

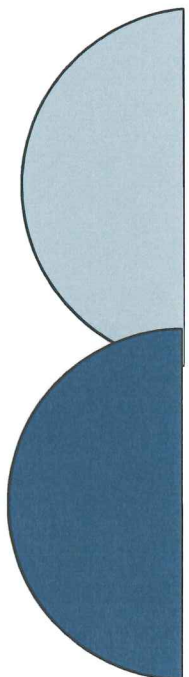
WTA

2009 COMMUNITY SURVEY

Presentation of Preliminary Results
November 19, 2009



redhillgroup
THE POWER OF INSIGHT

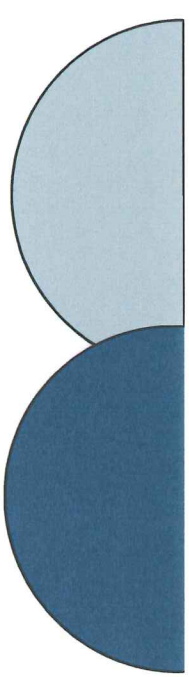


PROJECT SUMMARY



- The WTA Strategic Plan recommended implementation of several major service and facilities projects, including a network of high frequency corridors and building a new northern transit hub.
- WTA began implementing these recommendations in 2005 and all major recommended projects have been completed.
- The purpose of this survey is to measure the satisfaction of the general public with services since the implementation of major service modifications.





METHODOLOGY



- Telephone surveys conducted with County residents between 11/4 and 11/18/2009.
- Overall sample of 739 provides accuracy of $\pm 3.5\%$ at a 95% confidence level.
- 365 surveys were conducted with Bellingham residents.
- 374 surveys were conducted with County residents outside of the City limits.
- The subsets provide accuracy at $\pm 5.1\%$ at a 95% confidence level.



SURVEYS BY GEOGRAPHIC AREA

| CITY | % |
|---------------------------|-----|
| Bellingham | 41% |
| Blaine | 7% |
| Everson, Nooksack & Sumas | 6% |
| Ferndale | 11% |
| Lynden | 10% |
| Unincorporated | 26% |

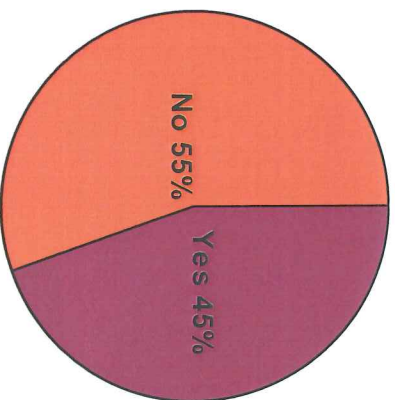




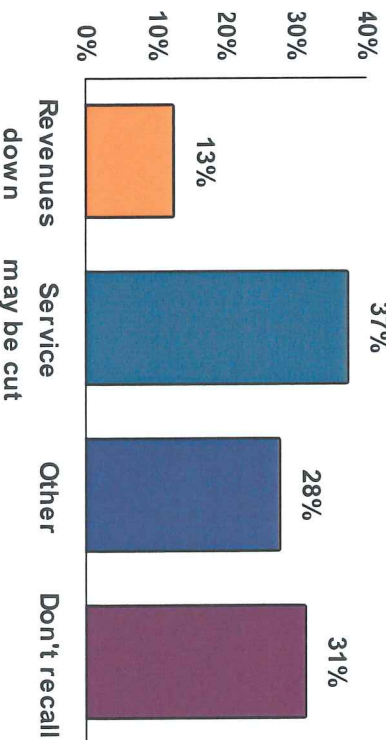
AWAWARENESS

- Just under half of residents have read or seen something in the media about WTA in the past few months.

HAVE YOU HEARD OR SEEN INFORMATION ABOUT PUBLIC TRANSPORTATION ... ?



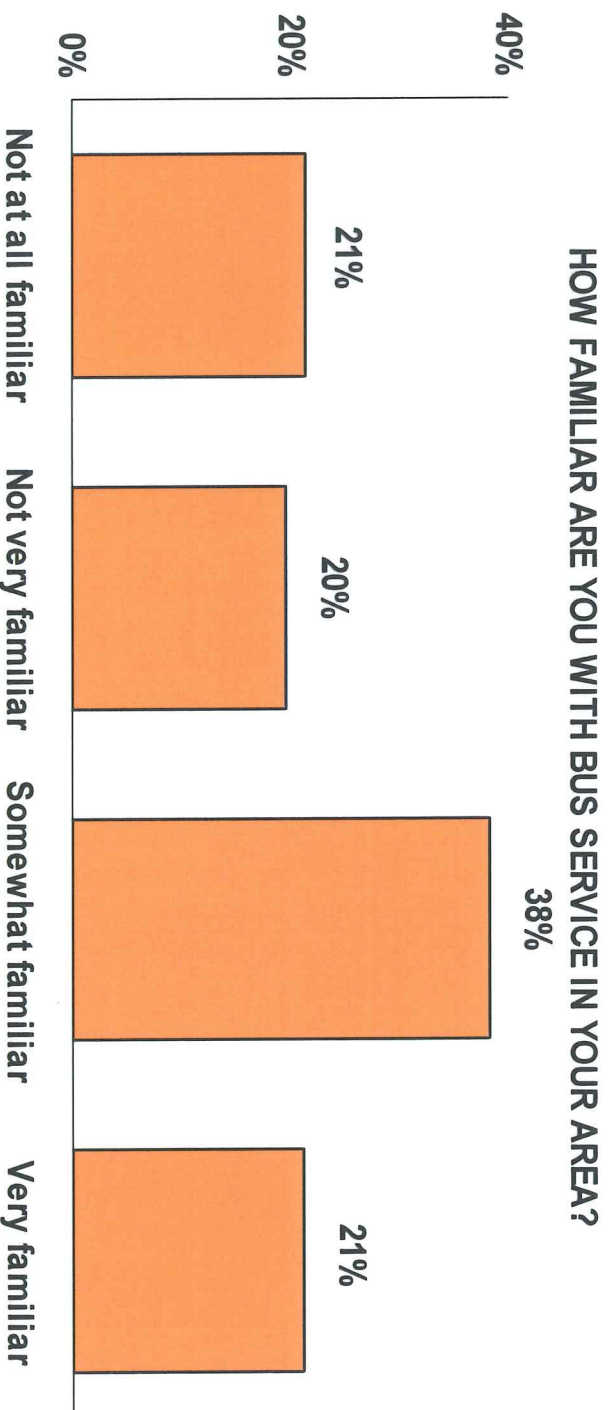
WHAT DO YOU RECALL SEEING OR HEARING?





FAMILIARITY WITH BUS SERVICE

- Fifty-nine percent of residents say they are at least somewhat familiar with WTA bus service.

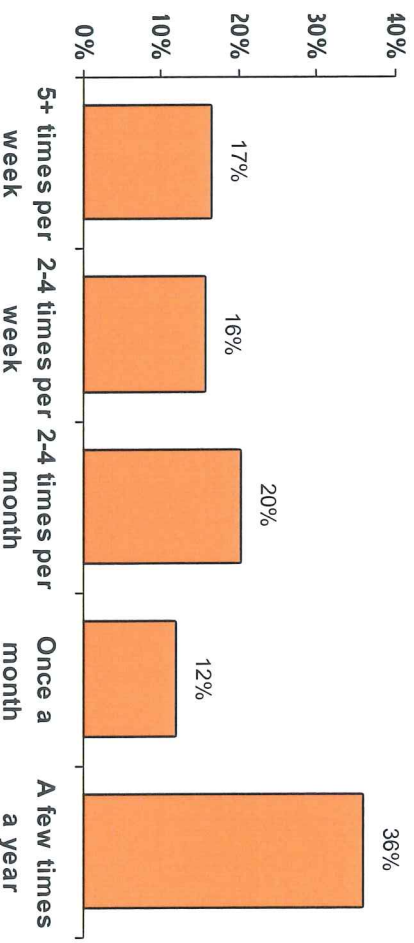
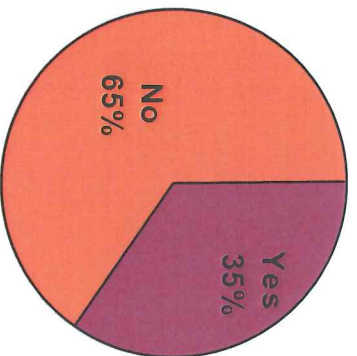




RESIDENTS WHO RODE THE BUS IN THE PAST YEAR AND FREQUENCY OF USE

- Over one-third of residents say they rode the bus in the last year and one-third of those say they rode the bus at least twice a week.

RODE THE BUS IN LAST YEAR



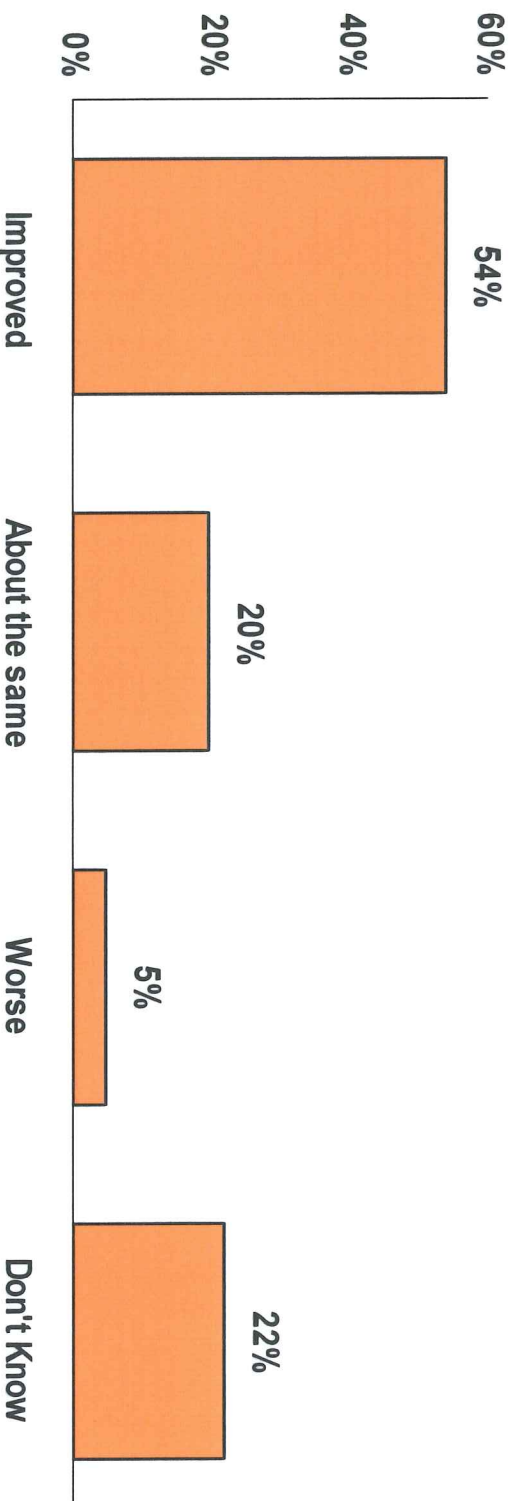
HOW OFTEN DO YOU RIDE THE BUS?

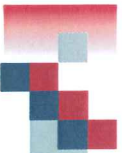


PERCEIVED CHANGE IN BUS SERVICE 2004-2009

- More than half of residents think that bus service has improved from 2004-2009.

HOW HAS BUS SERVICE CHANGED IN THE PAST FIVE YEARS?

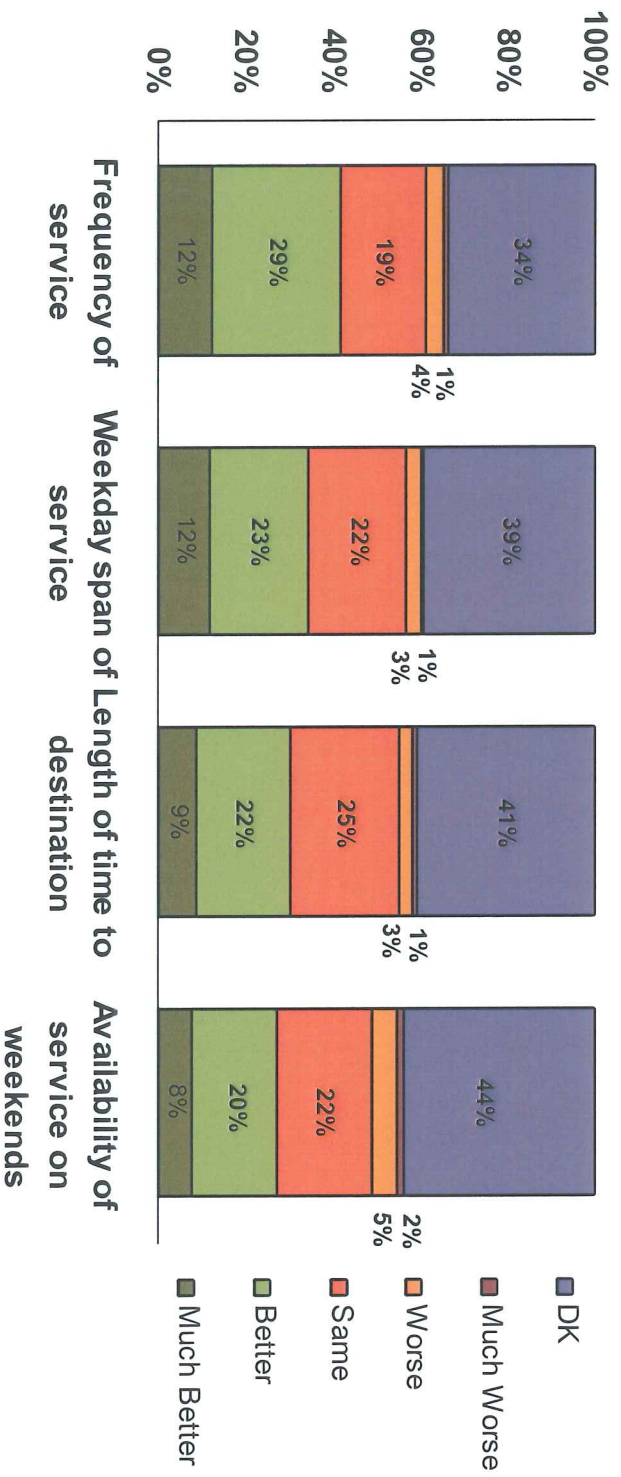


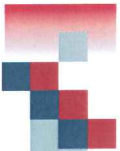


EVALUATION OF CHANGES IN SERVICE

- Frequency of service (41%) followed by span of weekday service (35%) were cited as having improved most over the past five years.

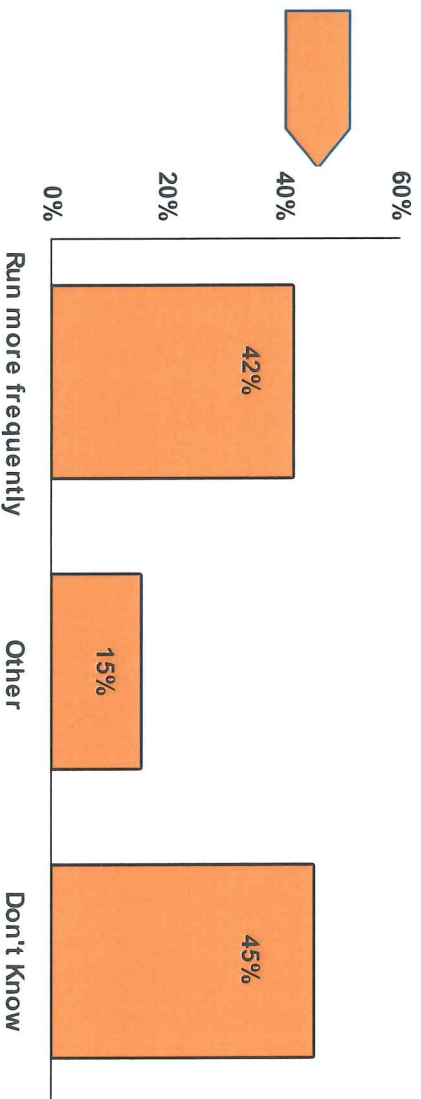
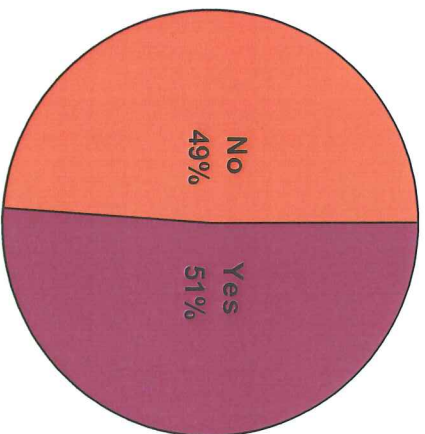
HOW HAS BUS SERVICE CHANGED IN THE PAST FIVE YEARS?

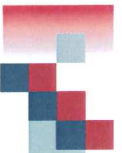




AWAWARENESS OF GO LINES

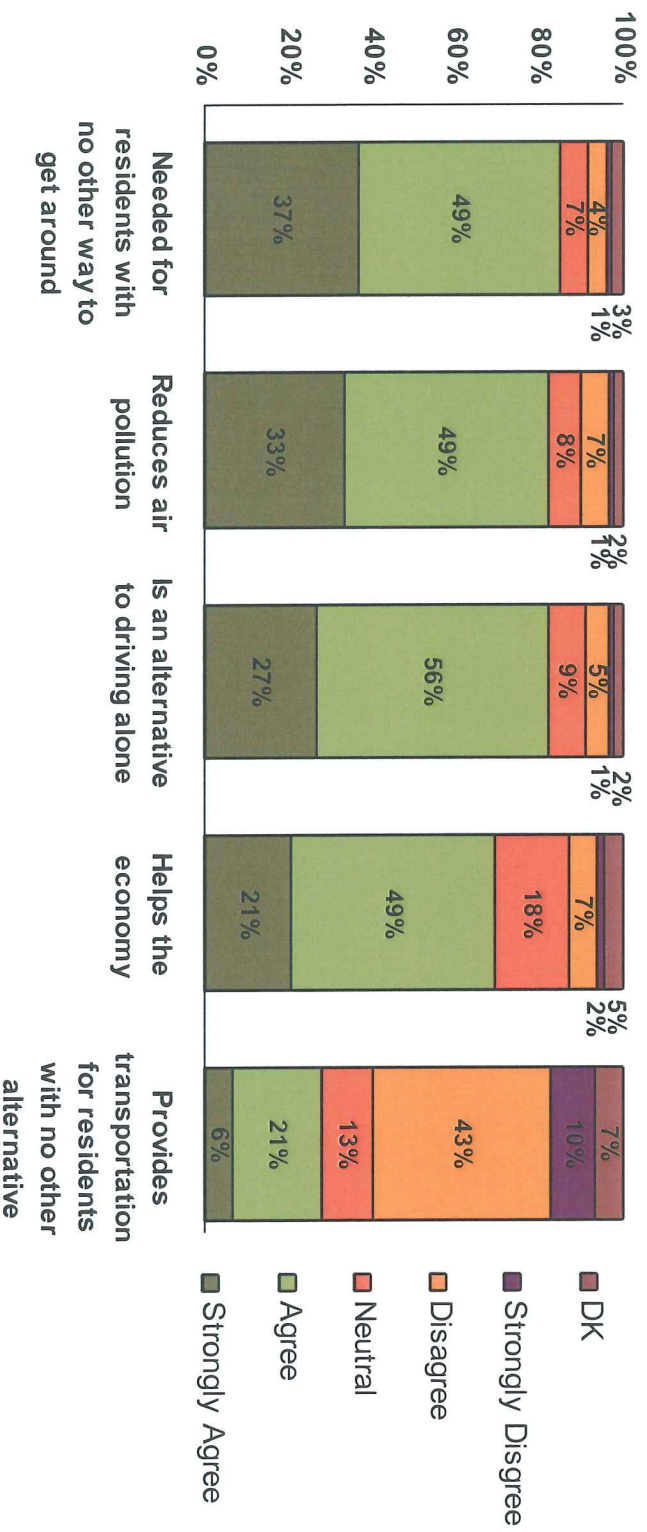
- Half of the residents have heard of the Go Lines and of those 42 percent say the Go Lines run more frequently than other routes.





ROLE OF BUS SERVICE

- Residents say bus service has a positive impact on the County.

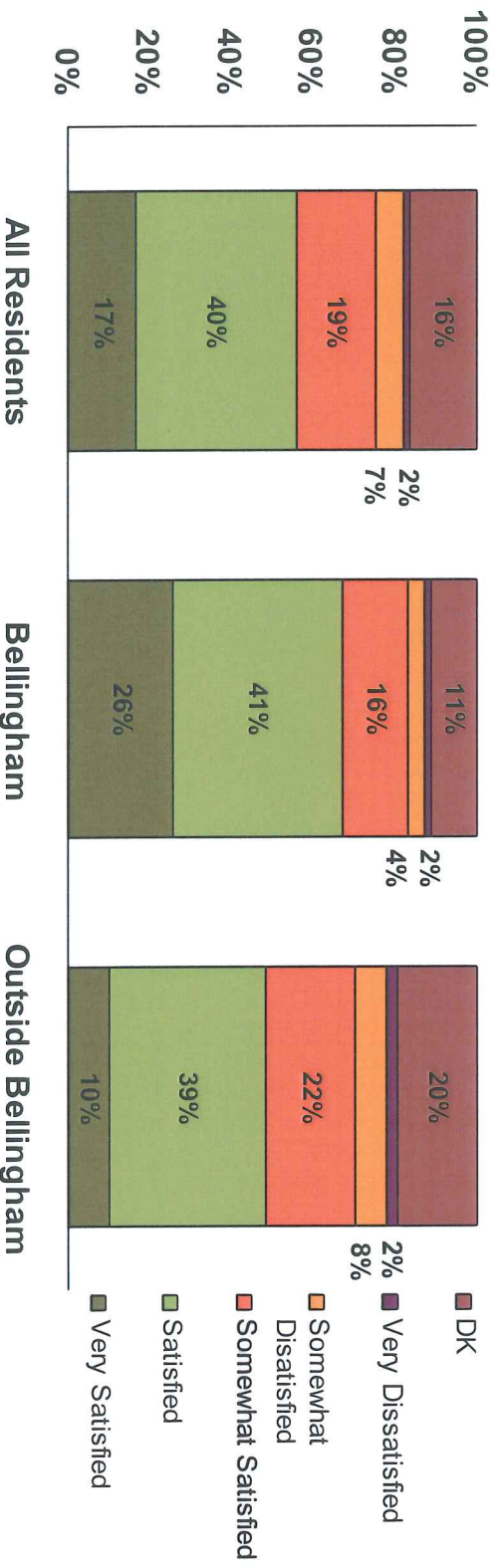




SATISFACTION WITH BUS SERVICE

- Fifty-seven percent of residents are satisfied or very satisfied with WTA services.

OVERALL HOW SATISFIED ARE YOU WITH BUS SERVICE?

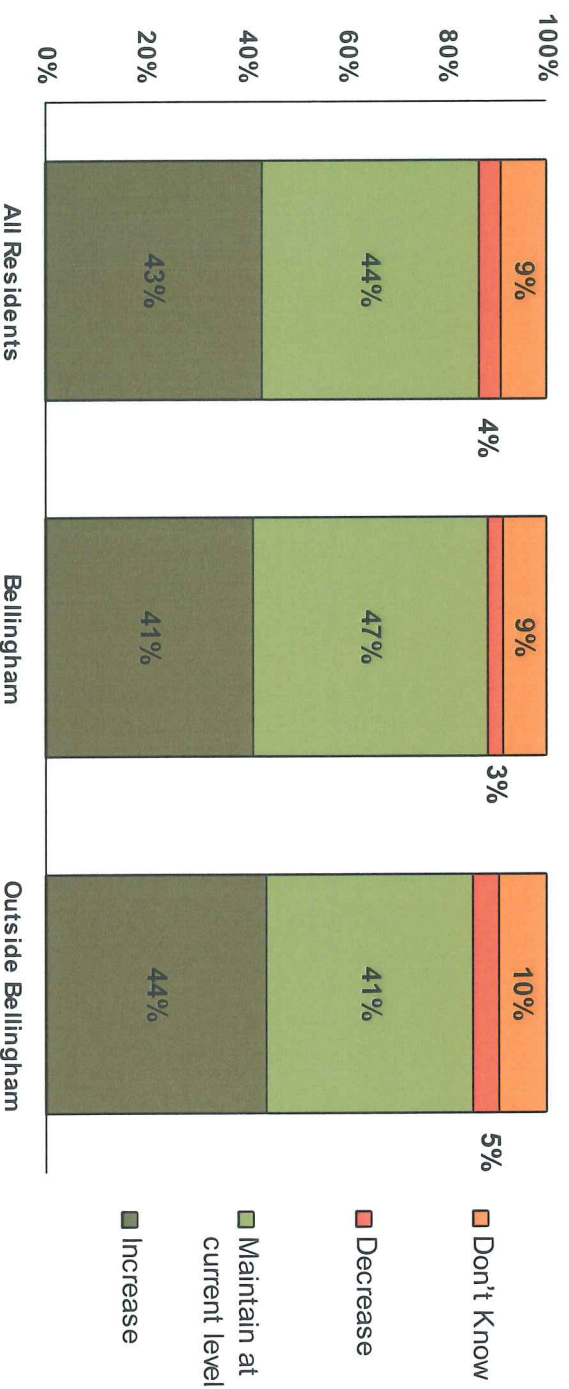




LEVEL OF SERVICE

- 87 percent of residents think bus services should be maintained or increased.

HOW SERVICE SHOULD BE CHANGED?





AWARENESS OF REVENUE DOWNTURN

- Just over one quarter of county residents knew there was a funding shortfall prior to taking the survey.

AWARENESS OF FUNDING SHORTFALL





OPTIONS FOR ADDRESSING SHORTFALL

- More than half of county residents say that a sales tax increase should be used to maintain or expand WTA service.

HOW SHOULD REVENUES AND EXPENSES BE BALANCED?

