

**A Survey of
The General Adult Public in
Monterey County, California
2021
For MST**



JARRETT WALKER + ASSOCIATES | Let's think about transit



Project conducted by:

- Survey Director, Hugh M. Clark, Ph.D., CJI Research, LLC
- Assisted by, Selena Barlow, Transit Marketing, LLC
- Sample, Marketing Systems Group
- Interviewing, Opinion Access, LLC

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Introduction and Methodology

Introduction

In April 2021, CJI Research, LLC (CJI) conducted a survey of adults eighteen and older living in Monterey County, California. The survey is one element of the public outreach component of a larger effort by Jarrett Walker & Associates (JWA) for a comprehensive Operations Analysis (COA) JWA is conducting for Monterey Salinas Transit (MST).

Methods: How the Survey Was Conducted

SAMPLE

The sample for the survey is a simple random sample of adults residing in Monterey County, California. The survey was conducted by telephone in April, 2021. The sample includes 500 responses and has a margin of error of +/-4% at the 95% level of confidence. A random sample of 35,000 telephone numbers was drawn by Marketing Systems Group from proprietary databases of cell and landline telephone numbers associated with addresses located in Monterey County. This large sample pool was itself sampled in sets of 500. Each number was called until either an interview was completed, there was reason to discontinue attempting to reach the number (because of refusals, disconnected numbers, etc), or there had been six failed attempts to reach the respondent.

Professional interviewers conducted the interviews in either English (66%) or in Spanish (34%). A total of 395 interviews were completed on respondents' cellphones and 105 on landlines.

QUESTIONNAIRE

An initial draft questionnaire was developed by Hugh Clark of CJI Research (CJI), with assistance from Selena Barlow (Transit Marketing). Subsequently four additional drafts were completed in interactions with Daniel Costantino of Jarrett Walker + Associates (JWA).

JWA, and after review by MST personnel. The Spanish translation was prepared by bilingual JWA staff. The questionnaire is reproduced in Appendix A.

DATA COLLECTION

Data collection by telephone was conducted by bilingual interviewers employed by Opinion Access, LLC under subcontract to CJI. The average duration of an interview was fourteen minutes.

ANALYSIS

Analysis consists primarily of frequency distributions and crosstabulations. Tables were prepared in SPSS, version 26 and charts in Excel for Microsoft Office 365. The SPSS survey data will be archived by CJI Research, LLC so that it will be available for further analysis as needed.

All percentages are rounded to the nearest whole number. Rounding causes some percentage columns to total 99% or 101%. These are not errors and should be ignored. The charts in the section titled "Trade-off Options," beginning on page 23, the charts omit the percentages who responded "Don't know" rather than recomputing the percentages on only the base of those who responded with one of the given choices. The percentages were very small, averaging 1.5% and make no difference in conclusions.

Demographic Characteristics Related to Use of and Opinions About Public Transportation

Figure 1 Age

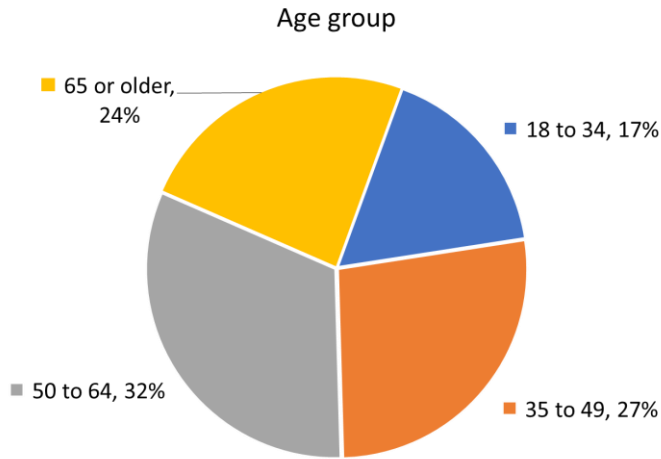


Figure 2 Household Income

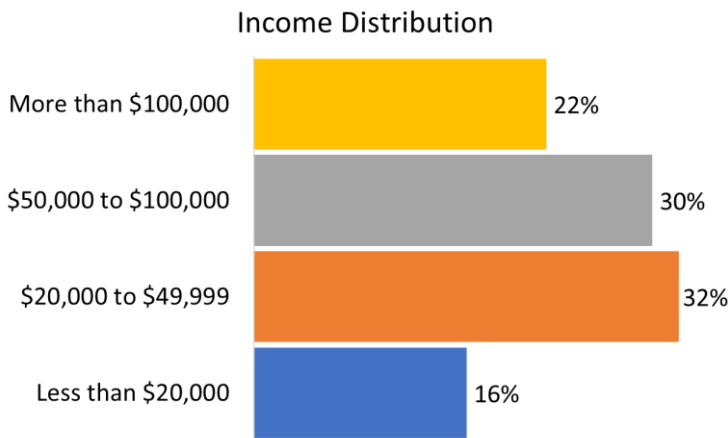
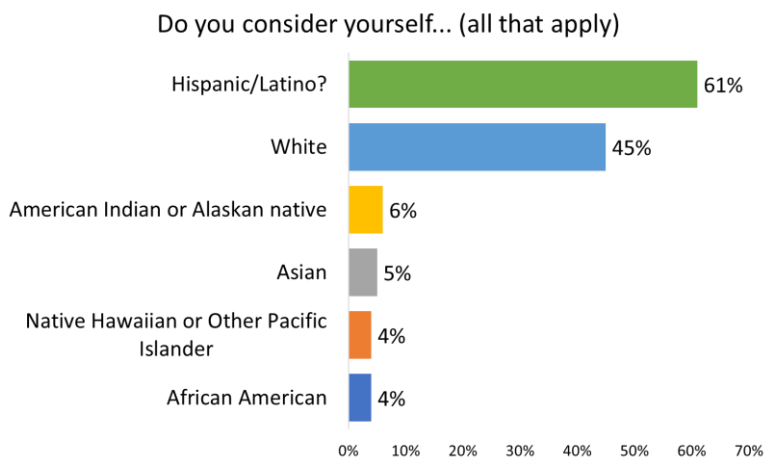


Figure 3 Ethnic & racial self-identification



Why Are We Interested in Demographics in this Survey?

Experience with public transportation surveys demonstrates that age, income, and a combination of ethnicity and race are generally important variables in understanding public attitudes and behaviors related to transportation decisions.

In the case of a COA that is likely to result in a system redesign, it is critical to understand potential social divisions based on demography that might interact, positively or negatively, with elements of the route structure redesign.

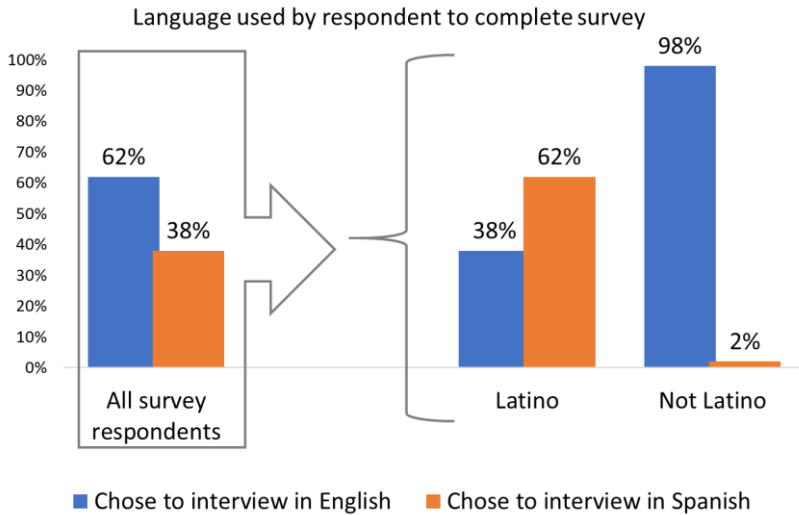
The MST survey data are based on a random sample. However, although the sample itself is random (and therefore representative within known limits of probability), it is never possible to reach everyone in the initial sample. For that reason, the data must be weighted to key demographic norms established by the American Community Survey.

The data were weighted for age, gender, household income, and Latino population to match the 2019 one year American Community Survey (ACS) norms.

For simplicity of analysis, the age and income characteristics are grouped for analysis as shown in Figures 1 and 2. The careful reader will note that the sum of the percentages in Figure 3 is 125%. This excess above 100% is due to the fact that many respondents indicated more than one classification such as Latino and White, Latino and African-American, Asian and White, or other combinations.

Although the survey interview used the term “Hispanic or Latino,” *as shown in (Figure 3 Ethnic & racial self-identification) in this report we will use only the term “Latino.”

Figure 4 Preferred language

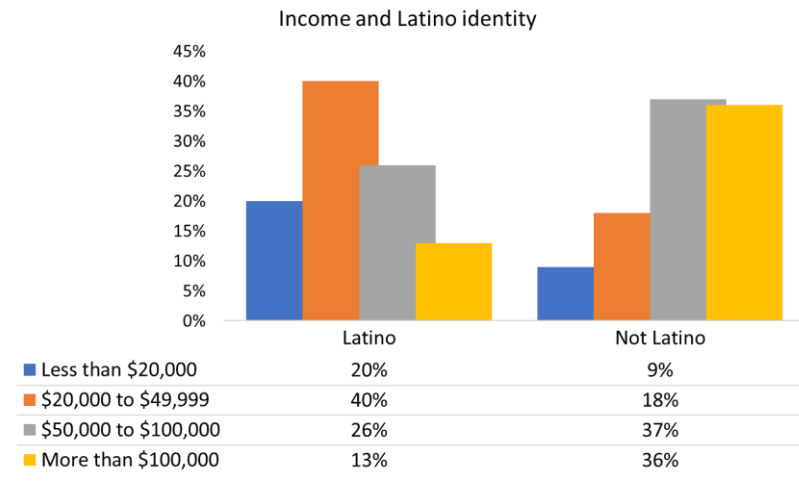


LANGUAGE

As each survey interview began, interviewers inferred the respondent’s preferred language or, if inference seemed uncertain (e.g., heavily accented English), they asked language preference.

Of all survey respondents (Figure 4) 62% conducted the interview in English and 38% in Spanish. Of those who (in a question during the interview) self-identified as Latino, 38% conducted their interview in English and 62% in Spanish. Of those not identifying themselves as Latino, 98% conducted the interview in English and 2% in Spanish.

Figure 5 Income and Latino identity



The Latino population in the United States tends to have household incomes that fall below the national median. Is this true also in Monterey County? Yes. Figure 5 shows the basic relationship of Latino identity to income within the sample. Latino respondents as a group were more likely (60%) to have household incomes below \$50,000 while non-Latino respondents were more likely (73%) to have incomes greater than \$50,000. This means that when we find differences between Latino and non-Latino respondents that we are observing differences in income as well as in ethnic identity.

Figure 6 Income, Latino identity, and preferred language

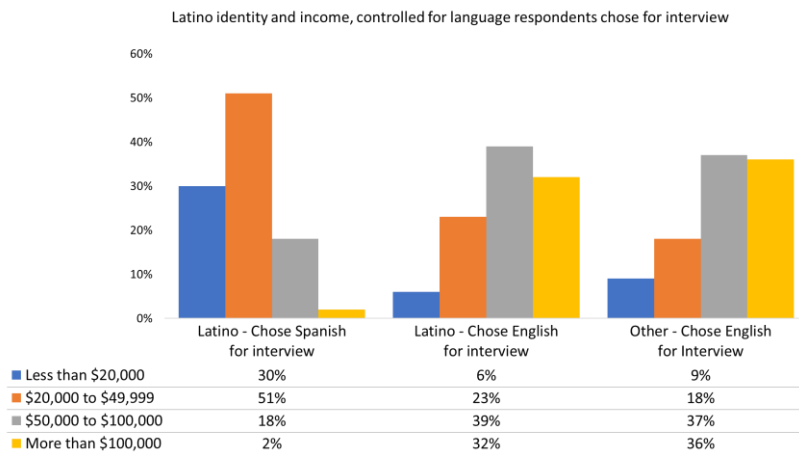


Figure 6 provides additional detail by differentiating within the Latino population according to the language spoken during the interview.

Figure 6 demonstrates that Latino identity alone is not associated with lower income, but Latino respondents who chose to be interviewed in Spanish are concentrated in the two lowest income levels. Note that Latino respondents who chose to be interviewed in English reported incomes close to parity with non-Latinos who chose to be interviewed in English.

Awareness, Use, and Potential Use of MST

Figure 7 Awareness that name of local bus system is MST

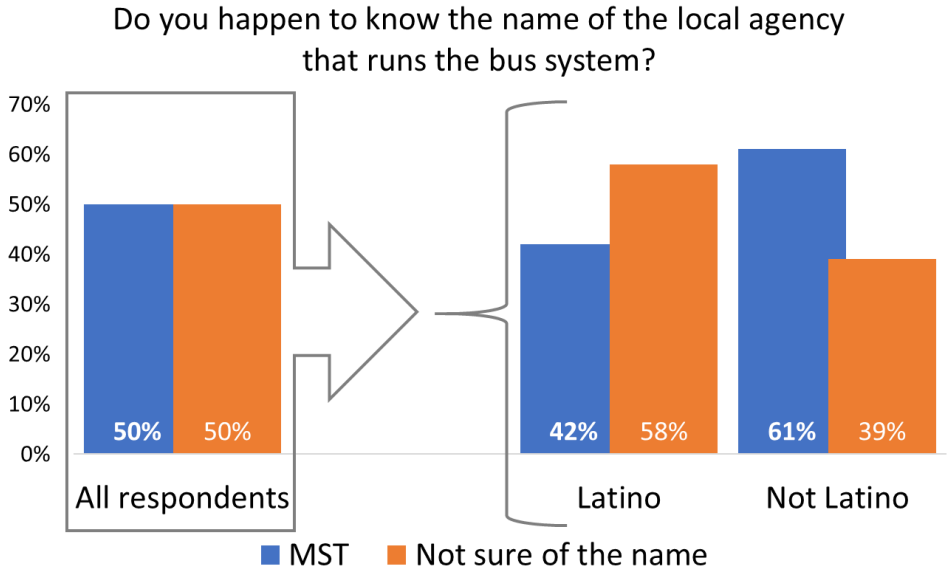
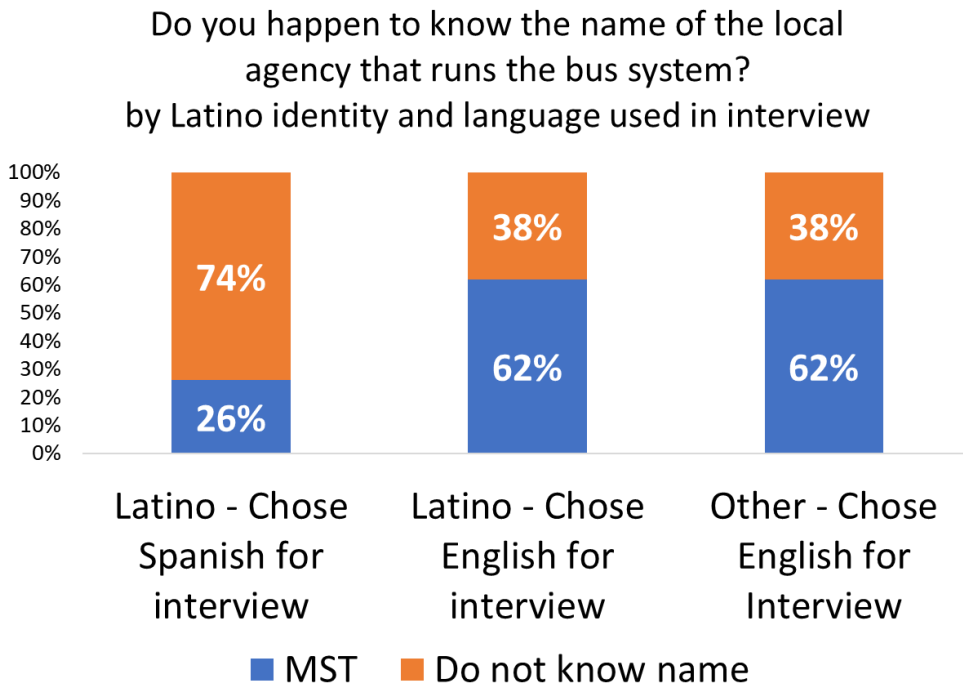


Figure 8 Awareness of the MST name, by Latino identity and language spoken



Awareness

At the beginning of the interview, respondents were told that the survey involved transportation in Monterey County. They were then asked, “Do you happen to know the name of the local agency that runs the bus system?” Fifty percent (50%) of the respondents correctly named Monterey-Salinas Transit or MST (Figure 7). This is lower than public awareness of the name of the local transit systems whose markets CJI has studied.

Awareness of the MST name does not vary much among age or income groups, but it does vary significantly between the Latino (42% aware of name) and non-Latino (61% aware of name) populations.

As with income, however, the apparent ethnic difference in MST name awareness is really a difference of language (Figure 8). Awareness of the MST name does not differ between Latino respondents who chose to be interviewed in English and non-Latino respondents who chose to be interviewed in English.

The apparent ethnic difference shown in Figure 7,

then, is not real. The difference is between those who both identify as Latino and chose to use Spanish for the interview and those who identify as Latino but chose to use English for the interview. This strongly suggests that MST should make it a high priority to conduct major Spanish language marketing and other outreach efforts.

Figure 9 Frequency of using MST in 2019

Q5 Frequency in 2019 of Using MST Prior to COVID-19



Figure 10 Age and Use of MST in 2019

Age and Use of MST

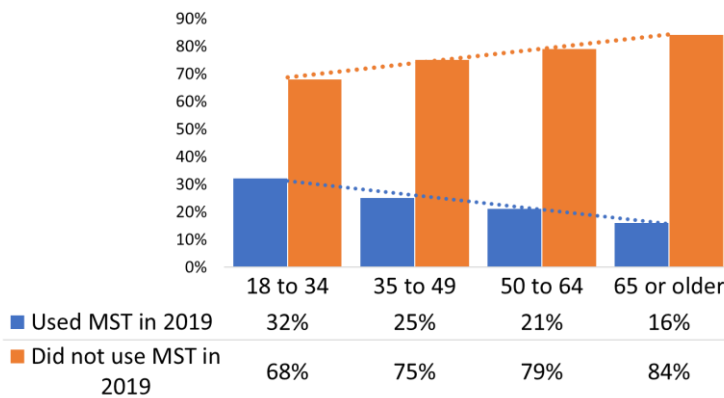
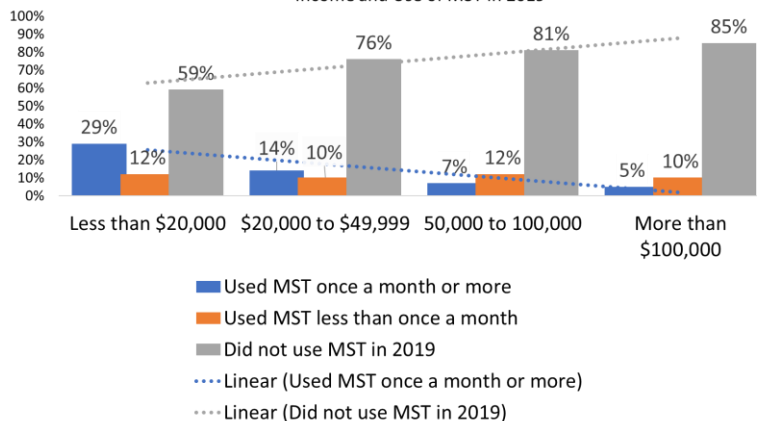


Figure 11 Household income and use of MST in 2019

Income and Use of MST in 2019



Income too, is related to the pre-COVID-19 use of MST as shown in

Use of MST Prior to COVID-19

Respondents were asked: “In 2019, the year before the COVID-19 pandemic, had you used the local MST buses once a month or more, just a few times or never?”

A total of 12% said they used MST once a month or more often and another 11% said they had used it, but less often than once a month. This incidence percentage is in the general range of what CJI finds in household surveys elsewhere.

How Did Use of MST Pre-COVID-19 Vary with Demographics?

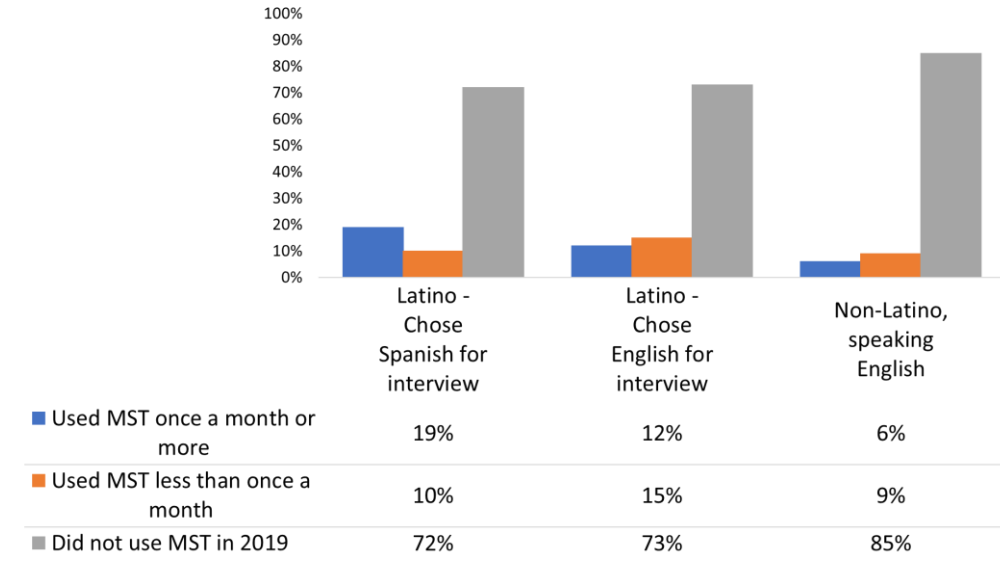
Use of MST in 2019 varied significantly with age. In **Error! Reference source not found.** use of MST is split into those who used it at all in 2019, and those who did not use it at all. For example, while 32% of those from 18 to 34 had used MST in 2019, only half as many (16%) of those 65 or older had used it (**Error! Reference source not found.**). This too is typical of household transportation surveys. It also reflects what we know about age and ridership from many onboard passenger surveys – i.e., that transit ridership in the United States tends to be young.

Figure 11 The higher the income, the less likely the respondent is to have used MST in the pre-COVID-19 era of 2019. Conversely, the lower the income, the lower the probability that the respondent used MST.

Given the relationship of income to use of MST, it is not surprising to find that those who identify as Latino, especially if they normally speak Spanish are more likely than others to have used MST prior to the advent of COVID-19. (See Figure 12 on the following page).

Figure 12 Latino identity, preferred language, and use of MST

Use of MST in 2019, by Latino identity and language chosen for interview



Potential Use of MST Post-COVID-19

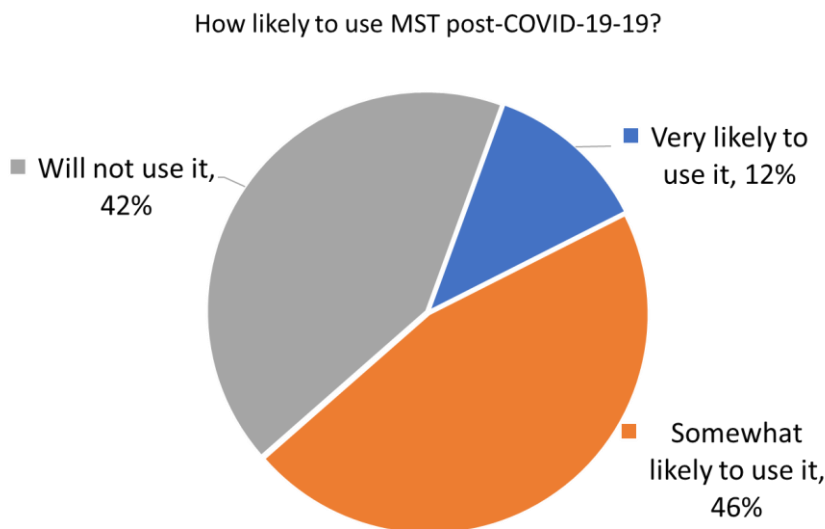
Respondents were asked a best-case scenario question about their potential post-COVID-19 use of MST. The question was: “Let’s say that after the COVID-19 pandemic is over, MST provides bus service within walking distance of your home, and runs every fifteen minutes, within a block or two of where you need to go. Thinking realistically, how likely would you be to use that

service once a month or more -- very likely, somewhat likely, not very likely, or definitely would not?”

This question is not intended to produce a precise prediction of future ridership because people often have “good intentions” but are unwilling to follow through or unable to do so because of barriers. The question is useful, however, because it establishes a market ceiling of possible future ridership, and thus the potential market that MST should appeal to.

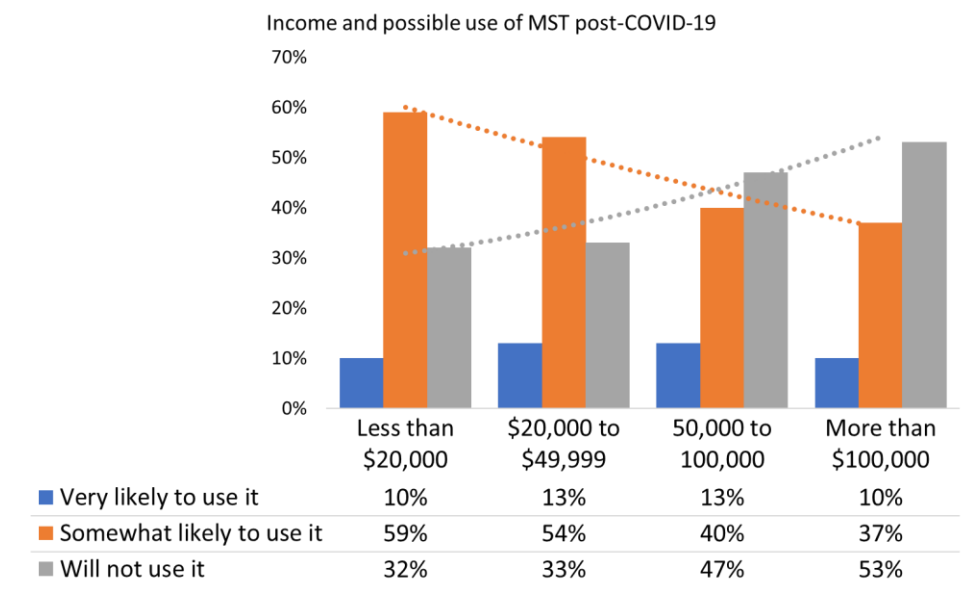
In Figure 13 the 12% who say they are “very likely to use it” represent a likely ceiling for regular use of MST. The much larger percentage saying they are “somewhat likely” to use MST are non-committal at best and in all probability, will no use MST regularly. However, at least they have indicated a willingness to consider it.

Figure 13 How likely are you to use MST regularly after COVID-19 has passed?



While this is not a prediction of future ridership, it is an indication that people are willing to consider using transit if circumstances and levels of service are ideal. This is a psychological and cultural hurdle that has to be overcome if a person is to use transit regularly. In this sense it is a first step, but only a first step.

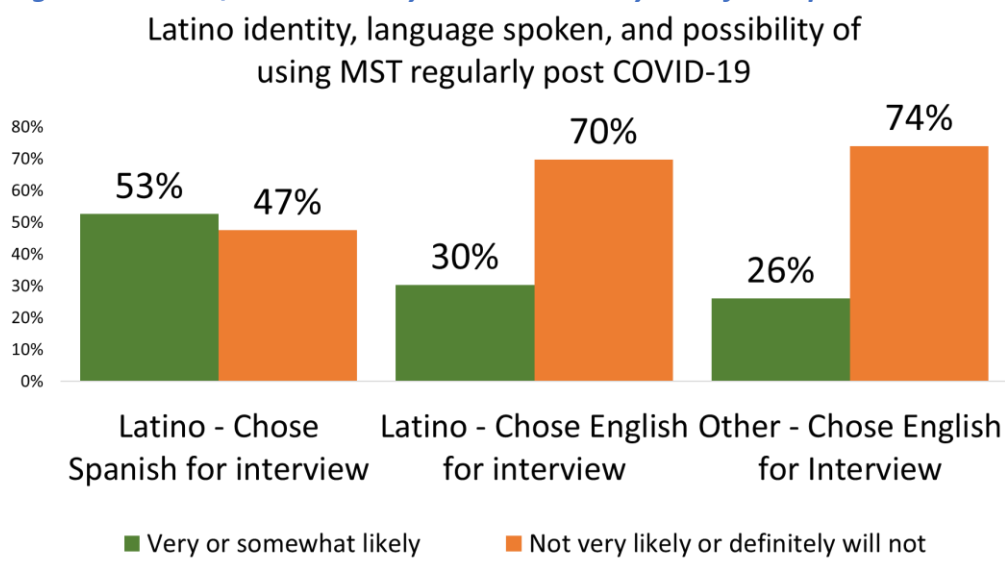
Figure 14 Income and stated likely use of MST post COVID-19



Is there a clear relationship between certain demographic characteristics and stated intent to use MST? There is a relationship between household income and possible post-COVID-19 use of MST (Figure 14). However, in analysis not shown here, the data also show that there is no meaningful relationship between age or ethnic/racial identity and potential use of MST.

The relationship is not at all strong, but it is clear that the lower their income, the more likely people are to say they would be “somewhat likely” to use MST. While this is a bit half-hearted, it does indicate an understanding that using transit is a means of economizing.

Figure 15 Latino/Other identity and stated likely use of MST post COVID-19



Those who identify as Latino and chose to be interviewed in Spanish, are more likely than others to consider using MST post COVID-19 as shown in Figure 15. While this is also true of Latinos who chose to be interviewed in English, the relationship within that group is not strong.

Public Priorities for Public Transportation

Importance of Selected Service Priorities

Respondents were asked: *“As you may know, MST, the local bus service is a public agency. Whether you would ever use the bus or not MST wants to understand what people believe is important for the public transportation system to provide in Monterey County. In your opinion, how important is it for MST to ...”*

Twelve transit-related policy options were then presented to the respondent, one by one. For each, the respondent was asked, *“...Is that very important, somewhat important, not very important or not important at all for MST to do that?”* To avoid bias from the sequence in which questions were presented, they were presented in randomized order.

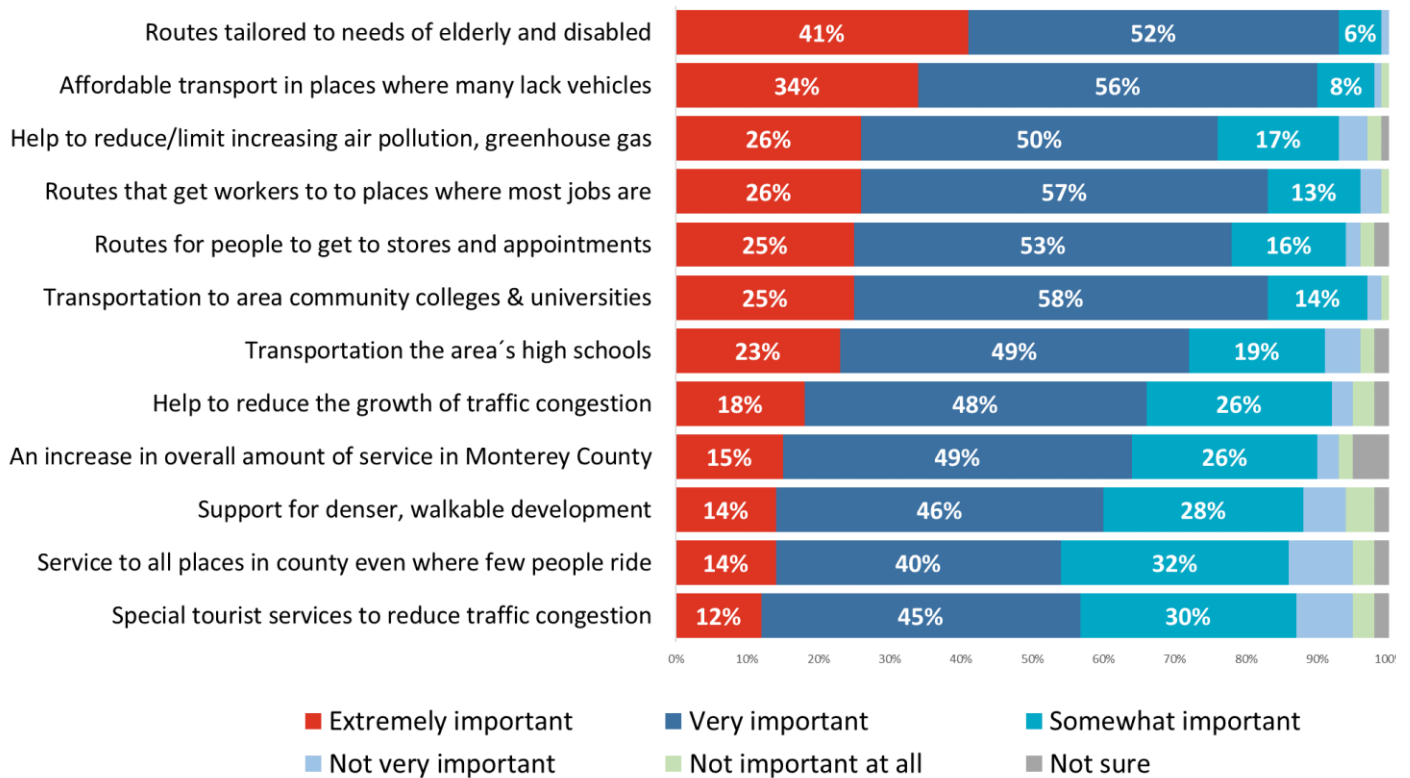
The service items were: *In your opinion, how important is it for MST to ...*

- ...provide specialized services for tourists to reduce traffic congestion?*
- ... provide affordable transportation in places where many or most residents may not have personal transportation?*
- ... provide routes that make it possible for workers to get to where the most jobs are?*
- ... provide transportation to the area’s high schools?*
- ... provide transportation to the area’s community colleges and universities?*
- ... provide routes that make it possible for people to get to stores and appointments?*
- ... provide services that are tailored to the needs of the elderly and persons with disabilities?*
- ... make some service available to every community in the county, even if most people in some communities will not use it?*
- ... help reduce the growth of traffic congestion?*
- ... increase the overall amount of public transportation service in Monterey County?*
- ... support housing and commercial development in the urban areas that is denser and more walkable?*
- ... help reduce or limit increases in air pollution and greenhouse gas emissions?*

Figure 16 presents the responses of the total sample to each of these questions. Then Figure 17 through Figure 20 break down the responses by age, Latino identity and language, household income, and area of the county.

Figure 16 Perceived importance of MST actions

How important is it for MST to provide....



What Does the Public Believe Are Important Purposes for Public Transit?

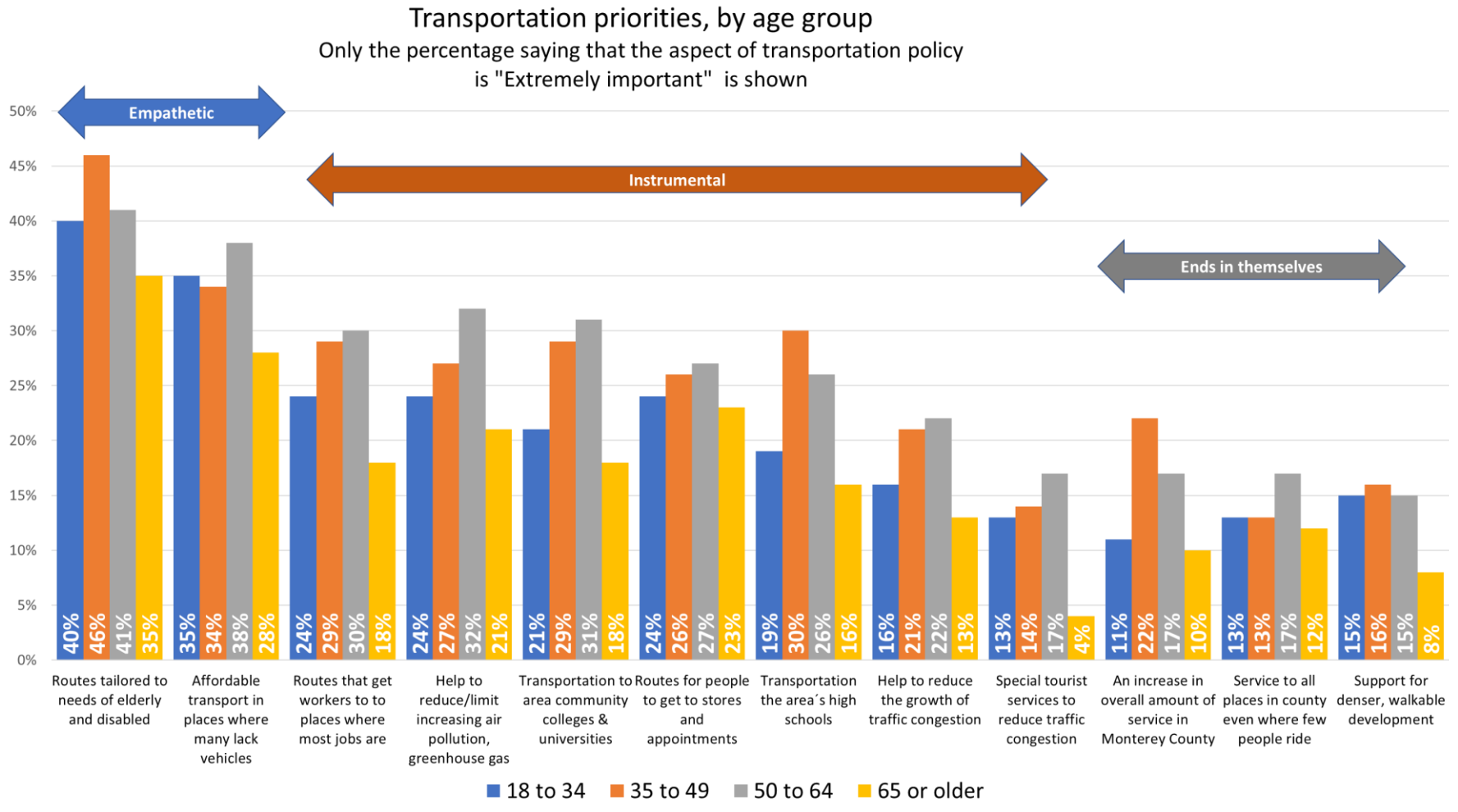
When asked to rate how important it would be for MST to focus on any of twelve aspects of service design, the great majority of survey respondents considered all of them to be either “extremely” or “very” important. Very few consider any of them unimportant. Simply put: People value public transit. Also, they are decisive about this. Almost everyone expressed an opinion. Very few answered, “Not sure.”

Everything seems to be extremely or very important. Differences of opinion regarding the importance of transit priorities are matters of degree, not kind. The service design aspects with the greatest percentages rating them as “extremely important” are of two types:

- Empathetic: Ethically, people feel it is important to serve those in need because of age, disability, or lack of a personal vehicle. These factors were rated as extremely important by the largest numbers of respondents.
- Instrumental: As a practical matter, service is important as a means to an end. Specifically, this includes getting people to jobs, to school, to shopping, and reducing pollution/greenhouse gases. Thus, for example, only 15% consider it extremely important to increase the overall amount of MST service (i.e., service increase with no specific objective), but 26% feel as strongly that MST should help reduce pollution and greenhouse gases and get workers to places where most jobs are located. In other words, transit is important not so much as an end in itself, but as a means to valued ends.

Factors least highly valued are special services for tourists and service to all corners of Monterey County even in places where few people would use it.

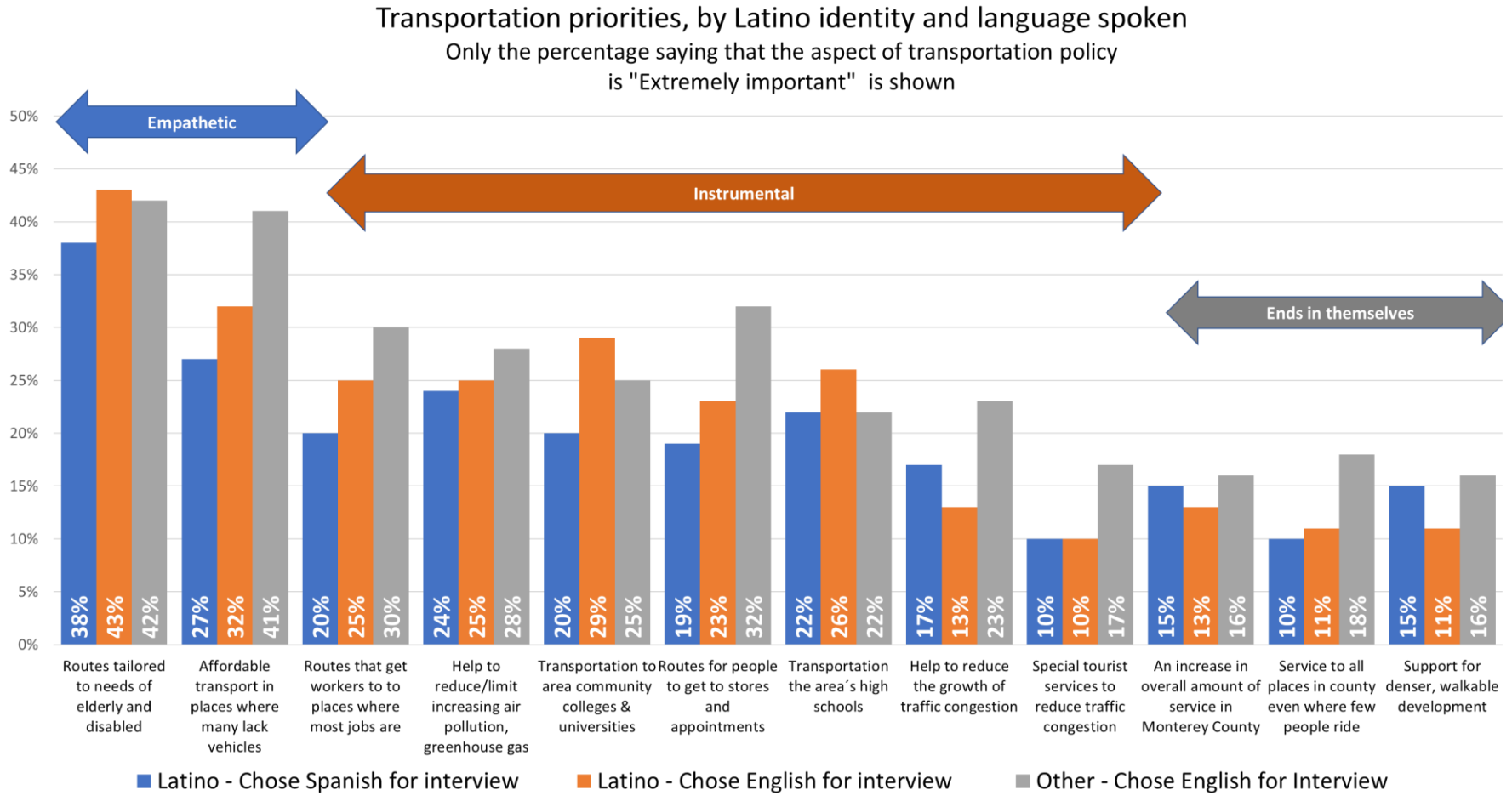
Figure 17 MST Transportation Priorities, by age group



Age and MST Policy Priorities

Because Age proved to be important to pre-COVID-19 use of MST, it is worth asking if age is also related to transportation priorities in a direct and systematic way. It is not. The only regular age-related pattern is that middle-aged respondents between the ages of 35 to 64, tend to be more likely than the younger and older age groups to consider these policy options “extremely important.” This is especially true of the “instrumental” policies.

Figure 18 MST Transportation priorities, by Latino identity and language

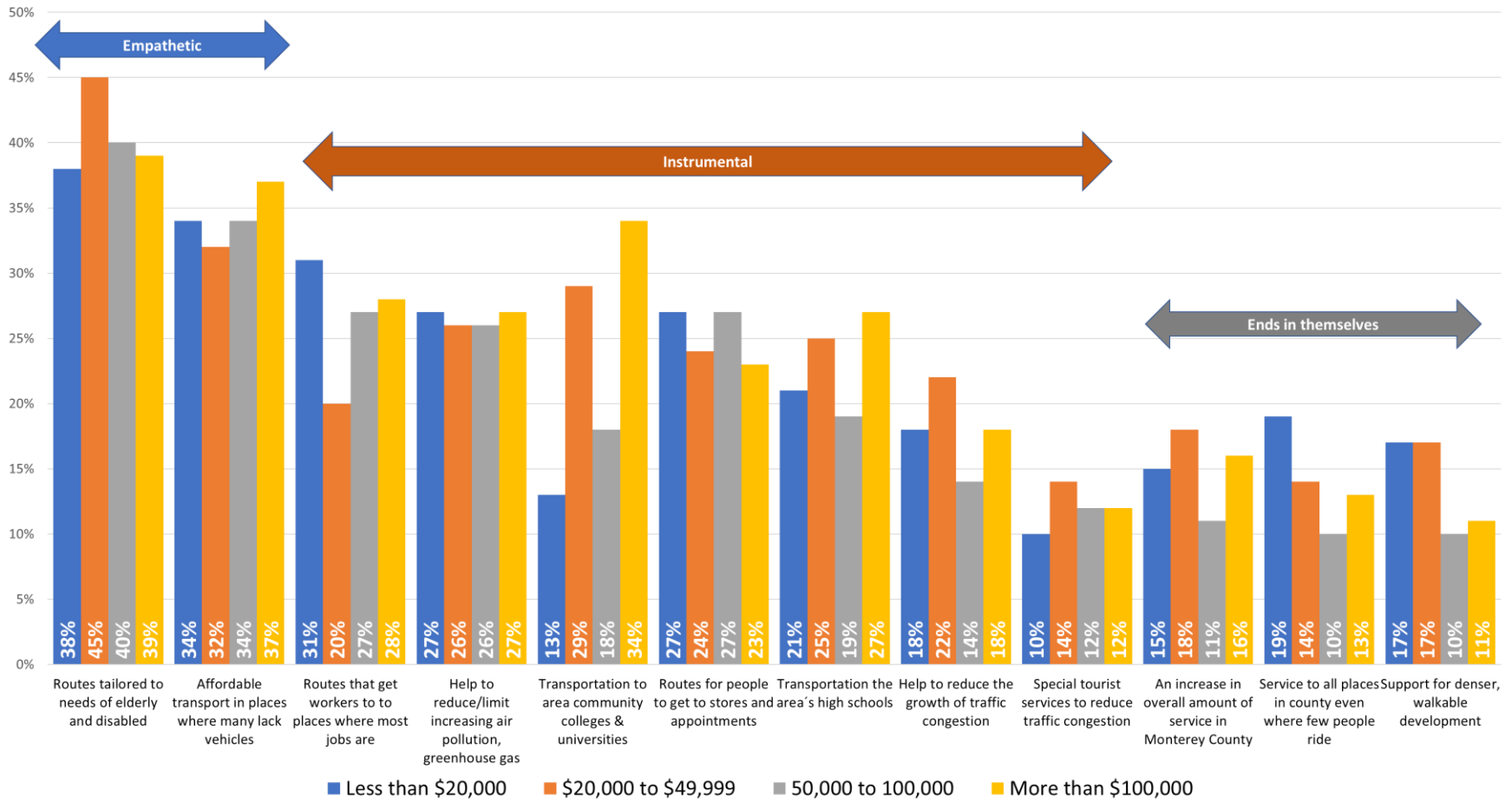


Latino Identity and MST Policy Priorities

Are there strong and systematic differences between Latino and non-Latino persons on transportation priorities that might become a source of social friction in reaction to a service redesign that was favored by one group and not the other? In general, the rank order of the percentages who consider each element “extremely important” is similar between Latino and non-Latino respondents, and between those using Spanish in the interview and those using English whether Latino or not. The specific percentages considering policies to be extremely important differ, but not in a manner that would suggest any fracturing along these cultural/ethnic lines.

Figure 19 MST Transportation priorities, by household income

Transportation priorities, by household income
 Only the percentage saying that the aspect of transportation policy is "Extremely important" is shown



Household Income and MST Policy Priorities

With some exceptions, the rank order of the percentages who consider each element “extremely important” is similar across income levels. Where there are differences of opinion among income levels, they are inconsistent (e.g., transportation to community colleges and universities). There is no income-to-issue relationship that would seem to pit lower against higher income people among these policy options.

Figure 20 MST Transportation priorities, by area (areas in descending order of sub-sample size)

Transportation Priorities, by area of the county

Areas listed in descending order of subsample size

	Salinas	South County	Monterey Peninsula	Seaside, Marina, Sand City	North County	Carmel, Big Sur
Routes tailored to needs of elderly and disabled	36%	44%	52%	42%	46%	41%
Affordable transport in places where many lack vehicles	28%	37%	51%	34%	35%	38%
Routes that get workers to to places where most jobs are	25%	25%	31%	26%	16%	37%
Help to reduce/limit increasing air pollution, greenhouse gas	25%	29%	33%	13%	30%	35%
Transportation to area community colleges & universities	23%	23%	30%	16%	40%	35%
Routes for people to get to stores and appointments	23%	26%	29%	21%	23%	42%
Transportation to the area’s high schools	23%	26%	20%	22%	26%	28%
Help to reduce the growth of traffic congestion	13%	15%	29%	14%	27%	37%
Special tourist services to reduce traffic congestion	12%	5%	30%	6%	8%	26%
An increase in overall amount of service in Monterey County	12%	20%	18%	14%	5%	18%
Service to all places in county even where few people ride	9%	16%	15%	15%	27%	23%
Support for denser, walkable development	11%	19%	23%	8%	16%	19%

County, North County, and Seaside, Marina, Sand City.

Area of the County and MST Policy Priorities

Given the geographically based tension inherent in the choice between coverage and frequency, we might assume that there would be major priority differences among areas within the county. There are some differences, but as with age, income, and ethnicity, they are not profound.

There are differences among the areas, however. For example:

- What we have called the empathy policies (in blue font) are similar among areas except for the Monterey peninsula, where substantially more respondents (majorities) rate those as extremely important.
- While special services for tourists to reduce congestion are unpopular across boundaries, they are especially unpopular in South

For the sake of consistency with the other priority charts, Figure 20 displays only the percentage saying the service is “extremely important.” However, because geography is so important to the matter of reducing coverage to gain frequency, the full table of responses is included in Appendix B: Full Table of Priorities by Area, page 42 for those who would like greater detail.

Trade-Off Options

After questions were asked about service priorities, respondents were introduced to a set of forced choice questions involving trade-offs. These are detailed in Figure 21 on the following page. The series of questions was introduced as follows:

“Now for a different kind of question. MST is a public agency spending everyone’s tax dollars. It has only a limited number of buses and limited money to operate them. That means they have to make hard choices about how much service they can provide and where in Monterey County they can provide it.

If you could tell them which of the following to choose, what would you tell them?”

For each of the questions, the responses followed the pattern shown here, but with the trade-off options differing for each question. For Question 20, the options were as follows:

(1) Should MST focus on **providing service to as many places as possible**, even if that means the bus only comes every hour or two and most trips take a very long time.

OR

(2) Should MST focus on **providing fast and frequent service**, that comes every 15 minutes and takes the most direct routes, even if that means transit is only available in the areas where the most people live and work?

(3) Not sure (a)

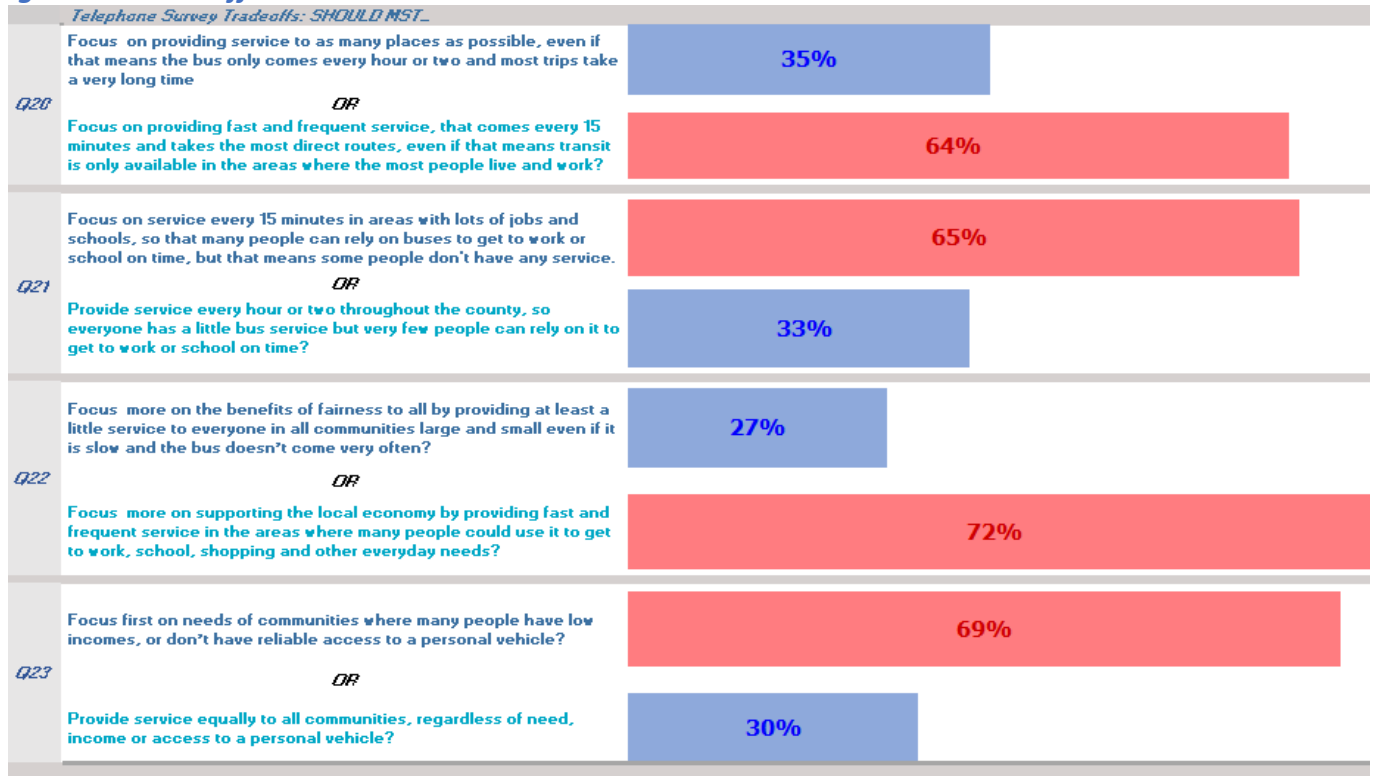
(a) If you had to lean one way or the other, which would you choose?

(1) Option 1

(2) Option 2

(3) Still does not know

Figure 21 Trade-off choices



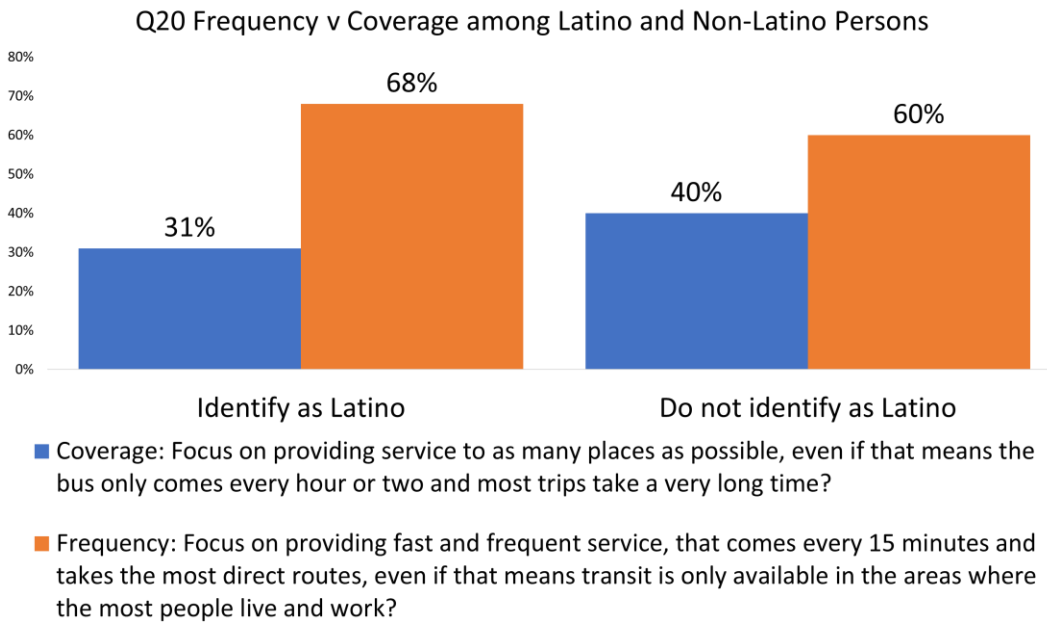
Four Major Trade-off Choices

When asked directly about the key trade-offs, phone survey respondents:

- Favored frequent, high-ridership service (64%) over extensive coverage (35%).
- Favored focusing first on disadvantaged communities (69%) over treating all communities equally (30%).

The single strongest response was for supporting the local economy by providing fast and frequent service people could use. In other words, people view this as a policy that would provide a useful service and one that would benefit all by boosting the economy. Respondents also, however come down on the side of prioritizing service to those lacking their own vehicles, over service to all communities regardless of need.

Figure 22 Frequency v coverage trade-off, by Latino/non-Latino Identity

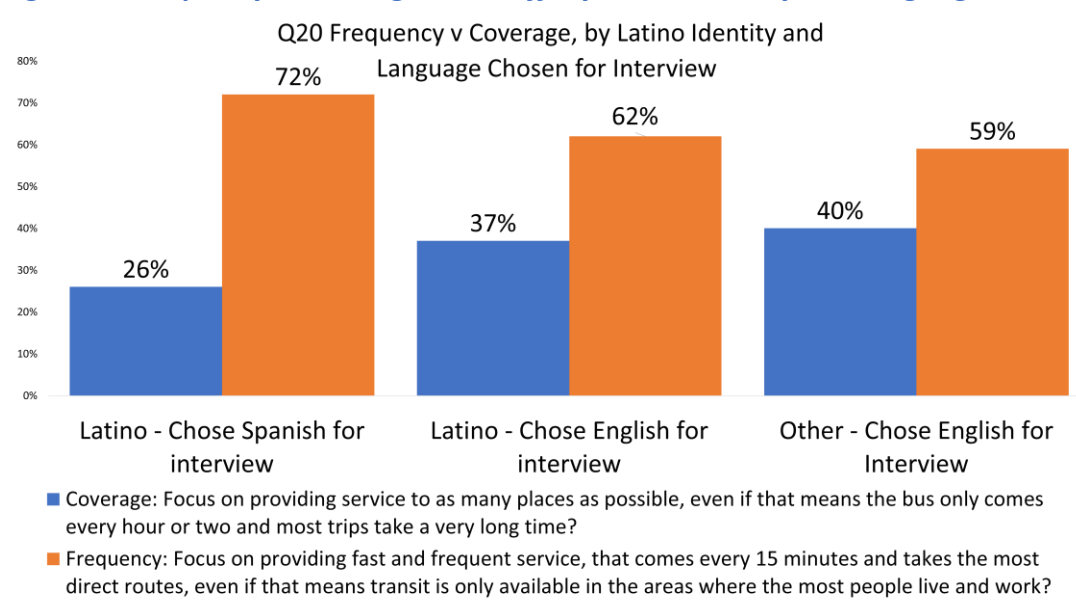


Frequency v Coverage – Differences between Latino and Non-Latino Persons

Overall, regardless of whether respondents identify as Latino or not, they are more likely to choose frequency and direct routes over coverage.

However, those who identify as Latino tend to be more likely (68% to 31%) than others (60% to 40%) to choose frequency over coverage, as shown in Figure 22.

Figure 23 Frequency v Coverage trade-off, by Latino identity and language

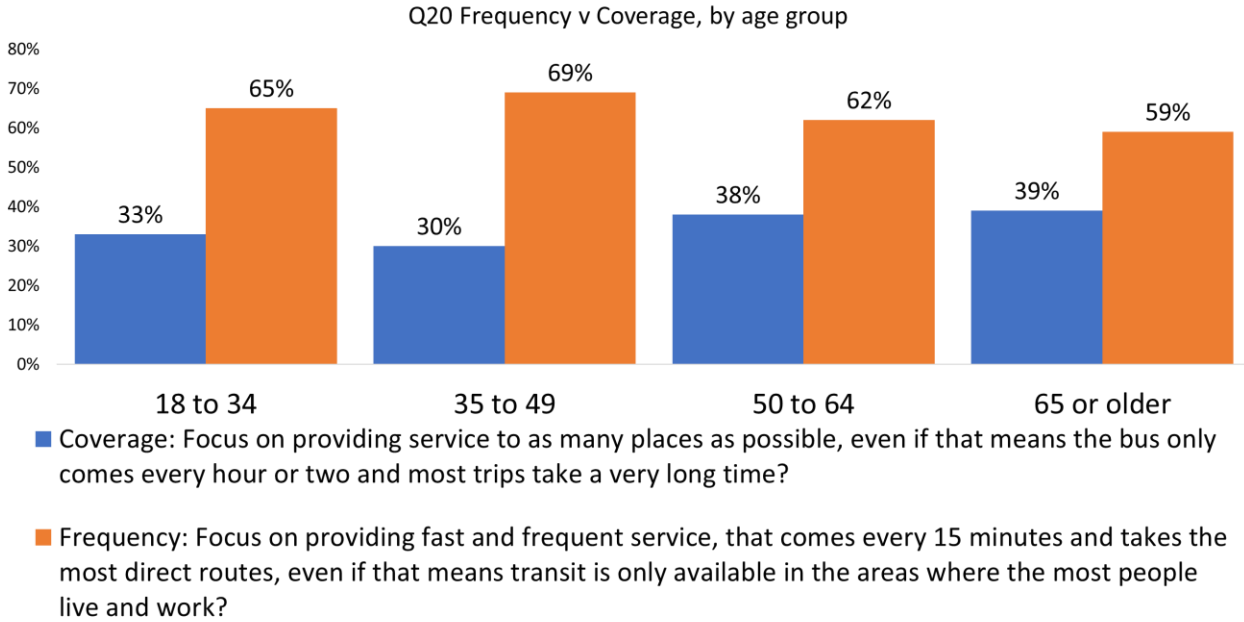


Frequency v Coverage – Differences between those who Chose to Spanish for the interview and Those Who Chose English

However, as Figure 23 demonstrates, the real difference is not between Latino and non-

Latino respondents but between those who chose to conduct their interview in Spanish and those who chose to conduct it in English. When controlled for language, the apparent tendency of Latinos to have stronger opinions about this choice than non-Latinos all but disappears. Those Latinos speaking Spanish in the interview favor frequency over coverage 72% to 26%, while the comparable figures for English speaking Latinos are 62% to 37%. This is close to the numbers for all non-Latinos who chose to use English (59% to 40%).

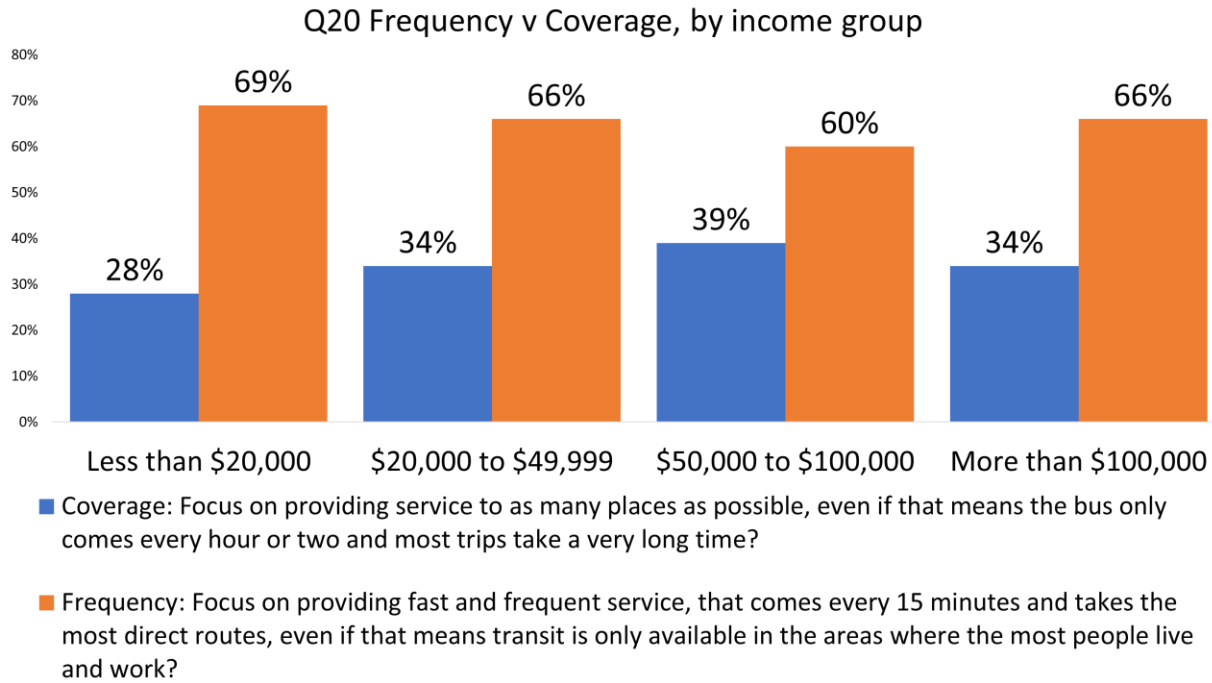
Figure 24 Frequency v Coverage, by age group



Frequency v Coverage – Differences, by Age Group

All age groups favor frequency over coverage by almost a 2:1 margin. There is some difference between those under the age of fifty and those fifty or older – with the former slightly more in favor of frequency – but the differences are small. This is not to say that there would be no opposition among those fifty and older to loss of coverage in remote or other less served locations, but even in that older population, those favoring frequency are in a solid majority.

Figure 25 Frequency v Coverage, by household income



Frequency v Coverage – Differences, by Household Income

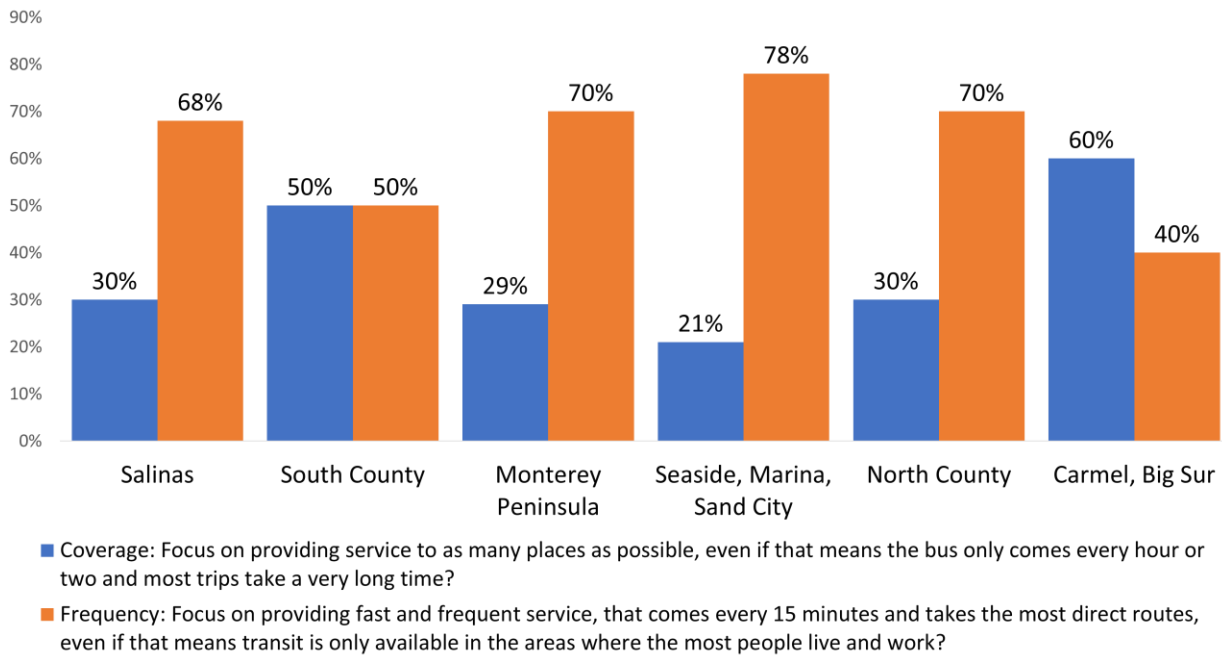
All income levels choose frequency over coverage by strong margins. Support for frequency over coverage decreases with income level until income reaches \$100,000. Then, the preference weakens. This may have to do with where people of upper income levels choose to live. It is clear that the low to moderate income population is more interested in the useful service represented by frequency, possibly because more of them have used MST in the past (see Figure 11, page 13) and because lower income households are somewhat more likely to believe they may use MST post-COVID-19 (Figure 14, page 15).

Across the several demographic characteristics, the preference for frequency over coverage is strong and quite consistent. However, increasing frequency on a fixed MST budget would mean reducing coverage. People do not like having something withdrawn that they perceive they have. We should therefore the strong majority in favor of frequency does not mean that there would not be substantial minority opposition to reducing coverage. Such a concern might even be the view of a majority of those who care enough to attend public discussions of a network redesign and who argue for maintaining or expanding coverage.

But if that occurs, MST should understand that if there are such loud expressions of concern about a draft plan reduces the network's coverage, that those concerns are those of a significant – and perhaps loud -- minority rather than the concerns of a majority of the population.

Figure 26 Frequency v Coverage, by area of county

Q20 Frequency v Coverage, by area



Frequency v Coverage – Differences, by Area of Monterey County

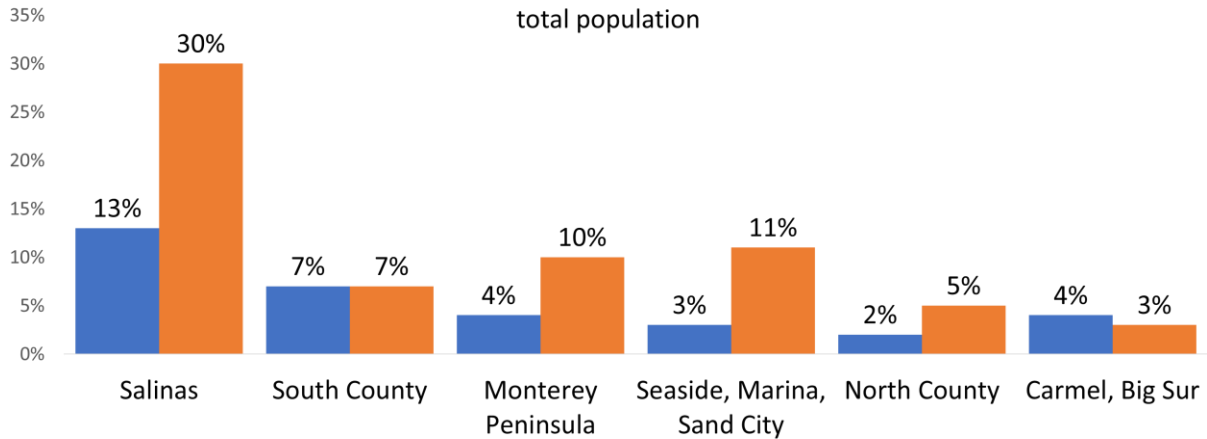
Not surprisingly, geography does make a difference in the choice of frequency or coverage. In most parts of the county, frequency is the strong preference. However, in the South County the population splits 50:50, and in Carmel/Big Sur, coverage is favored 60:40.

It is important, however, to keep these divisions in perspective. When, as in Figure 27 (on the following page) the percentages are recast as percentages of the total sample (which would approximate the distribution of the total county population) the extent of the population choosing coverage over frequency is placed in perspective. Salinas dominates those choice of frequency with 30% of the total sample residing in Salinas and choosing frequency over coverage. The South County and Carmel/Big Sur areas have much smaller populations, and their disagreement with the majority choice of frequency has little overall impact county-wide.

This is not to say, of course, that there could not be vocal opposition in those areas to a frequency-oriented policy.

Figure 27 Frequency v Coverage as percentages of total county sample

Q20 Frequency v coverage, by area, with percentages computed as a percent of the total population



- Coverage: Focus on providing service to as many places as possible, even if that means the bus only comes every hour or two and most trips take a very long time?
- Frequency: Focus on providing fast and frequent service, that comes every 15 minutes and takes the most direct routes, even if that means transit is only available in the areas where the most people live and work?

Awareness and Use of MST

Twelve percent (12%) of the adult public said that in 2019, the year prior to the COVID-19 pandemic, they had used MST once a month or more often (Figure 9). Prior use of MST is directly related to age (the young are more likely to have used MST Figure 10,) and to income (lower income are more likely to have used MST Figure 11). Also, people identifying as Latino are more likely to have used MST pre-pandemic than others. This is especially true for those who not only identify as Latino but who chose to speak Spanish during the interview (Figure 12).

Awareness of the MST name, standing at 50%, is lower than it should be. Higher recognition is important both for marketing MST's services and because MST is a tax-supported service that depends on public support among non-customers who make up most of the public. (Figure 7)

Name recognition is weaker among Latinos (42% know the name) than among non-Latinos (61% know the name). However, it is important to understand that the real weakness in name recognition is only among those Latinos who chose to be interviewed in Spanish, among whom only 26% know the name. Latinos who preferred to use English for the interview can name MST at the same rate as non-Latinos (62%).

While at the time of the survey in April 2021, no one knew what the post-COVID-19 period would hold in store, 12% of the respondents said they would be very likely to use MST regularly when the pandemic has passed. Respondents who are Latino and chose to be interviewed in Spanish, and lower income persons are significantly more likely than others to say they may use MST post-COVID-19.

This language difference within the Latino community means that the "Latino market" is in fact two markets that are quite different and should be treated as such. The differences are reflected in income, tendency to use MST, potential to use MST in the future, and in other ways. This difference is highly significant for development of the transit market and certainly calls for aggressive pursuit of Spanish language marketing efforts.

Service Priorities

Members of the public, most of whom are not transit customer, clearly see their public transit system as a means for pursuing specific social, economic, or environmental objectives.

When asked to rate the importance of twelve aspects of MST service design, a majority of respondents rated all aspects of service as extremely or very important (Figure 16). None was dismissed as unimportant. However, the percentage rating each of the twelve services as extremely important differed widely.

The two aspects of service with the highest percentages saying they were extremely important were what we might call "empathy" elements. They are service for the elderly and disabled, and affordable service where many people lack vehicles.

A second set of services ranked in order of the percentage rating them as extremely important can be thought of as “instrumental” in that they are a means to an end. For example (in rank order), reduction of air pollution and greenhouse gas; routes that carry people to jobs, shopping, appointments, schools and colleges; service that helps reduce the growth of traffic congestion. One other item that involves means to an end is special services for tourist to alleviate traffic congestion. It scored lowest among the twelve service elements perhaps because it appears to offer “special” service.

A third set consists of items that are ends in themselves, including increase in overall MST service, support for denser more walkable development, and service to all places in Monterey County, even where few people would ride the buses. All of these scored below the second set, though above the low scoring tourist service item.

These priorities vary somewhat among those of differing age, income, Latino identity, and area of the county where they live. They do not, however, differ in a manner that would suggest deep divisions along these lines.

Trade-offs

Offered four sets of choices with each set involving a choice between two different approaches to service design (Figure 21), respondents stated clear preferences.

- They favor frequency of service over service to all corners of Monterey County.
- They favor concentrating service frequent enough for people to rely on to get to work or school on time in areas with jobs and schools, although that would mean people elsewhere would have very infrequent service that they could not rely on for getting to work or school on time.
- They favor service that supports the local economy by concentrating fast, frequent service where many people would use it for work, school, or shopping over the benefits of fairness to all by providing at least some service to everyone of all communities, large or small.
- They favor focus on low income communities where personal vehicles are more likely to be lacking over equal service to all communities regardless of need.

Opinions on these trade-offs differ somewhat among the demographic groups studied, specifically age, Latino identity (and use of Spanish language), income, and area of the county. However, with only one minor exception, dominant majorities agree on the trade-off choice. The majorities are substantial, not marginal. A plan that prioritizes frequency over coverage, while also paying attention to the needs of lower income communities, is likely to have public support. Nonetheless, a 30% minority favoring coverage is significant. This significance is further reinforced by its locally-specific nature: people in the places most likely to be impacted by the shift to a network focusing frequent service in fewer locations also tend to be the most in favor of a coverage-based system. MST should expect the possibility of strong local reactions in any area where the plan would propose substantially reduced or eliminated service.

Appendix A: Questions 21, 22, 23 by Latino Identity, Area, Age, Income

Three of the “Trade-off” questions (see Figure 21 Trade-off choices, page 24) are not presented for analysis in the main body of the report because they tended to replicate the findings related to question 20, and the text would have been quite repetitive and not enlightening. Nevertheless, in the interest of complete reporting of the results, the charts are presented in this appendix.

Figure 28 Frequent Service Useful for Work/School in Limited Areas, v Limited Service for All

Q21. Here's another way to think about this: when you rely on a bus that doesn't come very often, it's hard to be on time. You might have to arrive early and wait, or risk being late and losing your job. If you could tell MST which of the following to choose, what would you tell them?

(1) Should MST focus on service every 15 minutes in areas with lots of jobs and schools, so that **many people can rely on buses** to get to work or school on time, **but that means some people don't have any service?**

OR

(2) Should MST provide service every hour or two throughout the county, so **everyone has a little bus service but very few people can rely on it** to get to work or school on time?

(3) Not sure (a)

(a) If you had to lean one way or the other, which would you choose?

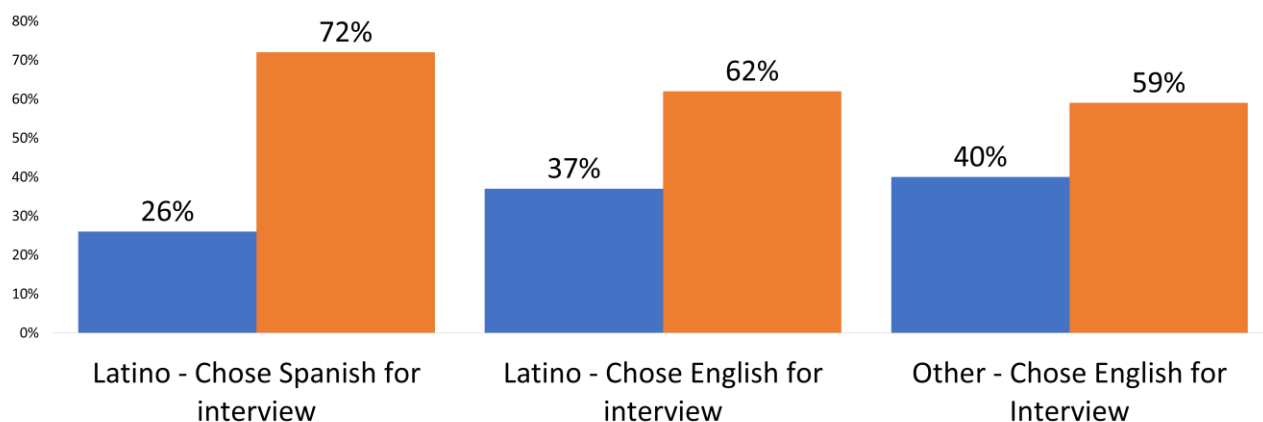
(1) Option 1

(2) Option 2

(3) Still does not know

Figure 29 Q21 Fast, frequent service in key areas v service to as many places as possible, by Latino identity and language

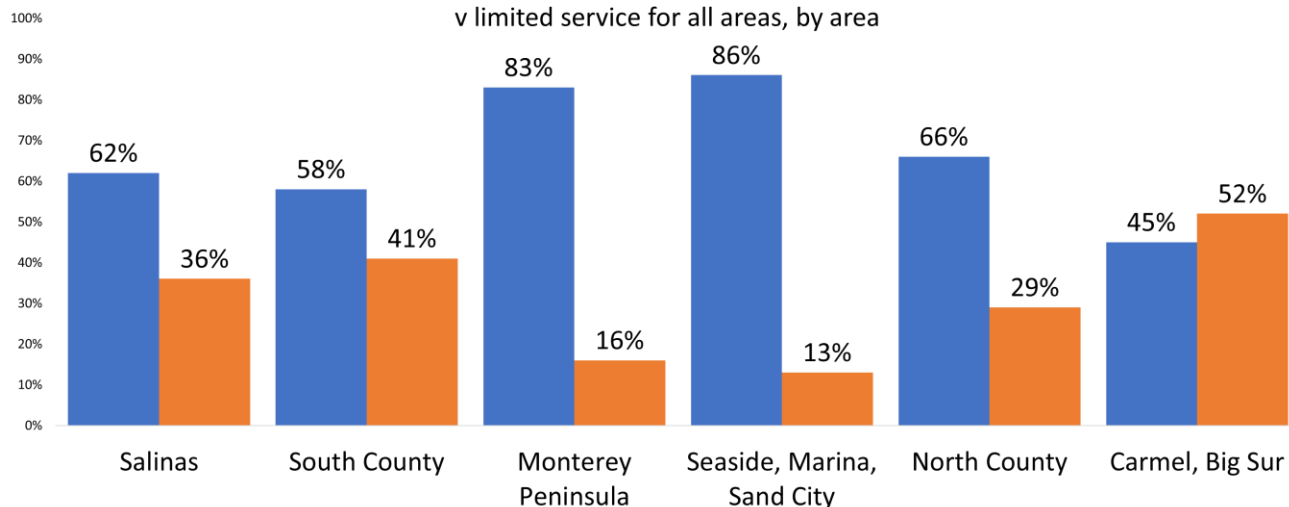
Q21 Fast frequent service to jobs and schools in key areas
v limited service for all areas, by Latino Identity and language spoken



- Means to an end: Focus on service every 15 minutes in areas with lots of jobs and schools, so that many people can rely on buses to get to work or school on time, but that means some people don't have any service?
- Geographic equality: Provide service every hour or two throughout the county, so everyone has a little bus service but very few people can rely on it to get to work or school on time?

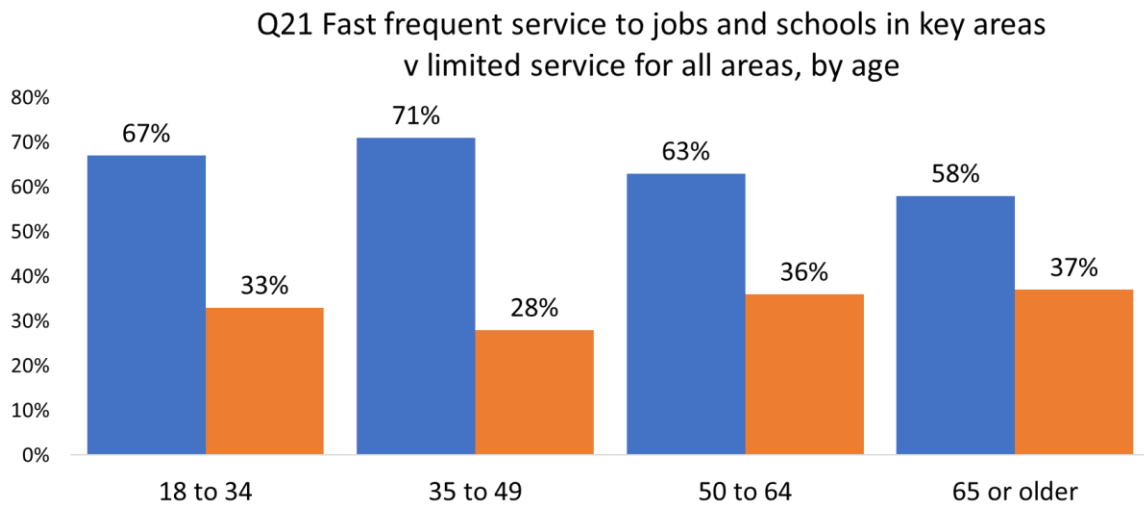
Figure 30 Q21 Fast, frequent service in key areas v service to as many places as possible, by area

Q21 Fast frequent service to jobs and schools in key areas
v limited service for all areas, by area



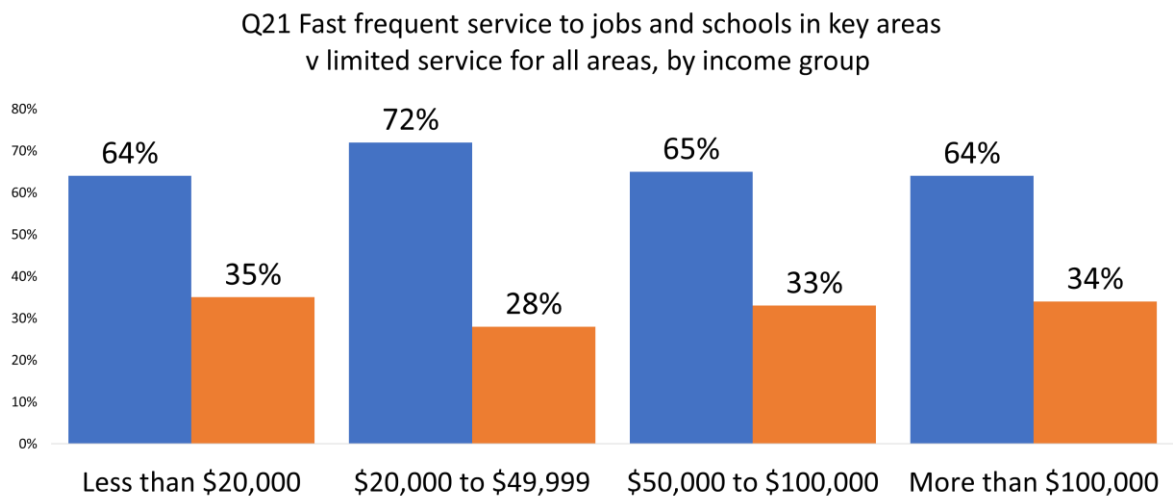
- Means to an end: Focus on service every 15 minutes in areas with lots of jobs and schools, so that many people can rely on buses to get to work or school on time, but that means some people don't have any service?
- Geographic equality: Provide service every hour or two throughout the county, so everyone has a little bus service but very few people can rely on it to get to work or school on time?

Figure 31 Q21 Fast, frequent service in key areas v service to as many places as possible, by



- Means to an end: Focus on service every 15 minutes in areas with lots of jobs and schools, so that many people can rely on buses to get to work or school on time, but that means some people don't have any service?
- Geographic equality: Provide service every hour or two throughout the county, so everyone has a little bus service but very few people can rely on it to get to work or school on time?

Figure 32 Q21 Fast, frequent service in key areas v service to as many places as possible, by income



- Means to an end: Focus on service every 15 minutes in areas with lots of jobs and schools, so that many people can rely on buses to get to work or school on time, but that means some people don't have any service?
- Geographic equality: Provide service every hour or two throughout the county, so everyone has a little bus service but very few people can rely on it to get to work or school on time?

Figure 33 Q22 Economic Impact v Geographic Equality

Q22. MST also has to consider the benefits of transit to the whole community. If you could tell MST which of the following to choose, what would you tell them?

(1) Should MST focus more on the benefits of **fairness to all** by providing at least a little service to everyone in all communities large and small even if it is slow and the bus doesn't come very often?

OR

(2) Should MST focus more on **supporting the local economy** by providing fast and frequent service in the areas where many people could use it to get to work, school, shopping and other everyday needs?

(3) Not sure (a)

(a) If you had to lean one way or the other, which would you choose?

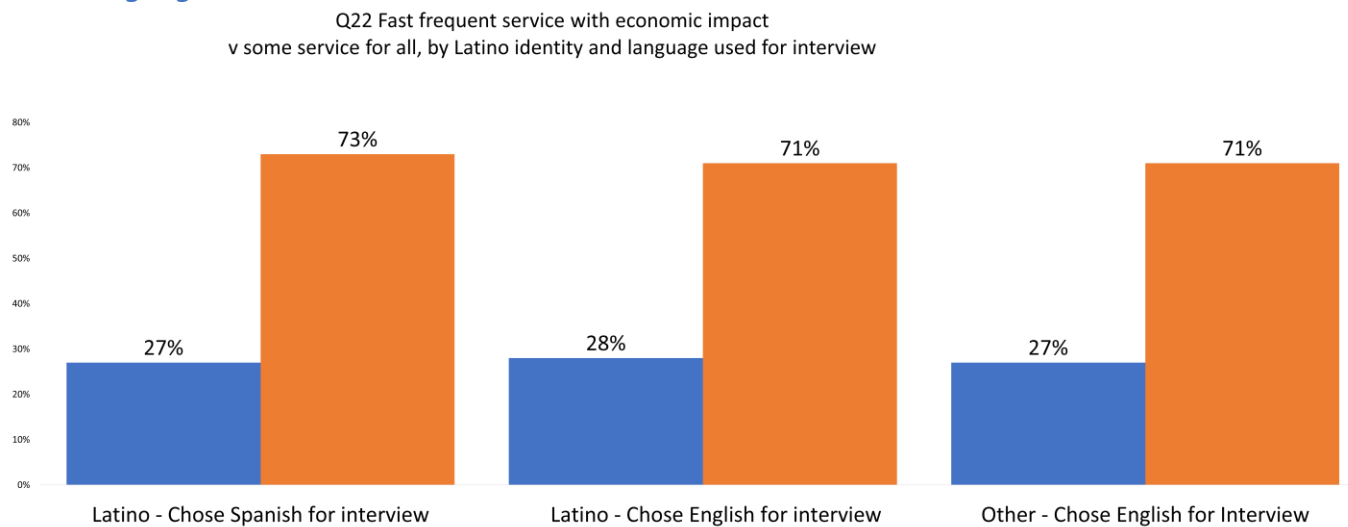
(1) Option 1

(2) Option 2

(3) Still does not know

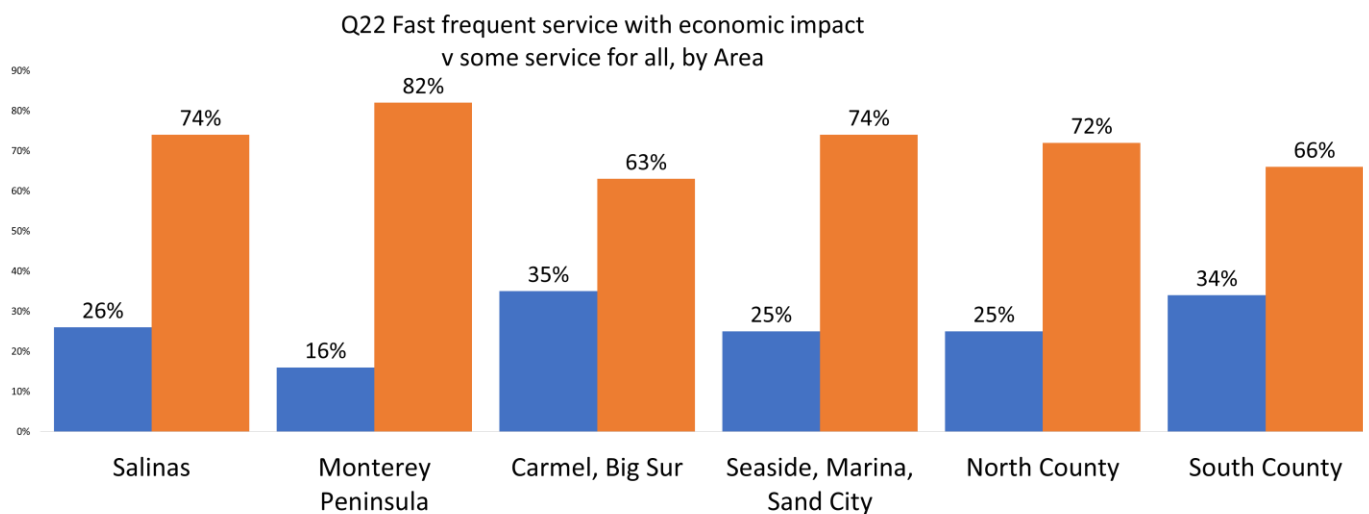
x

Figure 34 Fast Frequent Service with Economic Impact v some service for all by Latino Identity and Spanish language



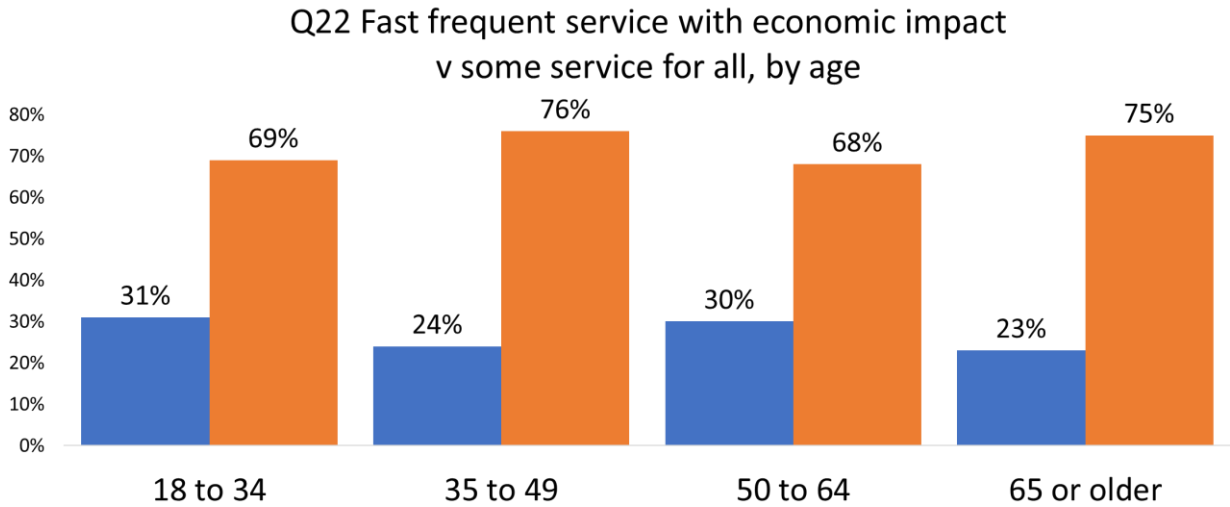
- **Geographic equality:** Focus more on the benefits of fairness to all by providing at least a little service to everyone in all communities large and small even if it is slow and the bus doesn't come very often?
- **Economic Impact:** Focus more on supporting the local economy by providing fast and frequent service in the areas where many people could use it to get to work, school, shopping and other everyday needs?

Figure 35 Fast Frequent Service with Economic Impact v some service for all, by area



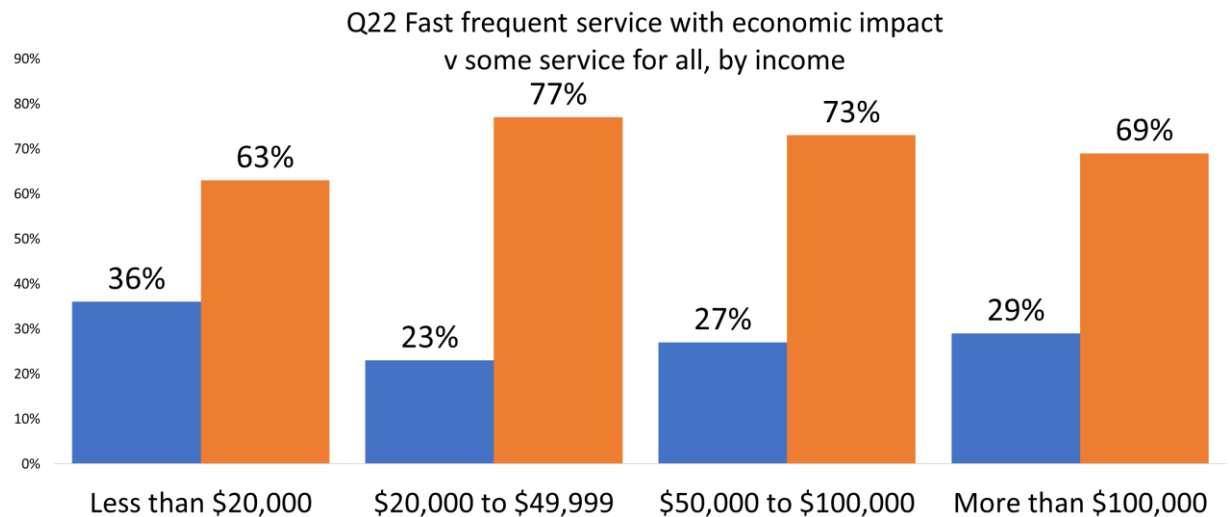
- **Geographic equality:** Focus more on the benefits of fairness to all by providing at least a little service to everyone in all communities large and small even if it is slow and the bus doesn't come very often?
- **Economic Impact:** Focus more on supporting the local economy by providing fast and frequent service in the areas where many people could use it to get to work, school, shopping and other everyday needs?

Figure 36 Fast Frequent Service with Economic Impact v some service for all, by age



- Geographic equality: Focus more on the benefits of fairness to all by providing at least a little service to everyone in all communities large and small even if it is slow and the bus doesn't come very often?
- Economic Impact: Focus more on supporting the local economy by providing fast and frequent service in the areas where many people could use it to get to work, school, shopping and other everyday needs?

Figure 37 Fast Frequent Service with Economic Impact v some service for all, by income



- Geographic equality: Focus more on the benefits of fairness to all by providing at least a little service to everyone in all communities large and small even if it is slow and the bus doesn't come very often?
- Economic Impact: Focus more on supporting the local economy by providing fast and frequent service in the areas where many people could use it to get to work, school, shopping and other everyday needs?

Figure 38 Q23 Focus on Low-Income Communities v Equal Service to Whole County

Q23. As a public transportation service, MST also has to decide whether to prioritize the needs of people who have fewer transportation choices. If you could tell MST which is more important, would you tell them to:

- (1) **Focus first on needs** of communities where many people have low incomes, or don't have reliable access to a personal vehicle?
- (2) **Provide service equally to all communities, regardless of need**, income or access to a personal vehicle?
- (4) Not sure (a)
 - (a) If you had to lean one way or the other, which would you choose?
 - (1) Option 1
 - (2) Option 2
 - (3) Still not sure

Figure 39 Q23 Focus on Low-Income Communities v Equal Service to Whole County, by Latino identity and language

Q23 Focus on low income communities v equal service to whole county, by Latino identity and language spoken

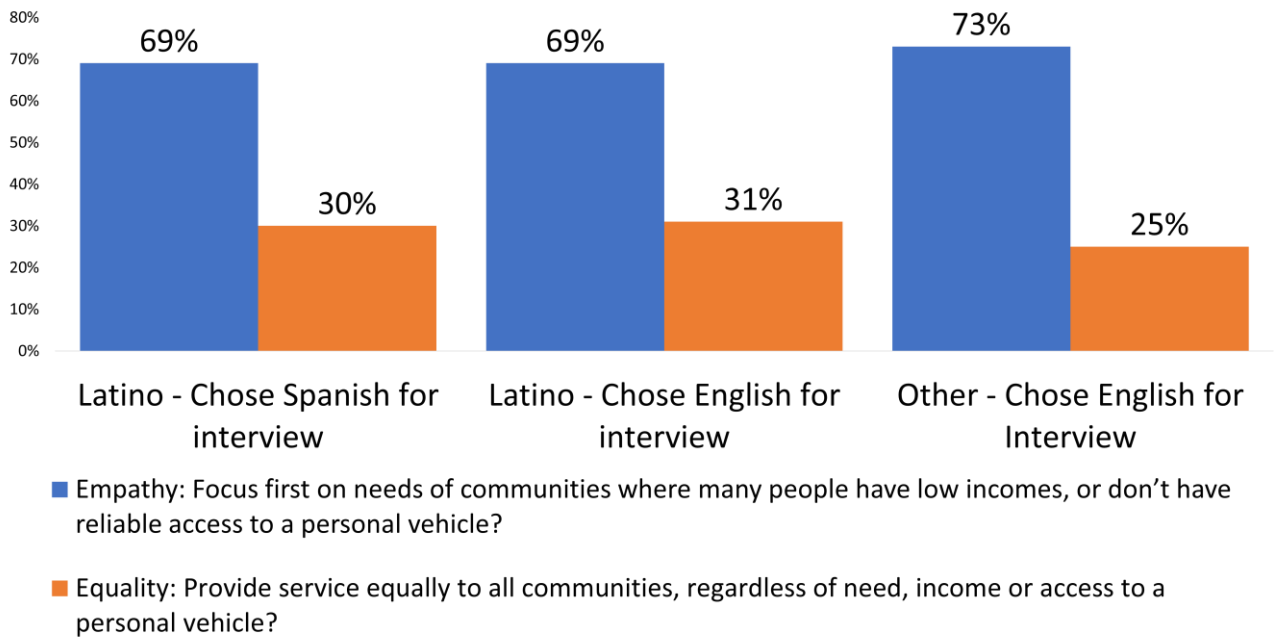


Figure 40 Q23 Focus on Low-Income Communities v Equal Service to Whole County, by Area

Q23 Focus on low income communities v equal service to whole county, by area

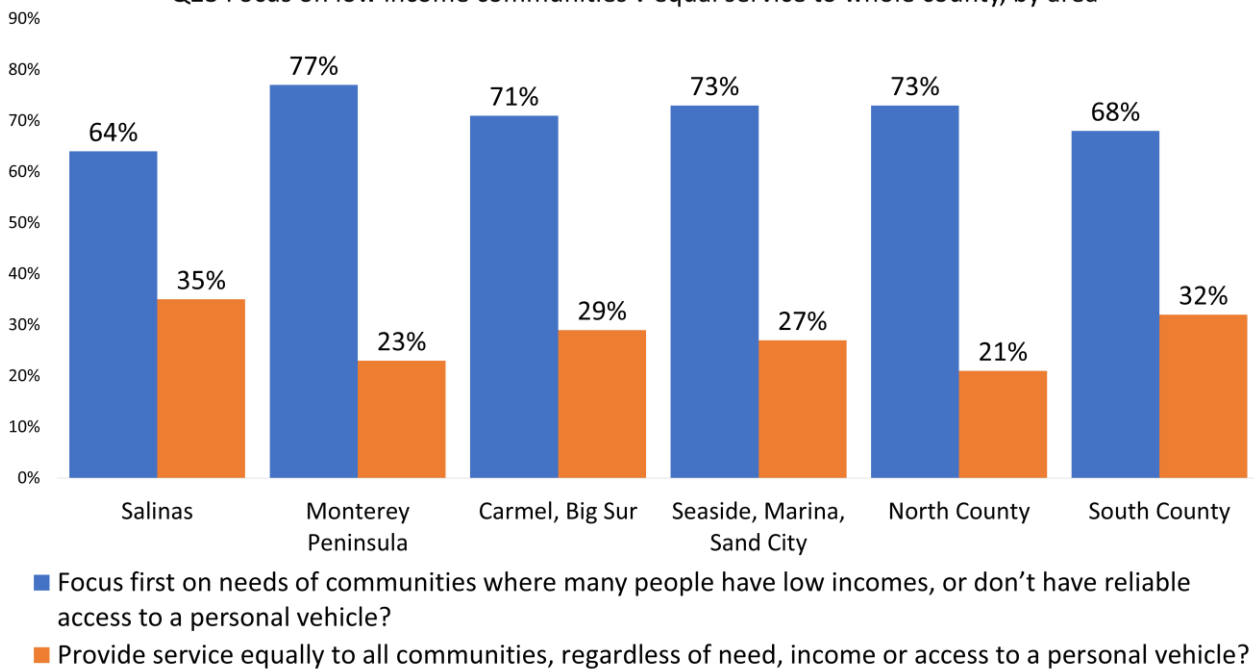


Figure 41 Q23 Focus on Low-Income Communities v Equal Service to Whole County, by age

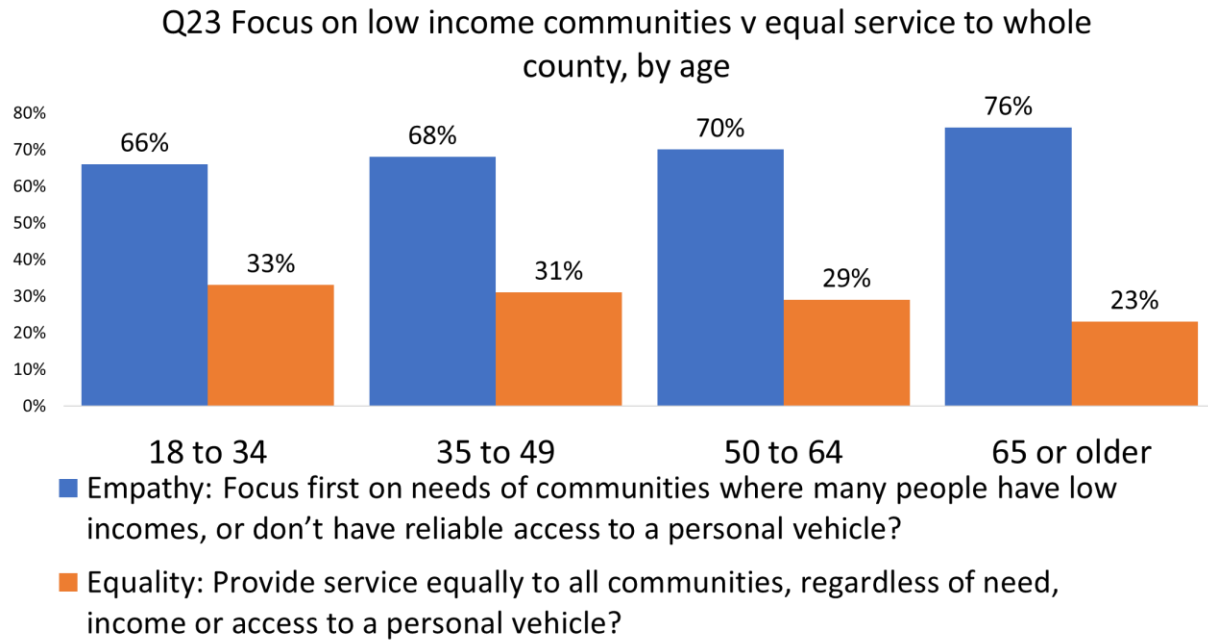
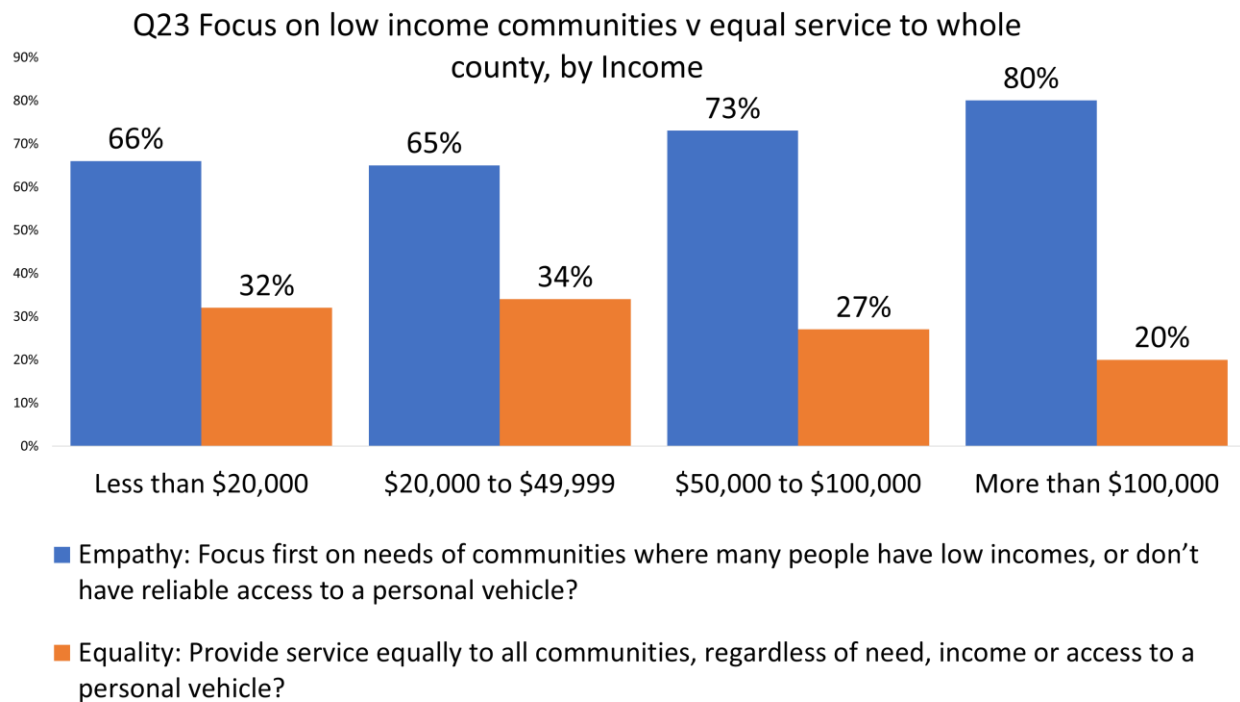


Figure 42 Q23 Focus on Low-Income Communities v Equal Service to Whole County, by income



Appendix B: Full Table of Priorities by Area

	Salinas	South County	Monterey Peninsula	Seaside, Marina, Sand City	North County	Carmel, Big Sur
<u>Special tourist services to reduce traffic congestion</u>						
Extremely important	12%	5%	30%	6%	8%	26%
Very important	45%	48%	39%	49%	44%	39%
Less than very important	44%	47%	30%	45%	49%	36%
<u>Affordable transport in places where many lack vehicles</u>						
Extremely important	28%	37%	51%	34%	35%	38%
Very important	61%	54%	42%	59%	58%	47%
Less than very important	11%	9%	6%	7%	8%	15%
<u>Routes that get workers to to places where most jobs are</u>						
Extremely important	25%	25%	31%	26%	16%	37%
Very important	56%	56%	64%	62%	62%	44%
Less than very important	19%	19%	5%	12%	22%	19%
<u>Transportation to the area's high schools</u>						
Extremely important	23%	26%	20%	22%	26%	28%
Very important	51%	52%	44%	49%	46%	37%
Less than very important	26%	22%	36%	29%	29%	35%
<u>Transportation to area community colleges & universities</u>						
Extremely important	23%	23%	30%	16%	40%	35%
Very important	62%	64%	47%	74%	44%	37%
Less than very important	15%	13%	23%	10%	17%	28%
<u>Routes for people to get to stores and appointments</u>						
Extremely important	23%	26%	29%	21%	23%	42%
Very important	59%	53%	42%	56%	45%	51%
Less than very important	18%	22%	28%	23%	32%	7%
<u>Routes tailored to needs of elderly and disabled</u>						
Extremely important	36%	44%	52%	42%	46%	41%
Very important	55%	46%	40%	58%	50%	49%
Less than very important	9%	10%	8%	0%	5%	10%
<u>Service to all places in county even where few people ride</u>						
Extremely important	9%	16%	15%	15%	27%	23%
Very important	40%	47%	33%	48%	33%	40%
Less than very important	51%	37%	52%	37%	40%	37%
<u>Help to reduce the growth of traffic congestion</u>						
Extremely important	13%	15%	29%	14%	27%	37%
Very important	51%	52%	38%	61%	46%	34%
Less than very important	35%	34%	33%	25%	26%	29%
<u>An increase in overall amount of service in Monterey County</u>						
Extremely important	12%	20%	18%	14%	5%	18%
Very important	56%	44%	38%	51%	57%	40%
Less than very important	32%	36%	44%	36%	38%	42%
<u>Support for denser, walkable development</u>						
Extremely important	11%	19%	23%	8%	16%	19%
Very important	50%	41%	38%	47%	48%	31%
Less than very important	39%	40%	39%	45%	36%	50%
<u>Help to reduce/limit increasing air pollution, greenhouse gas</u>						
Extremely important	25%	29%	33%	13%	30%	35%
Very important	49%	46%	49%	61%	43%	43%
Less than very important	25%	25%	18%	26%	26%	22%

Appendix C: Simple Frequency Distributions

Simple Frequency Distributions

Q4 Do you happen to know the name of the local agency that runs the bus system?

MST	50%
No/Not Sure	50%

Q5 In 2019, the year before the COVID-19 pandemic, had you used the local MST buses once a month or more, just a few times or never?

Once a month or more	7%
Just a few times	19%
Never	74%
Do not recall	1%
Did not live here then.	0%

Q5A Did you use it...

Several times per week	19%
Several times per month	24%
Once a month or less	58%

Q6 Is there an MST bus stop in walking distance of your home?

Yes	70%
Yes - I currently use the bus	2%
No	21%
Not sure	7%

Q7 Let's say that after the COVID-19 pandemic is over MST provides bus service within walking distance of your home, runs every fifteen minutes, and within a block or two of where you need to go. Thinking realistically, how likely would you be to use that service once a month or more?

Very likely	16%
Somewhat likely	19%
Not very likely	34%
Definitely would not	30%
(DO NOT READ): Couldn't -- need car at work	1%
(DO NOT READ): Couldn't -- other problem would prevent it	0%
(DO NOT READ): Not sure	0%
(DO NOT READ): I already use the bus	0%
(DO NOT READ): Refused	0%

Q8 provide specialized services for tourists to reduce traffic congestion.

Extremely important	13%
Very important	45%
Somewhat important	30%
Not very important or	8%
Not important at all	3%
(DO NOT READ) Not sure	1%

Q9 provide affordable transportation in places where many or most residents may not have personal transportation.

Extremely important	34%
Very important	56%
Somewhat important	8%
Not very important or	1%
Not important at all	1%
(DO NOT READ) Not sure	1%

Q10 provide routes that make it possible for workers get where the most jobs are?

Extremely important	26%
Very important	57%
Somewhat important	13%
Not very important or	3%
Not important at all	1%
(DO NOT READ) Not sure	1%

Q11 provide transportation the area's high schools?

Extremely important	23%
Very important	49%
Somewhat important	19%
Not very important or	5%
Not important at all	2%
(DO NOT READ) Not sure	2%

Q12 provide transportation the area's community colleges and universities?

Extremely important	25%
Very important	58%
Somewhat important	14%
Not very important or	2%
Not important at all	1%
(DO NOT READ) Not sure	1%

Q13 provide routes that make it possible for people get stores and appointments?

Extremely important	25%
Very important	53%
Somewhat important	16%
Not very important or	2%
Not important at all	2%
(DO NOT READ) Not sure	1%

Q14 provide services that are tailored the needs of the elderly and persons with disabilities?

Extremely important	41%
Very important	52%
Somewhat important	6%
Not very important or	1%
Not important at all	0%
(DO NOT READ) Not sure	0%

Q15 make some service available every community in the county, even if most people in some communities will not use it?

Extremely important	14%
Very important	40%
Somewhat important	32%
Not very important or	9%
Not important at all	3%
(DO NOT READ) Not sure	2%

Q16 help reduce the growth of traffic congestion?

Extremely important	18%
Very important	48%
Somewhat important	26%
Not very important or	3%
Not important at all	3%
(DO NOT READ) Not sure	1%

Q17 increase the overall amount of public transportation service in Monterey County?

Extremely important	15%
Very important	49%
Somewhat important	26%
Not very important or	3%
Not important at all	2%
(DO NOT READ) Not sure	5%

Q18 support housing and commercial development in the urban areas that is denser and more walkable?

Extremely important	14%
Very important	46%
Somewhat important	28%
Not very important or	6%
Not important at all	4%
(DO NOT READ) Not sure	2%

Q19 help reduce/limit increasing air pollution, greenhouse gas?

Extremely important	26%
Very important	50%
Somewhat important	17%
Not very important or	4%
Not important at all	2%
(DO NOT READ) Not sure	1%

Q20

(1) Should MST focus on providing service to as many places as possible, even if that means the bus only comes every hour or two and most trips take a very long time	35%
(2) Should MST focus on providing fast and frequent service, that comes every 15 minutes and takes the most direct routes, even if that means transit is only available in the areas where the most people live and work?	64%
Not sure	1%

Q21

(1) Should MST focus on service every 15 minutes in areas with lots of jobs and schools, so that many people can rely on buses to get to work or school on time, but that means some people don't have any service?	65%
(2) Should MST provide service every hour or two throughout the county, so everyone has a little bus service but very few people can rely on it to get to work or school on time?	33%
Not sure	2%

Q22

(1) Should MST focus more on the benefits of fairness to all by providing at least a little service to everyone in all communities large and small even if it is slow and the bus doesn't come very often?	27%
(2) Should MST focus more on supporting the local economy by providing fast and frequent service in the areas where many people could use it to get to work, school, shopping and other everyday needs?	72%
Not sure	1%

Q23

(1) Focus first on needs of communities where many people have low incomes, or don't have reliable access to a personal vehicle?	69%
(2) Provide service equally to all communities, regardless of need, income or access to a personal vehicle?	30%
Not sure	1%

Q24 Do you consider yourself Latino/Latino?

Yes	59%
No	41%

Q25_1 African American

Yes	4%
No	94%
Refused	2%

Q25_2 Asian

Yes	5%
No	95%
REFUSED	0%

Q25_3 Native Hawaiian or Other Pacific Islander

Yes	5%
No	95%
REFUSED	0%

Q25_4 American Indian or Alaskan native

Yes	6%
No	94%
REFUSED	0%

Q25_5 White

Yes	46%
No	54%
REFUSED	0%

Gender

Male	51%
Female	44%
Other	1%
Prefer not to answer	5%

Age.Group Age group

18 to 34	32%
35 to 49	26%
50 to 64	23%
65 or older	19%

Q28 And the final question, which of the following groups does your total annual household income fall into? Please just stop me when I go to your income level

Less than \$20,000	15%
\$20,000 to \$34,999	15%
\$35,000 to \$49,999	14%
\$50,000 to \$74,999	15%
\$75,000 to \$100,000	13%
\$101,000 to \$124,999	8%
\$125,000 or more	12%
Refused	9%

Appendix D: Questionnaire

MST Community Survey – 2021

Hello, We are conducting a survey in Monterey County about transportation issues. My name is..... , and I am with CJI Research, a professional market research firm. I assure you we are not selling anything, we are strictly interested in your opinions. May I speak with the person in your household eighteen or older who had the most recent birthday? **[IF THAT PERSON IS NOT AVAILABLE, ASK FOR ANOTHER ADULT 18 OR OLDER]**
SCREEN

- 1 Are you a resident of Monterey County?
 - (1) Yes
 - (2) No (TERMINATE)

- 2 We need to be sure we represent the whole county. To protect privacy please do not give us an address, but would you tell us which Monterey County Zip Code you live in? ____ ____ ____
____ ____ 99999=Refused

- 3 Please tell me which of the following age categories best describes you {NOTE TO THIS ITEM IS USED ONLY FOR SAMPLE SCREENING & BALANCING, NOT FOR ANALYSIS. AGE IS ALSO ASKED AT THE END IN MORE DETAIL}
 - (1) Older than 60
 - (2) 45 to 60
 - (3) 30 to 44
 - (4) 18 to 29
 - (5) Refused

- 4 Do you happen to know the name of the local agency that runs the bus system?
 - (1) MST
 - (2) No/Not sure (a)
 - (a) It is called Monterey Salinas Transit, or MST for short

- 5 In 2019, the year before the COVID-19 pandemic, had you used the local MST buses once a month or more, just a few times or never?
 - (1) Once a month or more (a)
 - (2) Just a few times (a)
 - (3) Never (6)
 - (4) Do not recall (6)
 - (5) Did not live here then. (6)
 - (a) Did you use it...
 - (1) Several times per week (6)
 - (2) Several times per month (6)
 - (3) Once a month or less (6)

- 6 Is there an MST bus stop in walking distance of your home?
- (1) Yes
 - (2) Yes – I currently use the bus
 - (3) No
 - (4) Not sure
- 7 Let's say that after the COVID-19 pandemic is over MST provides bus service within walking distance of your home, runs every fifteen minutes, and within a block or two of where you need to go. Thinking realistically, how likely would you be to use that service once a month or more -- very likely, somewhat likely, not very likely, or definitely would not?
- (1) Very likely ("POTENTIAL RIDER")
 - (2) Somewhat likely ("POSSIBLE RIDER")
 - (3) Not very likely ("NON-RIDER")
 - (4) Definitely would not ("NON-RIDER")
 - (5) VOLUNTEERED RESPONSE: Couldn't -- need car at work ("NON-RIDER")
 - (6) VOLUNTEERED RESPONSE: Couldn't -- other problem would prevent it ("NON-RIDER")
 - (7) VOLUNTEERED RESPONSE: Not sure ("PROBABLE NON-RIDER")
 - (8) VOLUNTEERED RESPONSE: I already use the bus (RIDER)
 - (9) VOLUNTEERED RESPONSE: Refused
- 8 **[RANDOMIZE ORDER OF QUESTIONS 8 TO 19]** As you may know, MST, the local bus service is a public agency. Whether you would ever use the bus or not MST wants to understand what people believe is important for the public transportation system to provide in Monterey County. In your opinion, how important is it for MST to provide...
- ...specialized services for tourists to reduce traffic congestion. Is that very important, somewhat important, not very important or not important at all for MST to do that?
- (1) Extremely important
 - (2) Very important
 - (3) Somewhat important
 - (4) Not very important or
 - (5) Not important at all
 - (6) [VOL] Not sure
- 9 How important is it for MST to provide affordable transportation in places where many or most residents may not have personal transportation. **[REPEAT RESPONSE OPTIONS AS NEEDED]**
- 10 How important is it for MST to provide routes that make it possible for workers to get to where the most jobs are?
- 11 How important is it for MST to provide transportation to the area's high schools?
- 12 How important is it for MST to provide transportation to the area's community colleges and universities?

- 13 How important is it for MST to provide routes that make it possible for people to get to stores and appointments?
- 14 How important is it for MST to provide services that are tailored to the needs of the elderly and persons with disabilities?
- 15 How important is it for MST to make some service available to every community in the county, even if most people in some communities will not use it?
- 16 How important is it for MST to help reduce the growth of traffic congestion?
- 17 How important is it to increase the overall amount of public transportation service in Monterey County?
- 18 How important is it for MST to support housing and commercial development in the urban areas that is denser and more walkable?
- 19 How important is it for MST to help reduce or limit increases in air pollution and greenhouse gas emissions?
- 20 Now for a different kind of question. MST is a public agency spending everyone's tax dollars. It has only a limited number of buses and limited money to operate them. That means they have to make hard choices about how much service they can provide and where in Monterey County they can provide it.

If you could tell them which of the following to choose, what would you tell them? [\[CATI PROGRAMMER – ROTATE ORDER OF RESPONSES\]](#)

(1) Should MST focus on **providing service to as many places as possible**, even if that means the bus only comes every hour or two and most trips take a very long time (23)

OR

(2) Should MST focus on **providing fast and frequent service**, that comes every 15 minutes and takes the most direct routes, even if that means transit is only available in the areas where the most people live and work? (23)

(3) Not sure (a)

(a) If you had to lean one way or the other, which would you choose?

(1) Option 1 (23)

(2) Option 2 (23)

(3) Still does not know (23)

- 21 Here's another way to think about this: when you rely on a bus that doesn't come very often, it's hard to be on time. You might have to arrive early and wait, or risk being late and losing your job. If you could tell MST which of the following to choose, what would you tell them?
- (4) Should MST focus on service every 15 minutes in areas with lots of jobs and schools, so that **many people can rely on buses** to get to work or school on time, **but that means some people don't have any service?**
- OR
- (5) Should MST provide service every hour or two throughout the county, so **everyone has a little bus service but very few people can rely on it** to get to work or school on time?
 - (6) Not sure (a)
 - (a) If you had to lean one way or the other, which would you choose?
 - (1) Option 1 (22)
 - (2) Option 2 (22)
 - (3) Still does not know (22)
- 22 MST also has to consider the benefits of transit to the whole community. If you could tell MST which of the following to choose, what would you tell them?
- (4) Should MST focus more on the benefits of **fairness to all** by providing at least a little service to everyone in all communities large and small even if it is slow and the bus doesn't come very often?
- OR
- (5) Should MST focus more on **supporting the local economy** by providing fast and frequent service in the areas where many people could use it to get to work, school, shopping and other everyday needs?
 - (6) Not sure (a)
 - (a) If you had to lean one way or the other, which would you choose?
 - (1) Option 1 (23)
 - (2) Option 2 (23)
 - (3) Still does not know (23)
- 23 As a public transportation service, MST also has to decide whether to prioritize the needs of people who have fewer transportation choices. If you could tell MST which is more important, would you tell them to:
- (1) **Focus first on needs** of communities where many people have low incomes, or don't have reliable access to a personal vehicle?
 - (2) **Provide service equally to all communities, regardless of need**, income or access to a personal vehicle?
 - (3) Not sure (a)
 - (a) If you had to lean one way or the other, which would you choose?
 - (1) Option 1
 - (2) Option 2
 - (3) Still not sure

24 Do you consider yourself Latino/Latino?

- (1) Yes
- (1) No
- (2) Refused

25 Do you (also) consider yourself as... [ASK EACH and ACCEPT MULTIPLES]

- | | | |
|---|-----------|------|
| (1) African American | 1 Yes | 2 No |
| (2) Asian | 1 Yes | 2 No |
| (3) Native Hawaiian or Other Pacific Islander | 1 Yes | 2 No |
| (4) American Indian or Alaskan native | 1 Yes | 2 No |
| (5) White | 1 Yes | 2 No |
| (6) Refused | 1 Applies | |

26 Do you identify yourself as male, female, Other, or do you prefer not to answer?

- (1) Male
- (2) Female
- (3) Other
- (4) Prefer not to answer

27 In what year were you born? _____ 9999=Refused

28 And the final question, which of the following groups does your total annual household income fall into? Please just stop me when I go to your income level

- (1) Less than \$20,000
- (2) \$20,000 to \$34,999
- (3) \$35,000 to \$49,999
- (4) \$50,000 to \$74,999
- (5) \$75,000 to \$100,000
- (6) \$101,000 to \$124,999
- (7) \$125,000 or more
- (8) Refused