

Approved Minutes
January 20, 2010
Ann Arbor Transportation Authority
Board of Directors Meeting
AATA Headquarters, 2700 South Industrial Highway, 6:30 p.m.

Board Members Present: Paul C. Ajegba (Chair), Ted Annis, Jesse Bernstein, Charles Griffith, David Nacht, Rich Robben

Board Members Absent: Ted Annis, Sue McCormick

Staff Present: Michael Ford, Dawn Gabay, Jan Hallberg, Chris White, Mary Stasiak, Phil Webb, Ed Robertson, Terry Black, Ron Copeland

LAC Representative: Rebecca Burke

Recording Secretary: Karen Wheeler

Chairman Paul Ajegba declared that a quorum was present and called the meeting to order at 6:37 p.m. Mr. Ajegba reported that Ted Annis and Sue McCormick provided notice of their absences.

1.0 *Public Hearing – ARRA Program of Projects*

A transcript of the Public Hearing is attached.

2.0 *Communications and Announcements*

There were no communications or announcements.

3.0 *Public Time – Comment on Agenda Items*

Jim Mogensen appeared before the Board. Mr. Mogensen commented on the development of the proposed countywide service plan noting that input on the request for proposals was solicited from staff of the Washtenaw Area Transportation Study, the City of Ann Arbor, and the University of Michigan, all entities who have vested interests and existing plans for major transportation projects. Mr. Mogensen commented on the public opinion survey suggesting that now it appears that someone from the outside is being hired to bring everything together to make hard decisions. Mr. Mogensen stated that major players have already been impacted on the process, which was a major source of concern for him. Mr. Mogensen suggested that the community needs to be more involved in the process, and that he is looking forward to seeing what the plan is going to come up with.

Thomas Partridge appeared before the Board. Mr. Partridge commented on his appearance before Ann Arbor City Council where called on Council to consider more forward looking expansive transportation, improved education and healthcare services, and affordable housing. Mr. Partridge suggested that a telephone survey was a waste of resources and that support of the community should be gained by first putting forth proposals and then crafting a survey of questions based on a specific proposal. Mr. Partridge also told Ann Arbor City Council that plans for the Fuller Road Station project are wrong and need to be taken back to the drawing board. Mr. Partridge objected to the plan for a multimillion dollar bicycle lane project on Division Street, stating that it is not advancing countywide transportation purposes.

No one further appearing, Mr. Ajegba declared Public Time closed.

4.0 *Presentation on Results of Telephone Survey of Washtenaw County Voters*

Chris White introduced Hugh Clark from CJI Research Corporation and Bob Dykes from TRIAD Research Group, the consultants who conducted the Community Attitude Survey of Washtenaw County Voters Regarding AATA. Mr. Clark and Mr. Dykes made a presentation on the survey results. A copy of the presentation is attached hereto and included as part of the minutes.

Mr. Clark provided an overview of the telephone survey which was a conceptual survey intended as a benchmark of public opinion about a potential tax issue for AATA. Mr. Dykes explained that the random sample of voters was distributed throughout the county and divided into analysis regions. Highlights of the results follow.

- Forty-percent of survey respondents, or a household member, have ridden AATA buses in the past year
- Two-thirds of the voters surveyed have a “Very Favorable” or “Somewhat Favorable” opinion of AATA
- Almost three-fourths of respondents indicated that it is “Extremely Important” or “Very Important” to provide transit service in Washtenaw County
- On the initial question of a tax increase, half of the voters surveyed responded that they would support a one mill property tax increase for AATA initially, with 17% responding “Definitely Yes”, and 34% responding “Probably Yes”
- Voters were more favorable after being told that a one mill tax increase would be used for expanded and more coordinated services provided by AATA, the WAVE, and People’s Express

The consultants determined that there is currently not enough base of support to automatically pass an issue. The potential exists to gain voter approval to expand public transit as there is a consistent positive base of 48% with a moved positive of 11%. Making passing a millage a reality will require a well funded and well run campaign that convinces voters that expanded service is important.

The consultants responded to questions from Board members and audience members on messaging that should be used to change the outcome, margin of error of the results, and whether the survey provided enough information around which to build a public relations campaign. Mr. Dykes responded that a campaign should be run with only one message, and Mr. Clark indicated that the margin of error is plus or minus 3.8%.

Jesse Bernstein indicated that now is the time to begin the process of talking with stakeholders to come up with a plan and additional data to determine whether or not the plan works and how it would be funded. Mr. Dykes agreed that there is enough information to begin communicating with voters in conceptual terms, and that the Board should do this in parallel with deciding on very specific transit service improvements.

Mr. Ajegba referred to the positive job rating of AATA among survey respondents which was 59%. Mr. Ajegba requested that Michael Ford inform employees that the Board appreciates the work that is being done.

Mr. Ajegba thanked Mr. Clark and Mr. Dykes for their presentation.

5.0 *Review and Approval of Minutes.*

5.1 *Review and Approval of Minutes of December 16, 2009*

David Nacht moved approval of the minutes as written with support from Jesse Bernstein. The motion passed unanimously.

6.0 *Board and Staff Reports*

6.1 *Performance Monitoring and External Relations Committee*

Jesse Bernstein noted that the Board packet contained a full report of the committee's deliberations. Mr. Bernstein reported that the committee spent the bulk of their meeting discussing the resolution to shape the future of transit in Washtenaw County. The committee heard from staff on discussions with the Ann Arbor Downtown Development Authority regarding resurrecting the LINK. The committee is considering alternate sites to hold Board meetings so they can be televised, recorded and more accessible. Mr. Bernstein reported on discussions with representatives from the Ann Arbor District Library and Community Television Network. Moving meetings to the Library would likely cause a change in the Board meeting to the third Thursday of each month. Mr. Bernstein indicated that he would bring detailed information to the February Board meeting.

6.2 *Planning and Development Committee*

Rich Robben referred to the meeting summary included in the Board packet. Mr. Robben reported that the committee recommended that the Board approve the Capital and Categorical Grant and the FY2011 Application to Michigan Department of Transportation.

6.3 *Chief Executive Officer*

Michael Ford referred to the CEO report contained in the Board packet. Mr. Ford reported on activity over the past month including meetings with elected officials from the City of Ann Arbor and the City of Ypsilanti. Mr. Ford reported on details of the request for proposals for a Transit Master Plan scheduled to be issued on January 21. The plan will be much more than just a service plan, as it will shape the future of public transportation in Washtenaw County, and will be developed with extensive input from community partners.

Mr. Ford reported on continuing efforts to improve service on Washtenaw Avenue noting that short- and long-term plans are being discussed with the City of Ann Arbor and the Michigan Department of Transportation. Mr. Ford reported that the request for proposals for design and reconstruction of the Blake Transit was scheduled to be issued at the end of January. Mr. Ford reported on his attendance at the presentations of proposals for redevelopment of the Library Lot indicating that AATA, as a neighbor, has an interest in understanding how transportation can make an impact.

Mr. Ford reported on negotiations on the MRide agreement. The parties are meeting weekly to work on collaborative areas to mutually benefit both entities. Mr. Ford reported on internal efforts to build up and move forward the recently adopted Vision Statement.

6.4 *Local Advisory Council*

Rebecca Burke distributed a letter to the Board requesting consideration for updating the Local Advisory Council Charge. Ms. Burke reported that the Charge contains outdated language and indicated that an update would improve continuity between the LAC's Charge, Bylaws, and Code of Conduct. Mr. Ford agreed to raise the issue with one of the Board committees. Mr. Bernstein offered to have the Performance Monitoring and External Relations Committee consider the LAC's request.

Mr. Ajegba noted recent discussions where the LAC gave some consideration to changing their meeting time to accommodate attendance by a Board Member. Ms. Burke indicated that meeting at an alternate time would be difficult due to

scheduling conflicts of some LAC members and the low availability of paratransit rides during peak times. Mr. Ford indicated that the LAC's agenda now has a permanent placeholder for items to be considered by Board Committees, or the full Board.

7.0 *Question Time*

There were no questions for Mr. Ford.

8.0 *Old Business*

There was no Old Business.

9.0 *New Business*

Mr. Bernstein moved the following resolution with support from Mr. Nacht.

9.1 *Consideration of Resolution Adopting 2010-2013 Capital and Categorical Grant Program*

WHEREAS, the Ann Arbor Transportation Authority (AATA) is required to develop a four-year program of projects for inclusion in the Transportation Improvement Program (TIP) in order to be eligible for federal funds, and

WHEREAS, the four-year program is required to be submitted to the Washtenaw Area Transportation Study (WATS) to be included in the TIP development process, and

WHEREAS, the AATA is required to submit the program for FY 2011 – FY 2013 to the Michigan Department of Transportation (MDOT) by February 1, 2010 as part of the annual application for FY 2011 funding, and

WHEREAS, the AATA has developed a current program for FY 2010-2014 by updating and revising the previously-adopted program, and

WHEREAS, the attached program has been developed to be consistent with potential funding and to conform with various federal and state requirements.

NOW, THEREFORE, BE IT RESOLVED, that the Ann Arbor Transportation Authority Board of Directors hereby adopts the FY 2010-2014 Capital and Categorical Grant Program.

David Nacht noted that the Capital and Categorical Grant Program contained projects

that will result in jobs in the community which is the purpose of the ARRA Act, and that it was nice to see that AATA can help the local economy while at the same advancing AATA's mission.

The motion passed unanimously.

Mr. Bernstein moved the following resolution with support from Mr. Griffith.

9.2 *Consideration of Resolution Authorizing Execution of a Contract for Door and Window Replacement*

WHEREAS, the replacement of doors/windows in the administration section of the building is included in the renovation of the AATA facility and federal and state grant funds are available for this purpose, and

WHEREAS, replacement of a request for proposals was issued and advertised, and

WHEREAS, proposals were received from (5) companies, and

WHEREAS, the proposal of JC Beal Construction Company was responsive and responsible and had the lowest cost,

NOW, THEREFORE, BE IT RESOLVED that the AATA hereby authorizes the CEO to execute a contract with JC Beal Construction Company for \$169,950.

The motion passed unanimously.

Mr. Griffith moved the following resolution with support from Mr. Robben.

9.3 *Consideration of Resolution Authorizing Submission of FY2011 Application to Michigan Department of Transportation*

WHEREAS, pursuant to Act 51 of the Public Acts of 1951, as amended (Act 51), it is necessary for the Ann Arbor Transportation Authority (AATA) established under Act 55 of 1955 to provide a local transportation program for the state fiscal year of 2011 and, therefore, apply for state financial assistance under provisions of Act 51; and

WHEREAS, it is necessary for the AATA, to name an official representative for all public transportation matters, who is authorized to provide such information as deemed necessary by the State Transportation Commission or department for its administration of Act 51; and

WHEREAS, it is necessary to certify that no changes in eligibility documentation

have occurred during the past state fiscal year; and

WHEREAS, the performance indicators for this agency have been reviewed and approved by the AATA; and

WHEREAS, the AATA, has reviewed and approved the proposed balanced budget, and funding sources of estimated federal funds \$2,869,400, estimated state funds \$6,611,800, estimated local funds \$10,250,700, estimated fare box \$4,705,000, estimated other funds \$181,000, with total estimated expenses of \$24,617,900.

NOW THEREFORE, be it resolved that the AATA hereby makes its intentions known to provide public transportation services and to apply for state financial assistance with this annual plan, in accordance with Act 51; and

HEREBY, appoints Michael G. Ford as the Transportation Coordinator, for all public transportation matters, who is authorized to provide such information as deemed necessary by the State Transportation Commission or department for its administration of Act 51 for 2011.

The motion carried with four affirmative votes. Mr. Ajegba abstained.

Mr. Nacht moved the following resolution with support from Mr. Bernstein.

9.4 *Consideration of Resolution Adopting a 21-Month Purchase of Service Agreement with the City of Ypsilanti*

WHEREAS, the City of Ypsilanti adopted a resolution committing funds for the local share of the cost of transit service to June 30, 2011, and

WHEREAS, the AATA committed federal stimulus (ARRA) funds to pay a portion of the local share of cost for transit service in Ypsilanti and Ypsilanti Township in order to continue the current level of service, and

WHEREAS, the City of Ypsilanti requested that the AATA provide a purchase of service agreement (POSA) through June 30, 2011, and

NOW, THEREFORE, BE IT RESOLVED that the AATA hereby authorizes the CEO to execute a POSA with the City of Ypsilanti for the period 10/1/2009 – 6/30/2011 for the continuation of service at a total cost to the City of Ypsilanti of \$312,330.

Mr. Nacht thanked staff for their efforts which resulted in locking in transit for the Ypsilanti community. Mr. Bernstein echoed Mr. Nacht's gratitude to staff for defining an agreement that makes sense within AATA's budget and financial structure. Charles

Griffith commended the City of Ypsilanti for coming up with a creative proposal which will hopefully prevent a financial problem from coming up in the short run that would be difficult to solve.

The motion passed unanimously.

Mr. Bernstein moved the following resolution with support from Mr. Griffith.

9.5 *Consideration of Resolution Advancing a Plan for Shaping the Future of Public Transit in Washtenaw County*

Whereas, the Ann Arbor Transit Authority (AATA) was chartered by the City of Ann Arbor in 1969 and has provided public transit services to city residents supported by a millage and to surrounding communities, supported by Purchase of Service Agreements (POSAs), and

Whereas, public transit is a critical part of the regional infrastructure and an essential catalyst for sound development patterns and future economic growth, and

Whereas, Washtenaw County continues to grow in population and continues to evolve as a major economic engine within the State of Michigan and is a destination for employment, entertainment, education and recreation, and

Whereas, a number of plans and proposals have been set forth by various agencies within the county to provide transit infrastructure, and

Whereas, a comprehensive public transit system requires long-term plans which include the perspective of the needs of the area's citizens and institutions, and

Whereas, long-term plans require benchmarks and strategies for implementation, therefore,

Be it resolved that:

The AATA Board adopts the Plan for Shaping the Future of Public Transportation in Washtenaw County, and

Work on this Plan commences immediately to educate the public on current AATA operations and services as well as various transit options for future consideration, and

By summer of 2010, AATA will produce a Draft Transit Service Plan for discussion with all stakeholders. The Plan will include, but is not limited to a vision of public

transit services to be provided over the course of the next 25-30 years and potential funding options to capitalize and maintain this Plan, and AATA will identify and implement governance structure changes necessary for the provision of these services.

Through the end of 2010, AATA or its successor organization will finalize the Plan, after providing all stakeholders with the opportunity to comment and provide input, and

By the beginning of 2011, the new governance structure will present a 3-5 year strategic plan to commence implementation of the Plan.

Jesse Bernstein announced that this is very important work. Mr. Bernstein indicated that the presentation and data received earlier in the meeting was very helpful, and now it was time to undertake a “Ready, Aim, Fire” approach to shaping the future of public transit in Washtenaw County. Mr. Bernstein noted that “Ready” was outlined in the resolution as the process of spending the next six months talking with the relevant stakeholders, including the public, local political leaders, staff and elected officials, and the three local universities to get an idea of what everybody wants and needs. The other side of that is, “What is possible?”

Mr. Bernstein indicated that he was very glad to hear that people generally think AATA is doing a good job. Mr. Bernstein stated that it will be important for the community to understand how AATA measures itself internally and through benchmarking against other systems that are similar. Mr. Bernstein added that it will be critical to define what is possible – what AATA could be doing in public transit, and defining a 25 to 30 year plan that outlines where the agency currently is, and where it wants to go. The long term plan will include several three to five year plans on how to get there. This will include an education and listening campaign.

Mr. Bernstein defined “Aim” as coming up with a proposed countywide service plan and then presenting the plan to stakeholders and soliciting their input. Then the plan will be refined, and revised, and the components of governance and funding included. By the end of the 12 month period, Mr. Bernstein sees the process as being ready to “Fire”. This would entail having the governance structure in place, having a strategy for funding, and definition of where the agency is going outlined in a 25-30 year plan.

Mr. Bernstein indicated that the data talked about earlier in the meeting can be used to come up with the plan everyone can get behind so that those who are transit dependent will have the service that they need, and those who do not ride will still support the program.

Mr. Nacht applauded the work of the PMER committee and Mr. Bernstein, its Chair.

Mr. Bernstein responded to a question on whether the plan includes a marketing strategy. Mr. Bernstein indicated that there are two consultant proposals related to the project: a marketing and public relations contract that will support the effort and the transit operation piece. Both of them will work together and be responsive to discussions with the community.

Michael Ford responded to the concern raised during public time indicating that there will be an education piece to include significant engagement of stakeholders. The public engagement and information process can be used as a model for the future, and will define the way that AATA will provide information going forward.

The motion passed unanimously.

10.0 *Public Time*

Nancy Kaplan appeared before the Board and asked if planning out 25 to 30 years meant that there was census data anticipating a population increase.

Jesse Bernstein responded that transit planning interacts with growth and development. Mr. Bernstein provided an overview of the development along Washtenaw Avenue over the years, and noted the importance of having a long term vision so that plans can be made with government entities on what transit services are needed.

Ms. Kaplan noted that WALLY train service was not favored in the survey. Mr. Bernstein responded that there are many other options that are not heavy rail but that provide better support to development and planning than other forms of service. Mr. Bernstein restated the need to engage relevant stakeholders to know what options are desired so that a decision can be made on what type of transit service to have in the future.

Thomas Partridge appeared before the Board. Mr. Partridge commented on his attendance at a University of Michigan conference that brought together Ford Motor Company and other major corporations who are planning advanced transportation systems and implementing those systems in other countries. Mr. Partridge outlined his political ambitions. Mr. Partridge suggested that in planning for a countywide transportation system, it is vital that Board meetings take place in a larger venue and be televised. Mr. Partridge suggested that the public currently does not know what AATA is about, or what AATA is planning.

Jim Mogensen appeared before the Board. Mr. Mogensen commented on a survey of Washtenaw County voters conducted by the library via email. Mr. Mogensen commented on the results of the telephone survey of voters related to AATA and speculated that how questions are asked have a direct impact on the results. Mr. Mogensen suggested that the stakeholders who are planners are most likely to get what they need.

Carolyn Grawi appeared before the Board. Ms. Grawi commented on the absence of AATA representation at a recent Pittsfield Township master planning session. Ms. Grawi commented on the impending bus service on Research Park Drive. Ms. Grawi indicated that AATA's communication needs to be broader; and that placing information on the website is not enough. Ms. Grawi noted that the presentation on the survey results was not accessible and that the public does not have access to the Board's website where the presentation was posted. Ms. Grawi stated that community members need to be part of the Blake Transit Center (BTC) redevelopment, and that the BTC discussions and all discussions related to AATA, need to be open and have a member of the community at the table.

No one further appearing, Mr. Ajegba declared Public Time closed.

11.0 *Adjourn*

Mr. Bernstein moved to adjourn the meeting with support from Mr. Robben. The motion passed unanimously. The meeting adjourned at 8:17 p.m.

Respectfully Submitted,

Charles Griffith, Secretary

Ann Arbor Transportation Authority
Public Hearing Transcript
Fiscal Year 2010 ARRA Program of Projects
January 20, 2010

Paul C. Ajegba (AATA Board Chair)

Mr. Ajegba opened the Public Hearing at 6:38 p.m.

Mr. Ajegba Chris White is distributing a copy of the document that explains what the public hearing is about. The Ann Arbor Transportation Authority is in the process of applying for Federal stimulus funds from the American Reinvestment and Recovery Act of 2009. These stimulus funds were apportioned to the Ann Arbor urbanized area, and the AATA is the designated recipient. A total of \$6,450,056 was apportioned. In fiscal year 2009 we spent a total of \$4,260,000 on approved projects. Now we would like to use the other \$2,290,000 for the designated projects you see in the handout. The hearing is now open for public discussion and comments.

Thomas Partridge My name is Thomas Partridge and I do have comments pertinent to the economic stimulus projects advanced by the Obama administration through the U.S. Congress. The projects that I have been informed about are part of the AATA's application for funding as I understand are not projects that will expand the AATA's routes to cover areas not currently covered in the county, will not advance, as I understand it, expand the bus fleet or bus driver personnel, support personnel, to support a countywide system, and it certainly begs the question, "How come?" How can the AATA Board of Directors and administration, in this very historic time of the new Obama administration passing through Congress an economic stimulus act known as the ARRA act neglect to apply for funding these vital areas? How can the AATA Board of Directors and management rely on old thinking and old programs that have not served the residents of the 7th or 15th Congressional districts well? And indeed have contributed to the loss of a vital House of Representatives committee chairmanship by Representative Dingell. I am challenging the AATA Board of Directors to amend the applications for funding as I understand to include funding for the principal reason for expanding bus and complementary, that is, very important additional group ride transportation for seniors and disabled persons throughout the county.

Mr. Ajegba Thank you, Mr. Partridge. Are there any other comments from the audience? Hearing none, I declare the public hearing closed.

The Public Hearing closed at 6:42 p.m.



**A COMMUNITY ATTITUDE SURVEY
OF WASHTENAW COUNTY VOTERS
REGARDING AATA**

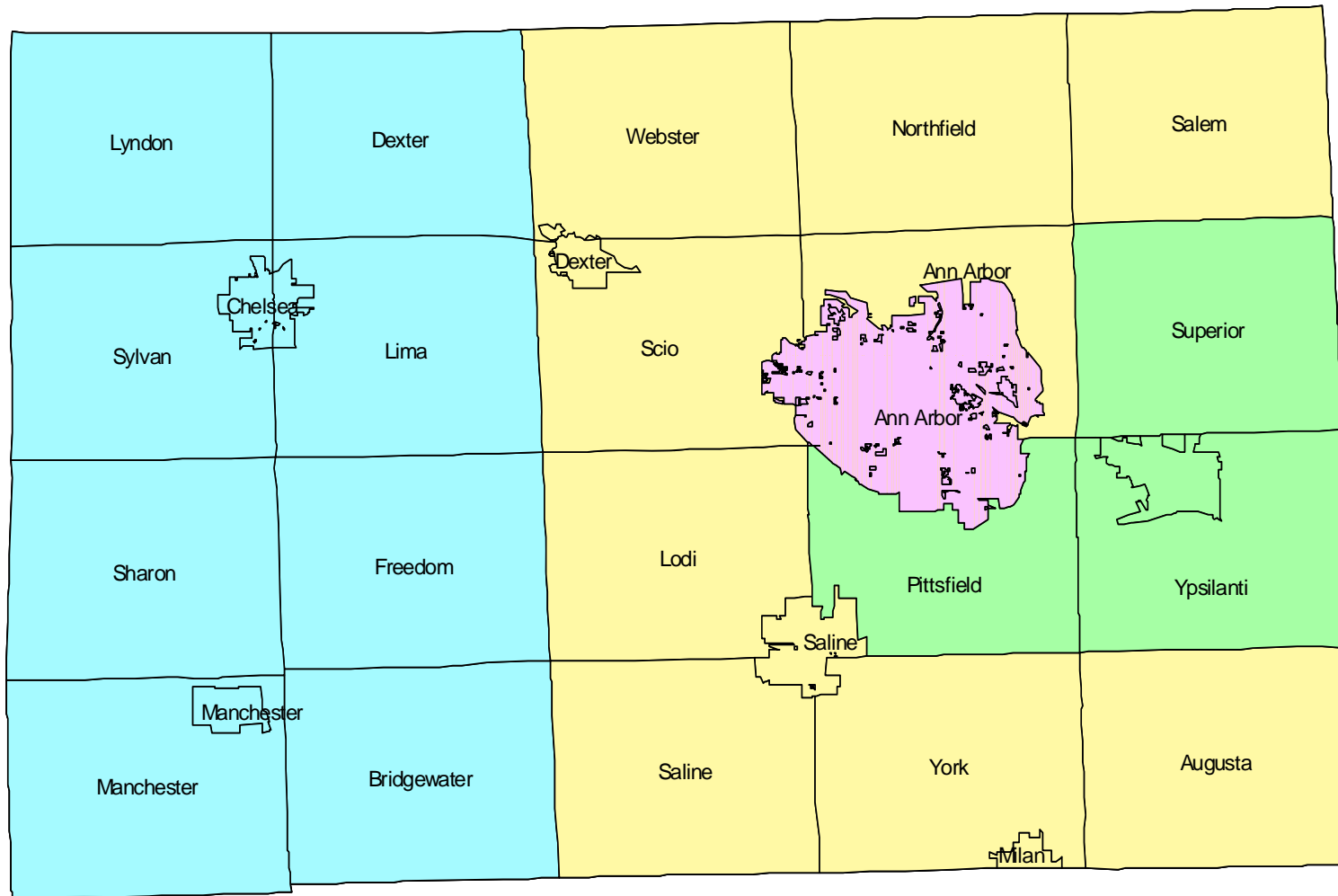
October 2009

A study conducted jointly by:



Introduction

Figure 1 Washtenaw County divided into analysis regions

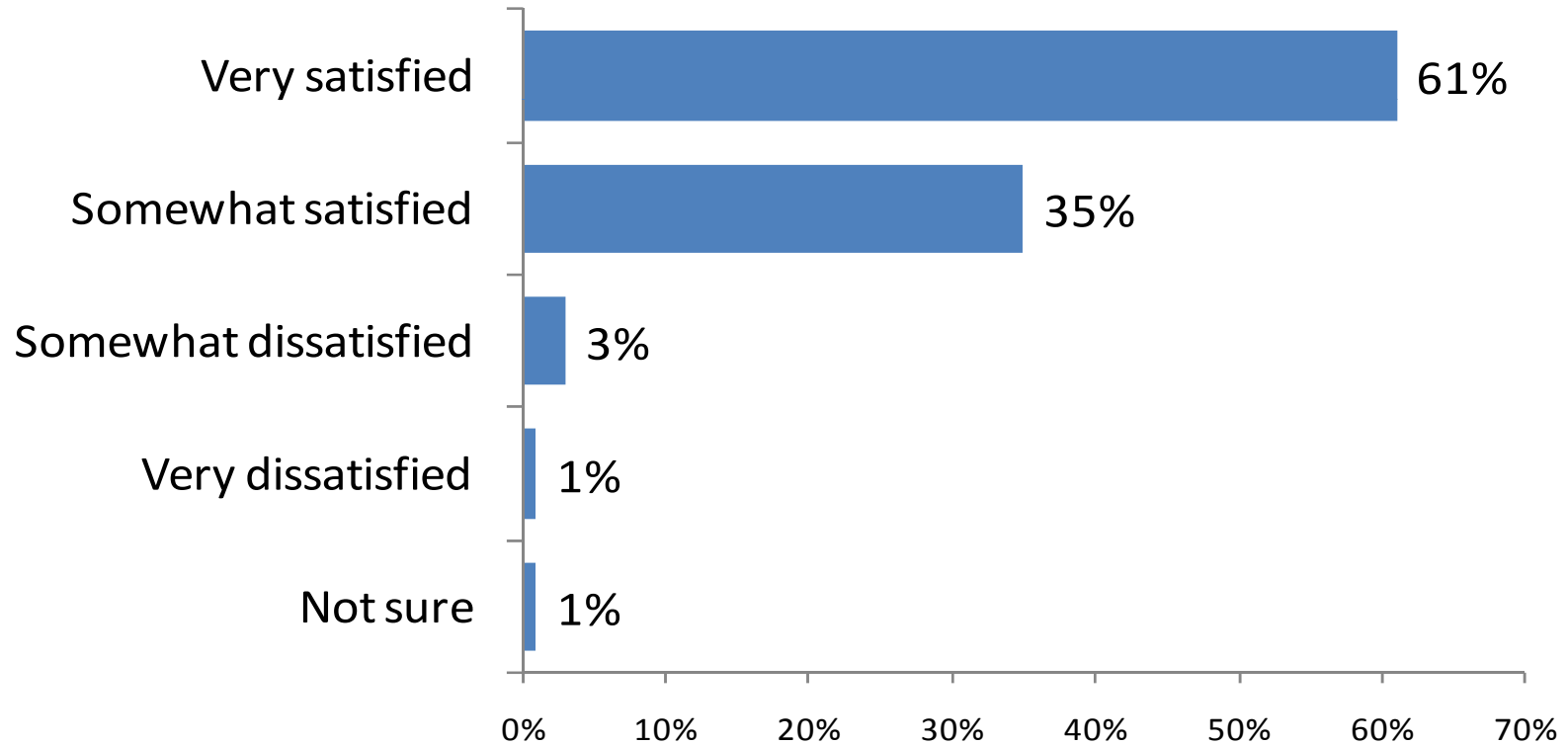


Background: Attitudes Toward Change of Quality of Life in Washtenaw County

Satisfaction with living in Washtenaw County

Almost all voters are very or somewhat satisfied with Washtenaw County as a place to live

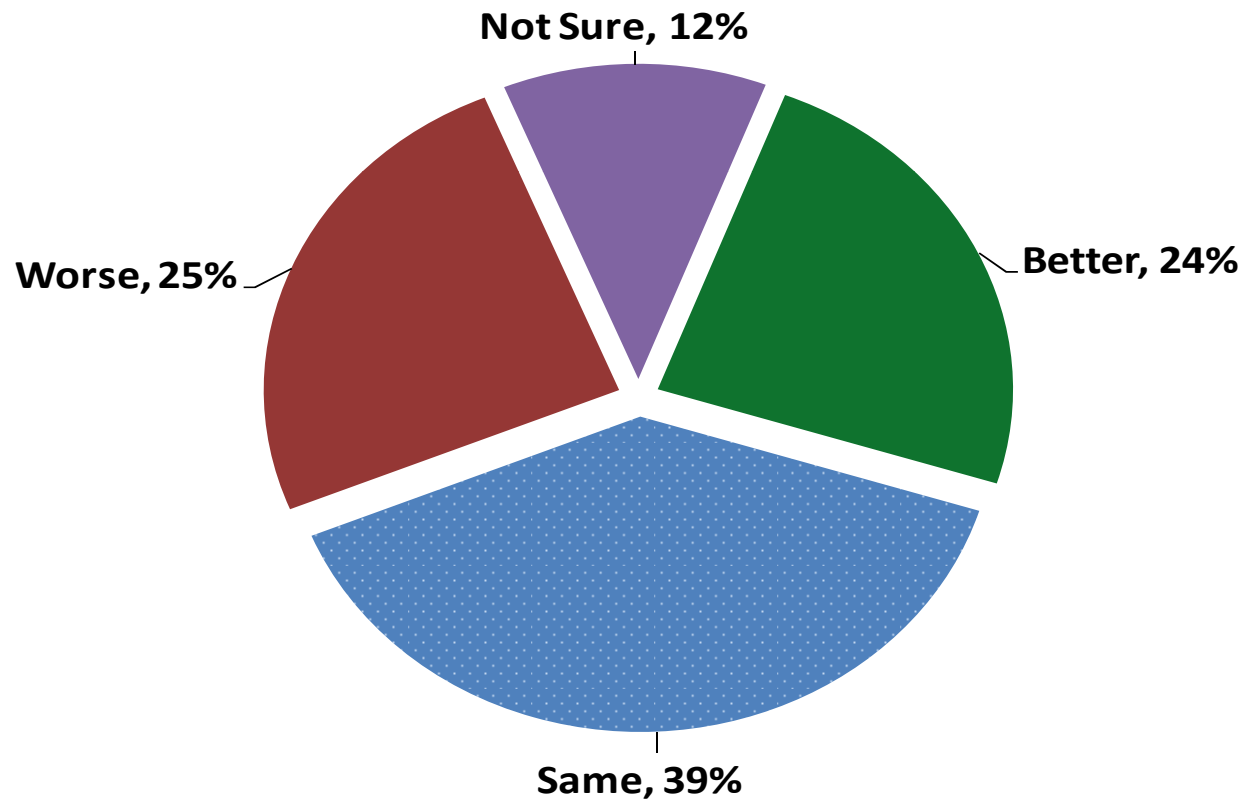
Q1. Overall, how satisfied are you with Washtenaw County as a place to live?



Is the sense of movement locally positive or negative?

Voters are divided on whether Washtenaw County is a better or worse place to live today than it was five years ago

Q2 In your opinion, is Washtenaw County a better place to live than it was five years ago or is it a worse place to live?

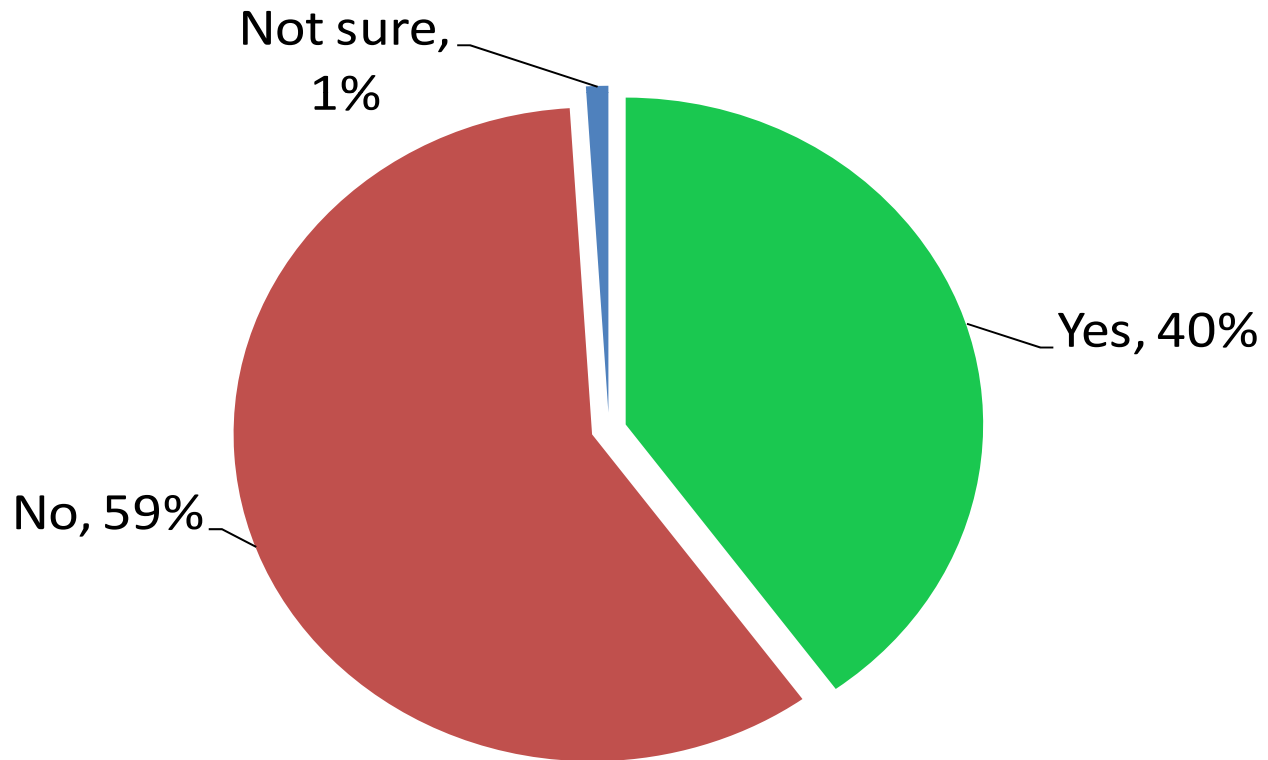


Use of and Opinions toward AATA and Transit Service in General

Voter's use of AATA

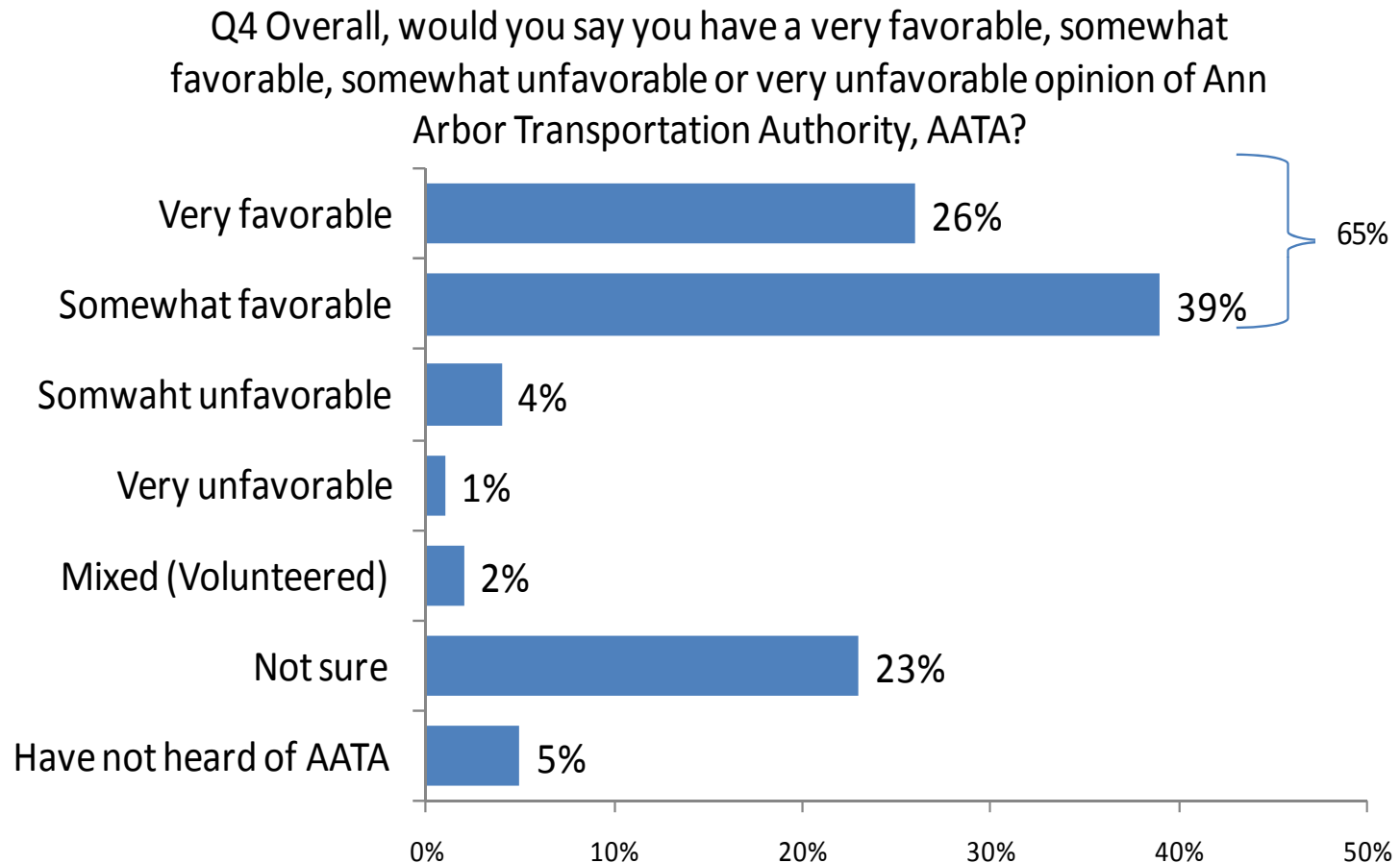
Forty percent (40%) of survey respondents said they or a household member had ridden AATA buses in the past year

Q11. Have you or has anyone in your household ridden any of AATA's buses in the past year?



Opinions of AATA service

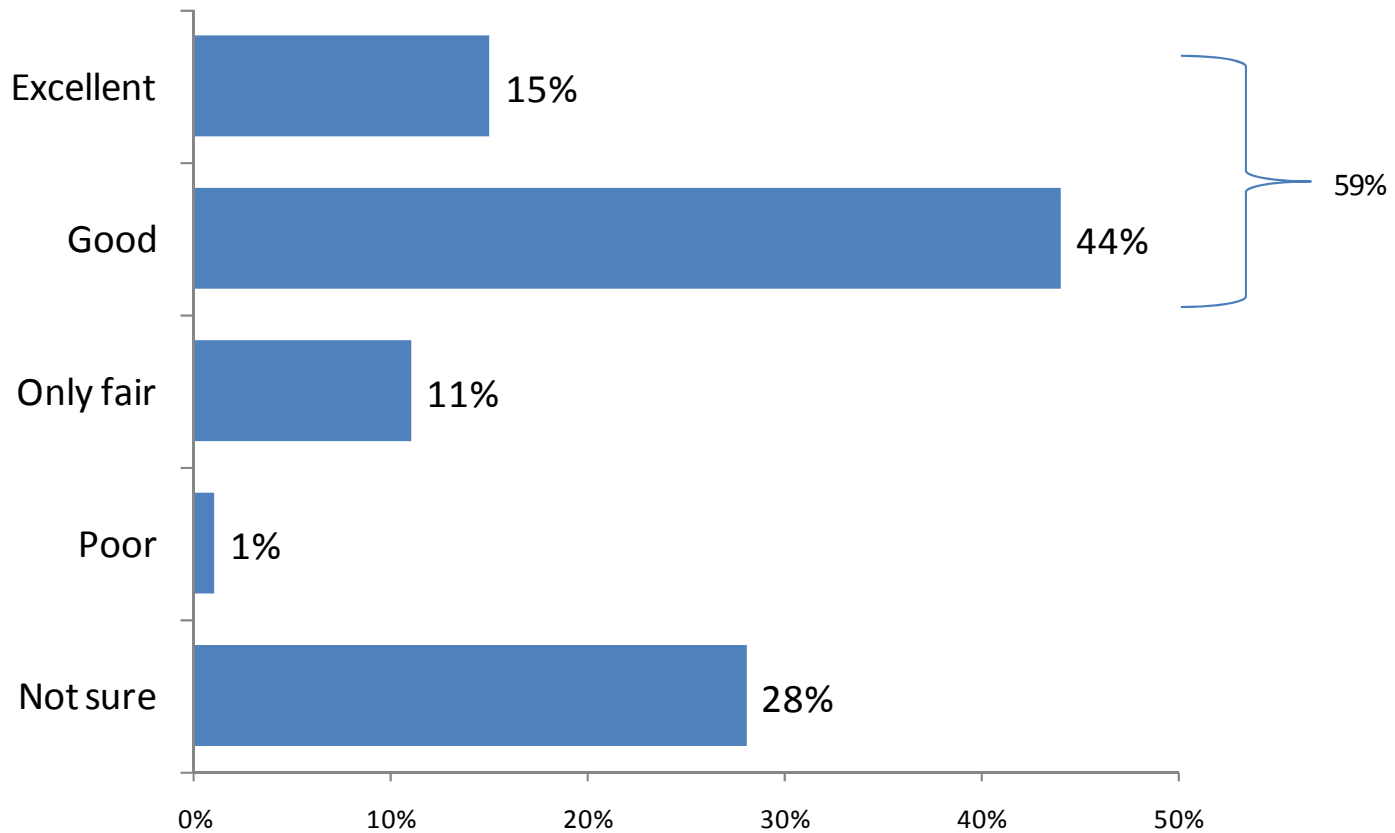
Almost all voters are aware of AATA and two-thirds have a favorable opinion of it



AATA Job Rating

A majority also give AATA a positive job rating

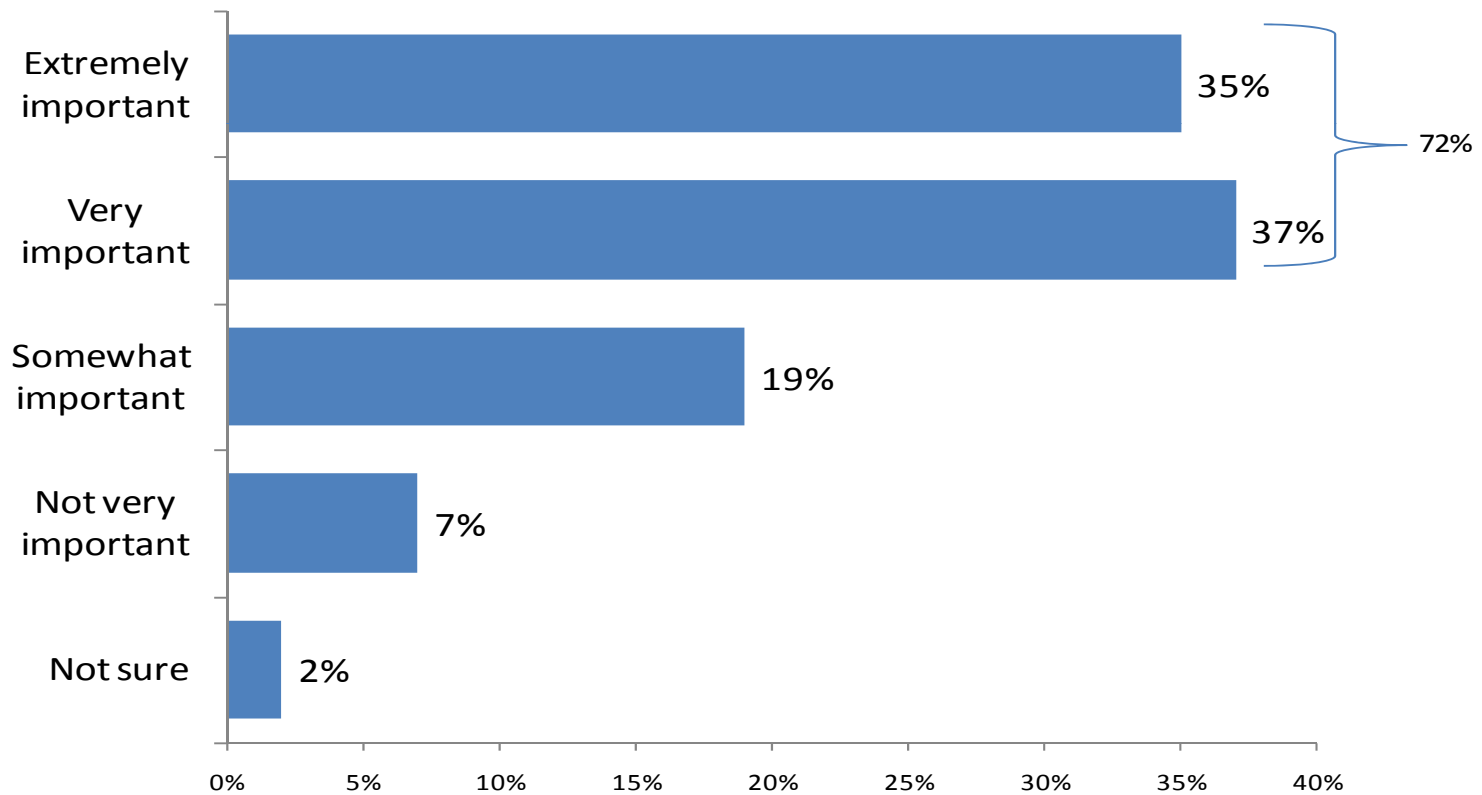
Q9 How would you rate the job AATA currently does of providing public transit services?



How important do voters believe it is to provide public transit?

Almost three-fourths of voters think it is extremely important or very important to provide transit services in Washtenaw County

Q10. How important do you think it is to provide public transit services in Washtenaw County?

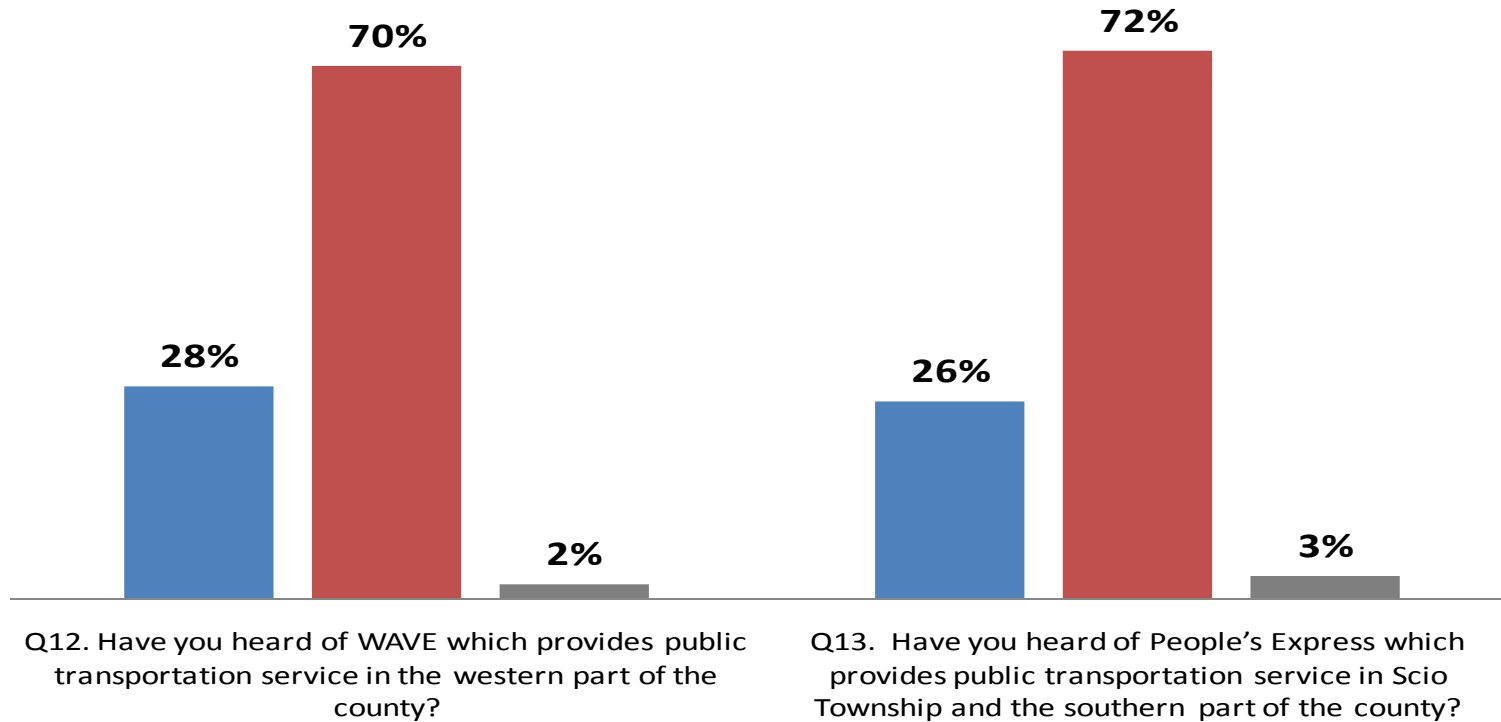


Awareness of transit services other than AATA in Washtenaw County

Slightly more than one-fourth of voters have heard of either WAVE and/or People's Express

Awareness of transit services other than AATA

■ Heard of ... ■ Have not heard of... ■ Not sure

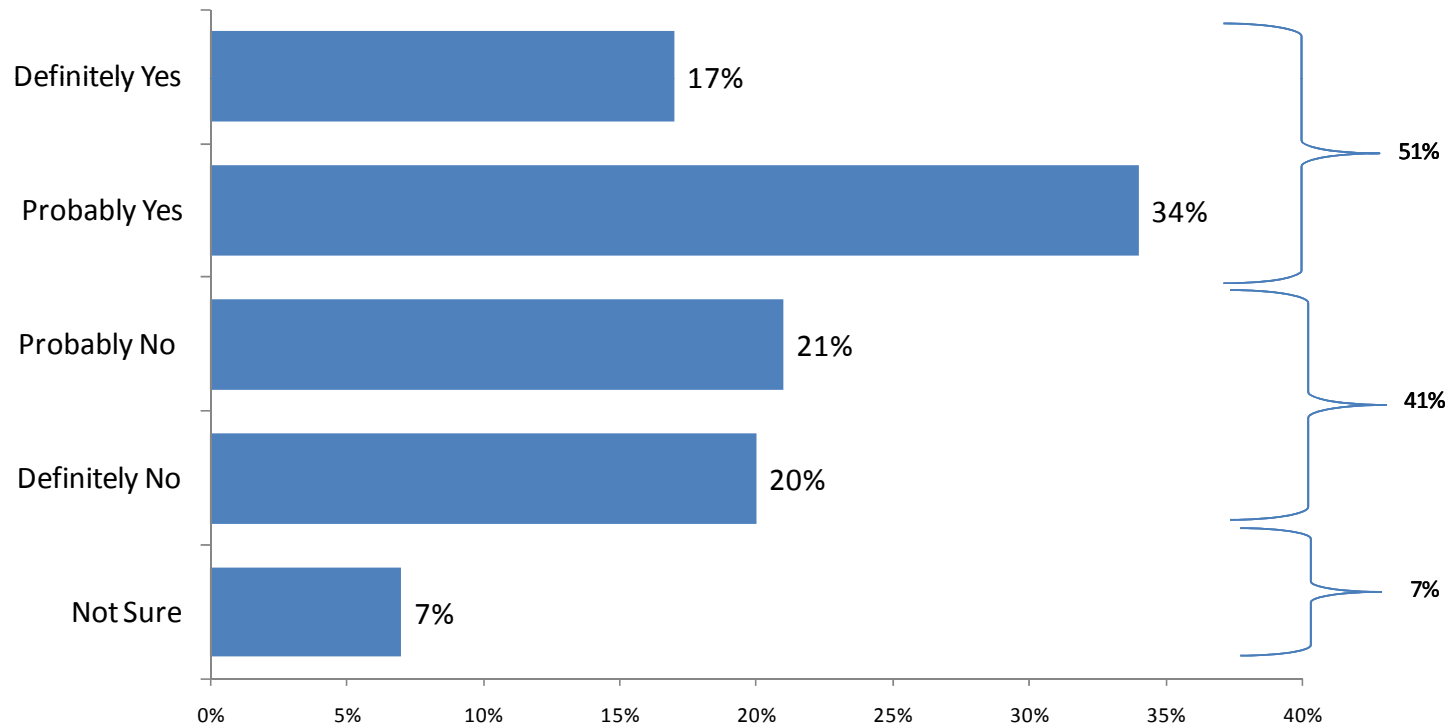


The Initial Vote on a Tax Increase

How people voted at the outset of the survey

Only half (51%) of the voters would support a one mil property tax increase for AATA initially

Q5 Sometime next year, the Ann Arbor Transportation Authority, AATA, may have a tax issue on the ballot for the purpose of providing and expanding public transportation throughout all of Washtenaw County. Assuming that it would increase property taxes by one mil?

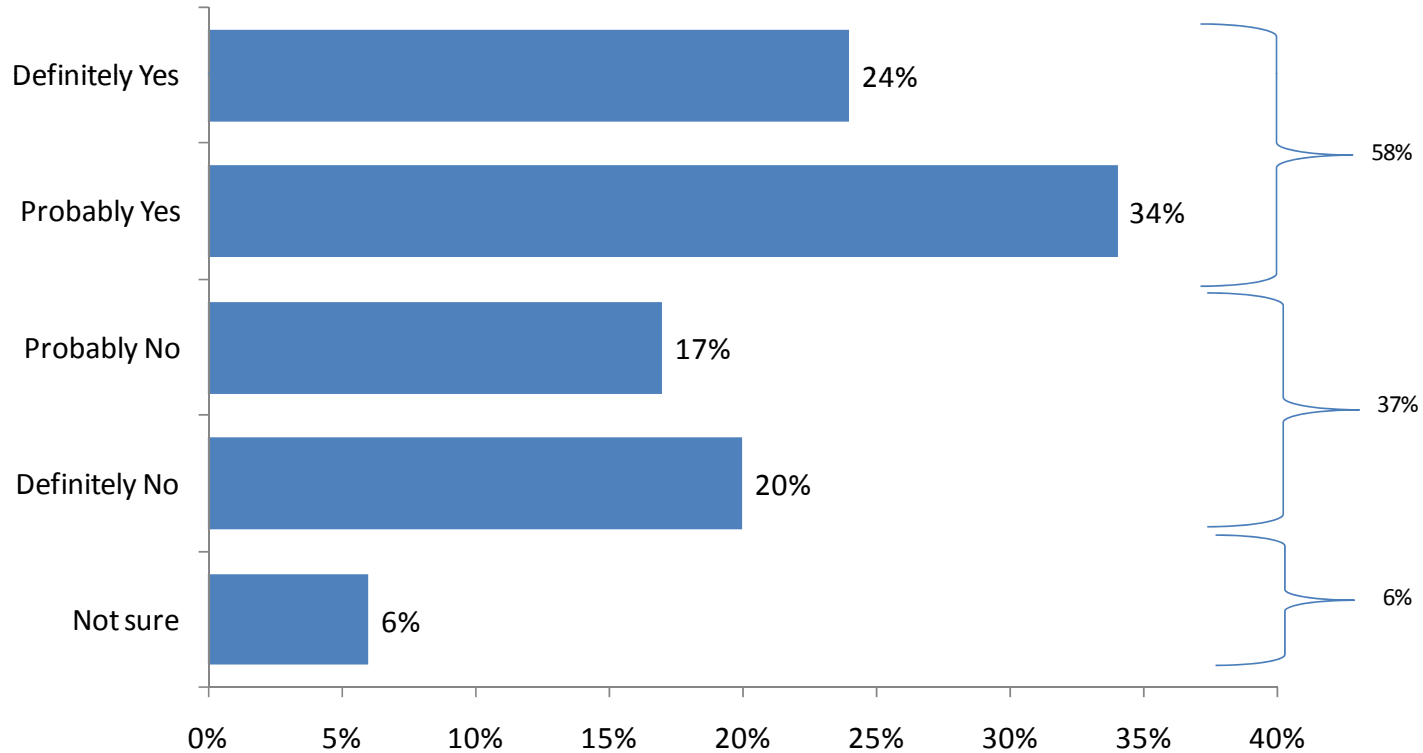


Second Vote on a Tax Increase

How people voted at the conclusion of the survey

Support for the tax increase went up after voters heard arguments both for and against it

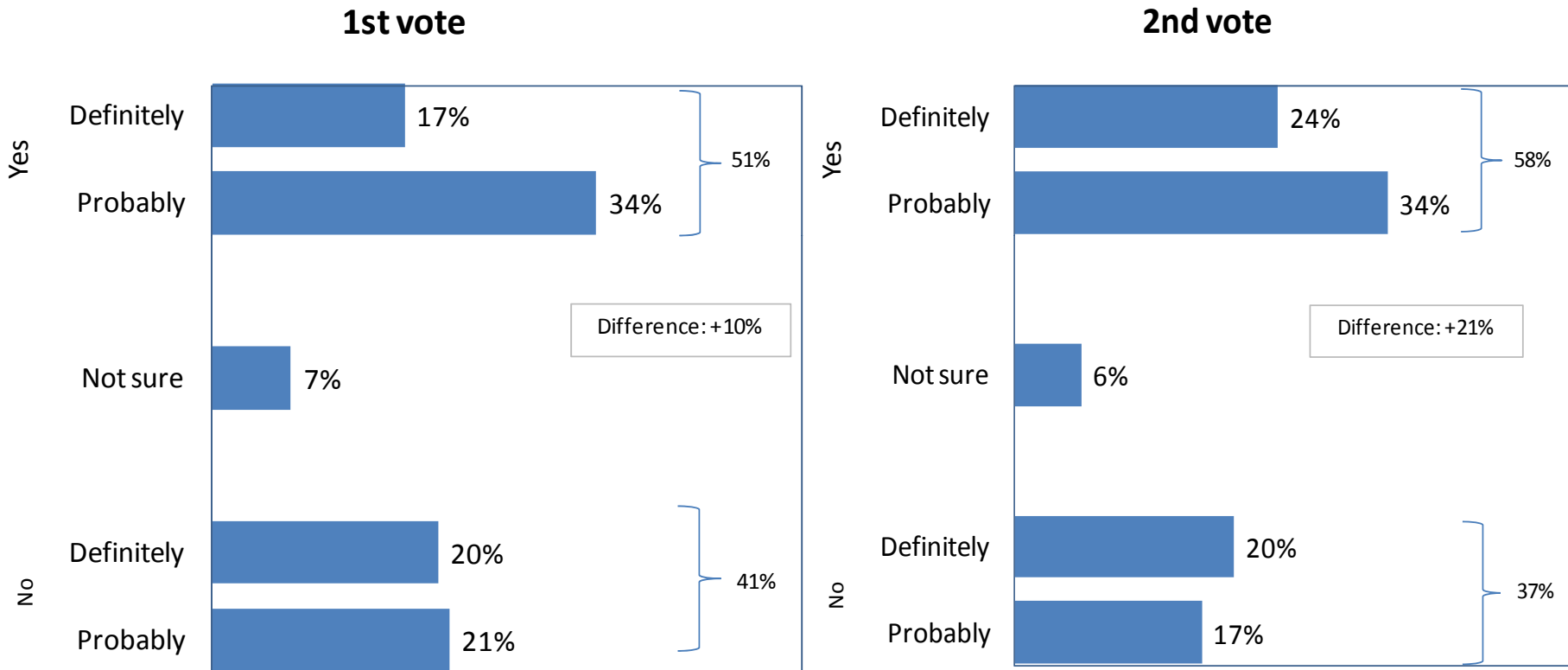
Q22. Thinking again about the one mil increase in the property tax for AATA and All of the things we've talked about, if an election were held today, would you Definitely vote Yes, Probably vote Yes, Probably vote No or Definitely vote No on this one mil property tax increase to expand public transit services throughout the county?



Consistency and Movement in a Property Tax Vote

Strength of support or opposition

Much of the support for the levy is “soft” in that it includes a plurality of voters who said they would “probably” rather than “definitely” vote “Yes”



Consistency and movement of vote before and after exposure to pro and anti-tax statements

Vote consistency or movement

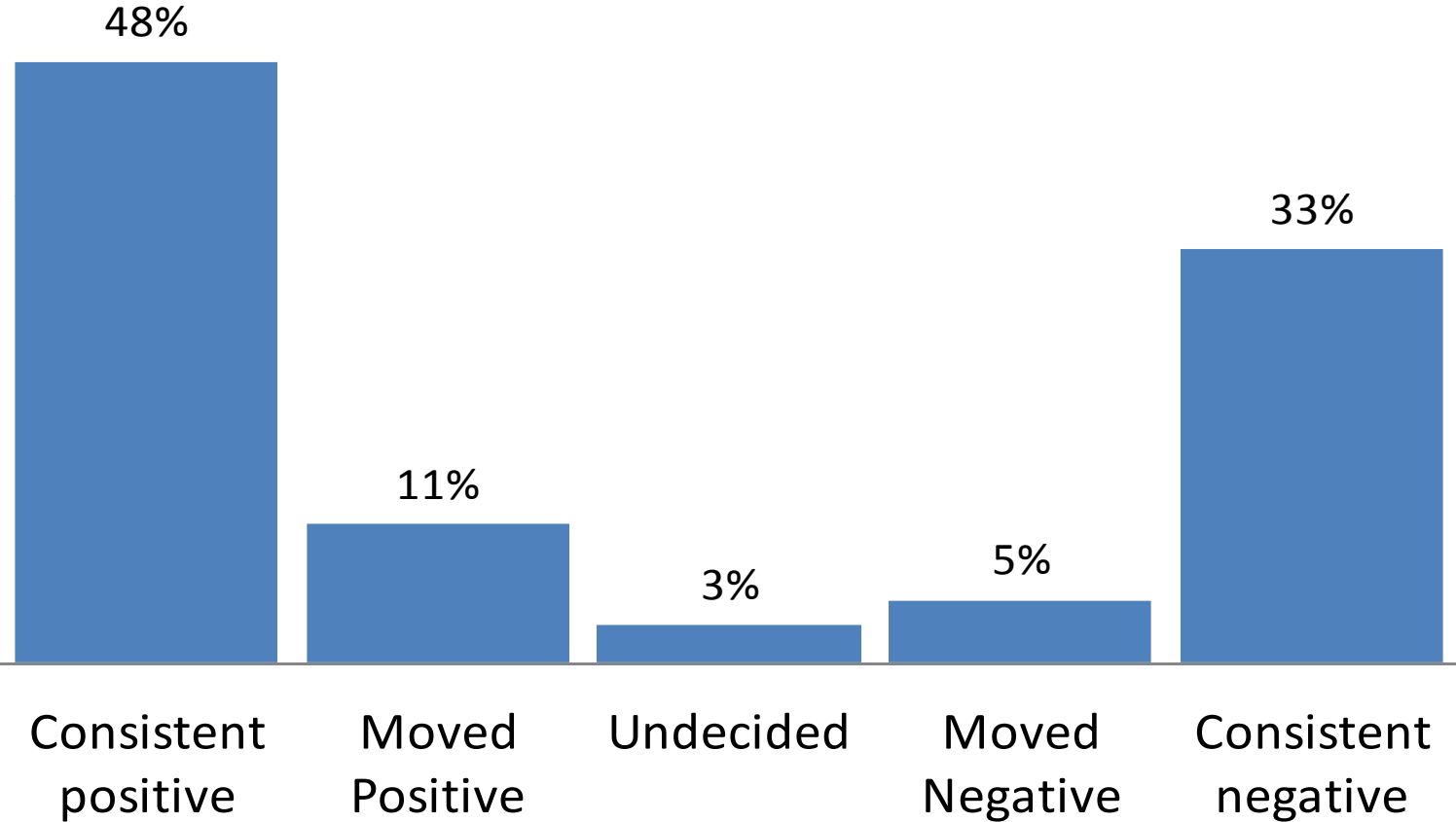


Figure 21 Demographics of the vote consistency and vote movement groupings (row percent)

		Demography of vote consistency (Row %)			
		Consistent positive	Moved positive	Undecided or moved negative	Consistent negative
Survey region	City of Ann Arbor	57%	9%	7%	27%
	Ypsilanti City and Township, and Pittsfield Township	50%	15%	10%	25%
	City of Saline and the eastern townships	43%	11%	7%	39%
	City of Chelsea and the western townships	36%	10%	5%	49%
Was the respondent male or female	Male	46%	10%	6%	38%
	Female	51%	12%	9%	28%
Age	18 to 34	60%	19%	8%	14%
	35 to 49	46%	13%	8%	33%
	50 to 64	52%	8%	6%	35%
	65 and older	42%	11%	10%	38%
Income	Less than \$30	48%	16%	9%	27%
	\$30 to \$60	51%	10%	5%	34%
	\$60 to \$100	53%	10%	6%	30%
	More than \$100	53%	9%	4%	33%
Are you currently a college student	Yes	56%	21%	5%	18%
	No	48%	10%	8%	34%
Do you consider yourself to be a Democrat, Republican or Independent	Democrat	61%	13%	6%	20%
	Republican	31%	13%	7%	49%
	Independent	43%	9%	8%	41%
Have you or anyone in your household ridden any of AATA's buses in	Yes	69%	11%	5%	16%
	No	36%	11%	9%	44%
	Not sure	21%	23%	15%	41%

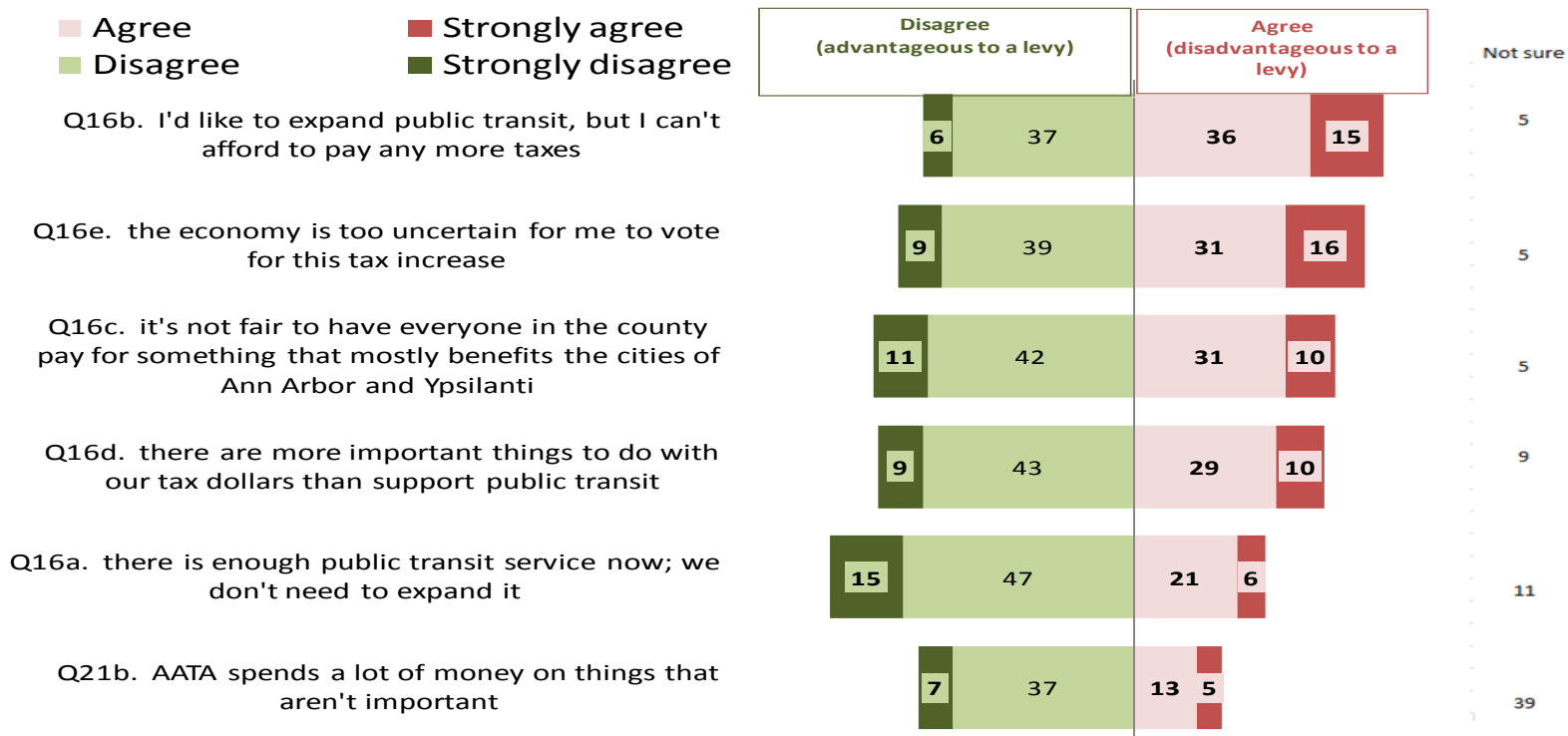
Reasons People Vote Against a Tax to Expand Transit Services

Anti-levy arguments

Half of the voters are concerned about the economy and whether they can afford a tax increase. There is much uncertainty, and thus potential volatility, about AATA spending

Agreement / disagreement with statements that would undermine a vote for a transit tax

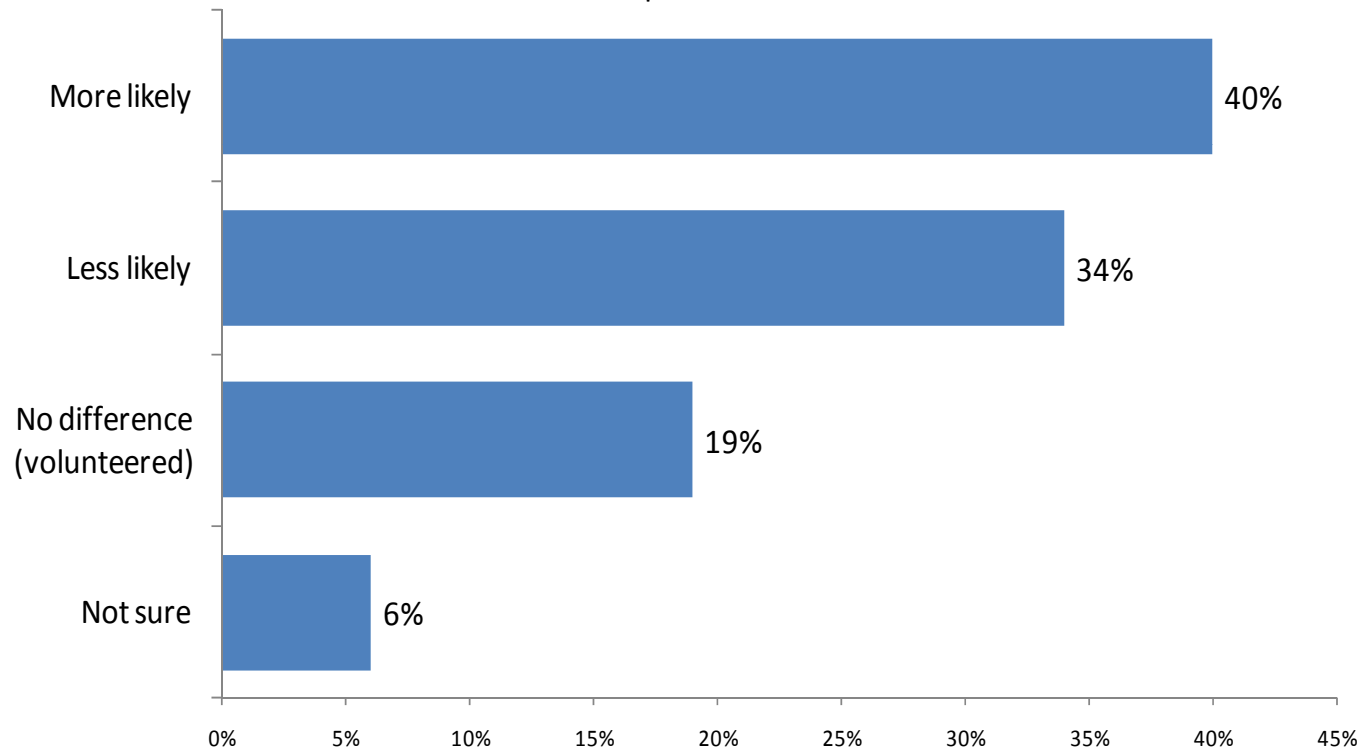
(Total "don't know" shown at ends of bars.)



The cost of the tax

Voters were somewhat divided when provided the dollar cost of the property tax

Q7. What if you knew that this tax increase would cost the owner of a two hundred thousand dollar home about eight dollars a month more in taxes. Knowing that, would you be more likely or less likely to vote for the one mil tax increase to expand public



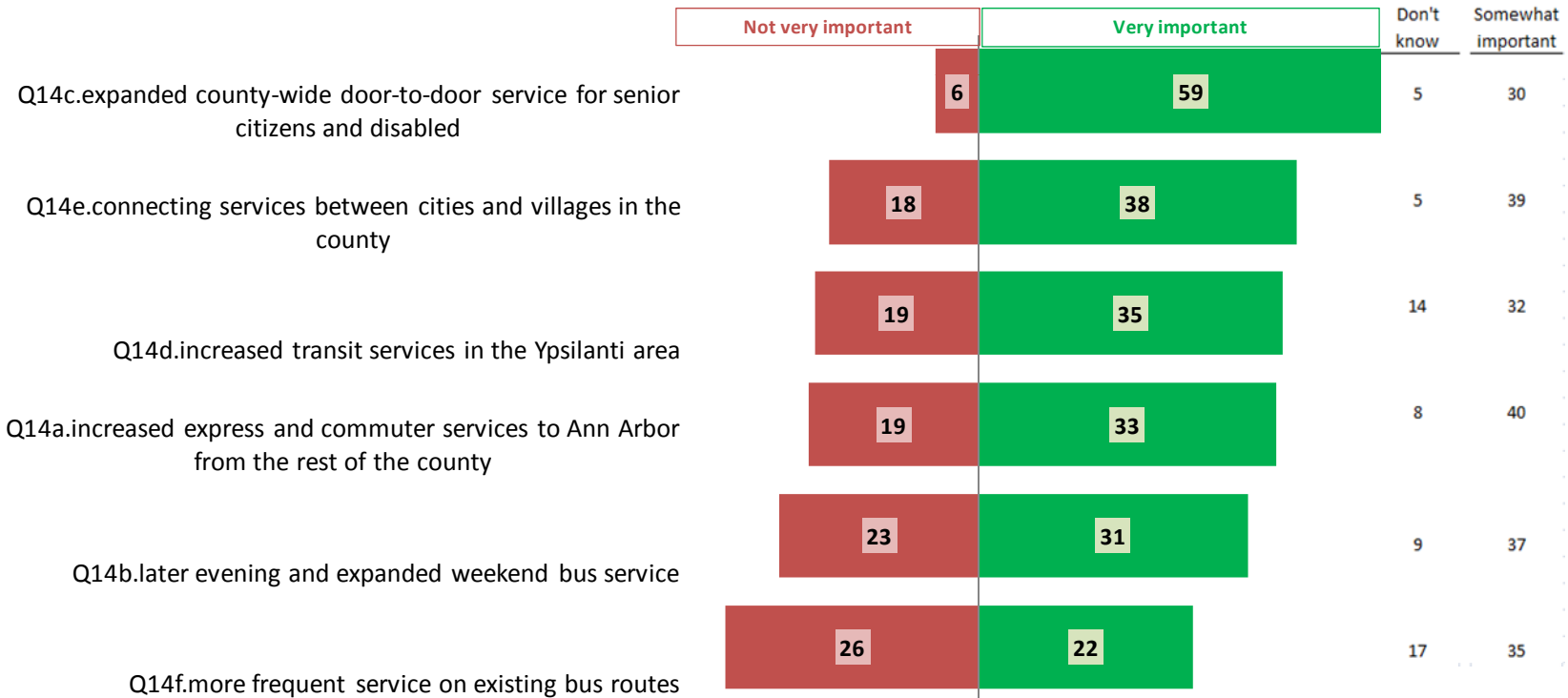
Arguments in Favor of a Tax to Expand Transit Services

Importance of selected service improvements

Only one of the specific service improvements examined – services for seniors and those with disabilities -- tested very well

Importance of services AATA could provide if a levy passes
 (Total "don't know" and "somewhat important" shown at ends of bars)

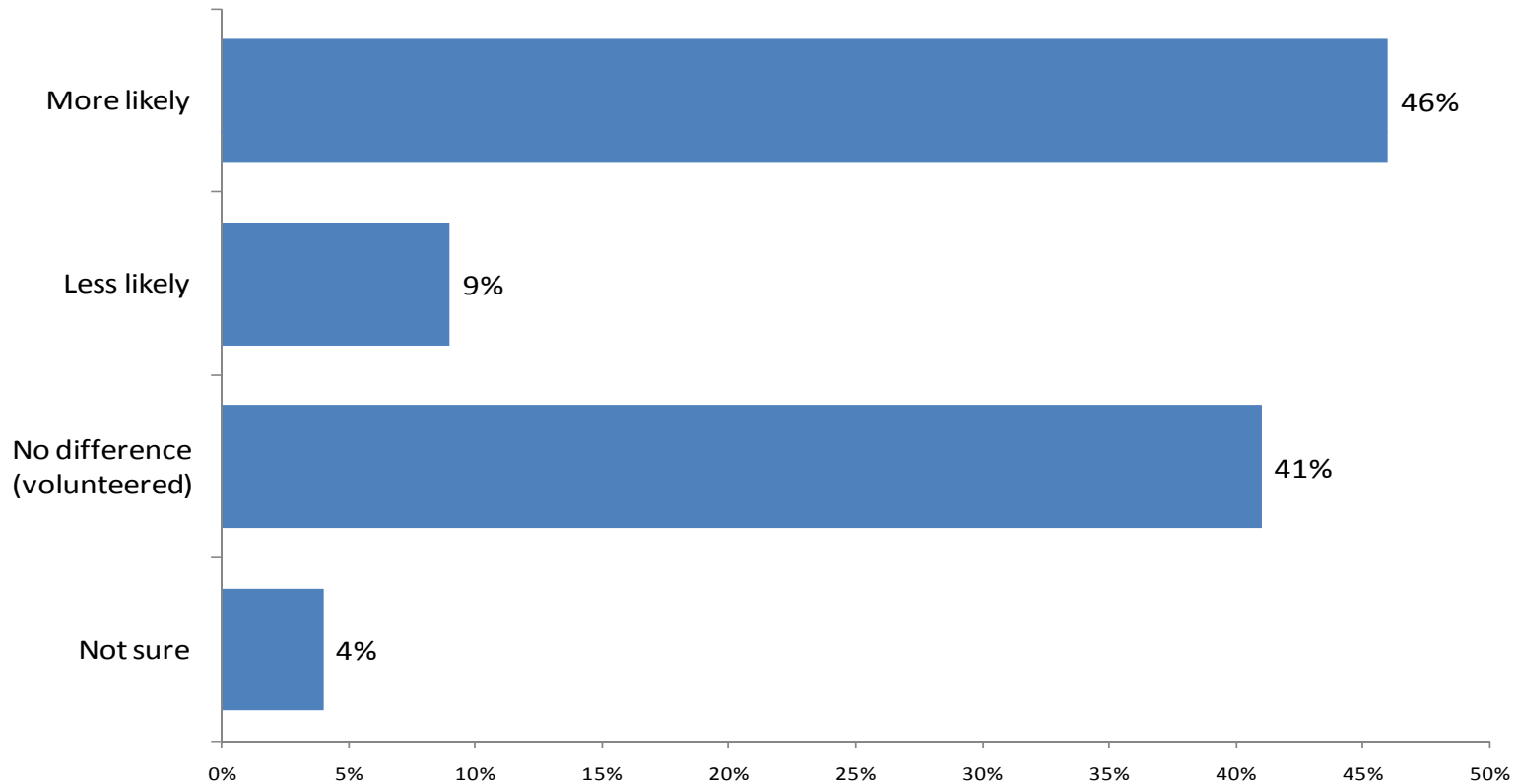
■ Not very important ■ Very important



Impact of the expansion and improved coordination of service

Voters responded favorably when told that the three transit services in the county will be expanded and more coordinated

Q15. What if you knew that if this one mil tax increase is approved by voters, transit services provided by AATA, WAVE and People's Express will be expanded and more coordinated.



AATA impact on the community as reasons to support a tax

Four arguments related to community benefits AATA already provides were very strong. The threat of service reduction in Ypsilanti is a weak argument

Q17 Is each of the following a very good reason, just a good reason or not a very good reason for supporting the tax increase?

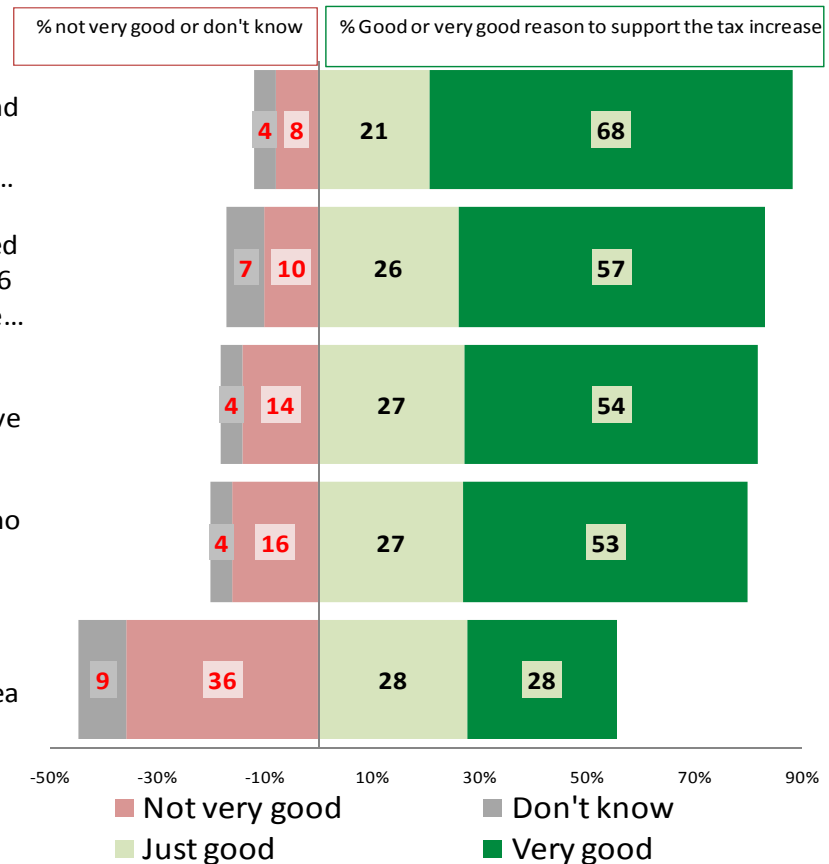
Q17b. Each year, AATA makes more than four hundred and sixty thousand trips for older adults and persons with disabilities to places like doctor's appointments, grocery...

Q17d. In the last four years, AATA ridership has increased by more than 40 percent and last year it provided over 6 million trips to people going to school, work, health care...

Q17c. People who ride AATA use less fuel and help to save the environment and reduce our reliance on foreign oil

Q17a. Public transit is a vital service for many students who go to the University of Michigan, other area colleges and local high schools.

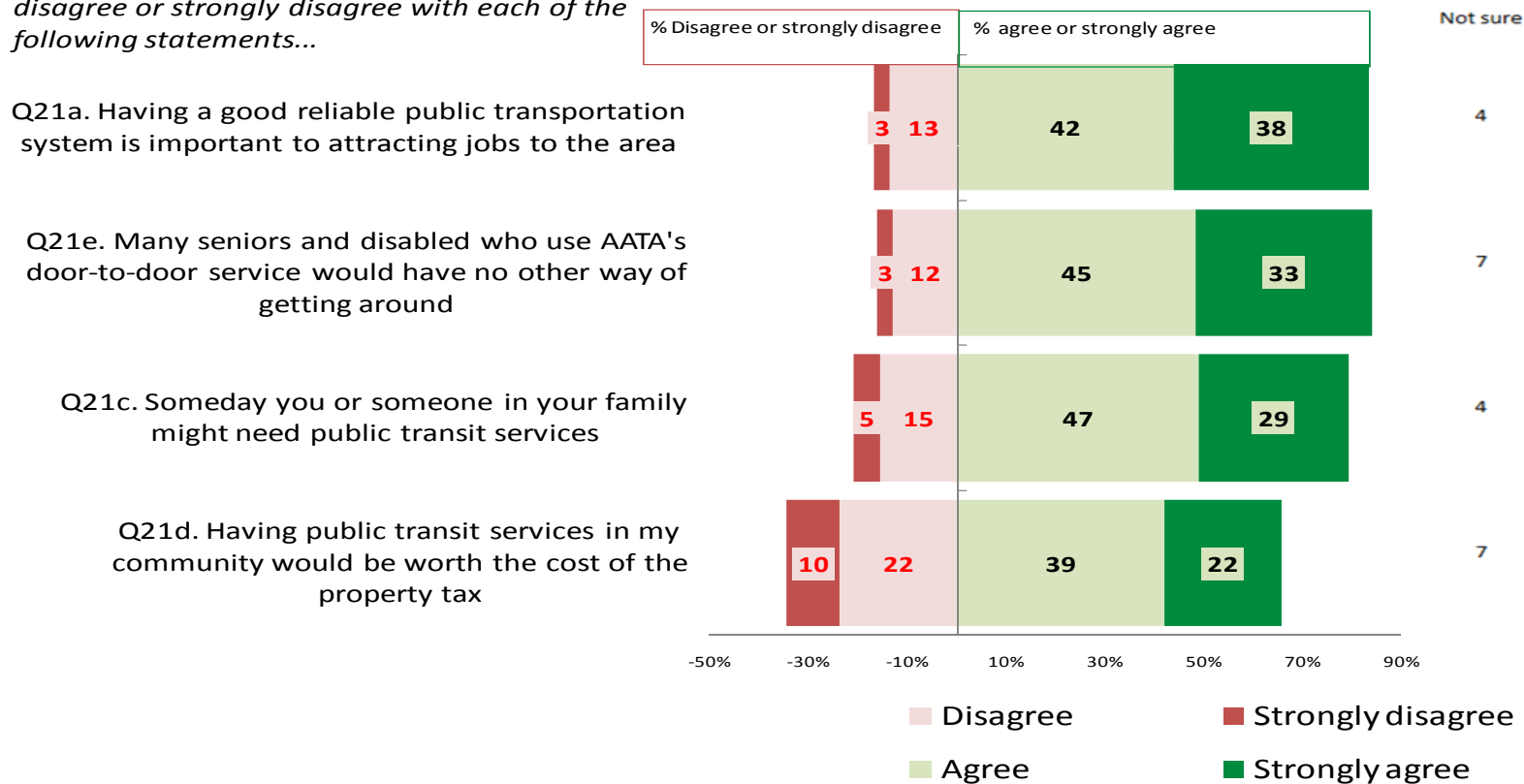
Q17e. If this tax increase fails, service in the Ypsilanti area may have to be reduced



Perceived benefits of transit

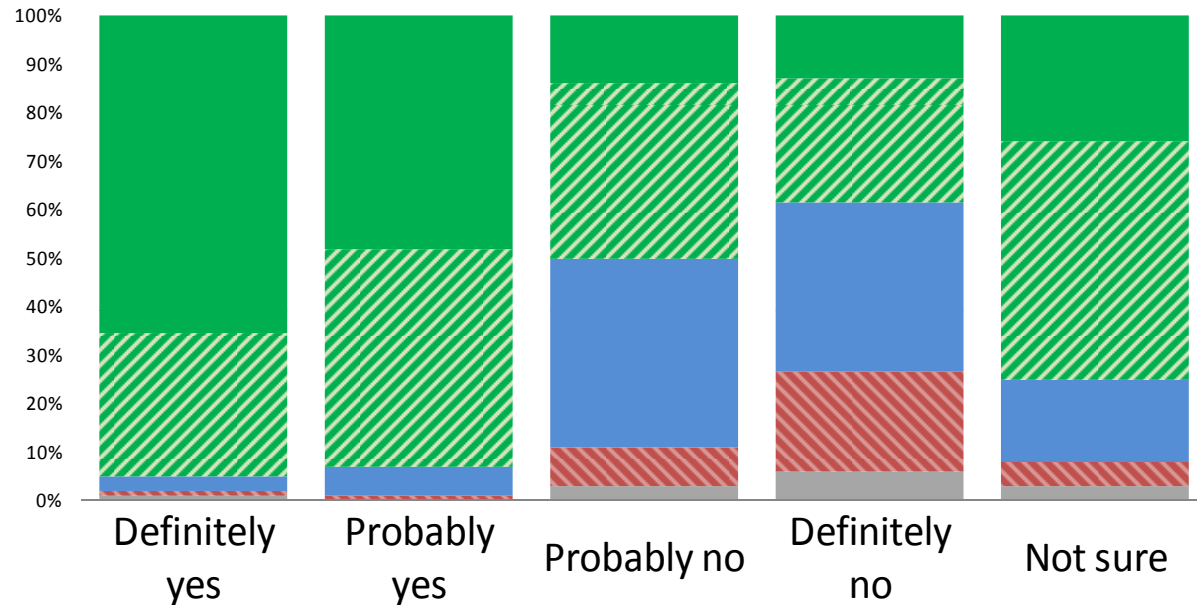
There is also high agreement with four statements about public transit, including its importance to attracting jobs to the county and the need of seniors and persons with disabilities for transit service

Q21 Now please tell me if you strongly agree, agree, disagree or strongly disagree with each of the following statements...



The vote and the belief that it is important to provide public transit service in Washtenaw County

Q10 How important do you think it is to provide public transit services in Washtenaw County?



Q5. First vote on AATA's one mil property tax increase

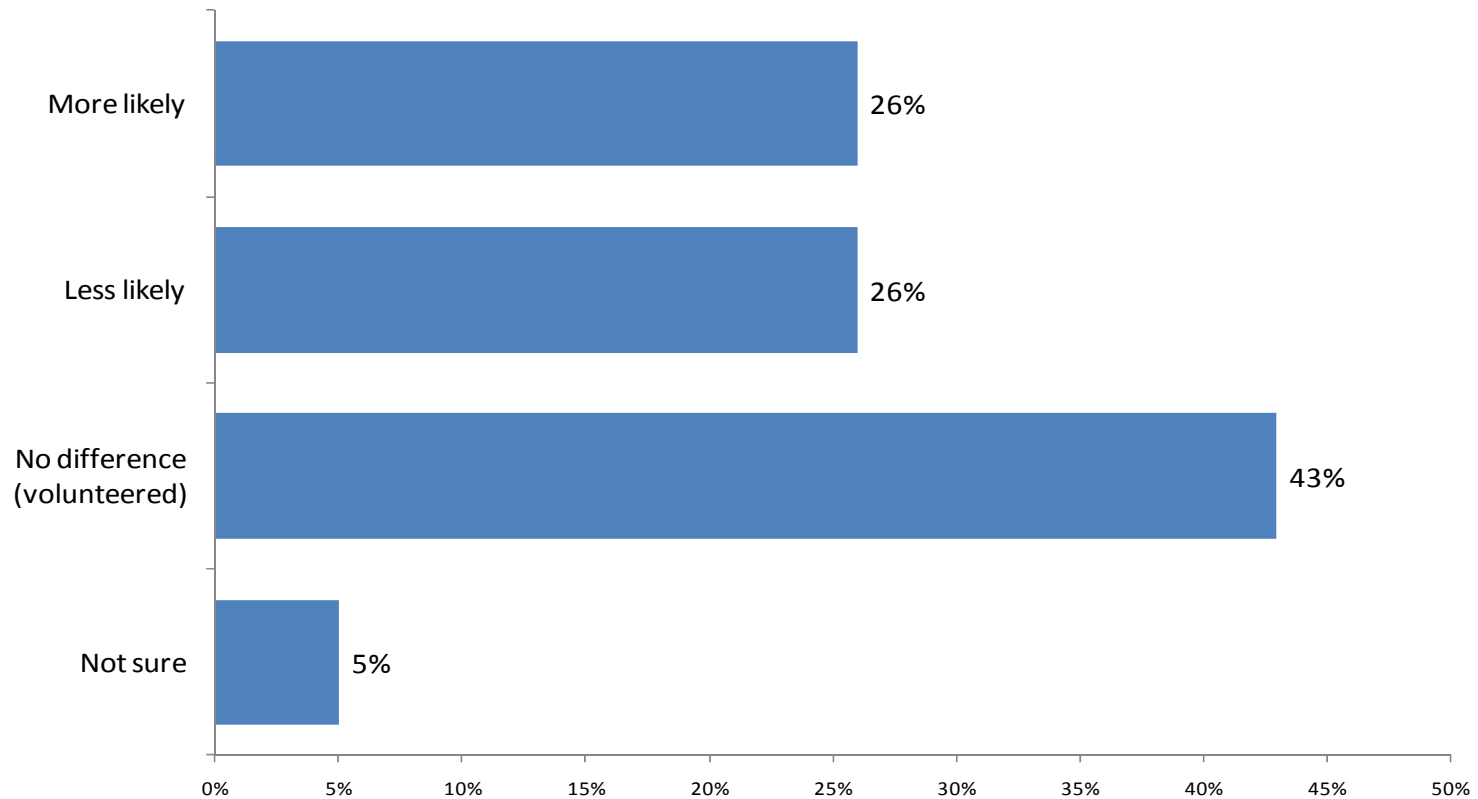
Importance Level	Definitely yes	Probably yes	Probably no	Definitely no	Not sure
Extremely important	66%	48%	14%	13%	26%
Very important	30%	45%	36%	26%	49%
Somewhat important	3%	6%	39%	35%	17%
Not very important	1%	1%	8%	21%	5%
Not sure	1%	0%	3%	6%	3%

Attitudes towards Possible Rail Service

Use of AATA transit tax revenue for local share of WALLY

Use of levy funds for WALLY does not aid the AATA issue

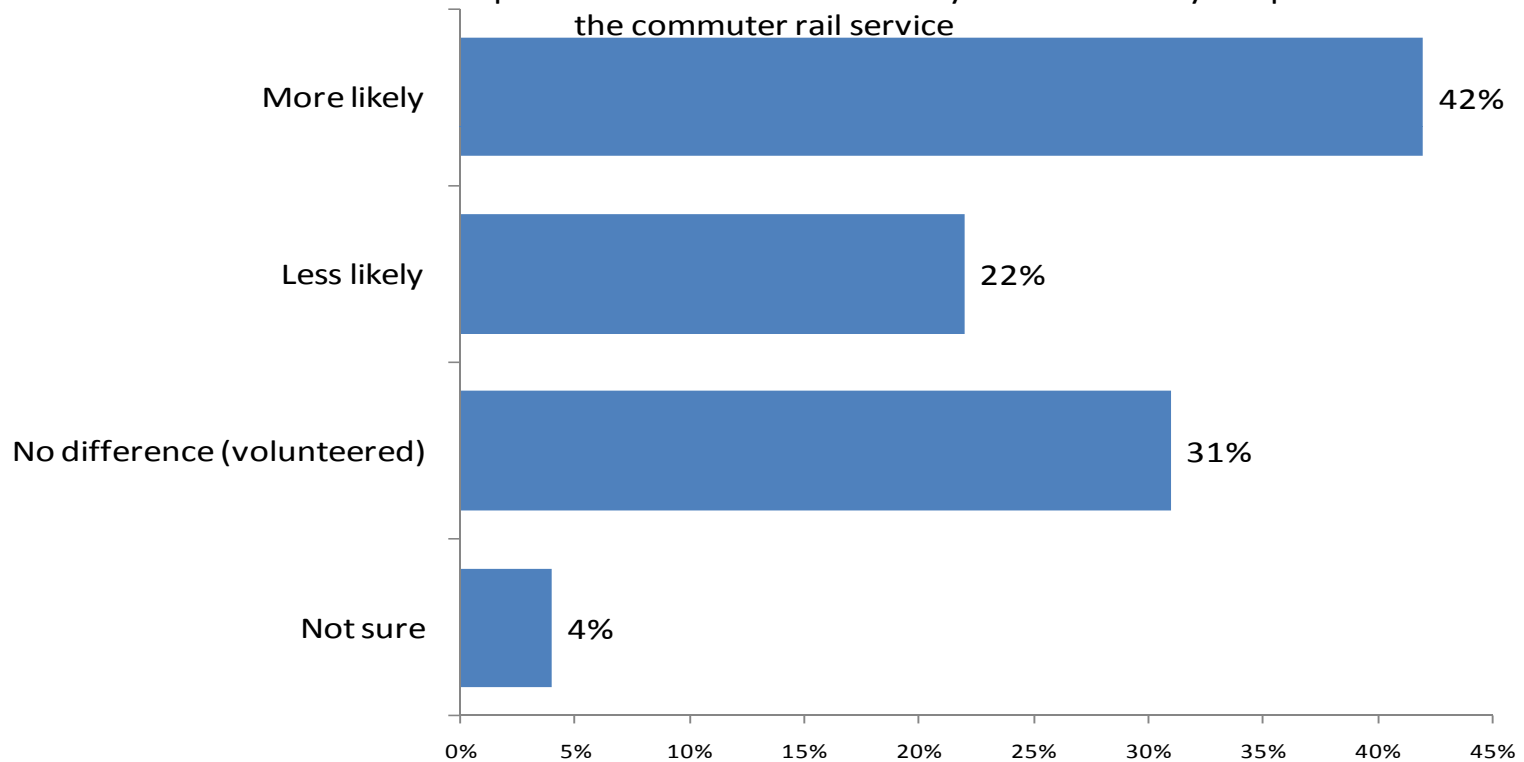
Q19. If Livingston and Washtenaw counties decide to develop the WALLY line, some of the money from this tax increase would be used to provide the Washtenaw County share of money to operate the WALLY line.



Use of tax revenue for rail service to Detroit

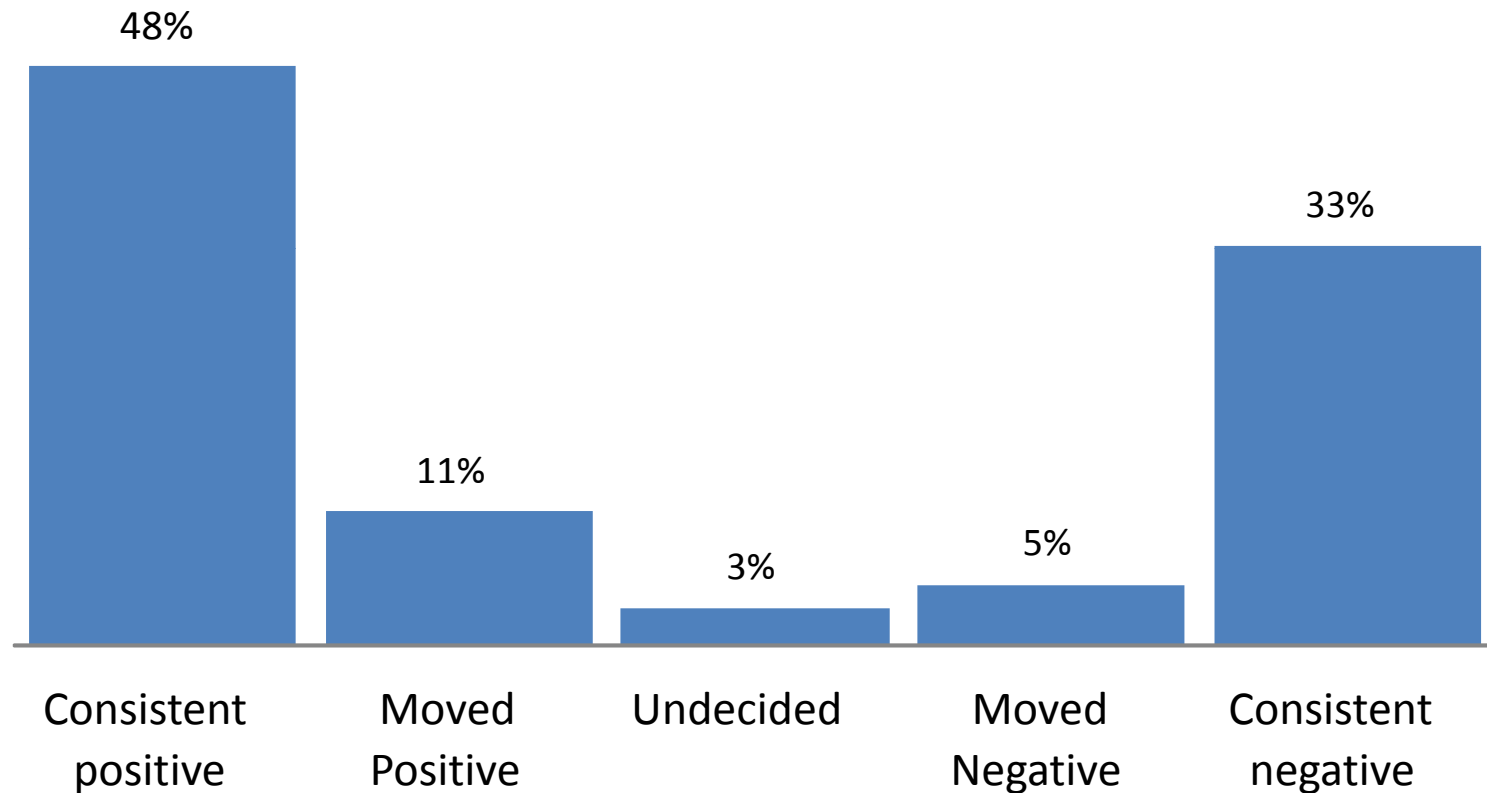
There was more support for using some of the money to operate a commuter rail service between Ann Arbor and Detroit than for the WALLY service

Q20. There has also been some discussion about operating a commuter rail service between Ann Arbor and Detroit. What if some of the money from the tax increase were used to provide the Washtenaw County share of money to operate the commuter rail service



The potential exists to gain voter approval to expand public transit

But...To make this a reality would require a well funded and well run campaign





**A COMMUNITY ATTITUDE SURVEY
OF WASHTENAW COUNTY VOTERS
REGARDING AATA**

October 2009

A study conducted jointly by:

