

CHAPTER VI

Survey Results

INTRODUCTION

A key element in the development of the Transit Assessment Plan is the collection of data from the general public. Chapter VI presents the results from the Montana State University (MSU) student website-based survey, employer website-based survey, employee website-based survey, and general public telephone survey of the residents within the study area. The survey questionnaire was posted in the spring and summer of 2004. The LSC team analyzed the community survey results based upon geographical location, allowing for a comparison between the three major regions within the study area—the City of Bozeman, the City of Belgrade, and the Four Corners area.

SURVEY INSTRUMENT DESIGN

The survey questionnaires were developed by the Stakeholders Board and the LSC team. The employee and employer surveys were placed on the LSC Transportation Consultants, Inc. website throughout the month of July 2004. The community survey was conducted in August 2004 by the ETC Institute based in the Kansas City area, under the direction of the LSC team. The questions utilized in the four surveys are provided in Appendix A.

MSU STUDENT SURVEY

The first section of Chapter VI is a review of the analysis and results of the MSU student website-based survey.

Survey Preparation

The MSU student questionnaire was developed by the Stakeholders Board and the LSC team. The questionnaire was placed on the LSC website and an e-mail was sent by MSU Administration to all students requesting their participation with a link to the questionnaire. Two versions of the questionnaire were posted. The first

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allowed students to complete the form online and submit their response by e-mail. For those who could not e-mail the response, a Word document version was available which could be filled in and sent as an e-mail attachment or printed out and sent in.

Results

A total of 221 questionnaires were returned. Not every respondent answered every question, so the number of responses for individual questions varies. The results of the 11-question survey are grouped into the four following topics:

- Travel Distances and Modes of Transportation
- Utilization of Bobcat Transit
- Assessment of Preferences
- Respondent Characteristics

It is important to keep in mind that the results of this survey effort should be used with caution. The questionnaire was sent to all students. Of approximately 12,000 students, only 221 responded or about 2 percent. There is a high self-selection bias in the results which are reported in the chapter. The results should be interpreted as indicators of the respondents, but not necessarily representative of all MSU students.

Travel Distances and Modes of Transportation

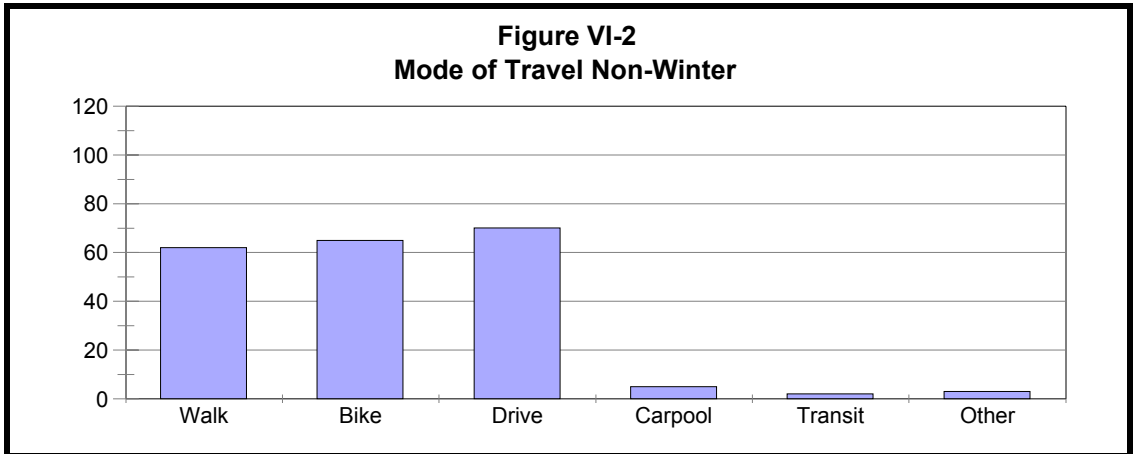
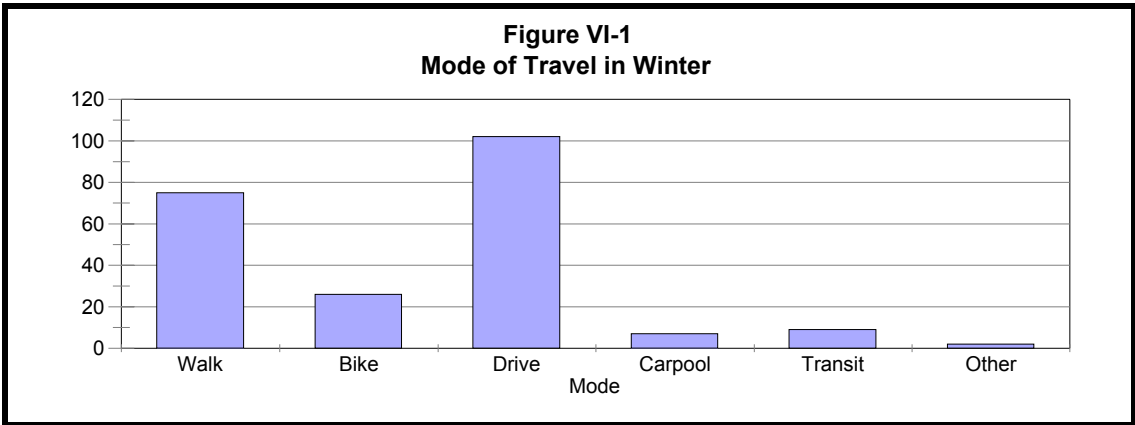
According to the results, the median student lives one-half mile to one mile from MSU. The next highest group lives within one-quarter mile of MSU, with a high concentration of 80 students in Belgrade. The remaining students mainly reside in the Bozeman area. Table VI-1 shows the distribution of residential location for those students responding to the questionnaire.

Location	Percentage of Responses
University housing	18 %
Within one-quarter mile of campus	7 %
One-quarter to one-half mile	9 %
One-half to one mile	14 %
One mile or more	38 %
Belgrade	8 %
Four Corners	1 %
Other Gallatin County locations	3 %
Park County	less than 1 %
Other	2 %

In summary, 18 percent live in campus housing, 7 percent live within one-quarter mile, 9 percent live within one-half mile, 14 percent within one mile, and 38 percent elsewhere in Bozeman. An additional 8 percent live in Belgrade.

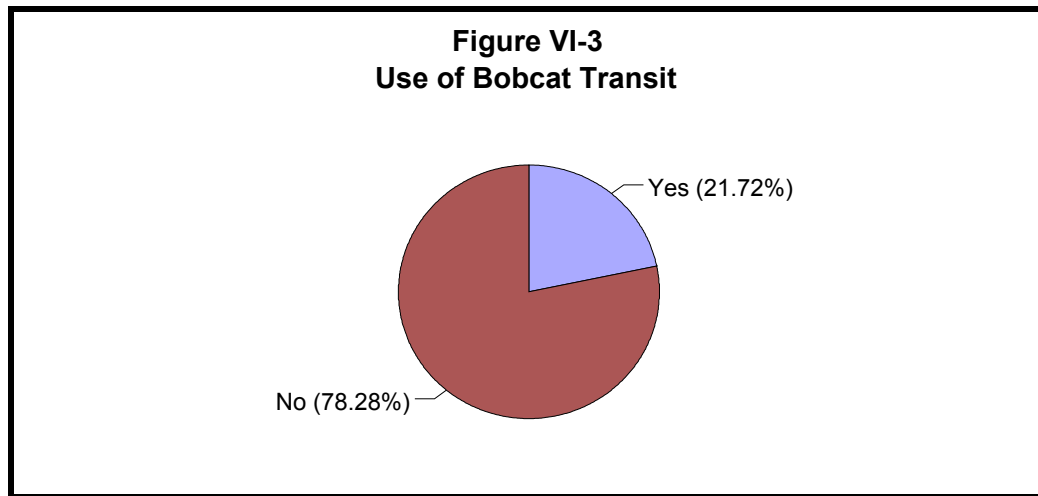
The transportation mode that most of the students (47 percent) use to get to MSU is a car. The second highest mode is walking at 33 percent, and the third highest mode is biking at 12 percent. The majority of students live within one mile of the university and drive, bike, or walk to class in the non-winter months. In the winter months, the number of bike trips decrease and the number of Bobcat Transit trips increases slightly (see Figures VI-1 and VI-2).

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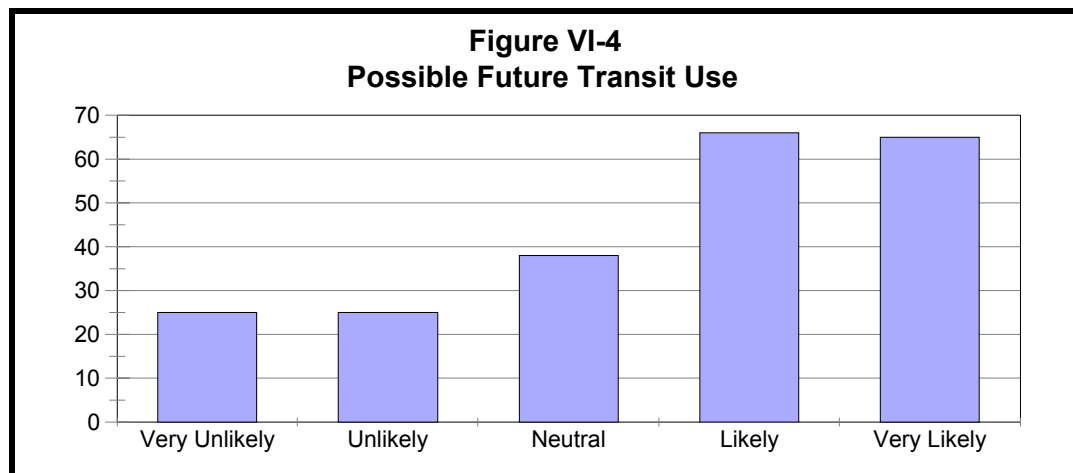
Utilization of Bobcat Transit

Certain survey questions were used to determine the students’ awareness of Bobcat Transit and to see if they utilized the service. Note that these were “yes/no” questions. Out of the 221 returned surveys, approximately 86 percent were aware of the service and 14 percent were not. The number of students that use Bobcat Transit is about 22 percent. Of those, over half use it less than once a week while about 25 percent use it 4-5 times a week. This means that only about 10 percent of all respondents use Bobcat Transit on a regular basis. One must also note that there are over 12,000 MSU students and that Bobcat Transit actually carries less than one percent of the trips to MSU on a daily basis. Thus, the survey respondents appear to be weighted toward those students that use Bobcat Transit. The results, therefore, may not be a true picture of the utilization or need of the actual student body. Figure VI-3 present the above results in graphical form.



Assessment of Preferences

Certain survey questions were designed to determine the likelihood that students would use Bobcat Transit if an Urban Transportation District was implemented. Other questions were designed to help determine the desired services and amenities of the new system. Respondents' indication of their likelihood to use a new service is presented in Figure VI-4.



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The importance rankings of various transit service features are presented in Table VI-2. In regard to the type of service and amenities, the survey results showed it is critical that the schedules be easy to comprehend and that the service be frequent and reliable. The students are neutral regarding types of buses and Sunday service.

The students found the following remaining areas to be important, though not as relevant as the previously mentioned items:

- Comfortable ride
- Friendly drivers
- Saturday service
- Weekday evening service
- Friday/Saturday late-night service
- Service near their home
- Service near shopping

Out of the 14 transit features stated in this section of the questionnaire, none of the features were rated as “not important” to the students. Every item in the survey received a score of 3 (neutral) to 5 (very important). Note that these results could also be swayed since the survey respondents were determined through a self-selection process.

Table VI-2 Transit Features Ratings			
	Important	Avg	Median
Attractive Buses	Neutral	3.25	3
Comfortable	Important	3.71	4
Friendly Drivers	Important	4.13	4
Schedules	Very	4.64	5
Frequent	Very	4.62	5
Reliability	Very	4.85	5
Transfer	Very	4.39	5
Saturday Service	Important	3.54	5
Sunday Service	Neutral	3.35	4
Evening Service	Important	4.00	3
Weekend - late	Important	3.85	4
Near Home	Important	4.23	4
Near Work	Important	4.08	4
Near Shopping	Important	3.78	4
<small>LSC, 2004.</small>			

The survey asked the students if there was a new transit system, which locations would they prefer within the region. Table VI-3 presents the results of that question. The top ranked locations are MSU (first), Downtown (second), and the Airport (third). The Fairgrounds and Livingston were ranked as the lowest preferred destinations by the students. In Table VI-3, the averages are the percentage of times each destination was selected. For example, 75 percent of the time the students responded that they would prefer that Bobcat Transit go to MSU.

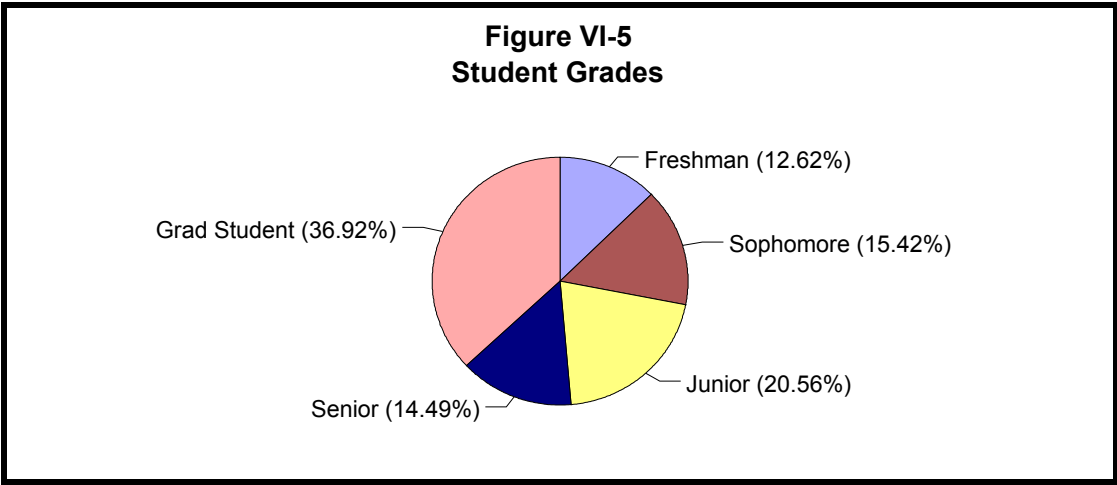
Table VI-3			
Destination Preference			
Destination	Responses	Average	Destination Ranking
MSU	166	75.11%	1
Downtown	147	66.52%	2
Airport	145	65.61%	3
Mall	124	56.11%	4
North 19th & Shop	122	55.20%	5
Bridger Bowl	108	48.87%	6
North 7 th & Shop	93	42.08%	7
Public Library	84	38.01%	8
Big Sky	79	35.75%	9
Belgrade	57	25.79%	10
Hospital	50	22.62%	11
Four Corners	48	21.72%	12
Fairgrounds	44	19.91%	13
Livingston	28	12.67%	14
Other	13	5.88%	15

LSC, 2004.

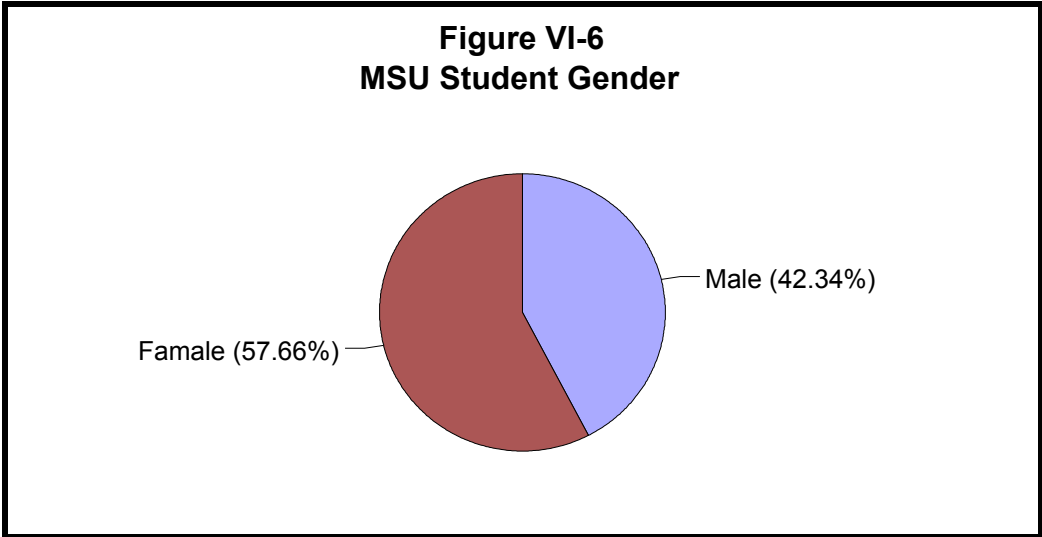
Respondent Characteristics

The typical student that responded to the survey was an upperclassman in the Junior to Graduate student level. The Freshman and Sophomore level responded less to the survey. Figure VI-5 presents the percentage of responses by each class.

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Females responded to the survey more than males did. There were about 57 percent female respondents and 42 percent male respondents as shown in Figure VI-6.



The median age of the student that responded to the survey was 24 years old. The youngest student was 18 years old, and the oldest student was over 50 years old. In summary, the average student that responded to the survey was a female about 24 years old in their junior to graduate year of college.

Written Comments

In addition to the specific questions asked, respondents were given the opportunity to provide additional comments. Ninety-five respondents provided additional comments. The comments were universally in support of some type of public transportation service in Bozeman. A number of comments addressed the current service as having poor service, vehicles that were not appropriate, and not enough stops. The service that would be desired would have to operate frequently including Thursday, Friday, and Saturday evenings. There was a general willingness to pay for the service, but an implied desire to receive more value for what is being paid.

EMPLOYEE SURVEY RESULTS

There were only six respondents to the employee survey. Due to the low response rate on the employee survey, the results are not significant and may not be applicable to the recommendations of this study. The LSC team reviewed and summarized the survey results. Following are the characteristics of the typical employee respondent:

- Female in her 30s.
- Full-time employee.
- Works and lives within the City of Bozeman.
- Owns two cars and drives alone.
- Average commute to work is 16 minutes.
- Believes that there is a parking and congestion problem in the Bozeman area.
- Supports transit and would use transit if there was a system.
- Would pay between \$1 and \$20 for transit through property tax.
- Believes that the fare should be between \$.50 and \$1.00.

The results of Question #17 (which allows the respondents to select the reason that they would ride transit) will not be summarized due the fact that only one or two persons answered each of this question's sub-sections. Thus, there is not enough data to accurately summarize the results of Question #17.

EMPLOYER SURVEY RESULTS

There were only 13 respondents to the employer survey. Due to the low response rate on the employer survey, the results are not be significant and may not be applicable to the recommendations of this study. The LSC team reviewed and summarized the survey results. Following are the characteristics of the typical employer respondent:

- Service industry business.
- Average number of full-time employees per business ranged from 21 to 29 depending upon the season of the year.
- Highest employment rates were during the summer and winter months.
- 64 percent of the employees are from the City of Bozeman.
- Do not believe that there is a congestion problem in their area.
- Do not believe that congestion affects their business.
- Seven respondents stated that Gallatin County should not provide public transit. Six respondents stated that Gallatin County should provide transit.
- Not interested in providing transit benefit elements such as bicycle racks, showers, incentives to use transit, flex time, or a compressed work week.
- Not willing to pay for transit service, but would pay between \$6 and \$10 a month toward the employee's fares.

COMMUNITY SURVEY RESULTS

The ETC Institute and the LSC team designed the telephone survey to obtain 400 completed surveys in order to generate a significant population sample of the study area. Each survey took approximately five to ten minutes to conduct. The results of the 23 survey questions have been categorized into the following topics:

- Demographics
- Voting Choices
- Existing Transit Services
- Need for Transit and Parameters of a Transit System
- Transit Benefits and Public Information

Demographics

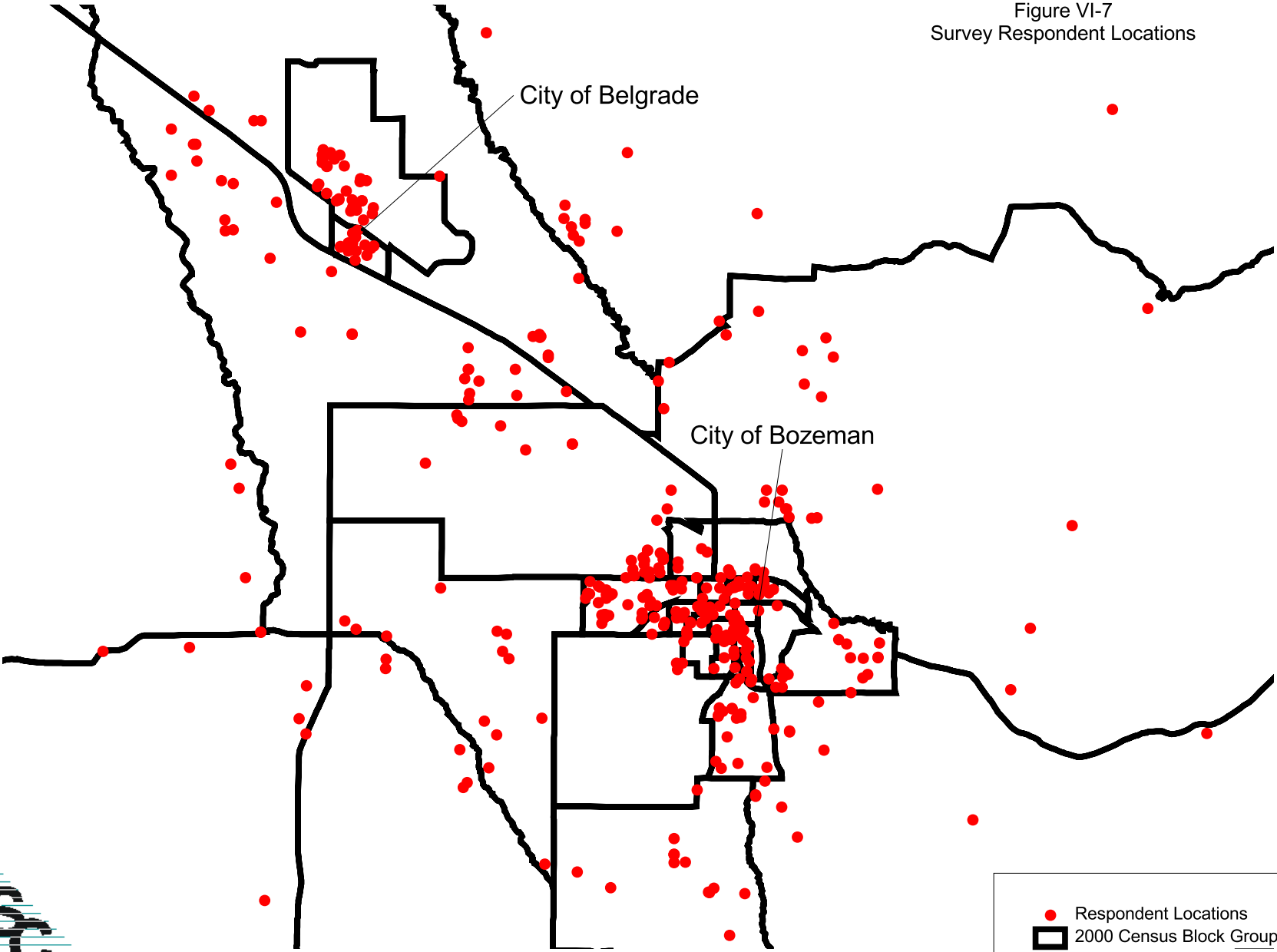
Some of the telephone survey questions asked the respondents about basic information on age, gender, education, income, and number of cars in the household.

The LSC team found that from the 401 surveys completed, 97 percent have a valid

driver's license (a mean of 2.08 per household). The average household responded that they have two working vehicles. Ninety-one percent are registered to vote. Fifty-seven percent work full-time, 15 percent are employed part-time, and 28 percent are not employed. The mean age was 44 years old. The gender of the respondents was split at 200 males and 201 females. The education level of the respondents was high at 33 percent with a college degree. This appears to have affected the household income in that 133 out of the 401 respondents said that their household income is over \$100,000—with a mean income of \$50,000 to \$74,999 in the year 2003. The LSC team found that 73 percent of the respondents live in the City of Bozeman. This is demonstrated in Figure VI-7, which presents the geo-coded locations of the survey respondents.

The 2000 census reported that 41 percent of the population 25 years of age or older had a college degree. In the sample, 56 percent of this age group had a college degree indicating that the education level of respondents is higher than the community as a whole. Similarly, the household income level of respondents is higher than the overall population. The gender of respondents is representative of the population of Gallatin County.

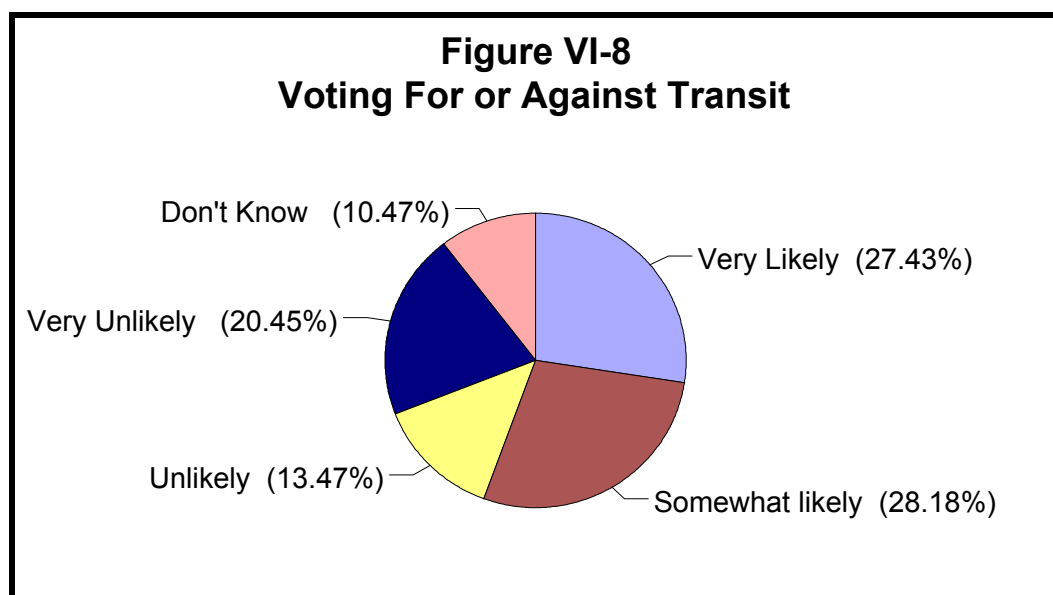
Figure VI-7
Survey Respondent Locations



● Respondent Locations
□ 2000 Census Block Groups

Voting Choices

Various telephone survey questions were designed to obtain a sense of the voting attitudes of the residents within the study area. The survey results showed that most of the respondents are somewhat likely to approve the use of property tax for a new regional transit system. The detailed results of this question, shown in Figure VI-8, reflect that 28 percent are somewhat likely and 27 percent are very likely. Only 34 percent of the respondents were against the use of a property tax for a new regional transit system. The remaining 10 percent were undecided.



When asked whether they voted in the November 2003 election, 68 percent of the telephone survey respondents said that they voted. The respondents were then asked what would influence them to vote in the November 2005 election and whether they would vote for or against a new regional transit system. The comments from these two open-ended questions are provided in Appendix B. The general answer was that the respondents would vote for the transit system, vote against a tax increase on property values, and possibly vote for a sales tax increase to support transit.

The LSC team examined the telephone survey results based upon a cross-tab analysis which reviewed the link between the likelihood of the respondent voting for the

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new regional transit system and whether the respondent voted in the November 2003 election. The results, presented in Table VI-4, show that 53 percent of those that voted in the 2003 election would be very likely or somewhat likely to vote for the transit system. Only 36 percent of those that voted in the 2003 election would not be in favor of the transit system.

Very likely	26%
Somewhat likely	27%
Unlikely	14%
Very unlikely	22%
Not Know	11%

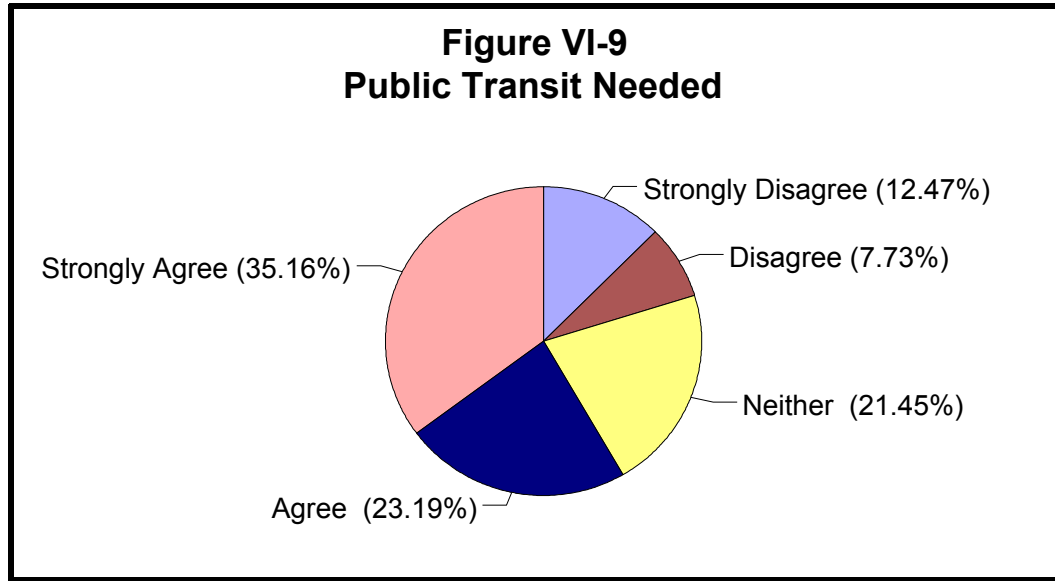
Source: LSC 2004

Existing Transit Services

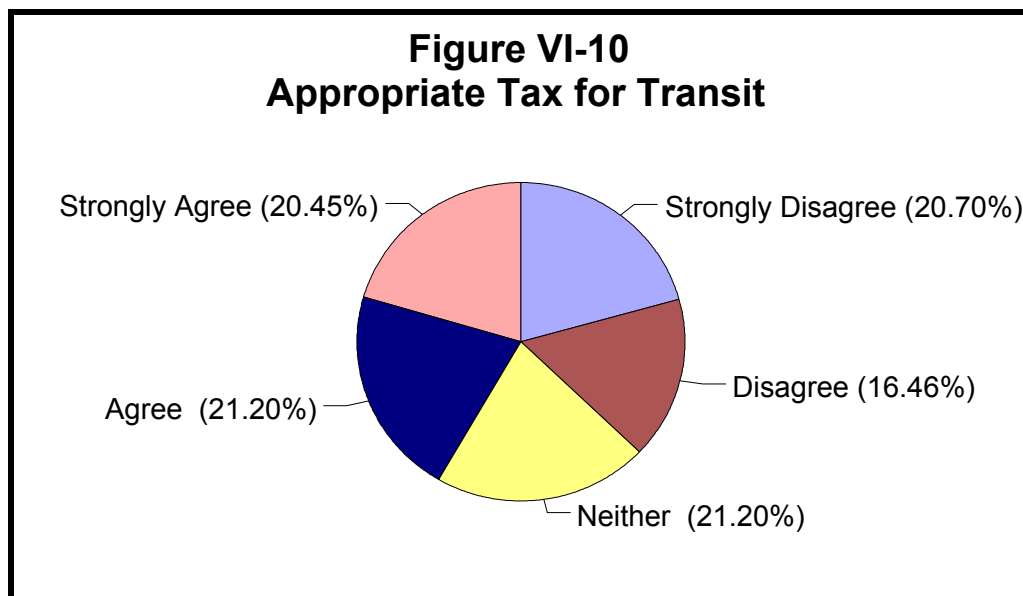
Certain telephone survey questions related to the existing transit providers of Galavan and Bobcat Transit. The questions asked whether the survey respondents know about the existing transit providers and know someone that uses these transit providers. The survey results found that most of the respondents (79 percent) know about Galavan, but did not know anyone that used the service. Only 41 percent stated that they know someone that used the Galavan service. The survey results also determined that most of the respondents (69 percent) know about Bobcat Transit, but did not know anyone that used the service. Only 31 percent of the respondents know someone that uses the Bobcat Transit service.

Need for Transit and Parameters of a Transit System

Various telephone survey questions analyzed the type of transit system and the type of structure/organization that the survey respondents would vote in favor for. When asked whether a transit system was needed within the study area, 35 percent strongly agreed that the study area needs a transit system. The total percentage of those that agreed was 58 percent, while only 12 percent strongly disagreed, as shown in Figure VI-9.

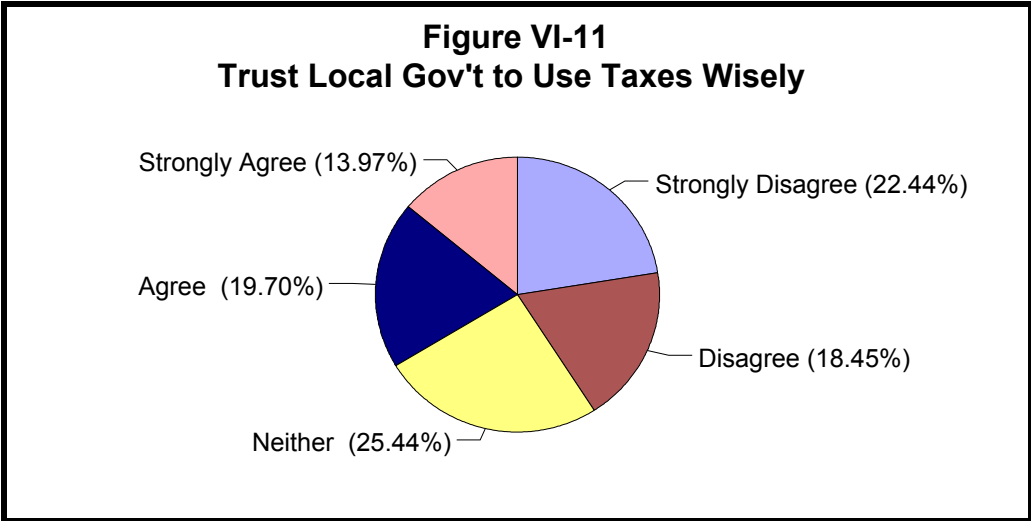


When the telephone survey respondents were asked whether it is appropriate to use property taxes to help fund a transit system, LSC found that the responses were equally distributed between the five range of answers (from strongly agree to strongly disagree). There was no one response that was significantly greater than the others, as shown in Figure VI-10. Of the respondents, 41 percent indicated that using a property tax is appropriate, while 36 percent would oppose the use of property taxes.

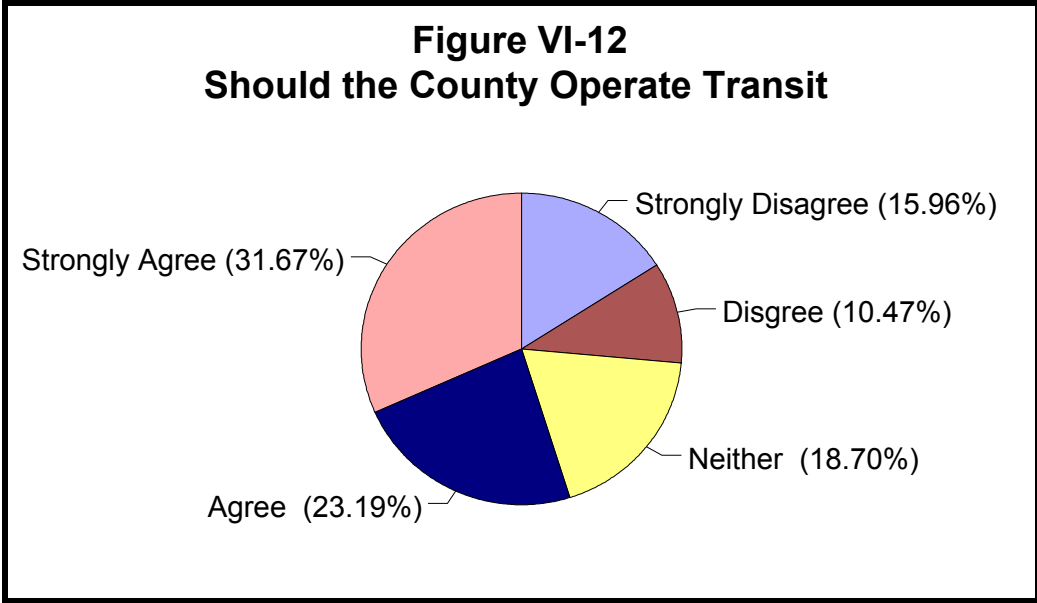


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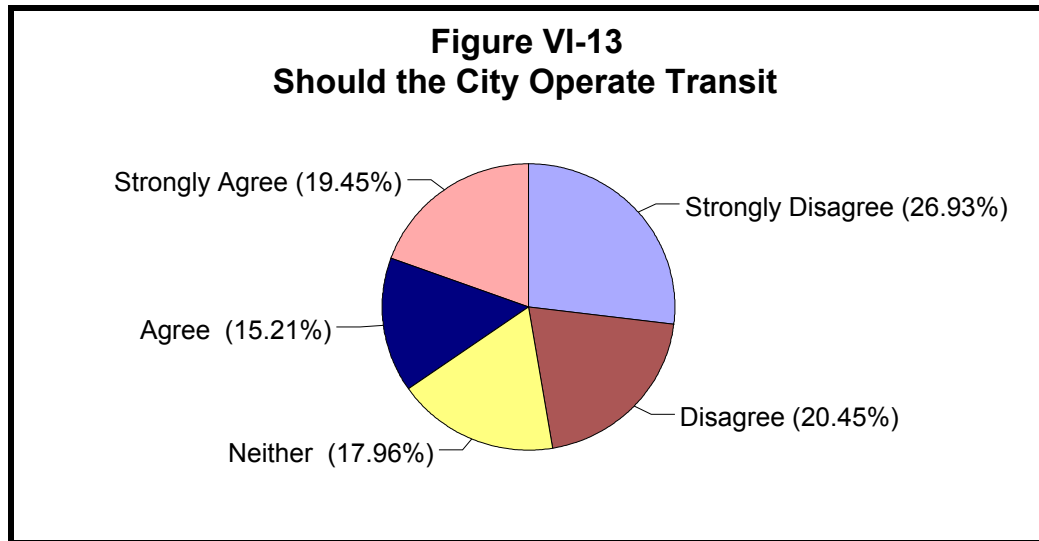
Upon being asked whether the local government could be trusted to use tax dollars wisely, 41 percent of the telephone survey respondents disagreed or strongly disagreed that the government could be trusted to use taxes wisely. Thirty-four percent believed the government could use taxes wisely, while 25 percent neither agreed nor disagreed with this statement, as shown in Figure VI-11.



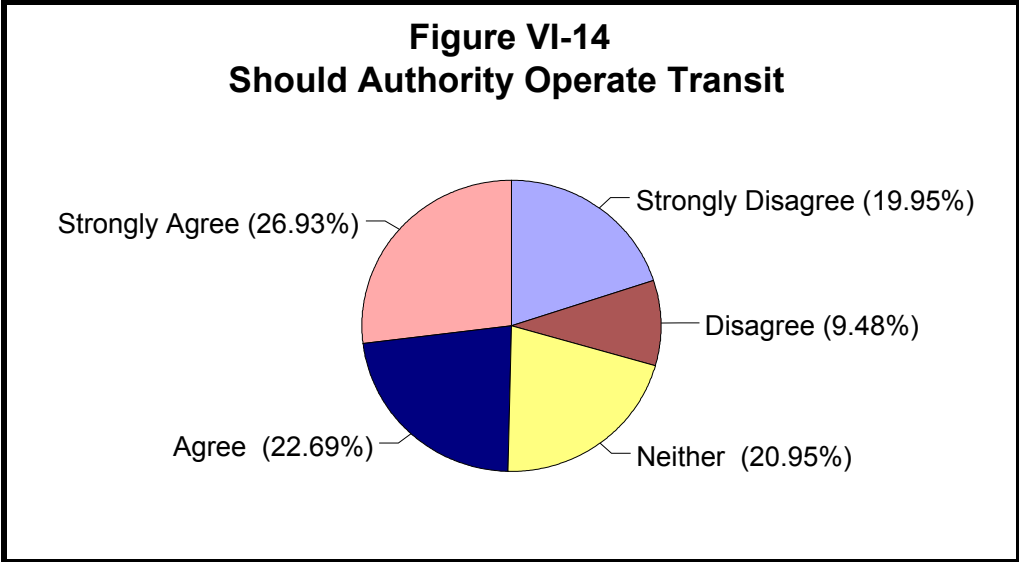
When asked whether the new transit system should be operated by the county, 55 percent of the telephone survey respondents either agreed or strongly agreed. Only 26 percent disagreed with this statement, as shown in Figure VI-12.



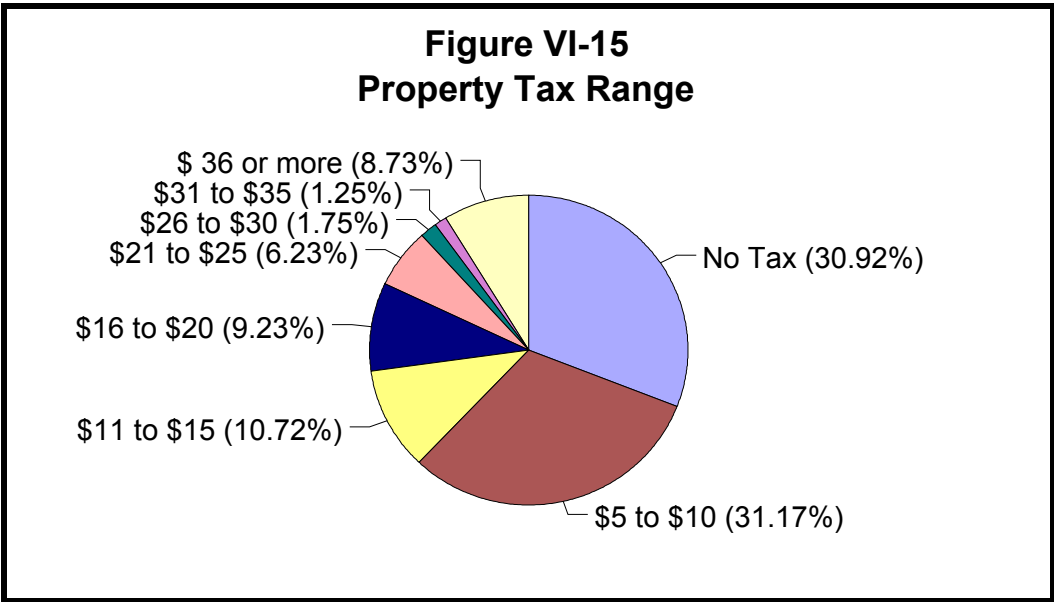
Upon being asked whether the City of Bozeman should operate the new transit system, 47 percent of the telephone survey respondents disagreed. Thirty-five percent agreed, while 18 percent neither agreed nor disagreed with the statement, as shown in Figure VI-13. Thus, the survey respondents preferred that the county operate the new transit system rather than the City of Bozeman.



When asked whether a new transportation authority with taxing powers should operate the new transit system, 50 percent of the telephone survey respondents agreed. Only 29 disagreed that a new transportation authority should operate the transit system, while 21 percent neither agreed or disagreed, as shown in Figure VI-14. Upon comparing the survey results regarding the type of agency that should operate the new transit system, the LSC team found that a greater number of respondents agreed that the county should have the responsibility of operating the transit system.

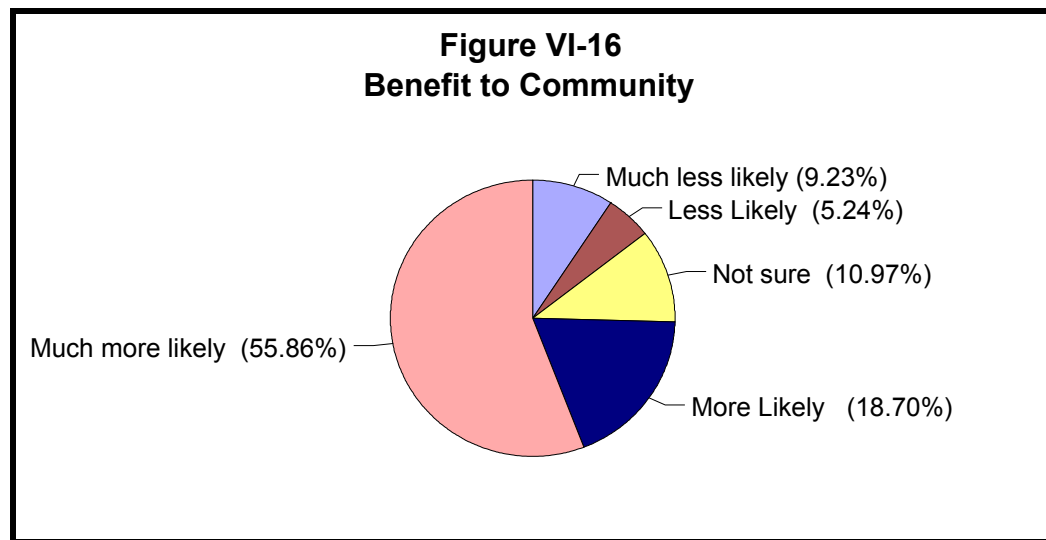


The telephone survey respondents were asked what level of property tax increase they would be willing to pay for a new transit system. The results showed that 31 percent of the respondents said that between \$5 and \$10 per \$100,000 valuation per year was preferred, with 38 percent supporting more than \$10. Thirty-one percent preferred no tax for transit, as shown in Figure VI-15.

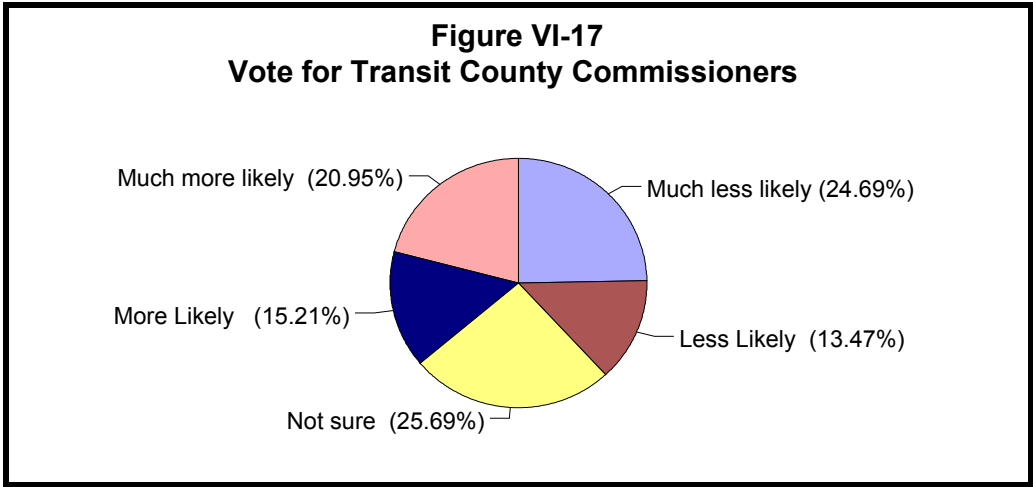


Transit Benefits and Public Education

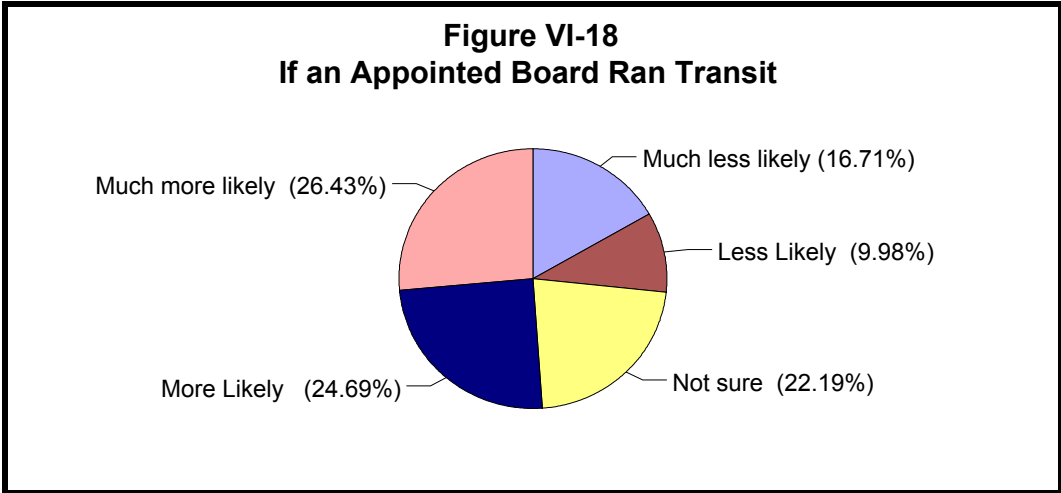
Certain telephone survey questions were designed to determine the level that the respondents in the study area would vote for transit with answers ranging from “much more likely” to “much less likely.” When asked whether they would vote for transit if it benefitted the whole community, 75 percent of the survey respondents said that they were “likely” to “much more likely” to vote for transit. Only 14 percent responded with “less likely” to “much less likely,” as shown in Figure VI-16.



The telephone survey respondents were asked whether they would vote for a new transit system if the County Commissioners ran the system. The difference in percentages of responses was not significant between the “more likely” and “less likely” ranges, as shown in Figure VI-17.

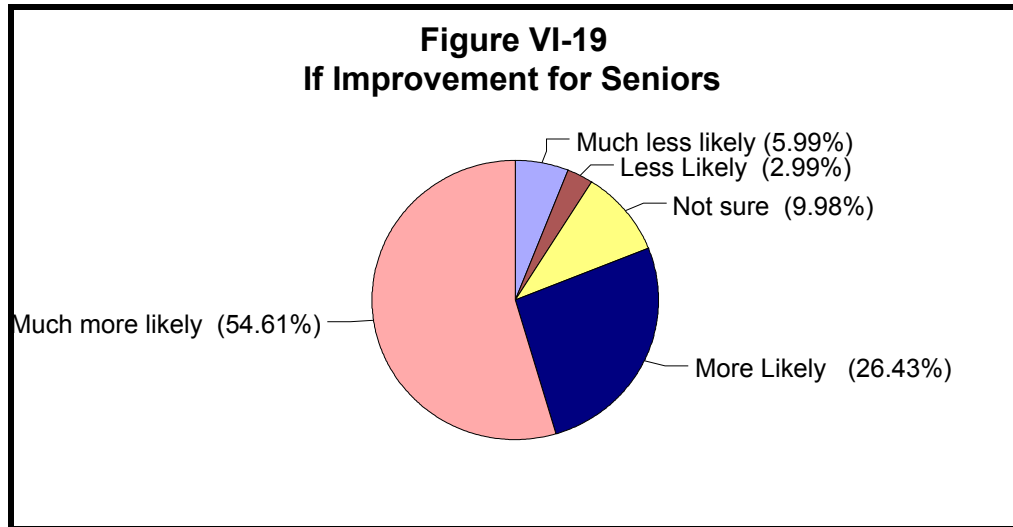


When asked whether they would vote for a new transit system if it was run by a separate board of appointed officials, 51 percent of the telephone survey respondents said that they preferred a transit system operated by appointed officials. Only 27 said that they were “less likely” to vote for the transit system if an appointed board operated the system, as shown in Figure VI-18.

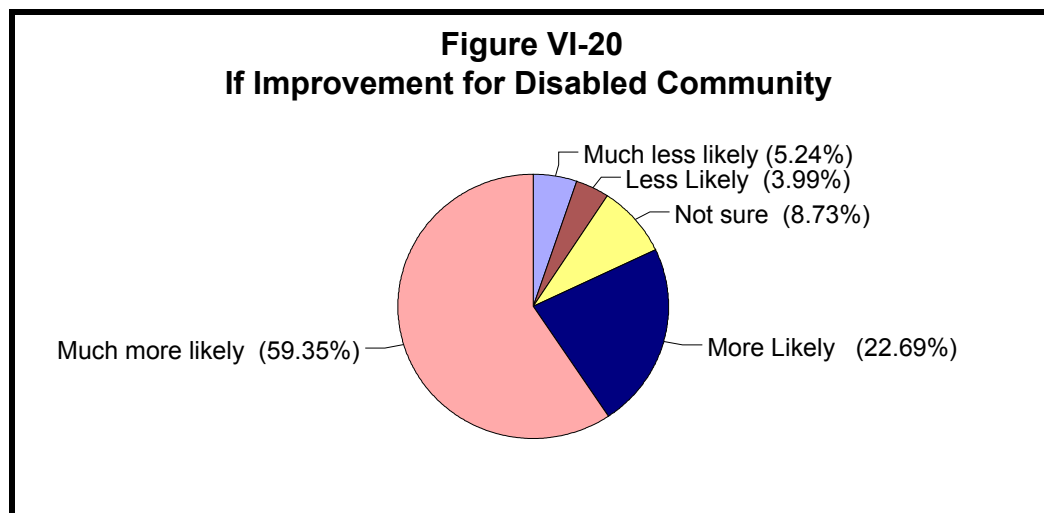


Upon being asked whether they would vote for a new transit system if it improved mobility and access for senior citizens, 81 percent of the telephone survey respondents were “more likely” to vote for the transit system. Only nine percent were “less

likely” to vote for the transit system, as shown in Figure VI-19. The percentage difference in responses was very significant in this question.

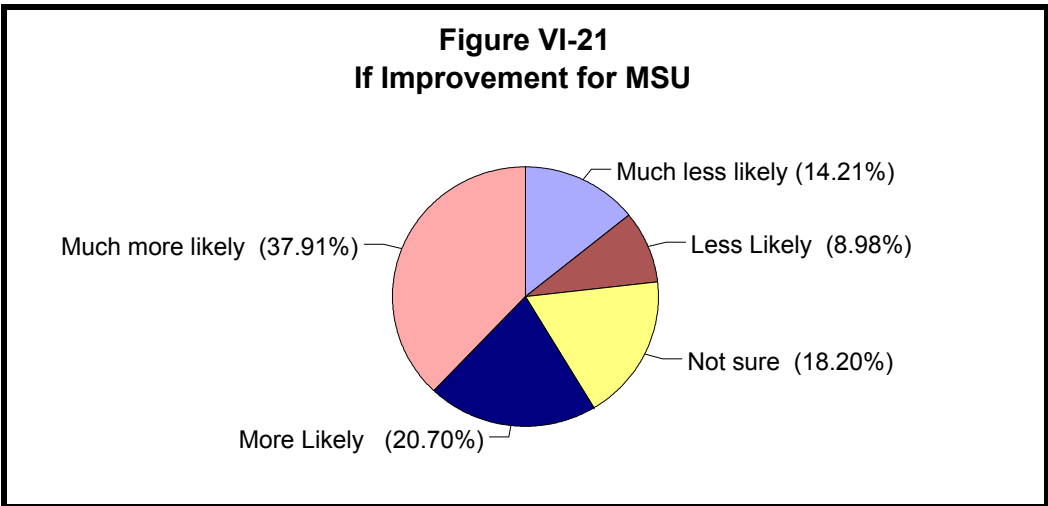


When asked whether they would vote for a new transit system if it improved transportation for people with disabilities, 82 percent of the telephone survey respondents were “more likely” to vote to approve the transit system, as shown in Figure VI-20.

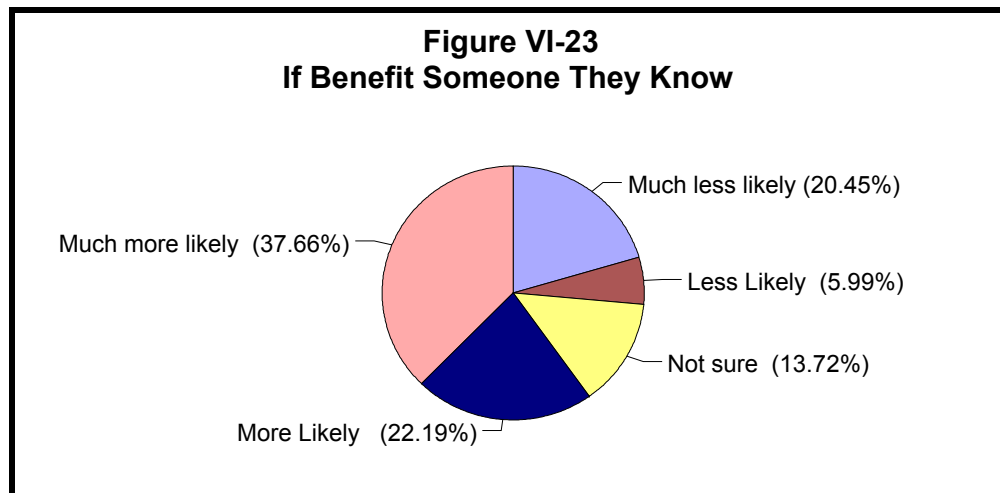
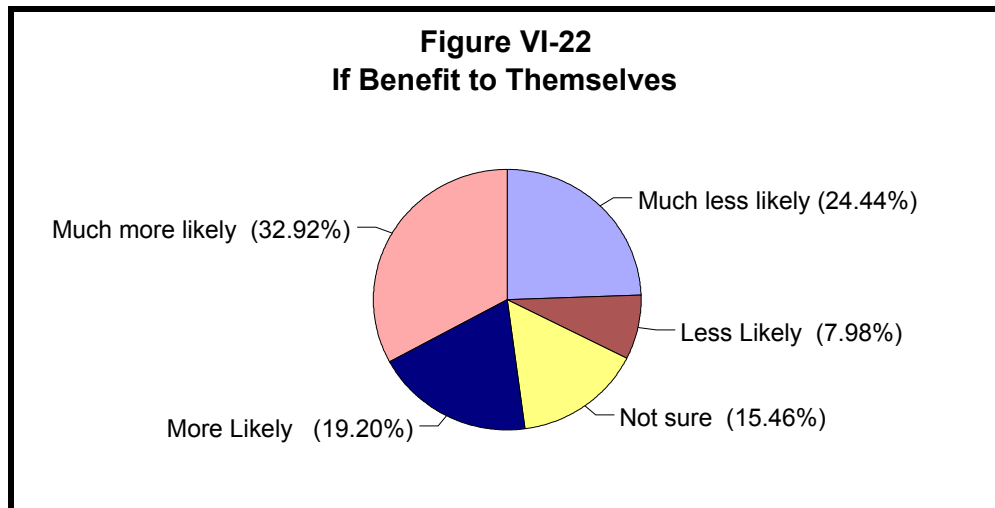


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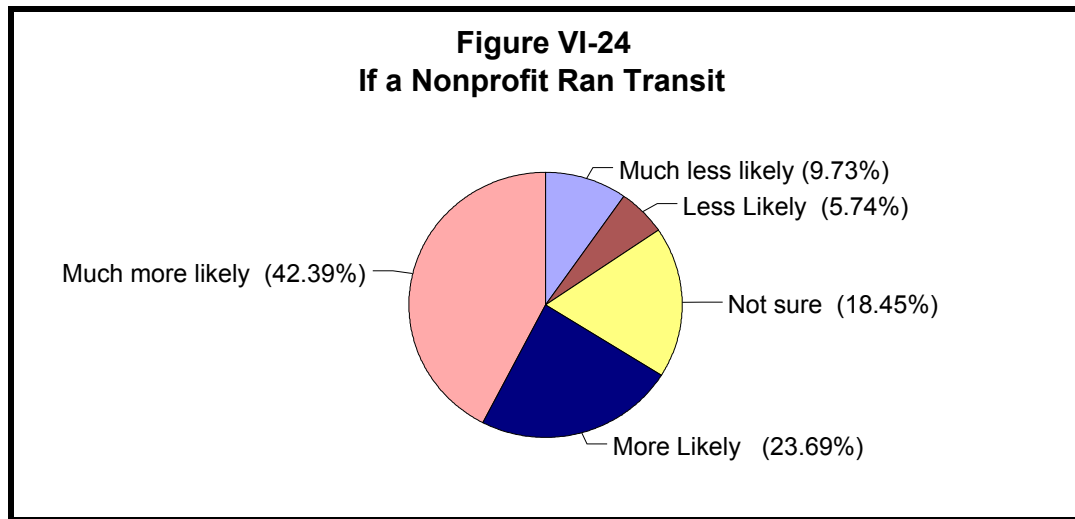
The telephone survey respondents were then asked whether they would vote for a new transit system if it improved transportation for the students of Montana State University. Only 37 percent of the respondents were “more likely” to vote for the transit system, while 23 percent were “less likely” to vote for the transit system, as shown in Figure VI-21. Thus, the respondents (and voting public) would be more apt to vote for a new transit system if it improved transportation for the elderly and disabled, rather than for students.



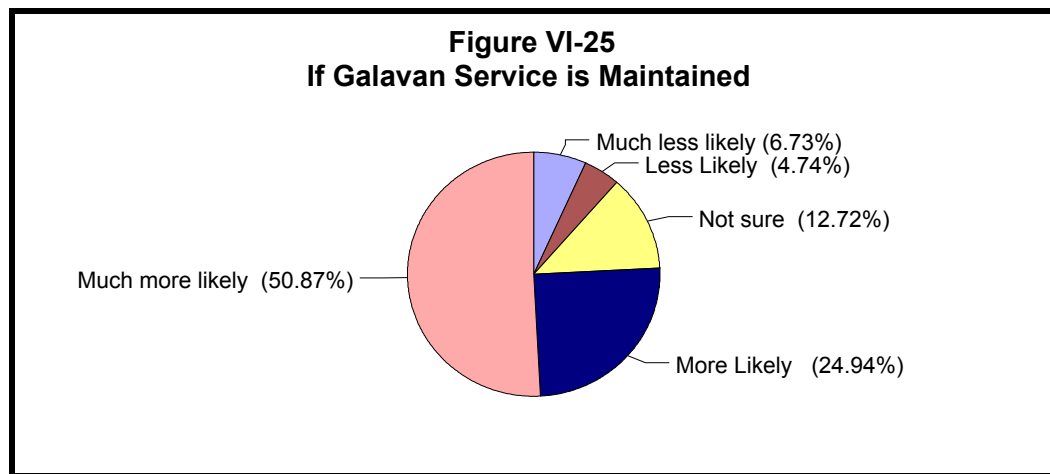
When the telephone survey respondents were asked whether they would vote for a new transit system if it benefitted themselves, 52 percent of the respondents were “more likely” to vote for the transit system, as shown in Figure VI-22. Only 32 percent of the respondents were “less likely” to vote for the transit system. Upon being asked if they would vote for a new transit system if it benefitted someone they knew, the results were similar, as shown in Figure VI-23.



The telephone survey respondents were asked whether they would vote for a new transit system if a nonprofit agency operated the service. Sixty-six percent of the respondents were “more likely” to vote for the system if a nonprofit agency operated the service, as shown in Figure VI-24.

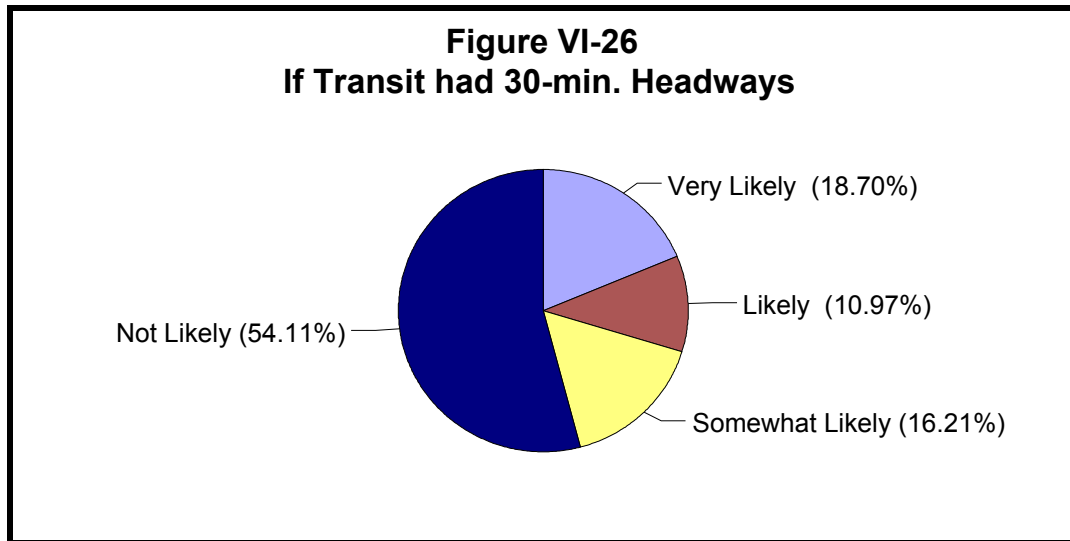


When asked whether they would vote for a new transit system if Galavan maintained or increased their current service, 76 percent of the telephone survey respondents were “more likely” to vote for the transit system, as shown in Figure VI-25.



Upon being asked how likely they would be to ride the new transit system if it operated on a 30-minute headway, 54 percent of the telephone survey respondents were “not likely” to use the service, as shown in Figure VI-26. This response can be interpreted in two ways. The first way to interpret the response is that no matter

what the headways are, the respondents with cars will not use the new transit system due to the fact that the average commute is only 16 minutes. The second way to interpret the response is that 30 minutes is too long a wait, and that 20 minutes or less would be more of an incentive to the respondents with cars to use the new transit system.



The telephone survey respondents were asked to choose the public projects that were more important to them by allocating \$100 between the following:

- Construction of new roads
- Improvement of existing roads
- Maintenance of existing roads
- New county jail
- New library
- Preservation of open space
- Public safety
- Public transportation service
- Transportation for the elderly and disabled

The results are presented in Table VI-5. The public projects were sorted based upon the mean amount of dollars allocated to each project by all of the telephone survey respondents. The highest ranked project at \$15.70 was a new county jail. Improving transportation for the elderly and disabled was ranked fifth out of nine projects at

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\$10.85. Public transportation was ranked seventh out of nine projects at \$10.28. New roadway construction was ranked the lowest at \$6.33. The results show that a new county jail is the most important project to the survey respondents at this time based upon the level of information that the public has. The maintenance of the roads and open space are also more important to the respondents than public transportation.

Rank	Project Type	Mean
1	New County Jail	\$15.70
2	Maintenance of Existing Roads	\$13.39
3	Improvement of Existing Roads	\$12.70
4	Preservation of Open Space	\$12.50
5	Transportation for the Elderly & People with Disabilities	\$10.85
6	New Library	\$10.28
7	Public Transportation Service	\$10.12
8	Public Safety	\$8.12
9	Construction of New Roads	\$6.33

Source: LSC 2004

Sub-Geographical Comparison

The LSC team then examined the information presented in the above sections based upon the spatial location of the telephone survey respondents. The LSC team geocoded the location of each respondent in order to determine if the answers differed by location. The survey answers were compared between the City of Bozeman, City of Belgrade, and the Four Corners (unincorporated) area.

The first major area of interest was the likelihood of the telephone survey respondents to vote for the new regional transit system. The LSC team found that of the respondents living in the City of Belgrade, 64 percent were likely to vote for the transit system. Of the respondents living in the City of Bozeman, 61 percent were likely to vote for the transit system. Of the respondents living in the Four Corners area, only 45 percent were likely to vote for the transit system. The above information is presented in Figures VI-27, VI-28, and VI-29.

Figure VI-27
Bozeman Vote for Transit

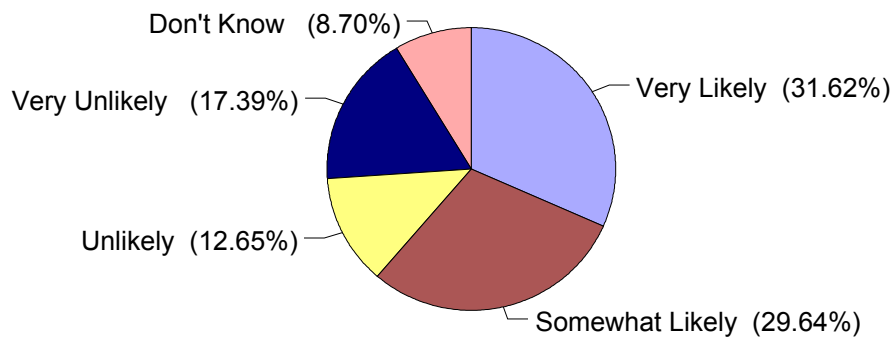
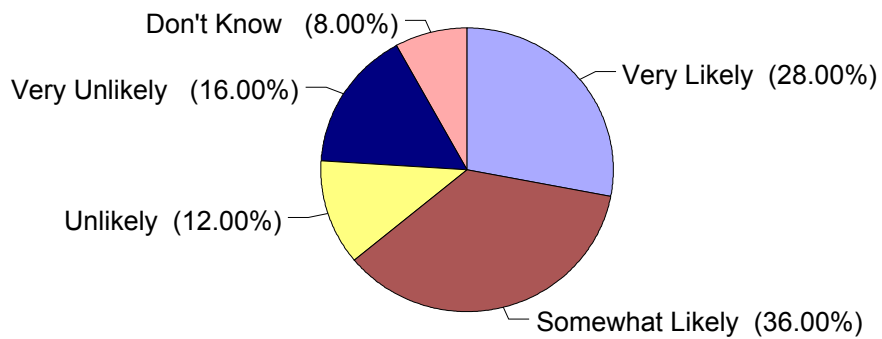
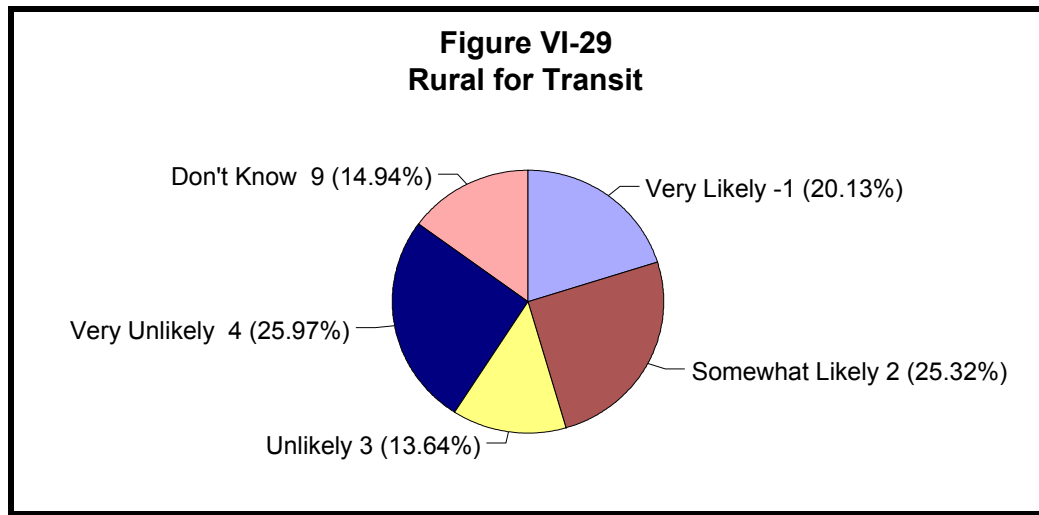
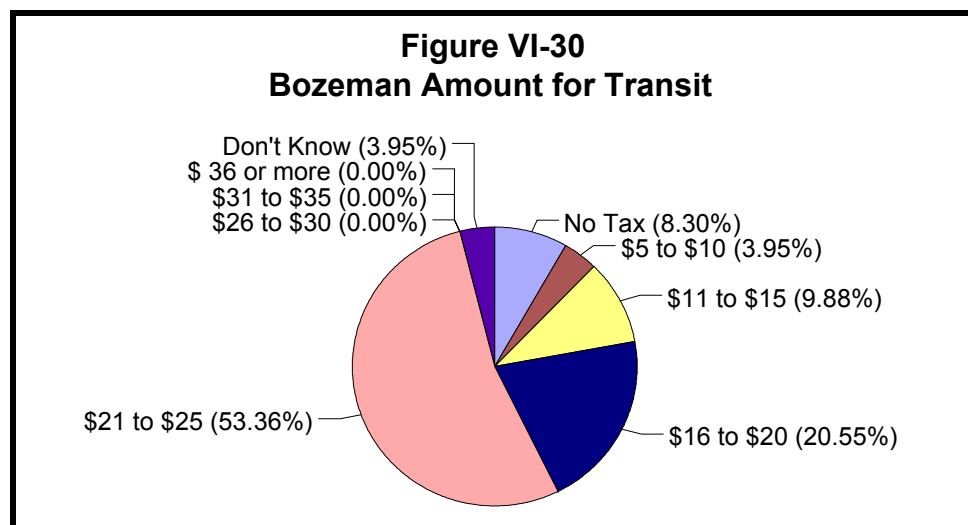


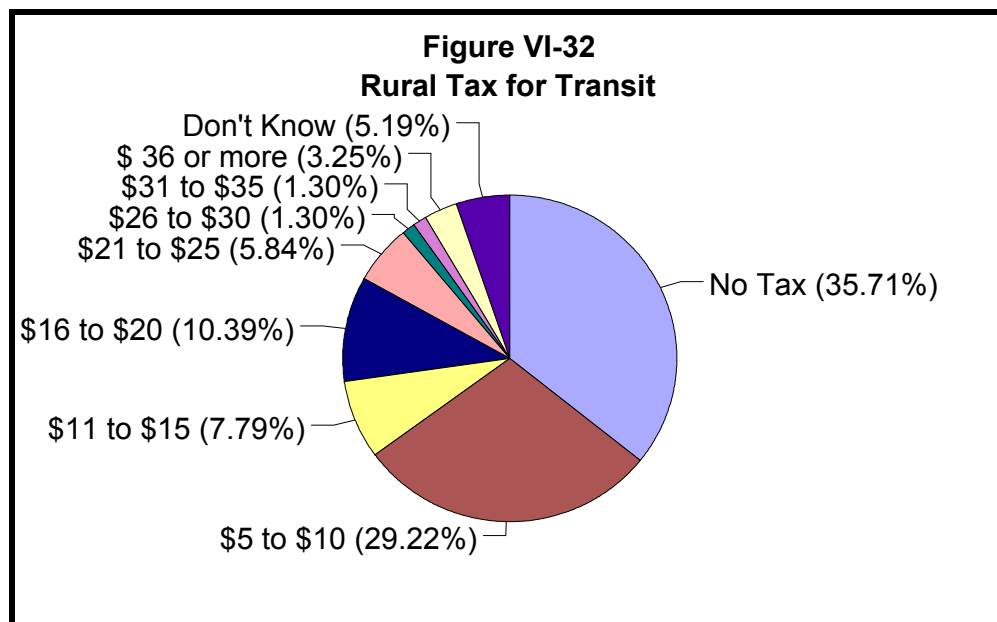
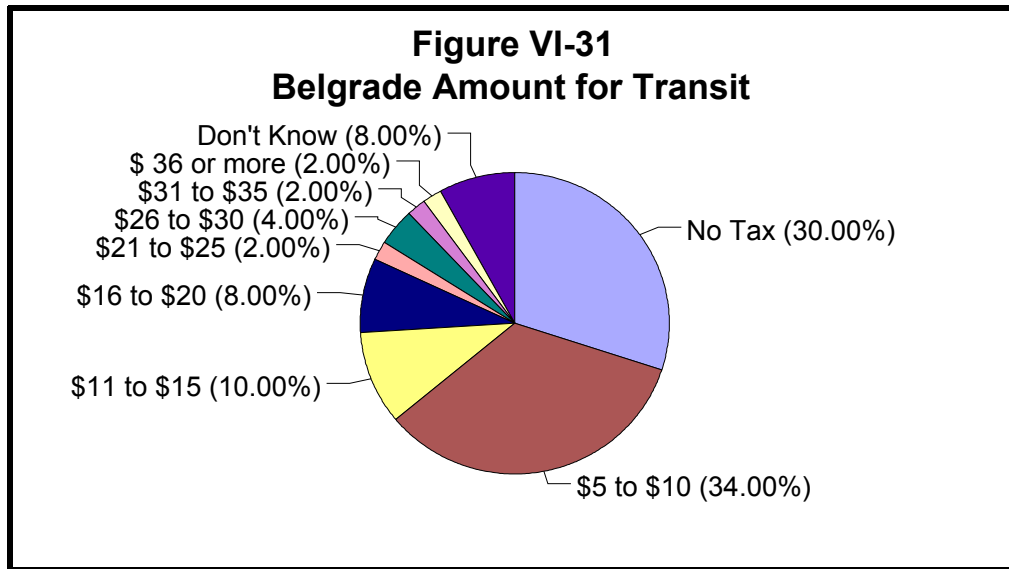
Figure VI-28
Transit for Belgrade





The second major area of interest was the amount that the telephone survey respondents would be willing to increase their property taxes for a new regional transit system. The LSC team found that both the City of Belgrade and the Four Corners area had higher responses of no taxes for transit, along with high responses of \$5 to \$10 per \$100,000 valuation for transit. The City of Bozeman recorded the highest willingness to pay for transit. Fifty-three percent of the City of Bozeman survey respondents said that they would pay \$21 to \$25 per \$100,000 valuation for transit. The above information is reflected in Figures VI-30, II-31, and II-32.





The next analysis that the LSC team conducted was an examination of telephone survey results to Question #12, which asked the survey respondents whether they would be “more likely” or “less likely” to vote for a new transit system depending upon a series of 10 statements (detailed in Appendix A). Tables VI-6, VI-7, and VI-8 detail the survey results. The LSC team found that the respondents living in the City of Bozeman were more likely to vote for the transit system than the respondents in the City of Belgrade or the Four Corners area.

Table VI-6					
City of Bozeman					
	Much Less Likely	Less Likely	Not Sure	More Likely	Much More Likely
The community as a whole would benefit.	8.30%	3.95%	9.88%	20.55%	57.31%
It was run by the Gallatin County Commissioners.	22.13%	9.88%	30.04%	15.81%	22.13%
It was run by a separate board of appointed officials.	13.83%	8.30%	22.92%	24.90%	30.04%
Service would be improved for senior citizens.	5.14%	3.56%	8.70%	24.90%	57.71%
Service would be improved for people with disabilities.	4.35%	4.35%	7.91%	21.74%	61.66%
Service would be improved for MSU students.	13.04%	7.11%	18.58%	21.74%	39.53%
You would benefit personally from the service.	18.97%	6.32%	15.02%	24.90%	34.78%
You know someone who would personally benefit from the service.	16.60%	5.93%	12.25%	24.11%	41.11%
It was run by a nonprofit private group.	8.70%	5.14%	18.97%	23.72%	43.48%
Service provided by Galavan would be maintained at their current or increased level of service.	5.14%	5.53%	13.04%	24.90%	51.38%

**Table VI-7
City of Belgrade**

	Much Less Likely	Less Likely	Not Sure	More Likely	Much More Likely
The community as a whole would benefit.	10.39%	7.14%	13.64%	16.88%	51.95%
It was run by the Gallatin County Commissioners.	27.92%	19.48%	20.78%	13.64%	18.18%
It was run by a separate board of appointed officials.	20.13%	12.99%	22.08%	24.68%	20.13%
Service would be improved for senior citizens.	5.84%	1.95%	13.64%	29.22%	49.35%
Service would be improved for people with disabilities.	5.84%	2.60%	11.69%	24.68%	55.19%
Service would be improved for MSU students.	15.58%	11.04%	19.48%	18.83%	35.06%
You would benefit personally from the service.	33.77%	10.39%	16.23%	11.04%	28.57%
You know someone who would personally benefit from the service.	27.27%	5.84%	15.58%	20.78%	30.52%
It was run by a nonprofit private group.	12.34%	5.19%	18.83%	24.68%	38.96%
Service provided by Galavan would be maintained at their current or increased level of service.	8.44%	3.25%	13.64%	25.97%	48.70%

Table VI-8 Rural Areas					
	Much Less Likely	Less Likely	Not Sure	More Likely	Much More Likely
The community as a whole would benefit.	10.39%	7.14%	13.64%	16.88%	51.95%
It was run by the Gallatin County Commissioners.	27.92%	19.48%	20.78%	13.64%	18.18%
It was run by a separate board of appointed officials.	20.13%	12.99%	22.08%	24.68%	20.13%
Service would be improved for senior citizens.	5.84%	1.95%	13.64%	29.22%	49.35%
Service would be improved for people with disabilities.	5.84%	2.60%	11.69%	24.68%	55.19%
Service would be improved for MSU students.	15.58%	11.04%	19.48%	18.83%	35.06%
You would benefit personally from the service.	33.77%	10.39%	16.23%	11.04%	28.57%
You know someone who would personally benefit from the service.	27.27%	5.84%	15.58%	20.78%	30.52%
It was run by a nonprofit private group.	12.34%	5.19%	18.83%	24.68%	38.96%
Service provided by Galavan would be maintained at their current or increased level of service.	8.44%	3.25%	13.64%	25.97%	48.70%

The LSC team also conducted an analysis on the preference of the telephone survey respondents for nine different types of public projects. The LSC team found that most of the support for public transportation services is from the City of Bozeman. The least support for any form of tax increase for public projects is from the City of Belgrade. The unincorporated area is more concerned with improving the roadway conditions. Table VI-9 shows the breakdown by percentage of the survey respondents within each location that would support the nine public projects and the corresponding dollar amounts (ranking preference). It should be noted that the small number of responses from Belgrade may not be a statistical representation of the community. The following section presents the list of public projects that each location would support a tax increase for.

City of Bozeman

- New library
- Preservation of open space
- Public transportation
- New county jail
- Transportation for the elderly and disabled
- Maintenance of existing roads

City of Belgrade

- New county jail

Unincorporated Area

- Improvement of existing roads
- New county jail
- Transportation for the elderly and disabled
- Maintenance of existing roads

Table VI-9 Public Project Support				
	n=217 Bozeman	n=45 Belgrade	n=139 Rural	n=401 Study Area
New library				
\$0	46.7%	61.4%	48.2%	48.8%
\$1-\$20'	35.4%	31.8%	38.8%	36.2%
\$21-\$40'	15.7%	2.3%	7.9%	11.7%
\$41-\$60'	1.3%	2.3%	4.3%	2.4%
\$61-\$80'	0.0%	0.0%	0.0%	0.0%
\$81-\$100'	0.9%	2.3%	0.7%	1.0%
Improvement of existing roads				
\$0	49.1%	48.9%	36.7%	44.9%
\$1-\$20'	32.9%	33.3%	41.7%	35.9%
\$21-\$40'	12.7%	13.3%	12.2%	12.6%
\$41-\$60'	3.9%	2.2%	7.2%	4.9%
\$61-\$80'	0.0%	0.0%	0.0%	0.0%
\$81-\$100'	1.3%	2.2%	2.2%	1.7%
Public safety				
\$0	56.8%	62.2%	52.5%	55.9%
\$1-\$20'	30.1%	26.7%	38.1%	32.4%
\$21-\$40'	8.7%	4.4%	5.0%	7.0%
\$41-\$60'	3.1%	2.2%	4.3%	3.4%
\$61-\$80'	0.4%	0.0%	0.0%	0.2%
\$81-\$100'	0.9%	4.4%	0.0%	1.0%
Construction of new roads				
\$0	62.4%	55.6%	61.2%	61.3%
\$1-\$20'	30.6%	33.3%	30.9%	31.0%
\$21-\$40'	3.9%	4.4%	7.9%	5.3%
\$41-\$60'	2.2%	4.4%	0.0%	1.7%
\$61-\$80'	0.4%	0.0%	0.0%	0.2%
\$81-\$100'	0.4%	2.2%	0.0%	0.5%
Preservation of open space				
\$0	45.4%	60.0%	55.4%	50.4%
\$1-\$20'	29.3%	15.6%	29.5%	27.8%
\$21-\$40'	17.5%	15.6%	9.4%	14.5%
\$41-\$60'	4.8%	6.7%	5.0%	5.1%
\$61-\$80'	1.3%	0.0%	0.7%	1.0%
\$81-\$100'	1.7%	2.2%	0.0%	1.2%
Public transportation service				
\$0	47.6%	57.8%	54.0%	50.8%
\$1-\$20'	36.7%	35.6%	33.8%	35.6%
\$21-\$40'	10.0%	4.4%	6.5%	8.2%
\$41-\$60'	3.1%	0.0%	5.0%	3.4%
\$61-\$80'	1.7%	0.0%	0.0%	1.0%
\$81-\$100'	0.9%	2.2%	0.7%	1.0%
New county jail				
\$0	42.5%	44.4%	40.3%	42.0%
\$1-\$20'	35.1%	33.3%	31.7%	33.7%
\$21-\$40'	12.3%	8.9%	12.2%	11.9%
\$41-\$60'	5.7%	6.7%	11.5%	7.8%
\$61-\$80'	1.3%	2.2%	1.4%	1.5%
\$81-\$100'	3.1%	4.4%	2.9%	3.2%
Transportation for the elderly and mobility limited				
\$0	47.2%	57.8%	45.3%	47.7%
\$1-\$20'	38.9%	31.1%	35.3%	36.8%
\$21-\$40'	8.3%	4.4%	11.5%	9.0%
\$41-\$60'	4.4%	4.4%	7.2%	5.3%
\$61-\$80'	0.0%	0.0%	0.0%	0.0%
\$81-\$100'	1.3%	2.2%	0.7%	1.2%
Maintenance of existing roads				
\$0	45.0%	51.1%	40.3%	44.1%
\$1-\$20'	34.9%	31.1%	40.3%	36.3%
\$21-\$40'	11.8%	8.9%	11.5%	11.4%
\$41-\$60'	3.9%	4.4%	3.6%	3.9%
\$61-\$80'	0.4%	0.0%	0.0%	0.2%
\$81-\$100'	3.9%	4.4%	4.3%	4.1%

Source: LSC 2004

Cross-Tab Analysis

The LSC team examined the telephone survey results based upon a cross-tab analysis which reviewed the link between the likelihood of the respondents voting for a new regional transit system and whether the respondents voted in the November 2003 election. Table VI-10 shows that 53 percent of the respondents that voted in the November 2003 election would be “Very Likely” or “Somewhat Likely” to vote for the new regional transit system. Only 36 percent of the respondents that voted in the November 2003 election would not be in favor of the new regional transit system.

Table VI-10 Likelihood of November 2003 Voters to Vote for Transit	
Very Likely	26%
Somewhat Likely	27%
Unlikely	14%
Very Unlikely	22%
Not Known	11%
<i>Source: LSC 2004</i>	

Table VI-11 presents the cross-tab analysis for the link between the likelihood of the respondents voting for a new regional transit system and whether the respondents believe the region needs a new transit system. The results found that the respondents believed a new transit system was needed and would vote for the implementation of a new regional transit system. The highest count was 76 respondents who “Strongly Agree” that a new transit system is needed and who are “Very Likely” to vote for a new regional transit system. Of those that “Agree” to “Strongly Agree” that a new transit system is needed, 94 percent are “Very Likely” to vote for a new regional transit system. For the respondents who were “Somewhat Likely” to vote for a new regional transit system, the percentage decreased to 64 for the respondents who “Agree” to “Strongly Agree” that a new transit system is needed. On the other end, 48 percent of the respondents who “Disagree” to “Strongly Disagree” that a new transit system is needed said that they were “Unlikely” to vote for a new regional transit system. For the respondents who were “Very Unlikely” to vote for a new regional transit system, the percentage increased

Survey Results

to 53 for the respondents who “Disagree” or “Strongly Disagree” that a new transit system is needed. The counts of respondents increased as the respondents’ level of agreement increased. Note that the “Not Known” responses were not included in the summary of the results for the cross-tab analysis.

Table VI-11							
Cross Tab of Questions 2 and 9							
	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Not Known	Total
Very Likely	1	2	3	28	76	0	110
Somewhat Likely	4		32	41	34	2	113
Unlikely	14	12	16	6	4	2	54
Very Unlikely	31	13	18	9	9	2	82
Not Known	0	4	17	9	9	3	42
Total	9	9	18	36	72	144	

Source: LSC 2004

When the above cross-tab analysis is broken down to the City of Bozeman, the results show there is stronger support for transit within the City of Bozeman than in the other portions of the study area. This may reflect that a majority of the support for a new regional transit system is from the City of Bozeman, rather than the other portions of the study area. Of those that “Agree” to “Strongly Agree” that a new transit system is needed, 97 percent are “Very Likely” to vote for a new regional transit system. For the respondents who were “Somewhat Likely” to vote for a new regional transit system, the percentage decreased to 63 for the respondents who “Agree” to “Strongly Agree” that a new transit system is needed. On the other end, 50 percent of the respondents who “Disagree” to “Strongly Disagree” that a new transit system is needed were “Unlikely” to vote for a new regional transit system. For the respondents who were “Very Unlikely” to vote for a new regional transit system, the percentage increased to 54 percent for the respondents who “Disagree” or “Strongly Disagree” that a new transit system is needed. Table VI-12 presents the cross-tab analysis for the link between the likelihood of the respondents voting for a new regional transit system and whether the respondents believe the region needs a transit system for the City of Bozeman.

	Strongly Disagree	Disagree	Neither	Agree	Strongly Agree	Not Known	Total
Very Likely	1	0	1	18	60	0	80
Somewhat Likely	3	0	23	21	26	2	73
Unlikely	9	7	10	2	3	1	31
Very Unlikely	17	7	9	7	3	1	43
Not Known		4	8	3	5	2	
Total	30	14	43	48	92		

Source: LSC 2004

Table VI-13 presents the cross-tab analysis for the link between the likelihood of the respondents voting for a new regional transit system and the level of taxes that the respondents would be willing to pay for a new transit system. The results found that the respondents believed they would vote for the implementation of a new regional transit system and would be willing to pay \$5 to \$10 per mill levy. The highest count was 67 respondents (or 81 percent) who were “Very Unlikely” to vote for a new regional transit system and who would be willing to pay “No Tax.” Of all the mill levy categories, the \$5 to \$10 per mill levy category rated the highest with a total count of 125 respondents. The “No Tax” mill levy category was the second highest at 124 respondents. The highest response of those willing to pay a tax for transit was 51 respondents (or 45 percent) who were “Somewhat Likely” to vote for a new regional transit system and who would be willing to pay \$5 to \$10 per mill levy. The results show that the respondents would most likely vote for a new regional transit system only if the tax was \$10 or less per mill levy. For the respondents that would vote for a new regional transit system, the count decreases as the level of taxes increases.

Table VI-13										
Cross Tab of Questions 2 and 11										
	No Tax	\$5 to \$10	\$11 to \$15	\$16 to \$20	\$21 to \$25	\$26 to \$30	\$31 to \$35	\$ 36 or more	Not Known	Total
Very Likely	8	32	17	17	11	2	3	8	12	110
Somewhat Likely	14	51	15	13	9	3	2	2	4	113
Unlikely	27	17	1	3	3	0	0	2	1	54
Very Unlikely	67	9	1	1		1	0	0	3	82
Not Know	8	16	9	3	2	1	0	0	3	42
Total	124	125	43	37	25	7	5	12	23	

Source: LSC 2004

Table VI-14 presents the cross-tab analysis for the link between the likelihood of the respondents voting for a new regional transit system and the respondents level of household income. The highest count was 25 respondents who were “Somewhat Likely” to vote for a new regional transit system and who have a “\$50,000 to \$74,900” household income. Of the respondents with a household income of \$15,000 or less, 61 percent would vote for a new regional transit system. The cross-tab analysis also found that 45 percent of the respondents with a household income in the range of \$50,000 to \$74,900 were in favor of a new regional transit system. 45 percent of the respondents with a household income over \$100,000 were also in favor of a new regional transit system. The results show that the low to middle income households would be more likely to vote for a new regional transit system than the higher income households.

Table VI-14						
Cross Tab of Questions 2 and 23						
	Very Likely	Somewhat Likely	Unlikely	Very Unlikely	Not Known	Total
Under \$15,000	10	6	4	3	3	26
\$15K - \$24.9K	13	9	5	8	3	38
\$25K - \$34.9K	15	15	7	11	4	52
\$35K - \$49.9K	20	14	7	12	5	58
\$50K - \$74.9K	17	25	7	11	8	68
\$75K - \$99.9K	9	6	2	6	3	26
over \$100,000	6	8	5	8	4	31
Not Know	20	30	17	23	12	102
Total	110	113	54	82	42	
<i>Source: LSC 2004</i>						

SUMMARY

MSU Student Survey

Of the MSU student respondents, 57 percent were female and 42 percent were male. The majority of respondents were upperclassmen.

Survey Results

The majority (86 percent) of respondents know what Bobcat Transit is, but only 22 percent have used Bobcat Transit. Of those, over half use it less than once a week, while about 25 percent use it four to five times a week. This means that only about 10 percent of all MSU student respondents use Bobcat Transit on a regular basis.

Eighty-nine percent of the respondents have a car available for use. In winter, 47 percent drive, 33 percent walk, and 12 percent bike. In non-winter, there is a shift among respondents to bicycling. In non-winter, the respondents indicated that 36 percent drive, 28 percent walk, and 31 percent bike.

The majority (60 percent) of the respondents indicated that they are likely or very likely to use the transit system. About 22 percent indicated they are unlikely or very unlikely to use the transit system. The other 18 percent were neutral regarding use of a public transit system.

Schedule reliability, easy to read schedules, and frequent service were rated as the most important characteristics of service.

General Public Surveys

Upon reviewing the survey information, the LSC team found that the average survey respondent was in their 40s, was employed full-time, owned two cars, had a college education, and earned over \$35,000 per year. The majority of respondents believe that transit is important to the community, particularly for the elderly and mobility limited. The majority of respondents said that the system should be operated by a nonprofit agency or transportation authority that has a separate appointed board. According to the respondents, the system could be operated by Gallatin County, but not by the County Commissioners. There is concern among the respondents about the increase in property taxes that the implementation of a new regional transit system would cause. A sales tax or some other method to support the transit system should be used. If a property tax is approved, the majority of respondents stated that the tax should be within the range of \$5 to \$10 per \$100,000 valuation. According to the majority of survey respondents, the transit system is not as important as a new county jail or the maintenance of the existing roadways.

The LSC team recommends that a public information program be utilized to educate the community on the benefits of a new regional transit system within Gallatin County. Another important characteristic of any service (and a critical message to be communicated) is the improvement of service for the elderly and disabled. The service provided by Galavan must at least be maintained, if not improved. The service plan and financial plan must be communicated to the community before it will be supported in an election.

When comparing the survey results between locations, the LSC team found that the survey respondents living in the City of Bozeman are more willing to vote for a new transit system and a tax to support the transit system than the respondents living in the City of Belgrade or the Four Corners area.