Report

ACHD-Public Opinion

Prepared for

Ada County Highway District

Prepared by

Strategic Intelligence

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Executive Summary

Ada County Highway District (ACHD) sought to extend its public outreach and obtain a reliable representation of Ada County residents' views on:

1. Its job performance,
2. How it should spend capital resources, and
3. How it should obtain funding.

Method

ACHD conducted a 12-minute telephone survey of 500 randomly telephoned Ada County residents, producing an overall margin of error of ± 4.4%. Half (250) were reached on landlines, and the remainder (250) on cell phones. Respondents rated ACHD's performance overall and on a number of core services. In an unusual interview format, adapted from ACHD's 2004 study of funding priorities, respondents listened to brief descriptions of the current ACHD service level for each of the three capital spending programs – road construction, road resurfacing, and community improvements to sidewalks, curbs, gutters, and bikeways. They were told that for each building dollar ACHD spends, 73¢ currently go to road construction; 16¢ to road resurfacing; and 11¢ to community improvements. Respondents were then invited to redistribute 10¢ (i.e., 10%) of the current capital budget, in nickel-size chunks, in questions that balanced the sum of increases with decreases. For example, the addition of a nickel to a small program required subtracting the nickel from road construction. Follow-up questions allowed for similar redistribution within the road-building budget to such construction programs as buffer strips, landscaping, and intersection improvements. Respondents also indicated their preferences concerning various revenue sources for ACHD (see Appendix A for a copy of the survey).

Respondent Attributes

The 500 respondents lived in Ada County, and were proportionally representative of the county's east-west distribution, as divided by Cole Road. As statistically adjusted[1], the sample of respondents closely reflected the population of Ada County adults ages 18-74:

- 65% were from West Ada County, compared to 35% from East Ada County, an increase of 8% in the West since the 2004 study.
- 52% were women, 48% men.
- The median age was in the 35-44 year range, and the age distribution mirrored that of the Ada County population ages 18-74.
- 90% had a "regular commute or a trip that requires [them] to drive or ride in any vehicle two or more times per week."

[1] The data were weighted by age and zip to make the sample reflect the age distribution of Ada County adults with one exception. We left the oldest adults, ages 75 and older slightly underrepresented because of their lower driving rates.

- The median commute was 15 minutes, and the mean was 24 minutes[2] compared to a median of 20 minutes in 2004.
- 27% of commuters regularly use alternative transportation, up from 21% in 2004.

Overall Satisfaction with ACHD

- 70% rated ACHD as doing a good to excellent job, up from 48% in 2006[3]
- 65% agreed or strongly agreed that ACHD spends tax dollars correctly
- 85% were somewhat or highly satisfied with the package of road building, road maintenance, and community projects described as being ACHD's current levels – comparing positively to the 62% satisfied in 2004.
- About 8 in 10 respondents expressed satisfaction with most of ACHD's services, including road-building, neighborhood improvements, resurfacing, pothole fixes, and snow removal.
- Just 66% were satisfied with ACHD's management of congestion at intersections.
- Residents with the longest commutes of more than 20 minutes, those ages 45-54, and those living in East Ada County were consistently less satisfied overall with ACHD than others.
- Perceptions of ACHD's road building, followed by its pothole fixes, and congestion reduction were the strongest drivers of satisfaction with ACHD, eclipsing all differences by demographic attribute.

Revenue Options

Only one revenue-raising approach – taxing vehicles based on size - received more support than opposition, with 60% favoring it. Second and third were a tax on vehicles based on miles driven (41% support) and a local option sales tax (38%). The strong opposition-to-support ratios against increased property tax and gasoline tax were greater than 3:1. East Ada County residents and men supported taxing vehicles based on weight more than others.

Shifts To and From Capital Programs

Taking all shifts to and from the programs across all respondents into account, we found a net 23% supported the shift of 5¢ into Community Improvements, balanced by 3% supporting a 5¢ shift from Resurfacing, and 20% in favor of shifting 5¢ from Road Building. By extension, these findings suggest a modest redistribution of $414,000 into Community Improvements, balanced by cuts to Road Building and Resurfacing of about $357,000 and $58,000 respectively. These shifts are similar to those of 2004, though today they are larger and they show a net shift into only one program, Community Improvements, and reverse the small addition to Resurfacing in 2004.

[2] The median is the exact middle score. The mean, which is the arithmetic average, is elevated because of the nine respondents with commutes of two hours or more.

[3] Steffen, V.J. (2006, November). *Ada County Residents' Views of ACHD Funding Options*. Technical report to ACHD. Boise, Idaho.

Besides those shifts between programs, respondents recommended shifts within the $26M Road Building budget away from roadways and toward other construction. Specifically, 56% supported moving 5¢ to congestion reduction at intersections; 55% favored shifting 1¢ to building wider buffer strips; 31% wanted to allocate 1¢ to landscaping buffer strips. In budget terms, these proportions translate to about $726,000 to intersections, $143,000 to wider buffer strips, and $79,000 to landscaping the buffers.

Factors Related to Spending Shifts

Satisfaction with the job ACHD is doing and dissatisfaction with ACHD's community improvements were key drivers of decisions to shift money from Road Building to Community Improvements. Also strong were residents' use of alternative transportation and their residence in East Ada County.

- **Satisfaction with ACHD and with Road Building:** People who shifted money from Road Building into Community Programs were more satisfied with ACHD's road building and gave ACHD higher job performance ratings than those not making these shifts. The same was true of those who shifted money away from roadway construction into wider buffer strips.
- **Dissatisfaction with Community Improvements:** People who shifted money into Community Programs from Road Building were more dissatisfied with ACHD's community improvements than those not making this shift.
- **Street Sweeping – A Symbol of Community Service:** The less satisfied Ada County residents were with ACHD's road sweeping services, the more likely they were to shift money from the Road Building into Community Improvements. Street sweeping appears to be a symbol of ACHD's community services to some.
- **Region:** Respondents living in East Ada County were twice as likely as those in West Ada County to add to Community Improvements while subtracting from Road Building.
- **Alternative Transportation:** Those regularly using alternative transportation such as walking, biking, the bus, or carpooling to commute, were more likely to subtract from Road Building and add to Community Improvements than people who do not use alternative transportation.
- **Dissatisfaction with Congestion Reduction:** Those dissatisfied or neutral about ACHD's congestion reduction services, which characterized 34% of Ada County residents, were most likely to support funding shifts from roadway construction to intersections.

Conclusions & Recommendations

- **Overall Satisfaction with ACHD is Up.** Compared to findings in 2004 and 2006, public approval of ACHD is up by about twenty percentage points.
- **Satisfaction is Up Because Services are Seen as Good:** With one exception, ACHD's approval rating for the services that drive overall satisfaction are near 80% or higher. The outlier, with just 66% approval, is ACHD's reduction of

congestion at intersections, making it an obvious target for improvement. Intersection congestion contributes strongly to ACHD's overall satisfaction, and the majority of Ada County residents are in favor of diverting funds from roadway construction to decrease intersection congestion.

- **Shifting Funds.** The net outcome suggests public support for a modest shift of funds out of road construction and into community improvements. There is even stronger support for redirecting money within the Road Building program into the purchase of wider buffer strips and toward changes that reduce congestion at intersections. The upside to taking these measures is that they address perceived weaknesses in certain ACHD services. And citizens' counsel to make these shifts comes predominantly from those who basically approve ACHD's job performance and its current level of road building, suggesting a public trust in the District to do both road building and community improvements well. As long ACHD does not compromise its highly satisfactory road building, it will gain support with these shifts.
- **Additional Revenue Sources.** ACHD is well advised to focus new fundraising efforts on increasing fees based on vehicle size. To promote acceptance of such a change, ACHD would reach out to residents with strong positive views of its job performance, especially men, and to those in East Ada County, those with moderate to no commutes, and those over age 55. The development of other revenue options would require careful structuring and extended outreach because of the nature and extent of opposition.

Introduction

ACHD welcomes public input to its decision-making. Meetings are public and citizens frequently offer testimony. Yet, ACHD capital funding decisions are complex, the trade-offs affect different groups of people differently, and the dollars in question are large. This survey extends ACHD's public outreach to obtain input and recommendations from citizens who are representative of ACHD's full range of constituents. It follows a similar study conducted in 2004, and provides a reliable estimate of Ada County public opinion about ACHD's performance and other issues surrounding its capital budget.

This telephone survey of Ada County of adult residents sought feedback on how well ACHD is doing its job and spending tax money, on how to raise revenues, and on the optimum spending levels for three categories of capital expenditures – road construction, road resurfacing, and community improvements of sidewalks, curbs, gutters, and bikeways.

Method

Telephone interviewers completed 500 surveys of Ada County adult residents over age 17, from January 16 through February 3, 2012. Half (250) were reached on landlines, and the remainder (250) on cell phones. The total sample of 500 respondents produced an overall margin of error of ± 4.4%.

The interviews averaged about 12 minutes in length, and ranged from 8 minutes to 32 minutes. Interviewing occurred mostly on evenings and weekends, with some calls being made during the day on weekdays.

Interviewers were fully briefed on the survey before beginning to interview, and were carefully monitored to ensure quality. They were authorized to provide an ACHD contact name and number if respondents requested follow-up or expressed any concerns.

Respondent Screening

A gender quota was enforced, to ensure an equal number of female and male respondents. Only adults over age 17 and "extremely likely" voters were included. Just 9% of cell phone respondents and 11% of landline respondents disqualified on the voting question. No firm quotas were set for age, except to cap the number of respondents over age 74 at 3%, which is half of their population proportion. No quotas were set for zip or region, though interviews were conducted with respondents from all Ada County residential zip codes.

Phone Numbers and Calling Productivity

Telephone calls were made on numbers drawn randomly from a random-digit-dial (RDD) list of landline telephone numbers, generated according to industry standards[4]. The research advantage of RDD over telephone-book or other known-number lists is that RDD gives better access to the full range of possible respondents because it includes newly assigned numbers and unlisted numbers, which are unavailable in other lists. Cell calls were dialed from a randomly generated list of assigned numbers in the 208 exchange. Because cell numbers may be transported to any location, the number of respondents not residing in Ada County was 40 times greater among cell as landline respondents (1,106 cell respondents vs. 28 landline respondents).

To complete the 250 landline and 250 cell surveys, interviewers dialed 10,308 landline numbers with a total of 33,152 dialings and 9,130 cell numbers with a total of 41,567 dialings. Among landline calls, 61% were unusable or dead, compared to 29% among cell calls. Despite the apparent efficiency advantage of the cell phone numbers, respondent behavior and attributes differed greatly, giving the four-fold productivity advantage to landline calls. More than four times as many of the landline respondents as the cell respondents agreeing to answer screener questions qualified for the survey (61% v. 15%), because the number invoking a call-list opt-out refusal was more than three-fold greater among cell than land calls (618 v. 185 landline).

Questionnaire

Strategic Intelligence, in collaboration with ACHD staff and the ACHD Commission developed a 31-question (ca.12-minute) survey to assess Ada County residents' views on the issues relevant to ACHD spending priorities (see Appendix A for a copy of the survey). Respondents rated ACHD's performance overall and on a number of core services. In an unusual interview format, adapted from ACHD's 2004 study of funding priorities, respondents listened to brief descriptions of the current ACHD service levels for each of the three capital spending programs – road construction; road resurfacing; and community improvements to sidewalks, curbs, gutters, and bikeways. They were told that for each building dollar ACHD spends, 73¢ currently go to road construction; 16¢ to road resurfacing; and 11¢ to community improvements. Respondents were then invited to redistribute 10¢ (i.e., 10%) of the current capital budget, in nickel-size chunks, in questions that balanced the sum of increases with decreases. For example, the addition of a nickel to a small program required subtracting the nickel from road construction. Follow-up questions allowed for similar redistribution within the road-building budget to such construction programs as buffer strips, landscaping, and intersection

[4] Industry banks of "4+" landline numbers were the original source of landline calls. Randomly generated phone numbers within all exchanges known to have four or more working numbers were included and then randomly selected proportional to the number of listed phone numbers within the exchange bank. This process maximizes the likelihood of reaching working telephone numbers, while ensuring that new and unlisted numbers are included in the sample.

improvements. Respondents also indicated their preferences concerning various revenue sources for ACHD.

The interview topics were presented in the following order:

- Overall satisfaction with the job ACHD is doing and with how well it is spending tax dollars.
- Satisfaction with specific areas of ACHD service.
- Description of current service level of each program (road construction, road resurfacing, community improvements).
- Overall satisfaction with the package of ACHD services on road construction, road resurfacing, and community improvements.
- Preferred shifts of spending from road construction to the other spending categories, and vice versa.
- Preferred shifts of spending inside the road construction budget to various construction activities.
- Preference for what taxes ACHD should use to raise revenue.
- Demographic attributes (commute status and time; use of alternative transportation, age, gender). Region was coded from zip codes reported by respondents, supplemented by respondents' reports of whether they live east or west of Cole road.

See Appendix A for a copy of the survey.

Weighting of the Data by Age and Zip Code

A significantly higher proportion of cell than landline respondents were age 18-34. Still, this youngest age group was under-represented compared to its population proportion in Ada County. By design, the proportion of those over age 74 was also disproportionally low.

We statistically adjusted the distribution to conform to population proportions of adults, ages 18-64 within zip code areas, but left older adults underrepresented because of their lower driving rates. To make this adjustment, we weighted the answers of young respondents more heavily than those of others. Such a weighting procedure is commonly applied in social science and opinion research intending to gain an overall estimate of population findings. It effectively compensates for the common under-participation in telephone surveys of young people.

Table 1 shows the proportion of respondents in the surveyed age categories before and after the statistical adjustment. We applied this adjustment to all findings, to ensure the closest possible reflection of the area's population trends.

Table 1: Ada County Adults by Age Before & After Proportional Adjustment for Age and Zip

A. Respondent Age	B. Population Counts of Adults	C. Population Proportions	D. Raw Sample Counts	E. Raw Sample Proportions of those Reporting	F. Target %	G. Weight-Adjusted Sample Proportions[1]	H. Weight-Adjusted Sample Counts[2]
18-34	92,018	32.9%	80	16.0%	34.9%	34.6%	173
35-44	55,855	20.0%	94	18.8%	21.2%	21.0%	105
45-54	53,817	19.3%	124	24.8%	20.4%	20.2%	101
55-64	39,732	14.2%	156	31.2%	15.1%	14.9%	75
65-74	20,330	7.3%	32	6.4%	5.9%	6.5%	32
75 or older	17,545	6.3%	14	2.8%	2.6%	2.7%	14
Total Adults	279,297		500				500

[1]Analyses showed a statistically significant difference in the age distribution of the sample from the population before weighting ($\mathbf{X}^2$(df=4, N=500) = 144.75, p<.001), but not after (p>.99) when considering just those ages 18-74.
[2]Findings reported in this document reflect analyses conducted on weighted data unless otherwise stated.

Table 2: Ada County Adults by Region Before & After Proportional Adjustment for Age and Zip

A. Region of Ada County	B. Population Counts of Adults	C. Population Proportions	D. Raw Sample Counts	E. Raw Sample Proportions of those Reporting	F. Weight-Adjusted Sample Proportions[1]	G. Weight-Adjusted Sample Counts[2]
East	97,634	35.0%	164	32.8%	35.0%	175
West	181,663	65.0%	366	67.2%	65.0%	325
Total Adults Age 18+[3]	279,297		500			500

[1]Analyses showed a statistically significant difference in the regional proportion of the sample from the population before weighting ($\mathbf{X}^2$(df=1, N=500) = 5.86, p<.05), but not after (p>.99).
[2]Findings reported in this document reflect analyses conducted on weighted data unless otherwise stated.
[3]There were no Region X Age differences in proportions.

Respondent Attributes

Besides age and zip code, respondents also reported their gender, whether they have a regular commute, and how long it typically takes in one direction, whether they regularly use alternative transportation, and whether they were reached by cell phone. Findings and respondent attributes reported in this document reflect analyses conducted on weighted data unless otherwise stated.

- 65% were from West Ada County, compared to 35% from East Ada County, an increase of 8% in the West since the 2004 study.
- 52% were women, 48% men. This shift from the raw counts occurred during the weighting. Women were weighted more heavily than men because on average they were younger.
- The median age was in the 35-44 year range, and the age distribution mirrored that of the Ada County population ages 18-74.
- 90% had a regular commute or a trip that required them to drive or ride in any vehicle two or more times per week (compared to 88% in 2004).
- The median commute was 15 minutes, and the mean was 24 minutes[5]. The distribution appears in Figure 1 below.
- 27% of commuters regularly use alternative transportation, up from 21% in 2004.

Differences in Commute Duration by Region and Age

There were noteworthy differences in commute time and the likelihood of having a commute at all.

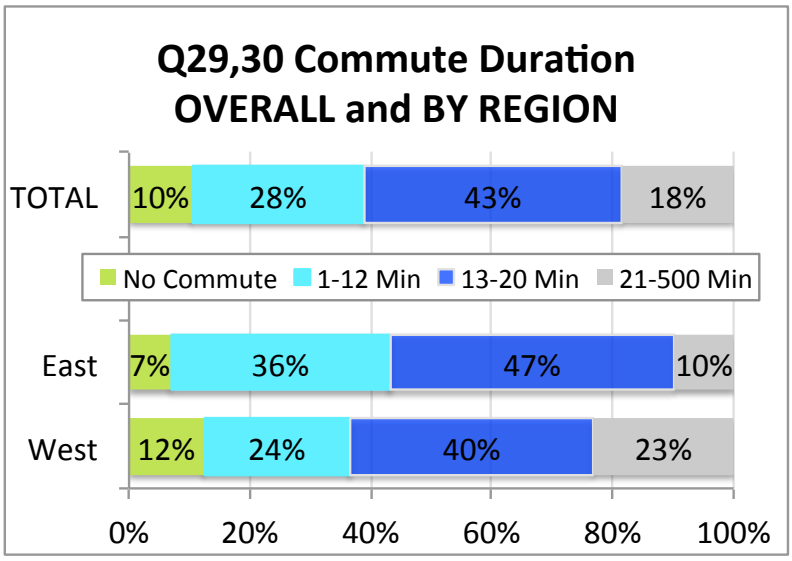
Gender. Women and men were equally likely to have no commute, but men's commutes averaged significantly longer than women's (31 vs. 18 minutes).

Cell vs. Landline. Respondents reached on a landline were more than twice as likely as those reached by cell phone to have no commute (16% vs. 6%). Among commuters, those reached by cell spent significantly more time commuting (29 minute) than those reached by landline (17 minutes).

Figure 1: Commute Duration Overall and by Region

Among commuters, West Ada County residents averaged 28 minutes on the road compared to the significantly shorter 17 minutes that East Ada County residents spent in a typical commute. This difference comes from the higher proportion of westerners commuting especially long distances[6]. The medians also differed (West Md. = 17 min. vs. East Md. 15 min.).

By contrast, West Ada County residents were significantly more likely to report having no regular commute, and there was no gender difference by region.



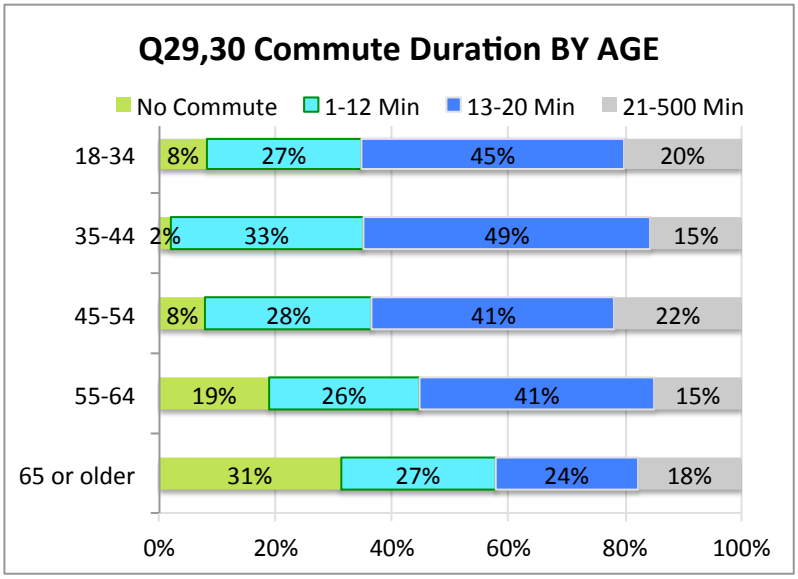
[5] The median is the exact middle score. The mean, which is the arithmetic average, is elevated because of the nine respondents with commutes of two hours or more.

[6] The top category includes five people who reported commutes of 450-500 minutes. Presumably, they drive for a living and did not distinguish that from commuting.

Figure 2: Commute Duration by Age

Respondents older than 54 were significantly more likely than younger respondents to have no commute (22% v. 6%, $p<.05$).

Among commuters, those age 18-34 reported significantly longer commutes than other drivers (34 minutes vs. 19 minutes), because three of the eight longest commutes were reported by this age group.



Differences in Alternative Transportation Use

A full 27% of respondents reported using alternative transportation, meaning that they regularly walked, rode a bike, took a bus, or carpooled as part of a regular commute. That proportion differed as a function of both region and age.

Figure 3: Use of Alternative Transportation by Region

A somewhat higher proportion of East Ada County residents (32%) used alternative transportation compared to westerners (24%, $p<.10$).

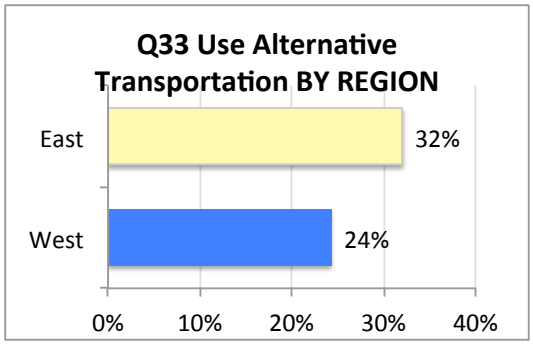
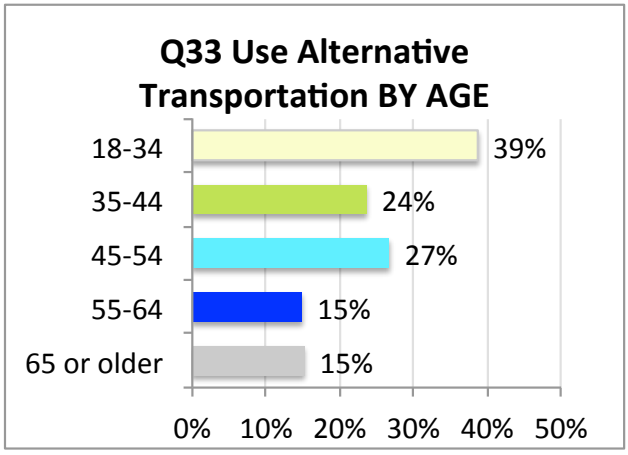


Figure 4: Use of Alternative Transportation by Age

Young people, ages 18-34 were more than twice as likely to use alternative transportation as those ages 55 and older (39% vs. 15%), with the interim years falling at mid levels of use (24%-27%).



Findings

The report will first review respondents' evaluations of ACHD's job performance overall, its performance of the overall service package, and its performance of specific services first, followed by findings about respondents' advice on spending priorities, and their preferences about how to raise ACHD revenue.

Overall Evaluation of ACHD

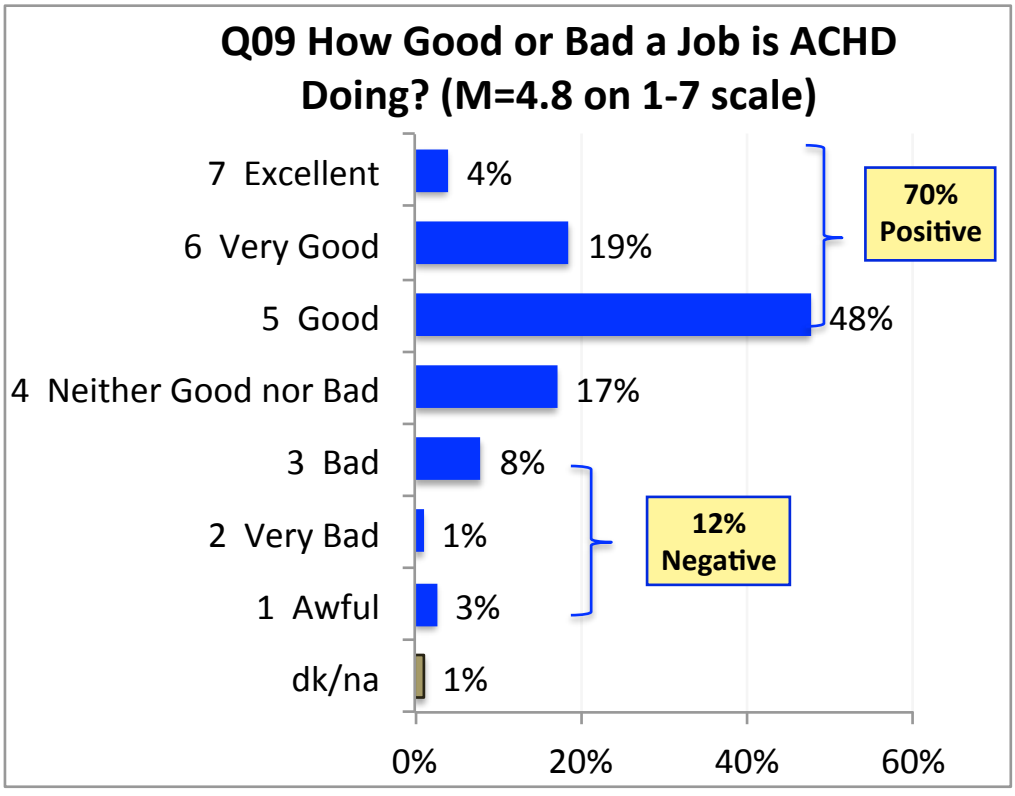
Respondents evaluated ACHD in three general ways, reporting how good or bad a job ACHD is doing, whether they believe ACHD is spending tax dollars correctly, and how satisfied they were with the package of ACHD services described to them.

Figure 5: Overall Satisfaction with the Job ACHD is Doing

Seven in 10 respondents (70%) said ACHD is doing a good, very good, or excellent job, compared to 12% who gave ACHD a negative job evaluation, and 17% who were neutral.

The mean rating of 4.8 across respondents on this 7-point scale indicates an overall "Good" evaluation.

This 70% good-job rating is significantly better than the 2006 findings of just 48% answering the same question positively[7].



[7] Steffen, V.J. (2006, November). *Ada County Residents' Views of ACHD Funding Options*. Technical report to ACHD. Boise, Idaho.

Figure 6: ACHD is Spending Taxes Correctly

More than 6 in 10 (65%) of respondents agreed or strongly agreed that ACHD is spending tax dollars correctly, compared to 21% who disagreed, and 9% who were neutral.

The mean rating across respondents of 3.6 on this 5-point scale indicates that respondents tend to "Somewhat Agree" with this statement.

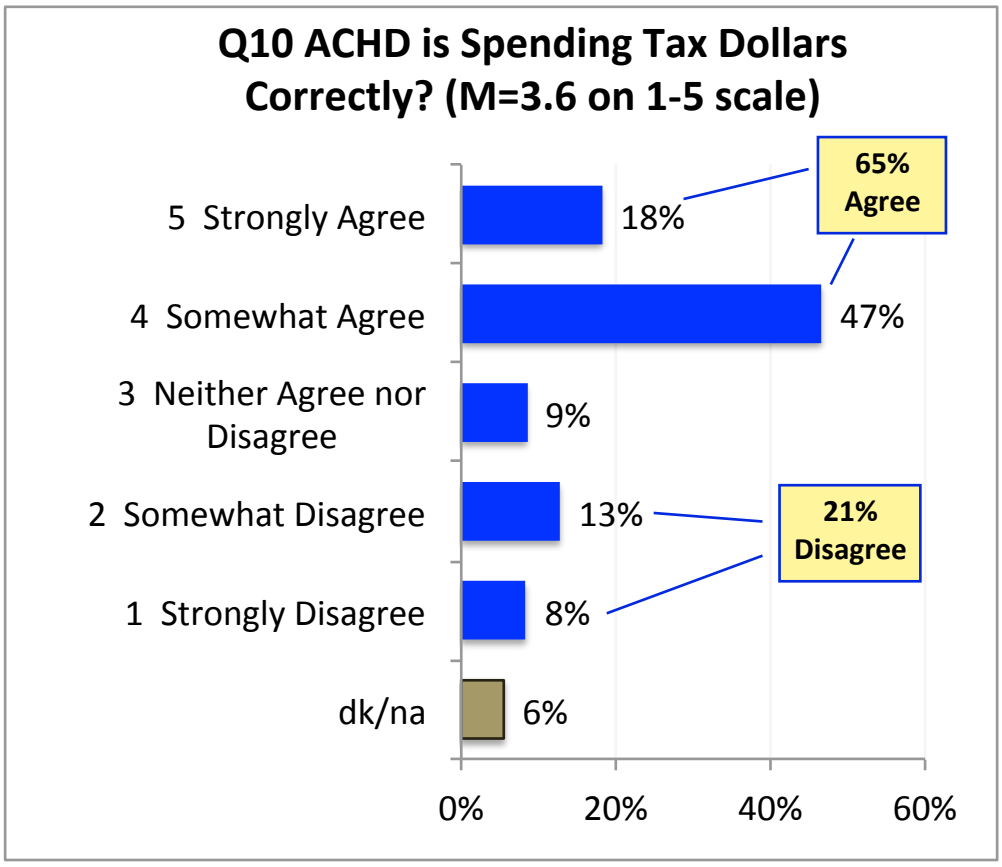
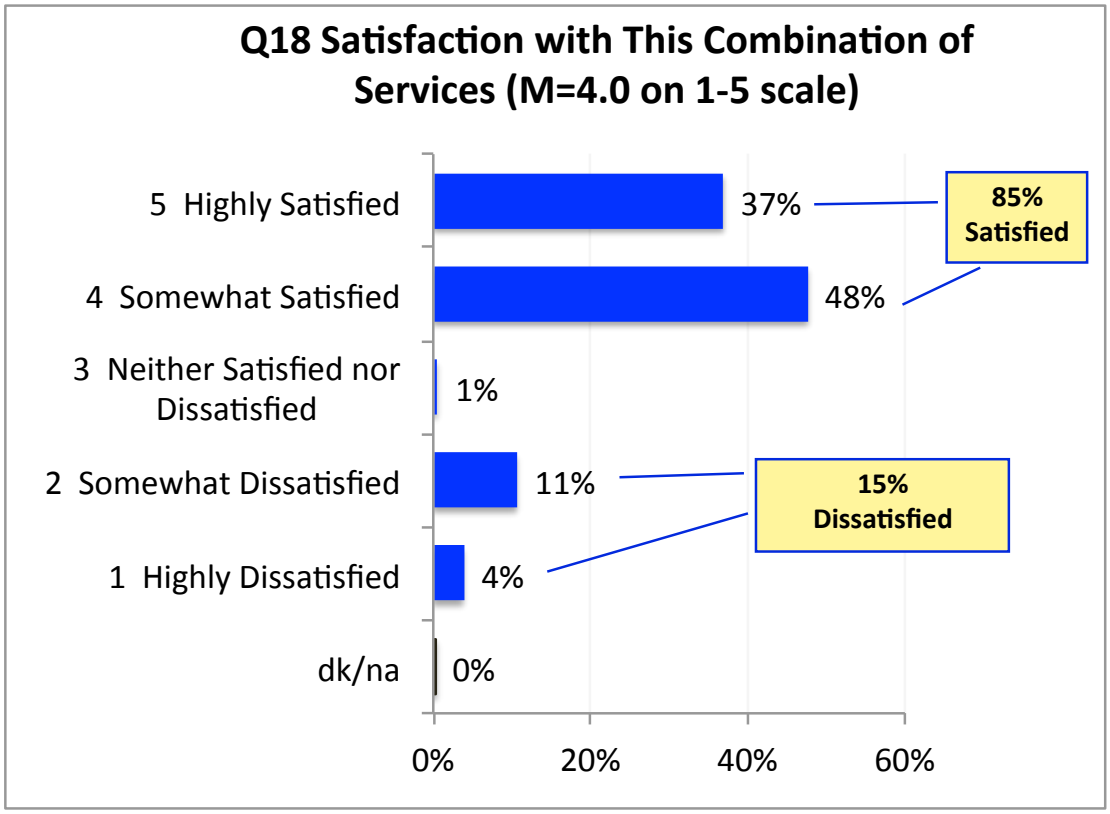


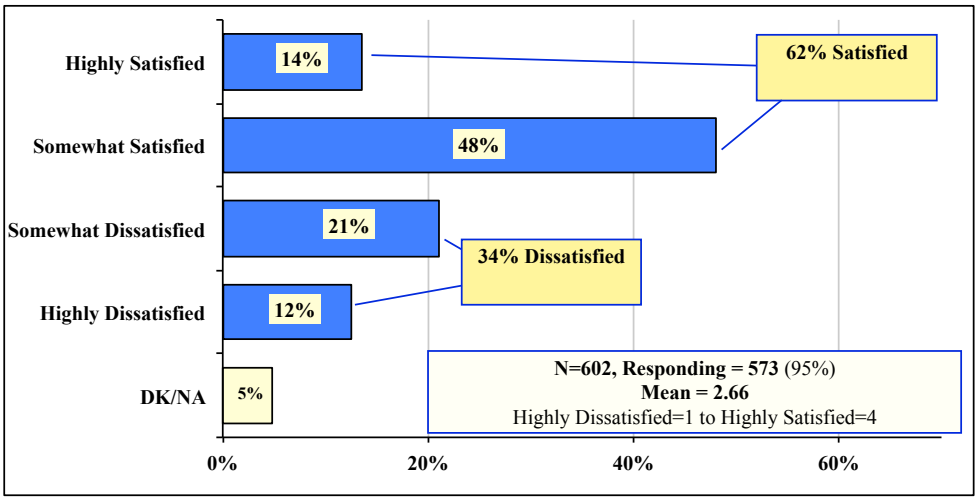
Figure 7: Satisfaction with the Current Combination of ACHD Services



More than 8 in 10 respondents (85%) are satisfied or highly satisfied with ACHD's current levels of road building, road maintenance, and community improvement services, as described by the interviewer. This compares to 15% who expressed any dissatisfaction.

The mean rating across respondents of 4.0 on this 5-point scale indicates that on average respondents are "Somewhat Satisfied" with the current mix of service levels across these areas.

Figure 8: 2004 Satisfaction with the Services Package Described



These 2012 findings represented significantly more positive ratings than those expressed in 2004, when just 62% reported satisfaction versus 34% dissatisfaction.

Figure 9: Regional Differences in Satisfaction with ACHD

West Ada County residents consistently expressed significantly more positive views of ACHD than those from East Ada County. The positivity gap ranged from 10% for spending tax dollars correctly to 13% for satisfaction with the overall package of services.

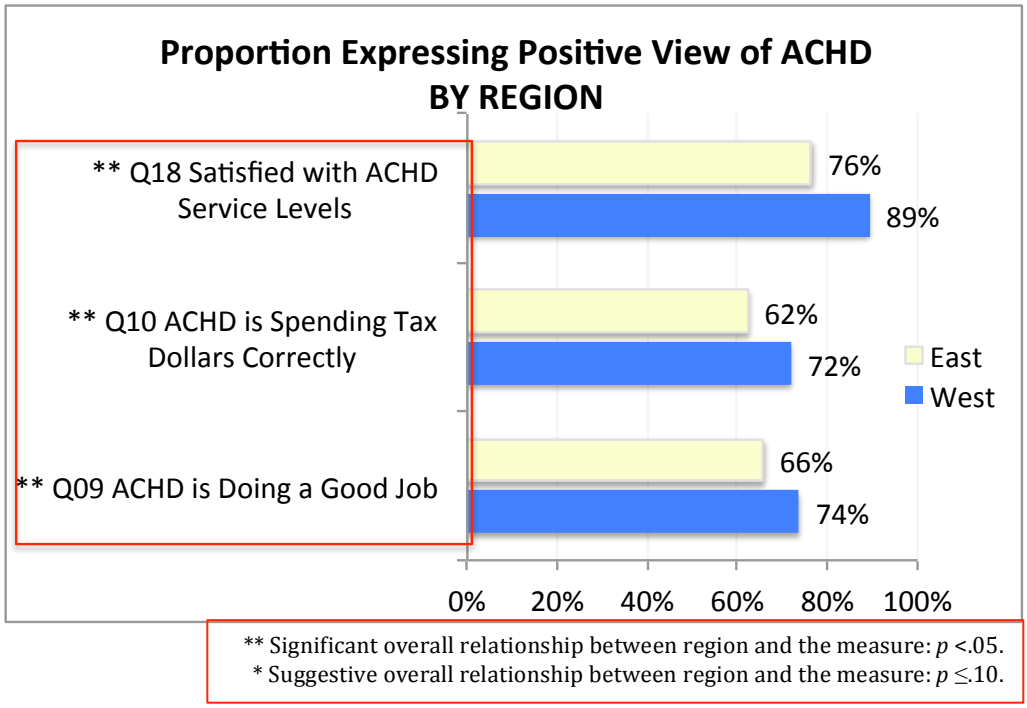


Figure 10: Commute Duration and Satisfaction with ACHD

Ada County residents with the longest commutes were the least satisfied with ACHD overall, especially with how well ACHD spends tax dollars, where the positivity gap was 21%.

Those with an average commute of 1-20 minutes tended to be most satisfied.

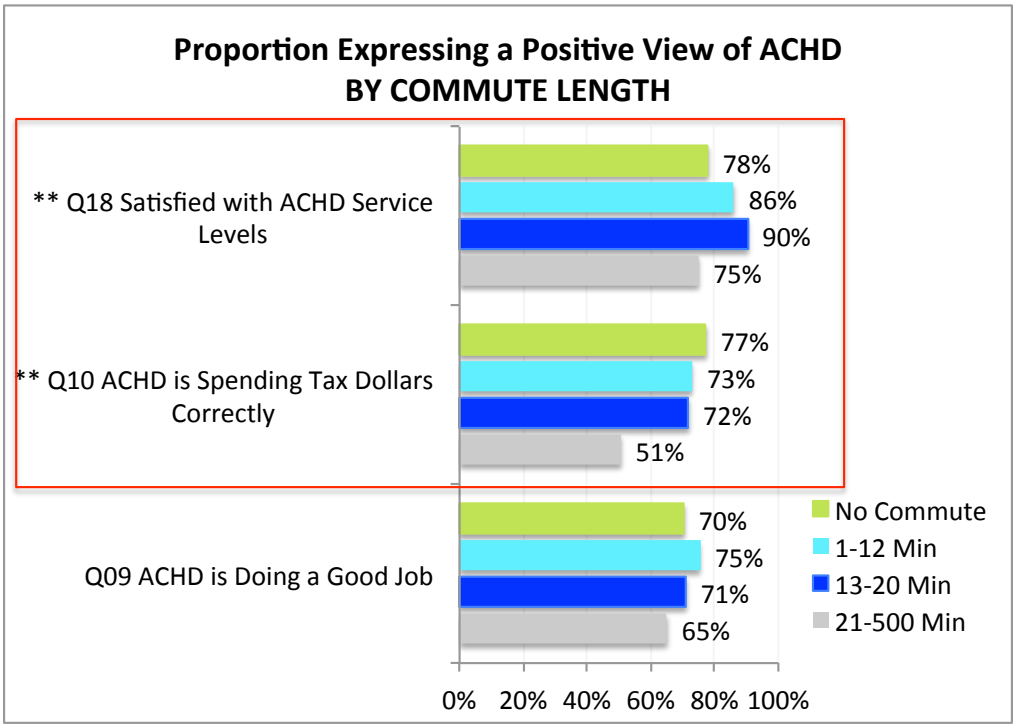
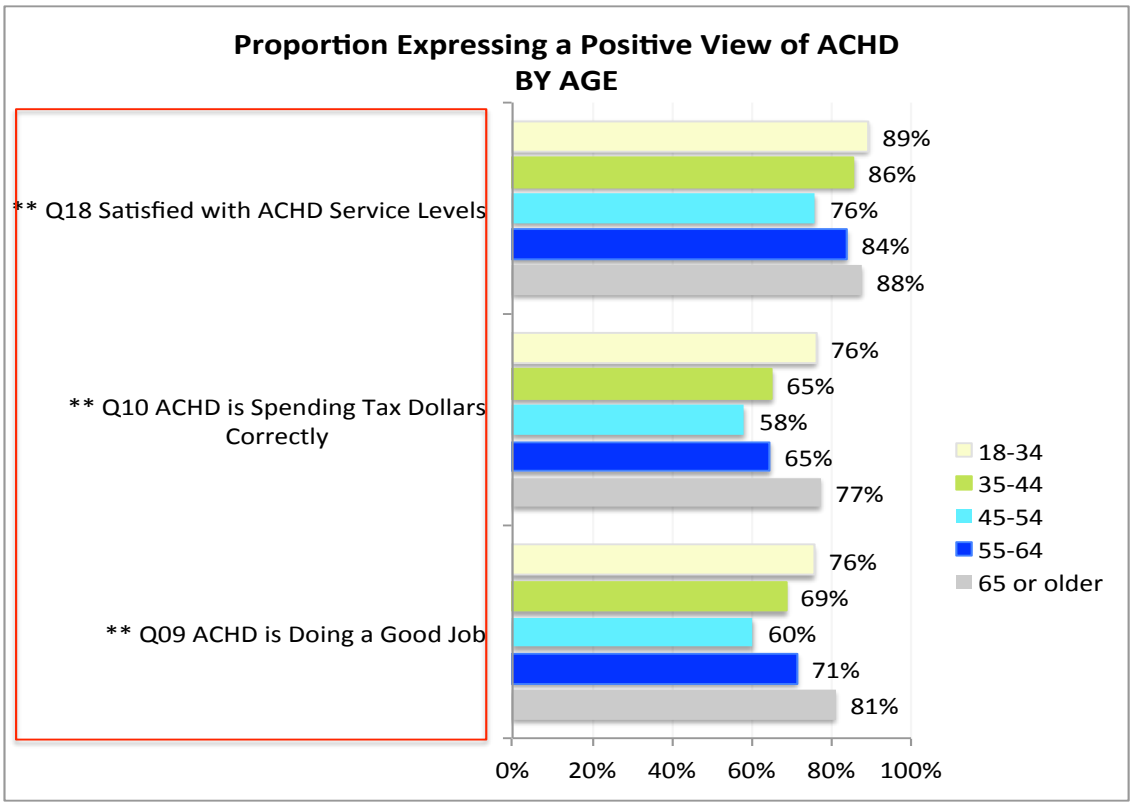


Figure 11: Age Differences in Satisfaction with ACHD



** Significant overall relationship between age and the measure: $p < .05$.
* Suggestive overall relationship between age and the measure: $p \leq .10$.

In a symmetrical U-shaped relationship between age and satisfaction, the youngest and oldest Ada County residents were most satisfied with ACHD; those ages 45-54 were least satisfied.

Differences between the most and least satisfied were significant.

Age differences in commute time appear in Figure 2 above, and indicate declining commute time after age 54.

Satisfaction with Specific Services Drives Overall Satisfaction

Analyses examined the relations among the three overall evaluations of ACHD, Q9. Job Performance, Q10. Spends Taxes Correctly, and Q18. Overall Service Package. These three were highly, positively correlated with one another. Though each measured something unique, they all tapped a large common core.

Analyses also examined the contributions of the specific service ratings – how well ACHD builds roads, fixes potholes, reduces congestion, resurfaces roads, makes community improvements, sweeps dirt from roads, and removes snow - to the three overall evaluations. Ratings of all seven specific services correlated significantly, and positively with all three overall satisfaction indices – but some were stronger drivers than others. The following shows the results of regression analyses that showed the relative contribution of each driver, when others are taken into account.

Figure 12: Five Drivers of ACHD Job Performance Ratings (Q9)

Ada County residents' job performance ratings of ACHD hinged significantly on ratings of five of the seven services evaluated.

In order of strength, ACHD's job performance was driven by how well ACHD *Builds Roads*, followed by how well it *Fixes Potholes, Reduces Congestion, Resurfaces Roads*, and *Makes Community Improvements*.

The two service areas that did not contribute significantly, once these others were taken into account were how well ACHD Sweeps Dirt and Removes Snow from roads. Also, once these evaluations were taken into account, the contribution of demographic factors (age, region, commute time, etc.) dropped to non-significant.

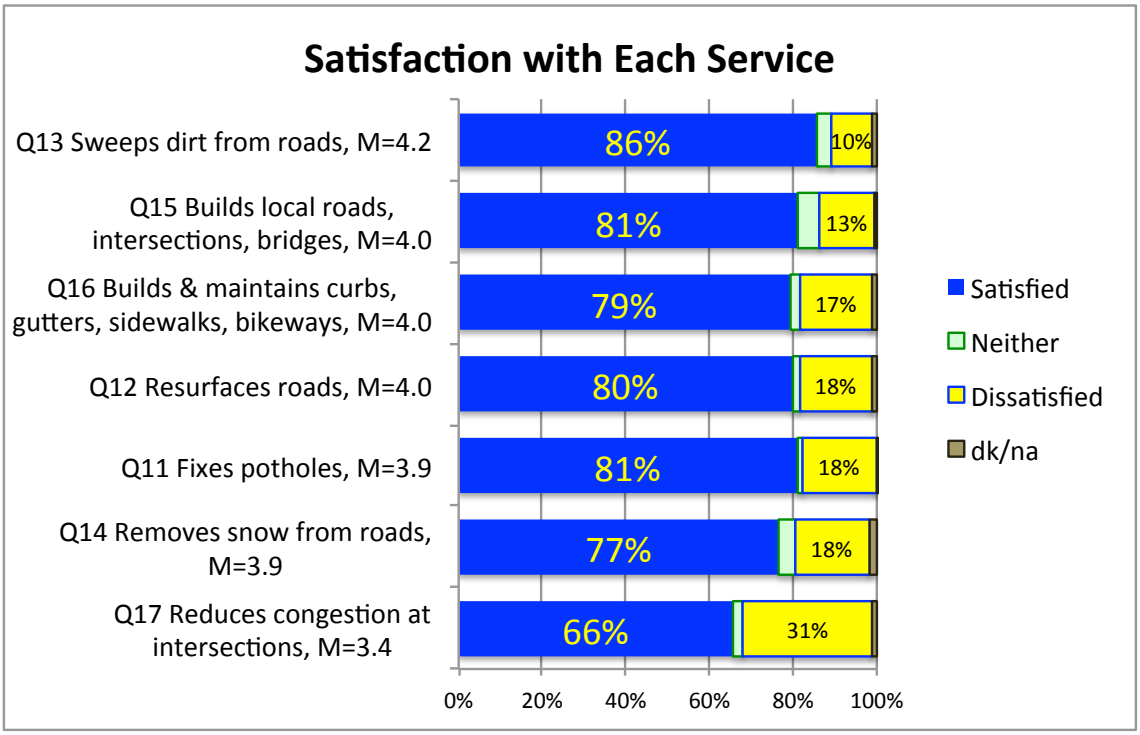
Analyses of how well ACHD Spends Taxes (Q10) and satisfaction with the overall Package of ACHD Service Levels (Q18) showed similar results, with slightly differing contribution orders of the five services. Analysis of Spends Tax Dollars (Q10) showed a reversal in the final two contributors – *Makes Community Improvements* vs*. Resurfaces Roads*. Findings for the Overall Service Package (Q18) placed higher weight on *Resurfaces Roads* and *Makes Community Improvements* than *Fixes Potholes* and *Resurfaces Roads*, probably because the question focused respondents' attention on Roads, Resurfacing, and Community Improvements.

Satisfaction with Specific Services - High with One Exception

Residents' satisfaction with ACHD's specific services was generally high, and it varied by region and other factors.

Figure 13: Satisfaction with Specific Services

About 8 in 10 respondents expressed satisfaction with most of ACHD's services, i.e., road building, neighborhood improvements, resurfacing, pothole fixes, and snow removal.

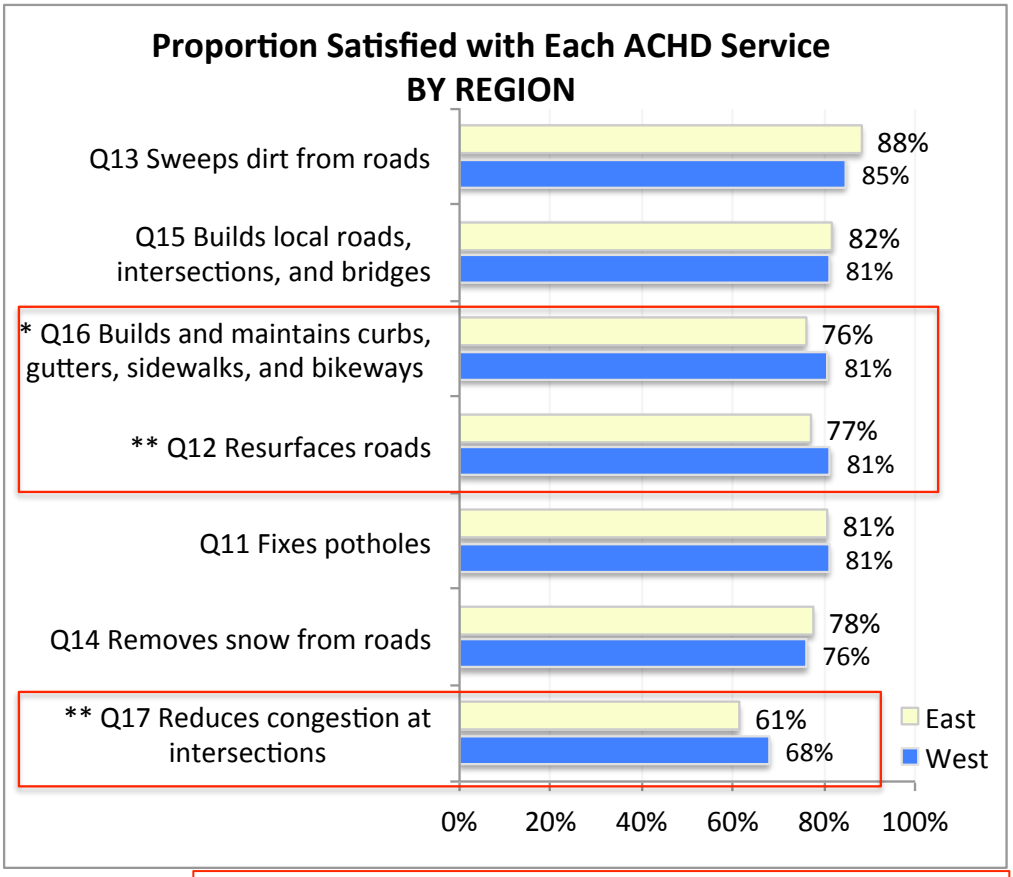


Satisfaction with how well ACHD sweeps dirt from streets was highest with 86% expressing satisfaction.

Respondents expressed the lowest satisfaction with ACHD's management of congestion at intersections, where the ratio of those satisfied (66%) to dissatisfied (31%) was about 2:1, compared to ratios of better than 4:1 for other services.

Figure 14: West More Satisfied than East with Some Services

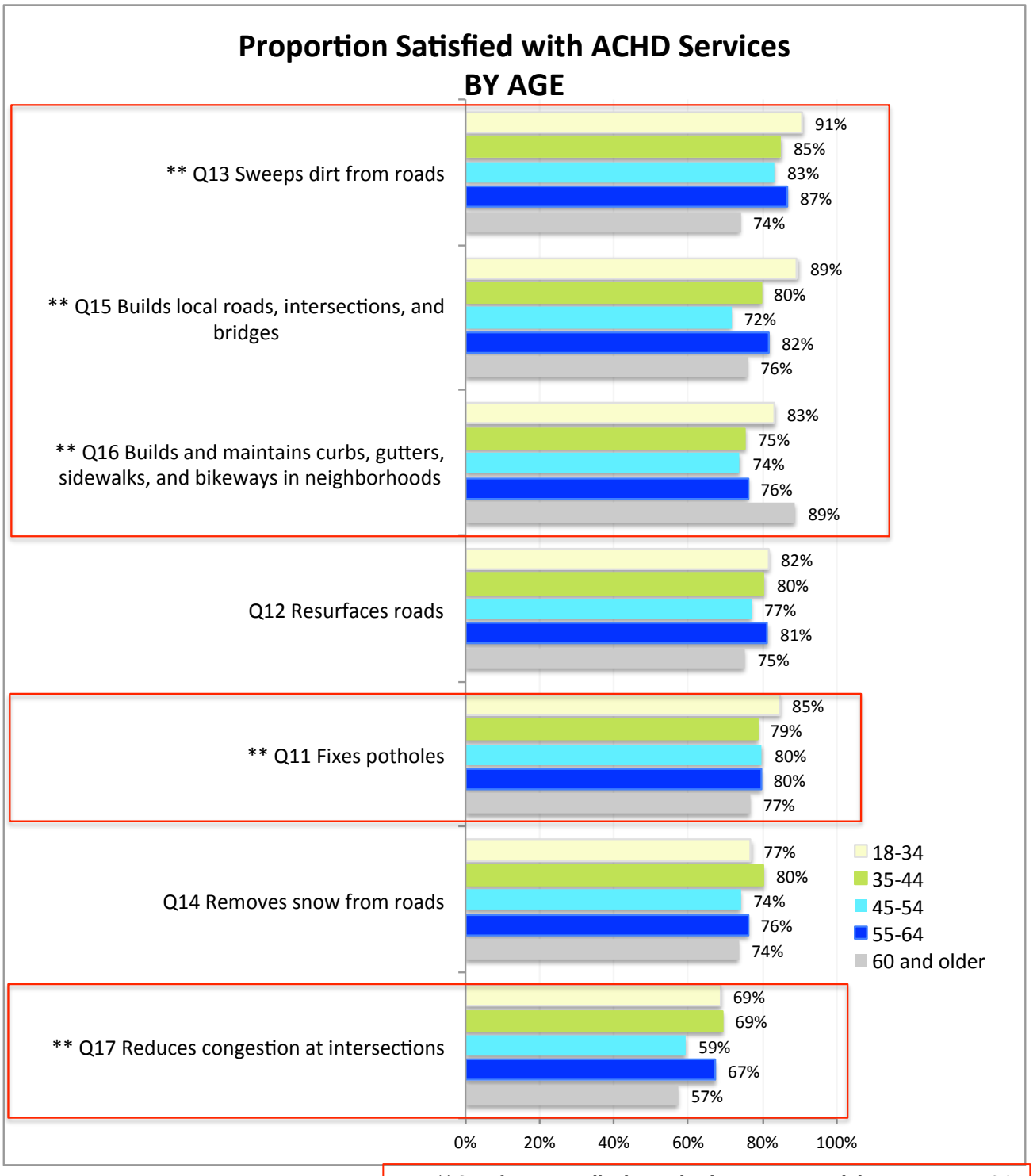
Western Ada County residents were more satisfied than easterners with three specific ACHD services – community improvements (sidewalks, *etc.*), road resurfacing, and reducing congestion. The differences amounted to a positivity gap of 4% - 6%.



** Significant overall relationship between region and the measure: $p < .05$.
* Suggestive overall relationship between region and the measure: $p \leq .10$.

Figure 15: Young Adults Were Generally Most Satisfied

Satisfaction varied by age for all of the specific services except road resurfacing and snow removal. In general, the youngest were most satisfied. Those ages 45-54 were least satisfied or among the least satisfied, except for evaluation of dirt sweeping, where the oldest respondents were least satisfied. For only one service – community improvements – were the oldest respondents among the most satisfied.



** Significant overall relationship between age and the measure: $p < .05$.
* Suggestive overall relationship between age and the measure: $p \leq .10$.

Summary: Satisfaction with ACHD

Overall satisfaction with ACHD has improved. Compared to 2004, public approval of ACHD's combined package of services is up by twenty percentage points. This difference tracks with a rise in job performance rating from 48% positive in 2006[8] to 70% positive today. Both measures correlate positively with the third overall satisfaction finding in which 65% agreed that ACHD is spending taxes correctly.

Residents with the longest commutes of more than 20 minutes, those ages 45-54, and those living in East Ada County were consistently less satisfied overall with ACHD than others. Yet, eclipsing all of these group-related differences are specific perceptions of ACHD's services. Five services drive overall satisfaction with ACHD: road building, followed by its pothole fixes, and congestion reduction were the strongest drivers of satisfaction with ACHD.

Satisfaction is up because services are seen as good. With one exception, ACHD's approval ratings for the services that drive overall satisfaction are near 80% or higher. The outlier, with just 66% approval, is ACHD's reduction of congestion at intersections, making it an obvious target for improvement. Intersection congestion contributes strongly to ACHD's overall satisfaction. As discussed in the next section, the majority of Ada County residents are in favor of diverting funds from roadway construction to decrease intersection congestion.

[8] Steffen, V.J. (2006, November). *Ada County Residents' Views of ACHD Funding Options*. Technical report to ACHD. Boise, Idaho.

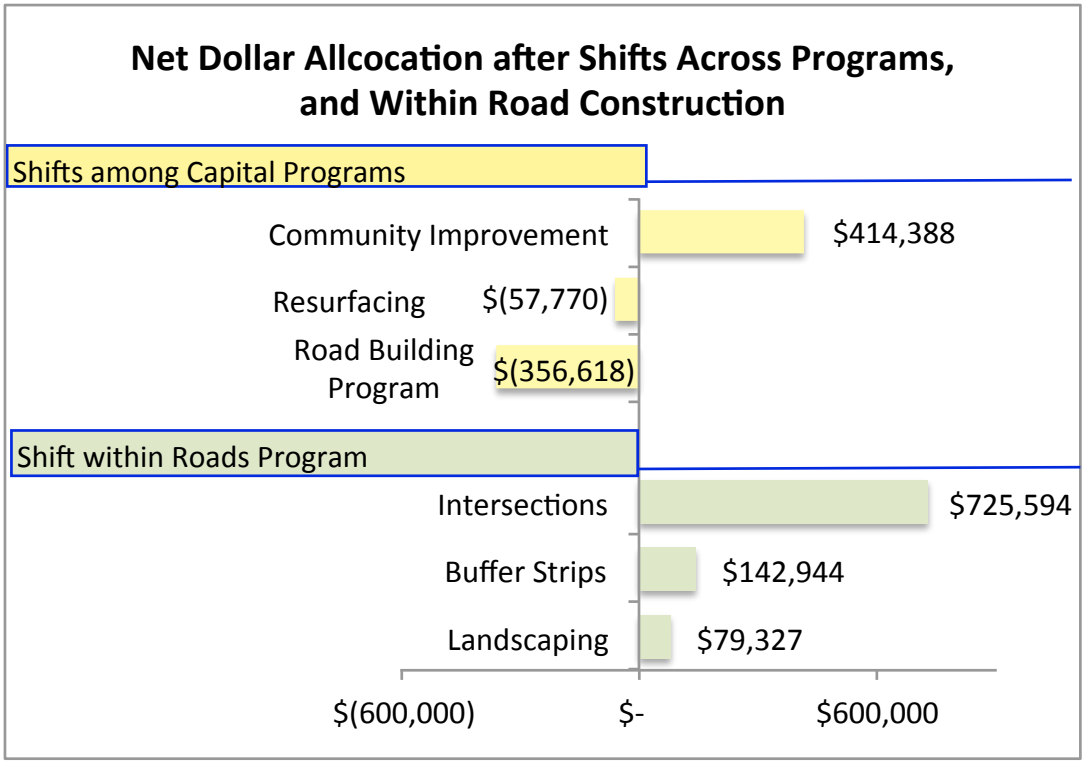
Budget Shifts in Capital Spending – The Net Outcomes

Respondents could shift allocations of 5¢ to and from the three capital programs, Road Building, Community Improvements, and Resurfacing. They could shift differing sums within the Road Building budget from roadways to Intersections (5¢), to wider Buffer Strips (1¢), and to Landscaping of buffer strips (1¢). These last three shifts all came at the expense of roadways.

Analyses took all shifts to and from the three capital programs – Road Building, Resurfacing, and Community Improvements - into account. They showed a net 23% supported the shift of 5¢ into Community Improvements, balanced by 3% supporting a 5¢ shift from Resurfacing, and 20% supporting a 5¢ shift from Road Building.

Analyses of shifts within the Road Building program showed that 56% supported moving 5¢ of the current Road Building budget from roadways to congestion reduction at intersections. Similarly, 55% supported a 1¢ shift to building wider buffer strips. Just 31% supported shifting 1¢ toward landscaping buffer strips.

Figure 16: Amount of Shift in Funds Across Programs and Within the Road Construction Program



These proportions translate into amounts of money that respondents, on average, wanted to move. Community Improvements received a net increase of more than $414,000, balanced by cuts to Road Building and Resurfacing of about $357,000 and $58,000 respectively.

The green bars show shifts within the nearly $26M Road Building budget away from roadways to other construction. On average respondents advocated moving $726,000 into improving intersections, $143,000 to building wider buffer strips, and $79,000 to landscaping the buffer strips. See Figure 39, p. 57 for the comparable net proportions advising shifts in or out of categories.

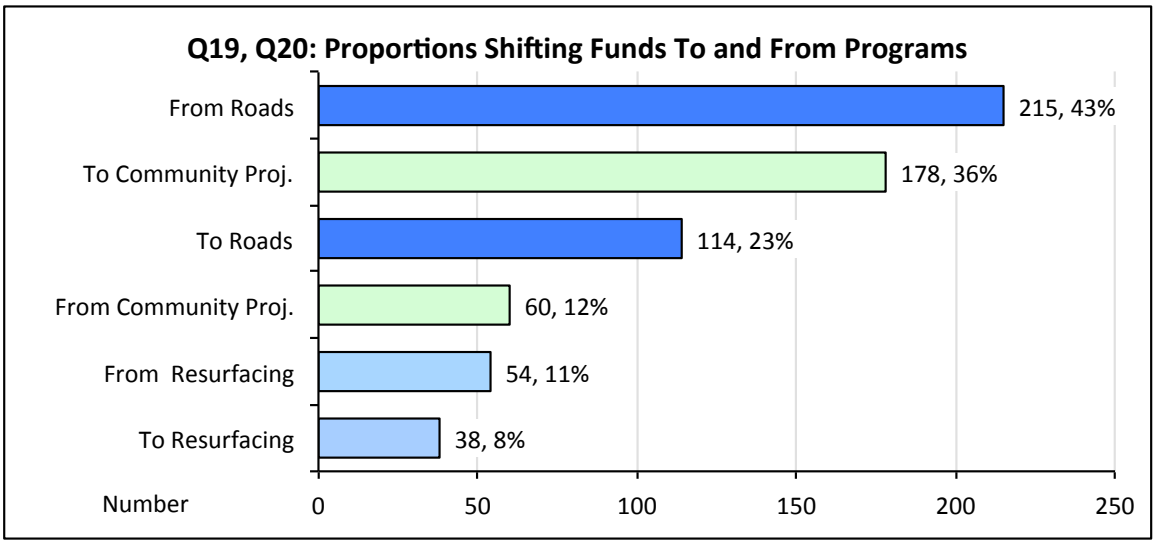
Impact Across Capital Programs. Overall, the shifts across the three capital programs represent about 1.2% of the total budget. The net impact to the programs varies, increasing the Community Improvements by 10.6% of its base budget, and decreasing Resurfacing by 1.0% and Road Building by 1.4% of their respective bases (see Appendix C for details).

Impact Within the Road Building Budget. The net impact of respondent advice would be to shift 3.7% of the road building budget from roadways into intersections, buffer strips, and landscaping. This represents net increases of 9.7% to intersections, and 55.3% to buffer strips, and the launch of a whole new landscaping program worth 0.3% of the Road Building budget. Together, these shifts remove 5.2% from the base budget for roadways (see Appendix C for details).

Budget Shifts in Capital Spending – The Original Answers

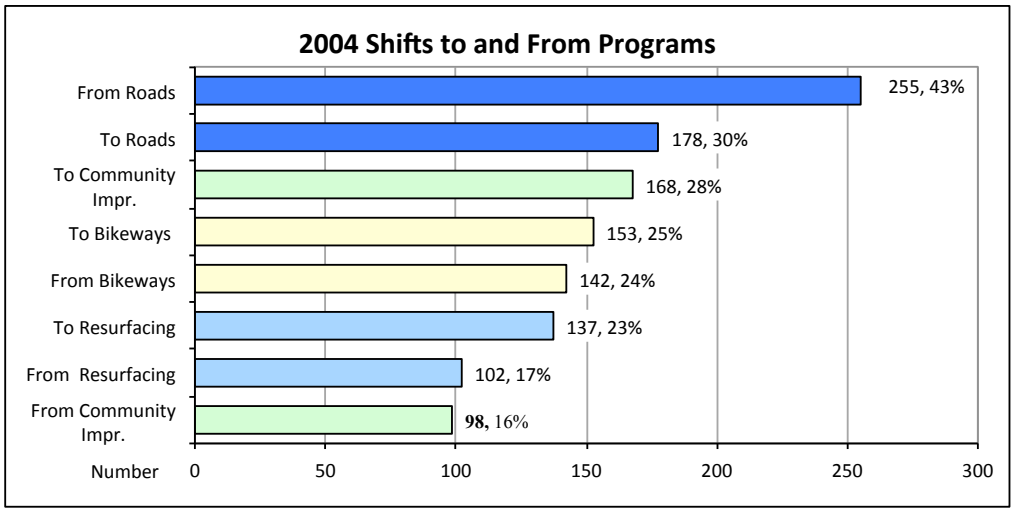
Respondents could shift allocations of 5¢ to and from the three capital programs, Road Building, Community Improvements, and Resurfacing.

Figure 17: Advice to Shift Funds Across Programs



The plurality (43%) wanted to decrease the road-building budget compared to 23% who wanted to increase it. This represents a nearly 2:1 ratio supporting a redistribution of some road building money to other programs. Community improvements saw the greatest disparity between those supporting an increase (36%) versus a decrease (12%) – a 3:1 ratio supporting an increase. The closest split was for resurfacing, with just 8% favoring an increase versus 11% a decrease.

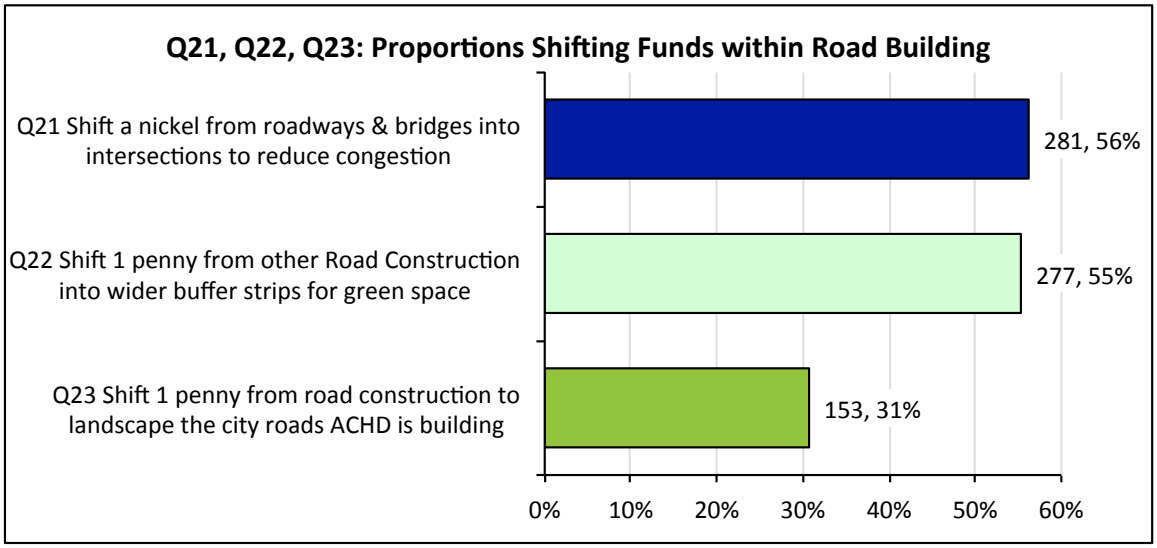
Figure 18: 2004 Advice to Shift Funds



The 2004 findings resembled those of the current study: Respondents supported moving a modest sum out of road building and into smaller programs, predominantly community improvements. Yet, in 2004 significantly fewer respondents favored decreasing road building than in 2012 (13% vs. 20%, $p<.001$); whereas, a net 5% wanted to increase resurfacing in 2004 versus 3% favoring a decrease in 2012 ($p<.001$). In both studies, community improvement programs received the most support for an increase, though the 12% net proportion supporting an increase in 2004 was significantly lower than the 23% in 2012 ($p<.001$).

Shifts within the Road-building Budget. Respondents could shift differing sums within the Road Building budget from roadways to Intersections (5¢), to wider Buffer Strips (1¢), and to Landscaping of buffer strips (1¢). These three shifts all came at the expense of roadways.

Figure 19: Proportion Supporting Shift within the Road Building Budget



The majority (56%) wanted to spend an additional 5¢ of the road-building budget to reduce congestion at intersections. Likewise, 55% wanted to shift 1¢ of the road-building budget into wider buffer strips. By contrast, 31% wanted to spend 1¢ of the road building budget to landscape buffer strips.

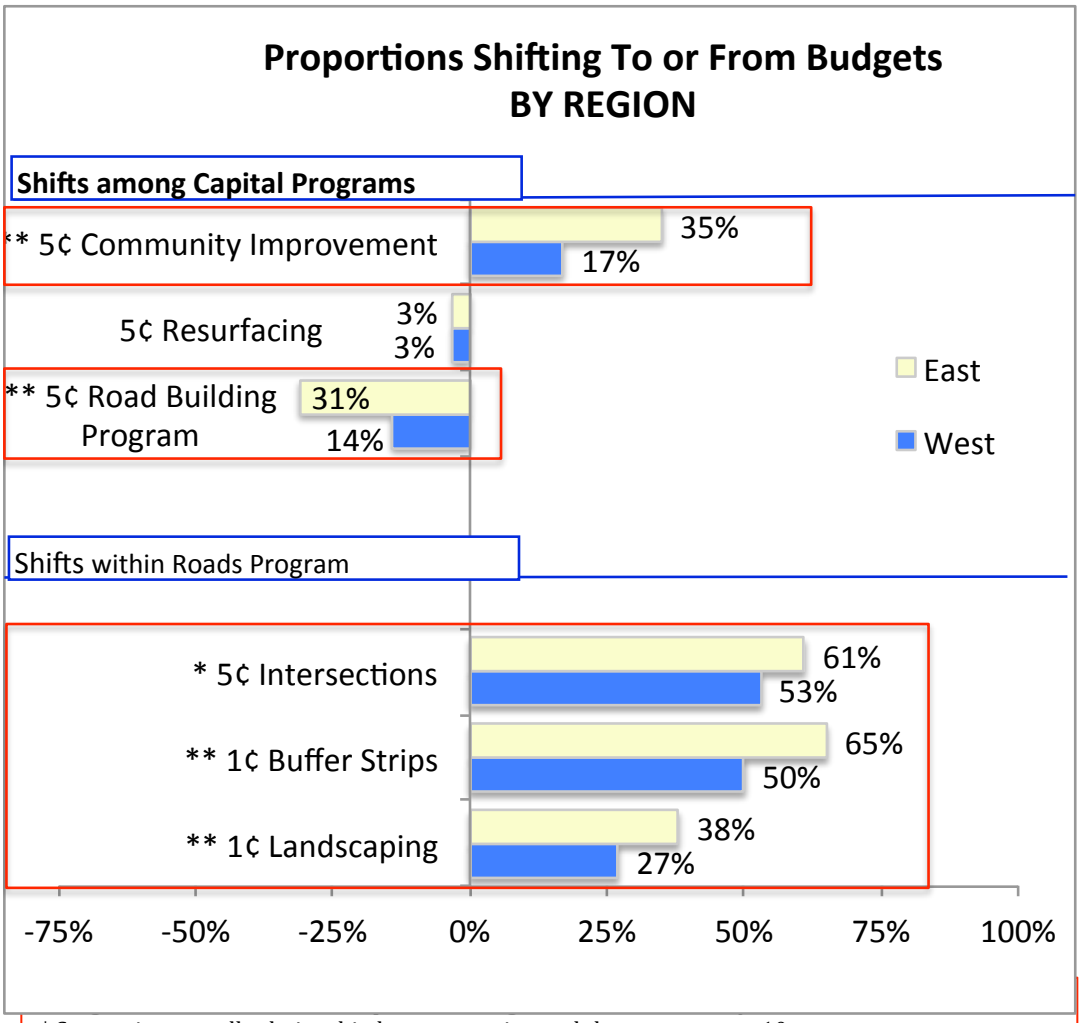
Budget Shift Decisions Varied by Region and Other Factors

Ada County residents' advice to shift budgetary amounts varied as a function of their region, age, commute length, and their use of alternative transportation.

Figure 20: Shift Decisions Varied by Region

Respondents differed significantly by region in all shift decisions except those pertaining to resurfacing. East Ada County respondents were more supportive of the prevailing, net shift than westerners. The gap was greatest in the net shift toward community improvements, where eastern support for a net 5¢ shift was double that of westerners (35% vs. 17%).

Gaps were more modest for shifts within the road-building budget, with East Ada County leading by 8%-15%.



* Suggestive overall relationship between region and the measure: $p \leq 10$.
Shifts to the left of the 0% line represent shifts ***from*** the program. Those to the right are shifts ***into*** the program.

Figure 21: Shift Decisions Varied by Age

Age differences in support of shifts within the road-building budget were complex. Residents ages 35-44 were most supportive of 1¢ shifts to buy and landscape buffer strips. They were joined by the youngest residents, ages 18-34, in that strong support of increased spending to widen buffer strips. But they differed most from that very group of young adults in supporting allocations to landscaping.

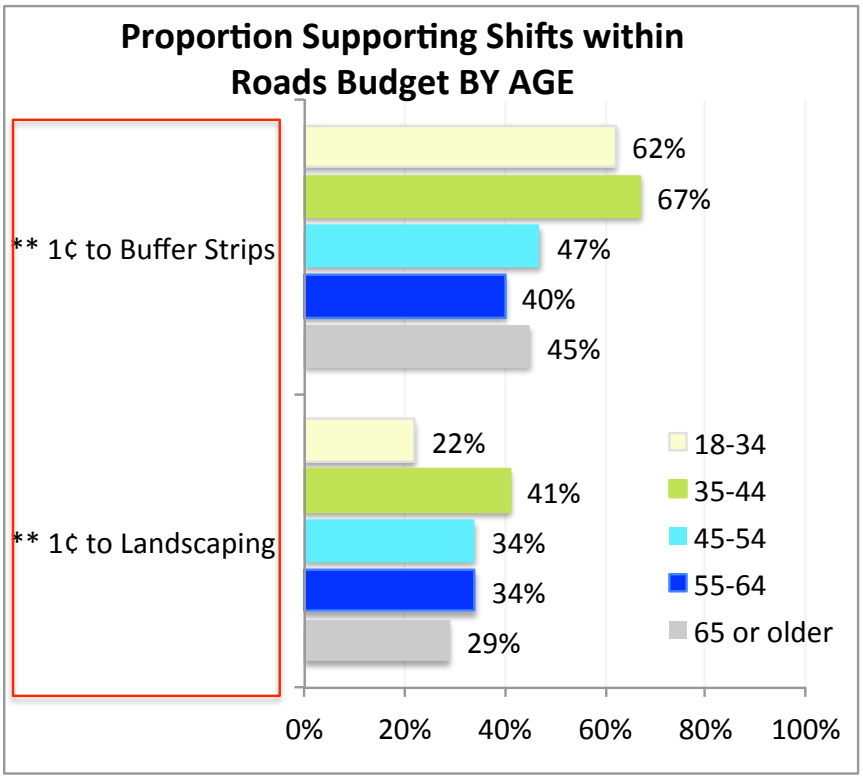
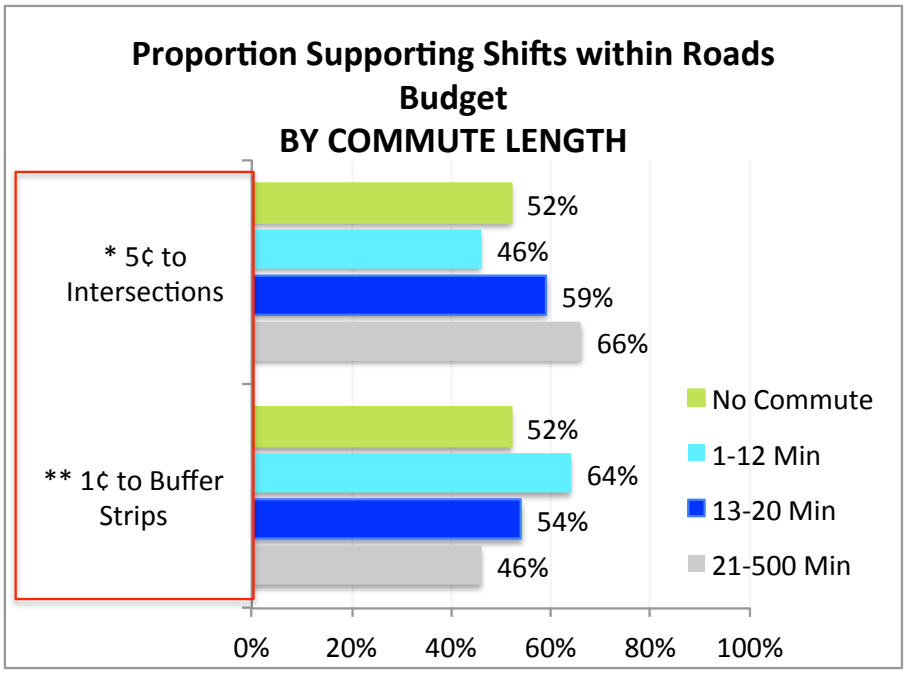


Figure 22: Shift Decisions Varied by Commute Length

Support of shifts within the road-building budget also varied by commute length in a complex pattern. Residents with no commute were equally supportive of shifts to both intersections and buffer strips (52%). But the remaining residents responded in opposite directions to these two questions. In a strong, direct relationship, the longer one's commute, the greater her or his likelihood of supporting budget shifts to intersections. The relation was reversed for support of spending on wider buffer strips. The shorter one's commute, the greater one's likely support for buffer strip spending.

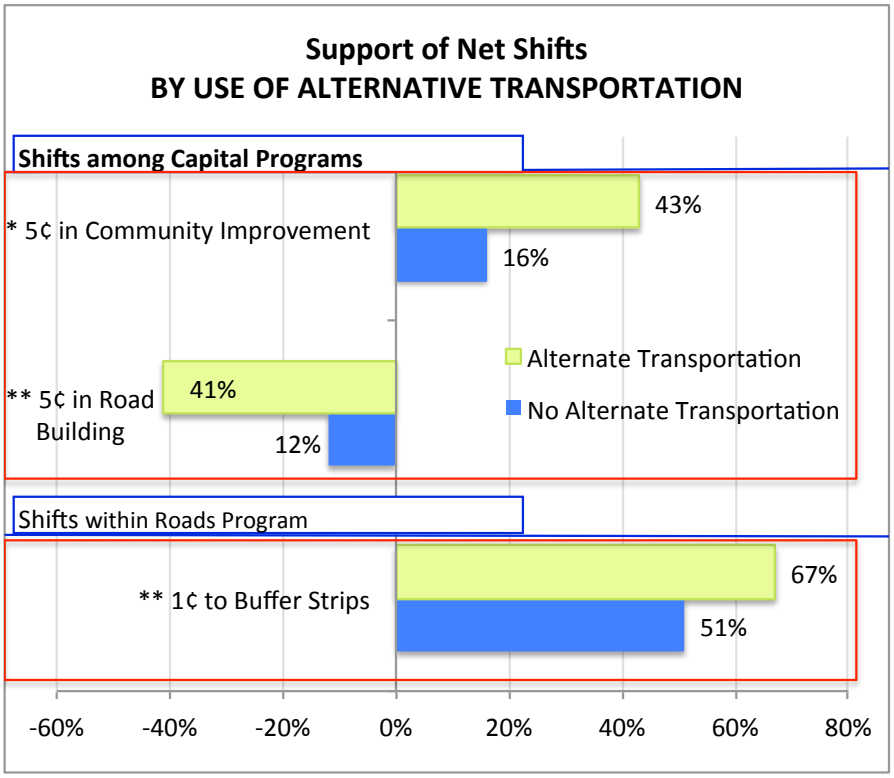


** Significant overall relationship between age or commute length and the measure: $p < .05$.
* Suggestive overall relationship between age or commute length and the measure: $p \leq 10$.

Figure 23: Shift Decisions Varied by Use of Alternative Transportation

Use of alternative transportation was a strong predictor of differences in decisions to shift funds from Road Building to Community Improvements, with more than a three-fold greater support among the 27% of commuters using alternative transportation than among the rest who do not.

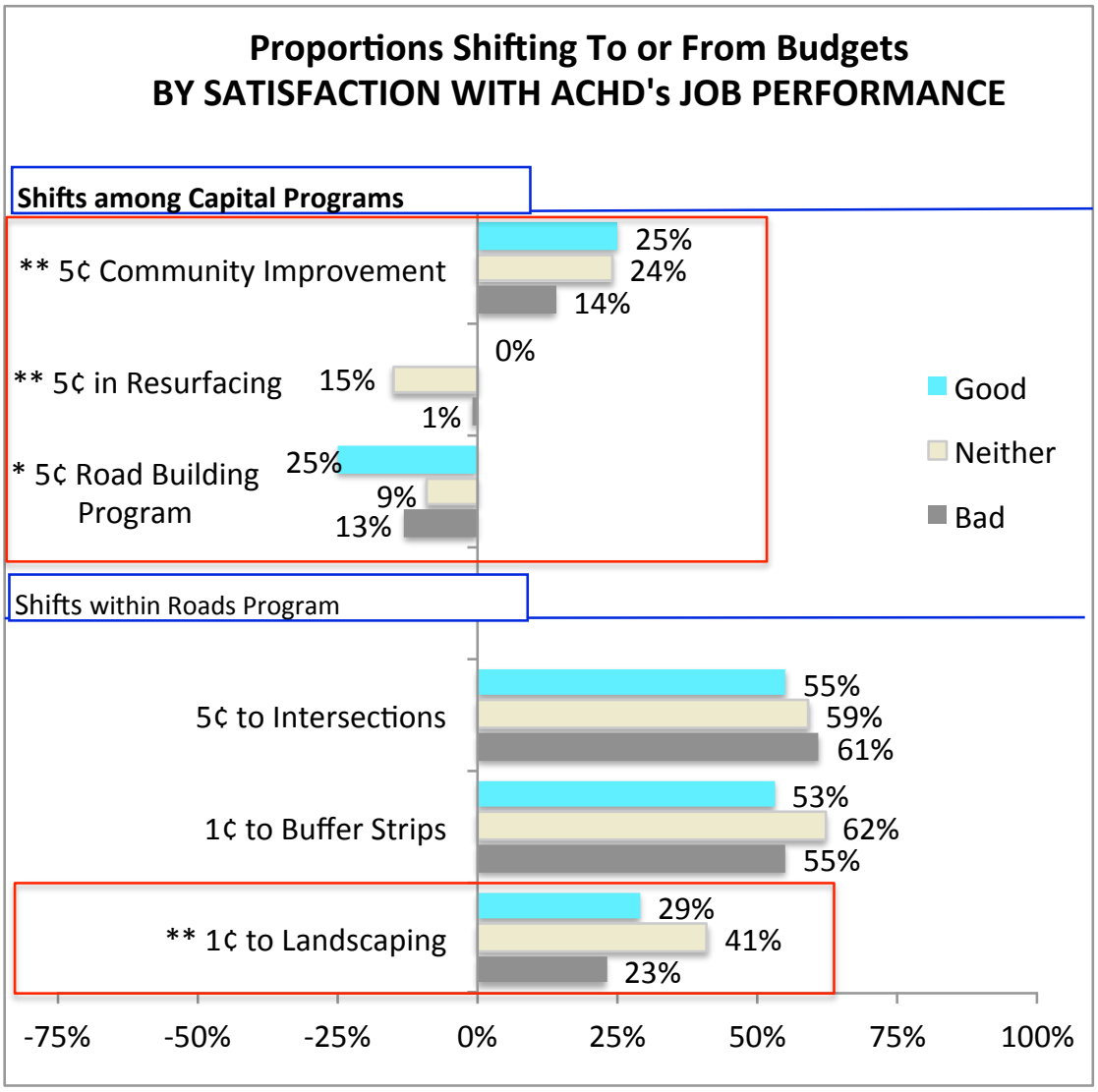
Alternative transportation users' 16% lead over non-users in supporting buffer strips is also highly significant.



** Significant overall relationship between alternate transportation use and the measure: $p < .05$.
* Suggestive overall relationship between alternate transportation use and the measure: $p \leq 10$.

Figure 24: Shift Decisions Varied by ACHD Job Performance Ratings

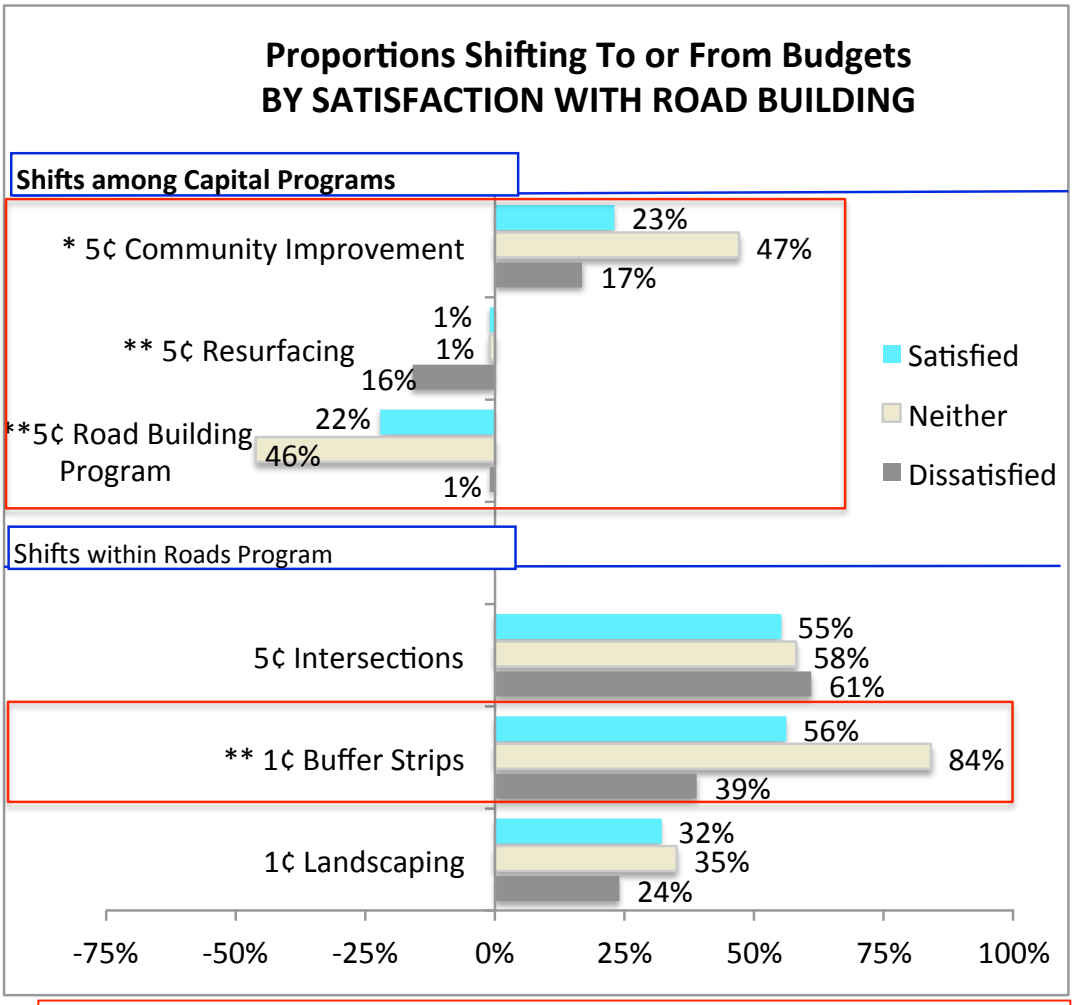
Respondents rating ACHD's job performance as good or neutral were more likely than others to shift money to Community Improvements from Road Building, and from roadway construction to the landscaping of buffer strips.



** Significant overall relationship between alternate transportation use and the measure: $p < .05$.
* Suggestive overall relationship between alternate transportation use and the measure: $p \leq 10$.

Figure 25: Shift Decisions Varied by Satisfaction with Road Building

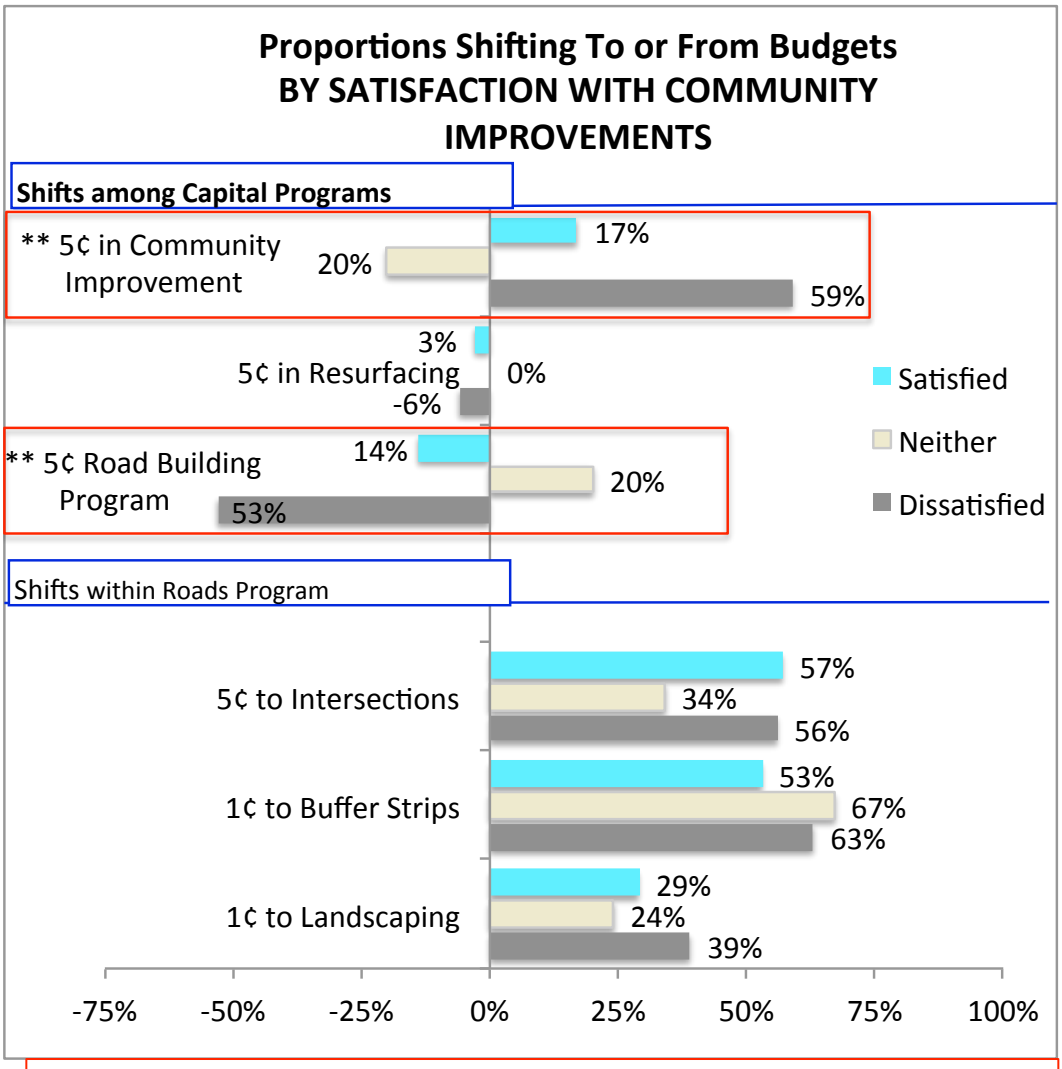
Respondents who were satisfied or neutral about ACHD's road building services were more likely than others to shift money from the Road Building program into Community Improvements, and from roadway construction into the buying of wider buffer strips. By contrast, those dissatisfied with road building were most likely to shift money from Resurfacing.



** Significant overall relationship between alternate transportation use and the measure: $p < .05$.
* Suggestive overall relationship between alternate transportation use and the measure: $p \leq 10$.

Figure 26: Shift Decisions Varied by Satisfaction with Community Improvements

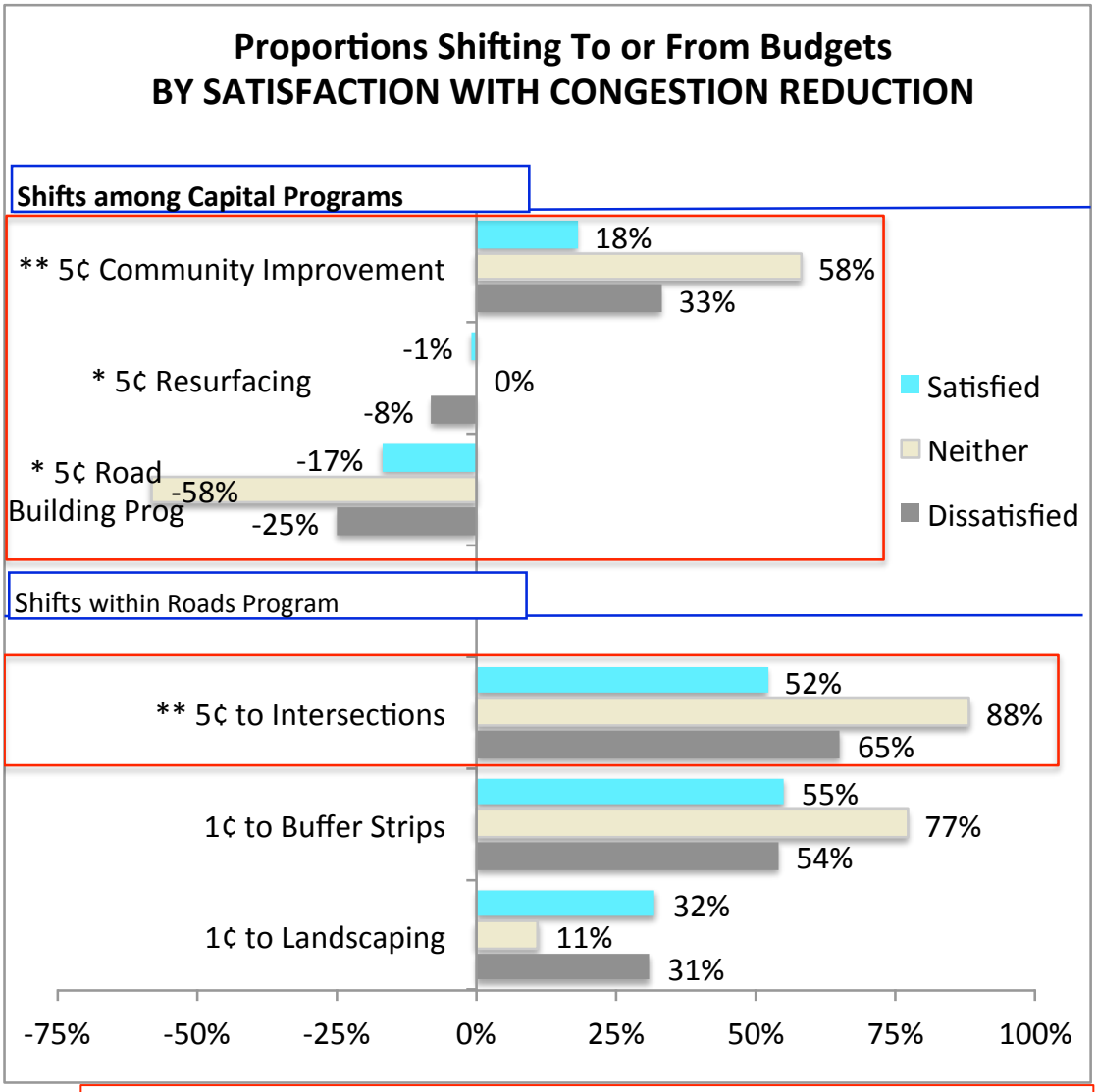
Respondents who were dissatisfied with ACHD's community improvement services were more likely than others to shift money from the Road Building program into Community Improvements.



** Significant overall relationship between alternate transportation use and the measure: $p < .05$.
* Suggestive overall relationship between alternate transportation use and the measure: $p \leq 10$.

Figure 27: Shift Decisions Varied by Satisfaction with Congestion Reduction at Intersections

Respondents who were neutral or dissatisfied about ACHD's reduction of congestion at intersections were more likely than others to shift money from the Road Building and Resurfacing programs into Community Improvements, and from roadway construction into the reduction of congestion at intersections. Note however, that even among those who were satisfied with ACHD's current congestion reduction, the majority (52%) advocated the shift of 5¢ to intersections.

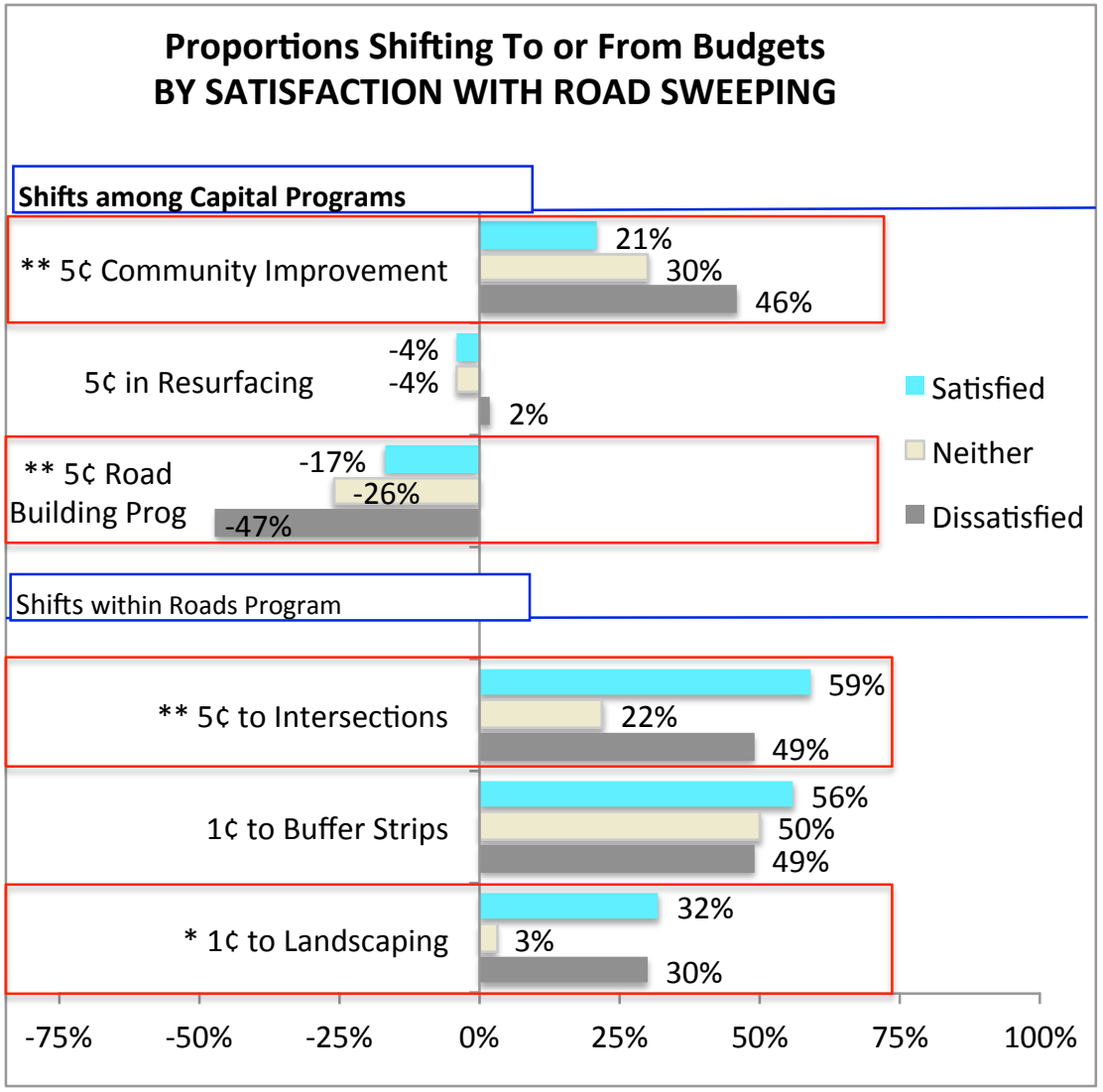


** Significant overall relationship between alternate transportation use and the measure: $p < .05$.
* Suggestive overall relationship between alternate transportation use and the measure: $p \leq 10$.

Figure 28: Shift Decisions Varied by Satisfaction with Removal of Dirt from Roads

The more dissatisfied respondents were with ACHD's road sweeping services, the more likely they were to shift money from the Road Building into Community Improvements.

By contrast, those who were neutral – neither satisfied nor dissatisfied – with road sweeping were least likely to shift money away from roadway construction and into intersections and the landscaping of buffer strips.



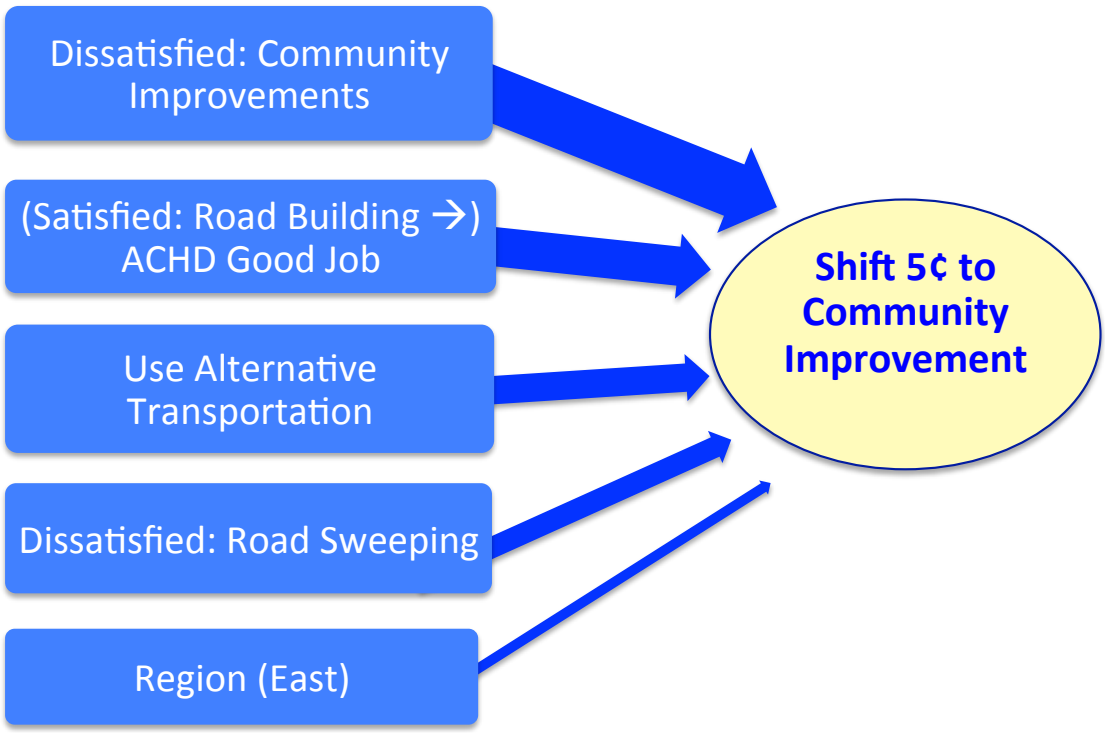
** Significant overall relationship between alternate transportation use and the measure: $p < .05$.
* Suggestive overall relationship between alternate transportation use and the measure: $p \leq 10$.

Budget Shifts: Paths of Decision and Influence

This section reviews summary analyses showing the relative influence of each factor on the budget shift decisions, when all factors are taken into account. These regression analyses examined the combined input of (a) the demographics - region, age use of alternative transportation, commute duration; (b) general satisfaction with ACHD – three measures; and (c) satisfaction with the seven ACHD specific services in driving the choices to shift money across capital programs and within the Road Building program.

Figure 29: Key Drivers to Shift Money to Community Improvements

The two very strong drivers of advice to move funds into Community Improvements were dissatisfaction with ACHD's current community improvements, and the belief that ACHD is doing a good job, which is influenced most strongly by high satisfaction with road building.



Other significant predictors of an increase in Community Improvement spending were people's use of alternative transportation, their dissatisfaction with ACHD's dirt removal from streets, and their region of residence. East Ada county residents were more supportive of increases to Community Improvements than westerners.

Figure 30: Key Drivers to Shift Money Away from Road Building

The two very strong drivers of advice to move funds out of Road Building to one of the smaller programs were the belief that ACHD is doing a good job, and dissatisfaction with ACHD'S current community improvements and dirt removal from streets. Also, East Ada county residents were more supportive of shifts from Road Building than westerners.

The drivers of shifts away from Road Building and into Community Improvements are similar because the majority of the funding shifts went from Road Building to Community Improvements.

Figure 31: Key Drivers to Use More Road Building Money for Intersections

The strongest drivers of advice to divert money from roadways to intersections – all within the overall Road Building budget – were dissatisfaction with the current congestion at intersections and respondents' commute time.

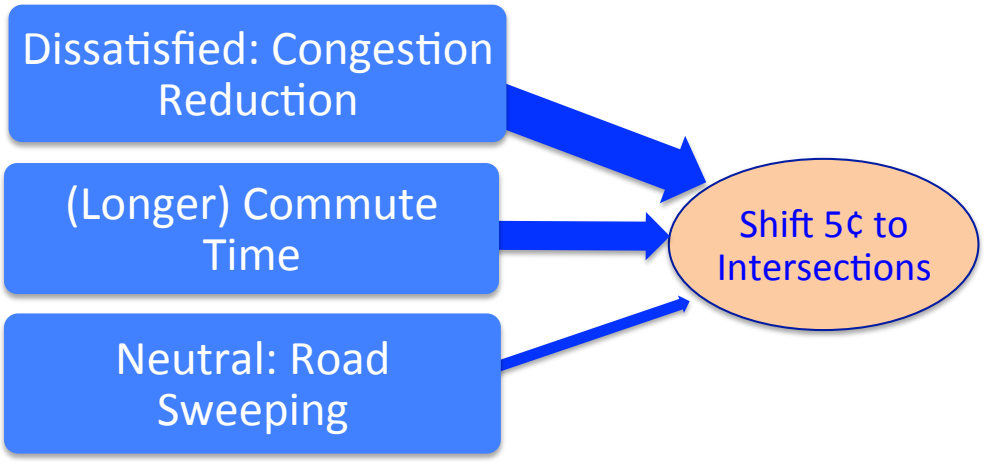
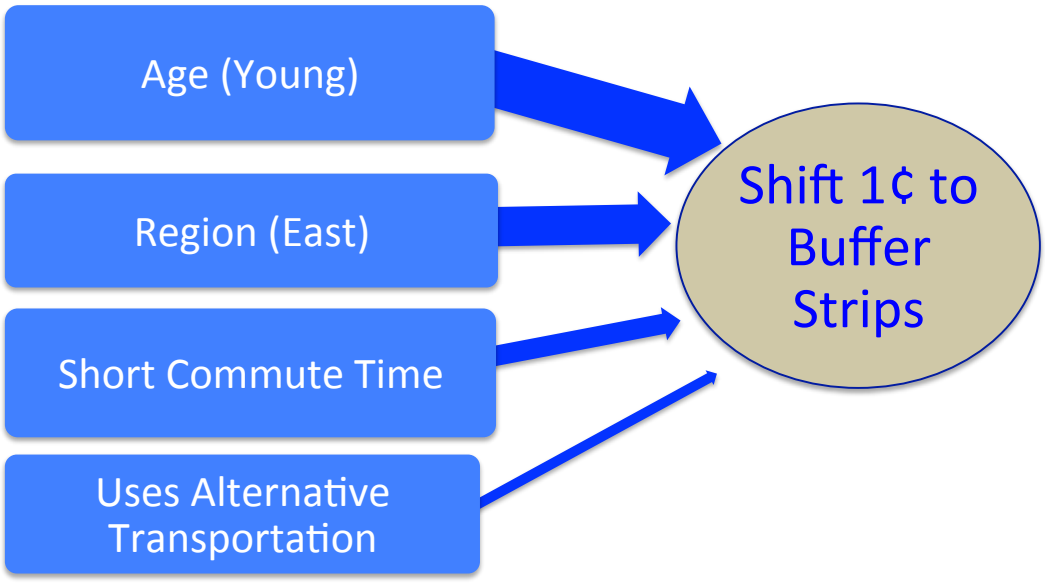


Figure 32: Key Drivers to Shift Money to Intersections

Younger people and those living in East Ada County were most supportive of doubling the buffer strip budget to build wider strips. Also, those with relatively shorter commutes, and those using alternative transportation were significantly more supportive of this shift than others.



Summary and Conclusions: Funding Shifts

Respondents gave advice on shifting funds among the three capital programs, Road Building, Resurfacing, and Community Improvements, and within the Road Building budget.

Shifts Among Capital Programs. Findings suggest a modest redistribution of $414,000 into Community Improvements, balanced by cuts to Road Building and Resurfacing of about $357,000 and $58,000 respectively. These shifts represent a net 23% of respondents advocating a shift of 5¢ into Community Improvements, balanced by a net 3% moving 5¢ out of Resurfacing, and another 20% removing 5¢ from Road Building programs. These shifts are similar to those of 2004, though today they are larger and they show a net shift into only one program, Community Improvements, and reverse the small addition to Resurfacing advised in 2004.

Impact. Overall, the shifts across the three capital programs represent about 1.2% of the total capital budget. The net impact to the programs varies. It increases the Community Improvements by 10.6% of its base budget; it decreases Resurfacing by 1.0%; and it decreases Road Building by 1.4% of their respective bases (see Appendix C for details).

Shifts Within the Road-building Program. Besides those shifts between programs, respondents recommended shifts within the $26M Road Building budget away from roadways and toward other construction. Specifically, 56% supported moving 5¢ to congestion reduction at intersections; 55% favored shifting 1¢ to building wider buffer strips; 31% wanted to allocate 1¢ to landscaping buffer strips. In budget terms, these proportions translate to about $726,000 to intersections, $143,000 to wider buffer strips, and $79,000 to landscaping the buffers.

Impact. The net impact of respondent advice would be to shift 3.7% of the road building budget from roadways into intersections, buffer strips, and landscaping. This represents net increases of 9.7% to intersections, and 55.3% to buffer strips. It involves the launch of a whole new landscaping program worth 0.3% of the Road Building budget. Together, these shifts remove 5.2% from the base budget for roadways (see Appendix C for details).

Drivers of Funding Shifts. Satisfaction with the job ACHD is doing and dissatisfaction with ACHD's community improvements were key drivers of decisions to shift money from Road Building to Community Improvements. Also strong were residents' use of alternative transportation and their residence in East Ada County.

- **Satisfaction with ACHD and with Road Building:** People who shifted money from Road Building into Community Programs were more satisfied with ACHD's road building and gave ACHD higher job performance ratings than those not making these shifts. The same was true of those who shifted money away from roadway construction into wider buffer strips. It appears that Ada County residents were willing to make such shifts if they believed ACHD was adequately

performing the task they most closely associated with the District – road building.

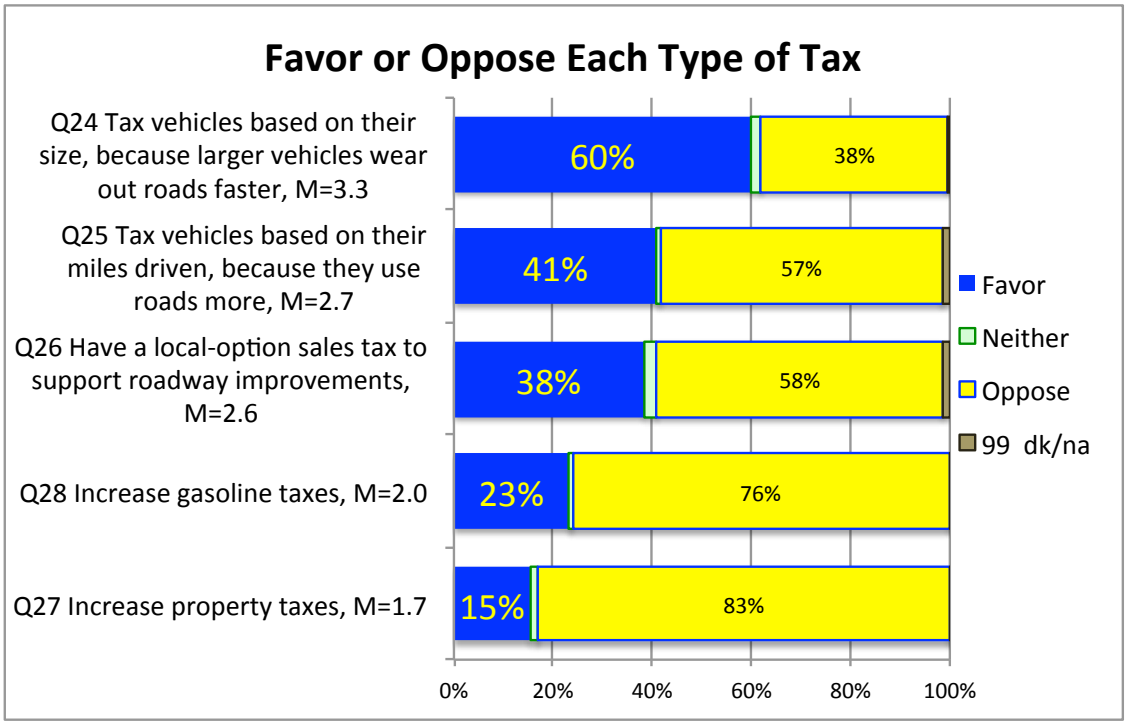
- **Dissatisfaction with Community Improvements:** People who shifted money from into Community Programs from Road Building were more dissatisfied with ACHD's community improvements than those not making this shift.
- **Street Sweeping – A Symbol of Community Service:** The less satisfied Ada County residents were with ACHD's road sweeping services, the more likely they were to shift money from the Road Building into Community Improvements. Street sweeping satisfaction appeared repeatedly as a driver of monetary decisions, despite the very high satisfaction with the service – just 10% reported dissatisfaction. Street sweeping appears to represent a symbol of ACHD's community services to many people.
- **Region:** Respondents living in East Ada County were twice as likely as those in West Ada County to add to Community Improvements while subtracting from Road Building.
- **Alternative Transportation:** Regular use of alternative transportation such as walking, biking, taking the bus, or carpooling to commute was up to 27% from 21% in 2004. Those using alternative transportation were more likely to subtract from road building and add to community improvements than people who do not use alternative transportation.
- **Dissatisfaction with Congestion Reduction:** Those dissatisfied or neutral about ACHD's congestion reduction services, which characterized 34% of Ada County residents, were more likely to shift funds from roadway construction to intersections.

Conclusion. The net outcome suggests public support for a modest shift of funds out of road construction and into community improvements. There is even stronger support for redirecting money within the Road Building program into the purchase of wider buffer strips and into reducing congestion at intersections. The upside to taking these measures is that they address perceived weaknesses in certain ACHD services. And citizens' counsel to make these shifts comes predominantly from those who basically approve ACHD's job performance and its current level of road building, suggesting a public trust in the District to do both road building and community improvements well. ACHD has the opportunity to leverage its good will to improve on an already good service record and image by making the recommended funding shifts. As long it does not compromise its highly satisfactory road building, it will gain support with these shifts.

Ways for ACHD to Raise Revenue

Interviewers explained to respondents that right now, ACHD gets much of its money from property tax and gasoline tax. Both are flat and could decrease. They then listed six different ways for ACHD to gather income, and asked respondents to say whether they favored or opposed each approach.

Figure 33: Support versus Opposition to Possible ACHD Revenue Sources



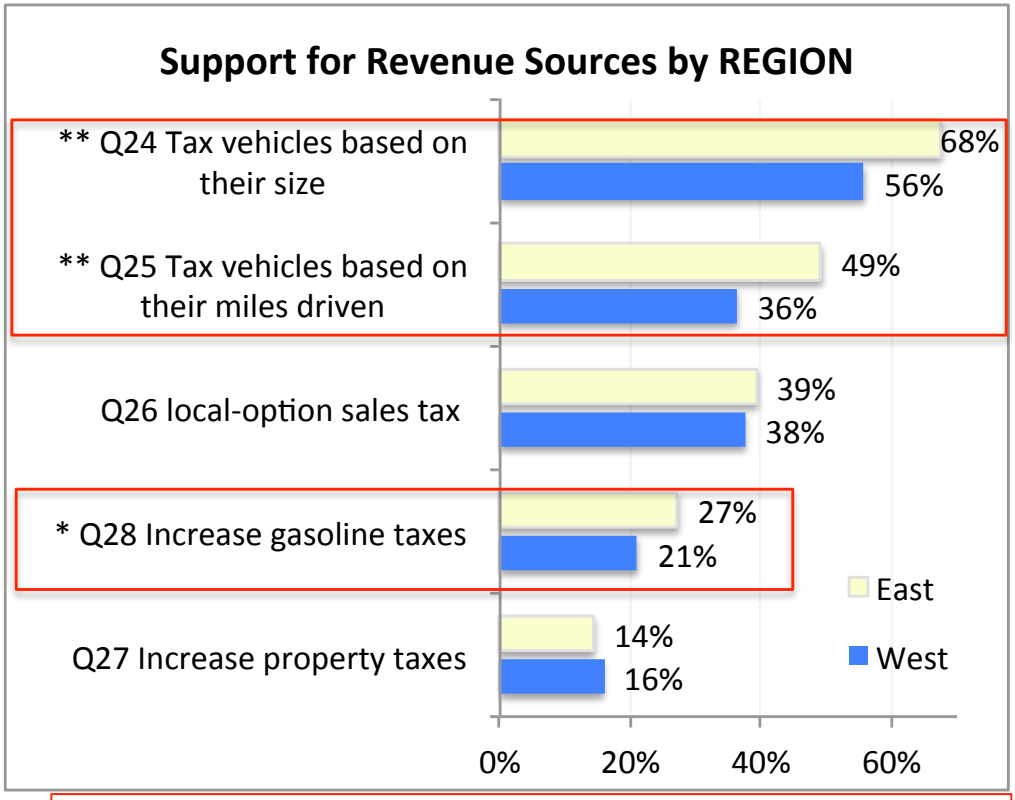
Only one revenue approach – taxing vehicles based on size - received more support than opposition, with 60% favoring it. Second and third were taxing vehicles based on miles driven (41% support) and levying a local option sales tax (38%).

Increased property tax and gasoline tax were strongly opposed, with opposition-to-support ratios greater than 3:1.

No comparable questions were asked in prior studies.

Figure 34: Support of Possible ACHD Revenue Sources by Region

East Ada County residents were significantly more likely than westerners to support three of the five approaches to revenue generation – taxing vehicles based on size; taxing based on miles driven, and increasing gasoline tax. Their proportions exceeded 50% for the vehicle size-based tax only.



** Significant overall relationship between region and the measure: $p < .05$.
* Suggestive overall relationship between region and the measure: $p \leq .10$.

Figure 35: Support of Possible ACHD Revenue Sources by Gender

Men were more likely than women to support taxing vehicles based on size, and increasing gasoline taxes.

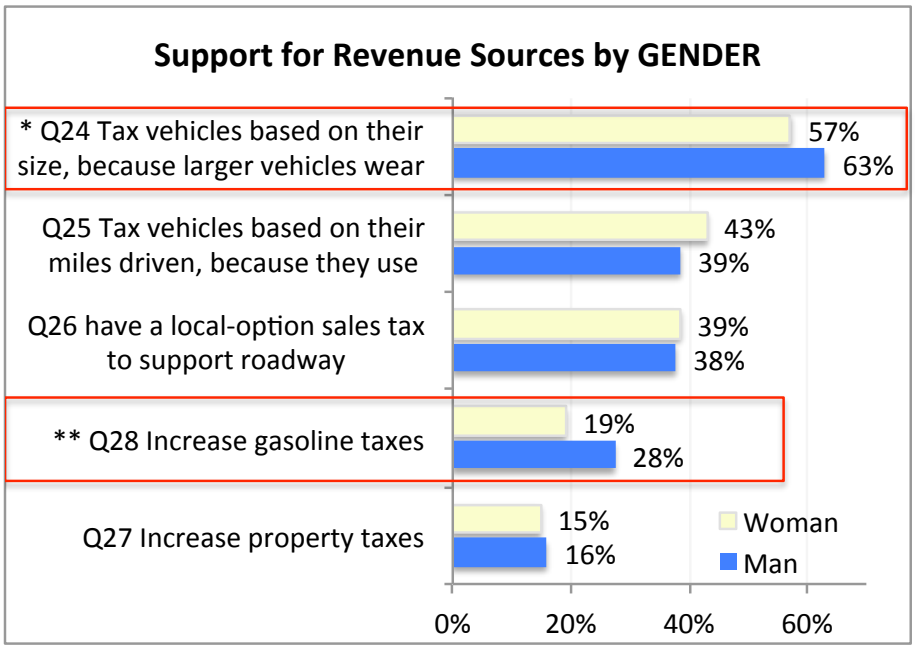


Figure 36: Support of Possible ACHD Revenue Sources by Age

The greatest discrepancy by age in views of revenue generation concerned local option taxes, property taxes, and gasoline taxes. The oldest respondents were among the least supportive of these three taxes, and were especially divergent from others in their 9:1 opposition of increased gasoline tax.

There was no significant disagreement among ages on the most popular revenue option – taxing based on vehicle size.

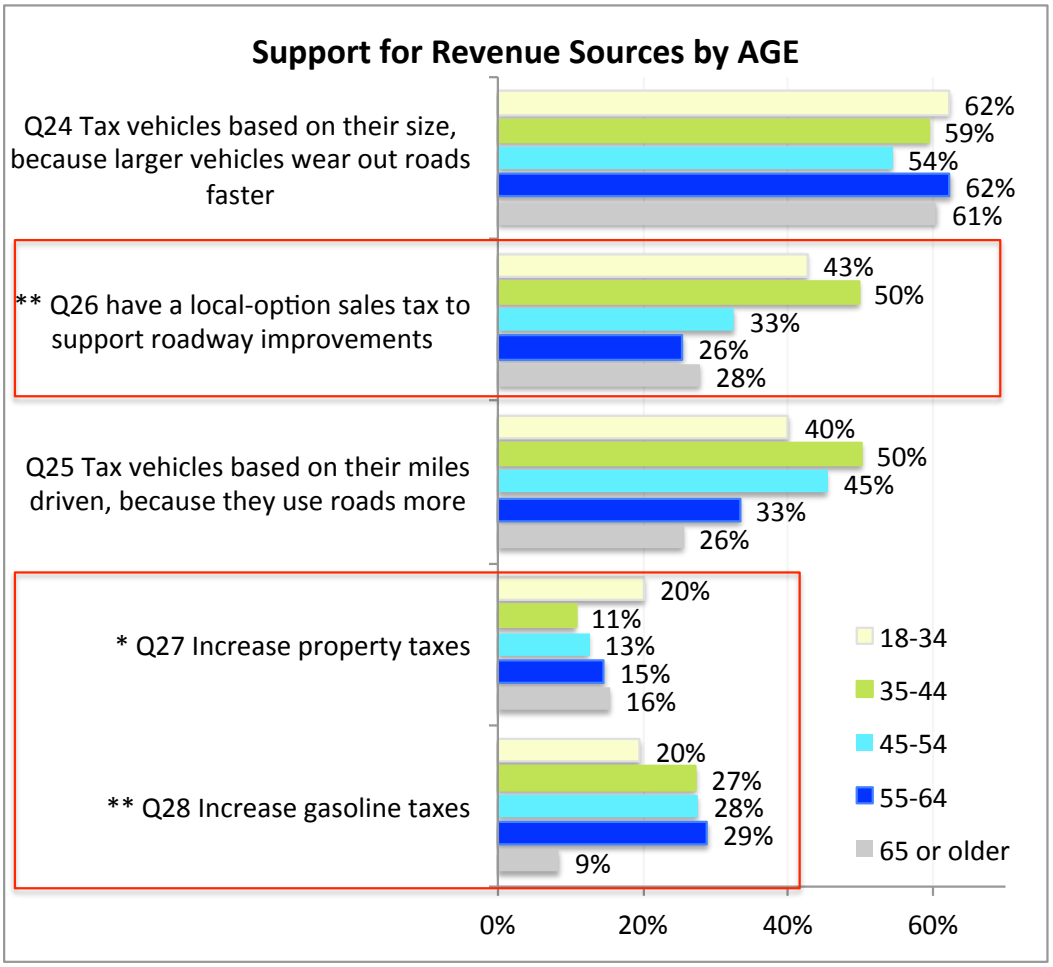
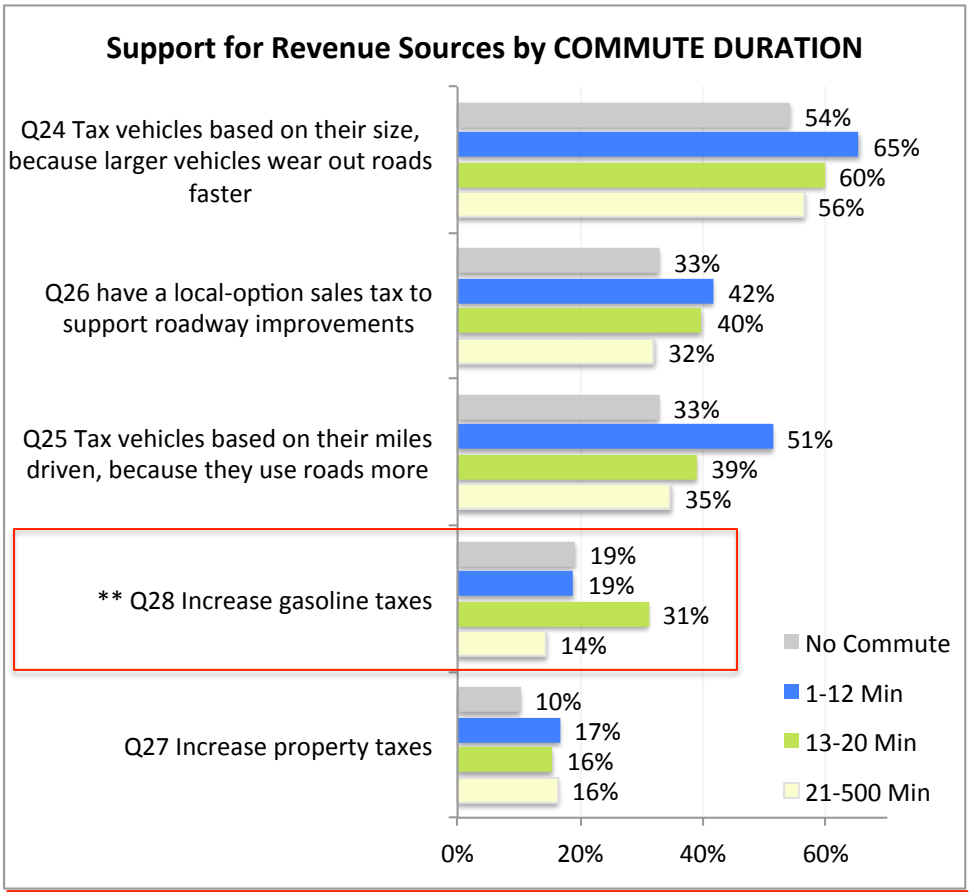


Figure 37: Support of Possible ACHD Revenue Sources by Commute Duration

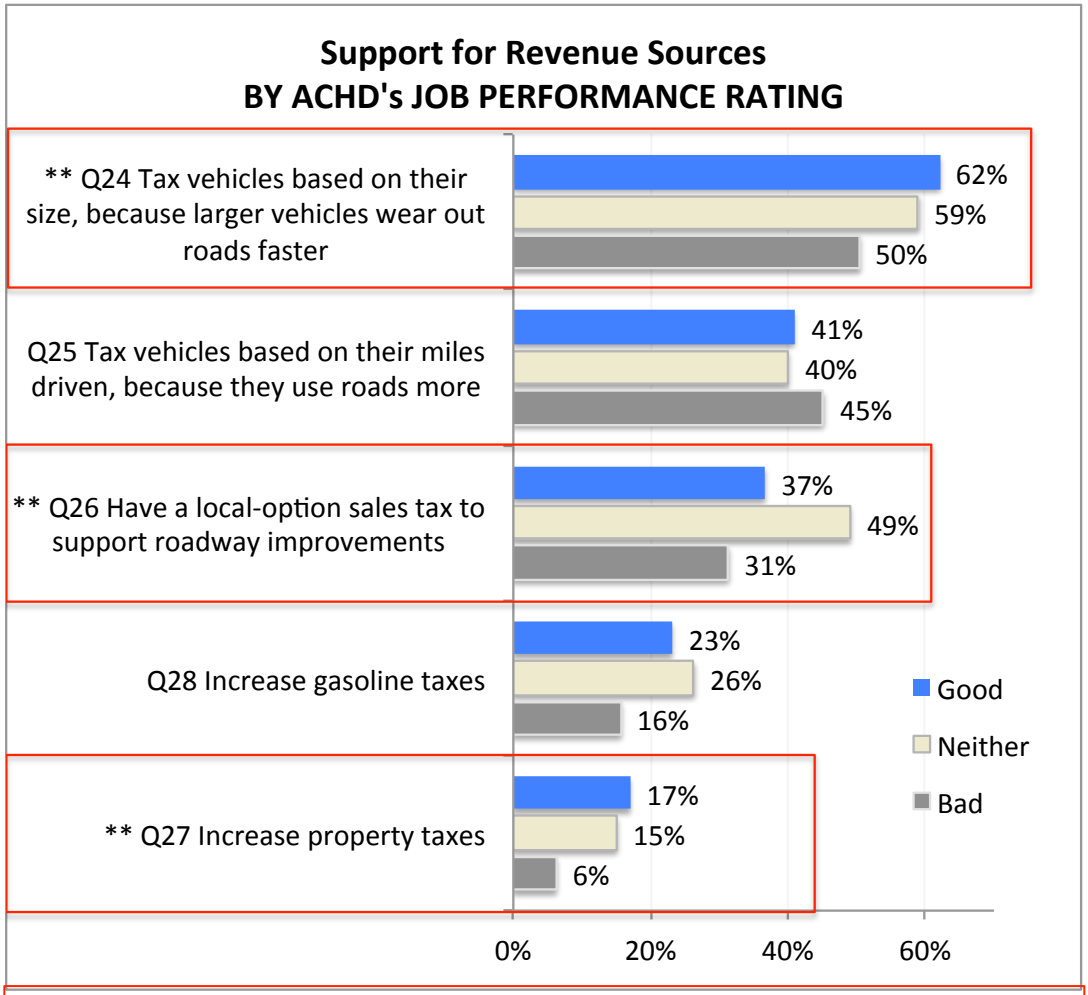
Ada County residents with a medium-length commute of 13-20 minutes were significantly more likely than all others to support an increased gasoline tax (31% vs. 18%).



** Significant overall relationship between commute length and the measure: $p < .05$.
* Suggestive overall relationship between commute length and the measure: $p \leq .10$.

Figure 38: Support of Possible ACHD Revenue Sources by ACHD's Job Performance Rating

The higher respondents rated ACHD's job performance, the more likely they were to endorse an increased tax on vehicles based on weight, and an increased property tax. Those rating ACHD's job performance as neither good nor bad were most likely to support a local-option sales tax.



** Significant overall relationship between job performance rating and the measure: $p < .05$.
* Suggestive overall relationship between job performance rating and the measure: $p \leq .10$.

Summary: Revenue Options

Only one revenue-raising approach – taxing vehicles based on size - received more support than opposition, with 60% favoring it. Second and third were a tax on vehicles based on miles driven (41% support) and a local option sales tax (38%). The strong opposition-to-support ratios against increased property tax and gasoline tax were greater than 3:1. East Ada County residents and men supported taxing vehicles based on weight more than others.

Conclusion. ACHD is well advised to focus new fundraising efforts on increasing fees based on vehicle size. To promote acceptance of such a change, ACHD would reach out to residents with strong positive views of its job performance, especially men, and to those in East Ada County, those with moderate to no commutes, and those over age 55.

Summary and Conclusions

Ada County Highway District (ACHD) sought to extend its public outreach and obtain a reliable representation of Ada County residents' views on:

1. Its job performance,
2. How it should spend capital resources, and
3. How it should obtain funding.

Overall Satisfaction with ACHD

- Overall satisfaction with ACHD is 65%-85%, depending on the question, representing a twenty percentage-point rise in recent years.
- About 8 in 10 respondents expressed satisfaction with most of ACHD's services, including road-building, neighborhood improvements, resurfacing, pothole fixes, and snow removal.
- Just 66% were satisfied with ACHD's management of congestion at intersections.
- Residents with the longest commutes of more than 20 minutes, those ages 45-54, and those living in East Ada County were consistently less satisfied overall with ACHD than others.
- Perceptions of ACHD's road building, followed by its pothole fixes, and congestion reduction were the strongest drivers of satisfaction with ACHD, eclipsing all differences by demographic attribute.

Revenue Options

Only one revenue-raising approach – taxing vehicles based on size - received more support than opposition, with 60% favoring it. Second and third were a tax on vehicles based on miles driven (41% support) and a local option sales tax (38%).

Shifts To and From Capital Programs

Taking all shifts to and from the programs across all respondents into account, we found a net 23% supported the shift of 5¢ into Community Improvements, balanced by 3% supporting a 5¢ shift from Resurfacing, and 20% in favor of shifting 5¢ from Road Building. By extension, these findings suggest a modest redistribution of $414,000 into Community Improvements, balanced by cuts to Road Building and Resurfacing of about $357,000 and $58,000 respectively. These shifts are similar to those of 2004, though in 2012 they are larger and they show a net shift into only one program, Community Improvements, and reverse the small addition to Resurfacing advised in 2004.

Besides those shifts between programs, respondents recommended shifts within the $26M Road Building budget away from roadways and toward other construction. Specifically, 56% supported moving 5¢ to congestion reduction at intersections; 55% favored shifting 1¢ to building wider buffer strips; 31% wanted to allocate 1¢ to landscaping buffer strips. In budget terms, these proportions translate to about $726,000 to intersections, $143,000 to wider buffer strips, and $79,000 to landscaping the buffers.

Factors Related to Spending Shifts

Satisfaction with the job ACHD is doing and dissatisfaction with ACHD's community improvements were key drivers of decisions to shift money from Road Building to Community Improvements. Also strong were residents' use of alternative transportation and their residence in East Ada County. Residents' dissatisfaction with congestion at intersections prompted shifts from roadways into intersections.

Conclusions & Recommendations

- **Overall Satisfaction with ACHD is Up.** Compared to findings in 2004 and 2006, public approval of ACHD is up by about twenty percentage points.
- **Satisfaction is Up Because Services are Seen as Good:** With one exception, ACHD's approval rating for the services that drive overall satisfaction are near 80% or higher. The outlier, with just 66% approval, is ACHD's reduction of congestion at intersections, making it an obvious target for improvement. Intersection flow versus congestion contributes strongly to ACHD's job approval rating, and the majority of Ada County residents are in favor of diverting funds from roadway construction to decrease intersection congestion.
- **Shifting Funds.** The net outcome suggests public support for a modest shift of funds out of road construction and into community improvements. There is even stronger support for redirecting money within the Road Building program into the purchase of wider buffer strips and toward changes that reduce congestion at intersections. The upside to undertaking these measures is that they address perceived weaknesses in certain ACHD services. And citizens' counsel to make these shifts comes predominantly from those who basically approve ACHD's job performance and its current level of road building, suggesting a public trust in the District to do both road building and community improvements well. As long ACHD does not compromise its highly satisfactory road building, it will gain support with these shifts.
- **Additional Revenue Sources.** ACHD is well advised to focus new fundraising efforts on increasing vehicle registration fees based on size. To promote acceptance of such a change, ACHD would reach out to residents with strong positive views of its job performance, especially men, and to those in East Ada County, those with moderate to no commutes, and those over age 55. The implementation of other revenue options would require careful development and extended outreach because of the nature and extent of opposition.

Appendix A: Questionnaire

743-2012 Knowledge, Views, Advice for ACHD

Screening for Qualified Respondent

[TEXT IN UPPER CASE, AND TEXT IN BRACKETS ARE NOT READ TO THE RESPONDENT, UNLESS INDICATED, AS "IF NECESSARY…" DNR SIGNIFIES "DO NOT READ"]

INTRO-01

ASK ALL

Hello, my name is ***, and I'm calling from <***>, a national opinion research firm. I'm conducting a brief survey to learn citizens' opinions about, and their advice to the Ada County Highway District – also called ACHD. We're not selling anything – we just want your advice. It will last about 10-12 minutes depending on your answers.

PLEASE DO NOT PAUSE AFTER COMPLETING THE INTRODUCTORY PHRASE ENDING IN "OFTEN CALLED ACHD."

CONTINUE

IF RESPONDENT REQUESTS NAME OF SPONSOR, SAY: The client is the Ada County Highway District. They are seeking citizens' views about transportation issues.

A CLIENT CONTACT IS AVAILABLE IF THE RESPONDENT REQUESTS: Craig Quintana, Communications Manager, 208-387-6107.

IF RESPONDENT ASKS HOW YOU GOT THEIR NUMBER: Your telephone number was randomly dialed from phone numbers in Ada County.

ASK ALL

Q01 In order to conduct a scientific survey, we need to talk with an adult <man> age 18 or older, who lives at this residence. Are you that person?

01	NO, NOT AVAILABLE	SET CALLBACK ALLOW A WOMAN IF THAT'S WHO IS AVAILABLE
02	NO, GETTING THAT PERSON	REPEAT INTRO-01
03	YES	CONTINUE
99	dk/na/refuse	TERMINATE – AGE DQ

ASK ALL

Q02 We're trying to reach people in Ada County, Idaho. I need to confirm: In what Idaho county is your main residence?

INTV:	IF RESPONDENT RESISTS, EXPLAIN: "We need to ask this question because we're calling landlines and cell phones, and some cell phones have area codes that don't correspond to the area codes that are linked to specific states."

01	Ada County	CONTINUE
02	Not Ada County	TERMINATE – COUNTY DQ
03	Not an Idaho Resident	TERMINATE – COUNTY DQ
04	Not a US Resident	TERMINATE – COUNTY DQ
99	dk/na/refuse	TERMINATE – COUNTY DQ

ASK ALL
Q_Gender_A

Q03 It might sound silly, but I'm required to ask: are you a woman or a man?

01	Woman	MONITOR – NOT TO EXCEED OVERALL 51% - REQUEST MAN OR DQ
02	Man	MONITOR – NOT TO BE LESS THAN OVERALL 49%
99	dk/na/refuse	INFER FROM VOICE. IF YOU'RE CERTAIN, CODE. OTHERWISE TERMINATE – GENDER DQ

ASK ALL
Q_AGE

Q04 We need to get a mix of backgrounds and ages. How old are you today?

INTV:	READ CATEGORIES ONLY IF NECESSARY

01	14-17	TERMINATE – AGE DQ
02	18-24	CONTINUE
03	25-34	CONTINUE
04	35-44	CONTINUE
05	45-54	CONTINUE
06	55-64	CONTINUE
07	65-74	OBSERVE QUOTA, CONTINUE
08	75 or older	OBSERVE QUOTA, CONTINUE
99	dk/na/refuse	TERMINATE – AGE DQ

Q_VOTER_B

Q05 Are you likely or unlikely to vote in the next election in your area?

INTERVIEWER INSTRUCTIONS	[DO NOT READ RESPONSE OPTIONS, and PROBE AFTER FIRST ANSWER: "is that extremely or somewhat"]
	IF ASKED WHY THIS QUESTION: "We ask because some of the questions are about topics that might appear on a ballot."

01	Extremely Unlikely	TERMINATE –VOTER DQ
02	Somewhat Unlikely	TERMINATE –VOTER DQ
03	Neither Likely nor Unlikely	TERMINATE –VOTER DQ
04	Somewhat Likely	TERMINATE –VOTER DQ
05	Extremely Likely	CONTINUE
99	dk/na/refuse	TERMINATE –VOTER DQ

ASK ALL

Q_ZIP&COUNTY_A

Q06 What is the zip code of your main residence in Ada County? [DO NOT READ RESPONSE OPTIONS]

INTERVIEWER INSTRUCTIONS	IF ASKED: "We are trying to get a full representation of people across the county and the zip codes helps us make sure we do that. We will not use it in any other way."

83616	EAGLE		CONTINUE
83634	KUNA		CONTINUE
83642	MERIDIAN		CONTINUE
83646	MERIDIAN		CONTINUE
83669	STAR		CONTINUE
83680	MERIDIAN		CONTINUE
83701	BOISE		CONTINUE
83702	BOISE		CONTINUE
83703	BOISE		CONTINUE
83704	BOISE		CONTINUE
83705	BOISE		CONTINUE
83706	BOISE		CONTINUE
83707	BOISE		CONTINUE
83708	BOISE		CONTINUE
83709	BOISE		CONTINUE
83711	BOISE		CONTINUE
83712	BOISE		CONTINUE
83713	BOISE		CONTINUE
83714	GARDEN CITY & Hidden Springs		CONTINUE
83715	P.O. Box	***	CONFIRM MAIN RESIDENCE AS ADA COUNTY; PROBE FOR ZIP at Personal Physical Residence; CONTINUE
83716	(also Mayfield)		CONTINUE
83717	P.O. Box	***	CONFIRM etc
83719	P.O. Box	***	CONFIRM etc
83720	Idaho State House	BUSINESS	PROBE FOR ZIP at Personal Physical Residence; CONTINUE
83721	DQ	DQ	PROBE etc
83722	Idaho tax commission	BUSINESS	PROBE etc
83724	Federal Bld	BUSINESS	PROBE etc
83725	BSU	BUSINESS	PROBE etc
83726	Albertsons	BUSINESS	PROBE etc
83727	DQ	DQ	PROBE etc
83728	Boise Cascade	BUSINESS	PROBE etc
83729	Morison Knudson	BUSINESS	PROBE etc

83730	DQ	DQ	PROBE etc
83731	ITD	BUSINESS	PROBE etc
83732	Idaho Intermountain Gas	BUSINESS	PROBE etc
83733	DQ	DQ	PROBE etc
83735	Idaho State Dpt Employment	BUSINESS	PROBE etc
83756	Idaho Tax commission	BUSINESS	PROBE etc
83757	DQ	DQ	PROBE etc
83799	P.O. Box	***	PROBE etc
9555	OTHER		CONTINUE
9777	NO ADA COUNTY ZIP, or NO IDAHO RESIDENCE		TERMINATE DQ ADA COUNTY
9888	Don't Know		CONTINUE
9999	na/refuse		CONTINUE

ASK ALL

Q07 Do you live east or west of Boise's Cole Road, or on it? Cole Road borders the east edge of Boise's Towne Square Mall and the former Cole Elementary School. [DO NOT READ RESPONSE OPTIONS]

01	East	CONTINUE
02	On Cole Road	CONTINUE [[TO BE CODED LATER AS EAST]]
03	West	CONTINUE
98	Not in Ada County	TERMINATE –ZIP DQ
99	dk/na/refuse	TERMINATE –ZIP DQ

ASK ALL

Q_PhoneType_A

Q08 Have I reached you on a cell phone, or on a landline phone?

INTV: DO NOT READ RESPONSE OPTIONS UNLESS NECESSARY

01	Cell/Mobile	IF (SAMPLE = CELL) SKIP to INTRO-03 IF (SAMPLE = LANDLINE) CONTINUE
02	Landline	SKIP to INTRO-03
99	dk/na/refuse	TERMINATE

ASK IF [Q_PhoneType_A = 3:Cell/Mobile reached with landline sample]

INTRO-02 PhoneType_B Callback.

We have a slightly different version of the survey for cell phone respondents. Could I call you back at a later time to complete the survey?

01	Yes	SET CALLBACK
02	No	TERMINATE – REFUSE
99	dk/na/refuse	SET CALLBACK

ACHD IMAGE - OVERALL IMPRESSION, PERFORMANCE

INTRO-03

The next couple questions are about your views of the Ada County Highway District, which I'll refer to as ACHD from now on.
CONTINUE

ASK ALL
Q_ACHDJobQuality
Q09 In your opinion, how good or bad a job is ACHD doing? Would you say..

07	Excellent	CONTINUE
06	Very Good	CONTINUE
05	Good	CONTINUE
04	Neither Good nor Bad	CONTINUE
03	Bad	CONTINUE
02	Very Bad or	CONTINUE
01	Awful	CONTINUE
99	dk/na/refuse	CONTINUE

ASK ALL
Q_ACHDResourceUse
Q10 Would you agree or disagree that ACHD is spending tax dollars correctly?
INTVR: DO NOT READ RESPONSE OPTIONS, but PROBE AFTER FIRST ANSWER: "is that strongly or somewhat"

01	Strongly Disagree	CONTINUE
02	Somewhat Disagree	CONTINUE
03	Neither Agree nor Disagree	CONTINUE
04	Somewhat Agree	CONTINUE
05	Strongly Agree	CONTINUE
99	dk/na/refuse	CONTINUE

CONTINUE

ACHD IMAGE – HOW WELL ACHD DELIVERS SERVICES

ASK ALL

INTRO-04

Now I'd like you to tell me how satisfied or dissatisfied you are with how ACHD performs several of its services.

In answering, please keep in mind that when I talk about ACHD **roads**, **sidewalks, bikeways, curbs, and gutters,** I mean just city and county roads and the sidewalks, curbs, gutters, bikeways and markings associated with them. I'm NOT referring to anything associated with freeways or state highways like State Road-55, also called Eagle Road, or with the Boise Greenbelt, or with any private roads or property. But in general, the street in front of your house is probably an ACHD road. Is that explanation clear?

01	NO	REVIEW EXPLANATION, USE CHECK SHEET BELOW
02	YES	CONTINUE

INTERVIEWER CHECK-SHEET to help clarify.

ACHD Services **DO** Cover	ACHD Services **Do NOT** Cover
City streets and roads in Ada County	Interstate highways, e.g., I-84
County roads in Ada County	State highways, e.g., SR-55 also known as Eagle Road
	City or County Parks, e.g., Boise Greenbelt
	Private Property, e.g., private roads, parking lots, roads in unincorporated housing developments or subdivisions
Any sidewalks, bike facilities, curbs, gutters, traffic signs or signals associated with any of these listed above	Any parking lots, sidewalks, bike facilities, curbs, gutters, or traffic signs or signals associated with any of these listed above

CONTINUE

INTVR: USE FOLLOWING RESPONSE OPTIONS. DO NOT READ

01	Highly Dissatisfied	CONTINUE
02	Somewhat Dissatisfied	CONTINUE
03	Neither Satisfied nor Dissatisfied	CONTINUE
04	Somewhat Satisfied	CONTINUE
05	Highly Satisfied	CONTINUE
99	dk/na/refuse	CONTINUE

PROG: PRESENT THIS SECTION OF QUESTIONS IN RANDOM ORDER

INTVR: SAY "ACHD" AS NECESSARY BEFORE ACTIVITIES.
PROMPT AS NECESSARY: "Are you satisfied or dissatisfied" …"would that be extremely or somewhat?"

ASK ALL

Are you satisfied or dissatisfied with how well ACHD…

Q11 Fixes potholes
Q12 Resurfaces roads
Q13 Sweeps dirt from roads
Q14 Removes snow from roads
Q15 Builds local roads, intersections, and bridges
Q16 Builds and maintains curbs, gutters, sidewalks, and bikeways in neighborhoods
Q17 Reduces congestion at intersections

ACHD Service Level Descriptions & Satisfaction

INTRO-05

ASK ALL

Now, we want to get your input on how ACHD should spend its money. To begin, I'll describe ACHD's main building activities, which are **road construction, road resurfacing, and community improvements**. At the end, I'll ask you to rate how satisfied or dissatisfied you are with this combination of services. Here it is.

ASK ALL

Q18 For **road construction**, ACHD completes a dozen small road-building projects and three or four big projects each year. This allows the average driver to get to a destination in about 18 minutes and to get through any traffic signal within two cycles, even at rush hour. **Resurfacing**, the second service, can include applying asphalt or chip-seal to maintain good road surface with no major, broken pavement. Lastly, ACHD makes **community improvements** by producing about 13 miles of new or

rebuilt sidewalks, curbs, gutters, and bikeways in neighborhoods. Considering all of this, are you satisfied or dissatisfied with this combination? PROBE: Is that somewhat or highly?

INTVR:	IF NECESSARY: "Just give your best estimate, even if you're not quite sure.

01	Highly Dissatisfied	CONTINUE
02	Somewhat Dissatisfied	CONTINUE
03	Neither Satisfied nor Dissatisfied	CONTINUE
04	Somewhat Satisfied	CONTINUE
05	Highly Satisfied	CONTINUE
99	dk/na/refuse	CONTINUE

Shifting ACHD Service Priorities

ASK ALL

INTRO-06 COSTS

Now for the costs of the services you just rated. Of every building dollar ACHD spends, about **73** cents go to **road construction,** which includes bridges, roadways, and intersections; **16** cents go to **road resurfacing**; and **11** cents go to **community improvements**, which are neighborhood sidewalks, curbs, gutters, and bikeways. Now I'm going to give you two options for moving some of that money around.

PROG:	PRESENT THIS SECTION OF TWO QUESTIONS IN RANDOM ORDER

ASK ALL

Q_NICKELFROMConstruction

Q19 [As the first option / As another option] you could shift a nickel from **Road Construction** to **Resurfacing** or to **Community Improvements.** Adding a nickel to one of those would increase **community improvements** to neighborhood sidewalk, curb, gutter, and bikeway projects by a very large amount, or it would increase **Resurfacing** by a moderate amount. But it could stop one or two small road-building projects or delay one big project. Do you want to shift a nickel away from **road construction** and into one of the two other programs? IF YES, PROBE: To which do you want to add a nickel – Resurfacing or Community Improvements?

01	No, do not shift away from road construction	CONTINUE
02	Yes, add nickel to Resurfacing	CONTINUE
04	Yes, add nickel to Community Improvements	CONTINUE
99	dk/na/refuse	CONTINUE

INTVR:	IF RESPONDENT ASKS TO SHIFT **MORE** OR SHIFT **INTO** ROAD CONSTRUCTION SAY: "That's helpful to know. For now, those are the only options I have to offer for this particular survey."
DEFINE:	Road Construction = Road, intersection & bridge construction. 3-4 Big projects per year; 10-12 small projects. Average driver gets to regular destinations within 18 minutes, and through traffic signals in 1-2 cycles, even in rush hour. **73** cents per current dollar spent. Road Resurfacing = maintain streets and roads in good driving condition with no major broken pavement or roughness before resurfacing occurs. Chip seals, and re-surfaces with asphalt. **16** cents per current dollar spent Community Improvements **=** New or reconstruction of sidewalks, curbs, gutters, bikeways and associated biking signs in neighborhoods. Annually there is about 13 miles of new or rebuilt sidewalks, curbs, gutters, and bikeways every year. **11** cents per current dollar spent

ASK ALL

Q_NICKELTOConstruction

Q20 [As the first option / As another option] you could shift a nickel away from **Resurfacing** or from **Community Improvements** to increase **Road Building**. Such a shift would add one or two small road-building projects, or slightly speed up a big project. But it would deeply cut the amount of **Resurfacing** or **Community Improvements**. Do you want to shift a nickel into **Road Construction** by taking it away from one of these two other programs? IF YES, PROBE: Which one do you want to cut by a nickel: Resurfacing or Community Improvements?

01	No, do not shift away from any of these programs and into road construction	CONTINUE
02	Yes, cut a nickel from Resurfacing	CONTINUE
03	Yes, cut a nickel from Community Improvements	CONTINUE
99	dk/na/refuse	CONTINUE

INTVR:	IF RESPONDENT ASKS TO SHIFT **MORE** OR SHIFT **OUT OF** ROAD CONSTRUCTION SAY: That's helpful to know. For now, those are the only options I have to offer for this particular survey.
DEFINE:	[[USE THE SAME EXPLANATION AS AGREED ON FOR PRIOR QUESTION.]]

SHIFT Within Construction to Landscaping, Intersections

ASK ALL

INTRO-07 Landscaping, Intersections.

Now I'd like to shift gears and ask you only about how to spend **Road Construction** money.

ASK ALL

Q_Intersections

Q21 Of every dollar ACHD spends on building roads, about **29 cents** go toward improving intersections. Most congestion occurs at intersections. Do you want ACHD to shift **a nickel** from roadways and bridges and put it into more work on intersections in order to reduce congestion? This decision would affect only the Road Construction budget by possibly delaying some bridge or other road-building projects. Do you want ACHD to make this shift?

01	No	CONTINUE
02	Yes	CONTINUE
99	dk/na/refuse	CONTINUE

ASK ALL

Q_MoneyTOLandscaping

LANDSCAPING LAND

Q22 Currently ACHD spends about **1 penny** of every Road Construction dollar to make a buffer between the road and the sidewalk. When the buffer is bigger, pedestrians are safer and more comfortable, and there is space for greenery like grass or trees. The question is: do you want to add some money to make the buffer strips wide enough for greenery? For example, shifting **1 penny** from other road construction into the buffer strip could greatly increase the green space along city roads. Doing this would affect only the Road Construction budget, and not any other programs discussed earlier. It could delay some road-building projects. Do you want to shift **1 penny** from other Road Construction activities into making wider buffer strips for green space?

01	No	CONTINUE
02	Yes	CONTINUE
99	dk/na/refuse	

ASK ALL

Q_LandscapeInstallation

Q23 Now for a question about landscaping. ACHD normally paves the buffer strips it purchases, but does not install landscaping. If landscaping is desired, ACHD turns the land over to the city for landscaping and later maintenance. Some have asked ACHD to install the landscaping on city roads it is building or re-building. Do you want ACHD to shift **1 penny** from other **road construction** to landscape the city roads ACHD is building or re-building? This decision would affect only the **Road Construction** budget, possibly delaying some road-building projects. Do you want ACHD to make this shift?

01	No	CONTINUE
02	Yes	CONTINUE
99	dk/na/refuse	CONTINUE

ACHD Revenue Alternatives

INTRO-08 Revenue Alternatives.

ASK ALL

The next few questions are about a different topic – that is - how ACHD should gather its income.

Right now, ACHD gets much of its money from property tax and gasoline tax. Both are flat and could decrease. I'm going to list a number of ways for ACHD to gather income. Please tell me if you favor or oppose each approach.

CONTINUE

USE FOLLOWING RESPONSE OPTIONS

01	Strongly Oppose	CONTINUE
02	Somewhat Oppose	CONTINUE
03	Neither Favor nor Oppose	CONTINUE
04	Somewhat Favor	CONTINUE
05	Strongly Favor	CONTINUE
99	dk/na/refuse	CONTINUE

PROGRAMMING:	**PRESENT THIS SECTION OF QUESTIONS IN RANDOM ORDER**

INTVR:	PROMPT AS NECESSARY: "Do you favor or oppose" …"would that be strongly or somewhat?"

ASK ALL
The first is to…

Q24 tax vehicles based on their size, because larger vehicles wear out roads faster
Q25 tax vehicles based on their miles driven, because they use roads more
Q26 have a local-option sales tax to support roadway improvements
Q27 increase property taxes
Q28 increase gasoline taxes

Demographics

ASK ALL
These last few questions are intended to make sure we get a full representation of the wide range of Ada County residents.

ASK ALL
Q_COMMUTE
Q29 First, think about your regular commutes or trips in a car. This would include commutes to work and any other regular trips to places like the grocery, or school, or gym. Do you have a regular commute or a trip that requires you to drive or ride in any vehicle 2 or more times per week?

01	No	SKIP TO Q_ ALTERNATIVE TRANSPORTATION
02	Yes	CONTINUE
99	DK/REFUSE (DNR)	SKIP TO Q_ ALTERNATIVE TRANSPORTATION

ASK IF [COMMUTE = YES]
AVERAGE COMMUTE TIME
Q30 On average, how many minutes do you spend in a regular driving trip, going one way – that would be going either to or from a regular destination? [RECORD NUMBER OF MINUTES]

99999	DK/REFUSE (DNR)	CONTINUE

ASK IF [COMMUTE = YES]
ALTERNATIVE TRANSPORTATION
Q31 Do you regularly travel to any location using some transportation other than a personal vehicle that you drive? This could be a car pool, van pool, bus, bike, or by walking.

01	No	CONTINUE
02	Yes	CONTINUE
99	DK/REFUSE (DNR)	CONTINUE

ASK ALL
THANK & TERMINATION
Those are all my questions. Thank you very much for your time, have a great day/evening. Good-bye.

Appendix B: Call Outcomes

Table 3: Calling Outcome

DISPOSITION	CELL PHONE	LANDLINE
Total Numbers Dialed	**9,130**	**10,308**
Complete	**250**	**250**
TERMINATES (NET)	**1,400**	**161**
Terminate AGE DQ-DK/NA/REF	7	10
Terminate COUNTY DQ-Not a US R	1	
Terminate COUNTY DQ-Not ADA	951	18
Terminate COUNTY DQ-Not an Idaho R	120	2
Terminate INTRO2 CB		6
Terminate INTRO2 NO		2
Terminate GENDER DQ	2	
Terminate Q1 DK/NA/REF	121	57
Terminate COUNTY DQ-DK/NA/REF	34	7
Terminate Q4RESCH-No One	31	
Terminate Q4RESCH-Ref	2	
Terminate Q7- NOT ADA/DK/NA	4	1
Terminate Q8-Cell on Land Call		2
Terminate VOTER DQ	127	56
OVERQUOTA (NET)	**31**	**133**
Over Quota a3 Age	19	109
Over Quota a1 Overall Complete	5	11
Over Quota a2 Gender	7	13
QUALIFIED Refusal	**4**	
NON-USABLE/DEAD (NET)	**2,670**	**6,278**
Refusals	579	532
Disc/Non-working/Fax	1,156	5,051
Non-Residential #	130	458
Language Barrier	128	29
Unavailable for Duration of Study	14	11
No such person	45	12
Refused-Opt Out Call List	618	185
LIVE LINES (NET)	**4,775**	**3,486**
No Answer/Busy	3,019	1,983
Respondent not Available Now - Callback	158	230
Voicemail	1,355	1,173
Respondent Hung up in the Introduction	243	100
Total Dialings	41,567	33,152

Appendix C: Calculations of Shift Proportions

Across all respondents, the mean[9] shifts were modest, amounting to a total of about $414,000, or about 1.2% of the total capital budget moved out of road construction and resurfacing and into community improvements (see Column E, Table 4). On average, people called for a decrease of about $357,000 in road building, and a $58,000 decrease in resurfacing to shift the total into community improvements. These numbers represented a net increase of 10.6% in the Community Improvements budget, compared to net decreases of 1.0% to resurfacing and 1.4% to road construction (Column G, Table 4).

Table 4: Net Changes to ACHD Capital Programs – Averaged Across Survey Participants

A. Capital Program	B. % of Current Budget	C. Current $ Allocation	D. Net Proportion Advocating the Change[1]	E. Mean[2] Cents Increase / Decrease	F. Final $ Increase / Decrease	G. Proportion Change in Current Program Budget	H. Number Included in Analysis
Road Construction	73%	$25,842,000	20%	-1.0%	- $356,618	-1.4%	500
Resurfacing	16%	$5,664,000	3%	-0.2%	- $57,770	-1.0%	500
Community Improvements	11%	$3,894,000	23%	1.2%	$414,388	10.6%	500
TOTAL	100%	$35,400,000		0.0%	$0		500

[1] The change for Road Construction and Resurfacing is a net decrease in each. The change for Community Improvements is a net increase.

[2] The mean is the arithmetic average calculated by summing all values and dividing by the number of values.

Table 5: 2004 Findings: Net Changes to Four ACHD Capital Programs

A. Program	B. % of Current Budget	C. Current $ Allocation	D. Mean[1] Cents Increase / Decrease	E. Final $ Increase / Decrease	F. Proportion Change in Current Program Budget	G. Number Included in Analysis
Road Construction	82.0%	$25,753,058	-0.95	-$300,179	-1.2%	602
Resurfacing	7.4%	$2,330,000	0.29	$96,402	4.1%	602
Bikeway Construction	5.6%	$1,773,942	0.09	$24,922	1.4%	602
Community Improvements	4.9%	$1,542,537	0.58	$176,776	11.5%	602
TOTAL	100.0%	$31,399,537	0.00	$0	0.0%	602

[1] The mean is the arithmetic average calculated by summing all values and dividing by the number of values.

[9] The mean is the arithmetic average calculated by summing all values and dividing by the number of values.

Respondents also suggested shifts within the Road Construction budget to improve intersections, build wider buffer strips, and landscape buffer strips. The mean[10] shifts were more sizeable, amounting to a total of about $948,000, or about 3.7% of the road building budget moved from roadways into intersections, buffer strips, and landscaping (see Column E, Table 5). On average, people called for an increase of about $726,000 to reduce congestion at intersections, an increase of $143,000 to widen buffer strips, and the start of a new program amounting to $79,000 to landscape buffer strips. These numbers represented a net decrease of roadway monies by 5.2%, and increases of 9.7% to intersections, and 55.3% to buffer strips (Column G, Table 5).

Table 6: Net Changes to Elements of the Road Construction Budget – Averaged Across Survey Participants

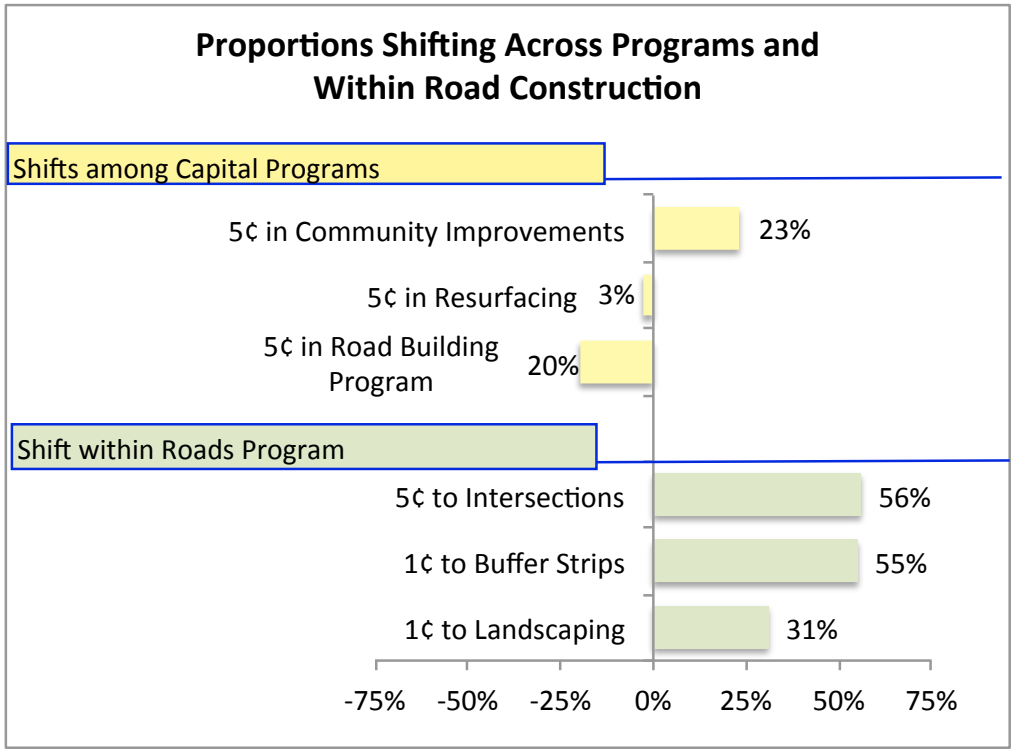
A. Parts of the Road Construction Budget	B. % of Current Budget	C. Current $ Allocation	D. Proportion Advocating the Change[1]	E. Mean[2] Cents Increase / Decrease	F. Final $ Increase / Decrease	G. Proportion Change in Current Program Budget	G. Number Included in Analysis
Roadways	**70%**	**$18,089,400**		**-3.67%**	**-$947,864**	**-5.2%**	**500**
Intersections	29%	$7,494,180	56%	2.81%	$725,594	9.7%	500
Buffer Strips	1%	$258,420	55%	0.55%	$142,944	55.3%	500
Landscaping	0%	---	31%	0.31%	$79,327	---	500
TOTAL		$25,842,000					

[1] Implicitly, everyone choosing to a shift 5¢ to Intersections, or 1¢ to Buffer Strips, or 1¢ to Landscaping was agreeing to remove it from Roadways. No reverse shift from these activities to roadways was offered.

[2] The mean is the arithmetic average calculated by summing all values and dividing by the number of values.

[10] The mean is the arithmetic average calculated by summing all values and dividing by the number of values.

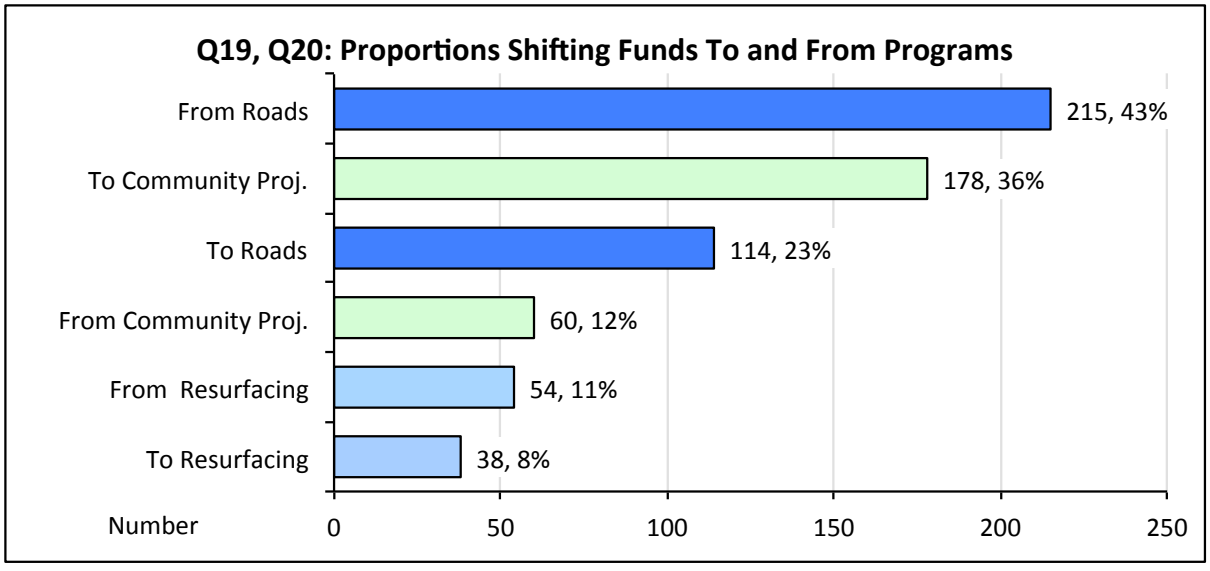
Figure 39: Proportion Shifting to and From Programs and Within the Road Construction Program



We took all shifts to and from the programs into account. A seen in the yellow bars, a net 23% supported the shift of 5¢ into Community Improvements, balanced by 3% supporting a 5¢ shift from Resurfacing, and 20% supporting a 5¢ shift from Road Building.

The green bars show that 56% support shifting 5¢ of the current Road Building budget from roadways to congestion reduction at intersections. Similarly, 55% support a 1¢ shift to building wider buffer strips. Just 31% support shifting 1¢ toward landscaping buffer strips.

Figure 40: Advice to Shift Funds Across Programs



The net proportions for capital program shifts (yellow bars) in Figure 39 derive from the original proportions shown here. (This figure duplicates Figure 17.)