

VIEWPOINTS ON TRANSPORTATION IN GREATER HOLLAND



THE TAXPAYER TRANSPORTATION SURVEY

Prepared for:
TRANSIT RESEARCH PROJECT ACTION GROUP

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Executive Summary

The Transit Research Project Action Team contracted with the Carl Frost Center for Social Science Research to conduct a telephone survey of taxpayers in Zeeland City, Zeeland Township, Park Township, Fillmore Township, and Laketown Township in order to understand their opinions on public transportation concerns facing their communities. Specifically, this taxpayer survey asked participants to provide their opinions on...

- The level of traffic congestion in their communities,
- How congestion can best be addressed,
- Level of existing unmet transportation needs,
- Perception of need for new/improved public transportation services,
- Populations in need of public transportation/transportation programs,
- Personal/familial use of public transportation options, and
- Level of support for improvements to public transportation services.

Results of this survey on traffic congestion demonstrate that:

- Traffic congestion is not considered a big problem in any of the communities, and
- Most felt that public transportation and carpooling opportunities are most effective at eliminating any congestion.

Regarding public transportation options in their community...

- Most did not currently consider this an important issue to address, but
- ***Most said this issue will be important to their communities in 3 years.***

Populations most in need of public transportation/transportation programs were identified as...

- People with disabilities (73.0%),
- People with low incomes (65.0%), and
- Seniors (58.1%).

Most said they depend on friends or family for rides to where they need to go, rather than public transportation or other options. ***Very few utilized the MAX service.***

Less than half had themselves or had known someone who faced an unmet transportation need within the past year. Of those that had, the most frequently identified causes were...

- Lack of access to a reliable car (53.4%),
- Lack of a valid driver's license (28.0%), or
- Lack of public transportation in their area or where they needed to go (14.8%).

When asked if they or their family members would use public transportation if it were available in their community, ***over half (59.3%) said they were "not at all likely" to use this service, and close to the same number (58.2%) said their family members were also "not at all likely" to use such a service.***

When read a list of challenges that public transportation or transportation programs are supposed to address in communities, and asked how important they felt each challenge was to their community, people selected as important...

- Helping people with disabilities get jobs (81.9%),
- Transporting seniors to medical facilities (80.7%), and
- Helping people transition from welfare to work (75.7%).

People felt their tax dollars should either go to transporting seniors to medical facilities (31.0%), to helping people with disabilities get jobs (24.0%), or to no services at all (23.3%).

While most felt that the transportation issues they had identified as important should be addressed within 3 years, only one-third (36.8%) supported a small investment (\$25 or less) in supporting such changes. However, a large majority (73.6%) said they would support a transportation program through a homeowners' tax, provided that the following information was made available to them:

- A detailed plan for changes (accessibility, oversight, scheduling, routes, dependability, efficiency and environmental impact),
- General cost of such a plan,
- Examples of plans and changes in comparable communities, and
- The level of existing community need for such services.

Additional comments indicate that participants felt this is an important topic, but that they saw no current need for changes and considered the cost of changes to be prohibitive. Most wanted to see the need for changes to be demonstrated and also expressed that they view the MAX system as either inefficient or underutilized.

Based on this information, the researchers suggest that residents be provided with the following information in order to increase awareness of public transportation needs and services in their areas:

- Individuals most in need of public transportation in their communities,
- Top reasons why most people experience unmet transportation needs,
- MAX user rates,
- Level of unmet transportation needs in communities,
- Successful examples of public transportation changes made to comparable communities,
- Detailed plans on any proposed changes that would impact taxpayer dollars, and
- To continue public discussion of this issue in the community.

By starting this conversation with the communities surveyed for this report, the Transit Research Project Action Team can position itself to respond to community transportation needs based upon the concerns identified by survey respondents and thus strengthen the group's effectiveness at raising awareness and educating residents about public transportation issues in their community. Overall, these activities should increase community support and funding for improved public transportation services.

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Part One: Introduction

The Transit Research Project Action Group contracted with the Carl Frost Center for Social Science Research to conduct a telephone survey of taxpayers in Zeeland City, Zeeland Township, Park Township, Fillmore Township, and Laketown Township in order to understand their opinion on public transportation concerns facing their communities. Specifically, this taxpayer survey asked participants to discuss their opinions on the level of traffic congestion in their communities and how it could best be addressed, level to which they perceive a need for improved public transportation services in their area, level of unmet transportation needs in their area, who they think would most benefit from public transportation services, their personal level of use of this service, and what improvements to public transportation or transportation programs they might support through their tax dollars.

I. SURVEY DESIGN AND DATA COLLECTION

The survey was created by the Transit Research Project Action Group with support from Frost Research Center staff. It contained approximately 50 questions on various public transportation issues and took approximately 10 minutes to complete. The sample of potential participants was purchased from Survey Sampling, Inc., a leading company in providing survey samples for social science research. Numbers were purchased in order to obtain goal response rates for each targeted area proportionate to the relative population size of that area. The number of completed surveys enabled the researchers to be 95% confident that the results are true for the overall population. Data was collected in the evenings between November 5th and November 20th, 2007. The following table displays the number of participant responses coming from each targeted area (Table 1).

Area	Frequency	Percent
Zeeland City	117	14.6%
Zeeland Township	149	18.6
Park Township	364	45.6
Fillmore Township	51	6.4
Laketown Township	118	14.8
Total	799	100.0

Table 1. Area Response Rates

II. DATA ANALYSIS

To analyze the data, frequency distributions and averages were calculated to understand overall trends in the information. Additionally, a chi-square test for independence was performed on survey items in order to identify any relationships existing between the different geographic areas and survey responses. This is a test where significance levels indicate whether a relationship under investigation represents a “real” relationship that reflects a pattern in the population, rather than just one that has come from chance. Relationships are considered significant when the number calculated has a probability (a “p” value) of occurring by chance less than 5 in 100 times (.05), is more significant if the relationship calculated has a probability of occurring by chance less than a 1 in 100 times (.01), and highly significant if the number has a probability of occurring as a

result of chance less than 1 in 1000 times (.001). Response categories were combined to strengthen the results of these tests for particular questions.

III. PARTICIPANT DEMOGRAPHICS

Participants completing the survey were mostly female (63.3%), and between ages 31-49 (38.9%) or 50-65 (31.3%). About one-fourth (23.3%) were 65 years of age or older and very few (6.5%) were 30 years of age or less. Ninety-five percent were homeowners, while only 5% rented. Participants' annual household incomes were middle to high, as two-thirds (66.4%) reported an annual income of over \$50,000, and almost 40% reported incomes of \$75,000 or higher (Figure 1).

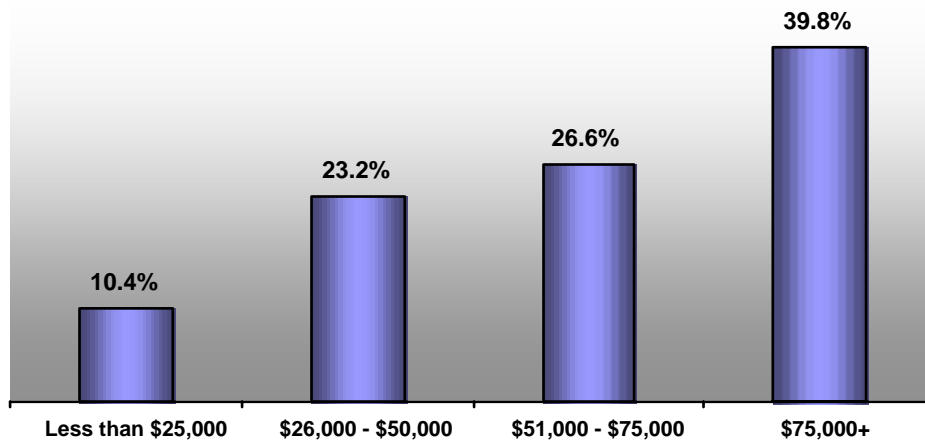


Figure 1. Annual Household Income

Table 2 displays survey respondent demographic profiles separated by the five surveyed areas: Zeeland City, Zeeland Township, Park Township, Fillmore Township, and Laketown Township (next page).

Demographics	Zeeland City	Zeeland Township	Park Township	Fillmore Township	Laketown Township	All Respondents
Gender						
Male	32.5%	33.6%	38.5%	41.2%	37.3%	36.7%
Female	67.5	66.4	61.5	58.8	62.7	63.3
Age						
18-24	3.7%	2.1%	2.0%	2.0%	0.9%	2.1%
25-30	3.7	7.6	4.2	4.0	1.7	4.4
31-49	29.4	45.8	40.2	32.0	38.3	38.9
50-65	25.7	25.7	34.6	36.0	31.3	31.3
Over 65	37.6	18.8	19.0	26.0	27.8	23.3
Home						
Own	92.5%	92.2%	97.7%	91.8%	95.6%	95.3%
Rent	7.5	7.8	2.3	8.2	4.4	4.7
Income						
Less than \$25,000	22.5%	9.3%	7.3%	12.8%	7.2%	10.4%
\$26,000-\$50,000	30.3	25.0	20.1	28.2	20.5	23.2
\$51,000-\$75,000	23.6	27.8	27.0	30.8	25.3	26.6
Greater than \$100,000	23.6	38.0	45.6	28.2	47.0	39.8

Table 2. Demographic Profile

Part Two: Research Results

I. TRAFFIC CONGESTION AND TRANSPORTATION NEEDS

Participants were asked to discuss how congested they felt their communities were and then to voice their opinion on how well certain activities would reduce any traffic congestion, such as building or widening roads, or by providing public transportation or carpooling options. They were also asked to assess the need for better transportation options in their community for themselves as well as for specific groups in the community.

A. How Much Of A Problem Is Traffic Congestion?

The majority of respondents (66.1%) viewed traffic congestion as only “a little bit” (37.1%) or “somewhat” (29.0%) of a problem. Almost one-third (28.0%) viewed it as “not at all” a problem, while very few (5.9%) viewed it as “very much” a problem. An overall average response of 2.13 (out of a possible high score of 4) indicates that most participants felt traffic congestion was not a very important issue in their community (Figure 2).

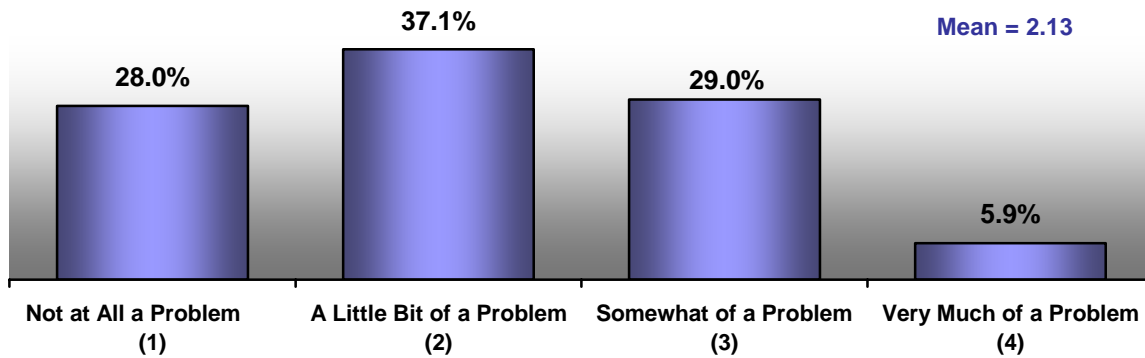


Figure 2. Viewpoint on Traffic Congestion

B. Effectiveness of Traffic Congestion Reduction Activities:

At least half of all respondents felt that providing public transportation (62.5%), providing carpooling opportunities (56.5%), or widening existing roads (52.7%) would be “good” ways to effectively reduce congestion, while less than one-fourth (22.4%) felt building more roads would be a good solution. Providing public transportation was the activity that received the highest average score (2.49 out of a possible high score of 3), indicating that this option was considered “fair” to “good” at effectively reducing traffic congestion (Figure 3).

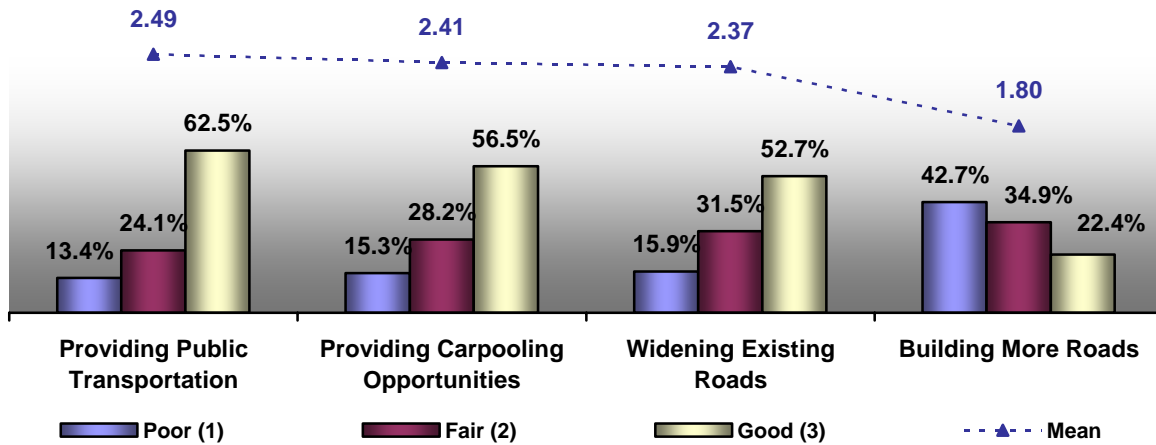


Figure 3. Effectiveness of Activities to Reduce Congestion

A chi-square significance test revealed that Zeeland and Fillmore townships are significantly less likely to view providing public transportation as a good way of reducing traffic congestion (good = 53.8% and 56.3%) than other target areas, while residents of Laketown Township were much more likely (good = 76.4%; Table 3).

Providing Public Transportation Options	Zeeland City	Zeeland Township	Park Township	Fillmore Township	Laketown Township	Total
Poor	10.7%	19.6%	10.9%	27.1%	10.0%	13.4%
Fair	27.7	26.6	26.3	16.7	13.6	24.1
Good	61.6	53.8	62.9	56.3	76.4	62.5

p = .001

Table 3. Significant Differences in Townships Regarding Public Transportation

C. Importance of the Need for Better Transportation Options Now and in 3 Years:

While at least two-thirds felt the need for better transportation options was currently at least “somewhat important,” Figure 4 shows a strong shift in perception as more participants said this issue will be “very important” to their communities in 3 years.

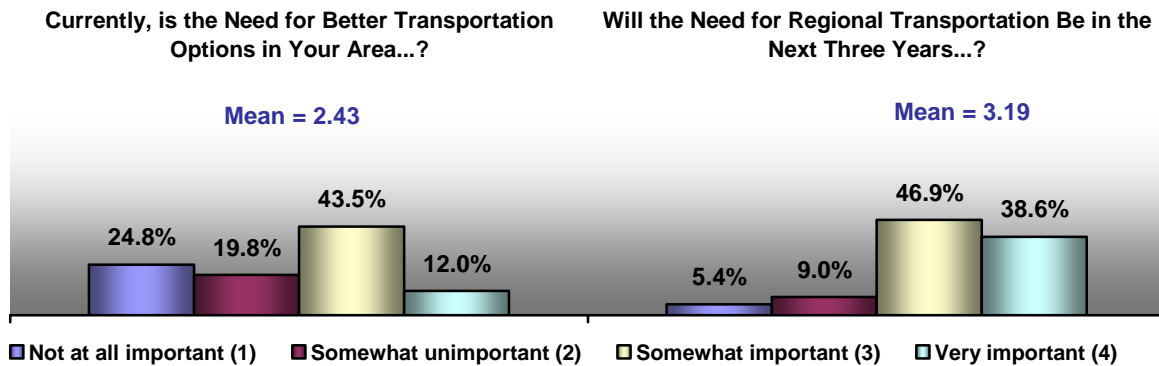


Figure 4. Importance of Transportation Options

D. Perception of Public Transportation/Transportation Program Need for Certain Groups:

Respondents were asked how needed public transportation and transportation programs were to a variety of different groups who may depend on such services. Figure 5 displays the top groups identified for whom these programs are “greatly needed,” with people with disabilities (73.4%) and people with low incomes (65.0%) identified as in greatest need of such services.

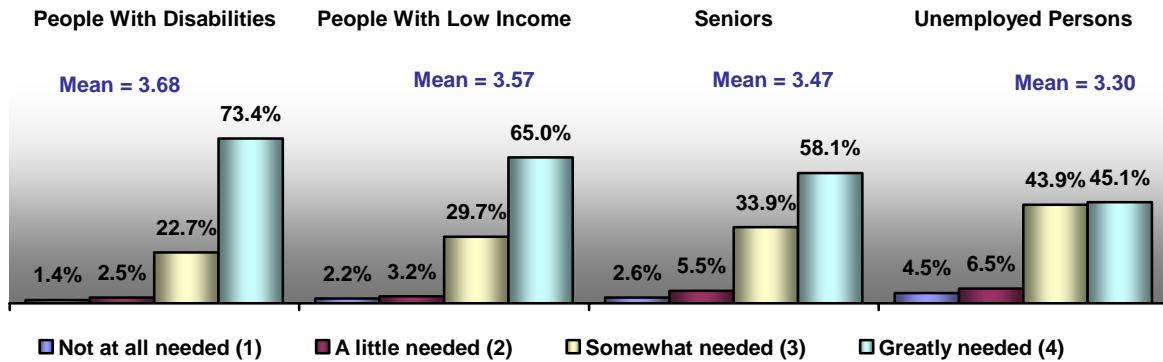


Figure 5. Needed Public Transportation/Transportation Programs for... (First Set)

Respondents identified youth and other groups as those least in need of public transportation or transportation programs (Figure 6).

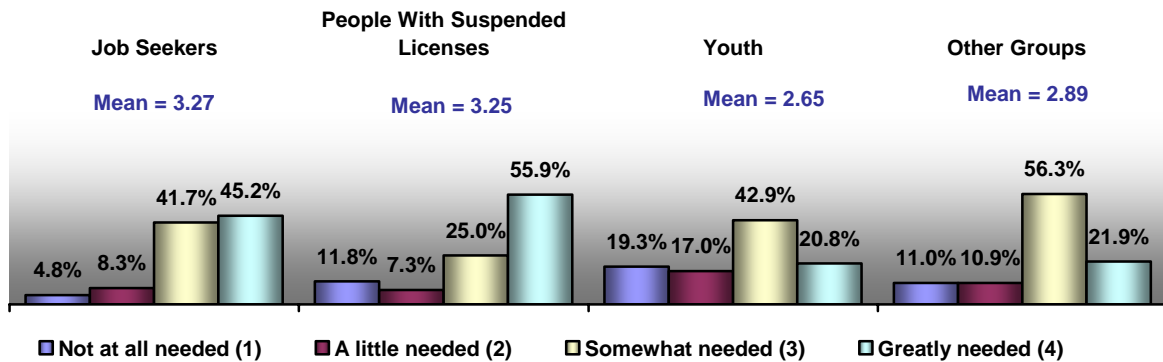


Figure 6. Needed Public Transportation/Transportation Programs for... (Second Set)

A chi-square significance test revealed that survey participants from Fillmore Township were less likely than other areas to view people with low incomes, people with suspended licenses, and unemployed persons as needing public transportation or transportation programs. People in Laketown, Park and Zeeland Townships were more likely than other areas to identify youth as a group needing public transportation or transportation programs (Table 4).

	Zeeland City	Zeeland Township	Park Township	Fillmore Township	Laketown Township	Total
People with Low Incomes (p=.002)						
Not at all/A little needed	5.1%	4.8%	4.0%	17.6%	5.2%	5.4%
Somewhat/Greatly needed	94.9	95.2	96.0	82.4	94.8	94.6
Youth (p=.014)						
Not at all/A little needed	47.7%	32.6%	33.9%	49.0%	31.6%	36.3%
Somewhat/Greatly needed	52.3	67.4	66.1	51.0	68.4	63.7
People with Suspended Licenses (p=.037)						
Not at all/A little needed	23.9%	15.8%	16.9%	33.3%	19.3%	19.1%
Somewhat/Greatly needed	76.1	84.1	83.1	66.7	80.7	80.9
Unemployed Persons (p=.014)						
Not at all/A little needed	9.6%	10.4%	9.2%	25.5%	12.2%	11.0%
Somewhat/Greatly needed	90.4	89.6	90.8	74.5	87.8	89.0

Table 4. Significant Differences Regarding Groups Needing Public Transportation

II. CURRENT TRANSPORTATION OPTIONS

A. If You Needed A Ride, Whom Would You Call?

Participants were asked who they would call if they needed a ride. Answers were placed into categories and then ranked from most to least mentioned. Results indicate that the majority of respondents call family members or friends when they need a ride, with few (under 10%) relying on public transportation, taxicab, or church services. A small percentage reported that they would have no one to call if they needed a ride (Table 5).

Resources To Call	% Response
1. Other family	40.2%
2. Friend	38.3
3. Son, Daughter	19.5
4. Neighbor	14.6
5. Brother, Sister	9.5
6. Parent	7.8
7. MAX	7.2
8. Taxi	6.2
9. Church Member	5.7
10. Other	3.2
11. No one	2.5
12. Good Samaritan Love Inc.	0.1

Table 5. Resources to Call If Needed a Ride

B. Other Persons to Call:

Some respondents said they would...

- Call a co-worker,
- Bicycle,
- Use the bus, or
- Walk.

I'd just get on my bicycle and go, or walk there. See, work is only 4 miles away and it takes an hour to get there.

Interurban, like the MAX for Saugatuck.

C. Assessment of Local Transportation Service Providers:

Respondents were read a list of local transportation providers and asked to rate the provider as a good, fair, or poor means of providing transportation in their community. Most services were rated as “good” with the exception of taxis (Rosebud, JNR, Rapid Rush, Red’s) and Allegan County Transportation services. Family and friends rated highest among participants as a good provider of transportation (Figure 7 and Figure 8).

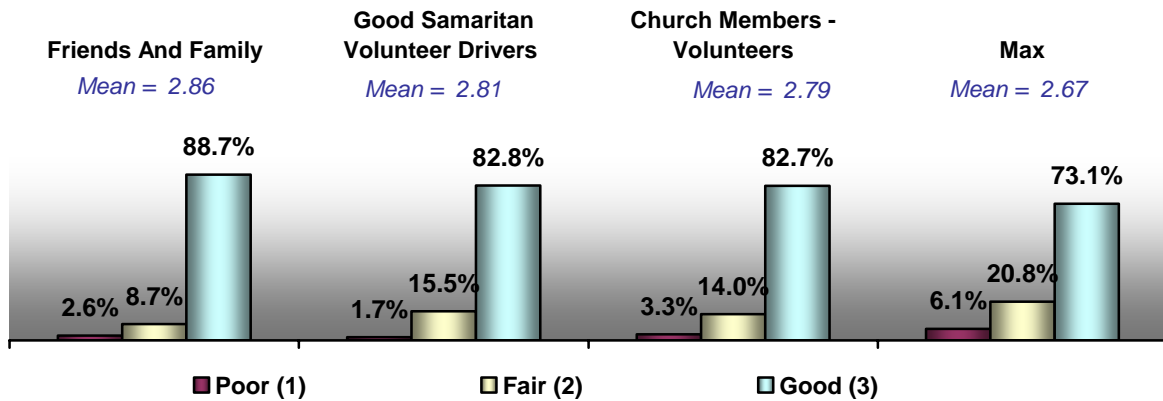


Figure 7. Rate the Following Transportation Providers as a Means of Transportation for Your Community (Set One)

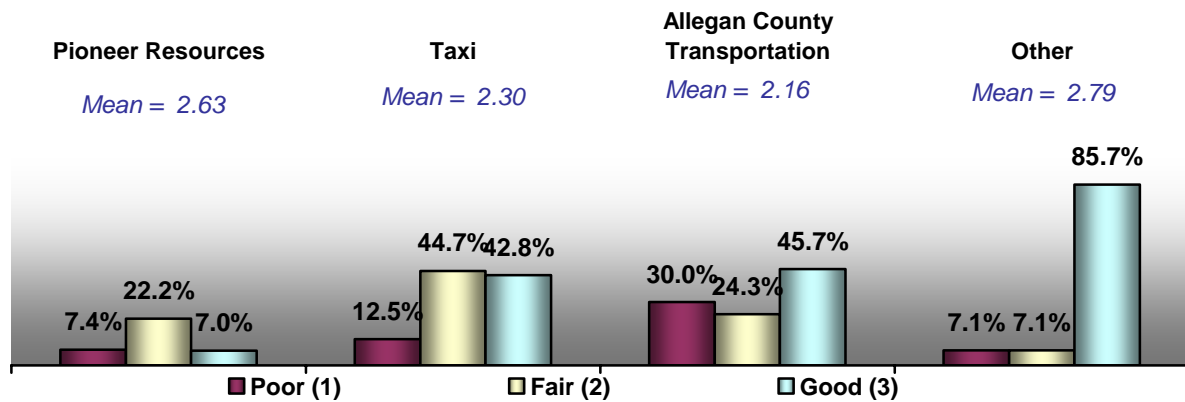


Figure 8. Rate the Following Transportation Providers as a Means of Transportation for Your Community (Set Two)

D. Other Local Transportation Providers:

Seven percent of participants also mentioned use of...

- Private shuttles (airport, car dealerships, rest homes transportation, the Red Cross),
- Bus,
- Train,
- Church,
- Bicycle, and

- Other providers such as co-workers, carpooling, trolley, walking.

Of this group, 69% said these options are a “good” means of transportation, with 19% stating that although they are “good” they do not solve all transportation problems.

Coleman transportation rings a bell – they give shuttle service to the airports.

Freedom Village offers transportation for their residents.

Georgetown senior center.

Airport shuttle to Tulip City, Muskegon, or Grand Rapids.

The railroad, but that’s really local. Still, it could be very important.

Last Call – the group that helps people get home from the bars when they’re drunk. We need more of these people.

There’s one through Priority Health that the Medicaid patients use, but I don’t remember the name of it.

III. UNMET TRANSPORTATION NEEDS

A. Have You/Someone You Know Had Unmet Transportation Need?

Less than a third of the participants had themselves or knew of someone who had an unmet transportation need (Figure 9).

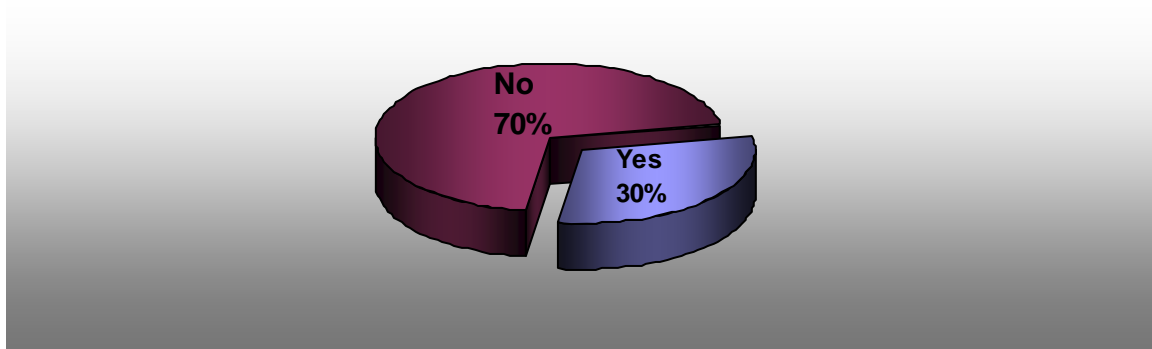


Figure 9. Unmet Transportation Need in Past Year?

B. Identified Unmet Transportation Need:

When asked to identify what that need had entailed, most respondents said their need came from not having access to a reliable vehicle when needed (53.4%) or from not having a current driver's license (28.0%). Roughly one-fourth (26.2%) said the need for special assistance or lack of public transportation in their area created their unmet transportation need. Lack of finances to operate a personal vehicle was also an important cause (Figure 10).

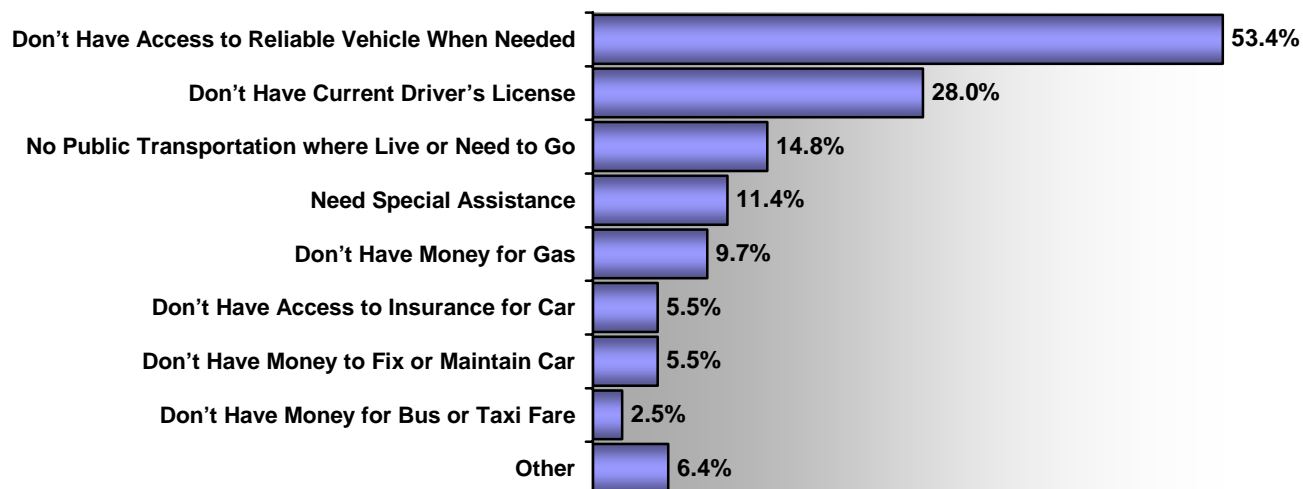


Figure 10. Unmet Transportation Needs

C. Other Unmet Transportation Needs:

Other unmet transportation needs mentioned by a small number of respondents were...

- Car problems (breaking down),
- Age,
- Medical problems,
- No access, and
- Infrequent public transportation.

Car broke down for a few days.

Too old to drive.

Medical needs for my husband and not having a means to take him when I'm working.

Needed 24-hour notice for transportation.

Taking medicine so cannot drive.

IV. LIKELY USE OF PUBLIC TRANSPORTATION

A. Likelihood of Self Using Public Transportation:

When asked how likely they would be to use public transportation in their community if it were to be available, over half (59.3%) said they would be “not at all likely”, almost thirty percent

(27.8%) would be somewhat likely, and only 12.9% said they would “very likely” to use such a service (Figure 11).

B. Likelihood of Family Members Using Public Transportation:

When asked how likely their family members would be to use public transportation if it became available in their community, as with the previous question, the majority would be “not at all likely” (58.2%), while roughly 40% said they would at least be “somewhat likely” (Figure 11).

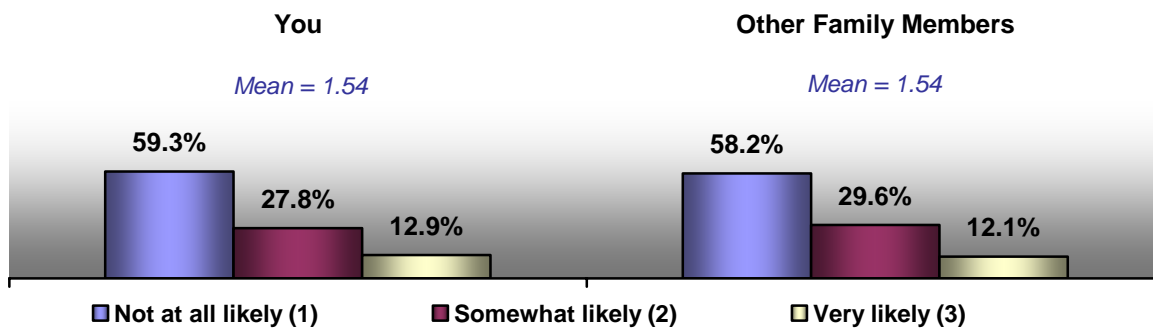


Figure 11. Likelihood of Using Public Transportation

Perceived use of public transportation by other family members was significantly less in Zeeland Township than in other areas (Table 6).

Likelihood of Use	Zeeland City	Zeeland Township	Park Township	Fillmore Township	Laketown Township	Total
Not at all likely	50.0%	64.7%	59.6%	62.0%	51.8%	58.2%
Somewhat likely	31.0	28.8	26.8	30.0	37.7	29.6
Very likely	19.0	6.5	13.6	10.0	10.5	21.1

p=.045

Table 6. Significant Difference in Family Member Use of Public Transportation

V. IMPORTANCE AND SUPPORT OF TRANSPORTATION NEEDS

A. How Important Are the Following Transportation Challenges to Your City Or Township?

Participants were asked to identify how important they felt specific challenges to transportation were to their City or Township. This question was posed to explore how participants felt about the ability of their community to respond to groups likely to need transportation support to participate in certain activities. The activity rated as most important (with an average response of 3.79 out of a potential high score of 4) was to help people with disabilities get jobs. The activity rated as least important overall (with an average response of 2.88 out of a potential high score of 4), was to transport customers and employees. Overall, most respondents ranked these activities as at least “somewhat important,” indicating they see these challenges as important to their communities (Table 7).

Activity	Very Important (4)	Somewhat Important (3)	Somewhat Unimportant (2)	Very Unimportant (1)	Mean
1. Help people with disabilities get to jobs	81.9%	16.4%	0.4%	1.3%	3.79
2. Transport seniors to medical facilities	80.7	17.6	0.6	1.0	3.78
3. Help people with transition from welfare to work	75.7	21.5	1.0	1.8	3.71
4. Transport unemployed/ underemployed	69.5	26.4	1.8	2.3	3.63
5. Reduce pollution	59.5	31.1	3.6	5.7	3.44
6. Reduce congestion	48.0	39.6	5.5	6.9	3.29
7. Conserve land	46.2	36.7	7.7	9.4	3.20
8. Transport customers/employees	25.4	49.0	13.7	12.0	2.88

Table 7. Importance of Transportation Challenges to Community

Significance testing revealed Fillmore Township as less likely than other communities to view transporting customers or employees as important to their community (Table 8).

Importance of Transporting Customers/ Employees	Zeeland City	Zeeland Township	Park Township	Fillmore Township	Laketown Township	Total
Not at all/A Little Important	27.3%	31.2%	21.3%	42.9%	22.5%	25.6%
Somewhat/Very much Important	72.7	68.8	78.7	57.1	77.5	74.4

p=.007

Table 8. Significant Difference in Importance Given to Transporting Customers/Employees

B. One Item that Tax Dollars Should Support:

Participants were asked if there was one item from the previous list that they felt their tax dollars should specifically support. Some participants selected more than one item so responses total to

more than 100%. While no activity received a large majority of the responses, two stood out: transporting seniors to medical facilities (31.0%) and helping people with disabilities get to their jobs (24.0%). ***Additionally, almost one-fourth of respondents (23.3%) said that no items should be supported through their tax dollars while 8.4% said that all should be supported*** (Table 9).

Activity	Saying Yes to Tax Dollar Support
1. Transport seniors to medical facilities	31.0%
2. Help people with disabilities get to jobs	24.0
3. None	23.3
4. Transport unemployed/ underemployed	12.8
5. Help people with transition from welfare to work	12.5
6. Don't know	9.8
7. Support options to reduce pollution	8.8
8. All	8.4
9. Support land conservation	4.8
10. Support options to reduce congestion	2.2
11. Transport customers/employees	1.3

Table 9. Option for Tax Dollar Support

C. When Transportation Issues Should Be Addressed:

The majority of respondents (70.7%) said that transportation issues in their community should be addressed within 3 years, with over one-third preferring this issue to be addressed within 1 year (Figure 12).

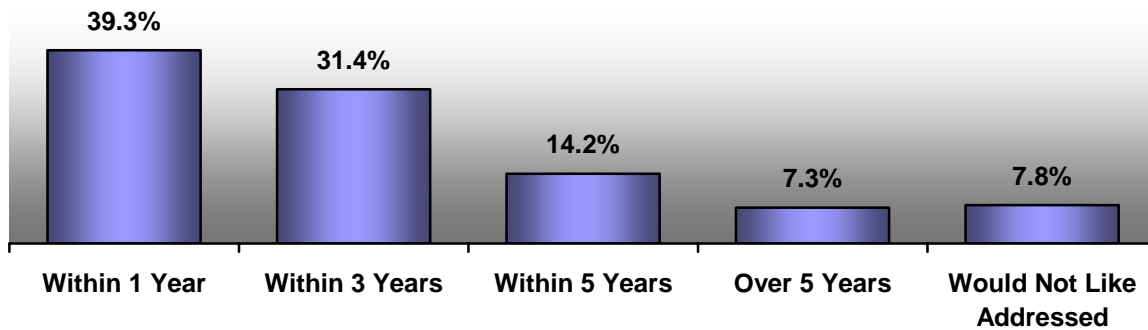


Figure 12. Timeline for Transportation Improvement

D. Investment Each Year to Help People with Unmet Transportation Needs:

Participants were asked how much they would be willing to invest each year to help people in their community without adequate transportation get where they needed to go, providing that that were made aware of these people in their community. Roughly one-third (36.8%) said they would be willing to support an investment of \$25 to help people with unmet transportation needs (Figure 13).

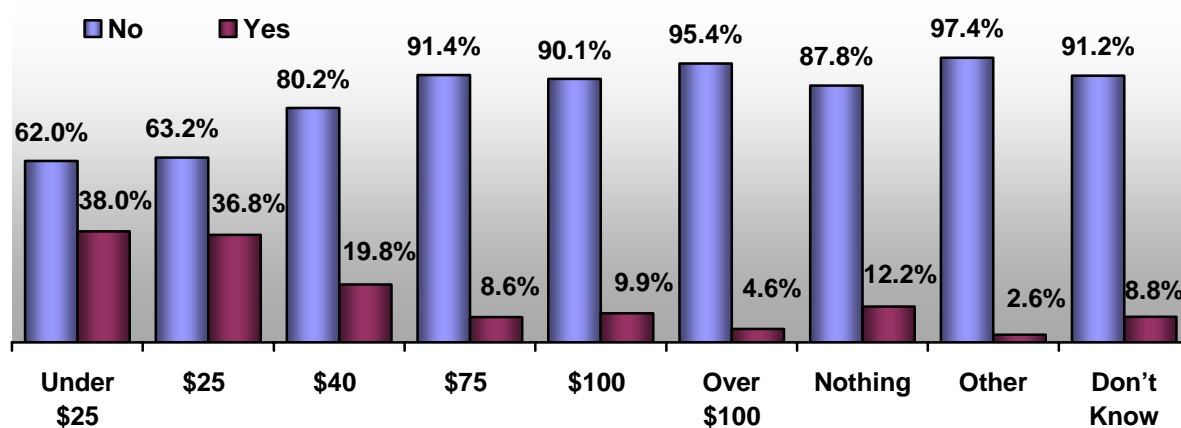


Figure 13. Amount Will Invest to Support Unmet Transportation Needs

E. Other Comments:

Participants said this decision required more information and that...

- It depended on the situation a person was in,
- It depended on who was being served,
- People would prefer to volunteer rides rather than have taxes raised, and
- The plan would have to be presented to the community first.

It would all have to depend on whom they're serving, and I think it has to be a comprehensive plan for all sorts of community groups that need transportation options. I can't figure out money until then. I would want the broadest options for the most comprehensive services.

Would like to know what specific transportation issue it would go towards.

Would rather give rides, not money.

Is there a way for the public to be considered for providing rides but willing also to pay with tax dollars?

Hard to say – we have it pretty good right now, so don't need to invest.

F. Support for Transportation Plan with \$40/\$100,000 Taxable Home Value:

When asked whether they would support a transportation plan if it cost homeowners with a taxable house value of \$100,000 \$40 each year, 73.6% said they would at least “somewhat support” this plan, while only 10.5% said they would be “strongly opposed” (Figure 14).

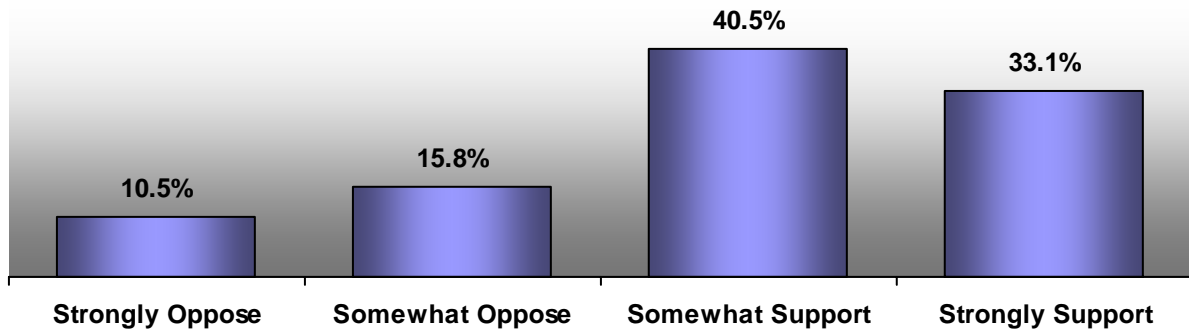


Figure 14. Support for Plan Based on Taxable Home Value

Participants from Laketown and Park townships were significantly less likely to oppose a tax on the value of their homes than other areas (Table 10).

Level of Support for Plan	Zeeland City	Zeeland Township	Park Township	Fillmore Township	Laketown Township	Total
Strongly/Somewhat Oppose	33.7%	31.1%	23.2%	34.7%	19.6%	26.4%
Strongly/Somewhat Support	66.3	68.9	76.8	65.3	80.4	73.6

p=.039

Table 10. Significant Difference in Support/Opposition to Homeowner’s Tax

F. Additional Information Needed to Make This Decision:

When asked what else they would need to know about transportation service improvements to help them make a decision on support, the majority of respondents mentioned...

- General cost of a proposal (whether generally or specifically through taxes).
- Community need,
- Price of current bus rides, and
- Specific information on any proposed plan (accessibility, oversight, scheduling, route, dependability, efficiency, and environmental impact).

Cost and how convenient it would be for people who wanted to use the services.

How it fits into the overall city budget.

How much taxation would it cause?

How frugal will the planners be with our money? How smart will they be?

Need to see how money is actually spent. Information on how system worked in other cities.

Price of rides, hours and the days per week accessible to use.

More information about current state of affairs – more of the same transportation provided, if more was needed.

Projections, data, expectations and efficiency, environmental impact.

More information – percentage wise, where transportation is going to, people who are disabled or challenged (elderly) not for people who have DUI's/suspended licenses.

Review of current usage and projected need; this information would be useful before being charged.

The need of the community and the plan to address the need and the overall cost of the plan.

Who is using it now and if there really is a need for it. And where are city officials getting their information?

Convenience of it for people who really need it; it would have to fit the area.

Efficiency – explain the detailed plan and how this will be run with effectiveness and efficiency.

How much will it be used? What kind of environmental impact will this have?

VI. OTHER COMMENTS

At the end of the interview, respondents were asked if there was anything else they wanted to say about the topic. Ninety-eight people responded. Specifically, they mentioned...

- The issue as important to address,
- No need for additional public transportation,
- Current costs for public transportation as too expensive,
- Bikes as an alternative transportation option,
- Needing a demonstration of current transportation needs,
- The MAX as inefficient/underutilized,
- The survey as important but needed to be more specific,
- Areas where public transportation is specifically needed (Laketown), and
- Areas where traffic congestion occurred or other traffic problems.

I hope they get this figured out within the next year. I don't know if I'll be able to continue affording a car, so public transportation will become very important to me.

I think it's interesting and relevant for today's situation, with gas prices and all.

We really need public transportation here and it was really surprising to move here and not see it. And I'm very happy to see white people using the MAX too, because that means it's becoming more mainstream now.

Laketown Township is kind of deserted when it comes to public transportation.

People need to get on the ball and deal with transportation quicker – and bigger, wider roads are not the answer. Public transportation is what we need and cost-effective transportation especially here on the North side. I worry about my kids getting home.

For the Laketown area, I think the MAX bus is a waste of money. I often see them empty.

It seems like the public does not use the already present transportation so why spend more money on something people don't use?

I'm really generous and will step up to the plate if I feel there is a genuine need in the community. I do not sense this in this issue.

I think it's a good idea to have this program where you find out how people feel about things in the community.

Think they should come up with a discussion group type setting or township meeting to be able to discuss this topic more.

Bike paths as transportation and also providing services for single moms to get them and their children to where they need to go if they do not have the funds to transport themselves.

I guess I notice the problems with handicapped transportation because I've worked with handicapped people in the past, and here it seems that there are issues that should be addressed and they haven't been. And you can't take a lot of groceries on the bus you know.

Transportation is the biggest problem in my life. As a senior citizen, I have to be transported to different medical appointments and am required to have someone else drive me. This is extremely difficult with my friends and family being far away.

I think the MAX buses are too much money.

The MAX bus would be better if there were smaller vehicles because I often see the buses empty.

I do believe that Holland is on the verge of accepting public transportation, but there seems to be a bit of a stigma attached to it.

If there's any one traffic problem I see most on the streets, it's more that we need to be policed better in terms of bad drivers. There are so many fatalities here – it's a matter of getting people who are already on the roads to drive more safely and then we might not have so much congestion.

I think it's great that you're doing this – I appreciate it. We run an unemployment round table to help people get work and that is one of their biggest problems, getting transportation to work.

Part Three: Summary and Conclusion

The results of this survey provide some valuable insights into public perception of transportation services and unmet transportation needs in the survey's targeted areas. While traffic congestion was not considered a very important problem, most felt that providing public transportation or carpooling opportunities would be the most effective methods for reducing congestion in their areas. While the majority said they currently did not consider the need for better transportation options in their areas as an important issue to be addressed, they also indicated that this issue would be more important to their communities in 3 years. Most identified those in need of transportation in their communities as people with disabilities (73.0%), people with low incomes (65.0%), and seniors (58.1%). Most also said they depend on friends or family for rides to where they need to go, rather than public transportation or other options. Very few utilized the MAX service.

Less than half had themselves or had known someone who faced an unmet transportation need within the past year. Of those that had, the most identified causes were due to lack of access to a reliable car (53.4%), lack of a valid driver's license (28.0%), and lack of public transportation in their area or where they needed to go (14.8%).

When asked if they or their family members would use public transportation if it were available in their community, over half (59.3%) said they were "not at all likely" to use this service, and close to the same number (58.2%) said their family members were also "not at all likely" to use such a service.

When read a list of challenges that public transportation or transportation programs are supposed to address and asked how important they felt each challenge was to their community, people selected helping people with disabilities get jobs (81.9%), transporting seniors to medical

facilities (80.7%), and helping people transition from welfare to work (75.7%) as very important to their communities. People felt their tax dollars should go to transporting seniors to medical facilities (31.0%), to helping people with disabilities get jobs (24.0%), or to no services at all (23.3%).

While most felt that the transportation issues they had identified as important should be addressed within 3 years, only one-third (36.8%) said they would support a small investment (\$25) addressing such needs. The majority (73.6%) did say they would support a transportation program that cost a taxpayer with a \$100,000 taxable-valued home approximately \$40 per year providing that they knew the general cost of the plan, the level of community need for such services, and very specific information on any proposed plan such as: accessibility, oversight, scheduling, routes, dependability, efficiency, and environmental impact.

Additional comments indicated that participants felt this was an important topic, but that they saw no current need for changes and considered the cost of changes to be prohibitive. Most wanted to see the need for changes demonstrated and also expressed that they view the MAX system as either inefficient or underutilized.

Based on this information, the researchers suggest that residents be provided with the following information in order to increase awareness of public transportation needs and services in their areas:

- Individuals most in need of public transportation in their communities,
- Top reasons why most people experience unmet transportation needs,
- MAX user rates,
- Level of unmet transportation needs in communities,
- Successful examples of public transportation changes made to comparable communities,
- Detailed plans on any proposed changes that would impact taxpayer dollars, and
- To continue public discussion of this issue in the community.

By starting this conversation with the communities surveyed for this report, the Transit Research Project Action Team can position itself to respond to community transportation needs based upon the concerns identified by survey respondents and thus strengthen the group's effectiveness at raising awareness and educating residents about public transportation issues in their community. Overall, these activities should increase community support and funding for improved public transportation services.

Appendix A: Responses Broken Down by Geographic Area

A.1. Level to Which Traffic Congestion is Problematic (n/%):

Assessment and Average (1=Not at all, 4=Very much)	Zeeland City	Zeeland Township	Park Township	Fillmore Township	Laketown Township	All Respondents
Not at all	21/18.6%	39/26.5%	105/29.0%	14/28.0%	42/35.6%	221/28.0%
A little bit	44/38.9	49/33.3	144/39.8	17/34.0	39/33.1	293/37.1
Somewhat	38/33.6	50/34.0	99/27.3	12/24.0	30/25.4	229/29.0
Very much	10/8.8	9/6.1	14/3.9	7/14.0	7/5.9	47/5.9
<i>Average response</i>	<i>2.33</i>	<i>2.20</i>	<i>2.06</i>	<i>2.24</i>	<i>2.02</i>	<i>2.13</i>

A.2. Effectiveness of Traffic Reduction Activities (n/%):

Activities, Assessment, & Average (1=Poor, 3=Good)	Zeeland City	Zeeland Township	Park Township	Fillmore Township	Laketown Township	All Respondents
Providing Public Transportation						
Poor	12/10.7%	28/19.6%	38/10.9%	13/27.1%	11/10.0%	102/13.4%
Fair	31/27.7	38/26.6	92/26.3	8/16.7	15/13.6	184/24.1
Good	69/61.6	77/53.8	220/62.9	27/56.3	84/76.4	477/62.5
<i>Average response</i>	<i>2.51</i>	<i>2.34</i>	<i>2.52</i>	<i>2.29</i>	<i>2.66</i>	<i>2.49</i>
Providing Carpooling Opportunities						
Poor	15/14.3	24/17.0	49/14.0	7/14.6	21/18.6	116/15.3
Fair	29/27.6	46/32.6	103/29.3	14/29.2	22/19.5	214/28.2
Good	61/58.1	71/50.4	199/56.7	27/56.3	70/61.9	428/56.5
<i>Average response</i>	<i>2.44</i>	<i>2.33</i>	<i>2.43</i>	<i>2.42</i>	<i>2.43</i>	<i>2.41</i>
Widening Existing Roads						
Poor	19/16.8	21/14.2	53/14.9	8/16.3	23/19.8	124/15.9
Fair	42/37.2	56/52.0	102/28.7	13/26.5	33/28.4	246/31.5
Good	52/46.0	71/48.0	201/56.5	28/57.1	60/51.7	412/52.7
<i>Average response</i>	<i>2.29</i>	<i>2.34</i>	<i>2.42</i>	<i>2.41</i>	<i>2.32</i>	<i>2.37</i>
Building More Roads						
Poor	41/39.0	50/34.7	163/47.0	21/44.7	48/42.5	323/42.7
Fair	35/33.3	57/39.6	114/32.9	16/34.0	42/37.2	264/34.9
Good	29/27.6	37/25.7	70/20.2	10/21.3	23/20.4	169/22.4
<i>Average response</i>	<i>1.89</i>	<i>1.91</i>	<i>1.73</i>	<i>1.77</i>	<i>1.78</i>	<i>1.80</i>

A.3. Level of Importance for Better Transportation Options (n/%):

Importance of Need for Better Transportation Options % Average (1=Not at all important, 4=Very important)	Zeeland City	Zeeland Township	Park Township	Fillmore Township	Laketown Township	All Respondents
Importance Now						
Not at all important	28/24.3%	32/21.5%	96/26.5%	2/4.3%	31/26.5%	197/24.8%
Somewhat unimportant	17/14.8	31/20.8	73/20.2	5/10.9	27/23.1	157/19.8
Somewhat important	51/44.3	72/48.3	155/42.8	27/58.7	47/40.2	345/43.5
Very Important	19/16.5	14/9.4	38/10.5	12/26.1	12/10.3	95/12.0
<i>Average response</i>	<i>2.53</i>	<i>2.46</i>	<i>2.37</i>	<i>2.67</i>	<i>2.34</i>	<i>2.43</i>
Importance in 3 Years						
Not at all important	6/5.4	8/5.5	19/5.4	10/19.6	7/6.0	42/5.4
Somewhat unimportant	6/5.4	17/11.7	30/8.5	9/17.6	12/10.3	70/9.0
Somewhat important	46/41.1	68/46.9	172/48.5	20/39.2	50/43.1	363/46.9
Very Important	54/48.2	52/35.9	134/37.7	12/23.5	47/40.5	299/38.6
<i>Average response</i>	<i>3.32</i>	<i>3.13</i>	<i>3.19</i>	<i>3.07</i>	<i>3.18</i>	<i>3.19</i>

A.4. Perception of Public Transportation/Trans. Program Need for Groups (n/%):

Group, Perceived Need, & Average (1=Not at all needed, 4=Greatly needed)	Zeeland City	Zeeland Township	Park Township	Fillmore Township	Laketown Township	All Respondents
People with disabilities						
Not at all needed	2/1.8%	1/0.7%	4/1.2%	2/3.9%	2/1.7%	11/1.4%
A little needed	2/1.8	4/2.7	5/1.5	6/11.8	2/1.7	19/2.5
Somewhat needed	30/26.5	38/25.7	76/22.2	10/19.6	21/18.3	175/22.7
Greatly needed	79/69.9	105/70.9	258/75.2	33/64.7	90/78.3	565/73.4
<i>Average response</i>	<i>3.65</i>	<i>3.67</i>	<i>3.71</i>	<i>3.45</i>	<i>3.73</i>	<i>3.68</i>
People with low income						
Not at all needed	4/3.4	1/0.7	7/2.0	3/5.9	2/1.7	17/2.2
A little needed	2/1.7	6/4.1	7/2.0	6/11.8	4/3.5	25/3.2
Somewhat needed	38/32.5	60/40.8	87/24.7	17/33.3	30/26.1	232/29.7
Greatly needed	73/62.4	80/54.4	251/71.3	25/49.0	79/68.7	508/65.0
<i>Average response</i>	<i>3.54</i>	<i>3.49</i>	<i>3.65</i>	<i>3.25</i>	<i>3.62</i>	<i>3.57</i>
Seniors						
Not at all needed	5/4.3	4/2.7	6/1.7	4/8.0	1/0.9	20/2.6
A little needed	4/3.5	9/6.2	18/5.2	4/8.0	7/6.2	42/5.5
Somewhat needed	41/35.7	43/29.5	124/35.8	18/36.0	35/31.0	261/33.9
Greatly needed	65/56.5	90/61.6	198/57.2	24/48.0	70/61.9	447/58.1
<i>Average response</i>	<i>3.44</i>	<i>3.50</i>	<i>3.49</i>	<i>3.24</i>	<i>3.54</i>	<i>3.47</i>
Unemployed persons						
Not at all needed	6/5.3	1/0.7	16/4.6	6/11.8	6/5.2	35/4.5
A little needed	5/4.4	14/9.7	16/4.6	7/13.7	8/7.0	50/6.5
Somewhat needed	53/46.5	71/49.3	153/44.0	20/39.2	42/36.5	339/43.9
Greatly needed	50/43.9	58/40.3	163/46.8	18/35.3	59/51.3	348/45.1
<i>Average response</i>	<i>3.29</i>	<i>3.29</i>	<i>3.33</i>	<i>2.98</i>	<i>3.34</i>	<i>3.30</i>
Job seekers						
Not at all needed	7/6.2	4/2.8	15/4.3	7/13.7	4/3.4	37/4.8
A little needed	6/5.3	16/11.0	30/8.6	4/7.8	8/6.8	64/8.3
Somewhat needed	46/40.7	69/47.6	137/39.4	19/37.3	52/44.4	323/41.7
Greatly needed	54/47.8	56/38.6	166/47.7	21/41.2	53/45.3	350/45.2
<i>Average response</i>	<i>3.30</i>	<i>3.22</i>	<i>3.30</i>	<i>3.06</i>	<i>3.32</i>	<i>3.27</i>

People with suspended licenses						
Not at all needed	16/14.2	14/9.6	35/10.0	10/20.8	16/14.0	91/11.8
A little needed	11/9.7	9/6.2	24/6.9	6/12.5	6/5.3	56/7.3
Somewhat needed	28/24.8	44/30.1	89/25.4	10/20.8	22/19.3	193/25.0
Greatly needed	58/51.3	79/54.1	202/57.7	22/45.8	70/61.4	431/55.9
<i>Average response</i>	<i>3.13</i>	<i>3.29</i>	<i>3.31</i>	<i>2.92</i>	<i>3.28</i>	<i>3.25</i>
Youth						
Not at all needed	29/26.1	26/18.1	54/15.7	16/32.7	22/19.3	147/19.3
A little needed	24/21.6	21/14.6	63/18.3	8/16.3	14/12.3	130/17.0
Somewhat needed	38/34.2	71/49.3	150/43.5	15/30.6	53/46.5	327/42.9
Greatly needed	20/18.0	26/18.1	78/22.6	10/20.4	25/21.9	159/20.8
<i>Average response</i>	<i>2.44</i>	<i>2.67</i>	<i>2.73</i>	<i>2.39</i>	<i>2.71</i>	<i>2.65</i>
Other groups						
Not at all needed	13/13.4	15/11.6	31/8.5	7/15.6	7/7.1	73/11.0
A little needed	9/9.3	13/10.1	31/8.5	8/17.8	11/11.1	72/10.9
Somewhat needed	51/52.6	81/62.8	164/45.1	20/44.4	57/57.6	373/56.3
Greatly needed	24/24.7	20/15.5	67/18.4	10/22.2	24/24.2	145/21.9
<i>Average response</i>	<i>2.89</i>	<i>2.82</i>	<i>2.91</i>	<i>2.73</i>	<i>2.99</i>	<i>2.89</i>

A.5. Resources to Call if Needed a Ride (n/%):

Resource	Zeeland City	Zeeland Township	Park Township	Fillmore Township	Laketown Township	All Respondents
1. Other family	40/34.5%	57/38.5%	139/38.4%	26/51.0%	57/49.1%	319/40.2%
2. Friend	27/23.3	49/33.1	181/50.0	11/21.6	36/31.0	304/38.3
3. Son, Daughter	25/21.6	32/21.6	56/15.5	20/39.2	22/19.0	155/19.5
4. Neighbor	12/10.3	21/14.2	65/18.0	5/9.8	13/11.2	116/14.6
5. Brother, Sister	14/12.1	13/8.8	31/8.6	9/17.6	8/6.9	75/9.5
6. Parent	6/5.2	12/8.8	29/8.0	6/11.8	8/6.9	62/7.8
7. MAX	18/15.5	10/6.8	16/4.4	3/5.9	10/8.6	57/7.2
8. Taxi	1/0.9	8/5.4	27/7.5	4/7.8	9/7.8	49/6.2
9. Church Member	6/5.2	8/5.4	21/5.8	3/5.9	7/6.0	45/5.7
10. Other	6/5.1	6/4.0	9/2.5	2/3.9	2/1.7	25/3.2

A.6. Assessment of Local Transportation Service Providers (n/%):

Resource, Level of Assessment, & Average (1=Poor, 3=Good)	Zeeland City	Zeeland Township	Park Township	Fillmore Township	Laketown Township	All Respondents
Friends and Family						
Poor	3/3.0%	4/3.1%	7/2.2%	1/2.1%	3/2.9%	18/2.6%
Fair	11/11.0	19/14.5	25/7.8	0/0.0	6/5.8	61/8.7
Good	86/86.0	108/82.4	288/90.0	46/97.9	95/91.3	623/88.7
<i>Average response</i>	2.83	2.79	2.88	2.96	2.88	2.86
Good Samaritan Volunteer Drivers						
Poor	3/4.9	2/2.9	1/0.7	5/19.8	0/0.0	6/1.7
Fair	12/19.7	9/13.2	23/15.3	0/0.0	6/12.2	55/15.5
Good	46/75.4	57/83.8	126/84.0	22/81.5	43/87.8	294/82.8
<i>Average response</i>	2.70	2.81	2.83	2.81	2.88	2.81
Pioneer Resources						
Poor	2/11.8	2/9.5	4/7.3	0/0.0	0/0.0	8/7.4
Fair	5/29.4	2/9.5	15/27.3	0/0.0	2/18.2	24/22.2
Good	10/58.8	17/81.0	36/65.5	4/100.0	9/81.8	76/70.4
<i>Average response</i>	2.47	2.71	2.58	3.00	2.82	2.63
Church Members - Volunteers						
Poor	7/6.7	3/2.3	10/3.2	2/4.3	1/1.0	23/3.3
Fair	10/9.5	25/18.8	47/15.0	4/8.5	12/12.0	98/14.0
Good	88/83.8	105/78.9	256/81.8	41/87.2	87/87.0	577/82.7
<i>Average response</i>	2.77	2.77	2.79	2.83	2.86	2.79
MAX						
Poor	4/4.3	5/4.6	18/6.1	2/5.0	9/10.1	38/6.1
Fair	20/21.5	25/22.9	63/21.4	6/15.0	16/18.0	130/20.8
Good	69/74.2	79/72.5	213/72.4	32/80.0	64/71.9	457/73.1
<i>Average response</i>	2.70	2.68	2.66	2.75	2.62	2.67
Taxi						
Poor	13/29.5	7/10.0	18/9.5	4/17.4	5/10.2	47/12.5
Fair	17/38.6	34/48.6	85/44.7	10/43.5	22/44.9	168/44.7
Good	14/31.8	29/41.4	87/45.8	9/39.1	22/44.9	161/42.8
<i>Average response</i>	2.02	2.31	2.36	2.22	2.35	2.30
Allegan County Transportation						
Poor	3/33.3	5/31.3	8/42.1	2/18.2	3/20.0	21/30.0
Fair	2/22.2	6/37.5	3/15.8	3/27.3	3/20.0	17/24.3
Good	4/44.4	5/31.3	8/42.1	6/54.5	9/60.0	32/45.7
<i>Average response</i>	2.11	2.00	2.00	2.36	2.40	2.16
Other						
Poor	1/16.7	0/0.0	2/10.0	0/0.0	0/0.0	3/7.1
Fair	0/0.0	1/14.3	1/5.0	0/0.0	1/14.3	3/7.1
Good	5/83.3	6/85.7	17/85.0	2/100.0	6/85.7	36/85.7
<i>Average response</i>	2.67	2.89	2.75	3.00	2.89	2.79

A.7. Unmet Transportation Needs (n/%):

You/Someone you know has experienced?	Zeeland City	Zeeland Township	Park Township	Fillmore Township	Laketown Township	All Respondents
Yes	39/33.6%	46/31.1%	99/27.8%	16/32.0%	36/31.0%	236/30.0%
No	77/66.4	102/68.9	257/72.2	34/68.0	80/69.0	550/70.0

A.8. Identified Unmet Transportation Need* (n/%):

Unmet Need	Zeeland City	Zeeland Township	Park Township	Fillmore Township	Laketown Township	All Respondents
No access to reliable vehicle	16/41.0%	22/47.8%	56/56.6%	12/75.0%	20/55.6%	126/53.4%
No driver's license	14/35.9	10/21.7	28/28.3	6/37.5	9/25.0	67/28.4
No public transportation where live/need to go	6/15.4	6/13.0	17/17.2	1/6.3	5/13.9	35/14.8
Need special assistance	6/15.4	3/6.5	9/9.1	3/18.8	6/16.7	27/11.4
No gas \$	3/7.7	5/10.9	10/10.1	2/12.5	3/8.3	23/9.7
No car insurance	2/5.1	3/6.5	4/4.0	1/6.3	3/8.3	13/5.5
No \$ for car maintenance	1/2.6	3/6.5	3/3.0	3/18.8	3/8.3	13/5.5
No \$ for bus/taxi	1/2.6	0/0.0	3/3.0	0/0.0	2/5.6	6/2.5
Other	3/7.7	3/6.7	6/6.1	0/0.0	3/8.3	15/6.4

* Only asked of those who indicated they or someone they knew had experienced an unmet need in the past year.

A.9. Likely Use of Public Transportation (n/%):

Use & Average (1=Not at all likely, 3=Very likely)	Zeeland City	Zeeland Township	Park Township	Fillmore Township	Laketown Township	All Respondents
You?						
Not at all likely	65/56.5%	95/64.2%	213/60.0%	29/56.9%	63/54.8%	465/59.3%
Somewhat likely	34/29.6	39/26.4	91/25.6	14/27.5	40/34.8	218/27.8
Very likely	16/13.9	14/9.5	51/14.4	8/15.7	12/10.4	101/12.9
<i>Average response</i>	<i>1.57</i>	<i>1.45</i>	<i>1.54</i>	<i>1.59</i>	<i>1.56</i>	<i>1.54</i>
Other Family Member?						
Not at all likely	50/50.0	90/64.7	202/59.6	31/62.0	59/51.8	432/58.2
Somewhat likely	31/31.0	40/28.8	91/26.8	15/30.0	43/37.7	220/29.6
Very likely	19/19.0	9/6.5	46/13.6	4/8.0	12/10.5	90/12.1
<i>Average response</i>	<i>1.69</i>	<i>1.42</i>	<i>1.54</i>	<i>1.46</i>	<i>1.59</i>	<i>1.54</i>

A.10. Importance of Transportation Challenges (n/%):

Challenge, Assessment, & Average (1=Not at all important, 4=Very important)	Zeeland City	Zeeland Township	Park Township	Fillmore Township	Laketown Township	All Respondents
Help people with disabilities get to jobs						
Not at all important	0/0.0	1/0.7	2/0.6	2/3.9	5/4.5	10/1.3
Somewhat unimportant	1/0.9	1/0.7	1/0.3	0/0.0	0/0.0	3/0.4
Somewhat important	23/20.2	30/20.5	47/13.4	14/27.5	13/11.6	127/16.4
Very important	90/78.9%	114/78.1%	301/85.8%	35/68.6%	94/83.9%	634/81.9%
<i>Average response</i>	3.78	3.76	3.84	3.61	3.75	3.79
Transport seniors to medical facilities						
Not at all important	1/0.9	2/1.4	4/1.1	0/0.0	1/0.9	8/1.0
Somewhat unimportant	1/0.9	0/0.0	2/0.6	2/3.9	0/0.0	5/0.6
Somewhat important	23/20.2	27/18.6	61/17.2	10/19.6	16/14.0	137/17.6
Very important	89/78.1	116/80.0	287/81.1	39/76.5	97/85.1	628/80.7
<i>Average response</i>	3.75	3.77	3.78	3.73	3.83	3.78
Help people with transition from welfare to work						
Not at all important	2/1.8	4/2.7	5/1.4	1/2.0	2/1.8	14/1.8
Somewhat unimportant	3/2.6	3/2.0	2/0.6	0/0.0	0/0.0	8/1.0
Somewhat important	25/21.9	35/23.8	72/20.3	17/34.7	18/15.9	167/21.5
Very important	84/73.7	105/71.4	276/77.7	31/63.3	93/82.3	589/75.7
<i>Average response</i>	3.68	3.64	3.74	3.59	3.79	3.71
Transport unemployed/ underemployed						
Not at all important	6/5.3	4/2.7	4/1.1	1/2.0	3/2.6	18/2.3
Somewhat unimportant	2/1.8	0/0.0	8/2.3	4/8.2	0/0.0	14/1.8
Somewhat important	33/29.2	45/30.6	78/22.1	13/26.5	36/31.6	205/26.4
Very important	72/63.7	98/66.7	263/74.5	31/63.3	75/65.8	539/69.5
<i>Average response</i>	3.51	3.61	3.70	3.51	3.61	3.63
Reduce pollution						
Not at all important	6/5.4	12/8.3	15/4.3	5/10.0	6/5.2	44/5.7
Somewhat unimportant	3/2.7	7/4.9	8/2.3	2/4.0	8/7.0	28/3.6
Somewhat important	40/36.0	43/29.9	108/30.8	18/36.0	31/27.0	240/31.1
Very important	62/55.9	82/56.9	220/62.7	25/50.0	70/60.9	459/59.5
<i>Average response</i>	3.42	3.35	3.52	3.26	3.43	3.44
Reduce congestion						
Not at all important	8/7.1	10/7.0	22/6.3	3/6.3	10/8.8	53/6.9
Somewhat unimportant	5/4.5	9/6.3	17/4.8	6/12.5	5/4.4	42/5.5
Somewhat important	49/43.8	55/38.5	139/39.5	20/41.7	41/36.3	304/39.6
Very important	50/44.6	69/48.3	174/49.4	19/39.6	57/50.4	369/48.0
<i>Average response</i>	3.26	3.28	3.32	3.15	3.28	3.29
Conserve land						
Not at all important	15/14.4	14/10.1	24/7.2	6/12.2	10/9.1	69/9.4
Somewhat important	37/35.6	57/41.0	113/33.8	19/38.8	44/40.0	270/36.7
Somewhat unimportant	9/8.7	20/7.2	26/7.8	3/6.1	9/8.2	57/7.7
Very important	15/14.4	14/10.1	24/7.2	6/12.2	10/9.1	69/9.4
<i>Average response</i>	3.04	3.14	3.29	3.12	3.16	3.20
Transport customers/ employees						
Not at all important	17/15.5	16/11.1	32/9.2	14/28.6	12/10.8	91/12.0
Somewhat unimportant	13/11.8	29/20.1	42/12.1	7/14.3	13/11.7	104/13.7
Somewhat important	46/41.8	62/43.1	187/53.9	16/32.7	62/55.9	373/49.0
Very important	34/30.9	37/25.7	86/24.8	12/24.5	24/21.6	193/25.4
<i>Average response</i>	2.88	2.83	2.94	2.53	2.8	2.88

A.11. Option for Tax Dollar Support (n/% Yes):

Activity	Zeeland City	Zeeland Township	Park Township	Fillmore Township	Laketown Township	All Respondents
Transport seniors to medical facilities	28/24.6%	43/29.5%	118/33.0%	16/31.4%	38/33.0%	243/31.0%
Help people with disabilities get to jobs	24/21.1	33/22.6	88/24.6	11/21.6	32/27.8	188/24.0
None	24/21.1	45/30.8	81/22.6	13/25.5	20/17.4	183/23.3
Transport unemployed/ underemployed	10/8.8	18/12.3	48/13.4	11/21.6	13/11.3	100/12.8
Help people with transition from welfare to work	7/6.1	24/16.4	44/12.3	6/11.8	17/14.8	98/12.5
Don't know	21/18.4	12/8.2	24/6.6	5/9.8	15/13.0	77/9.8
Support options to reduce pollution	11/9.6	10/6.8	39/10.9	1/2.0	8/7.0	69/8.8
All	11/9.6	7/4.8	31/8.7	3/5.9	14/12.2	66/8.4
Support land conservation	2/1.8	8/5.5	21/5.9	1/2.0	6/5.2	38/4.8
Support options to reduce congestion	5/4.4	5/3.4	2/0.6	1/2.0	4/3.5	17/2.2
Transport customers/ employees	0/0.0	4/2.7	6/1.7	0/0.0	0/0.0	10/1.3

A.12. When Transportation Issues Should Be Addressed (n/%):

Preferred Time	Zeeland City	Zeeland Township	Park Township	Fillmore Township	Laketown Township	All Respondents
Within 1 year	44/41.1%	42/30.0%	151/43.5%	19/38.8	41/36.6	297/39.3%
Within 3 years	34/31.8	46/32.9	115/33.1	10/20.4	32/28.6	237/31.4
Within 5 years	18/16.8	24/17.1	40/11.5	7/14.3	18/16.1	107/14.2
Over 5 years	5/4.7	11/7.9	22/6.3	8/16.3	9/8.0	55/7.3
Would not like addressed	6/5.6	17/12.1	19/5.5	5/10.2	12/10.7	59/7.8

A.13. Yearly Investment to Support Unmet Transportation Needs (n/% Yes)

Level of Support	Zeeland City	Zeeland Township	Park Township	Fillmore Township	Laketown Township	All Respondents
Under \$25	43/38.7%	54/37.2%	133/37.3%	23/46.0%	42/36.8%	295/38.0%
\$25	42/37.8	60/41.4	128/35.9	20/40.0	36/31.6	286/36.8
\$40	26/23.4	26/17.9	70/19.6	6/12.0	26/22.8	154/19.8
\$75	6/5.4	8/5.5	31/8.7	6/12.0	16/14.0	67/8.6
\$100	9/8.1	16/11.0	30/8.4	6/12.0	16/14.0	77/9.9
\$100 +	5/4.5	5/3.4	18/5.0	3/6.0	5/4.4	36/4.6
Nothing	13/11.7	25/17.2	41/11.5	4/8.0	12/10.5	95/12.2
Other	3/2.7	2/1.4	13/3.6	1/2.0	1/0.9	20/2.6
Don't know	14/12.6	8/5.5	31/8.7	3/6.0	12/10.5	68/8.8

A.14. Support for Transportation Plan with \$40/\$100,000 Taxable Home Value (n/%):

Level of Support and Average (1=Strongly oppose, 4=Str. support)	Zeeland City	Zeeland Township	Park Township	Fillmore Township	Laketown Township	All Respondents
Strongly oppose	14/14.7%	17/12.6%	27/8.3%	7/14.3%	10/9.3%	75/10.5%
Somewhat oppose	18/18.9	25/18.5	49/15.0	10/20.4	11/10.3	113/15.8
Somewhat support	32/33.7	55/40.7	128/39.1	24/49.0	50/46.7	289/40.5
Strongly support	31/32.6	38/28.1	123/37.6	8/16.3	36/33.6	236/33.1
<i>Average Response</i>	<i>2.84</i>	<i>2.84</i>	<i>3.06</i>	<i>2.67</i>	<i>3.05</i>	<i>2.96</i>

OPEN-ENDED COMMENTS

V33. If you needed a ride, who would you call? (31)

- Co-worker (10)
 - Co-worker (9)
 - Work member

- Bicycle (7)
 - Bicycle (6)
 - I'd just get on my bicycle and go, or walk there. See, work is only 4 miles away and it takes an hour to get there.

- Bus (2)
 - Bus
 - Interurban, like the max for Saugatuck

- Walk (2)
 - Walk (2)

- Miscellaneous (5)
 - Evergreen Commons
 - Ghostbusters
 - Hospice
 - Person pay ten dollars
 - Public service

V. 51 What other local transportation providers can you think of?

- Private shuttle (15)
 - Airport shuttle to Tulip City, Muskegon, or Grand Rapids
 - Airport transportation at core city
 - Car dealerships (2)
 - Coleman transportation rings a bell--they give shuttle service to the airports.
 - Coleman corporations and airports sometimes provide their own transportation, we do at Johnson Controls.
 - Evergreen commons (2)
 - Freedom village offers transportation for their residents
 - Georgetown senior center,
 - Haven Park, rest homes transportation
 - I know the Red Cross provides transportation for dialysis patients, but I don't know if they do it for others as well.
 - Limousine service to the airport in grand rapids, Chicago and Detroit from Holland

- There are a few limo services, but those are more high-end. And there used to be a Herman Miller ride-share program for employees, but I'm not sure if it's still going.
- Bus (11)
 - Bus service for Royal Park
 - Bussing for kids
 - Greyhound bus, out of area
 - Harbor Transit (2)
 - Interurban (3)
 - Interurban in Saginaw
 - Schools - bus programs
 - Urban
- Train (8)
 - Amtrak (3)
 - Amtrak, but that's not really local. Does that count?
 - Railroads to Grand Rapids
 - The railroad, but that's really local. Still, it could be very important.
 - Train
 - Train to Grand Rapids
- Church (5)
 - Church organizations
 - Last call
 - Last call (the group that helps people get home from the bars when they're drunk). We need more of those people.
 - Last Call Ministries--I volunteered for it, and it picks up people at the bars.
 - Last Call -volunteers that pick up drunk people (church group)
- Bicycle (3)
 - Bike (2)
 - Bike paths, electric vehicles (Segway)
- Walk (2)
 - Walking and bicycling, golf carts, etc.
- Co-worker (1)
 - co-worker
- Miscellaneous (6)
 - Medical insurance; provide ride through insurance
 - Neighborhood carpool
 - The hope network, but i think they're out of Grand Rapids.
 - The trolley
 - The trolley in Holland

- There's one through priority health that the Medicaid patients use, but I don't remember the name of it. I have to sign the paperwork for them when they're picked up, but I can't recall the name.

- V.57 what were the unmet needs of you or someone you know in the past year?
 - Car Problems (5)
 - Car breaking down (2)
 - Car broke down for a few days.
 - One vehicle was being fixed, left the couple with only one car.
 - Two flat tires

 - Age (3)
 - Non legal driving age needing transportation
 - Too old to drive
 - Young adult without drivers license

 - Medical problems (3)
 - Medical needs for my husband and not having a means to take him when I'm working.
 - Medical problems - taking medicine so could not drive.
 - Medical transport

 - No access (2)
 - Access

 - Handicapped (1)
 - Handicapped

 - Infrequent public transportation (1)
 - Needed 24-hour notice for that transportation.

 - Miscellaneous (1)
 - They couldn't find designated driver.

- V.83 If you learned that there are people who live in your community who do not have adequate transportation, how much would you be willing to invest each year to help people get rides to where they need to go?
 - Depends on the circumstances/need more info (7)
 - Depend on circumstance
 - Depends on person
 - Would depend on situation
 - It would all have to depend on who they're serving, and I think it has to be a comprehensive plan for all sorts of community groups that need transportation

options. I can't figure out money until then. I would want the broadest options for the most comprehensive services.

- Need to know use.
- Need to know who supports ...amounts of people.
- Would like to know what specific transportation issue it would go towards.

- Time (4)
 - time
 - Time, to drive people around
 - Would rather give rides to people in need.
 - Would rather give rides, not money

- About 50 dollars (2)
 - 50 dollars
 - 51 dollars

- Miscellaneous (7)
 - Wants a plan developed that is responsible
 - 2 parts- is there a way for the public to be considered for providing rides- but willing also to pay with tax dollars
 - As much as she could
 - I have Florida residency and don't pay taxes in mi.
 - Only with friends and family...not government
 - Social security
 - Hard to say, we have it pretty good right now, so don't need to invest

V.87 what information would you need to know about transportation service to improvements to help you make this decision?

- Cost (59)
 - Cost in General (30)
 - Cost (10)
 - Cost and how convenient it would be for people who wanted to use the services
 - Cost and length of time
 - Cost directed at service, not at administration
 - Cost effectiveness (2)
 - Cost of this service? Are the pickup points close enough to each neighborhood that seniors or disabled people would not have to walk too far to catch the bus?
 - Cost per mile
 - Cost, value
 - Cost, gas prices
 - Cost, plan
 - Cost. Put money into world travel; don't have a choice with driving a car, where there isn't a choice for transportation (like in Chicago). Gas prices should be lower since there isn't a choice, especially for low income.
 - How it fits in the overall city budget
 - How much already receive from government

- How much it would affect the budget
- If money is going to the right thing.
- If the people who are being served would be asked to chip in to the cost of it. I don't believe in free rides for anyone. Everyone has something to give.
- Money
- Reasonable cost?
- Support if 20 dollars
- The wealthy would have to pay for it instead of retirees on fixed incomes.

Taxes (12)

- How much it costs as a taxpayer (2)
- Can people afford more taxes?
- Cost to home owners.
- Don't want any more taxes
- How much taxation would it cause?
- I'm just against raising taxes, period!
- Too much taxes
- Where the tax dollars go
- What would be the increase in taxes and what would it go towards?
- Taxes -how much it would cost
- Should have to pay for transportation if needed, rather than taxation on everyone

Oversight (8)

- How money is being spent; fiscal efficiency of the providers
- How frugal will the planners be with our money? How smart will they be?
- How wisely are you using the money
- Need to see how money actually spent, information on how system worked in other cities
- New services that would be implemented, how money is going to be spent
- Where the money is going (3)

Price of Bus Rides (4)

- Price
- Is there a cost to riders (low-income or seniors)? Would the cost be comparable to their income?
- Price of rides, hours and the days per week accessible to use
- Would there be different fees for different age groups?

Long Term Costs (4)

- Cost over run. How long it would take to get the service up?
- Could it ever be a self supporting system?
- How it's maintained; all the financial aspects
- How the city could make it self sufficient, not just a free handout

- More information about the overall plan (25)
 - All the information.

- Details or specifics
 - Informational meeting
 - More info about current state of affairs -more of the same transportation provided, if more was needed
 - More information in general
 - More information -not too much info
 - More information -percentage wise where transportation is going to, people who are disabled or challenged (elderly) not for people who are dui/suspended licenses
 - More information about the plan and proposal (3)
 - Quite a bit
 - Testimonials of success - from local people in surrounding townships (3 or greater number) taxpayers money to the positive!
 - What is the city or county trying to do to help with transportation issues? My husband and I should be involved to try to help people in the community get rides
 - Good plan laid out
 - Good service to people that needed it
 - How long it would take to implement it, and get it in action.
 - How much money invested, need to see documentation of programs, if the government would do that then they should--their decision
 - More time and specific information
 - Projections, data, expectations and efficiency, environmental impact
 - See proposals and show pros and cons
 - See the whole plan, more vehicles
 - The plan, how things were worded
 - Ultimate goal of plan; who is in control?
 - What improvements will be made
 - What they plan on doing with it
- Need (18)
 - Would need to know if the township would not abuse the use of this money. Is this need justified for this expansion?
 - How badly they needed it (people who really need it but not those that are abusing the system)
 - How often people use it
 - If it makes more sense than now
 - If its really necessary
 - Know that there's a need and people will use it before spending money on it
 - Need, would the busses be full?
 - Needs of the local people
 - Present that it was a problem
 - Review of current usage and projected need; this information would be useful before being charged
 - See how bad congestion really is in the area
 - See some studies - mileage studies, and needs studies in the community
 - The need.

- The need of the community and the plan to address the need and the overall cost of the plan
- What the demand is and how many people would be willing to use it
- Who is using it now and if there really is a need for it. And where are city officials getting their information?
- Why are they unable to get to where they want to go?
- Would need to know if it was the right thing for the community

- Accessibility/availability (15)
 - Accessibility- how accessible it would be. (2)
 - Accessibility- how accessible it's going to be for the people who need it
 - Availability (3)
 - Availability and cost (2)
 - Availability -how available, distance covered
 - Hours cost, availability
 - Hours -length of time they can use service, hours of operation
 - Hours of availability, how useful will it really be. If it is only 8-5 then it isn't very useful to me.
 - Need more stops and more frequent ones in Park Township. Area.
 - Availability to all types of people
 - Convenience of it for the people who really need it; it would have to fit the area.

- Schedule (12)
 - Basic schedule and if it is helping, would not want to see empty buses
 - Frequency of pick-up and drop-off; scheduling concerns and to be prompt on the scheduled time as stated.
 - Frequency of stops, fees and for whom
 - Fuel efficient, hours they are running, days of the week, how convenient, how many vehicles would be available?
 - Probably the schedules.
 - The time schedule--we need more at night.
 - Time of hours - how late at night do they run? Very important to cut down on the drunk driving problem!
 - Transportation schedules
 - What hours of operation.
 - What kind of schedule it would
 - Where and when the transportation is provided

- Route (9)
 - bus system- being able to cross from east to west
 - Frequencies of stops; drivers' background checks?
 - More buses and more stops
 - Routes and times
 - Routes effective, functional systems
 - Routes planed, and availability as needed
 - Routes, number of stops

- Schedule of stops
- When is the max bus going to stop nearer
- Where I need to go in a timely fashion - like 30min to 50min.
- Dependability (5)
 - How dependable it would be and how long we would have to wait.
 - How reliable would it be?
 - Reliability; convenience
 - Reliability and cost
 - Reliability, hours, safety, affordability
- Efficiency (5)
 - Efficiency
 - Efficiency -explain the detailed plan and how will this be run with effectiveness and efficiency.
 - Efficiency -how efficient the transportation, how often is it used and productivity
 - Efficiency -make sure it is efficient
 - Efficiency of operation
- Environmental Impact (5)
 - How much it will be used? What kind of environmental impact will this have?
 - How much pollution is being cut down would be cut down? How much gas/money would be saved taking transportation/carpooling. More environment benefits.
 - Environmental impact
 - Environmental impact -a comparative analysis of how effective public transportation in the Ccity of Holland to the Park Township, to see if it would even make a difference; compare environmental impact if there were to be more transportation.
 - Environmentally helpful to local residents in Ottawa County.
- No other information needed (4)
 - None (2)
 - None-always a need for it
 - Probably none, I'd just go with it.
- Disabled access (3)
 - How accessible it is for people with disabilities.
 - Scheduled rides for disabilities. (Needs to be picked up from home, not from a stop; it's inconvenient. Most people who need a bus-need it regularly scheduled.
 - Services to handicapped
- Opposed (3)
 - Don't want more -nothing to change my mind; want to not be taxed any more!
 - Not a big fan of helping people who aren't willing to help themselves
 - Wouldn't need any

- Other Options (2)
 - Take a look at how people can travel less, how to use land and where retail stores are one place, schools in another, etc. Then homes another place forcing people to travel on their own. Can't walk to places anymore; not convenient.
 - What other transportation methods are currently available in the area.
- Feasibility (2)
 - Practicality
 - Predictions for the longevity and the maintaining of the service
- Safety (1)
 - Will it be safe?
- More awareness (1)
 - Would like better awareness and advertising for public transportation
- Evaluation (1)
 - Whether effective after 1 year upon an evaluation.
- Miscellaneous (10)
 - Daily transportation--not making arrangements 24 hours in advance (the max bus)
 - Addition to what they already have?
 - Car counts
 - Charge of transportation
 - Improvements
 - Is there anyone who coordinates everything
 - Newspaper
 - Type of fueling
 - Wants the buses to be smaller, too big, not full
 - What other bonds are up at the time
- Don't know (4)
 - Don't know (2)
 - Don't support
 - I really don't know. It's all so confusing.
- Not applicable (1)
 - Lives out of city limits

V.97 Other Comments

- Important (14)

- I hope that they get this figured out within the next year. I don't know if i'll be able to continue affording a car, so public transportation will become very important to me.
 - Regular busing system would be much used.
 - I think it's very interesting and relevant for today's situation, with gas prices and all.
 - If ridership was up, would have more people investing in public transportation
 - Important for senior citizens to get thier medical and also transportation come out to this township
 - Reliable, fast, frequent, system of transportation sysyem needs to be in place such as a train, and then the public needs to be educated about its exsistance
 - She's glad someone is trying to do something about transportation
 - Something is needed to get transportation to those that need it and limit pollution
 - That this will help increase public transportation opportunities
 - Transportation around here is good, but i suppose improvements could benefit the community as a whole.
 - Transportation issues have become such an issue in this family that they have considered moving because they cannot get adequete trasportation to where they need to go in holland.
 - We really need public transportation here, it was really surprising to move here and not see it. And i'm very happy to see white people using the max too, because that means it's become more main stream now.
 - What took so long to get to this? This planning should have taken place 15 years ago!!!!
 - With today's problems, people should take responsibility and be willing to sacrifice for the good of everyone and our earth.
- Extend route (11)
 - I think part of the problem here is that everyone is so spread out, 3-4 miles out of the city makes public transportation harder to get to than right in the city and I don't know how they could address that. Living in Zeeland, the bus goes through but it
 - In Laketown Township they are in between the MAX bus and the interurban system. They are in a sort of "no man's land" in between the systems. She did acknowledge that the max bus may go that far but she has never seen it in her area.
 - Laketown township is kind of deserted when it comes to public transportation, would like to see more options (cheaper)
 - Max bus should run out further.
 - More buses, more stops
 - More transportation.
 - Nice to have some kind of long-term development, local and to city (grand rapids)
 - Only that we need to expand the max transportation out here.
 - People need to get on the ball and deal with transportation quicker--and bigger, wider roads are not the answer. Public transportation is what we need and cost-effective transportation especially here on the north side. I worry about my kids getting home.
 - Services should help veterans and available in the rural areas
 - Trolley/bus from downtown to depot. Train from Holland to grand rapids more than one time a day.

- Not necessary (11)
 - For the Laketown area, I think that the MAX bus is a waste of money. I often see them empty.
 - I don't think taxing us more is necessary. There is enough transportation in Zeeland.
 - I really only have problems with traffic when they're doing road construction. Other than that, it's not too bad out here [Laketown].
 - I'm really generous and will step up to the plate if i feel there is a genuine need in the community. I do not sense this in this issue.
 - Max is greatest waste of money i've ever seen. 1% of the buses has a rider, in my opinion. I'd like to see some numbers regarding how many riders they have compared to the amount of fuel they waste.
 - Not a critical need at this time
 - Only address issue if there was a need, also people are not willing to ride on public transportation and there would have to be a huge need in order to make it work
 - That it seems that the public does not use the already present transportation so why spend more money on something people dont use?
 - The government is not efficient in their programs. People should rely on their friends and family for transportation. The max bus is inefficient and no one uses it.
 - There is no transportation out by the lake (Tunnel Park in Holland) if someone is going to live out this far, then its their responsibility to have their own transportation.
 - Traffic congestion not a problem compared to other places they have lived.

- Survey (9)
 - I think it's a real good idea to have this kind of program where you find out how people feel about things in the community.
 - Its too long
 - Questions could have been worded or constructed better. Thought that when analyzing this it wouldn't give the results that you really would want. Had some statistical and mathematical background.
 - The max should be involved with this issue. This survey is very unclear and needs work.
 - The wording for some questions is difficult.
 - Think they should come up with a discussion group type setting or township meeting to be able to discuss this topic more
 - Very vague survey
 - Would like to see the results printed from this survey
 - The reason I was cooperative was we had a grand-daughter work for Frost Center, so I know what you do. Keep it up.

- Bikes (5)
 - Bicycles are a very effective and efficient way of handling the transportation and the health issues in Ottawa County. Let's promote this!!!
 - Bike paths as transportation and also providing services for single moms to get them and their children to where they need to go if they do not have the funds to transport themselves.
 - Improve conditions for bicycle use.

- Instead of more bike paths upkeep and widening of the roads would be appreciated.
- Would like non-motorized transportation, i.e. biking when the weather is practical suggested and strongly promoted within the communities.
- Disabled access (5)
 - Alliance medical service is a transportation program that provides transportation to the handicapped.
 - I guess I notice the problems with handicapped transportation because I've worked with handicapped people in the past, and here it seems that there are issues that should be addressed and they haven't been. And you can't take a lot of groceries on the bus, you know.
 - Too many seniors need help. The senior citizen community needs transportation and needs to be addressed.
 - Transportation is the biggest problem in my life. As a senior citizen i have to be transported to different medical appointments and am required to have someone else drive me. This is extremely difficult with my friends and family living far away. I ha
 - We just lost our son less than 2 months ago. He had diabetes, epilepsy, etc. So jobs were hard to get. He was still functioning, but people were unwilling to give him a job. He couldn't get further training or a college education because he lacked fund
- Cost (3)
 - I think that the max buses are too much money, need less expensive way of transportation.
 - The system we have right now is far too expensive in cost per mile for the services rendered.
 - Transportation needs to be more for the people who cannot afford it, and it needs to be made affordable.
- MAX Bus (3)
 - The max bus would be better if there were smaller vehicles because i often see the buses empty.
 - Wants new people in charge of the max, doesn't help, regular route system, floaters to help disabilities and elderly. Max not going to the places where it's needed
 - Would like to see something that is unnoticeable or humiliating. People should be able to keep their dignity while being able to use free rides and not feel bad.
- Need (3)
 - Doesn't see max system expansion as justifiable financially and environmental. Only a couple of people in buses throughout the day. Maybe get vans instead of buses.
 - Greatly needed in her county. More transportations for the seniors and more bus stops
 - Just give me a bus to Laketown!
- Options (2)
 - Any options that could help reduce the price of gas would be great. We are spending too much money and harming our environment too much when there are better options available.

- As gas prices go up, it's more important to know these things...
- Suggestions (2)
 - Elevated trains would greatly reduce traffic congestion. The tracks cut Holland in two and can be very troublesome.
 - Eliminating 4 way stops and putting in lights instead which causes more traffic. Thinks there should be a fair tax for everyone and instead of using large transportation buses, she thinks there should be smaller vans. More fuel efficient. It should be self supporting and not about taxes.
- Trains (2)
 - Keep trains active but reduce the strain on traffic it causes
 - Trains should not run at rush hours through the town when the freight train has more than 10 cars. Should be big emphasis on the environment and saving fuel.
- General comments (25)
 - I do believe that Holland is on the verge of accepting public transportation, but there still seems to be a bit of a stigma attached to it. That's what I see.
 - I look forward to seeing the results printed in the paper.
 - I think it's great that you're doing this, I appreciate it. We run an unemployment round table to help people get work, and that is one of their biggest problems, getting transportation to work.
 - If there's any one traffic problem I see most on the streets, it's more that we need to be policed better in terms of bad drivers. There are so many fatalities here--it's a matter of getting people who are already on the roads to drive more safely and then we might not have so much congestion.
 - In past, has used transportation when it was convenient, now that is retired, would not be that convenient for her, but it would have to be an individual thing.
 - It is long overdue to do a survey about this issue
 - Just fix M-40 and everything will be fine
 - M 40 at the truck stop needs a traffic light. It is very dangerous there.
 - More integration road commission and townships, for communication and coordination for the need in county. Impact fees could help when developers come in and develop, would be held accountable for the new developments
 - Not a good mix of buses in communities, number of people on bus (efficiency of buses and people on them)
 - Nothing is going to get done unless the state steps in and assigns money for public transportation. The term limits are so short that when officials get into office it takes them at least two year to figure out what's going on. (This person used to work in government).
 - Questions the 3rd lane being turned into a lane for parking.
 - See studies take place within this next year for sure.
 - Smart traffic lights, use vans instead of diesel buses, buses stopping at every railroad crossing causes traffic backups
 - Suggestion: extremely helpful if by 31 to time lights to be sequenced; will help with traffic congestion and pollution
 - Surprised at the needs
 - Use wisdom in the actions you take.

- Well, I suppose that right now it doesn't seem important to me because I still drive, but I don't want to make other people not have transportation because I didn't think about it enough.
- When I was younger, we had bus routes--I lived near Chicago--and the buses were always full. Here, we see the max and just one rider on each bus.
- Could you send this to senator Granholm to repeal gas taxes?
- Didn't touch on regional airport
- Just that I think the public needs to be made more aware of the options already there for them. I drive my own car, but what about other people who don't have a car and don't know what's out there for them to use?
- Would like public transportation vehicles to be environmentally friendly
- Daughter now lives in Utah, and they have a county wide bus system. No payment, all public funds. Works great. Something like that would be great for Holland or West Michigan.
- Bypass through East Holland up to Spring Lake 131

- Don't know (2)
 - As someone who has my own transportation, I am unaware of the needs for it. It would be the poor people or those without transportation who would know.
 - Feels very uninformed

Appendix C: Telephone Survey Instrument

Q:v1

Good evening. My name is _____ and I'm calling from the Frost Research Center at Hope College. We are conducting a short survey about local transportation issues for a coalition of social services agencies. Your answers will help us understand public opinion about transportation concerns facing our area. All of your answers will be completely confidential. Do you have just a few minutes to share your thoughts?

Are you at least 18 years old?

(If not 18 ask: "Is there someone 18 or older at home with whom I may speak?")
(If no, ask if there's a better time to call, thank him/her and end call.)
(If a new person comes to the phone, start the introduction again.)

Do you live in: (Don't just ask where they live)

- 1 = Zeeland City
- 2 = Zeeland Township
- 3 = Park Township
- 4 = Fillmore Township
- 5 = Laketown Township

None of these areas - "Thank you, we're only surveying residents of these areas"

Q:v3

How much of a problem is traffic congestion in your community, including the greater Holland area?,
Would you say it is...

(Caller: Read options 1-4 only)

- 1 = very much a problem
- 2 = somewhat of a problem
- 3 = a little bit of a problem
- 4 = not at all a problem

- 8 = don't know
- 9 = refused

Q:v5

By choosing good, fair, or poor, please indicate how well each of the following activities would reduce traffic congestion in our area.

Building more roads to accommodate increased traffic

- 1 = good (method to reduce traffic congestion in our area)
- 2 = fair
- 3 = poor

- 8 = don't know
- 9 = refused

Q:v7

Widening already existing roads

1 = good (method to reduce traffic congestion in our area)

2 = fair

3 = poor

8 = don't know

9 = refused

Q:v9

Providing public transportation options

1 = good (method to reduce traffic congestion in our area)

2 = fair

3 = poor

8 = don't know

9 = refused

Q:v11

Providing carpooling opportunities

1 = good (method to reduce traffic congestion in our area)

2 = fair

3 = poor

8 = don't know

9 = refused

Q:v13

Currently, how important to you is the need for better transportation options in your area?

Is it...

1 = very important

2 = somewhat important

3 = somewhat unimportant

4 = not at all important

8 = don't know

9 = refused

Q:v15

In general, how important do you think the need for regional transportation will be in the next three years?

Will it be...

1 = very important

2 = somewhat important

3 = somewhat unimportant

4 = not at all important

8 = don't know

9 = refused

Q:v17

How needed are public transportation or transportation programs for the following groups in the community?

Please use a scale of greatly needed, somewhat needed, a little needed and not at all needed.

For Seniors - are they (public transportation or transportation programs)...

1 = greatly needed
2 = somewhat needed
3 = a little needed
4 = not at all needed

8 = don't know
9 = refused

Q:v19

For People with disabilities - are they...

1 = greatly needed
2 = somewhat needed
3 = a little needed
4 = not at all needed

8 = don't know
9 = refused

Q:v21

For People with low incomes - are they...

1 = greatly needed
2 = somewhat needed
3 = a little needed
4 = not at all needed

8 = don't know
9 = refused

Q:v23

For Youth - are they...

1 = greatly needed
2 = somewhat needed
3 = a little needed
4 = not at all needed

8 = don't know
9 = refused

Q:v25

For People with suspended licenses - are they...

1 = greatly needed
2 = somewhat needed
3 = a little needed
4 = not at all needed

8 = don't know
9 = refused

Q:v27

For Job seekers - are they...

1 = greatly needed
2 = somewhat needed
3 = a little needed
4 = not at all needed

8 = don't know
9 = refused

Q:v29

For Unemployed persons - are they...

1 = greatly needed
2 = somewhat needed
3 = a little needed
4 = not at all needed

8 = don't know
9 = refused

Q:v31

For Other groups - are they...

1 = greatly needed
2 = somewhat needed
3 = a little needed
4 = not at all needed

8 = don't know
9 = refused

Q:v33

If you needed a ride, who would you call?

(Do NOT read answers. Mark all that apply - Use Other as needed)

Parent	Good Samaritan/Love Inc.
Brother or sister	Allegan County Transportation
Son or daughter	MOKA
Other family	Taxi
Friend	Other
Neighbor	No one - I wouldn't call
Church member	Don't know
Macatawa Area Express - MAX	Refused
Pioneer Resources	Move to next question

Q:v35

Next I am going to read you a list of local transportation providers. For each one, please tell me if you think it is a good, fair or poor means of providing transportation for your community. If you are not familiar with the provider, please let me know.

Macatawa Area Express - MAX Bus

1 = good - means of providing transportation for community
2 = fair
3 = poor

4 = good, but doesn't solve all my transportation problems

7 = unfamiliar with provider

8 = don't know

9 = refused

Q:v37

Allegan County Transportation

1 = good - means of providing transportation for community
2 = fair
3 = poor

4 = good, but doesn't solve all my transportation problems

7 = unfamiliar with provider

8 = don't know

9 = refused

Q:v39

Pioneer Resources

1 = good - means of providing transportation for community
2 = fair
3 = poor

4 = good, but doesn't solve all my transportation problems

7 = unfamiliar with provider

8 = don't know

9 = refused

Q:v41

Rosebud Taxi / JNR Taxi

1 = good - means of providing transportation for community
2 = fair
3 = poor

4 = good, but doesn't solve all my transportation problems

7 = unfamiliar with provider

8 = don't know

9 = refused

Q:v43

Good Samaritan Ministries - volunteer driver program

1 = good - means of providing transportation for community
2 = fair
3 = poor

4 = good, but doesn't solve all my transportation problems

7 = unfamiliar with provider

8 = don't know

9 = refused

Q:v45

Friends and family

1 = good - means of providing transportation for community
2 = fair
3 = poor

4 = good, but doesn't solve all my transportation problems

7 = unfamiliar with provider

8 = don't know

9 = refused

Q:v47

Church members/volunteers

1 = good - means of providing transportation for community
2 = fair
3 = poor

4 = good, but doesn't solve all my transportation problems

7 = unfamiliar with provider

8 = don't know

9 = refused

Q:v49

Is there some other local transportation provider that you can think of?

1 = yes

2 = no

8 = don't know

9 = refused

if (v49 > 1) skip to v55

Q:v51

What provider would that be?

Q:v53

How is ____ (provider's name, or "that provider") as a means of providing transportation for the community?

1 = good

2 = fair

3 = poor

4 = good, but doesn't solve all my transportation problems

7 = unfamiliar with provider

8 = don't know

9 = refused

Q:v55

In the past year have you or someone you know had an unmet transportation need?

A transportation need could be:

not having access to a reliable vehicle when you need it;

not having a current driver's license;

insurance for your vehicle;

money for gas;

money for bus or taxi fare;

no public transportation where you live or where you need to go; or

needing special assistance or accessible features in your transportation.

1 = yes

2 = no

8 = don't know

9 = refused

if (v55 > 1) skip to v59

Q:v57

Could you please share what your or their unmet transportation needs were?

(Mark all that apply)

Do not have access to a reliable vehicle when needed

Do not have a current driver's license

Do not have insurance for vehicle

Do not have money for gas

Do not have money for bus or taxi fare

Do not have money to get car fixed/maintain car

No public transportation where I/they live or where I/they need to go

I/they need special assistance or accessible features in transportation

Other (specify)

Don't know

Refused

Q:v59

If public transportation were available in your community how likely would you be to use it, very likely, somewhat likely or not at all likely?

1 = very likely

2 = somewhat likely
3 = not at all likely

8 = don't know/undecided
9 = refused

Q:v61

If public transportation were available in your community, how likely would it be that other family members beyond yourself would use it, very likely, somewhat likely or not at all likely?

1 = very likely
2 = somewhat likely
3 = not at all likely

7 = no family in community
8 = don't know/undecided
9 = refused

Q:v63

Next, I'm going to read you a list of challenges that public transportation or transportation programs is expected to resolve in communities. Please indicate how important you think each is to YOUR CITY OR TOWNSHIP, by indicating if it is very important, somewhat important, somewhat unimportant, or not at all important.

Helping people with disabilities get to their jobs

1 = very important
2 = somewhat important
3 = somewhat unimportant
4 = not at all important

8 = don't know/undecided
9 = refused

Q:v65

Helping people transition from welfare to work by providing transportation

1 = very important
2 = somewhat important
3 = somewhat unimportant
4 = not at all important

8 = don't know/undecided
9 = refused

Q:v67

Transporting customers and employees of local businesses

1 = very important
2 = somewhat important
3 = somewhat unimportant
4 = not at all important

8 = don't know/undecided
9 = refused

Q:v69

Transporting seniors to medical facilities

1 = very important
2 = somewhat important
3 = somewhat unimportant
4 = not at all important

8 = don't know/undecided
9 = refused

Q:v71

Transporting the unemployed and underemployed to employment and training opportunities

1 = very important
2 = somewhat important
3 = somewhat unimportant
4 = not at all important

8 = don't know/undecided
9 = refused

Q:v73

Providing transportation options that support the conservation of land

1 = very important
2 = somewhat important
3 = somewhat unimportant
4 = not at all important

8 = don't know/undecided
9 = refused

Q:v75

Providing transportation options to help reduce traffic congestion

1 = very important
2 = somewhat important
3 = somewhat unimportant
4 = not at all important

8 = don't know/undecided
9 = refused

Q:v77

Providing transportation options to help reduce environmental pollution

1 = very important
2 = somewhat important
3 = somewhat unimportant

4 = not at all important

8 = don't know/undecided

9 = refused

Q:v79

Is there any one item from this list that you feel your tax dollars should specifically support?

(Ask for ONE, but they can choose up to three responses, if needed)

Helping people with disabilities get to their jobs

Helping people transition from welfare to work by providing transportation

Transporting customers and employees of local businesses

Transporting seniors to medical facilities

Transporting unemployed/underemployed to employment/training opportunities

Providing transportation options that support the conservation of land

Providing transportation options to help reduce traffic congestion

Providing transportation options to help reduce environmental pollution

None

All

Don't know

Refused

Move to next question

Q:v81

How soon would you like city or township officials to address public transportation issues within your community?

1 = Within 1 year

2 = Within 3 years

3 = Within 5 years

4 = Over 5 years

5 = Would not like this issue addressed

8 = Don't know

9 = Refused

Q:v83

If you learned that there are people who live in your community who do not have adequate transportation, how much would you be willing to invest each year to help people get rides to where they need to go?

(Caller: Read each line 1-6 until they say no; mark each yes answer)

1. Would you be willing to invest some amount under \$25 per year?

2. Would you be willing to invest \$25 per year?

3. Would you be willing to invest \$40 per year?

4. Would you be willing to invest \$75 per year?

5. Would you be willing to invest \$100 per year?

6. Would you be willing to invest over \$100 per year?

Not willing to invest anything

Other -- use only if they wish to make comment on this question

Don't know

Refused

Move to next question

Q:v85

If your city/township developed a transportation plan that would help people in your community get rides where they need to go, and it would cost the owner of a home with a taxable value of \$100,000 up to \$40 per year, how much would you support or oppose the plan?

1 = strongly support
2 = somewhat support
3 = somewhat oppose
4 = strongly oppose

8 = don't know
9 = refused

Q:v87

What information would you need to know about transportation service improvements to help you make this decision?

(Caller: Open ended responses -- if they mention any of these, mark them, otherwise use "Other")

Number of people served

Details about types of people served (elderly, disabled, unemployed, students)

Geographic area served

Destinations served

Methods used (buses, covering volunteers' costs, agency coordination, etc.)

Other

Move to next

Q:v89

I have just three questions about you, and then we're finished.

Please indicate the range into which your age falls.

Are you...

1 = 18 to 24
2 = 25 to 30
3 = 31 to 49
4 = 50 to 65
5 = Over 65

8 = Don't know
9 = Refused

Q:v91

(Caller: record gender. Ask only if absolutely needed.)

1 = Male
2 = Female

Q:v93

Do you currently own or rent your home?

1 = Own

2 = Rent

8 = Don't know

9 = Refused

Q:v95

Keeping in mind that your answers are confidential and will only be used in the aggregate, which of the following ranges contains your annual household income?

1 = Less than \$25,000 per year

2 = \$26,000 - \$50,000

3 = \$51,000 - \$75,000

4 = Over \$75,000 per year

8 = Don't know

9 = Refused

Q:v97

Is there anything else you would like to say about what we talked about today?
(IF NO, LEAVE BLANK!)

Q:v99

That concludes our survey. Thank you very much for your time. Good-bye.

Indicate area code

1 = 269

2 = 616

Q:v101

Carefully enter 7-digit phone number, no dashes, just the numbers.