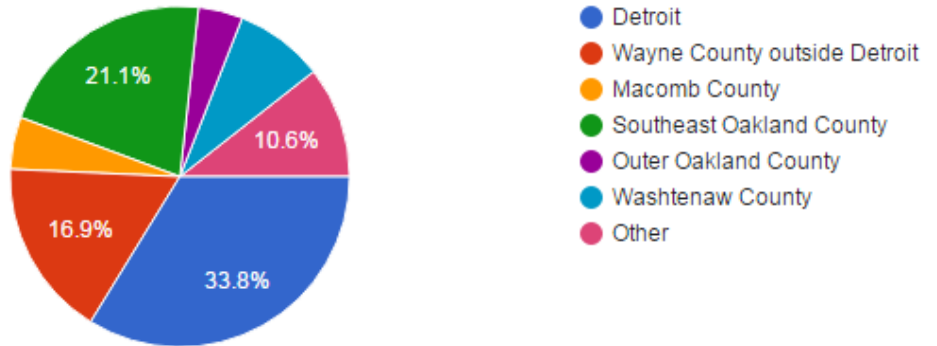


Summary Results of TRU Survey on Regional Transit

November/December 2016

In late November and December of 2016, TRU asked for “opinions and ideas about Public Transit in Southeast Michigan, including how advocates like TRU can most effectively advance transit improvement.”

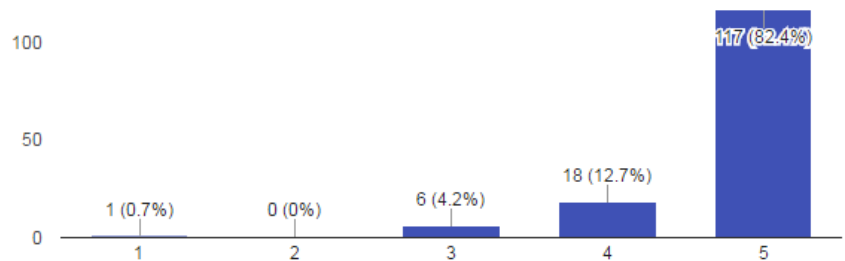
This survey was posted on TRU’s website, Facebook page, and Twitter and mailed to members. Not intended to seek a random sample, it does represent opinions and ideas from people who deeply care about improving regional transit. In total, 147 people completed at least part of the survey, mostly online.



Importance of Regional Transit

“On a scale of 1-5, how important do you feel it is for southeast Michigan to take action to improve regional transit, in consideration of other problems and issues facing the region and the nation?”

When asked “why or why not?”, common reasons included need for alternatives, increase prosperity, benefit environment, and “No community can be vibrant, prosperous or welcoming without transit.”

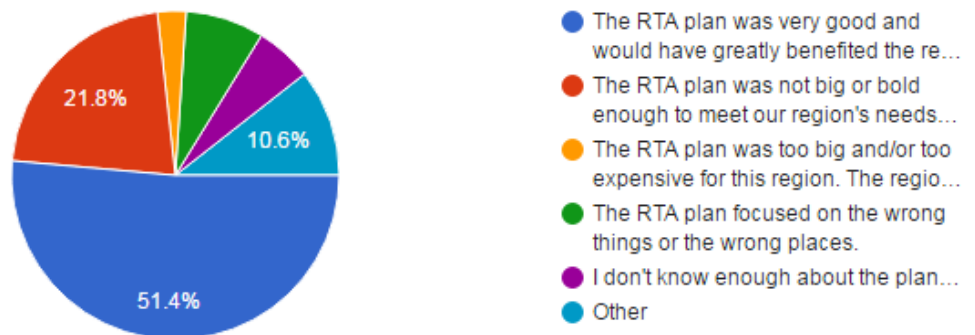


The RTA Plan

“Which response most accurately matches your opinion about the Regional Transit Authority's Regional Transit Plan?”

Concerns about the plan included:

- Not enough rail service
- Lack of service downriver
- Lack of enhancements to Detroit bus service
- Need for more in northern Macomb and Oakland Counties
- “I feel that it would have improved transit in the region, but it tried to appease very disparate constituents who didn't really buy into the system or even the vision.”



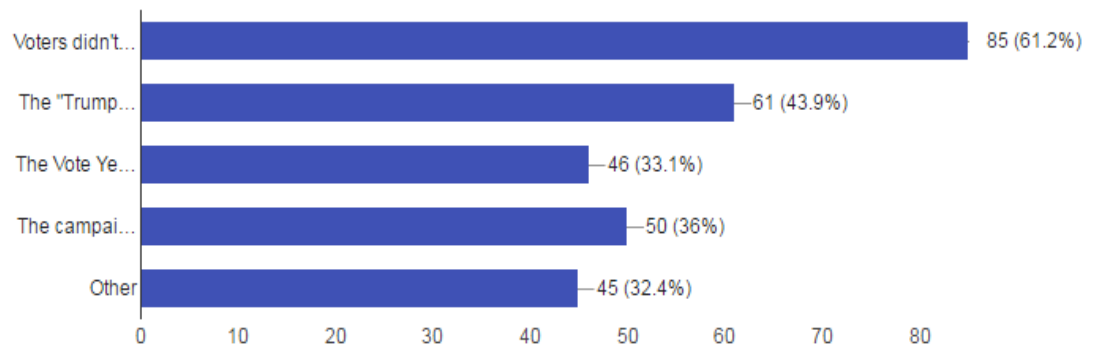
Factors in Ballot Failure

“Many factors contributed to the failure of the Regional Transit ballot measure November 8. Which factors do you feel were most critical or impactful?”

While most people selected multiple reasons, the most commonly selected, by **61.2%**, was that **“Voters didn’t know enough about the Regional Transit Plan and its benefits.”**

This was more often felt by people in Washtenaw County (75%) and southeast Oakland (63%) than in Macomb County (43%) or in Detroit (54%).

Second most common, with **43.9%**, was **“The “Trump Effect” which focused on fear and anger at “others,””** including by 57% of Macomb respondents but just 33% of Detroiters. Fully 36% felt **“The campaign message of compassion for people who cannot drive was not persuasive,”** especially among people in southeast Oakland (43%) and Detroit (40%). Another 33% felt **“The Vote Yes campaign didn’t touch enough people one-on-one,”** including 42% from Washtenaw and 35% of Detroiters.



Campaign Recommendation

“What ideas or recommendations do you have for how to make a future regional transit ballot measure more likely to succeed?”

Many people offered detailed recommendations. Here’s a small sampling:

- Ground campaign needed, “Future campaigns must invest in field organizing”
- Poor outreach on behalf of RTA
- “The message played to a base voter that was already voting yes. Instead of focusing on the disadvantaged in our society, the campaign should have talked directly to Oakland & Macomb voters about the economic benefits to their communities (more and better jobs, increased property values, access to the airport, etc...).”
- “I’d be open to starting regional transit for Wayne and Washtenaw Counties only as an initial step.”
- “The people of Macomb CANNOT be allowed to hold regional transit back any longer.”
- “The ballot measure was SO CLOSE to passing, I think it's important to push forward ASAP with a stronger plan and a stronger campaign.”
- Improve existing transit

What's next?

“Which do you feel is the most important next step for TRU and/or the broader regional transit community to focus on?”

