

Telephone Survey of Madera County
Supervisorial District 5 Voters
Presentation of Results

Conducted for the Madera County Transportation Commission



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Methodology

- ▶ Telephone survey of registered voters in Madera County Supervisorial District 5
- ▶ Conducted October 28 to November 4, 2013
- ▶ 350 completed interviews
- ▶ Interviews conducted by trained, professional interviewers
- ▶ Margin of error ± 5.2 percentage points

As with any opinion research, the release of selected figures from this report without the analysis that explains their meaning would be damaging to EMC. Therefore, EMC reserves the right to correct any misleading release of this data in any medium through the release of correct data or analysis.

Please note that due to rounding, percentages may not add up to exactly 100%

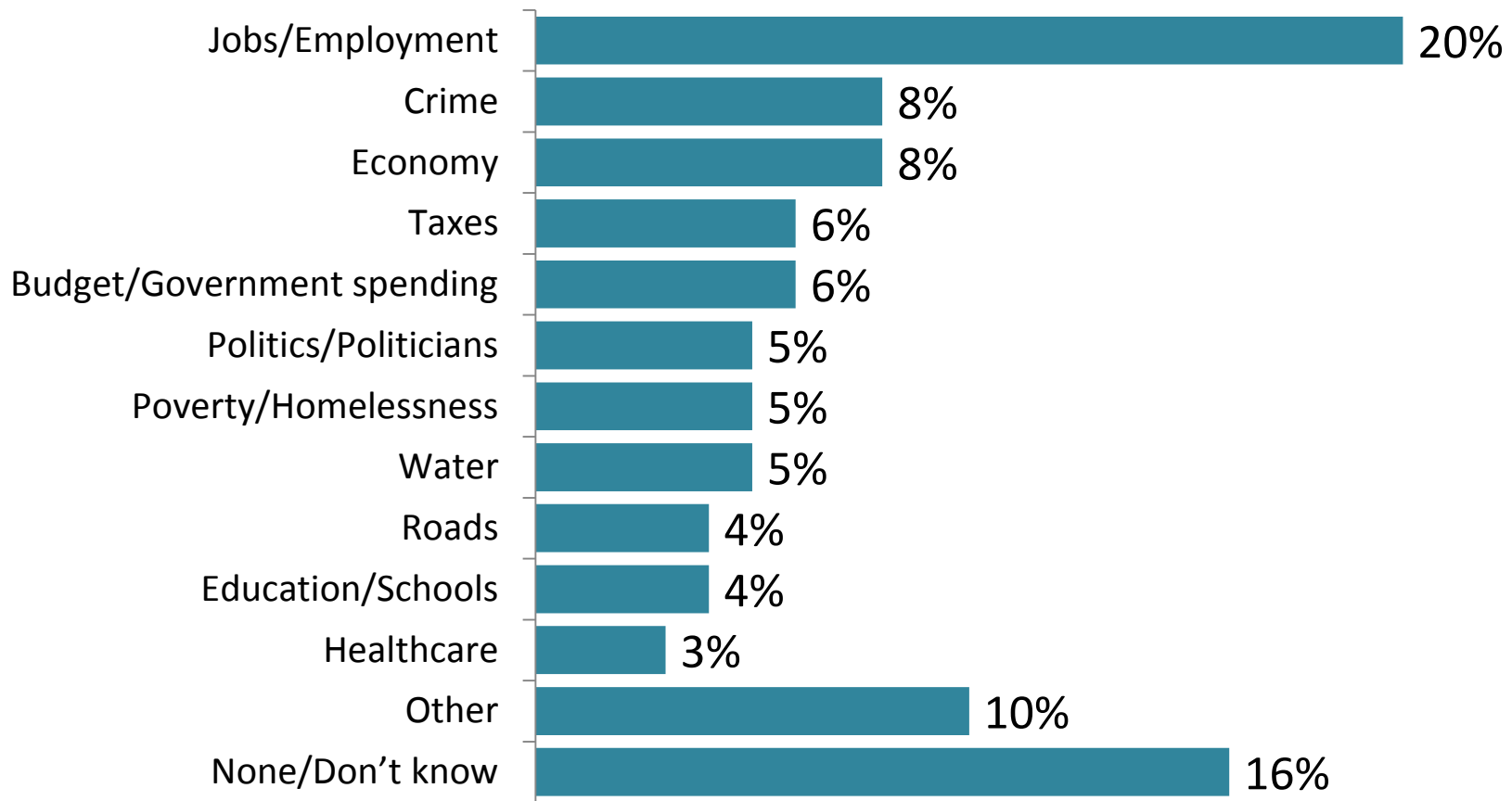
Key Findings

- ▶ Transportation is not a top-of-mind concern for local voters, and there is little awareness of the proposed bus service.
- ▶ After hearing about the proposal for a new bus service, a majority believe it will have a positive impact on Eastern Madera County; one-third believe it will have a negative impact.
 - ▶ This changes little after hearing reasons people support and oppose the service.
 - ▶ Taking cars off the road is the top-named benefit of the service, and people see the most positive impacts for seniors and people with disabilities, Yosemite visitors, and the Oakhurst community.
 - ▶ Top concerns are the potential cost to taxpayers, traffic impacts, and impact on individuals and families.
- ▶ Fourteen percent say they are very likely to use the bus service, with 65% saying they are not likely.
 - ▶ For locals, the service is seen primarily as a way to get to Yosemite, as opposed to a commuting option.
 - ▶ In Oakhurst, a stop at the junction of Routes 41 & 49 is the consensus location. A stop in Coarsegold is the most frequent outside-Oakhurst request.

Issue Environment

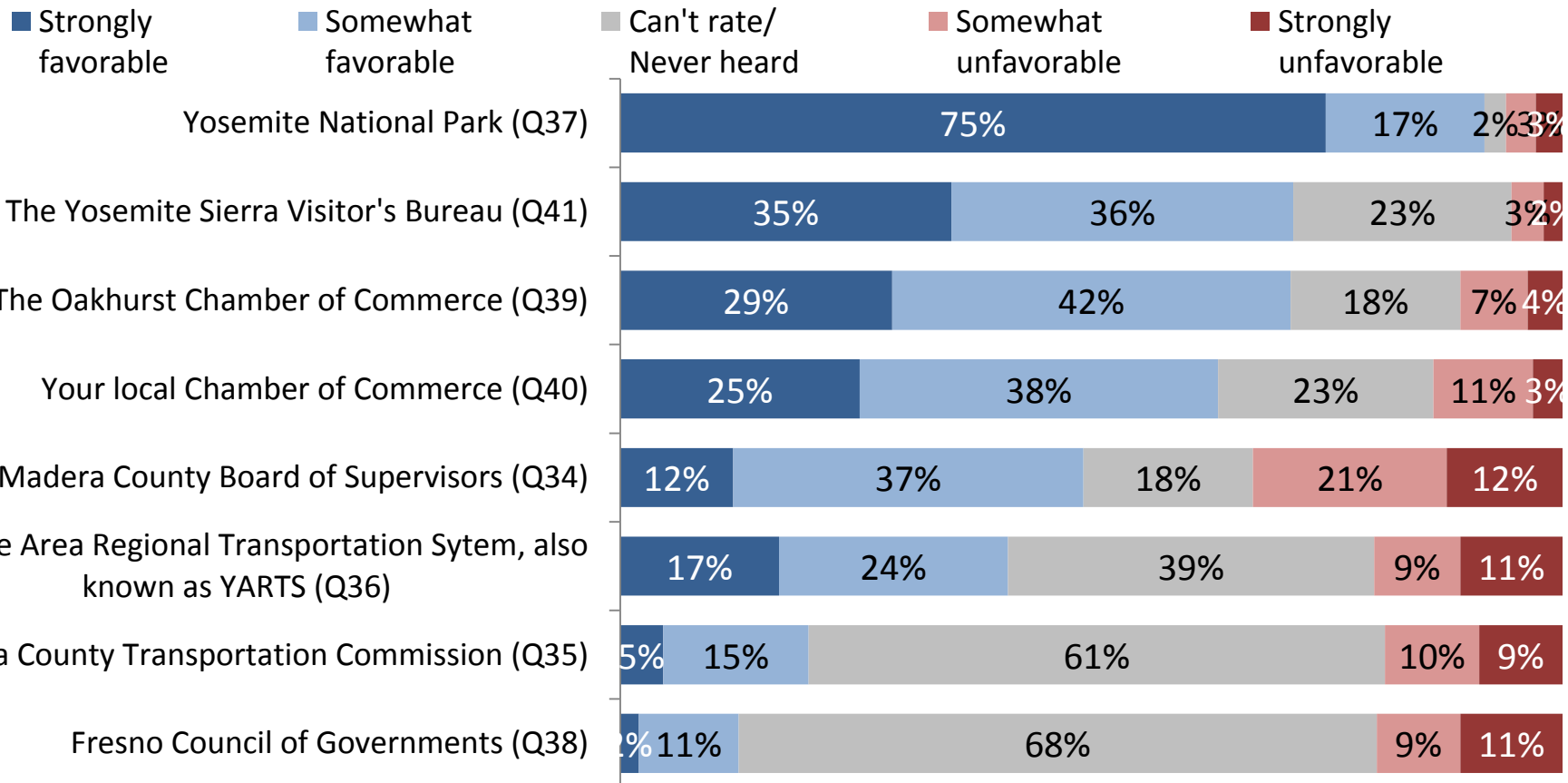
Jobs and employment top the list of issues in the area

What do you think is the single most important issue facing Madera County today? (Q2)
Open-ended question—1 response accepted



Yosemite, the Visitor's Bureau, and the Chamber all have strong favorability ratings

For each of the following people and organizations, please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one, please say so. (Q34-Q41)



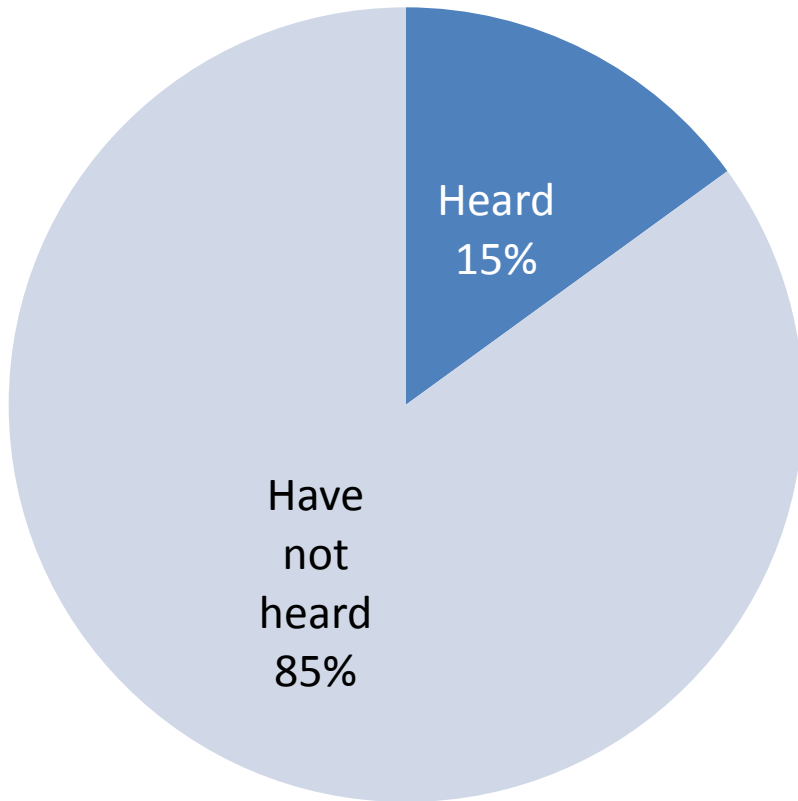


Proposed Bus Service

Few have heard about the proposed bus service.

Have you heard anything about proposed new public transportation services in Eastern Madera County? (Q3) What have you heard? (Q4)

Open-ended question—1 response accepted

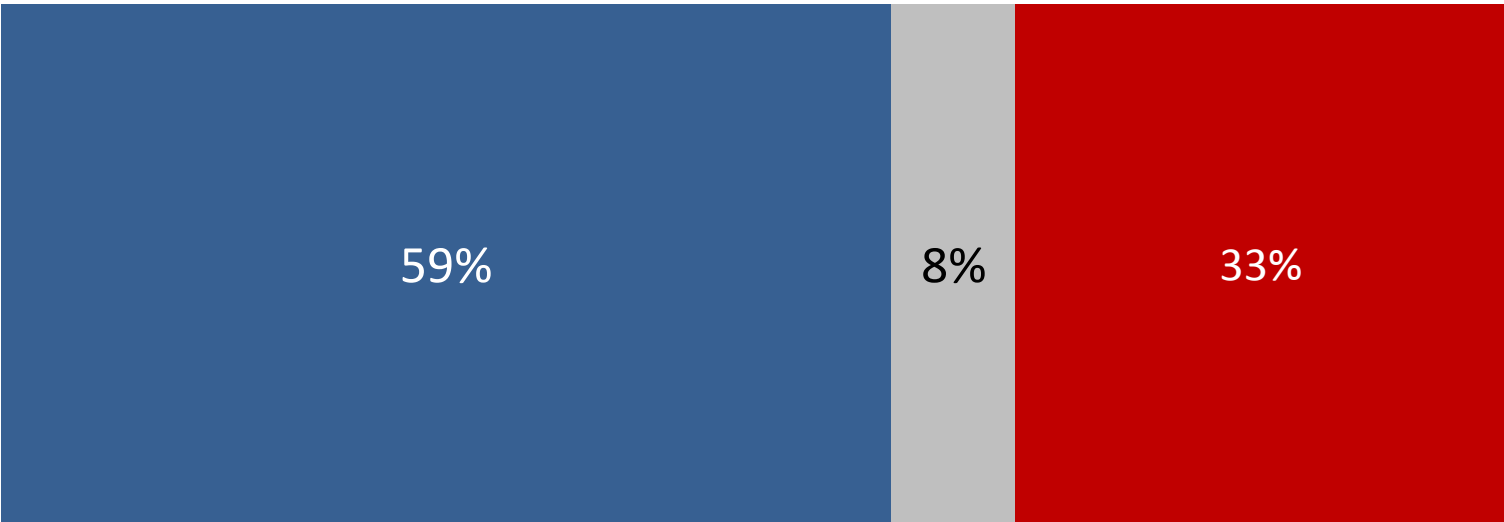


What have you heard? (n=54)	
High speed rail	44%
Bussing in Yosemite	22%
Opposed to new proposal	9%
Expensive	7%
Take away farm land	4%
Other	11%
Nothing specific/Don't know	9%

When told about the proposal, 59% say it is a good idea

As you may have heard, there is a proposal for new public transportation service between Fresno and YNP along State Route 41. This service would make several round trips per day and would make various stops in Madera County along Route 41. Having heard this, would you say this new public transportation service is a good idea or a bad idea? (Q5)

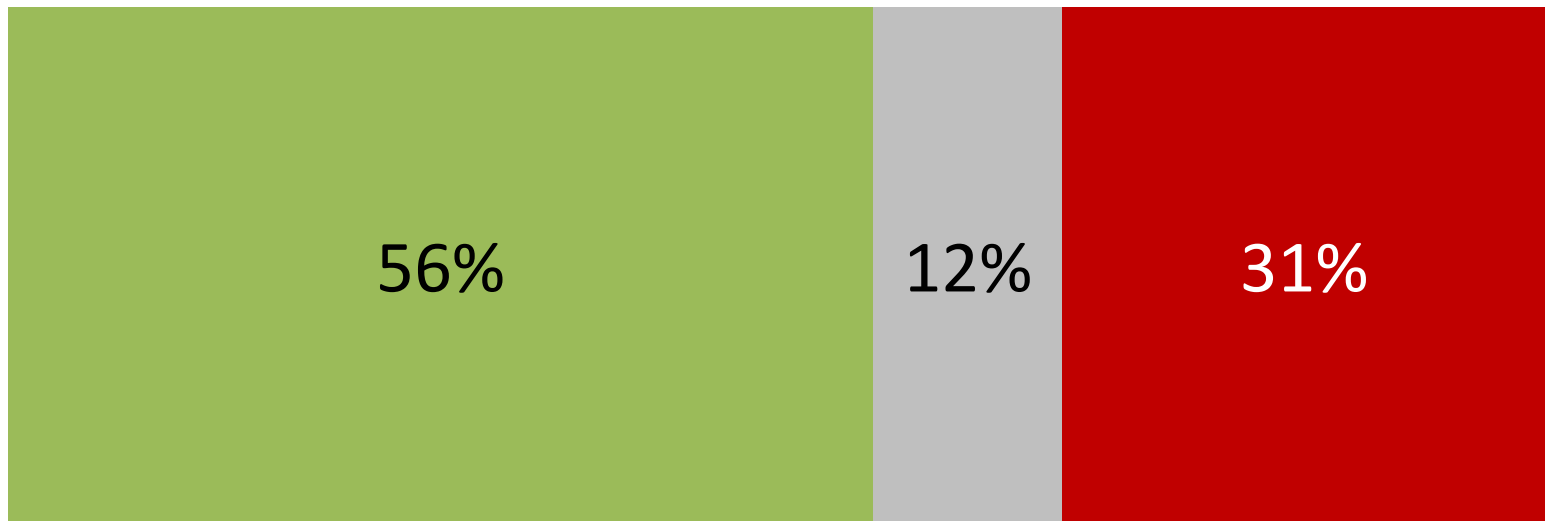
■ Good idea ■ (Don't know) ■ Bad idea



A majority believe the bus would have a positive impact on the region

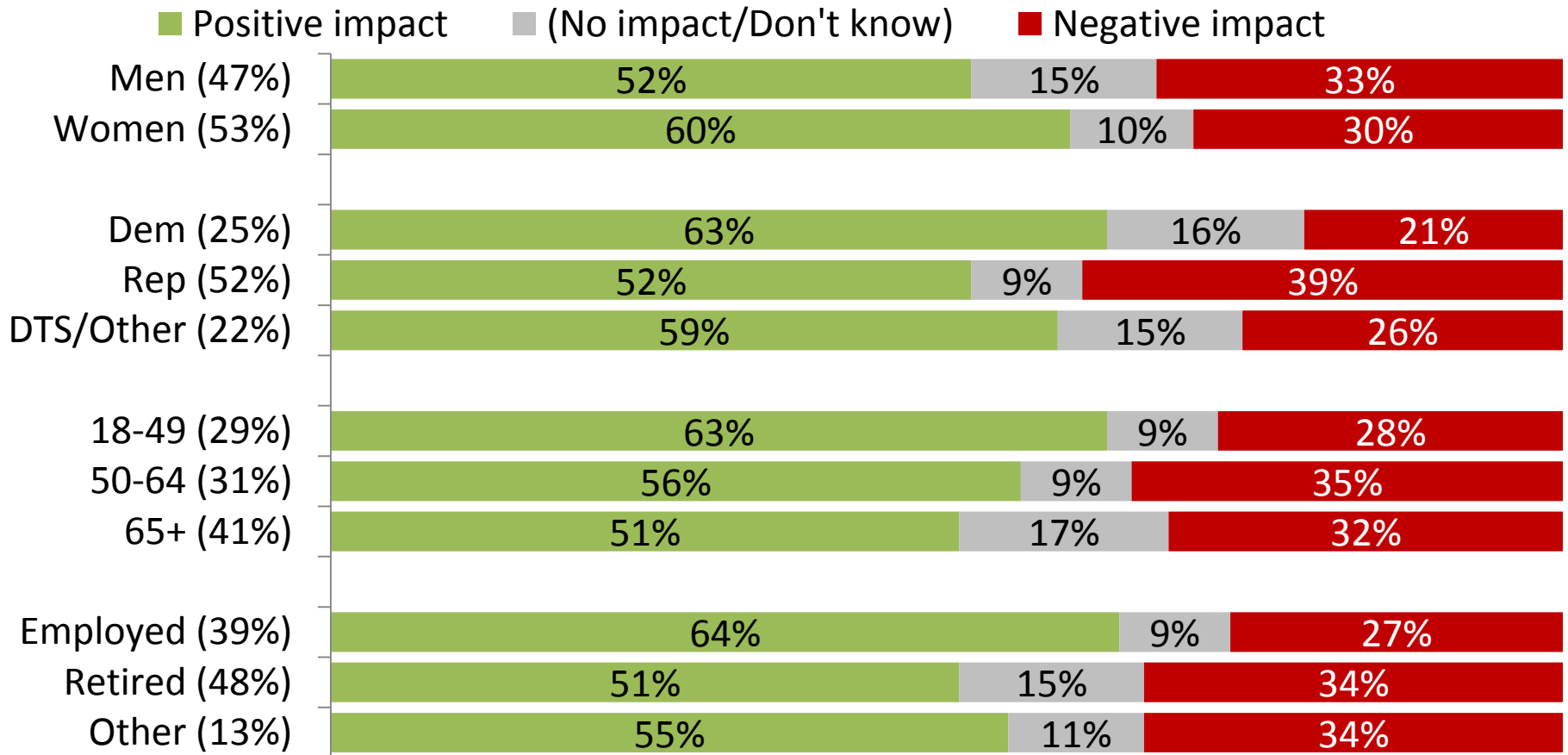
Overall, do you feel this new public transportation service will have a positive impact on Eastern Madera County or a negative impact on Eastern Madera County? (Q6)

■ Positive impact ■ (No impact/Don't know) ■ Negative impact



Women, Democrats, young people, and employed workers are most likely to say the bus service will have a positive impact on the area

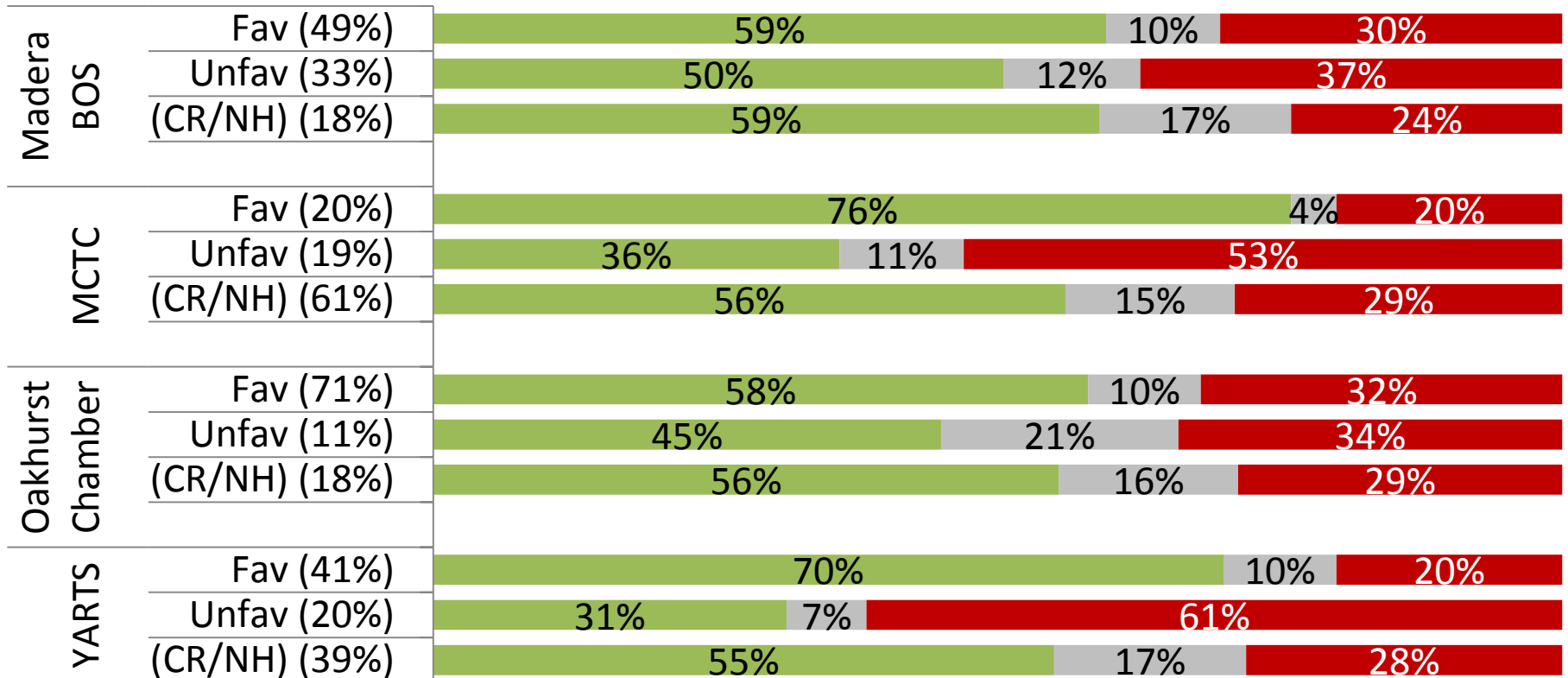
Overall, do you feel this new public transportation service will have a positive impact on Eastern Madera County or a negative impact on Eastern Madera County? (Q6)



There is a strong correlation between opinions of MCTC and YARTS with the proposed bus service

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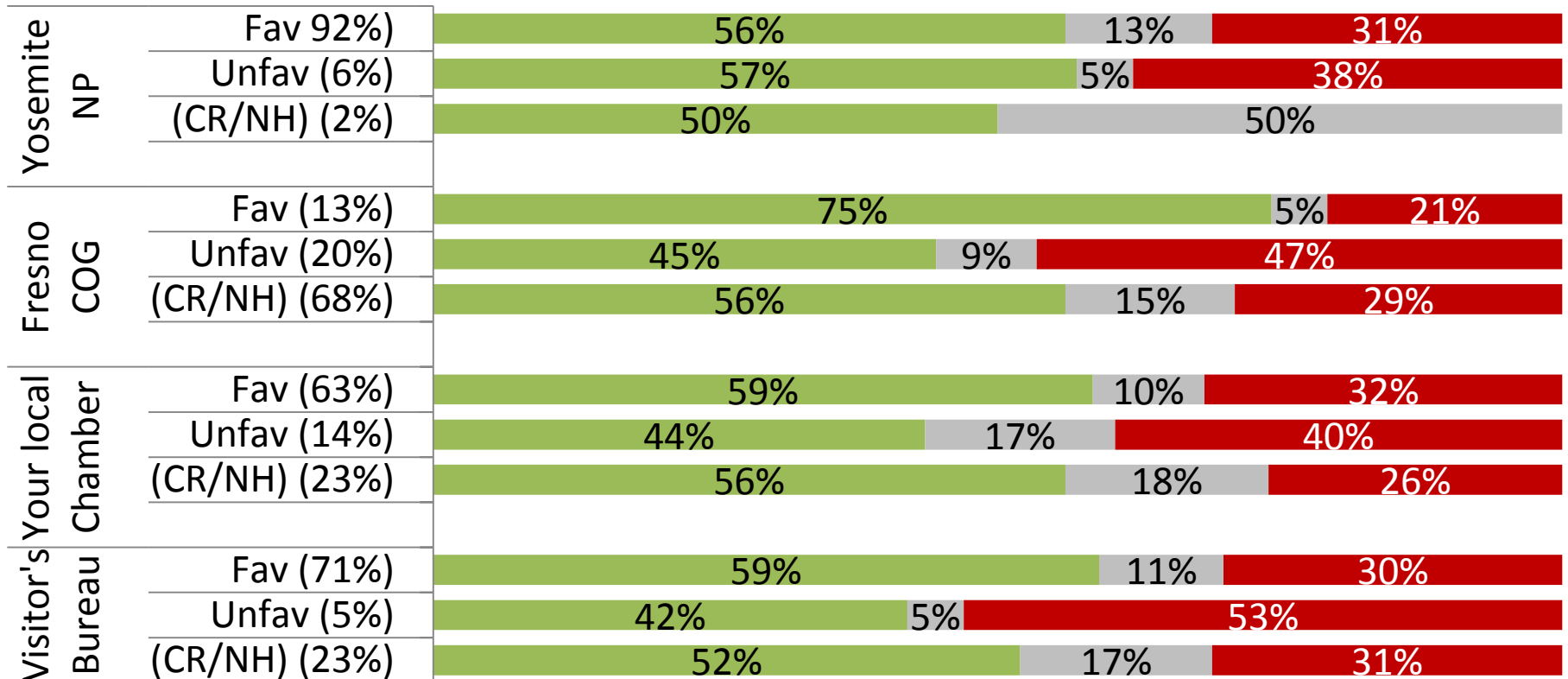
■ Positive impact ■ (No impact/Don't know) ■ Negative impact



There is also strong correlation between opinions of the Fresno COG with the proposed bus service

Overall, do you feel this new public transportation service will have a positive impact on Eastern Madera County or a negative impact on Eastern Madera County? (Q6)

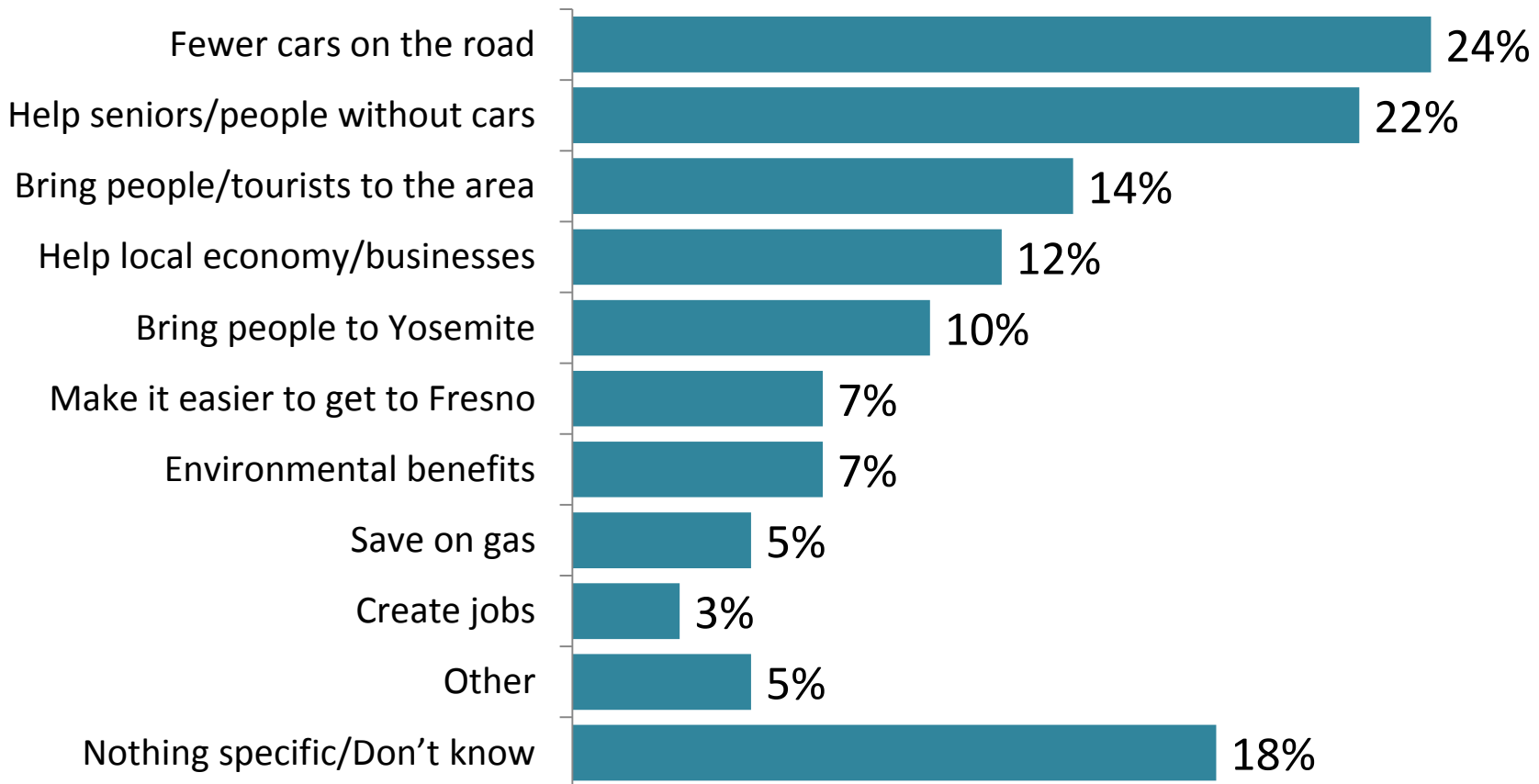
■ Positive impact
 ■ (No impact/Don't know)
 ■ Negative impact



The most commonly cited benefits are a reduction in traffic and help for people without cars

Regardless of whether you personally support or oppose this new public transportation service, what do you think might be the benefits of the service? (Q7)

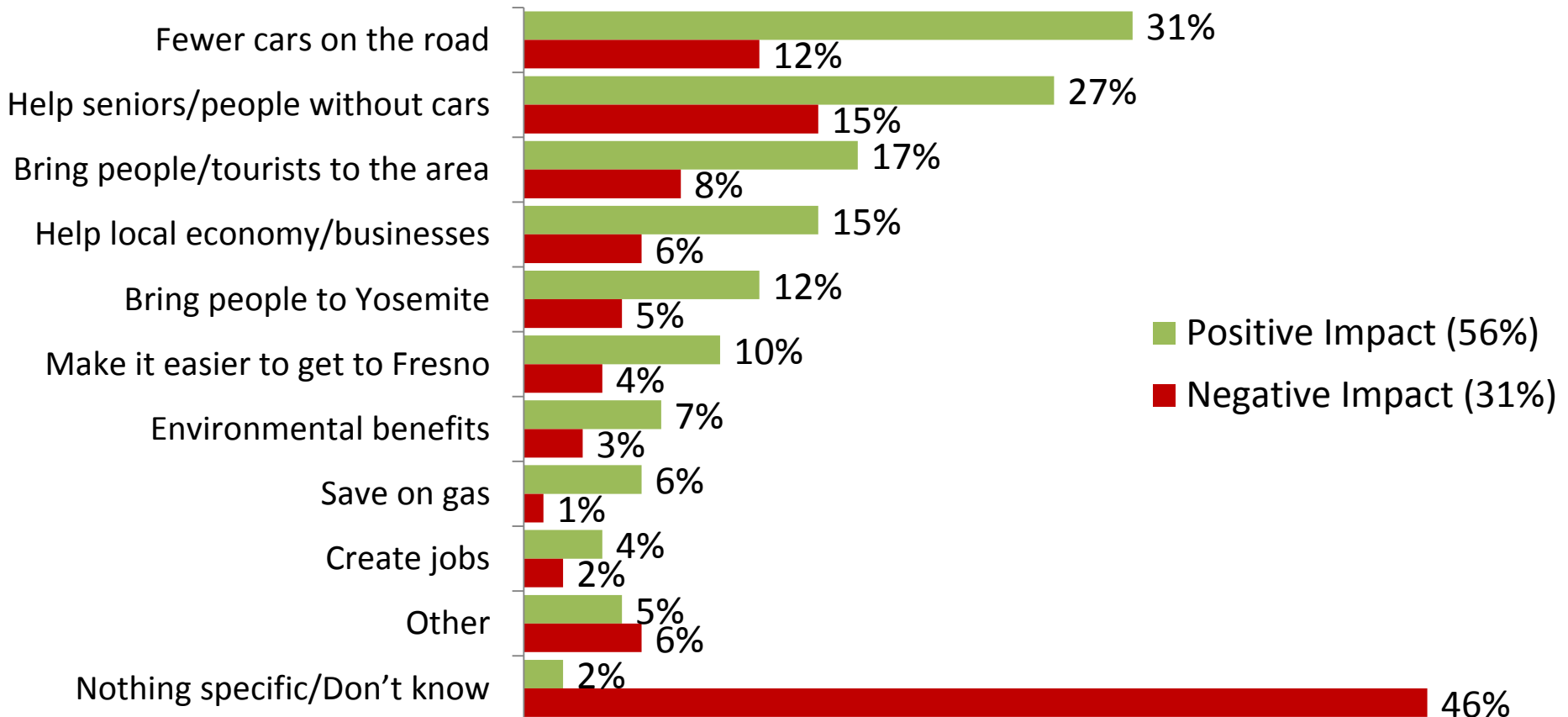
Open-ended question—3 responses accepted



Among those who think the bus will have a negative impact on the region, 46% cannot think of any benefits of the service

Regardless of whether you personally support or oppose this new public transportation service, what do you think might be the benefits of the service? (Q7)

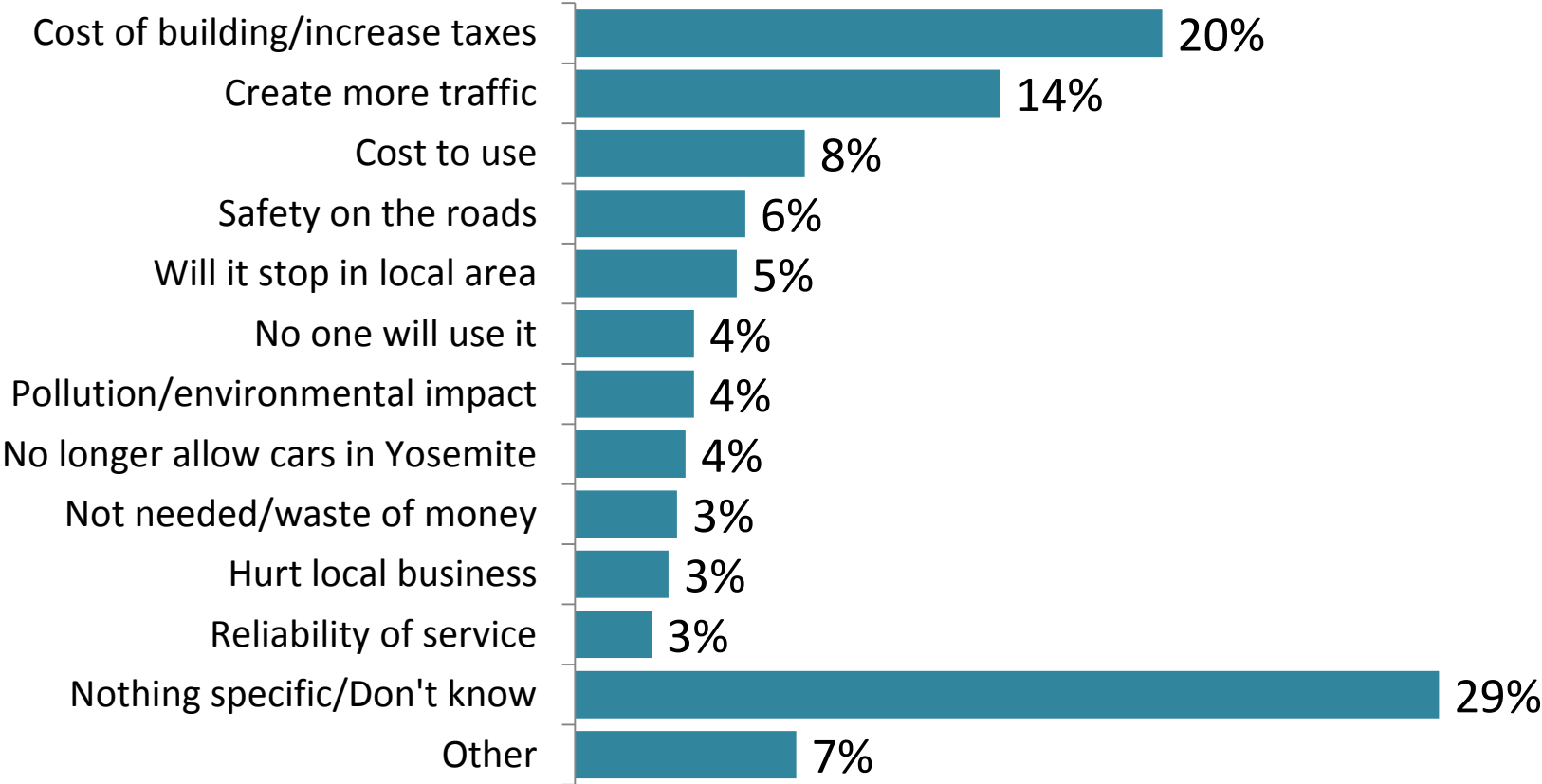
Open-ended question—3 responses accepted



20% of respondents are concerned about the cost of the new public transportation system

And again, regardless of whether you personally support or oppose this new public transportation service, what concerns do you have about the service? (Q8)

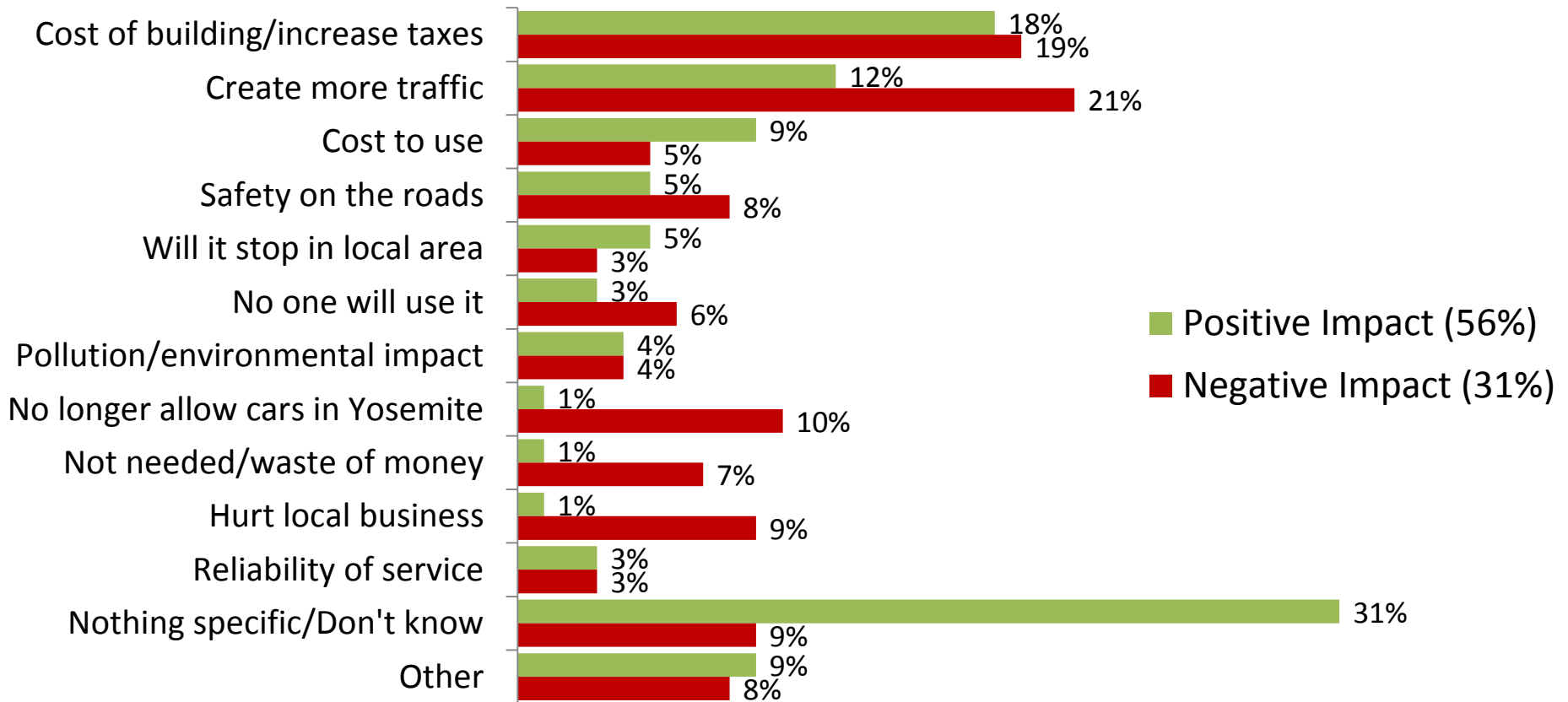
Open-ended question—3 responses accepted



Those who think the bus will have a negative impact on the region are most concerned about an increase in traffic

And again, regardless of whether you personally support or oppose this new public transportation service, what concerns do you have about the service? (Q8)

Open-ended question—3 responses accepted

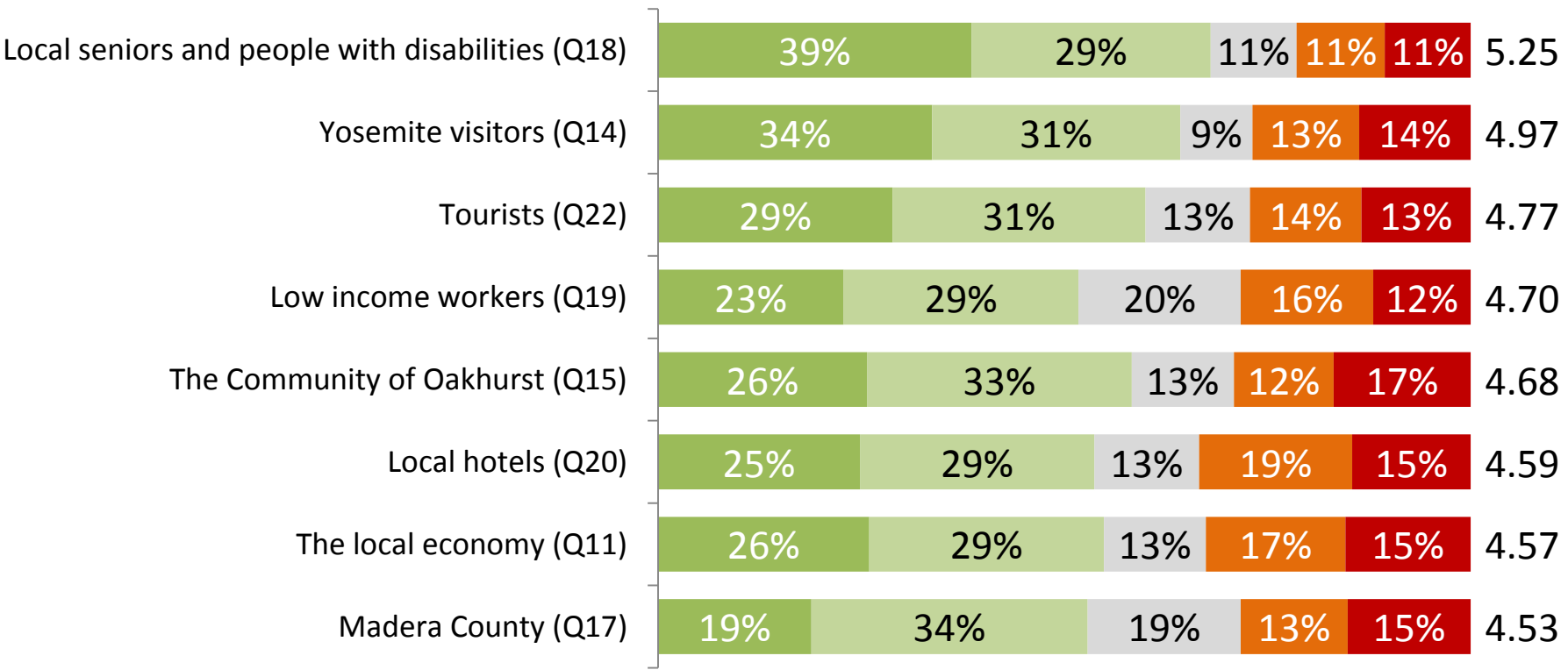


Impact of the Bus

Respondents say people with disabilities and visitors/tourists will most benefit from the bus service

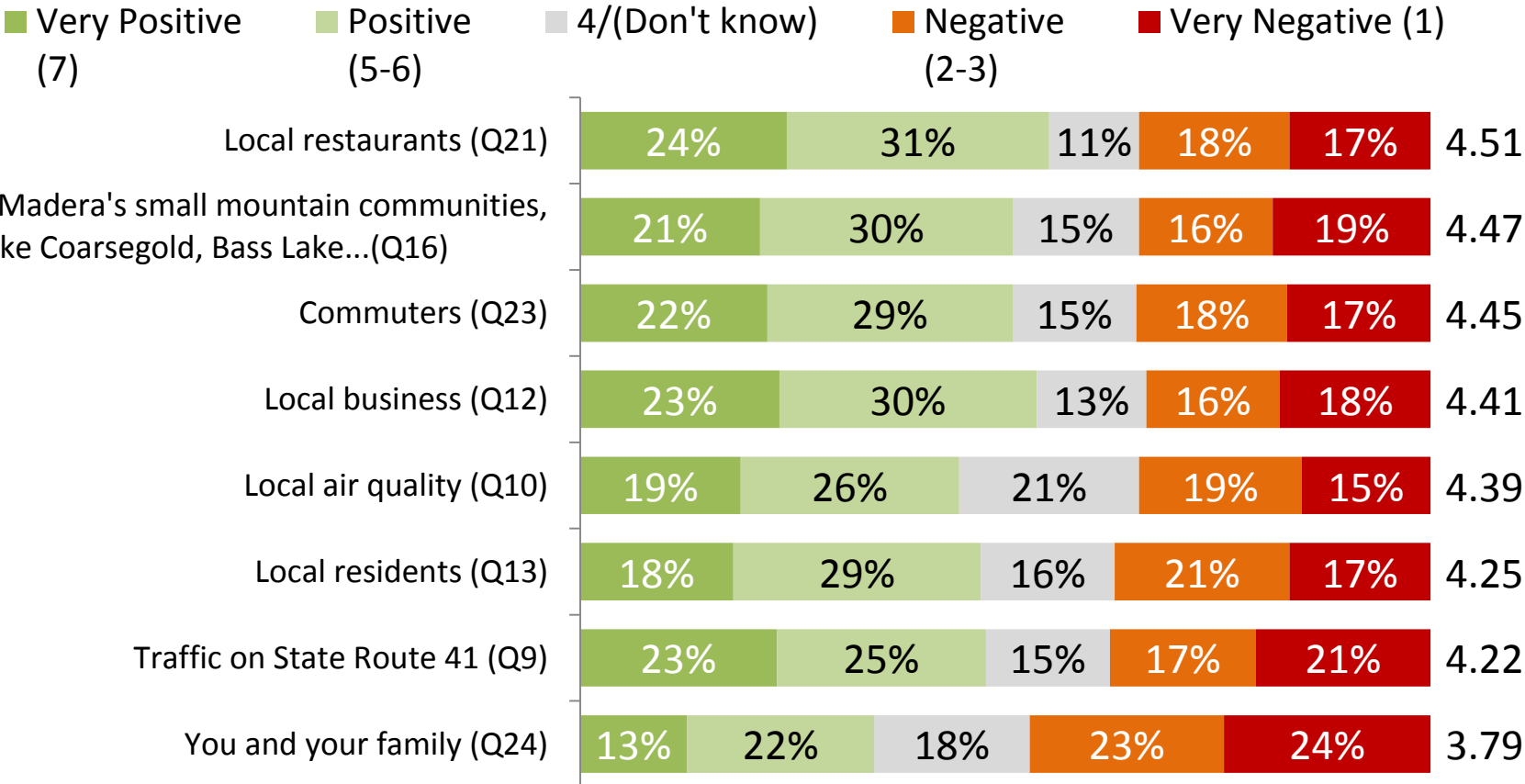
*Thinking about how the new public transportation service will impact the area, for each of the following, please tell if you think the new service will have a positive or negative impact. Use a scale from 1 to 7, where 1 means a very **negative** impact and 7 means a very **positive** impact.*

■ Very Positive (7)
 ■ Positive (5-6)
 ■ 4/(Don't know)
 ■ Negative (2-3)
 ■ Very Negative (1)



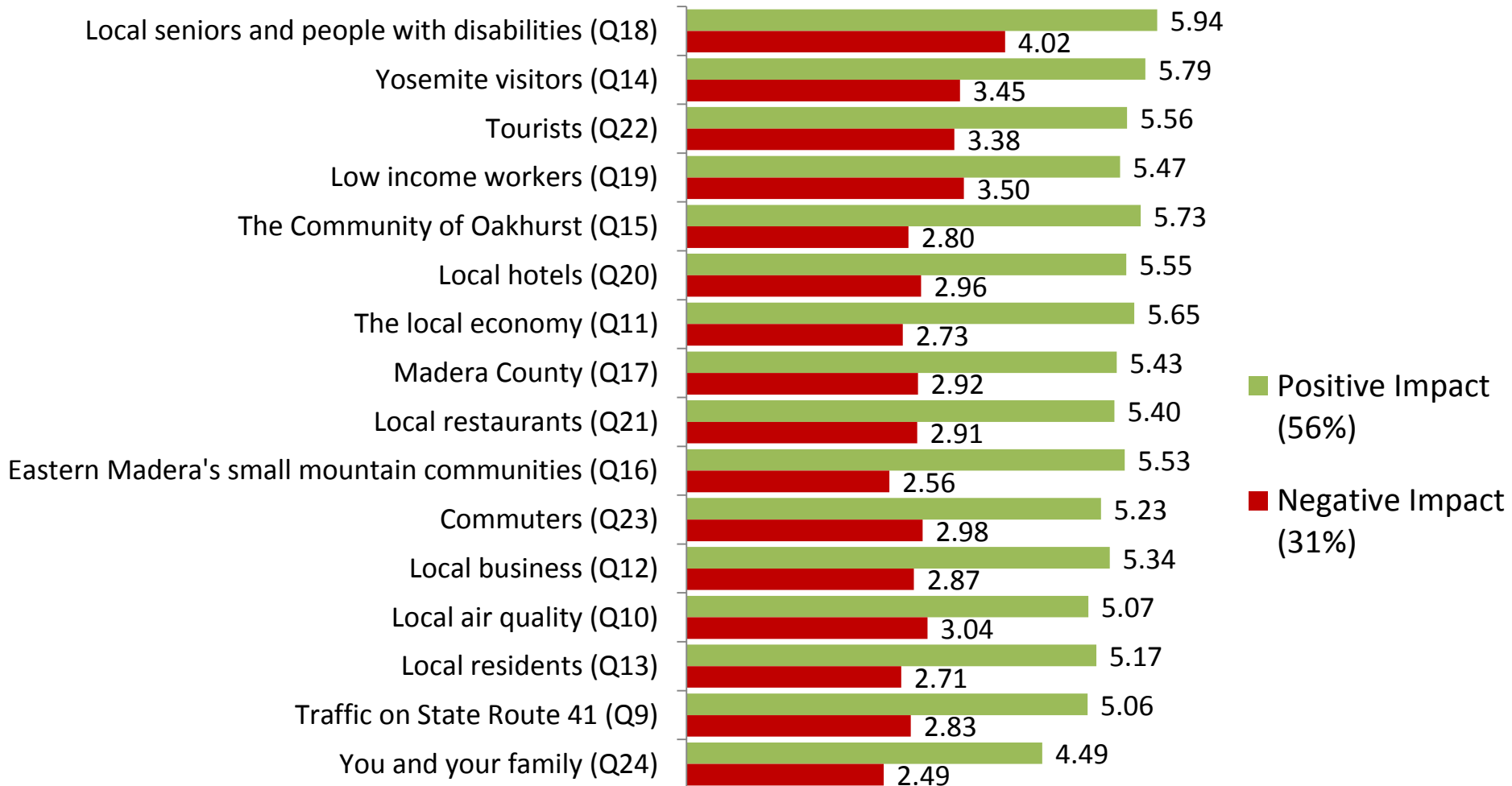
People are most concerned about the new bus service having a negative impact on themselves and their families

*Thinking about how the new public transportation service will impact the area, for each of the following, please tell if you think the new service will have a positive or negative impact. Use a scale from 1 to 7, where 1 means a very **negative** impact and 7 means a very **positive** impact.*



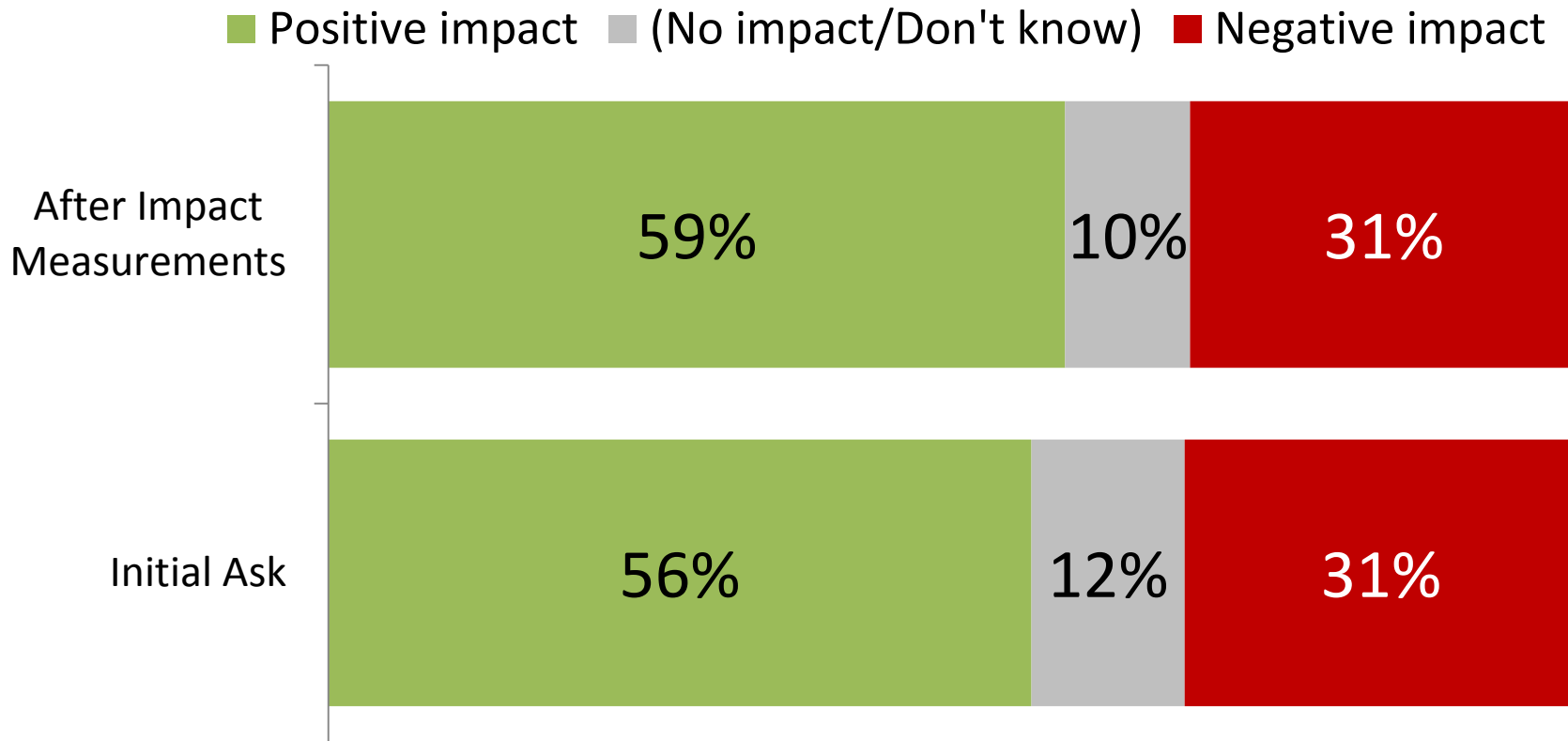
Those who think the bus will have a negative impact on the region think the bus will most impact themselves and the small mountain communities

Impact of bus (Q9-24) Mean Responses (1-negative to 7-positive)



Opinion of the service is unchanged after hearing about the groups that may be affected

Now that you have thought a little more about this new public transportation service, overall, do you think it will have a positive impact on Eastern Madera County or a negative impact on Eastern Madera County? (Q25)

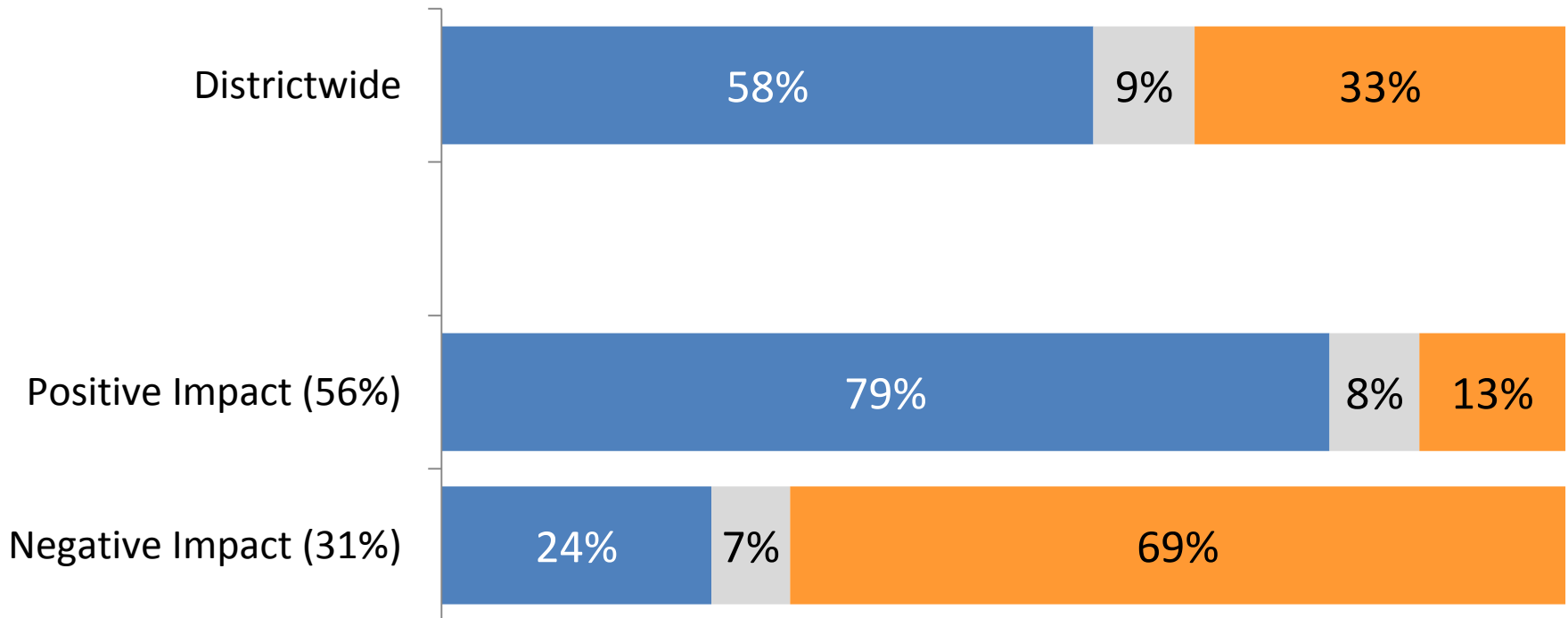


One-third of local voters want to fight the service

I'm going to read you some things some people might say about the new public transportation service. For each pair of statements, please tell me which you most strongly agree with. (Q26)

Some people say this service is coming whether Madera County wants it or not and we should do everything we can to take advantage of it by making sure it stops in Oakhurst and other local communities.

Some people say MC residents are being forced to accept this new service by Fresno and we should do all we can to fight this new service and protect our position as the gateway to Yosemite Valley.

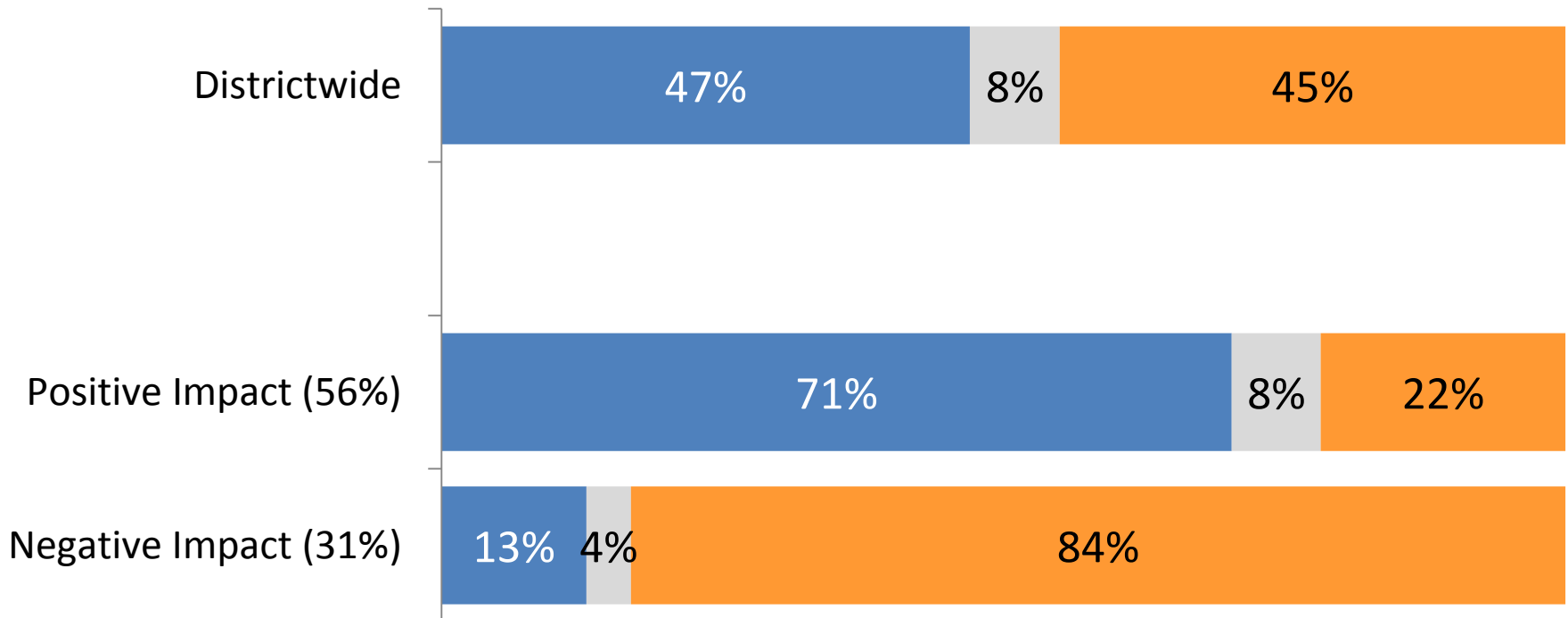


People are split on whether the service will help or hurt the economy

I'm going to read you some things some people might say about the new public transportation service. For each pair of statements, please tell me which you most strongly agree with. (Q27)

Some people say the new service will help the local economy by bringing in new tourists who will spend money in our stores, restaurants and hotels.

Some people say the new service will hurt the local economy because it means tourists will not stop and spend money in Madera County, like they do when they drive their cars.

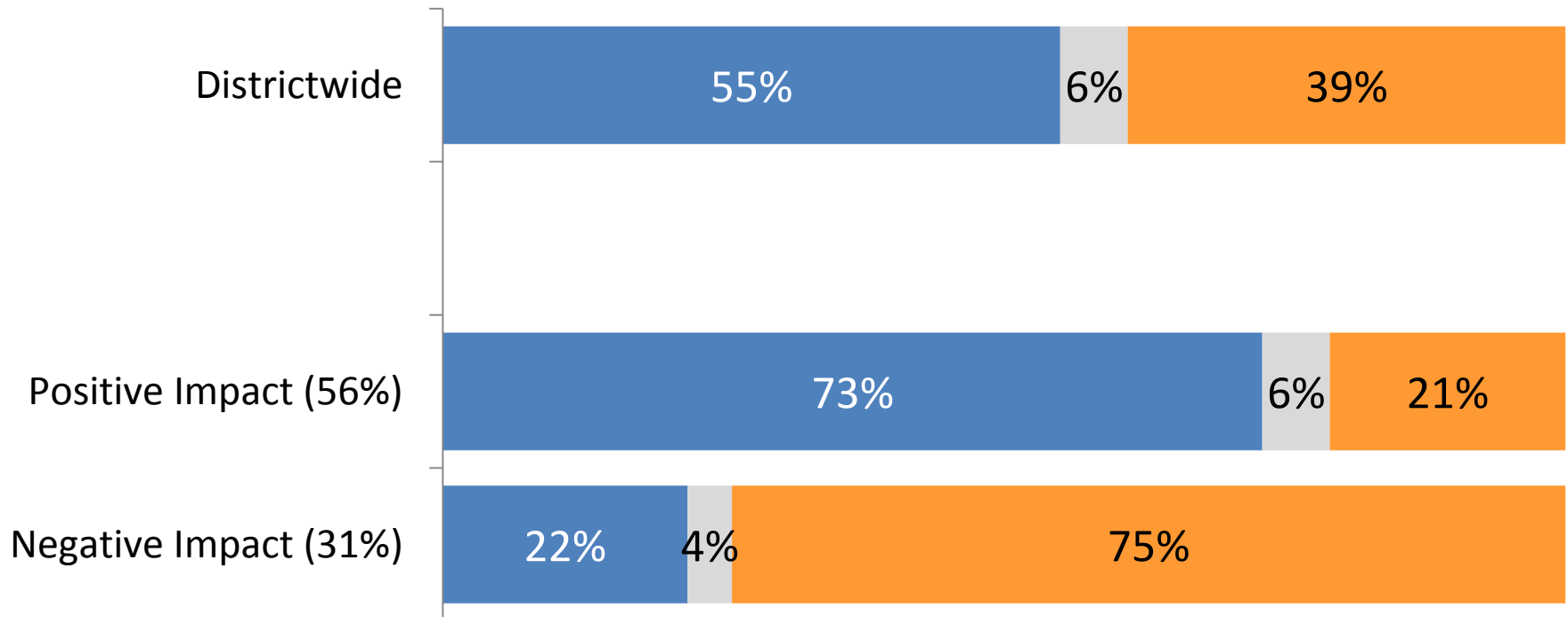


While many like that the new service will make it easier to get to Yosemite and Fresno, many are concerned about private vehicle access to Yosemite

I'm going to read you some things some people might say about the new public transportation service. For each pair of statements, please tell me which you most strongly agree with. (Q28)

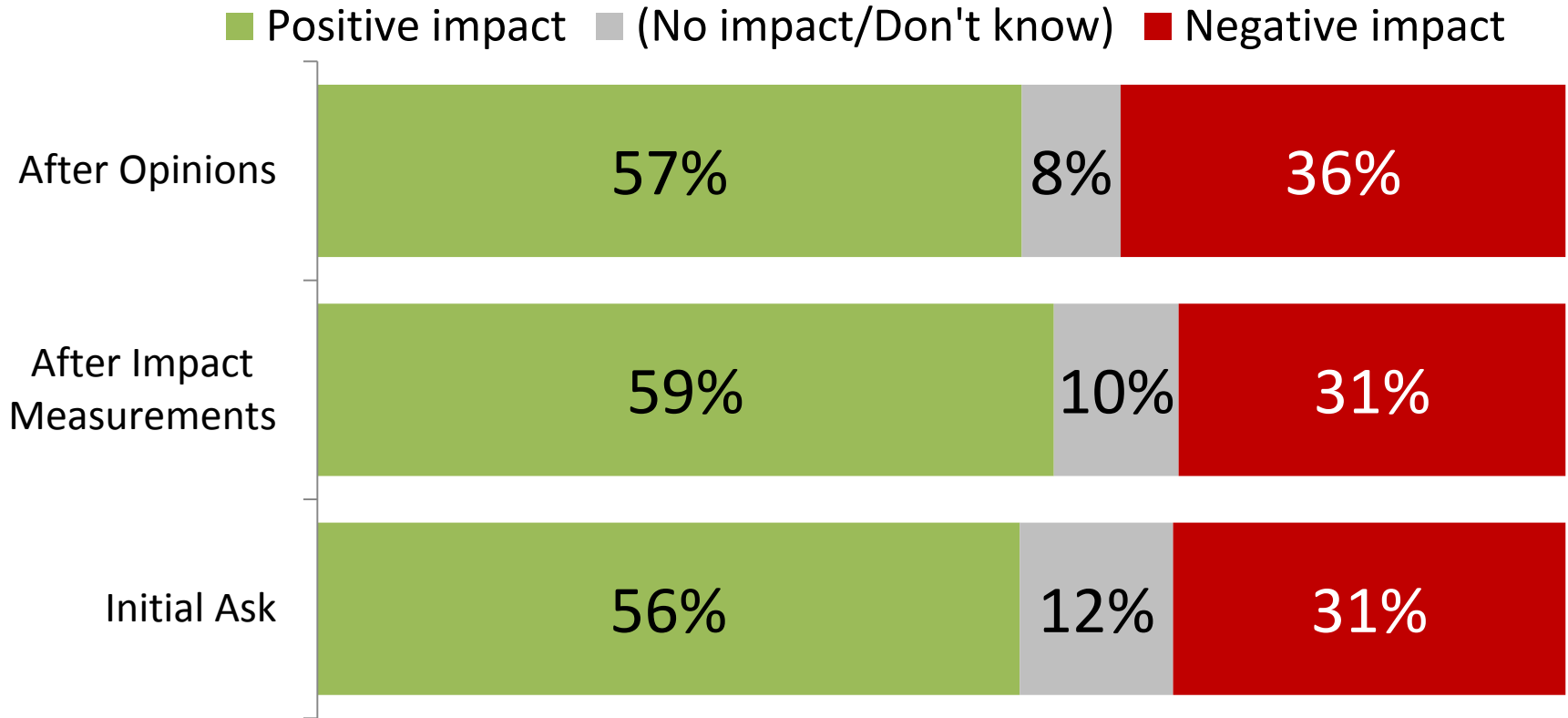
Some people support the new service because it will make it easier for local residents to get to Yosemite and Fresno.

Some people oppose the new service because they believe it will limit personal vehicle access to Yosemite Valley.



Hearing why some support and oppose the service moves only a few more to the negative impact side

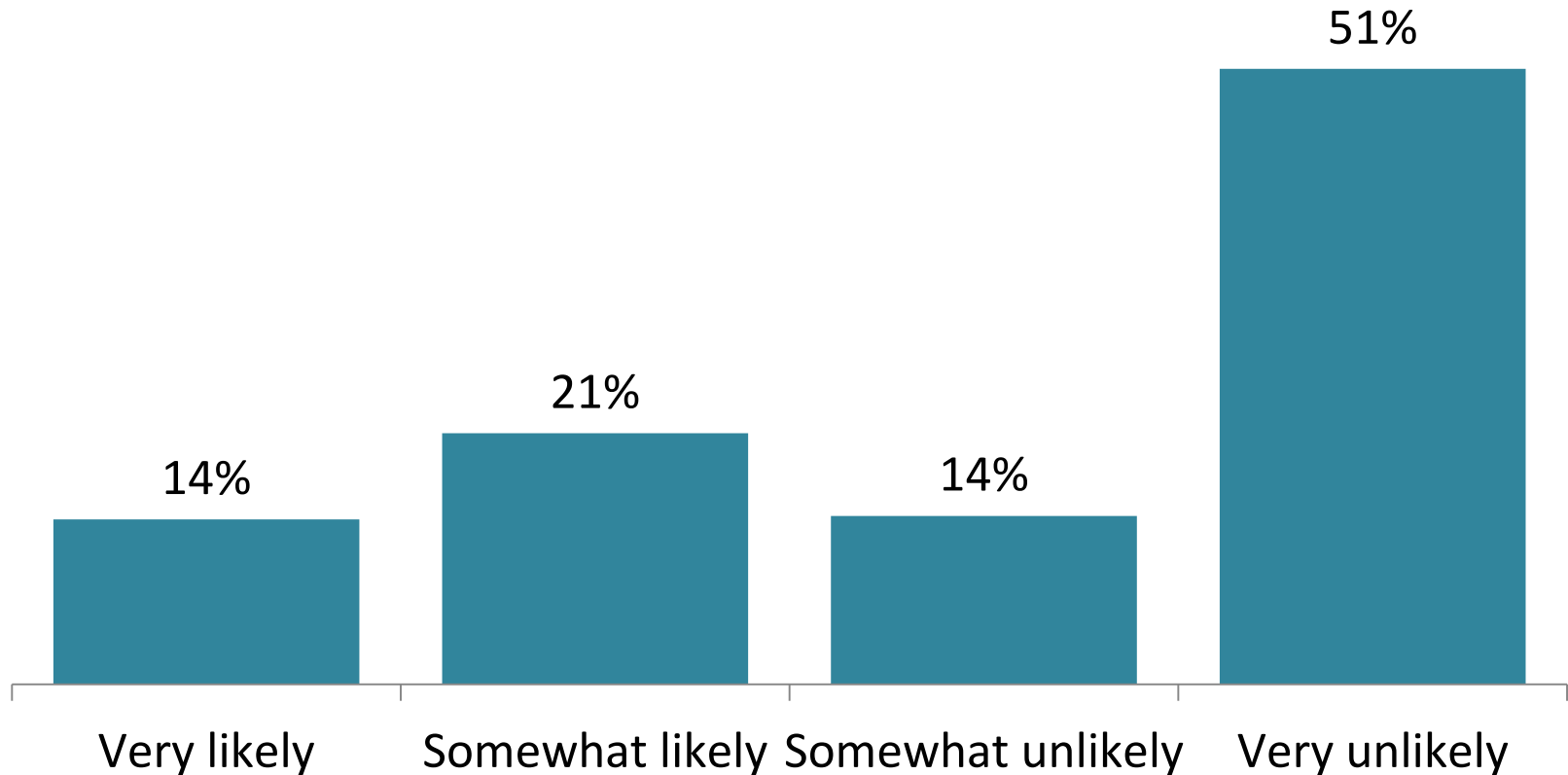
Now that you have heard more about this new public transportation service, overall, do you think it will have a positive impact on Eastern Madera County or a negative impact on Eastern Madera County? (Q29)



Bus Stops and Uses

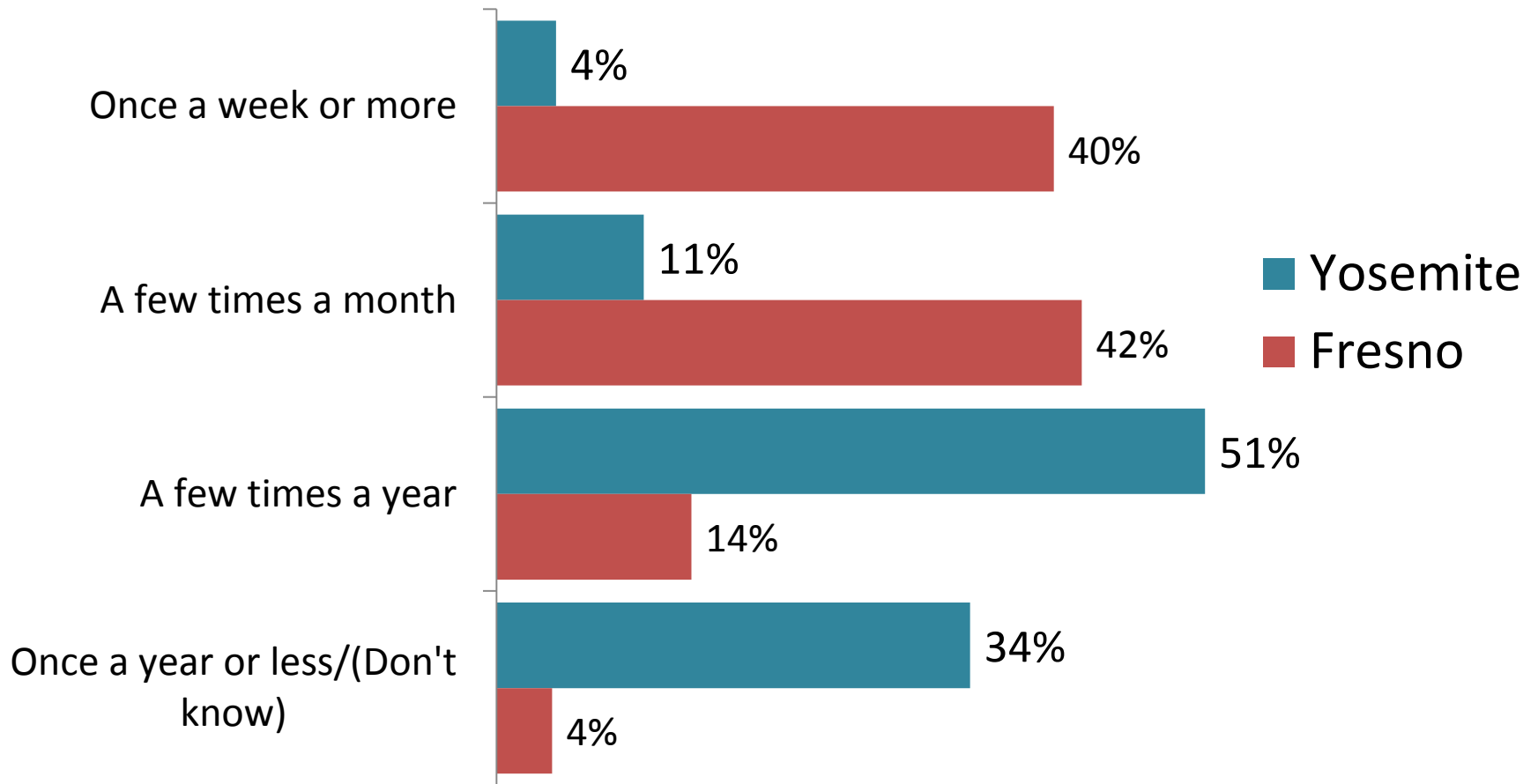
While 65% say they are unlikely to use the bus, 14% consider themselves “very likely”

If this new public transportation service stopped in places that are convenient for you, how likely do you think you would personally be to use this new public transportation service along Route 41? Would you say you would be... (Q30)



Most visit the park a few times per year

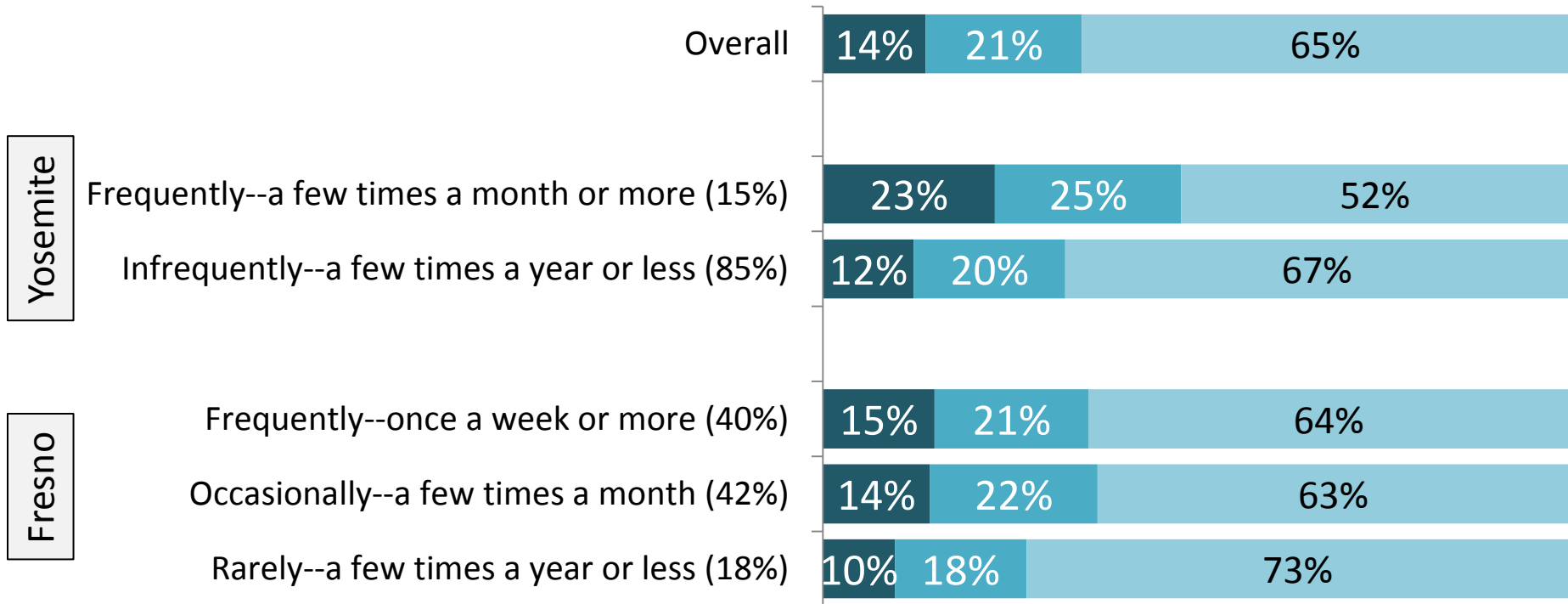
In general, how often do you go to Yosemite National Park? Do you go... (Q42) And in general, how often do you go to the Fresno-Clovis area? Do you go... (Q43)



Frequent Yosemite visitors are more likely to say they will use the proposed bus service

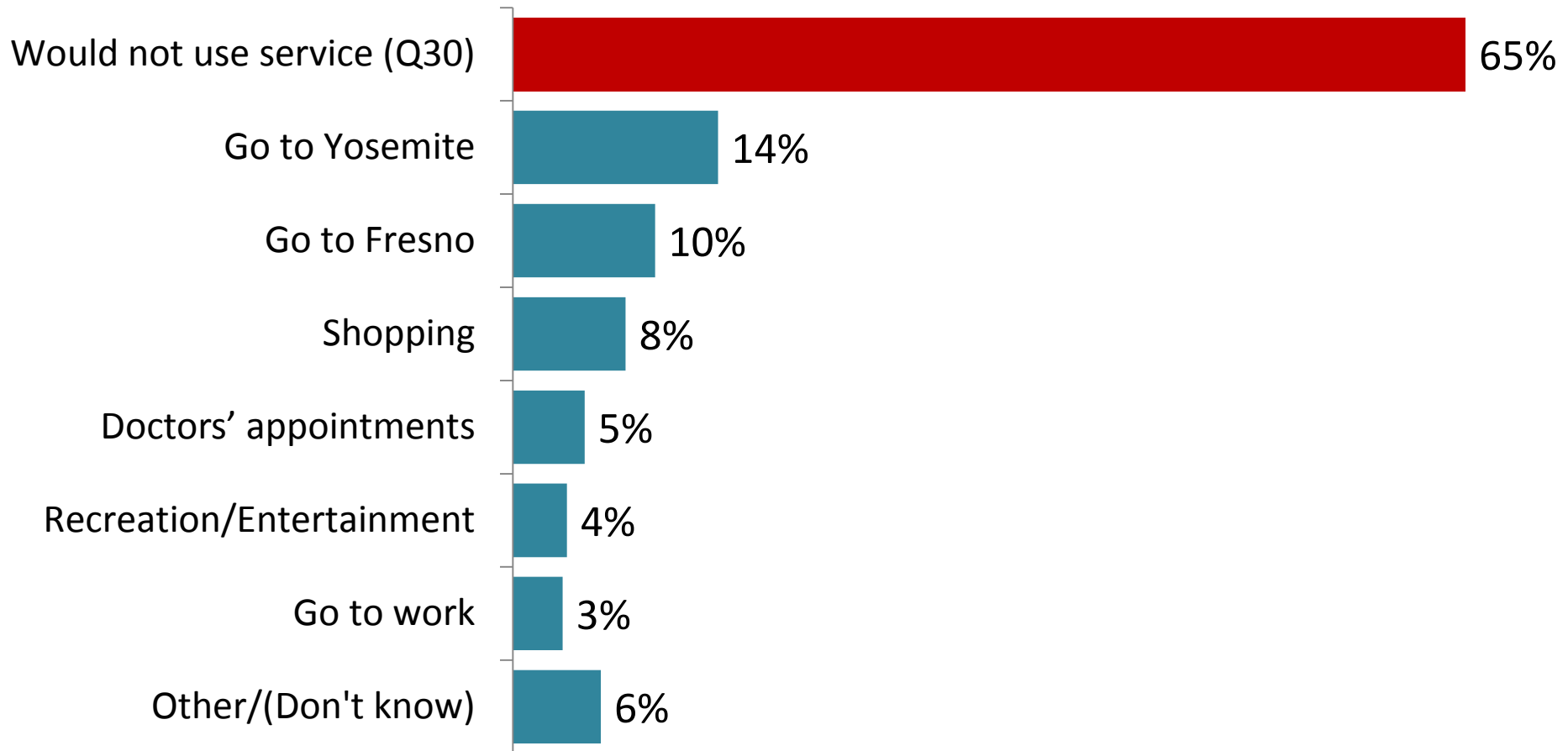
If this new public transportation service stopped in places that are convenient for you, how likely do you think you would personally be to use this new public transportation service along Route 41? Would you say you would be... (Q30)

■ Very likely
 ■ Somewhat likely
 ■ Very/Somewhat unlikely



The bus service is most likely to be viewed as a way to get to Yosemite

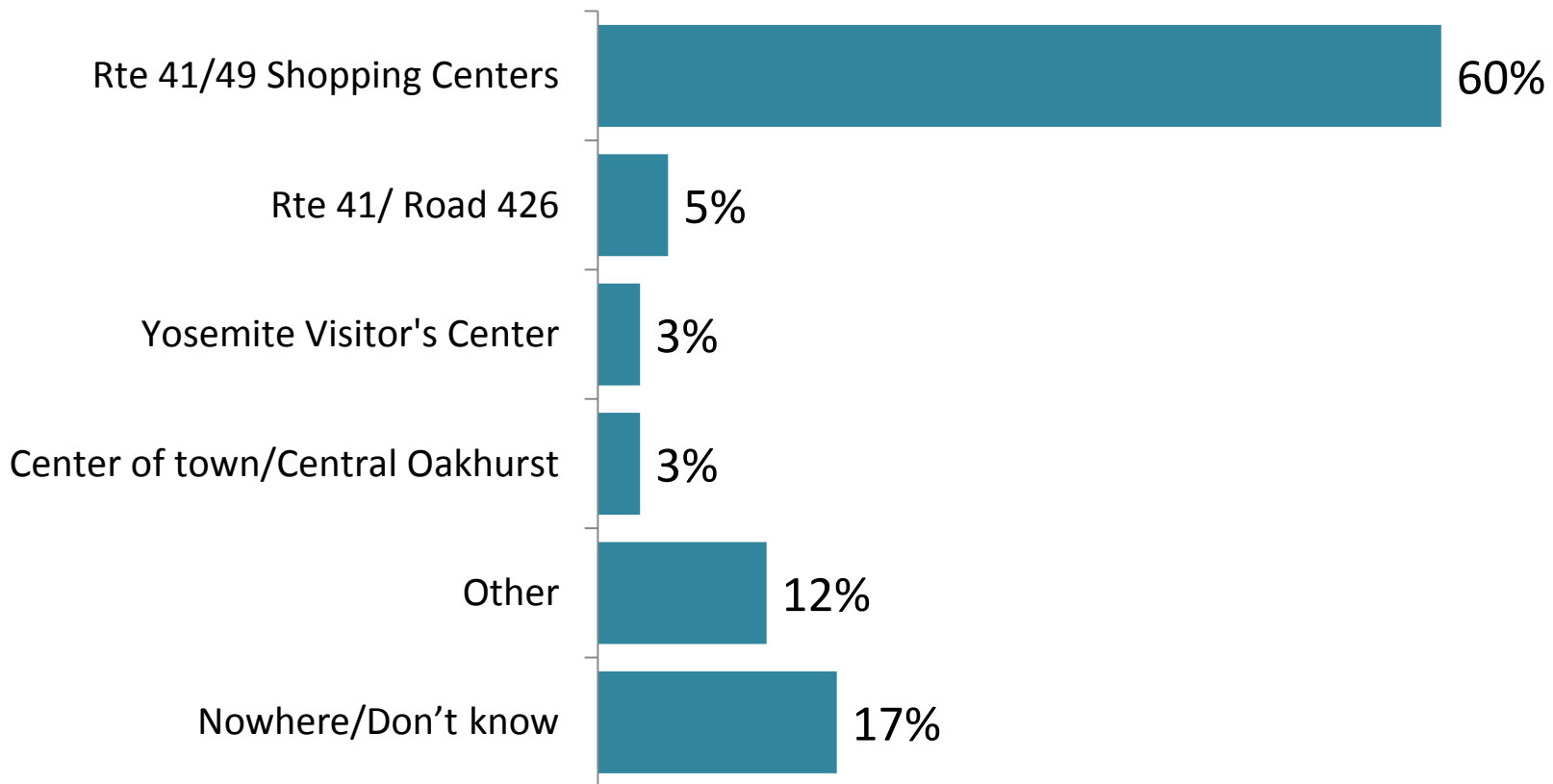
What purpose or activities would you use this new public transportation service for? (Q31)
Open-ended question—3 responses accepted



The intersection of Routes 41 and 49 is the primary choice for a stop in Oakhurst

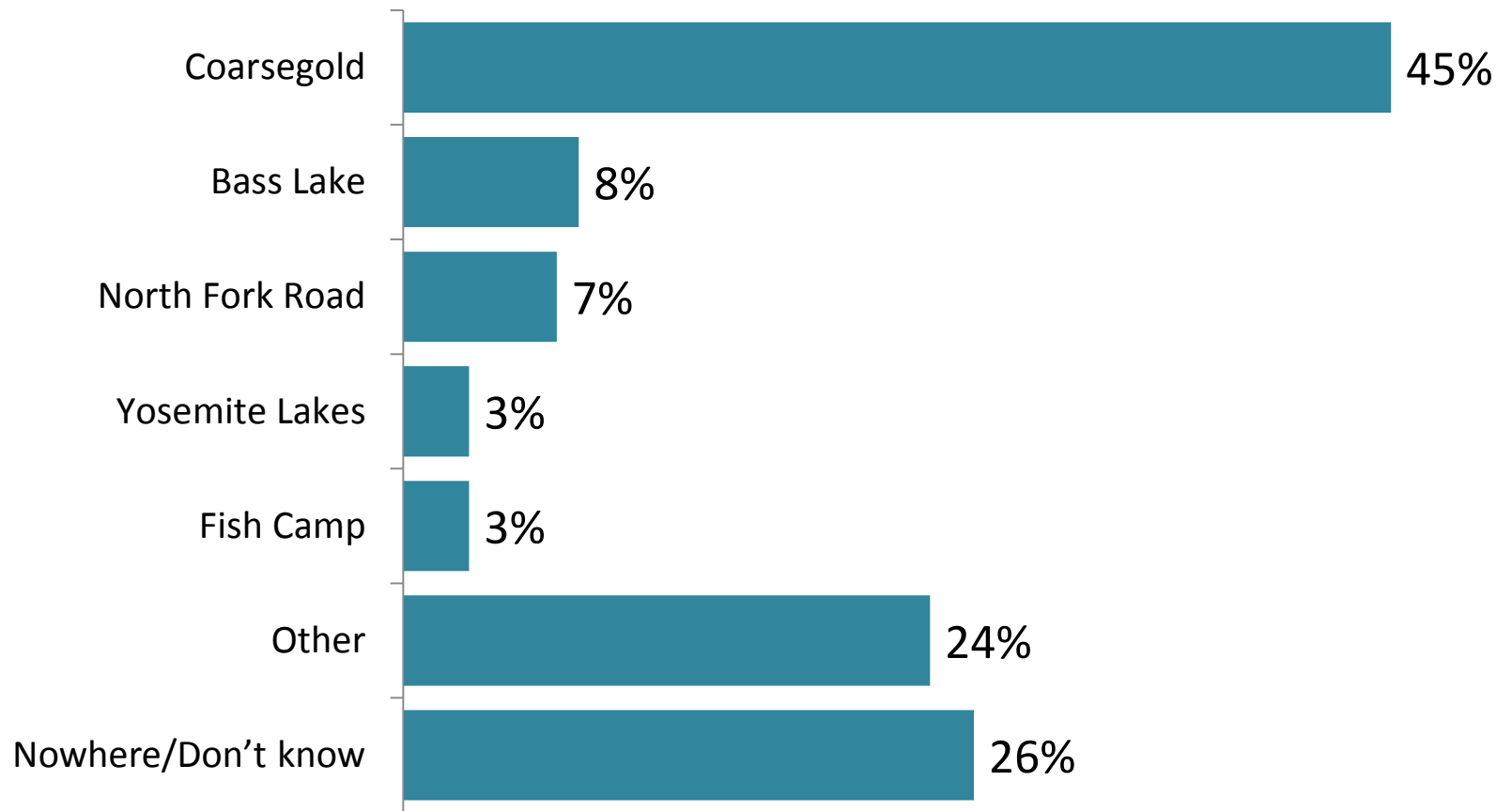
If the service had a stop in Oakhurst, where specifically would you like the bus stop to be located? (Q32)

Open-ended question—1 response accepted



Outside of Oakhurst, there is demand for a stop in Coarsegold

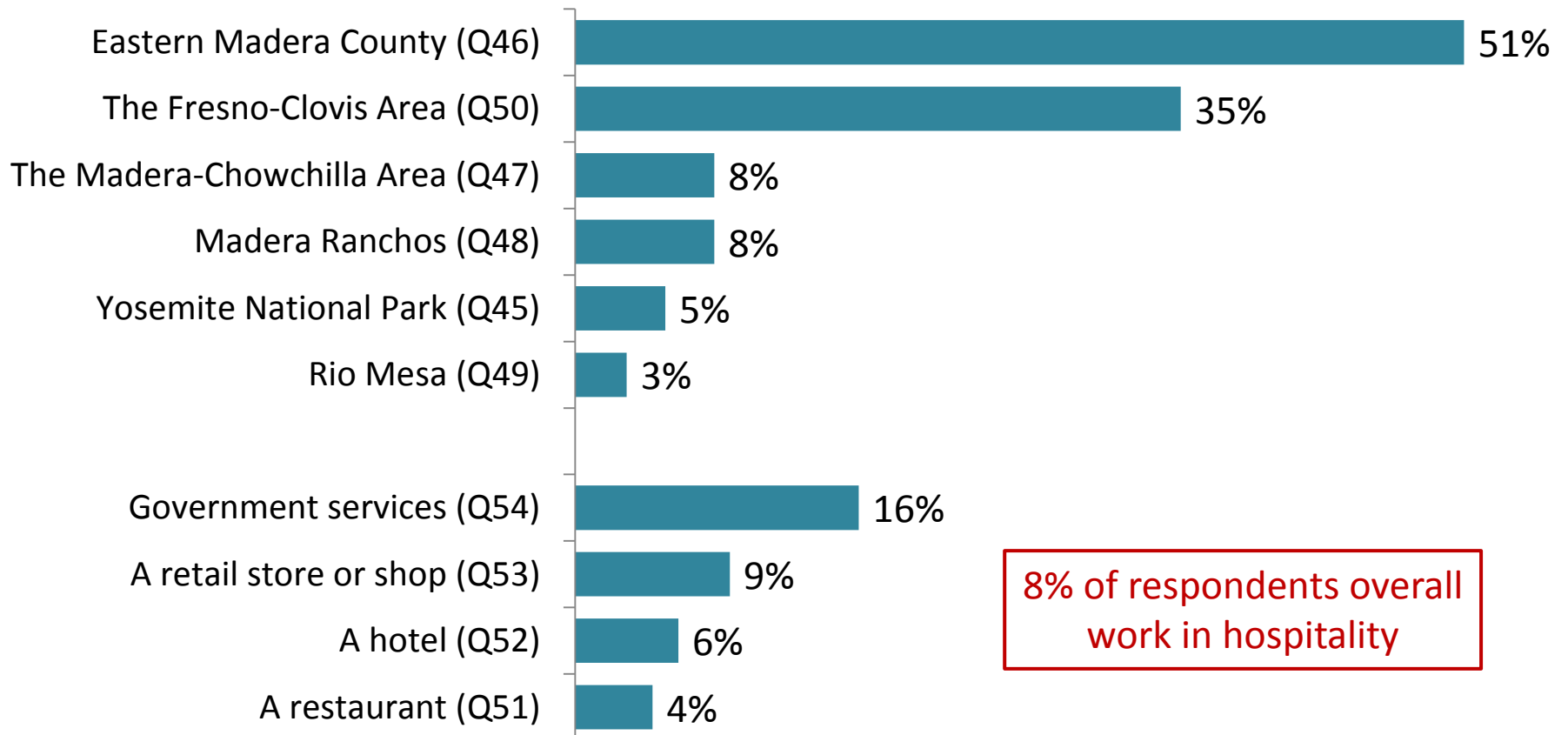
Outside of Oakhurst, where else in Eastern Madera County would you like this bus to stop? (Q33)
Open-ended question—3 responses accepted



Most work locally; over one-third commute to Fresno-Clovis

Do you work in/at any of the following (n=135)

39% are employed (48% retired). Of those...

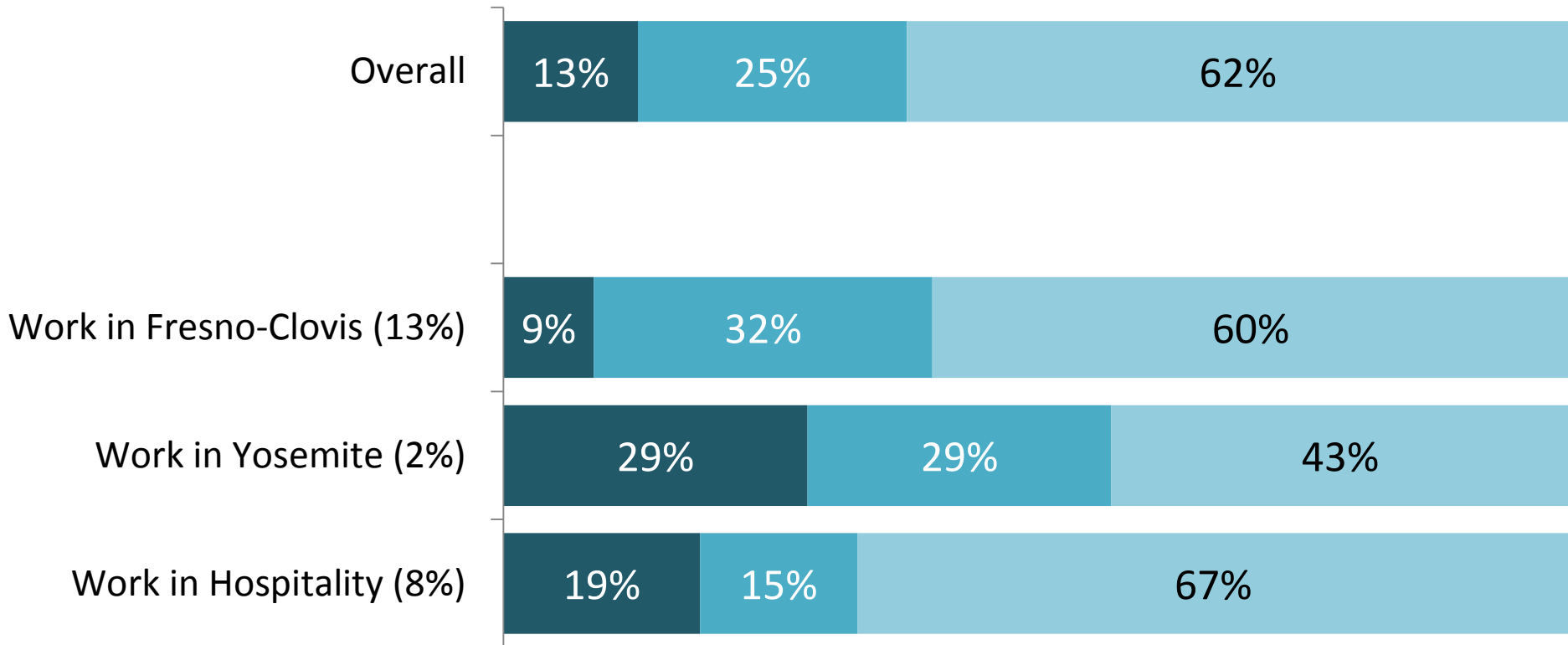


8% of respondents overall work in hospitality

Yosemite workers are most likely to say they would use the new service

If this new public transportation service stopped in places that are convenient for you, how likely do you think you would personally be to use this new public transportation service along Route 41? Would you say you would be... (Q30)

■ Very likely ■ Somewhat likely ■ Very/Somewhat unlikely



Key Findings

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 - ▶ In Oakhurst, a stop at the junction of Routes 41 & 49 is the consensus location. A stop in Coarsegold is the most frequent outside-Oakhurst request.