

The Public Sentiment regarding Regional Transit in Metro Detroit: Preliminary Findings from a Comprehensive Survey - January 2014

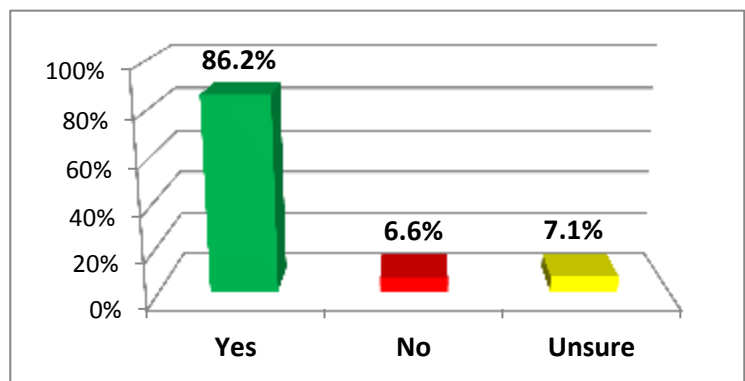


New polling data finds substantial support for public transit and willingness to fund transit, but mixed opinions on the RTA and voting for a new funding measure today.

The poll of 800 likely voters in four-county southeast Michigan was conducted by Foster McCollum White Baydoun on behalf of University of Detroit Mercy, advised by Transportation Riders United. Preliminary findings are as follows:

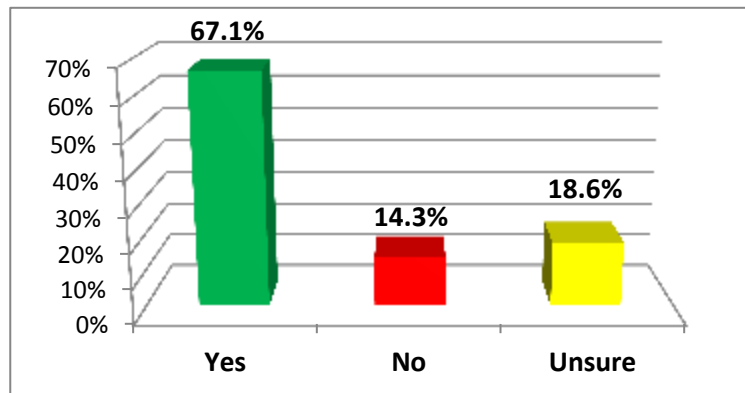
Do you think Southeast Michigan needs improved public transit?

- 86.2% Yes
- 6.6% No
- 7.1% Unsure



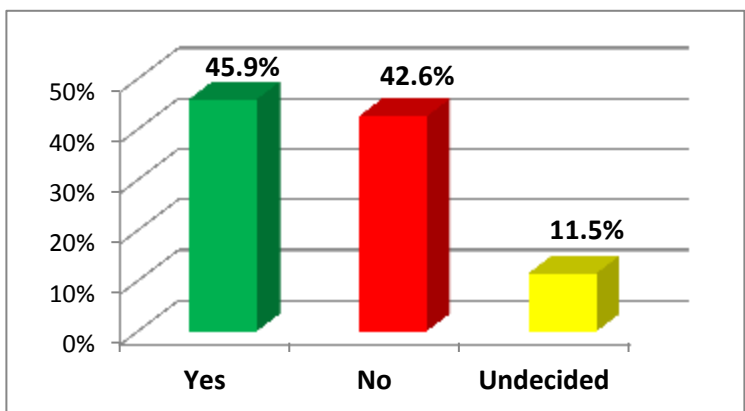
Do you support public funding of Southeast Michigan transit through regional taxes and fees?

- 67.1% Yes
- 14.3% No
- 18.6% Unsure



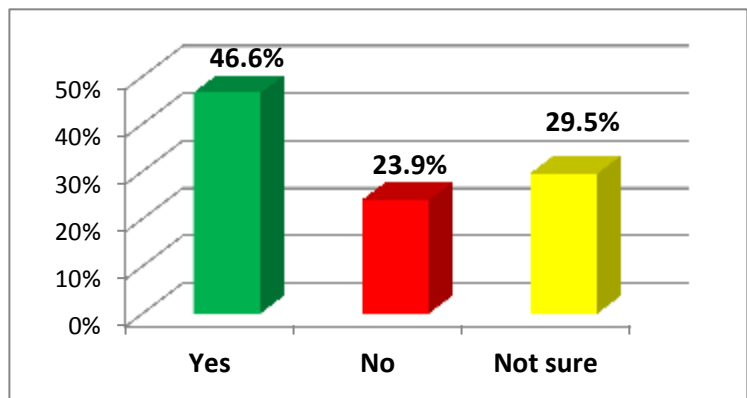
If the November 2014 election was held today, would you vote for an increased vehicle registration fee for Wayne, Oakland, Macomb and Washtenaw County residents of \$10-40 a year to raise roughly \$100 million to pay for improving public transit via the RTA?

- 45.9% Yes
- 42.6% No
- 11.5% undecided



Do you believe there will be any benefits from the Regional Transportation Authority and efforts to improve public transit in your area?

- 46.6% Yes
- 23.9% No
- 29.5% unsure



These results show solid support for public transit.

Note that the respondents were not presented with any plan that would be supported by the funding, nor has there been any substantive education or advocacy campaign to gain their support. It is significant that over 67% of voters in our sample support public funding through regional taxes and fees, including a plurality (over 46%) that would be willing to vote to pay for improved regional transit through a specific funding mechanism.

It is important to note that unsure and undecided voters will play an important role in the future election and must be reached through strong educational and advocacy campaigns. Our survey highlighted the following:

- Fully 29.5% of respondents indicated they are not sure about future benefits of RTA
- Additionally 18.6% are unsure about supporting transit through taxes and fees, of which nearly half (48.9%) indicated as primary reason for their uncertainty that “they do not know how transit funds are spent”.

Additional questions were asked regarding concerns and priorities about transit and funding. The in-depth analysis will be completed in the coming weeks.

Poll Details

An interdepartmental team at the University of Detroit Mercy, led by Prof. Claudia Bernasconi, in collaboration with Transportation Riders United and Foster McCollum White Baydoun, has conducted a public opinion survey regarding transit in Southeast Michigan. This project was supported by the U.S. Department of Transportation, the Sally Mead Hands Foundation and the University of Detroit Mercy.

The population surveyed consisted of 800 likely voters from Macomb, Oakland, Wayne & Washtenaw Counties, registered voters that fit the 2014 general election voting patterns of the Regional Transit Authority’s region. Great care was taken to assure that the respondents were a representative mix of geography, demographics, and political leanings.

The margin of error for this total polling sample is +/- 3.46% with a confidence level of 95%.