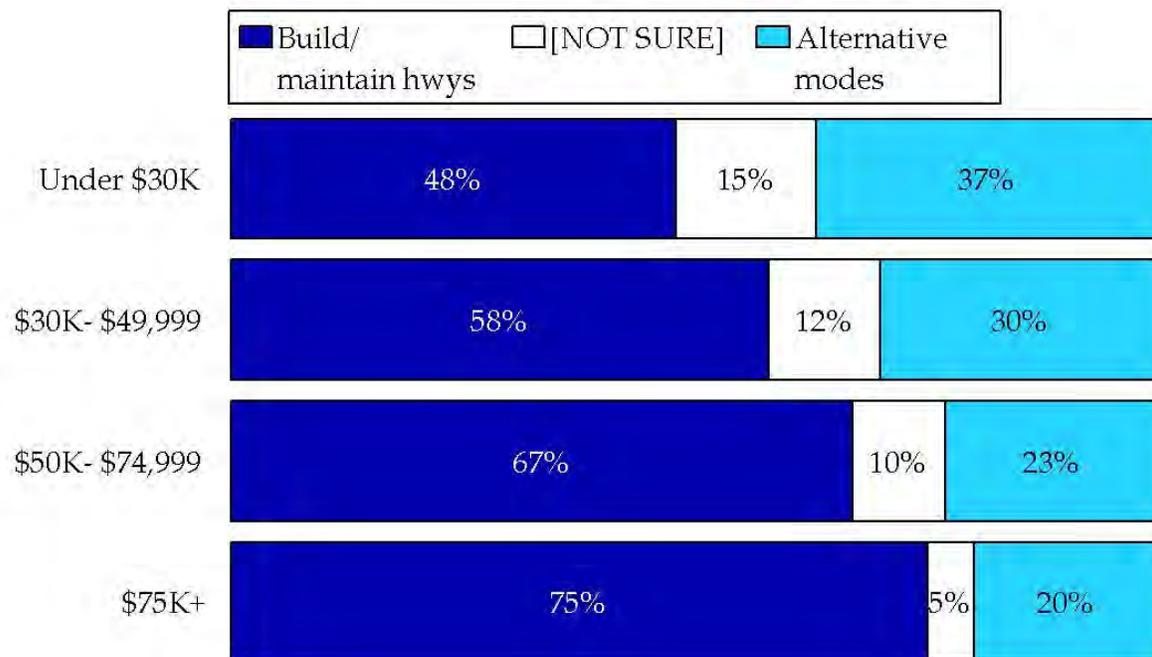
Regionally, support for more emphasis on building and maintaining highways over alternative modes of transportation is greatest in the North and, to a slightly lesser degree, the University Region (**Figure 21**). Support is the least in the divergent regions of Metro and Superior although even in these regions, there are more than six people who support more emphasis on highways for every four who support alternative modes. Michigan adults with lower incomes are much less likely to support an emphasis on highways over alternative modes (**Figure 22**), as are non-Whites, who are completely divided in their support for more emphasis on highways (48%) or more emphasis on alternative modes of transportation (46%). There is also a strong variation based on the population density of one's surrounding area, with those in low density areas much more supportive of an emphasis on highways and those in high density areas much more supportive of an emphasis on alternative modes (**Figure 23**).

Figure 21. All Regions Strongly Support an Emphasis on Highways to Alternative Modes; Alternative Modes Has Greatest Support in Superior & Metro Regions (Question 7)



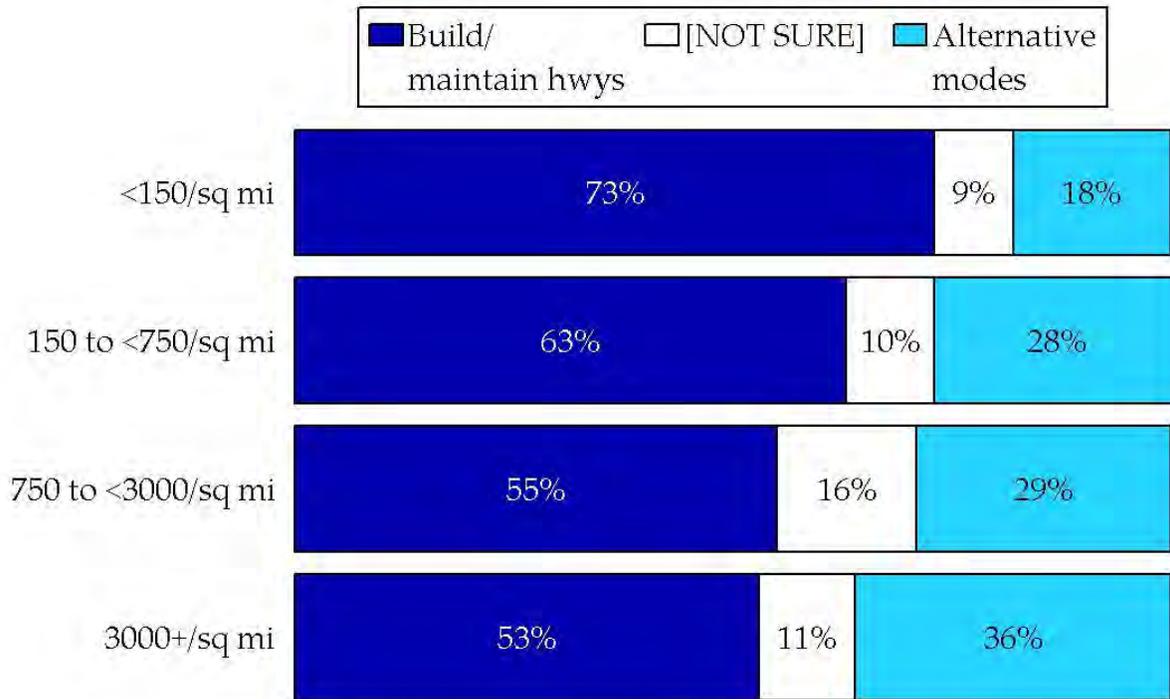
“Not sure” is excluded from this analysis.

Figure 22. The Higher the Respondent's Household Income, the More They Support More an Emphasis on Highways over Alternative Modes of Transportation (Question 7)



Remainder: "Not sure"

Figure 23. The Greater Their Area's Population Density, the More Support a Respondent Has for an Emphasis on Alternative Modes of Transportation over Highways (Question 7)



Remainder: "Not sure"

Chapter 5. Improving Transportation: Public Satisfaction & Transportation Priorities

To learn the public's preference for what it wants in terms of improved transportation in Michigan in the future, we ask respondents two sets of questions and apply them to the same list of transportation priorities. The first question reads:

Q4. I am going to read you a list of aspects of Michigan's state transportation. For each, please tell me how satisfied you are on a scale of 1 to 5, with a "1" being among the aspects of Michigan's transportation with which you are the most satisfied and a "5" being among the aspects of Michigan's transportation with which you are the least satisfied. Please try to use the full range of the scale when giving your answers.

This question was followed by 19 items in the list, given in a random order. A second question was then read, followed by the same list of items, and also given in a random order:

Q5. Michigan faces a series of transportation priorities with limited resources. I am going to read you a similar list of priorities for Michigan's state transportation. In thinking about Michigan's priorities for the future, I would like you to tell me, on a scale of "1" to "5," how important it is that Michigan spend more resources to improve each area. Please keep in mind that asking for any increase in resources in one area requires a decrease in resources in another area. A "1" means it is the top most important for Michigan to spend more resources to improve that area, and a "5" means it is relatively less important for Michigan to spend more resources to improve that area. Again, please try to use the full range of the 1 to 5 scale when giving your answers.

These two questions tap into similar things—the more satisfied one is with an aspect of Michigan's state transportation, the less likely one is to see it as a priority and vice-versa. However, the two questions do not perfectly correlate. Correlation ranges from $R^2 = -.14$ (*the availability of electronic message boards*) to $R^2 = -.46$ (*the condition of pavement*), with the correlations strongest on items with which the public is least satisfied and most want improved. Thus, while they are related, these two questions do measure different ways of setting priorities: (1) how happy the public is with transportation now; (2) what the public wants the state to do more of in the future.

The latter question aims to impose the sense of a zero-sum situation where an increase in resources to improve something must come at a cost of cuts elsewhere. However, these instructions do not fully mitigate how respondents answer the questions, as the budgetary restraints are simply too hypothetical, leading to an overall increase in spending in the aggregate of responses. This is especially the case since the question does not also suggest that increased spending would or could lead to an increase in taxes. If it had, we suspect it would have led to lower correlations between the two sets of questions.

In the sections that follow, we will report the results for both question series, and then report the interaction between the two series among all Michigan adults and those within each of the seven MDOT regions. Thus, we will discuss subgroup differences, except for region, which we will analyze in greater depth in a later section. For the purposes of reporting these results in this section, we have divided the 19 items into four rough categories: (1) road conditions and repair; (2) traffic; (3) alternative modes of transportation; and (4) information.

On the five-point *satisfaction scale*, these items receive mean scores among all respondents (the average score for the five point scale) that range from 2.41 to 3.15. The lower the mean score, the more satisfied, on average, Michigan adults are with that item, with the lowest possible score being a "1" (most satisfied) and the highest being a "5" (least satisfied). On the five-point *importance scale* (for spending resources to improve an area of transportation), the mean score range is anywhere from 2.21 to 2.92. On this scale, the lower the score, the more important it is to spend more resources, with the lowest possible score being a "1" (most important) and the highest being a "5" (relatively less important). Among all respondents, a difference of .05 to .07 in the mean score between items using the same scale is statistically significant (depending on the item).

5.1 Road Conditions and Repair

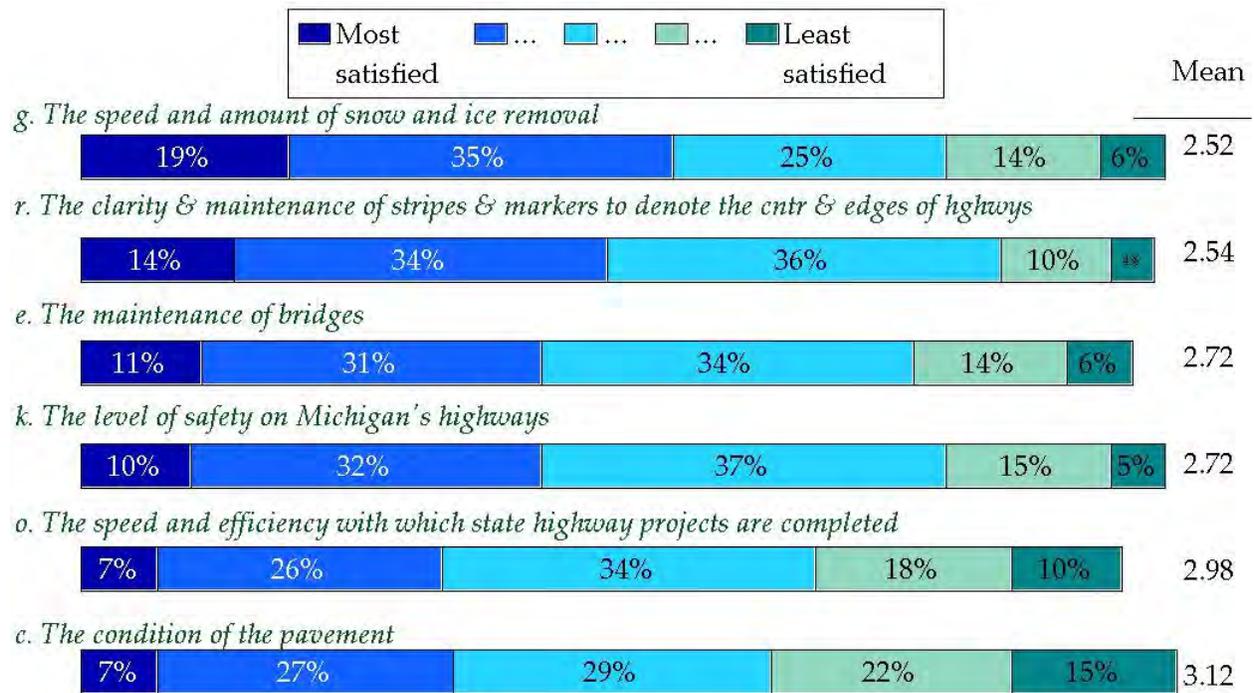
The category of road conditions and repairs is the largest, with 6 items. Among all of the 19 items tested in this survey, these six items range in their ranking as the second highest to the third lowest in satisfaction. They also range in their ranking as the top two most important priorities for the future to 14th most important priority.

The item with the highest level of satisfaction is *The speed and amount of snow and ice removal*, with a mean score on the five-point scale of 2.52 (**Figure 24**). This item is followed closely, in terms of satisfaction ratings, by *The clarity and maintenance of stripes and markers to denote the center and the edges of highways* (mean = 2.54).

These two items also have the lowest priority when it comes to spending more resources to improve them in the area. *Clearer and better maintained stripes and markers to denote the center and the edges of highways* is the lowest priority in this category (mean = 2.71), while *More and faster snow and ice removal* (mean = 2.63) is a bit higher priority (**Figure 25**).

Those areas with the lowest population density (fewer than 100 people per square mile) are much less satisfied with their snow and ice removal, although they are also less likely to want to see snow and ice removal as a spending priority for the future relative to other items. However, middle density areas (150-750 people per square mile) and high density areas (more than 3000 people per square mile) are considerably more likely to see snow and ice removal as a spending priority for the future relative to other items. We see no important subgroup differences when it comes to stripes and markers.

Figure 24. Public Satisfaction: Road Conditions and Repair (Question 4)



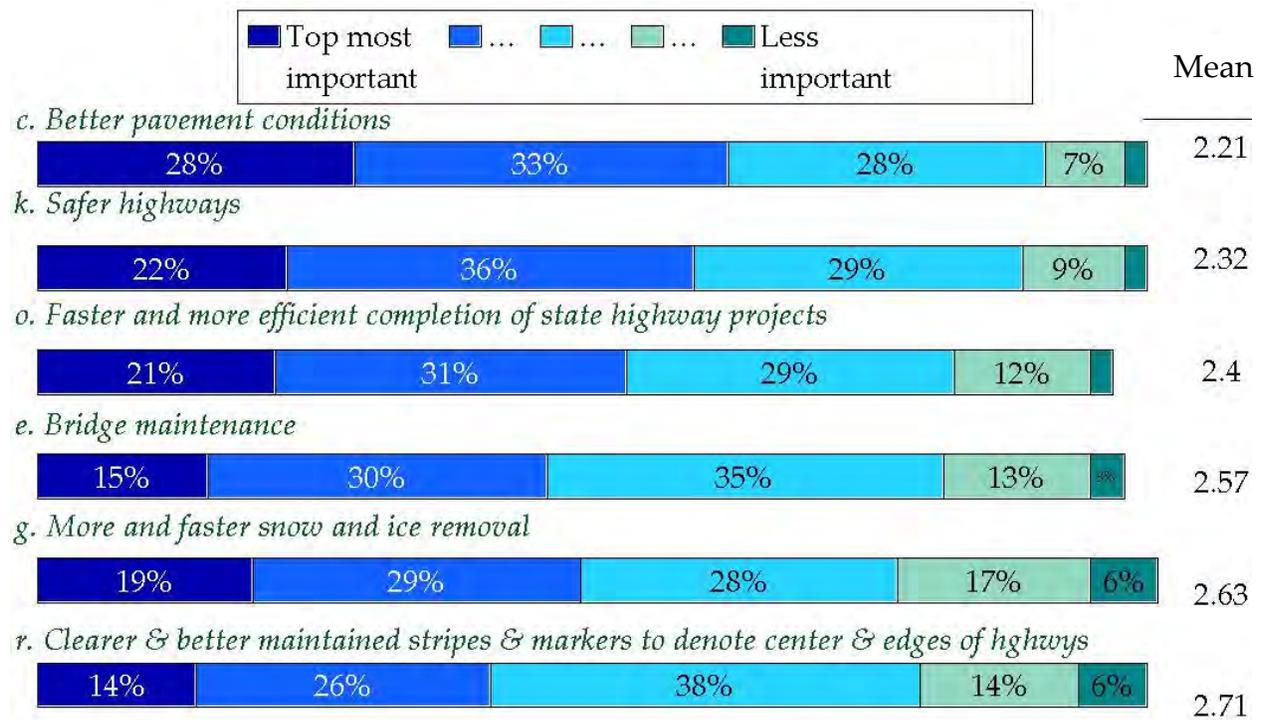
Remainder "Not sure."

In terms of satisfaction, the next two items in this category are *The maintenance of bridges* and *The level of safety on Michigan's highways*, both with considerably higher mean scores of 2.72. However, Safer highways is the second highest priority among all items in this category (mean = 2.32), while *Better maintenance of bridges* is considerably lower in importance (mean = 2.57).

Relative satisfaction with highway safety and bridge maintenance is highest in the least densely populated areas and lowest in the most densely populated areas. Highway safety is also a slightly lower priority relative to other items for residents with higher incomes and higher levels of education, and those with commutes over one hour. Bridge maintenance is also a relatively lower priority for those with commutes over one hour or with lower household incomes.

Finally, satisfaction is considerably lower for *The speed and efficiency with which state highway projects are completed* (mean = 2.98) and, especially, *The condition of the pavement* (mean = 3.12). While *Faster and more efficient completion of state highway projects* is a bit lower relatively as a priority for the future (mean = 2.40), *Better pavement conditions* (mean = 2.21) is the number one priority not only of those items in this category but of all 19 items.

Figure 25. More Resources for Future Priorities: Road Conditions and Repair (Question 5)



Remainder: "Not sure"

The condition of pavement receives especially low satisfaction ratings among older men, those with less education and lower incomes, those with the shortest commutes, and residents of Michigan’s rural areas. Faster and more efficient completion of state highway projects is the number one priority for residents with household incomes over \$75,000; it is especially important among women with higher incomes and among those who commute for more than one hour. However, it is a much lower priority among those in areas with the highest population density.

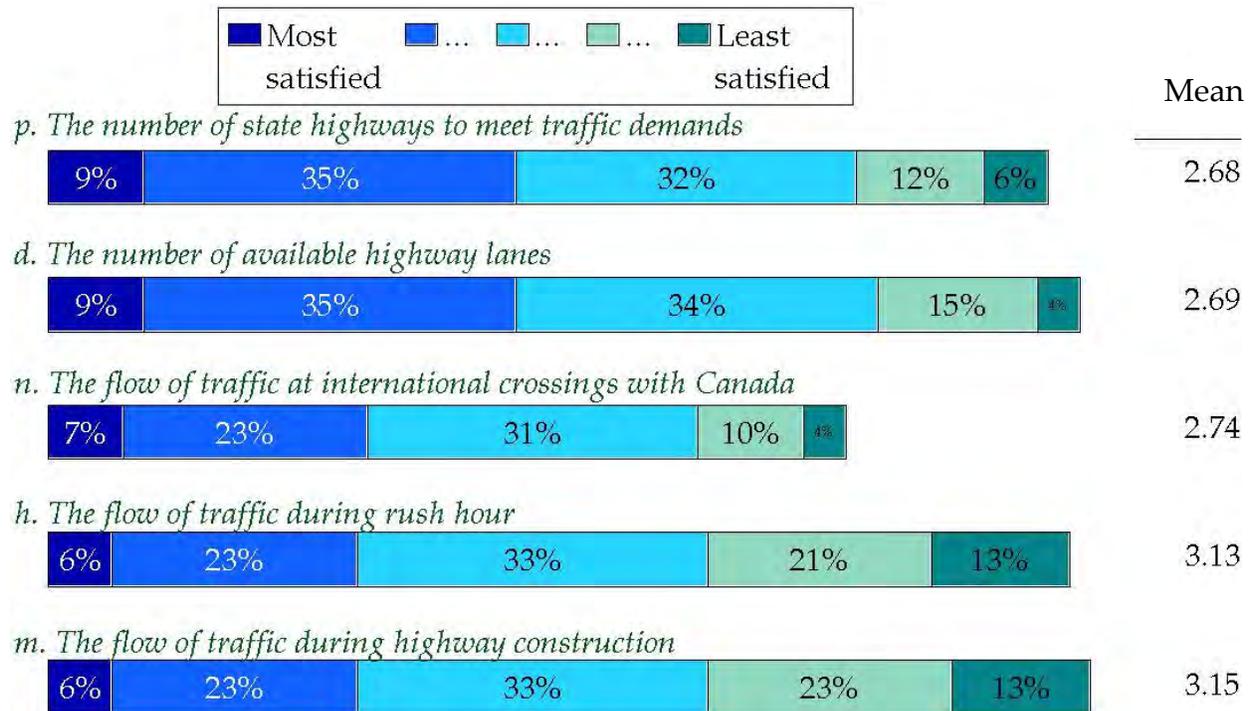
5.2 Traffic

Among all 19 items, satisfaction with the traffic items is fairly low—ranking anywhere from seventh to last in satisfaction. For overall importance, the traffic items are well distributed, ranking anywhere from third highest to third to last.

The two traffic items with the greatest levels of satisfaction have to do with the number of highways and highways lanes (**Figure 26**):

- The number of state highways to meet traffic demands (mean = 2.68)
- The number of available highway lanes (mean = 2.69)

Figure 26. Public Satisfaction: Traffic (Question 4)



Remainder: "Not sure"

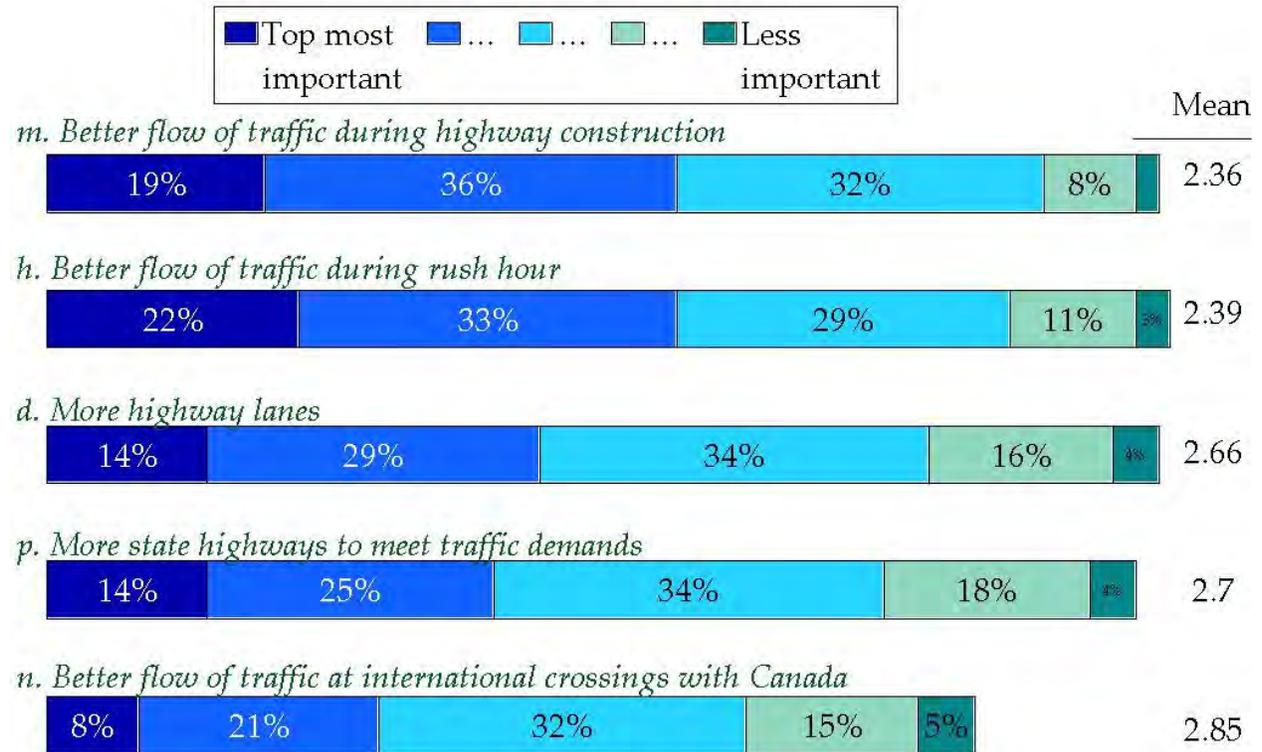
Although top in satisfaction, these items are not bottom in importance for the future. Indeed *More state highways to meet traffic demands* (mean = 2.70) and *More highway lanes* rank in the middle (mean = 2.66), when it comes to their importance as a priority in the future (Figure 27). As can be seen from these mean scores for both the importance and satisfaction measures, Michigan adults, in the aggregate, do not make a big distinction between these two items.

The traffic item that was lowest in priority for the future (mean = 2.85) while being in the middle in terms of satisfaction (mean = 2.74) has to do with *The flow of traffic at international crossings with Canada*. Many respondents did not know enough to say how important it was (18%) or how satisfied they were (25%) with this item.

Finally, two traffic items have a very low level of satisfaction among the public and a very high level of importance as a priority to improve in the future:

- *The flow of traffic during rush hour*
- *The flow of traffic during highway construction*

Figure 27. More Resources for Future Priorities: Traffic (Question 5)



Remainder: "Not sure"

The satisfaction mean scores for the flow of rush hour traffic and the flow of traffic during highway construction are nearly the same (3.13 and 3.15, respectively). The importance scores for these two items are also nearly the same (2.39 and 2.36, respectively). As was the case with the issue of more lanes or more highways, the Michigan public, in the aggregate, are unhappy with traffic and want the state to make it a greater priority in the future, but they do not make distinctions between construction traffic and rush hour traffic.

Satisfaction with the flow of rush hour traffic is higher among residents in less dense areas of the state and among older, lower income, and lower educated residents. Improving rush hour traffic is the top priority among college educated women, while it is considerably less important among lower income men.

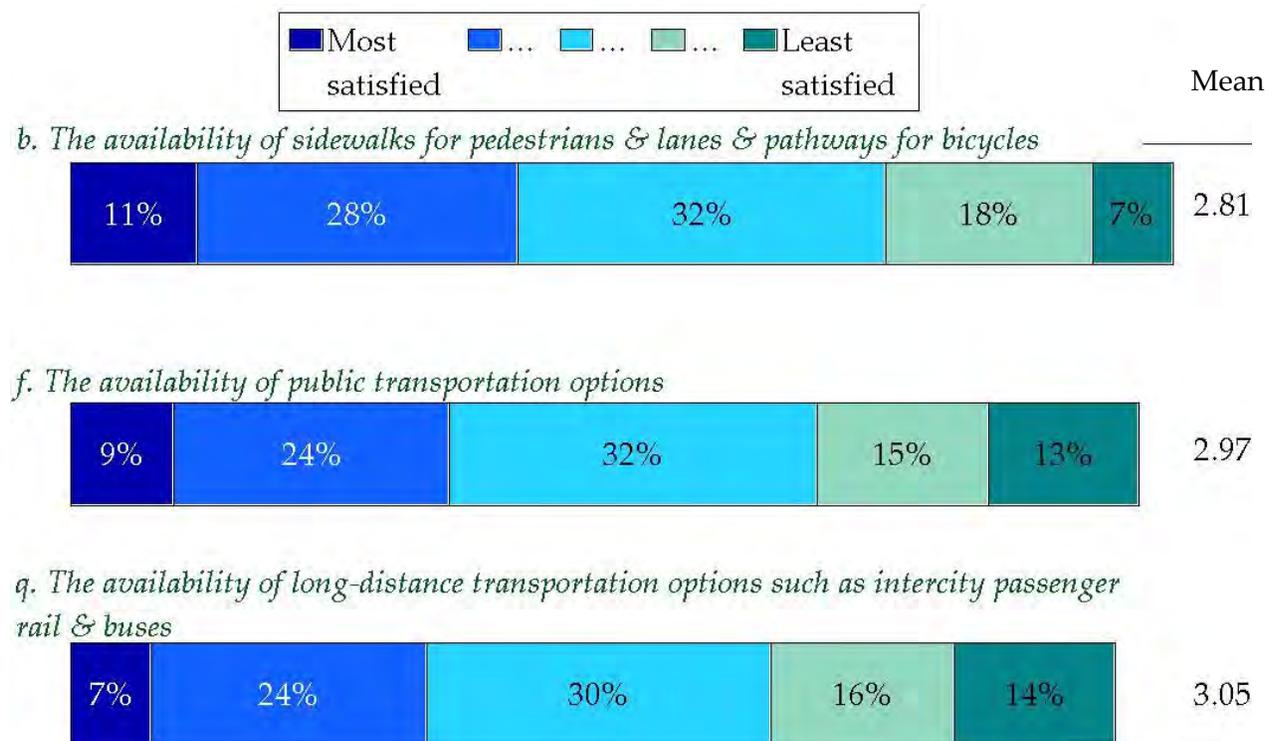
5.3 Alternative Modes of Transportation

There are three alternative modes of transportation items. Satisfaction with these items is fairly low – among all 19 items, they rank 12th, 14th, and 16th – while their importance as a priority to improve in the future is middling relative to all items – seventh, ninth, and 13th. This pattern is consistent with what we found in our earlier question that offered the choice between an

emphasis on developing alternative modes or on more building and maintaining highways. In the forced choice question, highways win out. As we see with the satisfaction and importance questions, while the public is somewhat unhappy with the alternative modes they have, they are a little less willing to make them top priorities relative to other possible transportation priorities for the state.

Satisfaction is the highest for *The availability of sidewalks for pedestrians and lanes and pathways for bicycles* (mean = 2.81 – **Figure 28**), and it is the item in this category that is the least important as a priority for the future (mean = 2.71 – **Figure 29**). This item is considerably more important to residents with household incomes under \$30,000 and satisfaction is a bit lower among those under 40 years of age, while it is higher for those who live in high density areas.

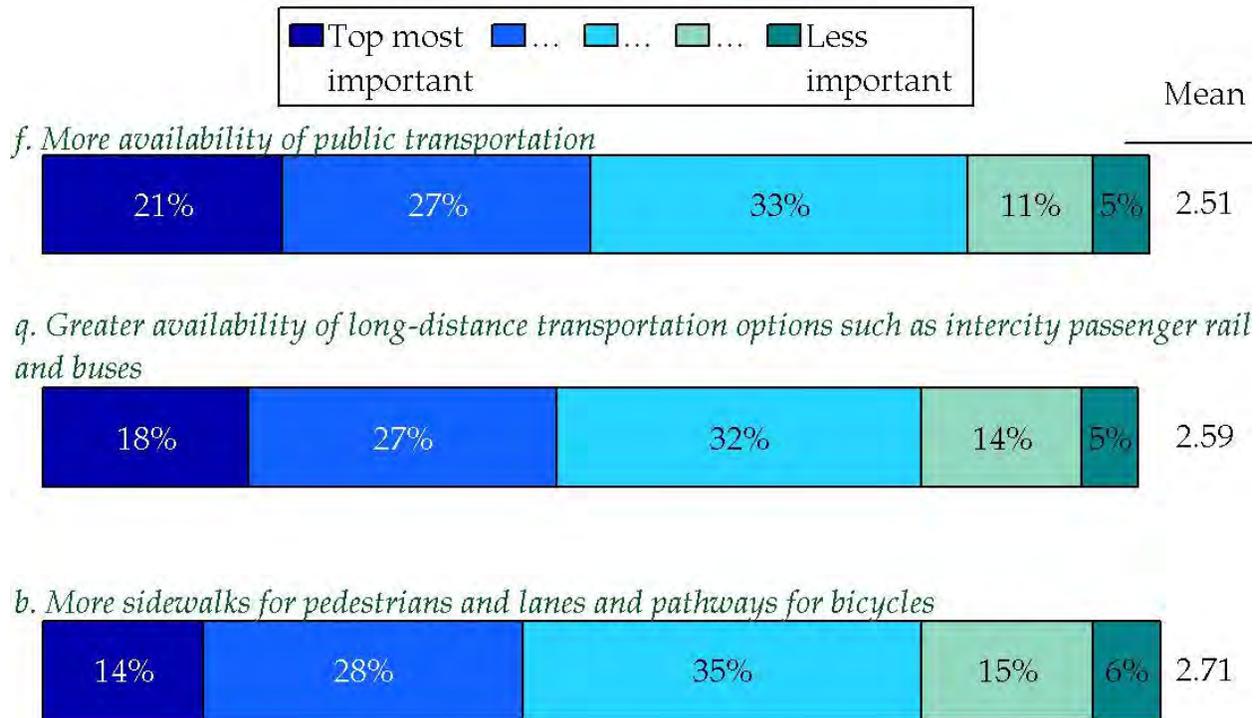
Figure 28. Public Satisfaction: Alternative Modes of Transportation (Question 4)



Remainder: "Not sure"

The other two items are more closely bunched together. *The availability of public transportation options* has a satisfaction mean score of 2.97 and an importance mean score of 2.51. *The availability of long-distance transportation options such as intercity passenger rail and buses* has a slightly lower satisfaction mean score (3.05) and a slightly lower mean score importance as a priority for the future (2.59). Public transportation is a much higher priority in areas with the

Figure 29. More Resources for Future Priorities: Alternative Modes of Transportation (Question 5)



Remainder: "Not sure"

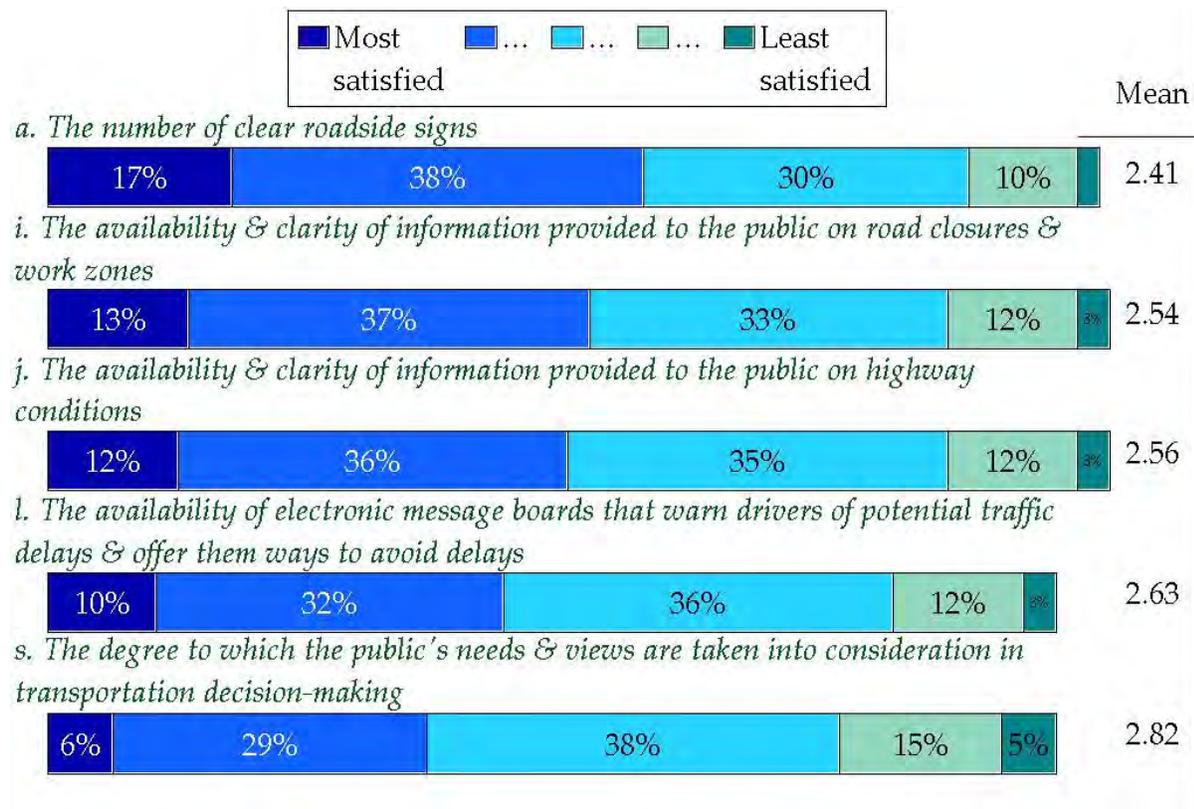
greatest population density and for those with low household incomes and low levels of education.

5.4 Information

As a category, transportation information is something with which the public is most satisfied and that it sees as less of a spending priority for the future. Among all 19 items, the five information items range in rank anywhere from the one with the highest level of satisfaction to 13th in satisfaction (in fact, four of the five items rank in the top six for satisfaction). When it comes to their importance as a priority for the future, one item ranks 6th and the 4 other items rank among the bottom five.

The one item that stands out as fairly low in satisfaction and fairly high in importance as a priority for the future is *The degree to which the public's needs and views are taken into consideration in transportation decision-making* (or, when worded as a priority, a greater effort to take them into consideration). This item has a mean satisfaction score of 2.82 and a mean importance score of 2.48 (Figures 30 to 31).

Figure 30. Public Satisfaction: Information (Question 4)



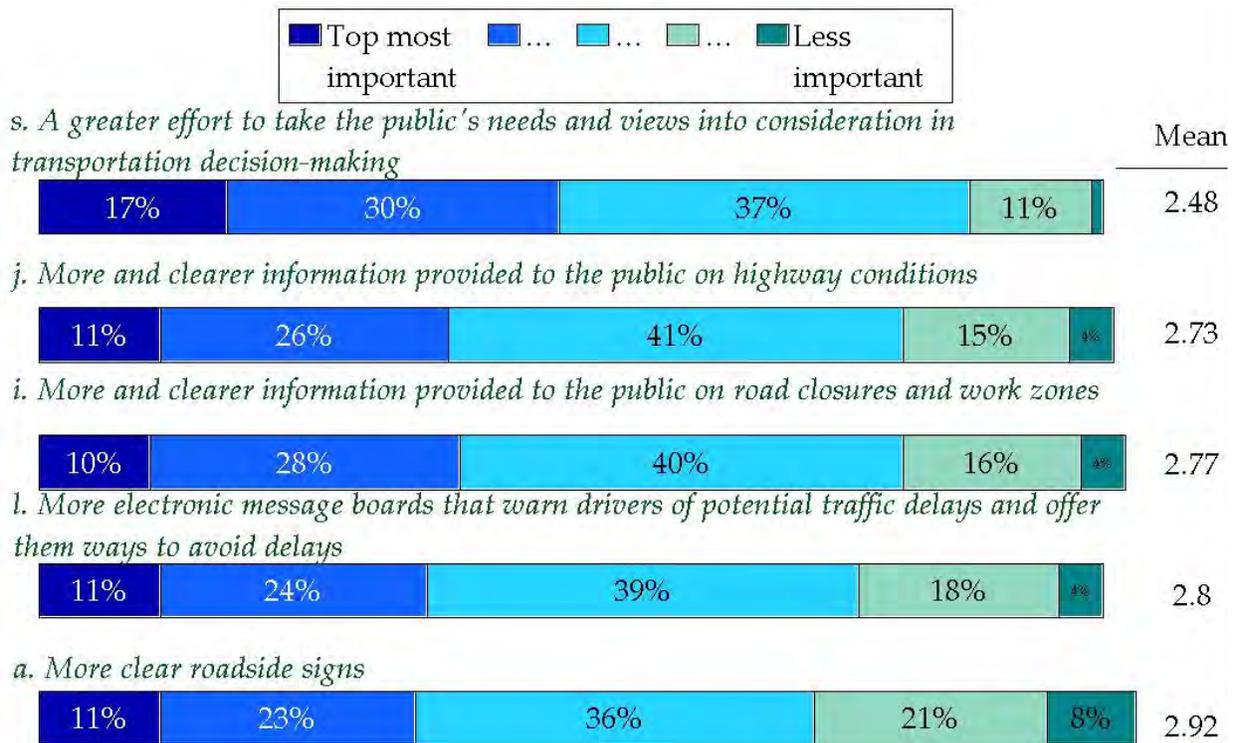
Remainder: "Not sure"

Another information item has the greatest level of satisfaction among all 19 items (mean=2.41) and is the least important as a priority among all 19 items (mean=2.92): *The number of clear road signs*. All demographic subgroups are very satisfied with how clear highways road signs are and do not see this as an important priority for the future.

The final three information items are relatively close together in terms of satisfaction (means ranging from 2.54 to 2.63) and as a priority (means = 2.73 to 2.80).

- *The availability and clarity of information provided to the public on highway conditions*
- *The availability and clarity of information provided to the public on road closures and work zones*
- *The availability of electronic message boards that warn drivers of potential traffic delays and offer them ways to avoid delays*

Figure 31. More Resources for Future Priorities: Information (Question 5)

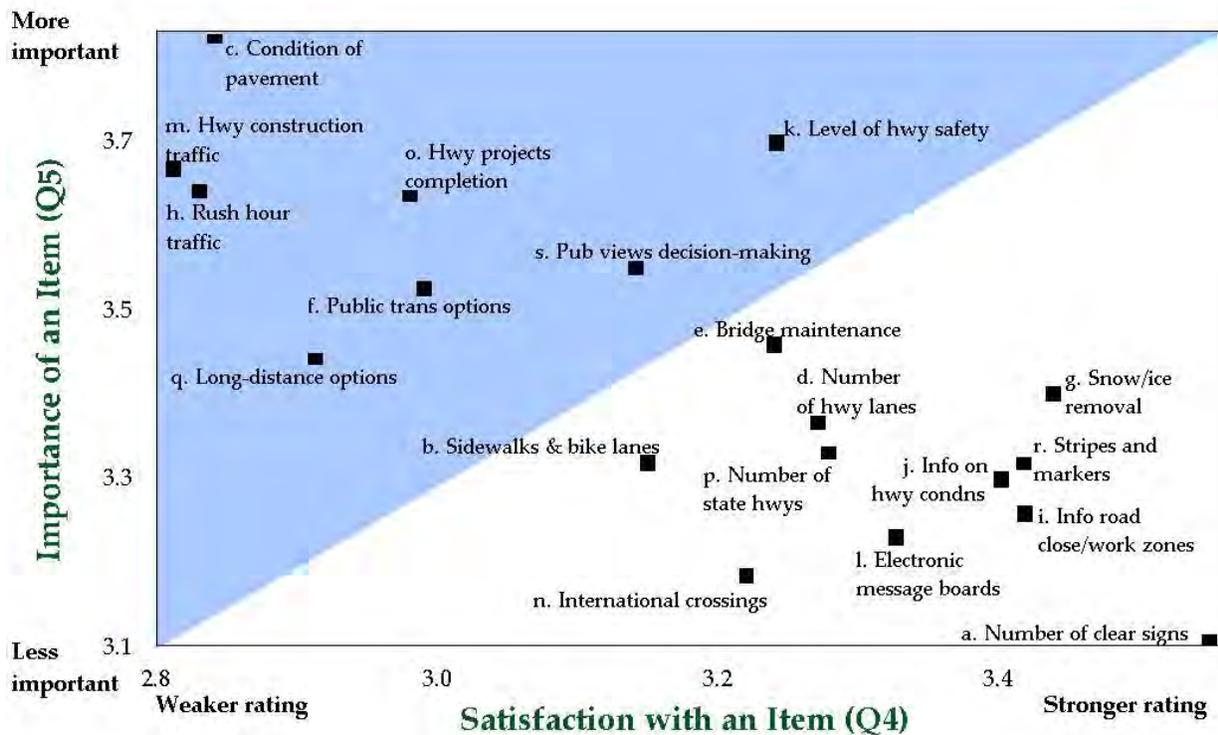


Remainder : "Not sure"

5.5 Combining Satisfaction Today with Priority for the Future

We can take the mean scores of all 19 items in both lists and plot them in a scatter graph (see Figure 32). In this graph, the y-axis, or vertical axis, is the importance of spending more to improve an aspect of Michigan's transportation system. The higher an item is plotted on the graph, the greater the importance given to it as a spending priority. The x-axis, or horizontal axis, of the graph is the level of satisfaction an item receives. The more to the right of the graph an item is, the higher the level of satisfaction with it. All told, those items closer to the top left corner are the ones that, based on public perception, should be Michigan's greatest priorities. Those items in the lower right hand corner are of lesser priority, based on public opinion. *However, it is important to remember that public opinion is not always right.* Public perception and public experience is incredibly important for MDOT to understand as it plans transportation in and for the future. In some instances, the state should directly work to improve areas that the public wants to improve. In other instances, these results may suggest that Michigan needs to engage in a public information campaign to improve awareness of the importance of an aspect of transportation or to improve awareness of what has been

Figure 32. All Adults: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items (Questions 4, 5)



accomplished in that area. Either way, a successful plan for transportation is one that considers and addresses public opinion.

In this graph, four items—furthest in the top left corner—stand out as the biggest priorities for MDOT:

- c. Better pavement conditions
- m. Better flow of traffic during highway construction
- h. Better flow of traffic during rush hour
- o. Faster and more efficient completion of state highway projects

A second tier of priorities, ranking below the ones above but still in need of addressing include:

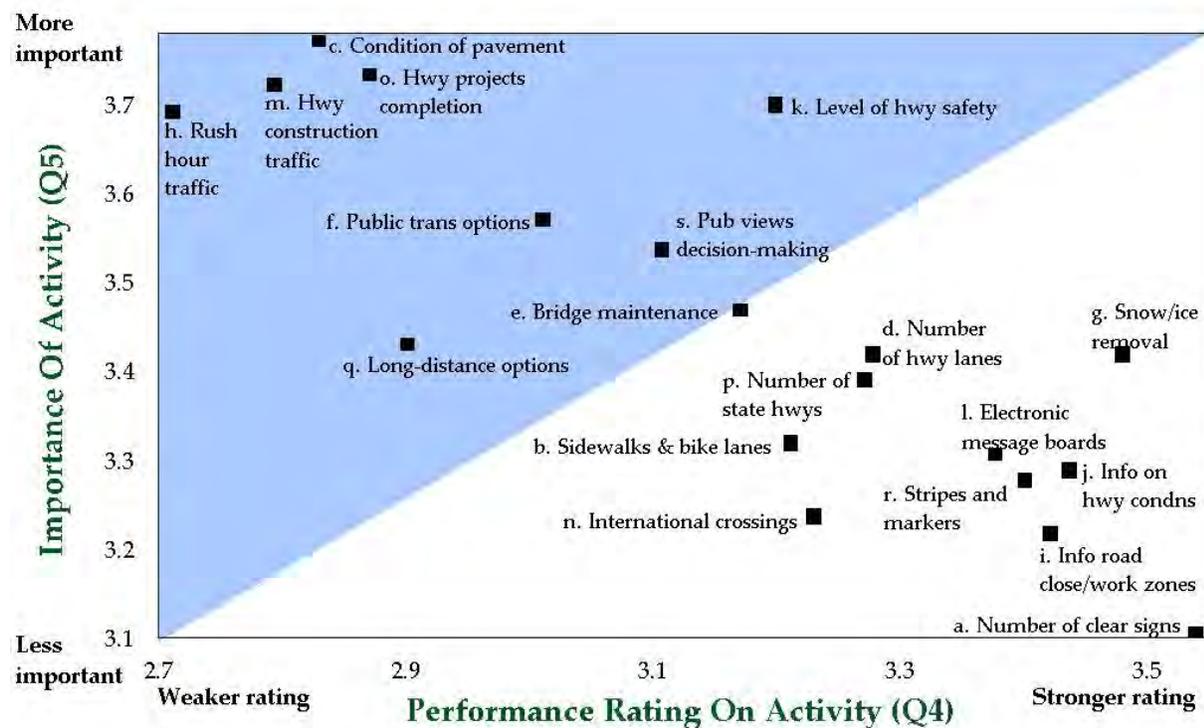
- k. Safer highways
- q. Greater availability of long-distance transportation options such as intercity passenger rail and buses
- f. More availability of public transportation options
- s. A greater effort to take the public's needs and views into consideration in transportation decision-making

Regionally, these eight items remain fairly stable. Although some of the items do shift around a bit, for the most part these core eight items are the top priority.

5.5.1 Metro Region

Since this region makes up 42% of the state’s population, what is true for the state is likely to be true for this region. In **Figure 33**, the top four items noted above are even further bunched in the top left corner. Among the second grouping, more availability of public transportation stands out as the next highest priority. A ninth item—*better maintenance of bridges*—rises in importance enough to be considered part of the second tier of priorities. In this region the average satisfaction score for all 19 items finds this region among the least satisfied, and the average importance score suggests that this region is the most supportive of spending more in general to improve transportation in the future.

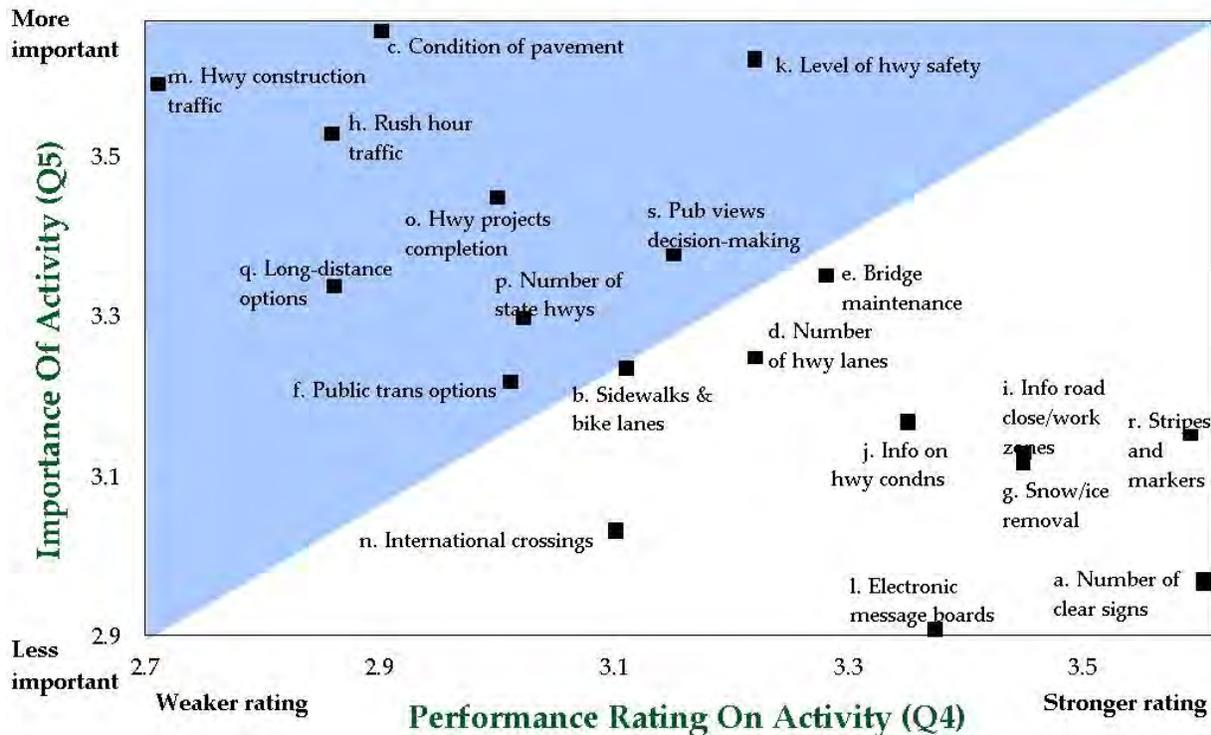
Figure 33. Metro: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items (Questions 4, 5)



5.5.2 University Region

In this region, *Faster and more efficient completion of state highway projects* drops from the first tier of priorities to the second (**Figure 34**). *More state highways to meet traffic demands* (item p) rises into the second tier of high priorities. This is the only region where that item rises so high.

Figure 34. University: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items (Questions 4, 5)

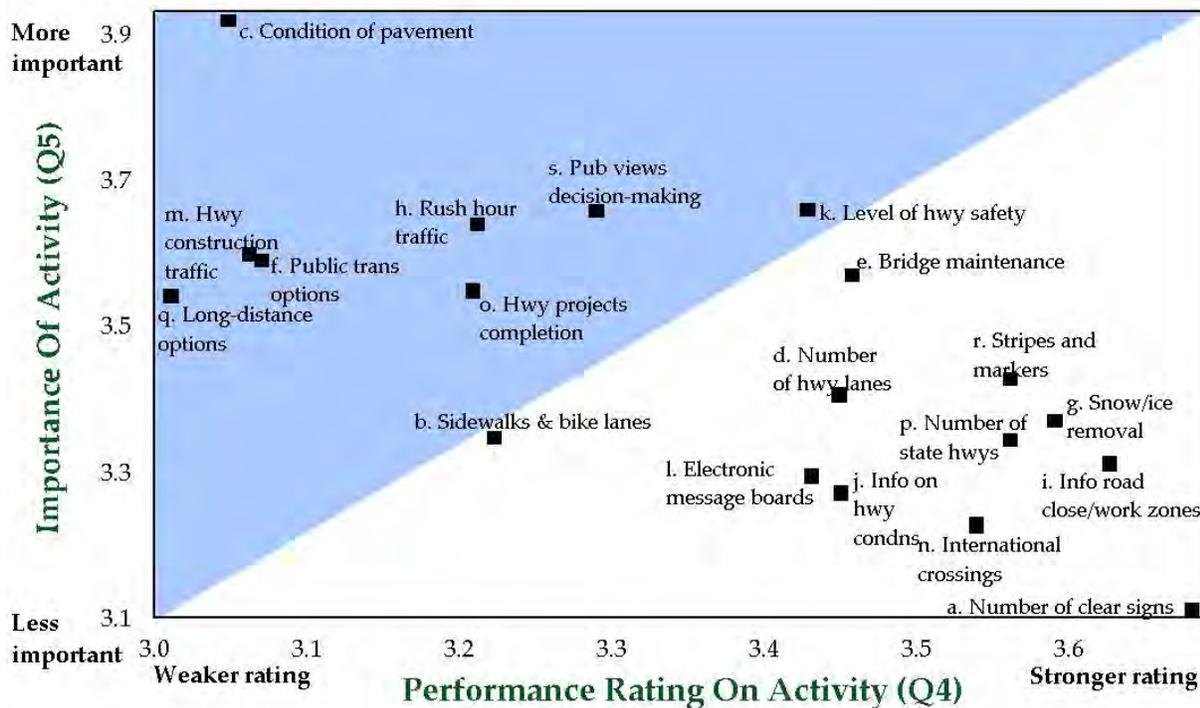


While the average satisfaction mean score finds this region to be relatively less satisfied with all aspects of transportation; however, the average importance score suggests that residents in the University Region are also the least willing to spend more to improve all of those aspects of transportation.

5.5.3 Southwest Region

In this region, *Better pavement conditions* separates itself from all other items to be the sole, most important priority (Figure 35). This is clearly the biggest issue in this region. Although still a second tier item, *Faster and more efficient completion of state highway projects* is a less important priority in this region. The average satisfaction mean score for all items in this region was one of the highest.

Figure 35. Southwest: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items (Questions 4, 5)



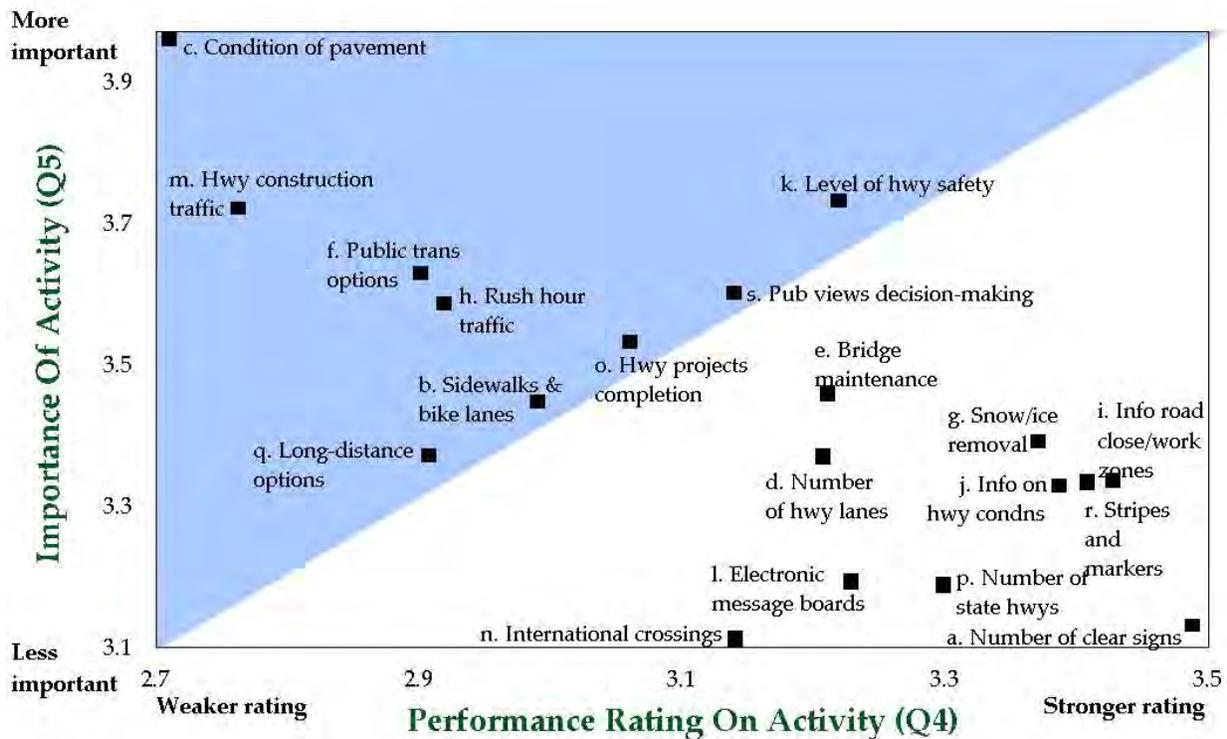
5.5.4 Bay Region

Better pavement conditions is also the biggest issue here. It is both a much greater priority than all other issues and the item with the lowest satisfaction rating (Figure 36). Faster and more efficient completion of state highway projects is also a less important priority in this region, while More availability of public transportation options is a greater priority. This is the only region where More sidewalks for pedestrians and lanes and pathways for bicycles reaches among the second tier of high priority items. The Bay Region is also among the very least satisfied and the most willing to spend more on transportation, when taking an average of the mean scores for all 19 transportation items.

5.5.5 Grand Region

Similar to what we saw in the MDOT satisfaction measures earlier in this report, this region is among the most satisfied when taking an average of the mean scores for all 19 items. Better pavement conditions is also the biggest issue here (Figure 37).

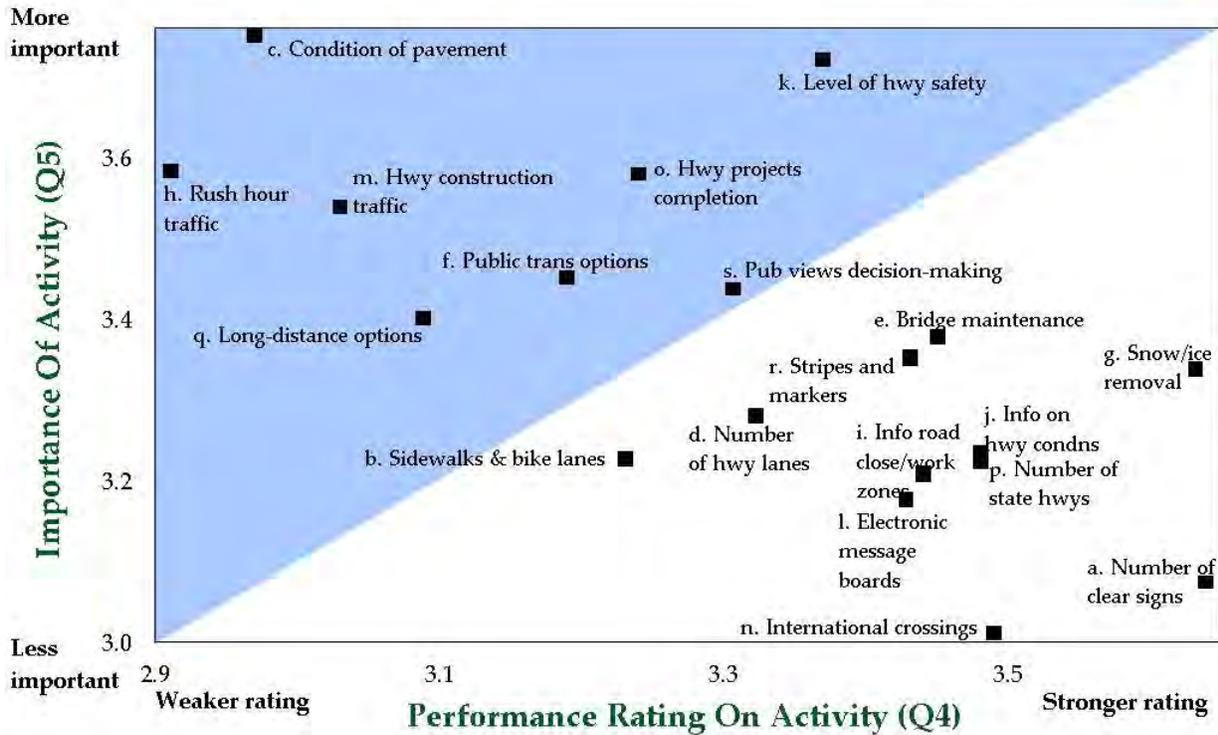
Figure 36. Bay: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items (Questions 4, 5)



5.5.6 North Region

In this region, *Better pavement conditions* is also the biggest issue, but *More and faster snow and ice removal* jumps to become the second biggest priority (Figure 38). This is the only region where snow and ice removal is among the first or second of transportation priorities. *Safer highways* falls out of the top tier in this region—most likely because pavement conditions and snow removal rank so much higher than all of the other issues. This region is among the least willing to spend more for improved transportation, based on the average mean score for all 19 items.

Figure 37. Grand: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items (Questions 4, 5)



5.5.7 Superior Region

Once again, *Better pavement conditions* is the clear top priority in this region (Figure 39). *Faster and more efficient completion of state highway projects* is not among the top two tiers of priorities in this region, most likely due to the lack of four lane highways in the region. As is true in the North Region, this region, even with its low population density, finds the flow of traffic during rush hour to be bad enough to make it a top priority.

Figure 38. North: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items (Questions 4, 5)

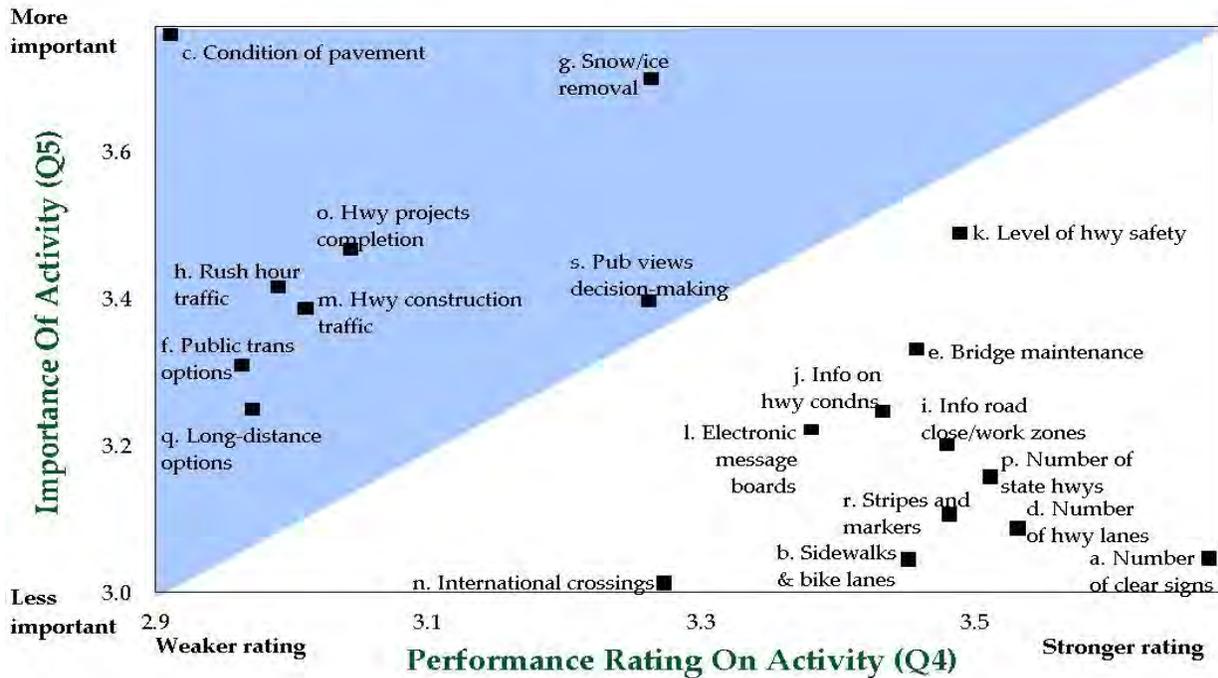


Figure 39. Superior: The Importance of Transportation Items as a Future Priority by the Level of Satisfaction with the Items (Questions 4, 5)



Appendix A. Survey Marginals

Marginals*
Michigan Adults
Sample Size=1100
February 21-28, 2006

Gender:

Men48%
 Women52%

MDOT Regions:

Metro [300 interviews]42%
 University [150 interviews] ..15%
 Southwest [150 interviews]9%
 Bay [150 interviews]13%
 Grand [150 interviews]12%
 North [100 interviews]6%
 Superior [100 interviews]3%

Hello. My name is _____ and I am calling from Finch Research Group, a national public opinion firm. We are conducting a brief survey about transportation issues facing people in Michigan. We are not selling anything, and this number was selected at random.

Q1a. [SCREENER] According to my instructions, I am to interview the youngest adult man [ALTERNATE WITH: YOUNGEST ADULT WOMAN, OLDEST MAN, OLDEST WOMAN] in your household. Would that be you?

[RESPONDENT MUST BE 18 YEARS OF AGE OR OLDER]

[IF NOT] May I speak with [HIM/HER]?

[IF NOT HOME, CALL BACK TO REACH DESIGNATED PERSON]

[IF RESPONDENT IS SUSPICIOUS OR WARY, YOU MAY WANT TO SAY SOMETHING LIKE:] We are not selling anything, and I will not ask you for a contribution or donation. This will take about 15 minutes of your time. Your phone number was randomly selected by our computer, and we don't know who you are or where you live."

**Percentages may not add to 100% due to rounding. Quotas were set for geographic area. Data are weighted by region and for age, gender, and income within each region to reflect Michigan's true population distribution as found in the 2000 Census and the 2004 Census population estimations.*

Q1. To start, how satisfied are you with the job the Michigan Department of Transportation, also known as MDOT [PRON: EM-dot], is doing – would you say you are very satisfied, somewhat satisfied, somewhat dissatisfied, or very dissatisfied with MDOT?

Very satisfied.....	16%
Somewhat satisfied.....	50%
Somewhat dissatisfied	19%
Very dissatisfied	9%
[NOT SURE].....	6%

Q2. In considering the range of projects that MDOT has completed – from highway and bridge repairs and expansions, to safety programs, public transportation, and providing public information and roadside assistance – how many of these projects do you believe were the right solutions to the transportation problems facing Michigan? Would you say all, most, some, few, or none of these projects were the right solutions to the transportations problems facing Michigan?

All.....	8%
Most	34%
Some	33%
Few.....	13%
None	2%
[NOT SURE].....	10%

Q3. Is the quality of transportation in Michigan better, the same, or worse than it was five years ago?

Better.....	34%
The same	38%
Worse.....	20%
[NOT SURE].....	8%

Q4. I am going to read you a list of aspects of Michigan's state transportation. For each, please tell me how satisfied you are on a scale of 1 to 5, with a "1" being among the aspects of Michigan's transportation with which you are the most satisfied and a "5" being among the aspects of Michigan's transportation with which you are the least satisfied. Please try to use the full range of the scale when giving your answers. [RANDOM START]

[READ ITEM, THEN ASK] On a scale of 1 to 5, how satisfied are you with this aspect of Michigan state transportation, with a "1" being among the aspects of Michigan's transportation with which you are the most satisfied and a "5" being among the aspects of Michigan's transportation with which you are the least satisfied?

	Most Satisfied	Least satisfied	[NOT SURE]
a. The number of <u>clear</u> roadside signs.....	17%	38%	30%	10%	2%	2%
b. The availability of <u>sidewalks for pedestrians</u> and <u>lanes and pathways for bicycles</u>	11%	28%	32%	18%	7%	4%
c. The condition of the pavement.....	7%	27%	29%	22%	15%	1%
d. The number of available highway lanes.....	9%	35%	34%	15%	4%	2%
e. The maintenance of bridges.....	11%	31%	34%	14%	6%	5%
f. The availability of public transportation options.....	9%	24%	32%	15%	13%	7%
g. The speed and amount of snow and ice removal.....	19%	35%	25%	14%	6%	1%
h. The <u>flow</u> of traffic <u>during rush hour</u>	6%	23%	33%	21%	13%	4%
i. The availability and clarity of information provided to the public on <u>road closures and work zones</u>	13%	37%	33%	12%	3%	3%
j. The availability and clarity of information provided to the public on <u>highway conditions</u>	12%	36%	35%	12%	3%	3%
k. The level of <u>safety</u> on Michigan's highways.....	10%	32%	37%	15%	5%	2%
l. The availability of <u>electronic message boards</u> that warn drivers of potential traffic delays and offer them ways to avoid delays.....	10%	32%	36%	12%	3%	6%
m. The <u>flow</u> of traffic <u>during highway construction</u>	6%	23%	33%	23%	13%	3%
n. The <u>flow</u> of traffic <u>at international crossings with Canada</u>	7%	23%	31%	10%	4%	25%

o. The <u>speed</u> and <u>efficiency</u> with which state highway projects are <u>completed</u>	7%	26%	34%	18%	10%	4%
p. The <u>number</u> of state highways to meet traffic demands	9%	35%	32%	12%	6%	5%
q. The availability of long-distance transportation options such as intercity passenger rail and buses	7%	24%	30%	16%	14%	10%
r. The clarity and maintenance of stripes and markers to denote the center and the edges of highways.....	14%	34%	36%	10%	4%	2%
s. The degree to which the public's needs and views are taken into consideration in transportation decision-making	6%	29%	38%	15%	5%	7%

Q5. Michigan faces a series of transportation priorities with limited resources. I am going to read you a similar list of priorities for Michigan's state transportation. In thinking about Michigan's priorities for the future, I would like you to tell me, on a scale of "1" to "5," how important it is that Michigan spend more resources to improve each area. Please keep in mind that asking for any increase in resources in one area requires a decrease in resources in another area. A "1" means it is the **top most important** for Michigan to spend more resources to improve that area, and a "5" means it is **relatively less important** for Michigan to spend more resources to improve that area. Again, please try to use the full range of the 1 to 5 scale when giving your answers. [RANDOM START]

IF RESPONDENT GIVES SAME RESPONSE FOR 3-4 ITEMS IN A ROW, SLOW DOWN, SAY "LET ME REPEAT THE RESPONSE OPTIONS TO HELP YOU DIFFERENTIATE BETWEEN ITEMS."]

	Top most important	3	4	5	Relatively less important	[NOT SURE]
a. More <u>clear</u> roadside signs.....	11%	23%	36%	21%	8%	2%
b. More <u>sidewalks for pedestrians and lanes and pathways for bicycles</u>	14%	28%	35%	15%	6%	3%
c. Better pavement conditions.....	28%	33%	28%	7%	2%	2%
d. More highway lanes.....	14%	29%	34%	16%	4%	4%
e. Better maintenance of bridges	15%	30%	35%	13%	3%	4%
f. More availability of public transportation options.....	21%	27%	33%	11%	5%	3%
g. More and faster snow and ice removal	19%	29%	28%	17%	6%	1%
h. Better <u>flow</u> of traffic during <u>rush hour</u>	22%	33%	29%	11%	3%	3%
i. More and clearer information provided to the public on <u>road closures and work zones</u>	10%	28%	40%	16%	4%	2%
j. More and clearer information provided to the public on <u>highway conditions</u>	11%	26%	41%	15%	4%	2%
k. Safer highways.....	22%	36%	29%	9%	2%	1%
l. More <u>electronic message boards</u> that warn drivers of potential traffic delays and offer them ways to avoid delays.....	11%	24%	39%	18%	4%	4%
m. Better <u>flow</u> of traffic during <u>highway construction</u>	19%	36%	32%	8%	2%	3%

n. Better <u>flow</u> of traffic at <u>international crossings with Canada</u>	8%	21%	32%	15%	5%	18%
o. Faster and more efficient completion of state highway projects	21%	31%	29%	12%	2%	4%
p. More state highways to meet traffic demands	14%	25%	34%	18%	4%	5%
q. Greater availability of long-distance transportation options such as intercity passenger rail and buses	18%	27%	32%	14%	5%	4%
r. Clearer and better maintained stripes and markers to denote the center and the edges of highways.....	14%	26%	38%	14%	6%	2%
s. A greater effort to take the public's needs and views into consideration in transportation decision-making.....	17%	30%	37%	11%	1%	4%

Q6. Now, I am going to read you a series of short statements about transportation in Michigan. Please tell me whether you agree or disagree with the statement I have just read. If you don't know how you feel about a particular statement, just say so, and we'll continue. [RANDOM START]

[IF AGREE/DISAGREE] Is that [agree/disagree] strongly or somewhat?

		Strongly Agree	Smwht Agree	Smwht Disagree	Strongly Disagree	[NOT SURE]
a. When it comes to <u>attracting businesses and improving the economy in Michigan, a better transportation system is more important than lower taxes.</u>	12%	37%	24%	14%	13%	
b. Improving Michigan's transportation system is critical to improving the economy and job situation in the state.....	26%	50%	12%	5%	6%	
c. Tolls are a <u>fair</u> way to collect revenues for transportation because those who use the roads pay for them	25%	42%	15%	13%	5%	
d. Michigan uses its transportation money efficiently and effectively	9%	43%	18%	10%	20%	

Q7. Would you prefer to see Michigan give more emphasis to building and maintaining highways or to developing alternative modes of transportation such as buses, vans for senior citizens, light-rail, or bike lanes? [IF "BOTH," PROBE: "IF YOU HAD TO CHOOSE BETWEEN THESE TWO CHOICES, WHICH WOULD YOU PREFER."]

Highways.....	61%
Other modes	27%
[NOT SURE].....	11%

Q8. How much more do you think that Michigan should spend to maintain and improve the quality of transportation systems in the state – much more, somewhat more, the exact same as it has been, somewhat less, or much less?

Much more.....	10%
Somewhat more	46%
The exact same	25%
Somewhat less.....	3%
Much less	1%
[NOT SURE].....	14%

My last questions are used for statistical purposes only.

S1. What is your age? [CODE ACTUAL AGE. REFUSED=99]

18-29 years old.....	21%
30-39 years old.....	18%
40-49 years old.....	20%
50-64 years old.....	22%
65+ years old	16%
[REFUSED].....	2%

S2. Do you have a paid job where you work outside of your home?

Yes.....	61%
No.....	39% [SKIP TO S5]
[NOT SURE].....	0%

S3. Which of the following best describes how you get to work now? [READ LIST IN ORDER]

[RESULTS ARE ONLY FOR THOSE 61% WHO SAID THEY WORKED OUTSIDE THEIR HOME IN QUESTION S2.]

Walk.....	3%
Bicycle.....	0%
Drive to work by yourself.....	84%
Use a car pool	7%
Ride a bus or other public transit.....	5%
[OTHER/NOT SURE].....	1%

S4. About how long does it take you to commute to and from work every day?

[RESULTS ARE ONLY FOR THOSE 61% WHO SAID THEY WORKED OUTSIDE THEIR HOME IN QUESTION S2.]

Does not commute.....	39%
15 mins or less	9%
16 to 30 mins	20%
31 to 45 mins	11%
46 mins to 1 hour	9%
Over 1 hour.....	12%

S5. What is the last year of schooling that you completed? [DO NOT READ CHOICES]

- Less than high school 4%
- High school graduate 34%
- Technical/vocational..... 9%
- Some college, 2 yr. college 19%
- Four-year college graduate .. 24%
- Post-graduate work 8%
- [DK/NA] 1%

S6. Do you consider yourself Hispanic, Latino, or of Mexican, Central or South American origin?

- Yes..... 5%
- No..... 92%
- [NOT SURE/REFUSED] 3%

S7. Could you please tell me your race? [DO NOT READ]

- White/Caucasian 81%
- Black/African-American 12%
- Hispanic/Latino..... 4%
- Asian/Pacific Islander 1%
- Native American..... 1%
- Other (SPECIFY) 1%
- [DON'T KNOW/REFUSED]... 1%

S8. Please stop me when I get to the category that best describes the total combined income for everyone living in your household last year. Was it less than \$20,000; \$20,000 to less than \$30,000; \$30,000 to less than \$40,000; \$40,000 to less than \$50,000; \$50,000 to less than \$60,000; \$60,000 to less than \$75,000; \$75,000 to less than \$100,000; \$100,000 to less than \$150,000; or \$150,000 or greater? [PROBE]

- Less than \$20,000 9%
- \$20,000-\$29,999 11%
- \$30,000-\$39,999 10%
- \$40,000-\$49,999 13%
- \$50,000-\$59,999 11%
- \$60,000-\$74,999 10%
- \$75,000-\$99,999 11%
- \$100,000-\$149,999 6%
- \$150,000 or over 3%
- [REFUSED/NOT SURE]..... 15%

Thank you very much.

Appendix B. Profile of the Sample

Profile of the Sample

	<i>Count</i>	<i>Percent</i>		<i>Count</i>	<i>Percent</i>
All adults.....	1100	100%			
MDOT REGIONS			AGE GROUP		
Metro	457	42%	Under 45 yrs	569	53%
University	165	15%	45+ yrs	498	47%
Southwest.....	104	9%	RACE		
Bay	137	13%	White	881	81%
Grand.....	134	12%	Non- White	210	19%
North	65	6%	EDUCATION LEVEL		
Superior.....	36	3%	HS or less	526	49%
MDOT REGIONS			Some college.....	206	19%
Detroit metro	457	42%	College grad	351	32%
So. MI (non-Detr).....	541	49%	AGE BY GENDER		
North Michigan.....	102	9%	Men <45	301	28%
MDOT REGIONS			Men 45+	218	20%
South Michigan	998	91%	Women <45	268	25%
North Michigan.....	102	9%	Women 45+	288	27%
GENDER			AGE BY GENDER		
Men	531	48%	Men <65	444	41%
Women	569	52%	Women <65	458	43%
HOUSEHOLD INCOME			Men 65+	75	7%
Under \$30,000.....	229	25%	Women 65+	98	9%
\$30,000- \$49,999.....	247	26%	SOCIO-ECONOMIC STATUS		
\$50,000- \$74,999.....	234	25%	Non coll <\$40K.....	297	33%
\$75,000+	225	24%	Non coll >\$40K.....	313	35%
HOUSEHOLD INCOME			Coll <\$75K.....	157	18%
Under \$40,000.....	336	36%	Coll >\$75K.....	129	14%
\$40,000- \$74,999.....	374	40%	EDUCATION BY GENDER		
\$75,000+	225	24%	Not coll grad men.....	325	30%
HOUSEHOLD INCOME			Coll grad men.....	198	18%
Under \$50,000.....	476	51%	Not coll grad women	407	38%
\$50,000+	460	49%	Coll grad women	153	14%
INCOME BY GENDER			EDUCATION BY AGE AND GENDER		
Men <\$50K	224	25%	Non coll grd men <60	241	29%
Men >\$50K	202	22%	Coll grad men <60.....	174	21%
Women <\$50K	252	28%	Non coll grd wom <60.....	295	35%
Women >\$50K	221	25%	Coll grad wom <60	125	15%
AGE GROUP					
18-29 years old.....	233	22%			
30-39 years old.....	202	19%			
40-49 years old.....	222	21%			
50-64 years old.....	245	23%			
65+ years old.....	173	16%			
AGE GROUP					
18-34 years old.....	324	30%			
35-44 years old.....	245	23%			
45-59 years old.....	271	25%			
60+ years old.....	235	22%			



Wilbur Smith Associates

