

ARIZONA DEPARTMENT OF TRANSPORTATION

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ARIZONA QUALITY INITIATIVE SURVEY OF HIGHWAY USERS AND COMMUNITY LEADERS

Final Report

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206 South 17th Avenue
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in cooperation with
U.S. Department of Transportation
Federal Highway Administration

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16. Abstract The purpose of the Arizona Quality Initiative survey is to obtain information on the opinions of our "customers" so that we may more effectively deliver the types of transportation services they want. The key findings of this survey are as follows: <ul style="list-style-type: none"> • Only 11% of those polled indicated that transportation is one of the most important problems facing the community. • About 60% of those polled rated highways, roads and streets as excellent or good. Only about 15% rated them as poor or very poor. • Maintenance and repair of roads and streets was, by far, the most commonly cited means by which transportation could be improved. A substantial minority feel that roads and streets are "okay as is." • A plurality of those polled feel that freeways and major highways are "okay as is." Almost as many, though, feel that we should have more lane miles of these types of highways. • The general public opposes all of the varied options for increasing funding for transportation improvements. The "community leaders" oppose all funding options except a sales tax increase. • The general public is split fairly evenly on the issue of confidence in government transportation agencies. • A plurality of those polled feel that achieving results is the best way that transportation agencies can increase customer confidence. 					
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METRIC (SI*) CONVERSION FACTORS

APPROXIMATE CONVERSIONS TO SI UNITS					APPROXIMATE CONVERSIONS TO SI UNITS				
Symbol	When You Know	Multiply By	To Find	Symbol	Symbol	When You Know	Multiply By	To Find	Symbol
LENGTH					LENGTH				
in	inches	2.54	centimeters	cm	mm	millimeters	0.039	inches	in
ft	feet	0.3048	meters	m	m	meters	3.28	feet	ft
yd	yards	0.914	meters	m	yd	meters	1.09	yards	yd
mi	miles	1.61	kilometers	km	km	kilometers	0.621	miles	mi
AREA					AREA				
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ac	acres	0.396	hectares	ha					
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fl oz	fluid ounces	29.57	milliliters	mL	mL	milliliters	0.034	fluid ounces	fl oz
gal	gallons	3.785	liters	L	L	liters	0.264	gallons	gal
ft ³	cubic feet	0.0328	meters cubed	m ³	m ³	meters cubed	35.315	cubic feet	ft ³
yd ³	cubic yards	0.765	meters cubed	m ³	m ³	meters cubed	1.308	cubic yards	yd ³
Note: Volumes greater than 1000 L shall be shown in m ³ .									
TEMPERATURE (exact)					TEMPERATURE (exact)				
°F	Fahrenheit temperature	5/9 (after subtracting 32)	Celsius temperature	°C	°C	Celsius temperature	9/5 (then add 32)	Fahrenheit temperature	°F
These factors conform to the requirement of FHWA Order 5190.1A									
*SI is the symbol for the International System of Measurements									

TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	3
INTRODUCTION.....	4
OVERVIEW	5
Evaluation of Area Problems (Tables 1-3)	5
Satisfaction With Area Transportation System (Tables 4-5).....	6
Needed Transportation Improvements (Tables 6-10).....	6
Transportation Spending Priorities –Major System Components (tables 11-12).....	7
Transportation Spending Priorities -- Specific Transportation Improvements.....	8
(Tables 13-16).....	8
Importance of Better Transportation System (tables 17-18).....	11
Transportation System Funding Options (Tables 19-20)	12
Confidence In Government Agencies (Tables 21-24)	15
Familiarity With Electronic Highway Management Technologies (Tables 25-26).....	17
Use of Information Sources (tables 27-28).....	18
FINDINGS	20
Evaluation of Area Problems.....	20
Satisfaction With Area Transportation System	25
Transportation Spending Priorities	35
Importance of Better Transportation System.....	50
Transportation System Funding Options	51
Confidence in Government Transportation Agencies	54
Familiarity With Electronic Highway Management Technologies	59
Likely Use of Road and Weather Condition Information Sources	61
APPENDIX.....	63
Methodology.....	63
Survey Questionnaires	67

LIST OF TABLES

	<u>page</u>
Table 1: Most Important Area Problems	21
Table 2: Rating of Selected Area Factors	22
Table 3: Evaluation of Selected Area Factors--Detail	24
Table 4: Satisfaction with Area Transportation System	26
Table 5: Satisfaction with Area Transportation System--Detail	28
Table 6: Needed Improvement to Local Neighborhood Streets	30
Table 7: Needed Improvements to Main Streets and Roads in Your City or Town	31
Table 8: Needed Improvements to Freeways in Your Area	32
Table 9: Needed Improvements to Major Highways in Your Area	33
Table 10: Needed Improvements to Local Transit Service	34
Table 11: Overall Transportation System Spending Priority	36
Table 12: Overall Transportation System Spending Priority - Detail	38
Table 13: Spending Priority (Residents)	41
Table 14: Spending Priority (Community Leaders)	43
Table 15: Spending Priority--Detail (Residents)	47
Table 16: Spending Priority--Detail (Community Leaders)	49
Table 17: Importance of Better Transportation System to Your Area	50
Table 18: Major Benefit of Having Better Transportation System	51
Table 19: Support/Opposition of Selected Funding Options	52
Table 20: Support for Selected Funding Options - Detail	53
Table 21: Confidence in Government Transportation Agencies	55
Table 22: Confidence in Specific Transportation Agencies	56
Table 23: Confidence in Specific Transportation Agencies--Detail	57
Table 24: Ways to Increase Confidence in Transportation Agencies	58
Table 25: Familiarity with Electronic Technologies	59
Table 26: Familiarity with Electronic Technologies--Detail	60
Table 27: Likely Use of Information Sources	61
Table 28: Likely Use of Information Sources--Detail	62

LIST OF FIGURES

	<u>page</u>
Figure 1: Quality of Selected Transportation Components in Area	5
Figure 2: Satisfaction with Area Transportation System	6
Figure 3: Overall Transportation System Spending Priority	8
Figure 4: Top Ten Specific Transportation Spending Priorities: Residents	9
Figure 5: Top Ten Specific Transportation Spending Priorities: Community Leaders	10
Figure 6: Importance of a Better Transportation System	11
Figure 7: Support/Opposition of Selected Funding Options: Residents	13
Figure 8: Support/Opposition of Selected Funding Options: Community Leaders	14
Figure 9: Confidence in Government Agencies--Overall	15
Figure 10: Confidence in Specific Government Agencies	16
Figure 11: Familiarity with Electronic Technology	17
Figure 12: Likely Use of Various Road/Weather Condition Information Services	19

EXECUTIVE SUMMARY

The purpose of the Arizona Quality Initiative survey is to obtain information on the opinions of our “customers” so that we may more effectively deliver the types of transportation services they want. The key findings of this survey are as follows:

- Transportation is not a high-ranking concern. Only 11% of those polled indicated that transportation is one of the most important problems facing the community.
- The quality of highways, roads and streets compares favorably with the quality of other key government services. About 60% of those polled rated highways, roads and streets as excellent or good. Only about 15% rated them as poor or very poor.
- Maintenance and repair of roads and streets was, by far, the most commonly cited means by which transportation could be improved. A substantial minority feel that roads and streets are “okay as is.”
- A plurality of those polled feel that freeways and major highways are “okay as is.” Almost as many, though feel that we should have more lane miles of these types of highways.
- The general public opposes all of the varied options for increasing funding for transportation improvements. The “community leaders” oppose all funding options except a sales tax increase.
- The general public is split fairly evenly on the issue of confidence in government transportation agencies. “Community leaders” show a higher degree of confidence with over 70% having a lot or some confidence and only 25% having little or no confidence.
- A plurality of those polled feel that achieving results is the best way that transportation agencies can increase customer confidence.

INTRODUCTION

This study was commissioned by the Arizona Quality Initiative (AQI) Steering Committee and funded by the Federal Highway Administration under the State Planning and Research program. The primary purpose of this effort was to determine the attitudes and opinions of residents and community leaders regarding the state's transportation system. More specifically, this study focused in the following key areas:

- Satisfaction with the various components comprising the Arizona transportation system.
- Recommended improvements to Arizona's transportation system components.
- Transportation system spending priorities.
- Importance of having improved transportation system.
- Preferred transportation system funding sources.
- Confidence in state and local government transportation planning agencies.
- Familiarity with electronic highway management technologies.

The information contained in this report is based on in-depth telephone interviews conducted with 2,035 Arizona residents 18 years of age or older and 200 Arizona community leaders. All of the interviewing on this study was conducted by professional interviewers of the Behavior Research Center (BRC) between late January and March, 1997 at the Center's central location Computer Aided Telephone Interviewing (CATI) facility in Phoenix. For a detailed description of the procedure followed during the course of this project, please refer to the Methodology section of this report.

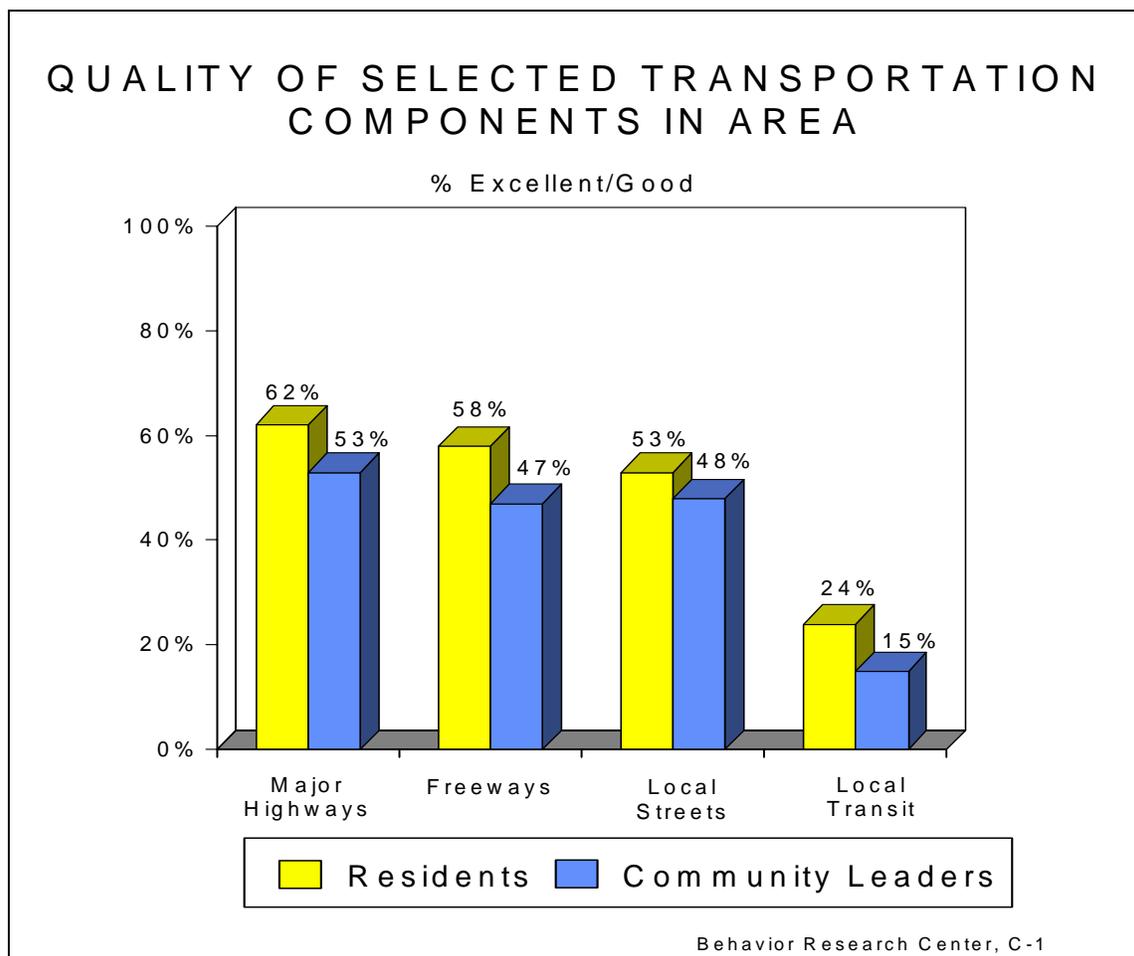
OVERVIEW

Evaluation of Area Problems

Residents place transportation-related issues fourth (11%) behind crime (42%), the environment (13%) and education (13%) as the most important problems facing their area of the state today. Among community leaders, transportation receives a higher importance reading with a figure of 29 percent -- only four percent below crime (33%).

When residents and community leaders are asked to evaluate ten factors in their area of Arizona, three of the four transportation factors tested -- quality of major highways, quality of freeways, quality of local streets and roads -- receive excellent or good readings from approximately one-half or more of both residents and leaders. The fourth transportation factor, however, quality of local transit service, receives high negative readings from both groups. Thus, we find transit receiving negative readings of poor or very poor from 35 percent of residents (24% positive) and 48 percent of community leaders (15% positive).

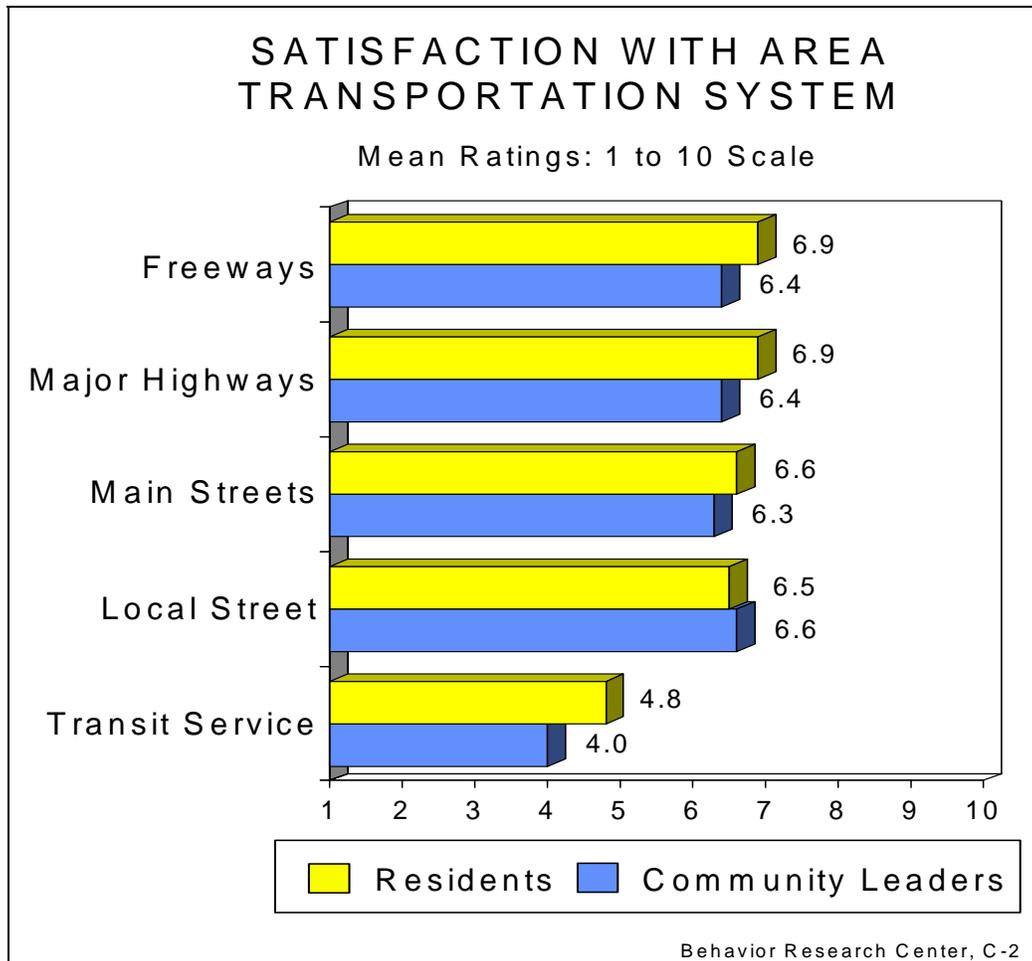
Figure 1



Satisfaction With Area Transportation System

A majority of both residents and community leaders offer very positive readings (7 to 10 on a 10-point scale) on four of the five components evaluated: (1) freeways; (2) major highways; (3) main streets and roads, and; (4) local neighborhood streets. In contrast, on the fifth component studied, local transit service, the readings are quite negative in nature with 45 percent of residents and 60 percent of community leaders offering readings only in the one to four range. In addition, residents tend to give each system component generally higher readings than do community leaders.

Figure 2



Needed Transportation Improvements

Residents and community leaders highlight the following factors as the most needed improvements on each of the five transportation systems components studied -- LOCAL NEIGHBORHOOD STREETS: repair and maintenance (40%), street improvements - widen (14%), traffic control - lights, left turn lanes (9%); MAIN STREETS AND ROADS: repair and maintenance (32%), street improvements - widen (16%), traffic control - lights, left turn lanes (14%); FREEWAYS: build more (19%), improve existing freeways - add lanes (19%), complete freeways now under construction

(11%); MAJOR HIGHWAYS: widen/build more (27%), repair and maintenance (16%), traffic control - passing lanes (7%); LOCAL TRANSIT SERVICE: more buses (21%), wider route coverage (16%), more frequent service (15%).

Transportation Spending Priorities –Major System Components

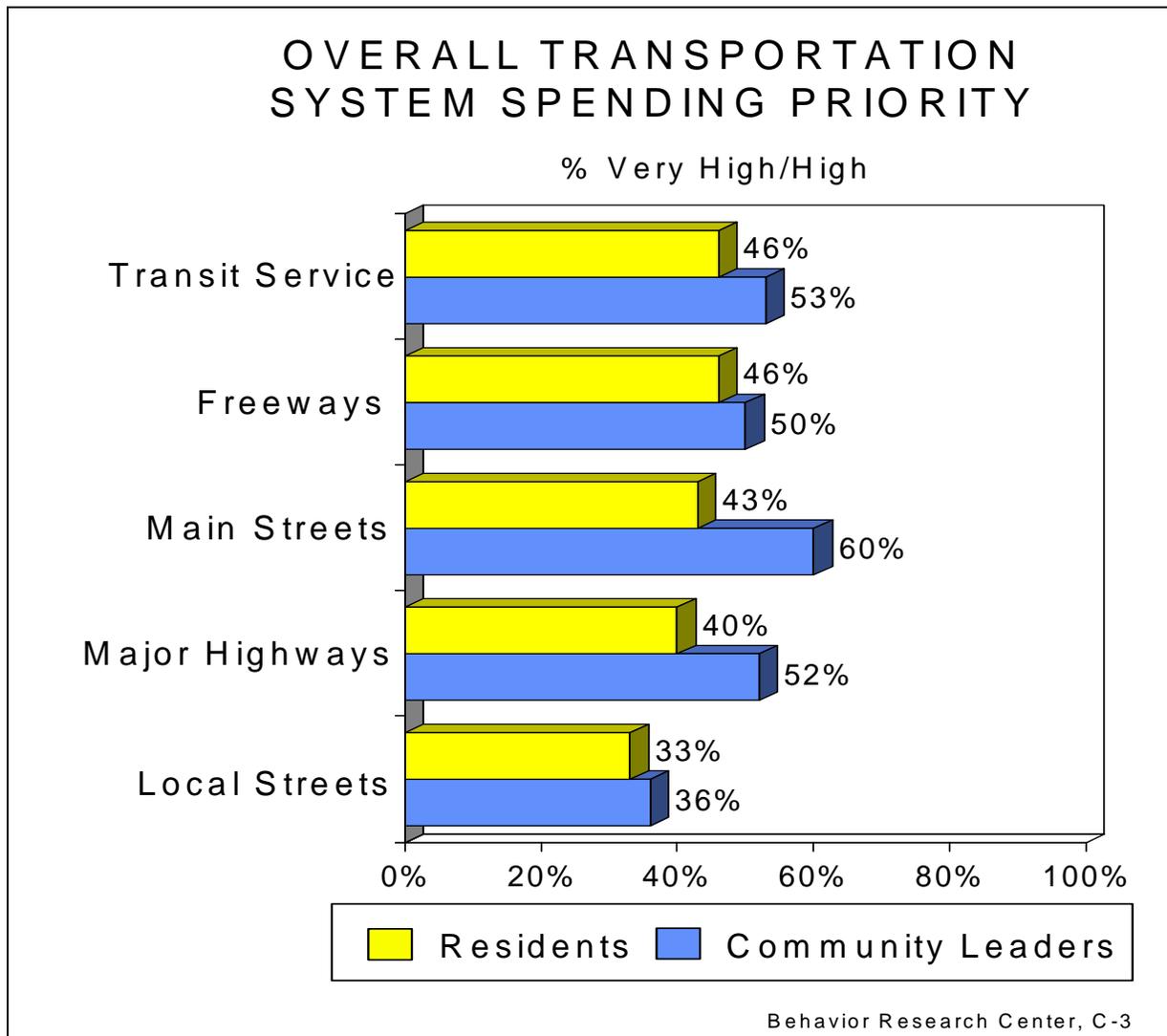
When residents and community leaders are asked to indicate how much spending priority they feel each of the state's five major road transportation systems should receive, residents place the highest priority on improving local transit service (46% very high/high priority) and freeways (46%). Also receiving high priority readings from at least four out of ten residents are main streets and roads (43%) and major highways (40%). Receiving the lowest priority reading among residents is neighborhood streets with a reading of 33 percent.

Among community leaders, the priority rankings are quite different with main streets and roads leading the list (60%) followed by three components with nearly identical readings -- local transit (53%), major highways (52%) and freeways (50%). Only in terms of neighborhood streets (36%) do community leaders' and residents' relative rankings coincide. Community leaders offer each of the five components greater very high and high readings than do residents.

Transportation Spending Priorities -- Specific Transportation Improvements

After respondents had indicated their spending priorities on the five major system components, they were asked to do the same regarding 22 specific transportation improvements. This line of inquiry reveals that, for the most part, residents and community leaders are in agreement regarding which transportation improvements should receive the highest spending priority. Thus, we find four of the improvements tested appearing at the top of each group's list with the top two improvements being the same -- widening of major highways, improving the pavement conditions on major highways, beginning or increasing the frequency of local bus service and improving the pavement markings on major highways. Also appearing at the top of residents' priority list is the adding of more safety features on major highways and improving the lighting on local streets and roads. The final improvement appearing on the top of the community leaders' list is the building of more freeways.

Figure 3



On the opposite side of the spectrum, residents and community leaders are also closely in agreement on which improvement should receive the lowest spending priority with the same four improvements appearing on each group's lowest prior list: (1) the building of new local streets and roads; (2) building more rest areas on major highways; (3) improving the landscaping on local streets and roads, and; improving the landscaping on major highways.

Figure 4

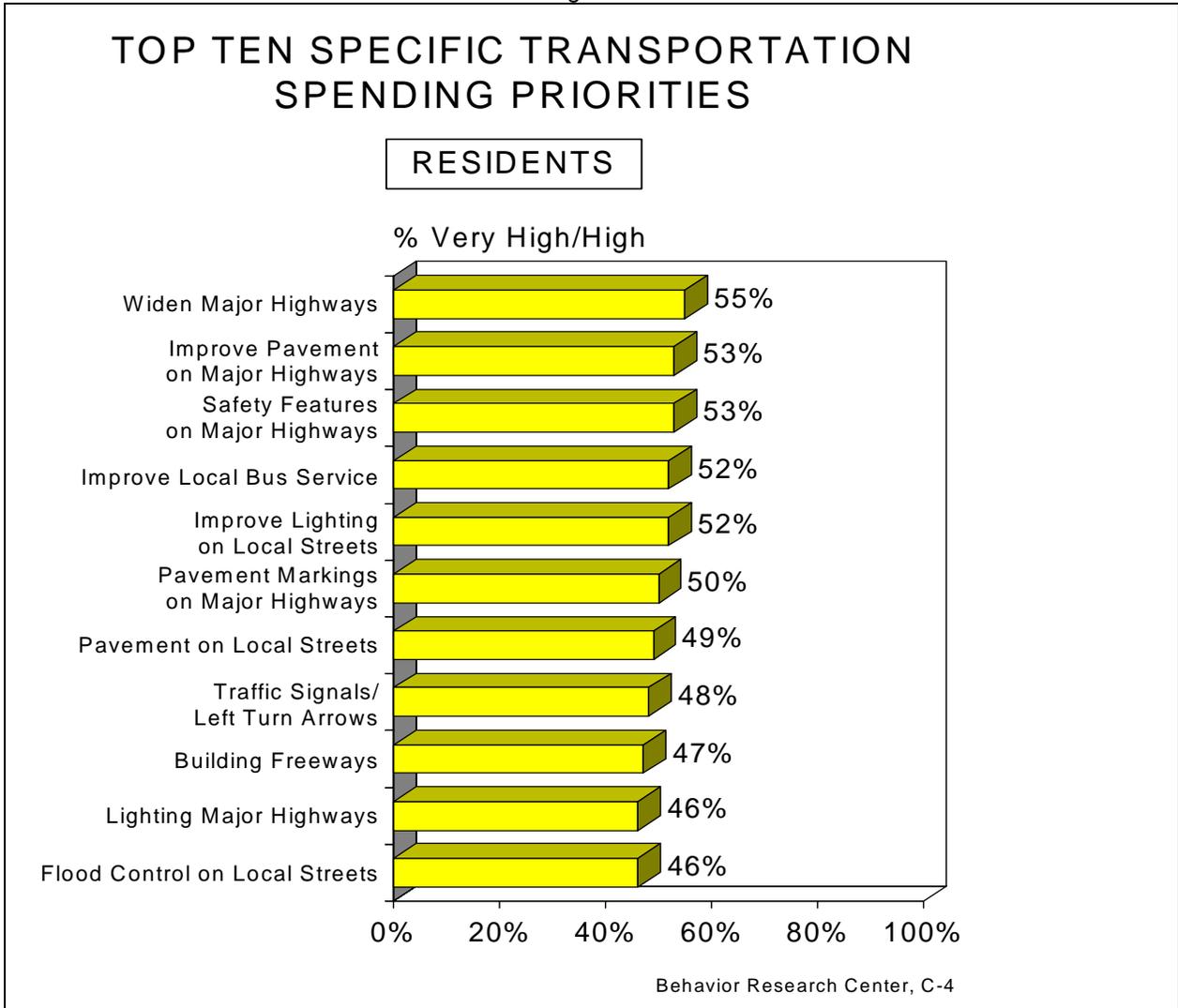
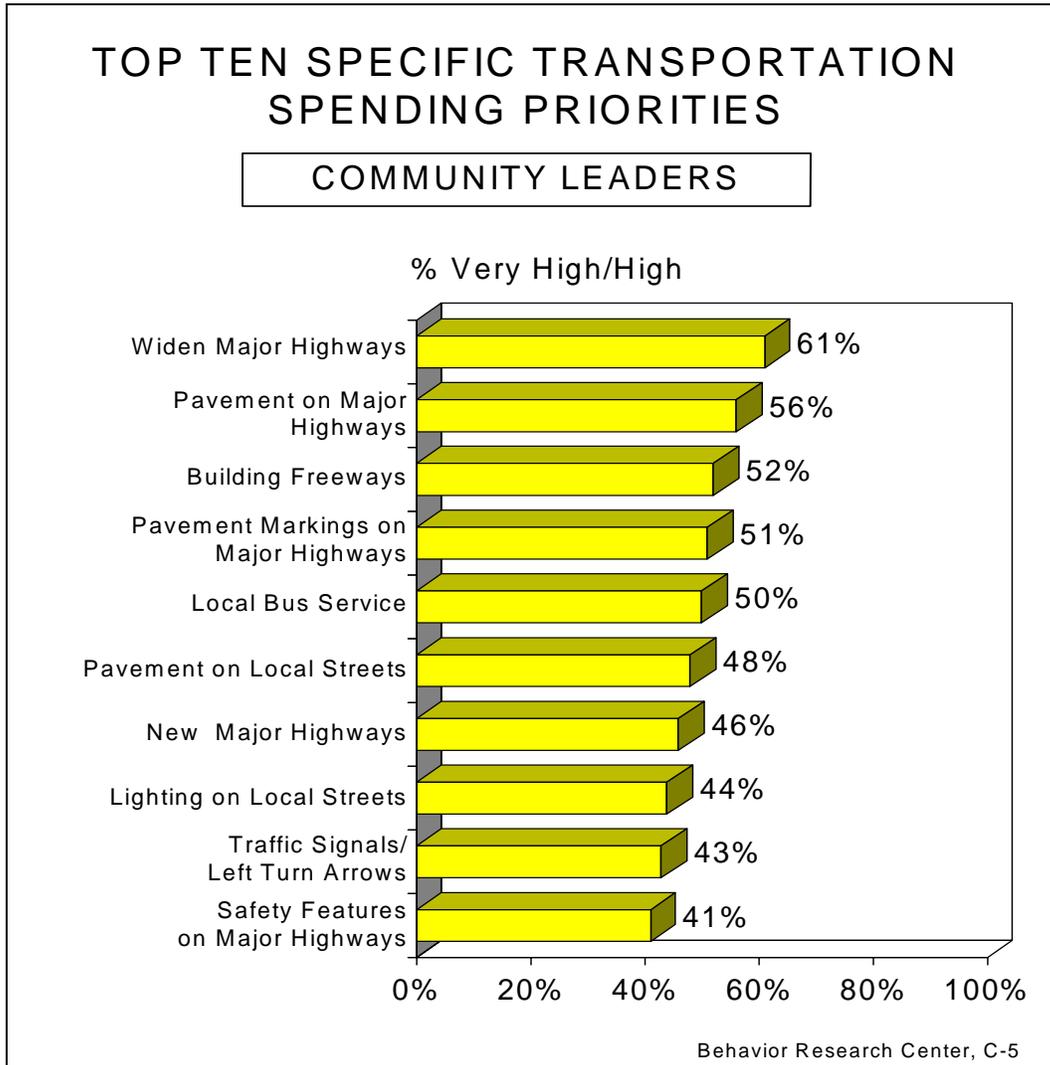
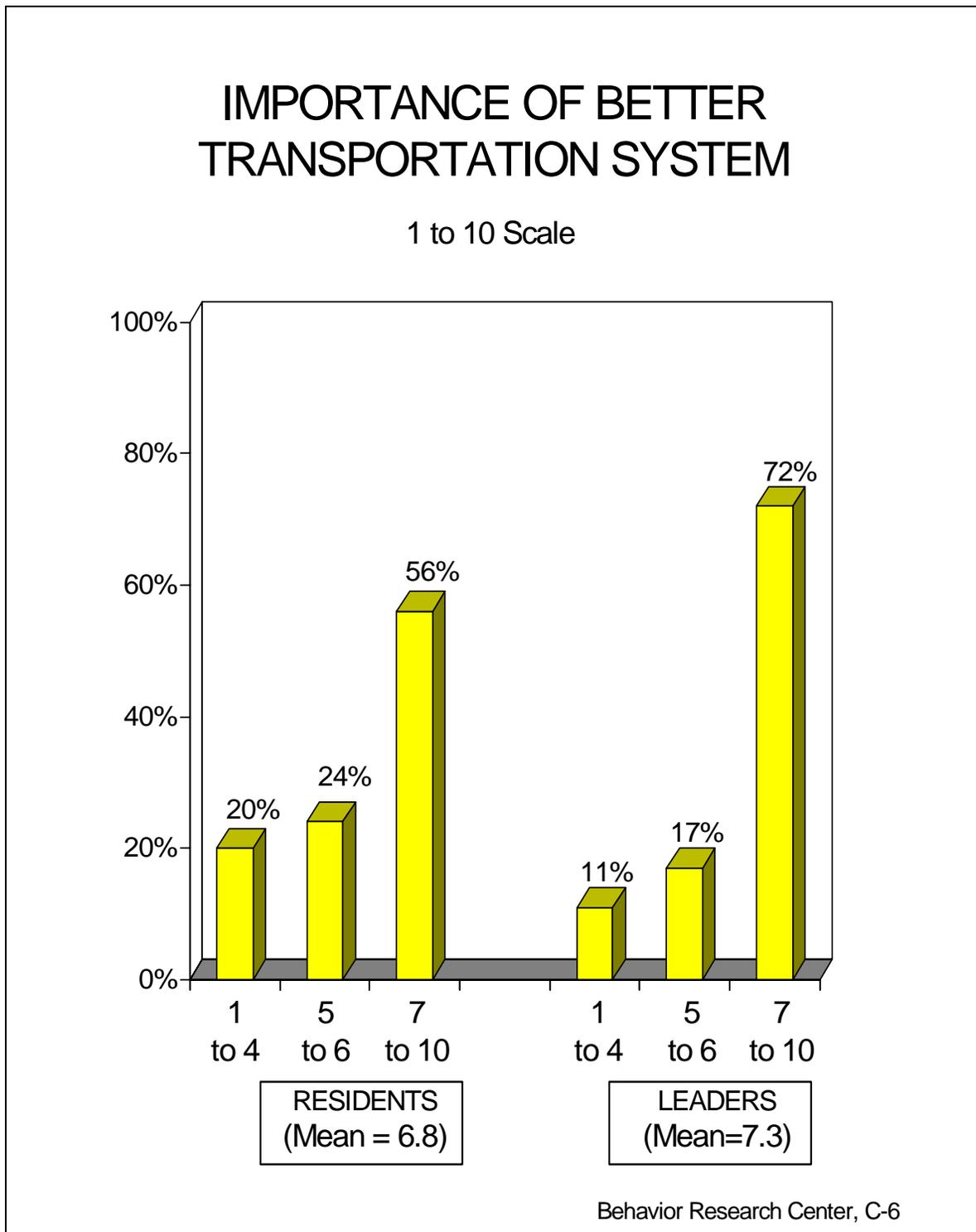


Figure 5



Importance of Better Transportation System

Nearly six out of ten residents (56%) and better than seven out of ten community leaders (72%) place high importance (7 to 10 on a 10 point scale) on having a better transportation system in their area of the state.



Transportation System Funding Options

When residents and community leaders are asked if they would support or oppose each of seven financing options to raise funds for improving the transportation system in Arizona, they nearly unanimously turn thumbs down on each option offered. Among residents we find opposition ranging from 58 percent for tolls on some major highways to 78 percent for increasing the property tax. Among community leaders, opposition to each funding option is quite similar with only a sales tax increase receiving majority support (60%). It is clear from these readings that while residents and community leaders may tout the value of an improved transportation system, they do not appear particularly willing to go beyond the established funding mechanisms to finance such improvements.

Figure 7

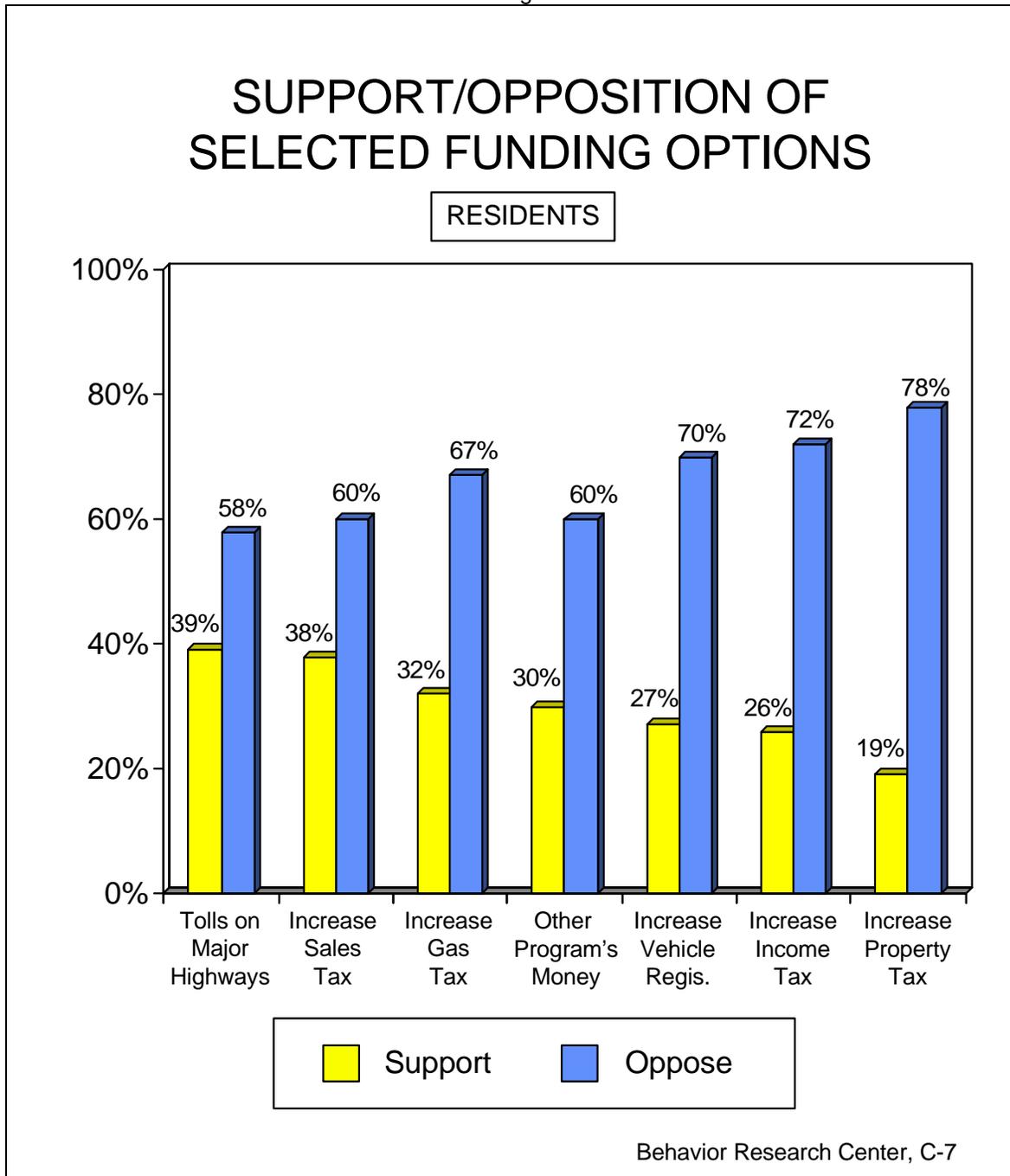
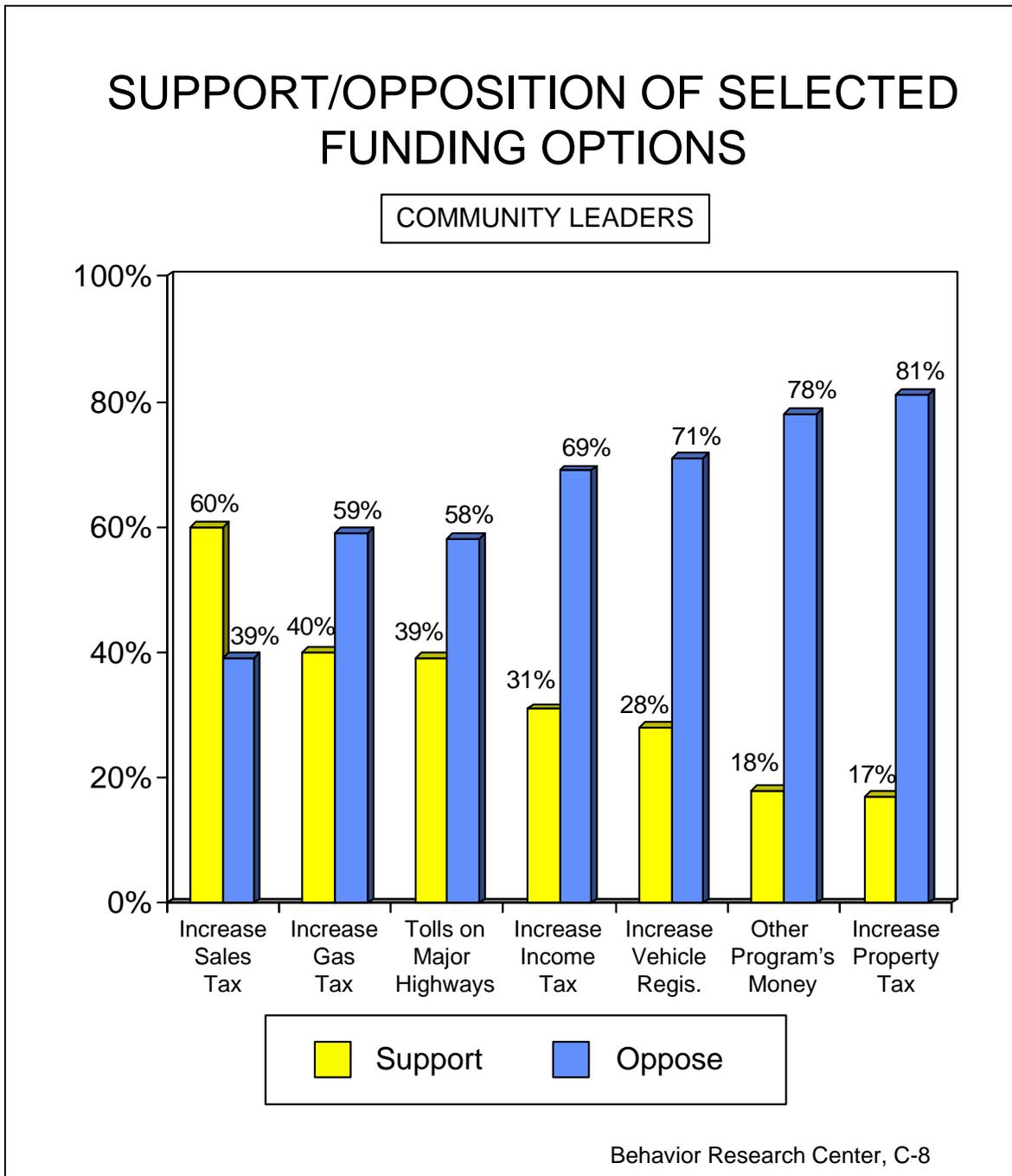


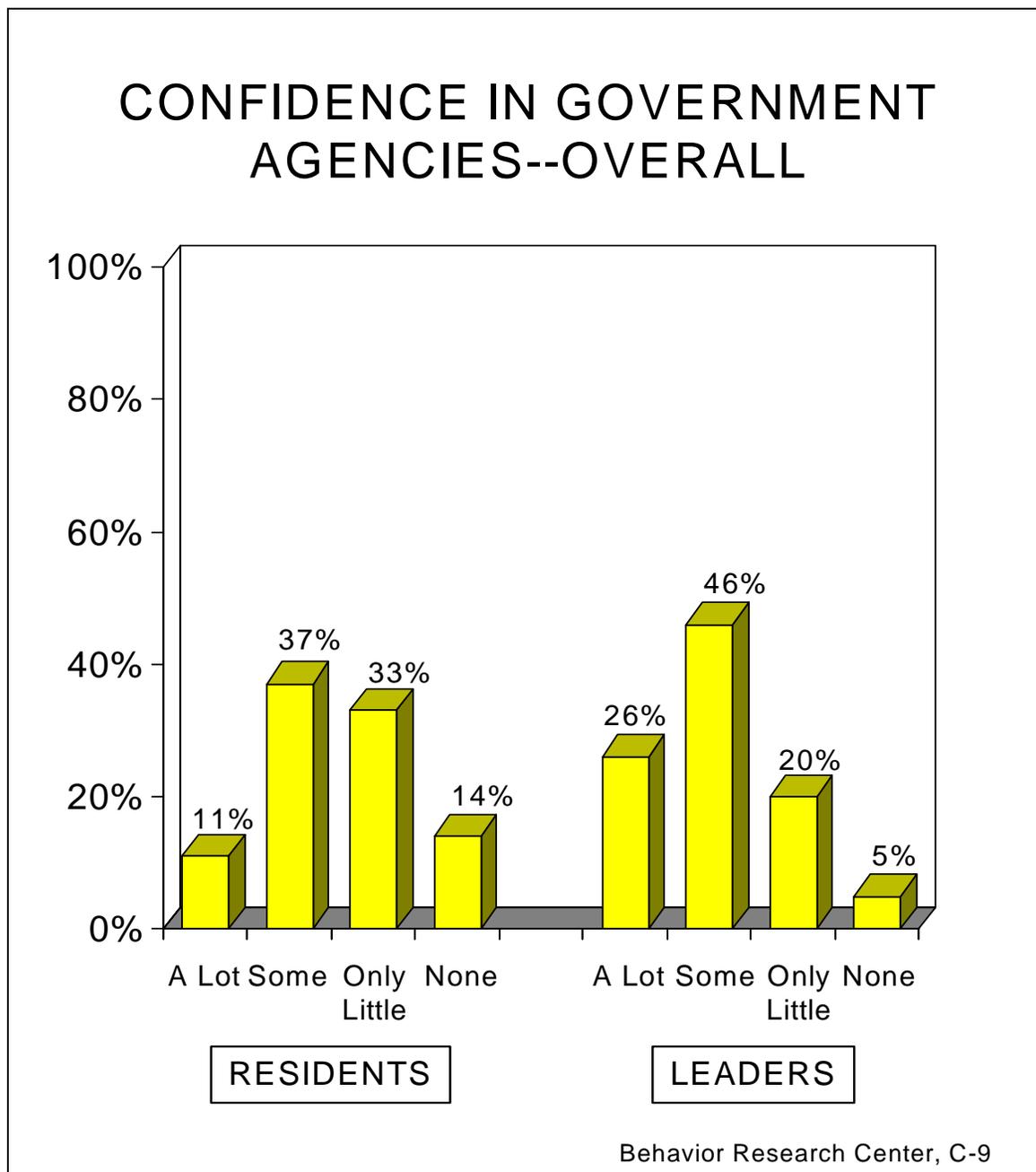
Figure 8



Confidence In Government Agencies

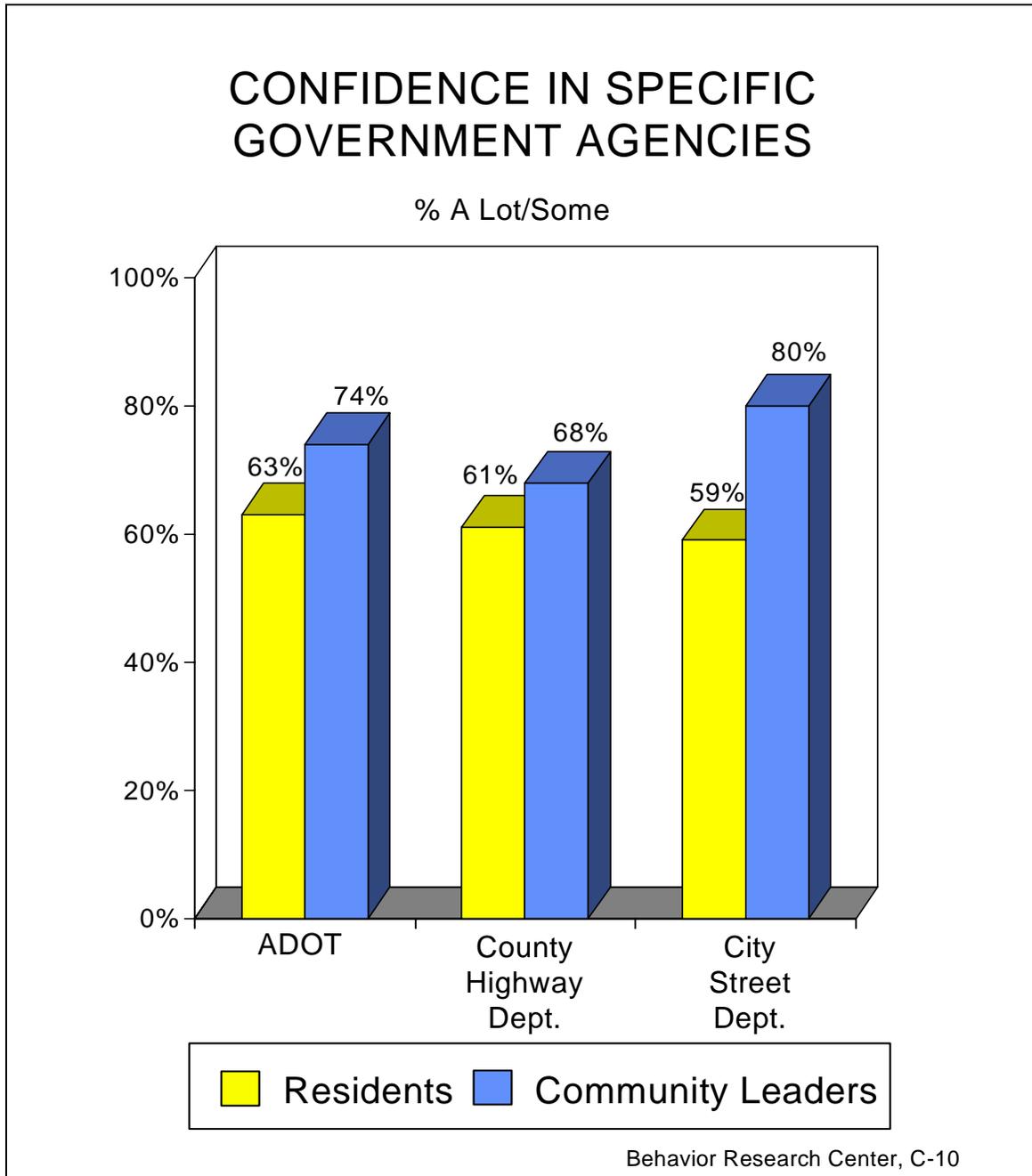
Residents offer less than a sterling vote of confidence in "government transportation agencies" to wisely and efficiently manage new funds with 48 percent indicating they have either a lot (11%) or some (37%) confidence in such agencies and an equal 47 percent indicating they have only a little (33%) or no confidence (14%). Community leaders reveal far more confidence in government agencies with better than seven out of ten leaders (72%) indicating they have either a lot (26%) or some (46%) confidence in such agencies.

Figure 9



In terms of specific Arizona transportation agencies, we find far higher levels of confidence among residents with 63 percent revealing a lot or some in ADOT, 61 percent a lot or some in their county highway department and 59 percent a lot or some in their city street department -- each reading well above the 48 percent received earlier by the generic "transportation agencies." Solid confidence readings for each specific agency are also recorded among community leaders.

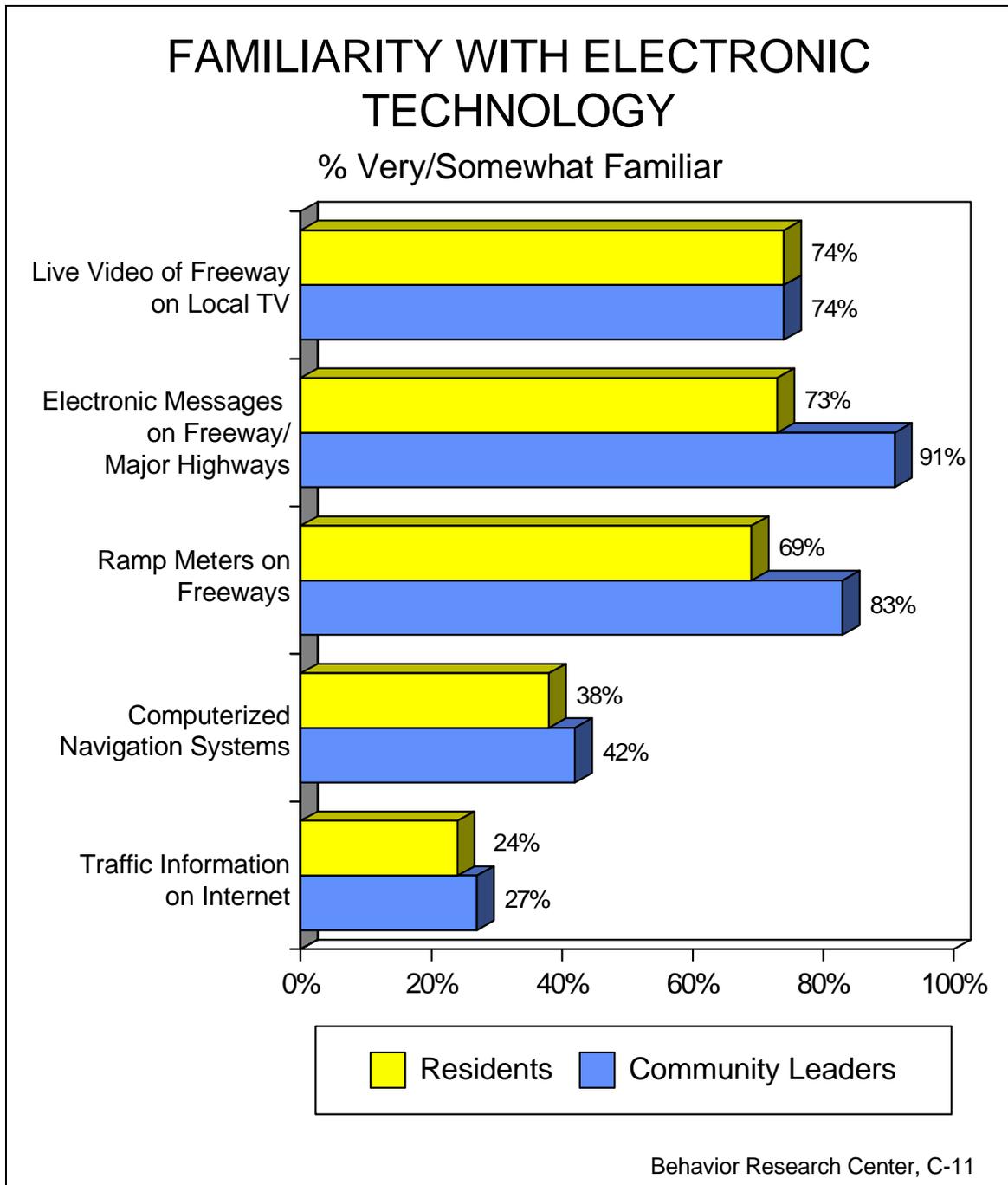
Figure 10



Familiarity With Electronic Highway Management Technologies

Roughly seven out of ten residents and community leaders reveal at least some familiarity with three of the five electronic highway management technologies tested -- live video of freeway conditions on local TV news, electronic message signs on freeways and other major highways, and ramp meters. In comparison, only about four in ten or less reveal familiarity with computerized navigation systems or traffic information on the internet.

Figure 11



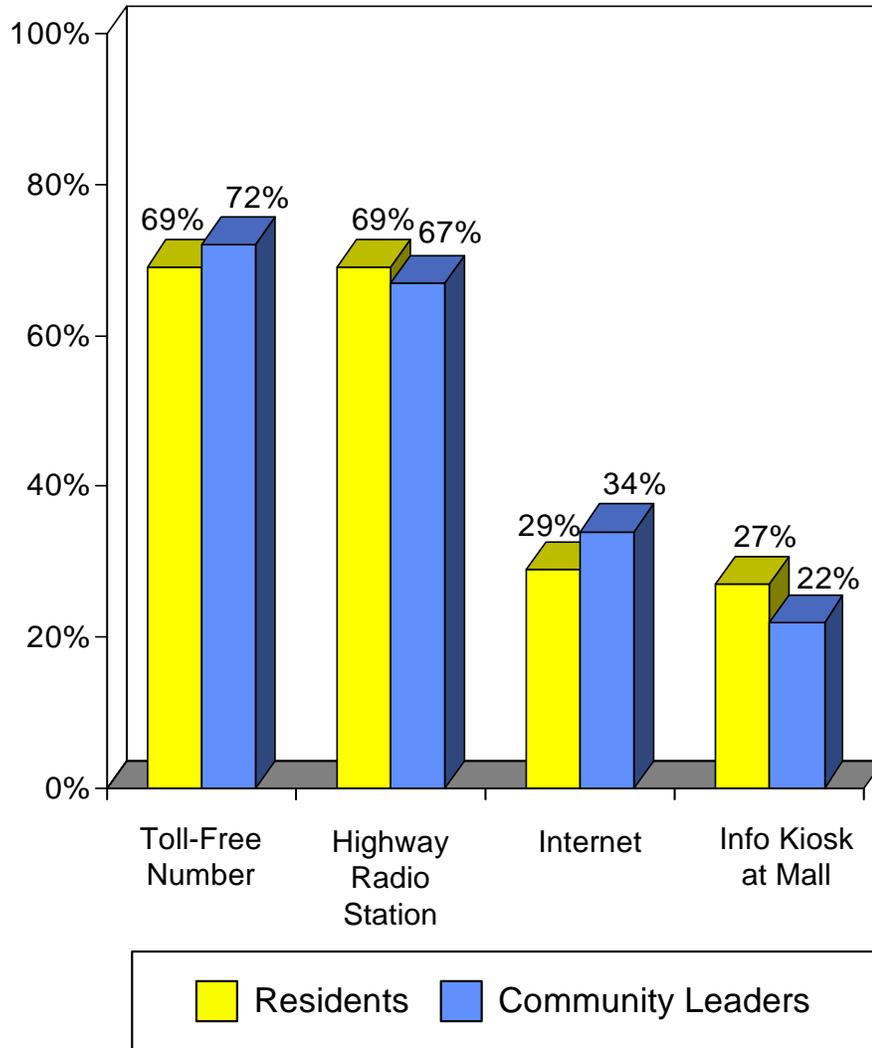
Use of Information Sources

Two-thirds or more of residents and community leaders indicate they would be either very or somewhat likely to use a toll-free telephone number or a highway advisory radio station to obtain Arizona road and weather condition information. Only about one-third or less of each group, however, indicate they would use the internet or information kiosks at malls.

Figure 12

LIKELY USE OF VARIOUS ROAD/WEATHER CONDITION INFORMATION SERVICES

% Very/Somewhat Likely



Behavior Research Center, C-12

SUMMARY OF THE FINDINGS

Evaluation of Area Problems

When Arizona residents are asked to indicate the most important problems facing their area today, transportation-related issues place fourth (11%) behind crime (42%), the environment (13%) and education (13%). This pattern is generally consistent regardless of geographic region.

Among community leaders, transportation receives a higher importance reading with a figure of 29 percent -- only four percent below crime (33%). It may also be seen in Table 1 that transportation receives a far higher reading among urban community leaders (35%) than rural community leaders (16%).

TABLE 1: MOST IMPORTANT AREA PROBLEMS

"To begin, what do you feel are the most important problems or issues facing your area of Arizona today? That is the ones that affect you and your family the most?"

	<u>RESIDENTS</u>						<u>COMMUNITY LEADERS</u>		
	Total	Mari-copa	Pima	Cococino	Yuma	Other Rural	Total	Urban	Rural
Crime	42%	44%	52%	15%	34%	27%	33%	38%	24%
Environment/Pollution	13	16	7	12	6	8	18	21	13
Education	13	13	14	14	10	9	21	25	13
Transportation (Net)	11	13	9	6	9	7	29	35	16
Traffic Congestion	7	8	6	3	5	2	14	15	10
Public Transit	3	4	1	1	2	1	11	15	3
Street Repair	1	*	1	2	1	3	2	2	3
More streets	1	1	1	*	1	1	2	2	1
Other	1	*	2	0	*	1	3	5	0
Social Services	7	5	11	14	7	10	7	6	9
Growth	7	8	4	9	3	5	14	17	7
Jobs/Employment	7	3	8	14	11	15	11	5	21
Economy	5	3	7	10	4	6	9	6	14
Government Leadership	4	5	3	4	2	4	3	3	3
Health Care	3	3	3	2	3	3	5	3	7
City Services	3	2	3	3	2	3	1	1	2
Miscellaneous	3	2	2	3	3	3	10	9	11
No Problems	6	5	8	8	15	10	2	1	3
Not Sure	8	9	5	9	10	10	3	3	1

* Indicates % less than 1

Totals may exceed 100% due to multiple responses

In a related follow-up question, residents and community leaders were asked to evaluate ten factors in their area of Arizona. As the next table reveals, three of the four transportation factors tested -- quality of major highways, quality of freeways, quality of local streets and roads - - receive excellent or good readings from approximately one-half or more of both residents and leaders. The fourth transportation factor, however, quality of local transit service, receives high negative readings from both sample groups. Thus, we find transit receiving negative readings of poor or very poor from 35 percent of residents (24% positive) and 48 percent of community leaders (15%) positive.

TABLE 2: RATING OF SELECTED AREA FACTORS

"Next, would you rate each of the following in your area of Arizona as excellent, good, fair, poor or very poor?"

	<u>RESIDENTS</u>						¹ NET POS/ (NEG)
	Excell ent	Good	Fair	Poor	Very Poor	Not Sure	
Quality of police and fire protection	15%	58%	19%	3%	1%	4%	69
Neighborhood cleanliness	19	49	23	8	1	*	59
Quality of major highways	7	55	27	8	2	1	52
Quality of freeways**	6	51	25	12	4	2	41
Quality of local streets and roads	6	47	32	12	3	*	38
Quality of schools	8	35	26	11	2	18	30
Availability of jobs	8	36	23	16	4	13	24
Quality of air	8	29	27	27	8	1	2
Quality of local transit service	2	22	18	23	12	23	(11)
Quality of drinking water	5	25	26	31	11	2	(12)

	<u>COMMUNITY LEADERS</u>						
Quality of police and fire protection	25	58	13	3	1	0	79
Neighborhood cleanliness	17	49	26	7	1	*	58
Quality of schools	7	49	28	10	*	6	46
Quality of major highways	8	45	33	12	1	1	40
Quality of drinking water	12	42	22	18	5	1	31
Quality of local streets and roads	7	41	33	16	3	0	29
Quality of freeways**	5	42	28	17	2	6	28
Quality of air	14	34	28	21	3	0	24
Availability of jobs	6	31	33	20	8	2	9
Quality of local transit service	2	13	19	35	13	18	(33)

¹Excellent/Good minus Poor/Very Poor

* Indicates % less than .5

** Maricopa/Pima only

When response to this question is analyzed on the basis of respondent demographics, the following patterns are revealed:

- QUALITY OF MAJOR HIGHWAYS -- Major highways receive highly positive readings from all respondent groups.
- QUALITY OF FREEWAYS -- Freeways receive noticeably lower readings from middle-aged residents (27%) and urban community leaders (28%).
- QUALITY OF LOCAL STREETS AND ROADS -- Local streets receive particularly high readings from Maricopa County residents (55%) and urban community leaders (40%) and particularly low readings from Pima County and rural residents (except Yuma County) and rural community leaders.
- QUALITY OF LOCAL TRANSIT SERVICE -- Transit receives more negative than positive readings from all groups except Pima County residents, non-drivers, and residents under the age of 35.

TABLE 3: EVALUATION OF SELECTED AREA FACTORS - DETAIL

RESIDENTS

NET POSITIVE/(NEGATIVE)

	Police/ Fire	Neigh- bor- hood Clean- liness	Majo High- ways	Free- ways	Local Streets/ Roads	Schools	Jobs	Air Quali- ty	Local Transit	Drinking Water
<u>TOTAL</u>	69	59	52	41	38	30	24	2	(11)	(12)
<u>AREA</u>										
Maricopa	72	65	53	42	55	29	48	(36)	(18)	(25)
Pima	62	47	46	43	19	23	8	40	21	*
Coconino	73	56	46	NA	14	45	(36)	80	(22)	53
Yuma	70	63	62	NA	34	43	(21)	62	(27)	(17)
Other Rural	61	48	50	NA	8	39	(25)	71	(21)	11
<u>GENDER</u>										
Male	70	62	53	39	41	30	30	9	(13)	(7)
Female	66	55	50	46	35	31	18	(5)	(10)	(17)
<u>AGE</u>										
Under 35	63	53	56	49	37	34	29	3	4	(23)
35 to 54	69	58	43	27	33	31	24	(4)	(26)	(12)
55 or over	74	65	54	42	44	24	25	8	(15)	5
<u>LICENSED Driver</u>										
Yes	69	59	51	42	38	31	25	2	(13)	(11)
No	57	36	51	49	34	9	(5)	1	19	(31)

COMMUNITY LEADERS

<u>TOTAL</u>	79	58	40	28	29	46	9	24	(33)	31
<u>AREA</u>										
Urban	78	58	37	28	40	43	32	0	(37)	37
Rural	83	58	43	NA	10	47	(33)	68	(25)	23

* Indicates % less than .5

Satisfaction With Area Transportation System

Respondents were next asked to focus specifically on transportation issues by evaluating five main components of the transportation system in their area of the state. As Table 4 reveals, a majority of both residents and community leaders offer very positive readings (7 to 10 on a 10-point scale) on four of the five components evaluated: (1) freeways; (2) major highways; (3) main streets and roads, and; (4) local neighborhood streets. In contrast, on the fifth component studied, local transit service, the readings are quite negative in nature with 45 percent of residents and 60 percent of community leaders offering readings only in the one to four range. It is also evident in the data that residents tend to give each system component generally higher readings than do community leaders.

TABLE 4: SATISFACTION WITH AREA TRANSPORTATION SYSTEM

"Now, I'd like to talk to you about how satisfied you are the transportation system in your area of the state. Using a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, how satisfied are you with each of the following main components of the transportation system in your area. If any of the components I mentioned do not apply in area, please just say so. To start, how satisfied are you with..."

RESIDENTS

	1 to 4	5 to 6	7 to 10	¹ MEAN
The freeway in your area	12%	22%	66%	6.9
The major highways which run between your area and other areas of the state	11	27	62	6.9
The main streets and roads in your city or town	12	30	58	6.6
Your local neighborhood streets	14	30	56	6.5
The local transit service in your city or town	45	27	28	4.8

COMMUNITY LEADERS

Your local neighborhood streets	15	29	56	6.6
The freeway in your area	20	25	55	6.4
The major highways which run between your area and other areas of the state	19	28	53	6.4
The main streets and roads in your city or town	19	31	50	6.3
The local transit service in your city or town	60	22	18	4.0

¹The higher the mean, the higher the satisfaction

Demographically, the following variations are revealed in Table 5:

- FREEWAYS -- Freeways receive their highest readings from rural residents and rural community leaders.
- MAJOR HIGHWAYS -- Major highways receive particularly high readings in Yuma County.
- MAIN STREETS -- Main streets receive particularly low readings from Pima County and rural residents (except Yuma) and from rural community leaders.
- LOCAL STREETS -- Local streets receive noticeably lower readings from rural residents (except Yuma) and rural community leaders.
- TRANSIT -- Transit receives poor readings from all groups except Tucson residents.

TABLE 5: SATISFACTION WITH AREA TRANSPORTATION SYSTEM - DETAIL

RESIDENTS

MEAN RATINGS

	Free-ways	Major Highways	Main Streets	Local Streets	Transit Service
<u>TOTAL</u>	6.9	6.9	6.6	6.5	4.8
<u>AREA</u>					
Maricopa	6.8	6.8	6.9	6.9	4.6
Pima	6.8	6.9	6.1	6.3	6.0
Coconino	7.3	6.6	5.9	5.8	4.1
Yuma	7.8	7.5	6.7	6.5	4.0
Other Rural	7.1	6.8	6.0	5.6	3.9
<u>GENDER</u>					
Male	6.8	6.8	6.5	6.5	4.7
Female	7.0	7.0	6.6	6.5	4.8
<u>AGE</u>					
Under 35	7.0	6.9	6.5	6.4	5.2
35 to 54	6.6	6.6	6.6	6.5	4.4
55 or over	7.1	7.0	6.7	6.6	4.5
<u>LICENSED DRIVER</u>					
Yes	6.9	6.9	6.6	6.5	4.7
No	6.4	6.7	6.0	6.2	5.2

COMMUNITY LEADERS

<u>TOTAL</u>	6.4	6.4	6.3	6.6	4.0
<u>AREA</u>					
Urban	6.3	6.4	6.7	6.9	4.0
Rural	6.8	6.4	5.7	6.1	4.0

Continuing with this line of questioning, residents and community leaders were next asked to indicate what they feel should be done to improve each of the five transportation system components under study. Their responses are detailed in Tables 6 through 10 and their primary comments are summarized below.

LOCAL NEIGHBORHOOD STREETS

- Repair and maintenance (40%)
- Street improvements - widen (14%)
- Traffic control - lights, left turn lanes (9%)

MAIN STREETS AND ROADS

- Repair and maintenance (32%)
- Street improvements - widen (16%)
- Traffic control - lights, left turn lanes (14%)

FREEWAYS

- Build more (19%)
- Improve existing freeways - add lanes (19%)
- Complete freeways now under construction (11%)

MAJOR HIGHWAYS

- Widen/build more (27%)
- Repair and maintenance (16%)
- Traffic control - passing lanes (7%)

LOCAL TRANSIT SERVICE

- More buses (21%)
- Wider route coverage (16%)
- More frequent service (15%)

TABLE 6: NEEDED IMPROVEMENT TO LOCAL NEIGHBORHOOD STREETS

"Next, what do you feel should be done, if anything, to improve each of the following components of the transportation system in your area? First, what, if anything, should be done to improve your local neighborhood streets?"

	<u>RESIDENTS</u>						<u>COMMUNITY LEADERS</u>		
	Total	Mari - Pima copa	Coco-nino	Yuma	Other Rural	Total	Urban	Rural	
Street repair/maintenance -- fix potholes, sidewalks, timely repairs	40%	31%	51%	58%	41%	57%	50%	46%	57%
Street improvements -- widen streets	14	11	19	17	13	15	17	18	16
Traffic control -- lights, left turn signals/lanes, speed bumps	9	10	9	5	10	5	12	14	7
Law enforcement -- enforce speed limits, more police	5	6	4	2	4	3	2	2	1
Street lighting	4	2	10	2	8	3	4	6	0
Public transit	3	4	1	1	1	1	1	2	0
Street signs	1	1	*	2	2	1	*	1	0
Miscellaneous	6	4	7	8	7	8	13	13	13
Nothing -- OK as is	30	37	19	20	25	21	21	22	20
Not sure	6	7	4	2	6	4	3	4	0

*Indicates % less than .5

Totals may exceed 100% due to multiple responses.

**TABLE 7: NEEDED IMPROVEMENTS TO MAIN STREETS
AND ROADS IN YOUR CITY OR TOWN**

"And what, if anything, should be done to improve the main streets and roads in your city or town?"

	<u>RESIDENTS</u>						<u>COMMUNITY LEADERS</u>		
	Total	Mari-copa	Pima	Coco-nino	Yuma	Other Rural	Total	Urban	Rural
Street repair/maintenance -- fix potholes, sidewalks, timely repairs	32%	30%	32%	46%	37%	40%	37%	32%	46%
Street improvements -- widen streets	16	13	26	18	19	16	27	28	24
Traffic control -- lights, left turn signals/lanes, speed bumps	14	15	16	11	11	12	21	25	14
Law enforcement -- enforce speed limits, more police	4	5	3	3	2	1	3	2	3
Freeways -- complete, more	3	2	7	3	1	1	2	2	2
Street lighting	2	*	4	2	2	4	1	0	2
Public transit	2	2	1	1	1	1	3	4	0
Street signs	2	2	1	1	1	2	2	1	4
Miscellaneous	4	2	8	5	4	5	9	8	10
Nothing -- OK as is	30	32	24	23	30	28	19	19	20
Not sure	6	7	3	3	5	5	1	1	1

*Indicates % less than .5

Totals may exceed 100% due to multiple responses.

TABLE 8: NEEDED IMPROVEMENTS TO FREEWAYS IN YOUR AREA

"And what, if anything, should be done to improve the freeways in your area?"

	<u>RESIDENTS</u>			<u>LEADERS</u>
	Total	Mari-copa	Pima	
Build more/faster (NET)	29%	33%	14%	39%
Build more	19	21	15	22
Complete one's under construction	11	14	2	19
Freeway improvements - widen, add lanes	19	20	15	20
Repair and maintenance - re-surface, fix holes	7	6	11	5
Traffic control - ramp meters, raise speed limit	7	7	5	3
Law enforcement - more patrols, enforce speed limit	2	2	1	0
Increase funding	1	1	2	3
Better planning	1	2	1	6
Nothing -- OK as is	33	29	47	26
Not sure	9	10	7	6

Totals may exceed 100% due to multiple responses.

Asked in urban areas only

TABLE 9: NEEDED IMPROVEMENTS TO MAJOR HIGHWAYS IN YOUR AREA

"And what, if anything, should be done to improve the major highways which run between your area and other areas of the state?"

	<u>RESIDENTS</u>						<u>COMMUNITY LEADERS</u>		
	Total	Mari-copa	Pima	Coco-nino	Yuma	Other Rural	Total	Urban	Rural
Road improvements widen, build more	27%	26%	30%	37%	27%	28%	39%	42%	33%
Road repair/maintenance - fix potholes, timely repairs	16	14	14	23	21	21	24	22	27
Traffic control - passing lanes, left turn signals/lanes	7	7	6	7	4	9	4	1	11
Law enforcement - enforce speed limits, more police	3	3	2	1	2	2	1	1	2
Miscellaneous	2	2	2	3	1	2	3	5	0
Nothing -- OK as is	42	43	43	37	40	42	33	31	36
Not sure	11	12	8	4	8	8	6	9	2

Total may exceed 100% due to multiple responses.

TABLE 10: NEEDED IMPROVEMENTS TO LOCAL TRANSIT SERVICE

"And what, if anything, should be done to improve the local transit service in your area?"

	<u>RESIDENTS</u>						<u>COMMUNITY LEADERS</u>		
	Total	Mari-copa	Pima	Coco-nino	Yuma	Other Rural	Total	Urban	Rural
More buses	21%	19%	17%	30%	41%	29%	33%	32%	36%
Wider route coverage	16	21	14	14	3	7	20	26	9
More frequent service	15	21	11	7	1	1	12	17	3
Extended hours	8	11	8	5	*	*	11	15	4
Rail system	7	11	2	*	*	1	10	15	0
Sunday hours	3	5	*	1	0	1	5	6	3
Smog free buses	2	2	2	0	*	*	0	0	0
Lower fares	2	1	3	1	*	1	2	2	0
Expand Dial-A-Ride	1	2	*	1	*	1	1	1	1
More pullouts at stops	1	2	1	*	*	*	*	1	0
Security guards on buses	1	2	*	0	0	0	0	0	0
More bus shelters	1	1	2	3	1	*	0	0	0
Miscellaneous	5	6	5	5	4	5	13	15	10
Nothing -- OK as is	21	12	27	29	35	42	20	10	39
Not sure	19	18	26	19	17	17	12	12	11

* Indicates % less than .5

Transportation Spending Priorities

Residents and community leaders were next asked a series of questions to determine how much spending priority they felt should be received: (1) by each of the state's five major road transportation system components, and; (2) by 22 specific transportation improvements.

Looking first at the five major system components (Table 11), we find that residents place the highest priority on improving local transit service (46% very high/high priority) and freeways (46%). Also receiving high priority readings from at least four out of ten residents are main streets and roads (43%) and major highways (40%). Receiving the lowest priority reading among residents is neighborhood streets with a reading of 33 percent.

Among community leaders, the priority rankings are quite different with main streets and roads leading the list (60%) followed by three components with nearly identical readings -- local transit (53%), major highways (52%) and freeways (50%). Only in terms of neighborhood streets (36%) do community leaders' and residents' relative rankings coincide. Note, however, that community leaders offer each of the five components greater very high and high readings than do residents.

<u>SYSTEM COMPONENT</u>	<u>VERY HIGH/HIGH PERCENT/ (PRIORITY RANKING)</u>	
	<u>Residents</u>	<u>Community Leaders</u>
The local transit service in your city or town	46%/(1)	53%/(2)
The freeways in your area	46%/(1)	50%/(4)
The main streets and roads in your city or town	43%/(3)	60%/(1)
The major highways which run between your area and other areas of the state	40%/(4)	52%/(3)
Your local neighborhood streets	33%/(5)	36%/(5)

TABLE 11: OVERALL TRANSPORTATION SYSTEM SPENDING PRIORITY

"Next, given the fact that the amount of money available for road improvements is limited, how much spending priority do you feel each of the following components of the transportation system in your area should receive -- very high priority, high priority, moderate priority, low priority or very low priority?"

	<u>RESIDENTS</u>						VERY HIGH/HIGH
	Very High	High	Mod-erate	Low	Very Low	Not Sure	
The local transit service in your city or town	13%	33%	28%	8%	2%	16%	46%
The freeways in your area	11	35	34	10	2	8	46
The main streets and roads in your city or town	8	35	45	8	2	2	43
The major highways which run between your area and other areas of the state	6	34	43	11	2	4	40
Your local neighborhood streets	7	26	47	16	2	2	33

	<u>COMMUNITY LEADERS</u>						
	Very High	High	Mod-erate	Low	Very Low	Not Sure	
The main streets and roads in your city or town	15%	45%	36%	25%	1%	1%	60%
The local transit service in your city or town	28	25	22	5	1	19	53
The major highways which run between your area and other areas of the state	17	35	35	9	1	3	52
The freeways in your area	20	30	25	8	1	16	50
Your local neighborhood streets	9	27	47	15	1	1	36

From a geographic perspective, the following system components receive particularly high priority readings from residents and community leaders.

- TRANSIT/FREEWAYS: Very high readings from Maricopa County residents and urban community leaders.
- MAIN STREETS: Very high readings from Coconino County residents.
- MAJOR HIGHWAYS: Very high readings from Coconino County and rural residents and rural community leaders.
- LOCAL STREETS: Very high readings from rural community leaders.

Also notice in Table 12 that rural residents offer particularly low freeway readings and non-licensed drivers offer particularly high transit readings.

TABLE 12: OVERALL TRANSPORTATION SYSTEM SPENDING PRIORITY - DETAIL

RESIDENTS

% VERY HIGH/HIGH

	<u>Transit Service</u>	<u>Free- ways</u>	<u>Main Streets</u>	<u>Major Highways</u>	<u>Local Streets</u>
<u>TOTAL</u>	46%	46%	43%	40%	33%
<u>AREA</u>					
Maricopa	55	53	39	38	27
Pima	38	43	49	37	38
Coconino	40	28	54	47	35
Yuma	34	32	47	38	35
Other Rural	29	31	47	52	47
<u>GENDER</u>					
Male	48	46	43	41	36
Female	45	46	43	39	30
<u>AGE</u>					
Under 35	45	49	47	39	35
35 to 54	52	48	41	43	31
55 or over	41	41	39	39	32
<u>LICENSED DRIVER</u>					
Yes	46	46	43	40	37
No	57	44	36	38	37

COMMUNITY LEADERS

<u>TOTAL</u>	53%	50%	60%	52%	36%
<u>AREA</u>					
Urban	63	58	59	46	35
Rural	33	34	62	53	36

After respondents had indicated their spending priorities on the five major system components, they were asked to do the same regarding 22 specific transportation improvements (Tables 13 & 14). This line of inquiry reveals that, for the most part, residents and community leaders are in agreement regarding which transportation improvements should receive the highest spending priority. Thus, we find four of the improvements tested appearing at the top of each group's list with the top two improvements being the same -- widening of major highways, improving the pavement conditions on major highways, beginning or increasing the frequency of local bus service and improving the pavement markings on major highways. Also appearing at the top of residents' priority list is the adding of more safety features on major highways and improving the lighting on local streets and roads. The final improvement appearing on the top of the community leaders' list is the building of more freeways.

<u>SPECIFIC IMPROVEMENT</u>	<u>VERY HIGH/HIGH PERCENT/ (PRIORITY RANKING)</u>	
	<u>Residents</u>	<u>Community Leaders</u>
The widening of major highways	55%/(1)	61%/(1)
Improving the pavement conditions on major highways	53%/(2)	56%/(2)
Adding more safety features such as guard rail and crash cushions on major highways	53%/(3)	C
Beginning or increasing the frequency of local bus service	52%/(4)	50%/(5)
Improving the lighting on local streets and roads	52%/(5)	C
Improving the pavement markings which separate lanes or indicate passing lanes on major highways	50%/(6)	51%/(4)
Building more freeways (urban leader only)	C	52%/(3)

On the opposite side of the spectrum, residents and community leaders are also closely in agreement on which improvement should receive the lowest spending priority with the same four improvements appearing on each group's lowest prior list.

	VERY HIGH/HIGH PERCENT/ (PRIORITY RANKING)	
	Residents	Community Leaders
The building of new local streets and roads	32%/(19)	30%/(20)
Building more rest areas on major highways	30%/(20)	32%/(19)
Improving the landscaping on local streets and roads	22%/(21)	25%/(22)
Improving the landscaping on major highways	16%/(22)	27%/(21)

TABLE 13: SPENDING PRIORITY ON SPECIFIC TRANSPORTATION IMPROVEMENTS
(RESIDENTS)

"And, how much spending priority do you feel each of the following specific transportation improvements should receive in your area -- very high priority, high priority, moderate priority, low priority or very low priority?"

	Very High	High	Mod-erate	Low	Very Low	Not Sure	VERY HIGH/HIGH
The widening of major highways	14%	41%	31%	11%	2%	1%	55
Improving the pavement conditions on major highways	10	43	34	8	2	3	53
Adding more safety features such as guard rail and crash cushions on major highways	15	38	27	15	2	3	53
Beginning or increasing the frequency of local bus service	16	36	22	9	2	15	52
Improving the lighting on local streets and roads	14	38	29	14	3	2	52
Improving the pavement markings which separate lanes or indicate passing lanes on major highways	11	39	31	15	2	2	50
Improving the pavement conditions on local streets and roads	14	35	36	12	2	1	49
Adding more traffic signals and left turn arrows on local streets and roads	15	33	29	19	3	1	48
*Building more freeways	13	34	29	18	4	2	47
Improving the lighting on major highways	10	36	30	19	3	2	46
Improving flood control measures on local streets and roads	12	34	31	17	4	2	46
The building of new major highways	11	34	30	17	5	3	45
The widening of local streets and roads	13	31	35	16	4	1	44
Improving the pavement markings which separate lanes or indicate turn lanes on local streets and roads	12	29	39	16	3	1	41
Improving flood control measures on major highways	8	33	33	17	4	5	41
Adding bike lanes on local streets and roads	13	27	30	23	5	2	40
*Increasing the number of freeway lanes reserved exclusively for buses and cars carrying two or more people	7	32	32	23	4	2	39

(CONT'D) TABLE 13: SPENDING PRIORITY ON SPECIFIC
TRANSPORTATION IMPROVEMENTS (RESIDENTS)

	Very High	High	Mod- erate	Low	Very Low	Not Sure	VERY HIGH/ HIGH
Improving the information and destination signs on major highways	5%	30%	42%	18%	4%	1%	35%
The building of new local streets and roads	9	23	33	28	5	2	32
Building more rest areas on major highways	6	24	37	24	6	3	30
Improving the landscaping on local streets and roads	4	18	38	31	8	1	22
Improving the landscaping on major highways	3	13	36	35	12	1	16

* Maricopa/Pima Only

TABLE 14: SPENDING PRIORITY ON SPECIFIC TRANSPORTATION IMPROVEMENTS
(COMMUNITY LEADERS)

"And, how much spending priority do you feel each of the following specific transportation improvements should receive in your area -- very high priority, high priority, moderate priority, low priority or very low priority?"

	Very High	High	Mod-erate	Low	Very Low	Not Sure	VERY HIGH/HIGH
The widening of major highways	21%	40%	27%	8%	3%	1%	61%
Improving the pavement conditions on major highways	22	34	38	4	1	1	56
*Building more freeways	23	29	28	14	1	5	52
Improving the pavement markings which separate lanes or indicate passing lanes on major highways	23	28	32	13	2	2	51
Beginning or increasing the frequency of local bus service	22	28	28	6	3	13	50
Improving the pavement conditions on local streets and roads	15	33	46	6	0	0	48
The building of new major highways	16	30	23	22	3	6	46
Adding more safety features such as guard rail and crash cushions on major highways	16	29	39	12	1	3	45
Improving the lighting on local streets and roads	16	28	38	12	4	2	44
Adding more traffic signals and left turn arrows on local streets and roads	10	33	35	15	3	4	43
Improving flood control measures on major highways	12	27	30	22	4	5	39
Improving the lighting on major highways	14	24	40	15	4	3	38
Improving the pavement markings which separate lanes or indicate turn lanes on local streets and roads	7	31	43	14	3	2	38
Improving flood control measures on local streets and roads	10	27	41	18	2	2	37
The widening of local streets and roads	16	30	35	12	6	1	36
Improving the information and destination signs on major highways	10	25	46	15	1	1	35
*Increasing the number of freeway lanes reserved exclusively for buses and cars carrying two or more people	11	23	37	17	3	9	34
Adding bike lanes on local streets and roads	10	23	39	21	6	1	33

(CONT'D) TABLE 14: SPENDING PRIORITY ON SPECIFIC
TRANSPORTATION IMPROVEMENTS (COMMUNITY LEADERS)

	Very High	High	Mod- erate	Low	Very Low	Not Sure	VERY HIGH/ HIGH
Building more rest areas on major highways	16%	16%	39%	22%	5%	2%	32%
The building of new local streets and roads	8	22	36	22	6	6	30
Improving the landscaping on major highways	7	20	42	23	4	4	27
Improving the landscaping on local streets and roads	9	16	47	22	6	0	25

*Maricopa/Pima only

Listed below are the spending priorities within each geographic area which receive very high or high readings of approximately 50 percent or more.

MARICOPA COUNTY -- RESIDENTS

- Beginning or increasing the frequency of local bus service 60%
- The widening of major highways 58
- Adding more safety features such as guard rail and crash cushions on major highways 57
- Improving the pavement conditions on major highways 54
- Improving the lighting on local streets and roads 51
- Adding more traffic signals and left turn arrows on local streets and roads 51
- The building of new major highways 51
- Improving the pavement markings which separate lanes or indicate passing lanes on major highways 50
- Building more freeways 50

PIMA COUNTY -- RESIDENTS

- Improving the lighting on local streets and roads 56%
- The widening of local streets and roads 56
- Improving the pavement conditions on major highways 56
- Improving the pavement conditions on local streets and roads 55
- Improving flood control measures on local streets and roads 54
- Adding more safety features such as guard rail and crash cushions on major highways 52
- Improving the pavement markings which separate lanes or indicate passing lanes on major highways 52
- Improving the lighting on major highways 51

COCONINO COUNTY -- RESIDENTS

- Improving the pavement conditions on major highways 54%
- The widening of major highways 53
- Adding more safety features such as guard rail and crash cushions on major highways 49
- Beginning or increasing the frequency of local bus service 49

YUMA COUNTY -- RESIDENTS

- The widening of local streets and roads 54%
- Improving the lighting on local streets and roads 53
- Improving the pavement conditions on local streets and roads 53
- Adding more traffic signals and left turn arrows on local streets and roads 52

OTHER RURAL – RESIDENTS

- Improving the pavement conditions on local streets and roads 56%
- The widening of major highways 53
- Improving the lighting on local streets and roads 51
- Improving the pavement conditions on major highways 50

URBAN -- COMMUNITY LEADERS

- The widening of major highways 63%
- Beginning or increasing the frequency of local bus service 58
- The building of new major highways 55
- Building more freeways 52

RURAL -- COMMUNITY LEADERS

- Improving the pavement conditions on major highways 69%
- Improving the pavement markings which separate lanes or indicate passing lanes on major highways 60
- Improving pavement conditions on local streets and roads 60
- The widening of major highways 57

TABLE 15: SPENDING PRIORITY ON SPECIFIC TRANSPORTATION
IMPROVEMENTS - DETAIL (RESIDENTS)

	% VERY HIGH/HIGH					
	Total	Mari- copa	Pima	Coco- nino	Yuma	Other Rural
The widening of major highways	55%	58%	49%	53%	41%	53%
Improving the pavement conditions on major highways	53	54	56	54	41	50
Adding more safety features such as guard rail and crash cushions on major highways	53	57	52	49	43	42
Beginning or increasing the frequency of local bus service	52	60	42	49	46	35
Improving the lighting on local streets and roads	52	51	56	41	53	51
Improving the pavement markings which separate lanes or indicate passing lanes on major highways	50	50	52	43	40	49
Improving the pavement conditions on local streets and roads	49	44	55	47	53	56
Adding more traffic signals and left turn arrows on local streets and roads	48	51	45	30	52	42
*Building more freeways	47	50	39	NA	NA	NA
Improving the lighting on major highways	46	45	51	30	39	46
Improving flood control measures on local streets and roads	46	47	54	34	38	39
The building of new major highways	45	51	42	27	28	31
The widening of local streets and roads	44	39	56	37	54	46
Improving the pavement markings which separate lanes or indicate turn lanes on local streets and roads	41	39	41	41	47	47
Improving flood control measures on major highways	41	42	41	34	30	40
Adding bike lanes on local streets and roads	40	37	48	42	46	35
*Increasing the number of freeway lanes reserved exclusively for buses and cars carrying two or more people	39	39	40	NA	NA	NA
Improving the information and destination signs on major highways	35	35	37	31	30	35
The building of new local streets and roads	32	30	31	35	40	36

(CONT'D) TABLE 15: SPENDING PRIORITY ON SPECIFIC
TRANSPORTATION IMPROVEMENTS - DETAIL (RESIDENTS)

	Total	Mari- copa	Pima	Coco- nino	Yuma	Other Rural
Building more rest areas on major high- ways	30%	27%	32%	25%	33%	37%
Improving the landscaping on local streets and roads	22	20	22	21	31	25
Improving the landscaping on major high- ways	16	14	20	12	13	19

*Maricopa/Pima only

TABLE 16: SPENDING PRIORITY ON SPECIFIC TRANSPORTATION IMPROVEMENTS -
DETAIL (COMMUNITY LEADERS)

	% VERY HIGH/HIGH		
	Total	Urban	Rural
The widening of major highways	61%	63%	57%
Improving the pavement conditions on major highways	56	49	69
*Building more freeways	52	52	NA
Improving the pavement markings which separate lanes or indicate passing lanes on major highways	51	46	60
Beginning or increasing the frequency of local bus service	50	58	34
Improving the pavement conditions on local streets and roads	48	42	60
The building of new major highways	46	55	29
Adding more safety features such as guard rail and crash cushions on major highways	45	43	49
Improving the lighting on local streets and roads	44	46	40
Adding more traffic signals and left turn arrows on local streets and roads	43	45	40
Improving flood control measures on major highways	39	42	34
Improving the lighting on major highways	38	38	37
Improving the pavement markings which separate lanes or indicate turn lanes on local streets and roads	38	34	46
Improving flood control measures on local streets and roads	37	34	43
The widening of local streets and roads	36	45	49
Improving the information and destination signs on major highways	35	35	34
*Increasing the number of freeway lanes reserved exclusively for buses and cars carrying two or more people	34	34	NA
Building more rest areas on major highways	32	31	34
Adding bike lanes on local streets and roads	33	32	34
The building of new local streets and roads	30	29	31
Improving the landscaping on major highways	27	29	23
Improving the landscaping on local streets and roads	25	20	34

*Maricopa/Pima only

Importance of Better Transportation System

Nearly six out of ten residents (56%) and better than seven out of ten community leaders (72%) place high importance (7 to 10 on a 10 point scale) on having a better transportation system in their area of the state. Maricopa County residents (61%) and urban community leaders (76%) place particularly high importance on having a better transportation system. Conversely, older residents (46%) and other rural residents (49%) place noticeably lower importance on this factor.

TABLE 17: IMPORTANCE OF BETTER TRANSPORTATION SYSTEM TO YOUR AREA

"Next, as you know, there are many competing needs for Arizona's tax dollars. With this in mind, on a scale of 1 to 10, where 1 means not important at all and 10 means extremely important, how important is it to you personally to have a better transportation system in your area of the state?"

	<u>RESIDENTS</u>		
	1 to 4	5 to 6	7 to 10
<u>TOTAL</u>	20%	24%	56%
<u>AREA</u>			
Maricopa	17	22	61
Pima	20	27	53
Coconino	21	21	58
Yuma	19	23	58
Other Rural	28	23	49
<u>GENDER</u>			
Male	19	25	56
Female	21	22	57
<u>AGE</u>			
Under 35	17	24	59
35 to 54	16	22	62
55 or over	29	25	46
	<u>COMMUNITY LEADERS</u>		
<u>TOTAL</u>	11%	17%	72%
<u>AREA</u>			
Urban	8	16	76
Rural	18	18	64

The major benefits both residents and community leaders see in having a better transportation system are less congestion and less air pollution with the air pollution response registering particularly high among Maricopa County residents and urban community leaders. Also notice in Table 18 that community leaders place particularly high importance on the economic development benefits gaining from a better transportation system.

TABLE 18: MAJOR BENEFIT OF HAVING BETTER TRANSPORTATION SYSTEM

"What do you feel are the major benefits to your area of the state, if any, from having a better transportation system? What else?"

	<u>RESIDENTS</u>						<u>COMMUNITY LEADERS</u>		
	Total	Mari-copa	Pima	Coco-nino	Yuma	Other Rural	Total	Urban	Rural
Less congestion, faster travel	43%	44%	51%	42%	39%	33%	53%	60%	40%
Less air pollution	24	33	16	8	6	9	41	52	20
Fewer accidents/safety	13	10	17	20	16	17	19	19	20
Improved transit service	14	15	11	15	19	12	11	9	14
Economic development -- attract businesses	5	4	6	7	9	6	21	22	20
Attract tourists	3	2	4	12	3	4	7	2	17
Less car maintenance	3	2	4	2	2	5	7	8	6
Miscellaneous	2	2	2	2	2	3	0	0	0
Nothing	11	9	10	9	14	21	6	3	11
Not sure	12	12	11	10	12	12	3	2	6

Transportation System Funding Options

When residents and community leaders are asked if they would support or oppose each of seven financing options to raise funds for improving the transportation system in Arizona, they nearly unanimously turn thumbs down on each option offered. Thus, among residents we find opposition ranging from 58 percent for tolls on some major highways to 78 percent for increasing the property tax. Among community leaders, opposition to each funding option is quite similar with only a sales tax increase receiving majority support (60%). It is clear from these readings that while residents and community leaders may tout the value of an improved transportation system, they do not appear particularly willing to go beyond the established funding mechanisms to finance such improvements.

TABLE 19: SUPPORT/OPPOSITION OF SELECTED FUNDING OPTIONS

"Next, lets assume for a moment that significant money was needed to improve the transportation system in Arizona. Would you strongly support, support, oppose or strongly oppose each of the following financing options to raise these funds?"

	<u>RESIDENTS</u>					¹ NET SUP- PORT/ (OPPO- SITION)
	Strongly Support	Support	Oppose	Strongly Oppose	Not Sure	
Begin charging tolls on some major highways	4%	35%	44%	14%	3%	(19)
Increase the state sales tax	3	35	49	11	2	(22)
Take money from other public programs	3	27	50	10	10	(30)
Increase the gasoline tax	5	27	52	15	1	(35)
Increase vehicle registration fees	3	24	51	19	3	(43)
Increase the state income tax	3	23	58	14	2	(46)
Increase property taxes	2	17	60	18	3	(69)

	<u>COMMUNITY LEADERS</u>					
	Strongly Support	Support	Oppose	Strongly Oppose	Not Sure	
Increase the state sales tax	12%	48%	28%	11%	1%	21
Increase the gasoline tax	5	35	48	11	1	(19)
Begin charging tolls on some major highways	8	31	43	15	3	(19)
Increase the state income tax	2	29	54	15	0	(38)
Increase vehicle registration fees	3	25	54	17	1	(43)
Take money from other public programs	3	15	53	25	4	(60)
Increase property taxes	2	15	59	22	2	(64)

¹Support minus opposition

In the next table it may be seen that with the exception of a sales tax among community leaders, opposition to each funding option is universal among all demographic subgroups. In fact, the only bright spot in Table 20 is that urban community leaders appear somewhat more willing to look at tolls and an increase in the gasoline tax than do any other subgroups.

TABLE 20: SUPPORT FOR SELECTED FUNDING OPTIONS - DETAIL

RESIDENTS

NET SUPPORT (OPPOSITION)

	Tolls	Sales Tax	Other Programs Money	Gasoline Tax	Vehicle Registration Fees	State Income Tax	Property Taxes
<u>TOTAL</u>	(19)	(22)	(30)	(35)	(43)	(46)	(69)
<u>AREA</u>							
Maricopa	(15)	(11)	(33)	(28)	(43)	(44)	(56)
Pima	(24)	(40)	(29)	(32)	(48)	(50)	(53)
Coconino	(25)	(25)	(28)	(33)	(35)	(41)	(48)
Yuma	(30)	(33)	(22)	(54)	(38)	(63)	(68)
Other Rural	(30)	(37)	(26)	(60)	(43)	(52)	(71)
<u>GENDER</u>							
Male	(31)	(16)	(31)	(31)	(49)	(47)	(58)
Female	(8)	(27)	(30)	(39)	(38)	(47)	(59)
<u>AGE</u>							
Under 35	(24)	(13)	(39)	(40)	(39)	(45)	(46)
35 to 54	(14)	(18)	(30)	(27)	(42)	(42)	(58)
55 or over	(21)	(37)	(23)	(40)	(51)	(55)	(77)

COMMUNITY LEADERS

<u>TOTAL</u>	(19)	21	(60)	(19)	(43)	(38)	(64)
<u>AREA</u>							
Urban	(5)	22	(63)	(3)	(39)	(35)	(74)
Rural	(46)	20	(54)	(49)	(51)	(43)	(46)

Confidence in Government Transportation Agencies

Residents and community leaders were next probed on their confidence in government transportation agencies to wisely and efficiently manage additional transportation funds. This series of questions was structured to obtain opinions regarding not only generic "government transportation agencies" but also specific transportation agencies -- ADOT, county highway department, city street department.

Looking first at government transportation agencies from a generic standpoint, we find that residents offer less than a sterling vote of confidence in agencies to wisely and efficiently manage new funds. Thus, we find 48 percent indicating they have either a lot (11%) or some (37%) confidence in such agencies and an equal 47 percent indicating they have only a little (33%) or no confidence (14%). Maricopa County residents and other rural residents along with older residents reveal particularly low confidence levels.

On a more positive note, community leaders reveal far more confidence in government agencies with better than seven out of ten leaders (72%) indicating they have either a lot (26%) or some (46%) confidence in such agencies.

TABLE 21: CONFIDENCE IN GOVERNMENT TRANSPORTATION AGENCIES

"Now, let's assume for a moment that the significant transportation improvement funds we've been discussing were raised. How much confidence would you have in the various state and local government transportation agencies in Arizona to wisely and efficiently manage these funds and get the needed transportation improvements done -- a lot, some, only a little, or more."

	<u>RESIDENTS</u>					TOTAL
	A Lot	Some	Only A Little	None	Not Sure	A LOT/ SOME
<u>TOTAL</u>	11%	37%	33%	14%	5%	48%
<u>AREA</u>						
Maricopa	9	38	32	15	5	47
Pima	13	39	34	11	3	52
Coconino	15	43	24	12	6	58
Yuma	14	46	25	10	5	60
Other Rural	16	28	34	14	8	44
<u>GENDER</u>						
Male	11	35	31	19	4	46
Female	11	39	34	9	7	50
<u>AGE</u>						
Under 35	13	43	26	12	6	56
35 to 54	14	32	32	19	3	46
55 or Over	6	36	39	12	7	42

<u>COMMUNITY LEADERS</u>						
<u>TOTAL</u>	26%	46%	20%	5%	3%	72
<u>AREA</u>						
Urban	31	43	20	5	1	74
Rural	17	51	20	6	6	68

Turning next to specific Arizona transportation agencies we find far higher levels of confidence among residents with 63 percent revealing a lot or some in ADOT, 61 percent a lot or some in their county highway department and 59 percent a lot or some in their city street department -- each reading well above the 48 percent received earlier by the generic "transportation agencies." Table 22 also reveals solid confidence ratings for each specific agency among community leaders.

TABLE 22: CONFIDENCE IN SPECIFIC TRANSPORTATION AGENCIES

"And, how much confidence would you have in each of the following specific agencies to wisely and efficiently manage these funds and get the needed transportation improvements done -- a lot, some, only a little or none at all?"

	<u>RESIDENTS</u>					TOTAL
	A Lot	Some	Only A Little	None	Not Sure	A LOT/SOME
The Arizona Department of Transportation	24%	39%	23%	9%	5%	63%
Your county highway department	17	44	26	7	6	61
Your city street department	18	41	25	10	6	59

	<u>COMMUNITY LEADERS</u>					
The Arizona Department of Transportation	27%	47%	21%	3%	2%	74
Your county highway department	20	48	20	8	4	68
Your city street department	40	40	12	5	3	80

Demographically, younger residents reveal higher confidence levels in each agency than older residents while other rural residents reveal noticeably low confidence readings for their city streets department.

TABLE 23: CONFIDENCE IN SPECIFIC TRANSPORTATION AGENCIES - DETAIL

RESIDENTS

A LOT/SOME

	<u>ADOT</u>	<u>COUNTY</u>	<u>CITY</u>
<u>TOTAL</u>	63%	61%	59%
<u>AREA</u>			
Maricopa	61	60	63
Pima	64	63	58
Coconino	70	62	65
Yuma	70	66	62
Other Rural	64	60	50
<u>GENDER</u>			
Male	62	60	61
Female	63	62	59
<u>AGE</u>			
Under 35	73	69	68
35 to 54	59	56	61
55 or over	55	56	50

COMMUNITY LEADERS

<u>TOTAL</u>	74%	68%	80%
<u>AREA</u>			
Urban	73	65	84
Rural	76	76	68

After respondents had revealed their confidence level in government transportation agencies they were asked to indicate what it would take to increase their confidence in these agencies. Among residents, the two major suggestions are first to be able to see results/ improvements (32%) and second better management/planning (20%). Among community leaders, the major suggestions are the same as among residents plus the call for more openness in terms of keeping the public informed (24%).

TABLE 24: WAYS TO INCREASE CONFIDENCE IN TRANSPORTATION AGENCIES

"What would it take to increase your confidence in state and local government transportation agencies?"

	<u>RESIDENTS</u>						<u>COMMUNITY LEADERS</u>		
	Total	Mari-copa	Pima	Coco-nino	Yuma	Other Rural	Total	Urban	Rural
See results, improvements	32%	31%	29%	39%	28%	35%	22%	19%	29%
Better management/planning	20	19	21	18	12	24	34	39	26
New leadership	12	13	12	8	9	8	6	5	9
Be honest with public	10	13	7	3	2	6	3	3	3
More open -- keep public informed, public meetings	9	8	14	14	9	7	24	26	20
Miscellaneous	1	1	2	1	1	0	6	3	11
Nothing - fine as is	7	5	7	11	15	10	13	12	14
Not sure	20	21	17	15	30	18	13	14	11

Familiarity With Electronic Highway Management Technologies

Roughly seven out of ten residents and community leaders reveal at least some familiarity with three of the five electronic highway management technologies tested -- live video of freeway conditions on local TV news, electronic message signs on freeways and other major highways, and ramp meters. In comparison, only about four in ten or less reveal familiarity with computerized navigation systems or traffic information on the internet.

TABLE 25: FAMILIARITY WITH ELECTRONIC TECHNOLOGIES

"Next, would you say you are very familiar, somewhat familiar or not familiar with each of the following electronic highway management technologies?"

RESIDENTS

	Very	Some- what	Not Familiar/ Not Sure
Live video of freeway conditions on local TV news	34%	40%	26%
Electronic message signs on freeways and other major highways	34	39	27
Ramp meters which control traffic flow onto freeways	33	36	31
Computerized navigation systems inside vehicles	9	29	62
Traffic information on the internet	8	16	76

COMMUNITY LEADERS

Electronic message signs on freeways and other major highways	45%	46%	9%
Ramp meters which control traffic flow onto freeways	45	38	17
Live video of freeway conditions on local TV news	28	46	26
Computerized navigation systems inside vehicles	4	38	58
Traffic information on the internet	5	22	73

Geographically, Maricopa County residents and urban community leaders tend to reveal the highest levels of familiarity with each of the five electronic technologies.

TABLE 26: FAMILIARITY WITH ELECTRONIC TECHNOLOGIES - DETAIL

RESIDENTS

% VERY FAMILIAR

	TV Video	Message Signs	Ramp Meters	CNS	Internet Info
<u>TOTAL</u>	34%	34%	33%	9%	8%
<u>AREA</u>					
Maricopa	39	39	41	10	11
Pima	27	25	19	9	5
Coconino	30	33	21	8	5
Yuma	22	25	16	7	5
Other Rural	27	29	25	6	4
<u>GENDER</u>					
Male	31	35	36	11	9
Female	37	33	29	7	8
<u>AGE</u>					
Under 35	29	34	35	11	6
35 to 54	38	41	36	9	13
55 or Over	37	26	26	8	7
<u>LICENSED DRIVER</u>					
Yes	35	36	34	9	9
No	11	13	15	7	4

COMMUNITY LEADERS

<u>TOTAL</u>	28%	45%	45%	4%	5%
<u>AREA</u>					
Urban	29	48	52	5	3
Rural	26	40	31	3	9

Likely Use of Road and Weather Condition Information Sources

The final survey question asked respondents how likely they would be to utilize each of four methods of getting Arizona road and weather condition information. As the next table reveals, two-thirds or more of residents and community leaders indicate they would be either very or somewhat likely to use a toll-free telephone number or a highway advisory radio station. Only about one-third of each group, however, indicate they would use the internet or information kiosks at malls.

TABLE 27: LIKELY USE OF INFORMATION SOURCES

"Next, would you be very likely, somewhat likely, or not likely to use each of the following methods to get information on road and weather conditions in Arizona?"

RESIDENTS

	Very	Some- what	Not Familiar/ Not Sure
A toll-free telephone number	41%	28%	31%
A highway advisory radio station	39	30	31
The internet	12	17	71
An information kiosk at a local mall	7	20	73

COMMUNITY LEADERS

A highway advisory radio station	36%	36%	28%
A toll-free telephone number	27	40	33
The internet	11	23	66
An information kiosk at a local mall	4	18	78

The use patterns noted above are relatively consistent among the various demographic groups analyzed. Note, however, that older residents' are the most like groups to use a toll-free telephone number and advertising radio station, while younger residents are far more likely to use the internet. Additionally, urban community leaders reveal particularly low use of toll-free telephone number.

TABLE 28: LIKELY USE OF INFORMATION SOURCES - DETAIL

RESIDENTS

% VERY LIKELY

	Tele- phone	Radio	Internet	Kiosk
<u>TOTAL</u>	41%	39%	12%	7%
<u>AREA</u>				
Maricopa	38	38	11	7
Pima	43	43	12	9
Coconino	54	46	14	7
Yuma	45	37	8	12
Other Rural	45	40	12	6
<u>GENDER</u>				
Male	36	36	11	8
Female	45	43	12	7
<u>AGE</u>				
Under 35	41	30	13	8
35 to 54	34	45	15	8
55 or Over	50	47	5	6

COMMUNITY LEADERS

<u>TOTAL</u>	27%	36%	11%	4%
<u>AREA</u>				
Urban	19	37	11	5
Rural	43	34	11	3

APPENDIX

Methodology

The information contained in this study is based on in-depth telephone interviews conducted with 2,035 Arizona residents 18 years of age and older and 200 Arizona Community Leaders.

A disproportionate, stratified sample was utilized on the resident component of this project in order to meet the AQI requirement that the sampling error not exceed +/- 5.0 percent at a 95 percent confidence level within each of the study's five geographic subareas.

GEOGRAPHIC SAMPLING AREA	NUMBER OF INTERVIEWS	+/- MARGIN OF ERROR AT 95% CONFIDENCE LEVEL
Metro Phoenix (Maricopa County)	405	5.0%
Metro Tucson (Pima County)	400	5.0
Coconino County (Flagstaff)	400	5.0
Yuma County (Yuma)	413	5.0
Remainder of State	417	5.0
TOTAL	2,035	2.2

Household selection on the resident component of this project was accomplished via a computer-generated pure unweighted (EPSEM) random digit dial (RDD) telephone sample which selects households on the basis of telephone prefix. This method was used because it ensures a randomly selected sample of area households proportionately allocated throughout the sample universe. This method also ensures that all unlisted and newly listed telephone households are included in the sample. A pre-identification screening process was also utilized on this project. This computer procedure screens the sample to remove known business and commercial telephone prefixes in addition to disconnects, faxes and computers. This process greatly limits contacts to residential telephones.

Respondent selection within households was accomplished using a most recent birthday technique which selected residents within households based on the household member 18 years or over with the most recent birthday. This selection method has been demonstrated to be technically superior to other selection methods.

The survey employed a multi-stage sampling process. The first step was to stratify the subarea samples according to the current population residing in each area. Telephone households were selected within those areas using the RDD methodology. A probability sample developed in this manner will sample proportionately relative to an areas distribution of the population. This strengthens the ability of the sample to be compared with Census data and other demographic information.

Respondents selection on the community leader component of this project was accomplished utilizing BRC's community leader data base. For the purpose of this study, community leaders were defined as local government officials, elected representatives, business leaders, community activists and lobbyists. The 200 interviews were distributed throughout Arizona in the following proportions:

GEOGRAPHIC SAMPLING AREA	NUMBER OF INTERVIEWS
Metro Phoenix (Maricopa County)	90
Metro Tucson (Pima County)	40
Coconino County (Flagstaff)	10
Yuma County (Yuma)	10
Remainder of State	50
TOTAL	200

The questionnaire used in this study was designed by BRC in conjunction with the AQI Steering Committee (see appended questionnaires). After approval of the preliminary draft questionnaire, it was pre-tested with a randomly selected cross-section of 20 Arizona residents. The pre-test focused on the value and understandability of the questions, adequacy of response categories, questions for which probes were necessary, and the like. Several minor changes were made following the pre-test, and the final form was approved by the Steering Committee. Following questionnaire approval, it was translated into Spanish for use among Spanish speaking residents who fell into the study sample.

This survey utilized a "split" sample methodology. Using this methodology, selected survey questions were designated core questions and asked of all survey respondents while other survey questions were asked of only one-half of the survey respondents. This methodology is commonly used when the volume of information desired is particularly extensive and the number of interviews to be conducted is of adequate size to justify splitting. Questions 1 through 5 and 15 through 16 were designated core questions for the purpose of this survey and asked of all study respondents. The remaining questions were asked of one-half of the study respondents.

All of the resident interviewing on this project was conducted between January 15 and February 2, 1997, and all of the community leader interviewing between March 20 and March 27, 1997 at the Center's central location (CATI) telephone facility where each interviewer worked under the direct supervision of BRC supervisory personnel. All of the interviewers who worked on this project were professional interviewers of the Center. Each had prior experience with BRC and received a thorough briefing on the particulars of this study. During the briefing, the interviewers were trained on (a) the purpose of the study, (b) sampling procedures, (c) administration of the questionnaire, and (d) other project-related factors. In addition, each interviewer completed a set of practice interviews to ensure that all procedures were understood and followed.

Interviewing on the resident component of this project was conducted during an approximately equal cross-section of daytime, evening, and weekend hours. This procedure was followed to ensure that all households were equally represented, regardless of work schedules. Further, during the interviewing segment of this study, up to six separate attempts, on different days and during different times of day, were made to contact each selected resident. Only after six unsuccessful attempts was a selected household substituted in the sample. Using this methodology, the full sample was completed, and partially completed interviews were not accepted nor counted toward fulfillment of the total sample quotas.

Interviewing on the community leader component of this project was conducted during normal business hours and up to six separate attempts -- on different days and during different times of day -- were made to contact each selected respondent. Only after six unsuccessful attempts was a selected respondent substituted in the sample. Again, using this methodology, the full sample was completed, and partially completed interviews were not accepted, nor were they counted toward fulfillment of the total sample quotas.

One hundred percent of the completed interviews were edited, and any containing errors of administration were pulled, the respondent re-called, and the errors corrected. In addition, 15 percent of each interviewer's work was randomly selected for validation to ensure its authenticity and correctness. No problems were encountered during this phase of interviewing quality control.

As the data collection segment of this study was being undertaken, completed and validated interviews were turned over to BRC's in-house coding department. The coding department edited, validated and coded the interviews. Upon completion of coding, a series of validity and logic checks were run on the data to ensure it was "clean" and representative of the sample universe. Following this procedure, the resident study data was "weighted" prior to generating the detailed tables presented in Volume II. This process was necessary to make the final resident study sample geographically representative of the study universe.

SAMPLING AREA	UNWEIGHTED %	WEIGHTED %
Metro Phoenix (Maricopa County)	20	59
Metro Tucson (Pima County)	20	19
Coconino County (Flagstaff)	20	2
Yuma County (Yuma)	20	3
Remainder of state	20	17
total	100	100

When analyzing the results of this survey, it should be kept in mind that all surveys are subject to sampling error. Sampling error, stated simply, is the difference between the results obtained from a sample and those which would be obtained by surveying the entire population under consideration. The size of sampling error varies, to some extent, with the number of interviews completed and with the division of opinion on a particular question.

An estimate of the sampling error range for the two components of this study are provided in the following table. The sampling error presented in the table has been calculated at the confidence level most frequently used by social scientists, the 95 percent level. The sampling error figures shown in the table are average figures that represent the maximum error for the sample bases shown (i.e., for the survey findings where the division of opinion is approximately 50%/50%). Survey findings that show a more one-sided distribution of opinion, such as 70%/30% or 90%/10%, are usually subject to slightly lower sampling tolerances than those shown in the table.

As may be seen in the table, the overall sampling error for the resident component of this study is approximately +/- 2.2 percent when the sample is studied in total (i.e., all 2,033 cases), while the overall sampling error for the community leader component is approximately +/- 7.1 percent. However, when subsets of the total samples are studied, the amount of sampling error increases based on the sample size within the subset.

Sample Size	Approximate Sampling Error At A 95% Confidence Level (Plus/Minus Percentage Of Sampling Tolerance)
2,000	2.2%
1,000	3.2%
400	5.0%
200	7.1%
100	10.0%

Survey Questionnaires

January, 1997

Hello, my name is _____ and I'm with the Behavior Research Center of Arizona. May I please speak to the adult in the household 18 years of age or older who had the most recent birthday? (IF ASKED, READ: We ask for the adult with the most recent birthday in order to randomize the selection of people in your household).

IF AVAILABLE - CONTINUE

IF NOT AVAILABLE - ARRANGE CALLBACK

CALLBACK INFO: _____

WHEN RESPONDENT ONLINE:

(Hello, my name is _____ and I'm with the Behavior Research Center of Arizona.)
 We're conducting a study among Arizona residents on issues in their area and I'd like to speak with you for a few minutes.

Male...1 ()
 Female...2 ()

1. To begin, what do you feel are the most important problems or issues facing your area of Arizona today? That is, the ones that affect you and your family the most?

 _____ ()
 _____ ()
 _____ ()

2. Next, would you rate each of the following in your area of Arizona as excellent, good, fair, poor or very poor? (READ EACH ROTATE)

	Excel- lent	Good	Fair	Poor	Very Poor	Not Sure	()
A. Quality of schools	1	2	3	4	5	6	()
B. Quality of police and fire protection	1	2	3	4	5	6	()
C. Quality of local streets and roads	1	2	3	4	5	6	()
D. Quality of drinking water	1	2	3	4	5	6	()
E. Neighborhood cleanliness	1	2	3	4	5	6	()
F. Quality of air	1	2	3	4	5	6	()
G. Quality of major highways	1	2	3	4	5	6	()
H. Quality of local transit service	1	2	3	4	5	6	()
I. Availability of jobs	1	2	3	4	5	6	()

(ASK IN MARICOPA/PIMA ONLY)

J. Quality of freeways 1 2 3 4 5 6 ()

3. Now, I'd like to talk to you about how satisfied you are with the transportation system in your area of the state. Using a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, how satisfied are you with each of the following main components of the transportation system in your area. If any of the components I mentioned do not apply in your area, please just say so. To start, how satisfied are you with (ITEM A). (REPEAT FOR EACH ITEM DO NOT ROTATE CODE NA 12)

A. Your local neighborhood streets _____ ()
 B. The main streets and roads in your city or town _____ ()
 C. The freeways in your area _____ ()
 D. The major highways which run between your area and other areas of the state _____ ()
 E. The local transit service in your city or town. _____ ()

4. Next, what do you feel should be done, if anything, to improve each of the following components of the transportation system in your area?

A. First, what, if anything, should be done to improve your local neighborhood streets?
 _____ ()
 _____ ()
 _____ ()
 _____ ()

A.	Improving the pavement conditions on major highways	1	2	3	4	5	6	()
B.	Improving the landscaping on major highways	1	2	3	4	5	6	()
C.	Improving the lighting on major highways	1	2	3	4	5	6	()
D.	The widening of major highways	1	2	3	4	5	6	()
E.	The building of new major highways	1	2	3	4	5	6	()
F.	Improving the pavement markings which separate lanes or indicate passing lanes on major highways	1	2	3	4	5	6	()
G.	Improving flood control measures on major highways	1	2	3	4	5	6	()
H.	Adding more safety features such as guard rail and crash cushions on major highways	1	2	3	4	5	6	()
I.	Building more rest areas on major highways	1	2	3	4	5	6	()
J.	Improving the information and destination signs on major highways	1	2	3	4	5	6	()

(ASK IN MARICOPA/PIMA ONLY)

K.	Building more freeways	1	2	3	4	5	6	()
L.	Increasing the number of freeway lanes reserved exclusively for buses and cars carrying two or more people	1	2	3	4	5	6	()

7. (SQ) Next, as you know, there are many competing needs for Arizona's tax dollars. With this in mind, on a scale of 1 to 10, where 1 means not important at all and 10 means extremely important, how important is it to you personally to have a better transportation system in your area of the state? RATING: / / / / / / / / / / / / ()

8. (SQ) What do you feel are the major benefits to your area of the state, if any, from having a better transportation system? (PROBE) What else?

_____ ()

_____ ()

_____ ()

_____ ()

9. (SQ) Next, lets assume for a moment that significant money was needed to improve the transportation system in Arizona. Would you strongly support, support, oppose or strongly oppose each of the following financing options to raise these funds? (READ EACH ROTATE)

	Strongly Support	Support	Oppose	Strongly Oppose	Not Sure	()
A. Increase the state sales tax	1	2	3	4	5	()
B. Increase vehicle registration fees	1	2	3	4	5	()
C. Increase the state income tax	1	2	3	4	5	()
D. Begin charging tolls on some major highways	1	2	3	4	5	()
E. Increase the gasoline tax	1	2	3	4	5	()
F. Increase property taxes	1	2	3	4	5	()
G. Take money from other public programs	1	2	3	4	5	()

10. (SQ) Next, lets assume for a moment that the significant transportation improvement funds we've been discussing were raised. How much confidence would you have in the various state and local government transportation agencies in Arizona to wisely and efficiently manage these funds and get the needed transportation improvements done -- a lot, some, only a little, or none.

A lot...1 ()
Some...2
Only a little...3
None...4
Not Sure...5

11. (SQ) And, how much confidence would you have in each of the following specific agencies to wisely and efficiently manage these funds and get the needed transportation improvements done -- a lot, some, only a little or none at all? (READ EACH ROTATE)

	A Lot	Some	Only A Little	None	Not Sure	()
A. The Arizona Department of Transportation	1	2	3	4	5	()
B. Your county highway department	1	2	3	4	5	()
C. Your city street department	1	2	3	4	5	()

12. (SQ) What would it take to increase your confidence in state and local government transportation agencies?

_____ ()
 _____ ()
 _____ ()
 _____ ()

13. (SQ) Next, would you say you are very familiar, somewhat familiar or not familiar with each of the following electronic highway management technologies? (READ EACH; ROTATE)

	Very	Some-what	Not Familiar/Not Sure	
A. Electronic message signs on freeways and other major highways	1	2	3	()
B. Traffic information on the Internet	1	2	3	()
C. Live video of freeway conditions on local TV news	1	2	3	()
D. Computerized navigation systems inside vehicles	1	2	3	()
E. Ramp meters which control traffic flow onto freeways	1	2	3	()

14. (SQ) Next, would you be very likely, somewhat likely, or not likely to use each of the following methods to get information on road and weather conditions in Arizona?

	Very	Some-what	Not Familiar/Not Sure	
A. A highway advisory radio station	1	2	3	()
B. A toll-free telephone number	1	2	3	()
C. The Internet	1	2	3	()
D. An information kiosk at a local mall	1	2	3	()

15. Now, before we finish, I need two pieces of information about yourself for classification purposes. First, which of the following best describes your age? (READ EACH)

- Under 25...1
- 25 to 34...2
- 35 to 44...3
- 45 to 54...4
- 55 to 64...5
- 65 or over...6

(DONT READ) Refused...7

16. And finally, are you a licensed driver?

- Yes...1
- No...2
- Refused...3

Thank you very much, that completes this interview. My supervisor may want to call you to verify that I conducted this interview so may I have your first name so that they may do so? (VERIFY PHONE NUMBER)

NAME: _____ PHONE #: _____ ()

TIME END: _____ TOTAL TIME: _____ ()

ADMINISTRATIVE DATA:

INTERVIEWER NAME: _____ #: _____ ()

VALIDATED BY: _____ #: _____ ()

CODED BY: _____ #: _____ ()

OBSERVED DATA (FROM SAMPLE) COUNTY CODE: _____ ()

ZIP CODE: _____ ()

January, 1997

Hola, mi nombre es _____ y soy parte del Centro de Estudios de Conducta de Arizona. Me permite el favor de hablar con el adulto de 18 años de edad o mayor que ha cumplido años mas recientemente. (SI LE PREGUNTA LEA: Pedimos hablar con el adulto que haya cumplido años mas recientemente para asegurarnos que estamos hablando con una amplia seleccion de personas en su hogar).

SI ESTA DISPONIBLE - CONTINUE

SI NO ESTA DISPONIBLE - ARREGLOS PARA REGRESAR LA LLAMADA

INFORMACION PARA VOLVER A LLAMAR: _____

CUANDO LA PESONA ESTE EN LA LINEA:

(Hola, mi nombre es _____ y soy parte del Centro de Estudios de Conducta de Arizona.) Estamos conduciendo un estudio con residentes de Arizona acerca de problemas en su area, quisiera hablar con usted por unos cuantos minutos. Hombres...1 ()
 Mujer...2 ()

1. Para comenzar, cual piensa usted es el problema mas importante en su area de Arizona hoy? Quiero decir, el problema que le afecta mas a usted, y a su familia?

 _____ ()

2. Ahora, quiero que evalúe cada uno de los siguientes elementos en su area de Arizona. Dígame si son excelente, bueno, regular, malo, o muy malo? (LEA CADA UNO/EN ROTACION)

	Excel- ente	Bueno	Regular	Malo	Muy Malo	No esta Seguro	()
A. Calidad de escuelas	1	2	3	4	5	6	()
B. Calidad de proteccion de policia y bomberos	1	2	3	4	5	6	()
C. Calidad de calles y caminos locales	1	2	3	4	5	6	()
D. Calidad de agua para tomar	1	2	3	4	5	6	()
E. Limpieza de su comunidad	1	2	3	4	5	6	()
F. Calidad del aire	1	2	3	4	5	6	()
G. Calidad de carreteras principales	1	2	3	4	5	6	()
H. Calidad del servicio de transportacion local	1	2	3	4	5	6	()
I. Empleos disponibles	1	2	3	4	5	6	()

(PREGUNTE EN EL CONDADO DE MARICOPA/PIMA UNICAMENTE)

J. Calidad de las autopistas 1 2 3 4 5 6 ()

3. Ahora, quisiera saber que tan satisfecho esta usted con el sistema de transportacion en su area del estado. Usando una escala del 1 al 10, donde 1 indica que usted esta extremadamente insatisfecho y 10 indica que usted esta extremadamente satisfecho, diga me satisfecho esta con cada uno de los siguientes coponientes del sistema de transportacion en su area. Si cualquiera de los componentes que menciono no existen en su area, por favor dígame. Para comenzar, que tan satisfecho esta con (PUNTO A). (REPITA CADA PUNTO, NO HAGA ROTACION)

A. Las calles en su comunidad / / / / ()
 B. Las calles principales y caminos en su ciudad o pueblo / / / / ()
 C. Las autopistas en su area / / / / ()
 D. Las carreteras principales que corren entre su area y otras areas del estado / / / / ()
 E. El servicio local de transportacion en su ciudad o pueblo / / / / ()

4. Ahora, que piensa usted se debe hacer, para mejorar cada una de los siguientes componentes del sistema de transportacion en su area?

A. Primero, que, si algo, se debe hacer, para mejorar las calles en su comunidad?
 _____ ()
 _____ ()
 _____ ()
 _____ ()

B. Y que, si algo, se debe hacer para mejorar las calles principales y caminos en su ciudad o pueblo?

_____ 0
 _____ 0
 _____ 0
 _____ 0

C. (SI APLICA) Y que, si algo, se debe hacer para mejorar las autopistas en su area?

_____ 0
 _____ 0
 _____ 0
 _____ 0

D. Y que, si algo, se debe hacer para mejorar las carreteras principales que corren entre su area y otras areas del estado?

_____ 0
 _____ 0
 _____ 0
 _____ 0

E. Y que, si algo, se debe hacer para mejorar el servicio local de transportacion en su area?

_____ 0
 _____ 0
 _____ 0
 _____ 0

5. Ahora, como usted sabe, el dinero disponible para mejorar las calles es limitado. Con respecto al gasto de dinero, que prioridad le da a los siguientes componentes del sistema de transportacion en su area -- muy alta prioridad, alta prioridad, prioridad moderada, baja prioridad, muy baja prioridad? (LEA CADA UNA EN ROTACION)

	Muy Alta	Alta	Mod-erada	Baja	Muy Baja	No Seguro	
A. Las calles en su comunidad	1	2	3	4	5	6	()
B. Las calles principal y caminos en su ciudad o pueblo	1	2	3	4	5	6	()
C. Las autopistas en su area	1	2	3	4	5	6	()
D. Las carreteras principales que corren entre su area y las otras areas del estado	1	2	3	4	5	6	()
E. el servicio local de transportacion en su ciudad o pueblo	1	2	3	4	5	6	()

6. (SQ) Y, que tanta prioridad piensa usted, deben recibir los siguientes mejoramientos especificos de transportacion en su area -- muy alta prioridad, alta prioridad, prioridad en moderacion, baja prioridad, o muy baja prioridad? (LEA CADA UNA EN ROTACION)

	Muy Alta	Alta	Mod-erada	Baja	Muy Baja	No Seguro	
A. Mejorar las condiciones del pavimento en calles locales y carreteras	1	2	3	4	5	6	()
B. Mejorar el panorama en las calles locales y carreteras	1	2	3	4	5	6	()
C. Mejorar la iluminacion en las calles locales y carreteras	1	2	3	4	5	6	()
D. Anchar las calles locales y carreteras	1	2	3	4	5	6	()
E. La construccion de nuevas calles locales y carreteras	1	2	3	4	5	6	()
F. Mejorar las lineas en el pavimento que marcan los carriles o indican los carriles para doblar en las calles locales y carreteras	1	2	3	4	5	6	()
G. Mejorar medidas de control contra inundaciones en calles locales y carreteras	1	2	3	4	5	6	()
H. Aumentando senales de trafico y semaforos con flechas para doblar a la izquierda en las calles locales y carreteras	1	2	3	4	5	6	()
I. El inicio o aumento del servicio de autobus local	1	2	3	4	5	6	()
J. Carriles adicionales para bicicletas en calles locales y carreteras	1	2	3	4	5	6	()

VERSION 1

A.	Mejorar las condiciones del pavimento en carreteras principales	1	2	3	4	5	6	()
B.	Mejorar el panorama en carreteras principales	1	2	3	4	5	6	()
C.	Mejorar la iluminacion en las carreteras principales	1	2	3	4	5	6	()
D.	Anchar las carreteras principales	1	2	3	4	5	6	()
E.	La construccion de carreteras principales	1	2	3	4	5	6	()
F.	Marcar mejor las lineas en el pavimento que separan los carriles o que indican los carriles para rebasar o pasar a otros carros en carreteras principales	1	2	3	4	5	6	()
G.	Mejorar as medidas de control contra inundaciones en carreteras principales	1	2	3	4	5	6	()
H.	Poner mas semblantes de seguridad como rieles de guardia y barreras de amortizacion contra estrellos en carreteras principales	1	2	3	4	5	6	()
I.	Construir mas areas de descanso en las carreteras principales	1	2	3	4	5	6	()
J.	Mejorar los leteros de informacion y desviacion en las carreteras principales	1	2	3	4	5	6	()

(PREGUNTE EN MARICOPA SOLAMENTE)

K.	La construccion de mas autopistas	1	2	3	4	5	6	()
L.	Aumentar el numero de carriles en la autopista reservados exclusivamente para autobuses y automobiles con dos pasajeros or mas	1	2	3	4	5	6	()

7. (SQ) Ahora, como usted sabe, hay muchas carencias que compiten para usar los dolares de impuestos de Arizona. Con esto en mente, en una escala de 1 a 10, donde 1 quiere decir que no es de importancia y 10 quiere decir que es extremadamente importante, que tan importante es para usted, personalmente, tener un mejor sistema de transportacion en su area del estado? RATING: / / / / ()

8. (SQ) Cuales piensa usted serian los beneficios principales en su area del estado, si es que hubiera alguno, si se tuviera un mejor sistema de transportacion? (PREGUNTE) ¿Que mas?

_____ ()

_____ ()

_____ ()

_____ ()

9. (SQ) Ahora, suponga por un momento que para mejorar el sistema de transportacion en Arizona se necesitara una cantidad significativa de dinero. Para conseguir estos fondos, digame si usted apoya fuertemente, apoya, se opone, se opone fuertement a cada una de las siguientes opciones de financiamiento? (LEA CADA UNO/ROTACION)

	Apoya Fuerte-mente	Apoya	Se Opone	Se Opone Fuerte-mente	No esta Seguro
--	--------------------	-------	----------	-----------------------	----------------

A.	Aumentar los impuestos de venta estatales	1	2	3	4	5	()
B.	Aumentar el costo de registracion de vehiculos	1	2	3	4	5	()
C.	Aumentar los impuestos personales estatales	1	2	3	4	5	()
D.	Cobrar por el uso de carreteras principales	1	2	3	4	5	()
E.	Aumentar los impuestos sobre la gasolina	1	2	3	4	5	()
F.	Aumentar los impuestos sobre propiedades	1	2	3	4	5	()
G.	Tomar dinero de otros programas publicos	1	2	3	4	5	()

10. (SQ) Ahora, suponga por un momento que la cantidad necesaria de dinero para mejorar el sistema de transportacion ha sido conseguida. Que tanta confianza tendria en las agencias de gobierno local y estatal de Arizona para que eficientement administraran estos fondos e hicieran los cambios necesarios para mejorar el sistema de transportacion -- mucho, algo, un poco, o nada.

Mucho...1 ()
Algo...2
Un poco...3
Nada...4
No estoy seguro...5

11. (SQ) Y cuanto confianza le tendria especificamente a las siguientes agencias para que administren estos fondos eficazmente y hagan los cambios necesarios para mejorar el sistema de transportacion -- mucho, algo, un poco, nada o ninguno? (LEA CADA UNO)

	Mucho	Algo	Un Poco	Ninguno	No estoy seguro	
A. El Departamento de Transportacion de Arizona	1	2	3	4	5	0
B. El Departamento de carreteras principales del Condado	1	2	3	4	5	0
C. El Departamento de calles de la ciudad	1	2	3	4	5	0

12. (SQ) Que tomaria para aumentar su confianza en las agencias de transportacion gubernamentales, locales y estatales?

_____ 0

_____ 0

_____ 0

_____ 0

13. (SQ) Ahora, diria usted que esta muy familiarizado, algo familiarizado, o nada de familiarizado, con cada uno de los siguientes tipos de tecnologia para la administracion electronica de carreteras principales. (LEA CADA UNO)

	Muy Familiar	Algo Familiar	Nada Familiar	
A. Senales y mensajes electronicos en autopistas y carreteras principales	1	2	3	0
B. Informacion de trafico en el Internet	1	2	3	0
C. Transmisiones en vivo a traves de la television que reportan las condiciones de trafico en las autopistas	1	2	3	0
D. Sistemas computerizados de navegacion dentro del vehiculo	1	2	3	0
E. Senales que controlan la cantidad de trafico que entran a la autopista	1	2	3	0

14. (SQ) Diria usted que es muy probable, algo probable, o nada probable, que usted use los siguientes medios para recibir informacion sobre las condiciones de las carreteras y el estado meteorologico en Arizona?

	Muy Probable	Algo Probable	No Probable	
A. Una estacion de radio que avisa acerca de la condicion de las carreteras	1	2	3	0
B. Un numero telefonico que usted puede llamar gratis	1	2	3	0
C. El Internet	1	2	3	0
D. Un Kiosko de informacion en las tiendas locales	1	2	3	0

15. Ahora, antes de terminar, necesito informacion sobre usted para el proposito de clasificacion. Primero, cual del los siguiente describe su edad? (LEA CADA UNO)

Menor de 25...1
25 a 34...2
35 a 44...3
45 a 54...4
55 a 64...5
65 y mayor...6
(NO LEA) No quiso decir...7

16. Tiene usted licencia para manejar? Si...1
No...2
No quiso contestar...3 0

Muchas gracias, esto concluye esta entrevista. Mi supervisor posiblemente le llamara para verificar que yo hice esta entrevista. Le puedo pedir su nombre para que lo haga? (VERIFIQUE EL NUMERO DE TELEFONO)

NAME: _____ PHONE #: _____ 0

TIME END: _____ TOTAL TIME: _____ 0

ADMINISTRATIVE DATA:

INTERVIEWER NAME: _____ #: _____ 0

VALIDATED BY: _____ #: _____ 0

CODED BY: _____ #: _____ 0

OBSERVED DATA (FROM SAMPLE) COUNTY CODE: _____ 0
ZIP CODE: _____ 0

Hello, may I speak to (LISTED PERSON) please?

(CONTINUE WHEN RESPONDENT ON THE LINE):

Hello, (PERSON'S NAME) my name is _____ and I'm calling for the Behavior Research Center of Arizona. We're conducting a study among key opinion leaders here in Arizona and I'd like to talk to you for a few minutes. Male...1
 Female...2

CALLBACK INFO: _____

1. To begin, what do you feel are the most important problems or issues facing your area of Arizona today? That is, the ones that affect you and your family the most?

2. Next, would you rate each of the following in your area of Arizona as excellent, good, fair, poor or very poor? (READ EACH ROTATE)

	Excel- lent	Good	Fair	Poor	Very Poor	Not Sure	
A. Quality of schools	1	2	3	4	5	6	()
B. Quality of police and fire protection	1	2	3	4	5	6	()
C. Quality of local streets and roads	1	2	3	4	5	6	()
D. Quality of drinking water	1	2	3	4	5	6	()
E. Neighborhood cleanliness	1	2	3	4	5	6	()
F. Quality of air	1	2	3	4	5	6	()
G. Quality of major highways	1	2	3	4	5	6	()
H. Quality of local transit service	1	2	3	4	5	6	()
I. Availability of jobs	1	2	3	4	5	6	()

(ASK IN MARICOPA/PIMA ONLY)

J. Quality of freeways	1	2	3	4	5	6	()
------------------------	---	---	---	---	---	---	-----

3. Now, I'd like to talk to you about how satisfied you are with the transportation system in your area of the state. Using a scale of 1 to 10, where 1 means extremely dissatisfied and 10 means extremely satisfied, how satisfied are you with each of the following main components of the transportation system in your area. If any of the components I mentioned do not apply in your area, please just say so. To start, how satisfied are you with (ITEM A). (REPEAT FOR EACH ITEM, DO NOT ROTATE, CODE NA 12)

A. Your local neighborhood streets	/ / / /	()
B. The main streets and roads in your city or town	/ / / /	()
C. The freeways in your area	/ / / /	()
D. The major highways which run between your area and other areas of the state	/ / / /	()
E. The local transit service in your city or town.	/ / / /	()

4. Next, what do you feel should be done, if anything, to improve each of the following components of the transportation system in your area?

A. First, what, if anything, should be done to improve your local neighborhood streets?

B. And what, if anything, should be done to improve the main streets and roads in your city or town?

_____ 0
 _____ 0
 _____ 0
 _____ 0

C. (IF APPLICABLE) And what, if anything, should be done to improve the freeways in your area?

_____ 0
 _____ 0
 _____ 0
 _____ 0

D. And what, if anything, should be done to improve the major highways which run between your area and other areas of the state?

_____ 0
 _____ 0
 _____ 0
 _____ 0

E. And what, if anything, should be done to improve the local transit service in your area?

_____ 0
 _____ 0
 _____ 0
 _____ 0

5. Next, given the fact that the amount of money available for road improvements is limited, how much spending priority do you feel each of the following components of the transportation system in your area should receive -- very high priority, high priority, moderate priority, low priority or very low priority? (READ EACH; ROTATE)

	Very High	High	Mod-erate	Low	Very Low	Not Sure	
A. Your local neighborhood streets	1	2	3	4	5	6	0
B. The main streets and roads in your city or town	1	2	3	4	5	6	0
C. The freeways in your area	1	2	3	4	5	6	0
D. The major highways which run between your area and other areas of the state	1	2	3	4	5	6	0
E. The local transit service in your city or town	1	2	3	4	5	6	0

6. (SQ) And, how much spending priority do you feel each of the following specific transportation improvements should receive in your area -- very high priority, high priority, moderate priority, low priority, or very low priority? (READ EACH; ROTATE)

VERSION 1

	Very High	High	Mod-erate	Low	Very Low	Not Sure	
A. Improving the pavement conditions on local streets and roads	1	2	3	4	5	6	0
B. Improving the landscaping on local streets and roads	1	2	3	4	5	6	0
C. Improving the lighting on local streets and roads	1	2	3	4	5	6	0
D. The widening of local streets and roads	1	2	3	4	5	6	0
E. The building of new local streets and roads	1	2	3	4	5	6	0
F. Improving the pavement markings which separate lanes or indicate turn lanes on local streets and roads	1	2	3	4	5	6	0
G. Improving flood control measures on local streets and roads	1	2	3	4	5	6	0
H. Adding more traffic signals and left turn arrows on local streets and roads	1	2	3	4	5	6	0
I. Beginning or increasing the frequency of local bus service	1	2	3	4	5	6	0
J. Adding bike lanes on local streets and roads	1	2	3	4	5	6	0

Very High High Moderate Low Low Very Not Sure

A.	Improving the pavement conditions on major highways	1	2	3	4	5	6	()
B.	Improving the landscaping on major highways	1	2	3	4	5	6	()
C.	Improving the lighting on major highways	1	2	3	4	5	6	()
D.	The widening of major highways	1	2	3	4	5	6	()
E.	The building of new major highways	1	2	3	4	5	6	()
F.	Improving the pavement markings which separate lanes or indicate passing lanes on major highways	1	2	3	4	5	6	()
G.	Improving flood control measures on major highways	1	2	3	4	5	6	()
H.	Adding more safety features such as guard rail and crash cushions on major highways	1	2	3	4	5	6	()
I.	Building more rest areas on major highways	1	2	3	4	5	6	()
J.	Improving the information and destination signs on major highways	1	2	3	4	5	6	()

(ASK IN MARICOPA/PIMA ONLY)

K.	Building more freeways	1	2	3	4	5	6	()
L.	Increasing the number of freeway lanes reserved exclusively for buses & cars carrying two or more people	1	2	3	4	5	6	()

7. (SQ) Next, as you know, there are many competing needs for Arizona's tax dollars. With this in mind, on a scale of 1 to 10, where 1 means not important at all and 10 means extremely important, how important is it to you personally to have a better transportation system in your area of the state? RATING: / / / ()

8. (SQ) What do you feel are the major benefits to your area of the state, if any, from having a better transportation system? (PROBE) What else? ()

_____ ()

_____ ()

_____ ()

_____ ()

9. (SQ) Next, lets assume for a moment that significant money was needed to improve the transportation system in Arizona. Would you strongly support, support, oppose or strongly oppose each of the following financing options to raise these funds? (READ EACH; ROTATE)

	Strongly Support	Support	Oppose	Strongly Oppose	Not Sure	
A.	1	2	3	4	5	()
B.	1	2	3	4	5	()
C.	1	2	3	4	5	()
D.	1	2	3	4	5	()
E.	1	2	3	4	5	()
F.	1	2	3	4	5	()
G.	1	2	3	4	5	()

10. (SQ) Now, lets assume for a moment that the significant transportation improvement funds we've been discussing were raised. How much confidence would you have in the various state and local government transportation agencies in Arizona to wisely and efficiently manage these funds and get the needed transportation improvements done -- a lot, some, only a little, or none. A lot...1
Some...2
Only a little...3
None...4
Not Sure...5 ()

11. (SQ) And, how much confidence would you have in each of the following specific agencies to wisely and efficiently manage these funds and get the needed transportation improvements done -- a lot, some, only a little or none at all? (READ EACH; ROTATE)

	A Lot	Some	Only A Little	None	Not Sure	
A.	1	2	3	4	5	()
B.	1	2	3	4	5	()
C.	1	2	3	4	5	()

12. (SQ) What would it take to increase your confidence in state and local government transportation agencies?

_____ 0
 _____ 0
 _____ 0
 _____ 0

13. (SQ) Next, would you say you are very familiar, somewhat familiar or not familiar with each of the following electronic highway management technologies? (READ EACH; ROTATE)

	Very	Some-what	Not Familiar/ Not Sure	
A. Electronic message signs on freeways and other major highways	1	2	3	0
B. Traffic information on the internet	1	2	3	0
C. Live video of freeway conditions on local TV news	1	2	3	0
D. Computerized navigation systems inside vehicles	1	2	3	0
E. Ramp meters which control traffic flow onto freeways	1	2	3	0

14. (SQ) Next, would you be very likely, somewhat likely, or not likely to use each of the following methods to get information on road and weather conditions in Arizona?

	Very	Some-what	Familiar/ Not Sure	
A. A highway advisory radio station	1	2	3	0
B. A toll-free telephone number	1	2	3	0
C. The internet	1	2	3	0
D. An information kiosk at a local mall	1	2	3	0

Thank you very much, that completes this interview. My supervisor may want to call you to verify that I conducted this interview so may I have your first name so that they may do so? (VERIFY PHONE NUMBER)

NAME: _____ PHONE #: _____ 0

TIME END: _____ TOTAL TIME: _____ 0

ADMINISTRATIVE DATA:

INTERVIEWER NAME: _____ #: _____ 0

VALIDATED BY: _____ #: _____ 0

CODED BY: _____ #: _____ 0

OBSERVED DATA (FROM SAMPLE)

COUNTY CODE: _____ 0

SAMPLE GROUP: Gov't Admin...1
 Elected...2
 Business...3
 Other...4