QUANTITATIVE MARKET RESEARCH REGARDING FUNDING OF DISTRICT 8 CONSTRUCTION PROJECTS

Prepared for: MINNESOTA DEPARTMENT OF TRANSPORTATION
SAINT PAUL, MINNESOTA

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RESEARCH OBJECTIVES

The primary objective of this quantitative research is to provide information for more effective decision making regarding the level of investment in various transportation systems in District 8.

This objective was accomplished by establishing District 8 transportation customer attitudes and perceptions of the manner in which Minnesota's federal dollars are spent in the district. In addition, customer preferences as to the appropriate distribution of federal funds for transportation concerns within the district, are identified in the results of this research.

The following information was gathered, processed and analyzed, the results of which are presented in this report:

- Perception of how transportation construction dollars are allocated currently vs. how customers think dollars should be allocated.
- Level of satisfaction with how dollars are being spent on various transportation construction projects, and reasons for dissatisfaction.
- Attitudes related to the fairness of funds distribution to smaller communities, larger communities, county, state and township projects.
- Level of satisfaction with opportunities for involvement in transportation funding decisions.
- Perceptions as to most effective ways to inform the public about opportunities for involvement.
- Most desired and least desired transportation construction projects for Southwestern Minnesota.
- Awareness of ISTEA, ATP and Regional Development Commission.

- Demographics

  - company size
  - licensed driver status
  - occupation
  - miles traveled to work
  - size of community residence
  - age
  - household income

METHODOLOGY

Following a meeting with the District 8 team and Lee Brady of Mn/DOT to finalize research objectives, Carolyn Olson of C.J. Olson Market Research designed a first draft questionnaire for pre-testing. Sixteen pre-test interviews were completed to test the communication capabilities and length of the survey instrument. Lee Brady and Sandra East of Mn/DOT were present, listening on a silent monitoring phone as interviewers administered the questionnaire and as respondents answered the questions. Final design revisions were made before full data collection began.

A sample of names and phone numbers of people living within District 8, as well as businesses within that geographic area was purchased from SDR, a national sample vendor. Mn/DOT provided directories and lists of government representatives and emergency service providers, from which random samples were drawn.

The telephone interviewing was conducted February 21 through March 3, 1995 from the fully supervised Olson Phone Center in Minneapolis. A total of 635, 13 - 15 minute phone interviews were completed, broken into the following quota groups; 403 general public, 49 government representatives, 28 economic development, 33 business and industry, 31 transit providers, 30 commercial carriers, 30 emergency service providers, and 31 elevator operators.

Completing 403 general public, drawn from a true probability sample resulted in statistical reliability at the 95% confidence level of a plus or minus 5% margin of error. A random digit sample was used in order to include unlisted households.

Upon completion of data collection, responses were coded, the data entered and sorted using SPSS software, resulting in the cross tabulated data tables which are included with this report.

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TABLE DEMOGRAPHICS

	PERCENT
TOTAL	100%
RESPONDENT TYPE	
GOVERNMENT REPS	8%
GENERAL PUBLIC	63%
ECONOMIC DEVELOP	4%
BUSINESS INDUSTRY	5%
TRANSIT PROVIDER	5%
COMMERCIAL CARRIER	5%
EMERGENCY PROVIDER	5%
ELEVATOR OPERATOR	5%
GENDER	
MALE	52%
FEMALE	48%
COUNTY	
CHIPPEWA	8%
KANDIYOHI	14%
LAC QUI PARLE	5%
LINCOLN	3%
LYON	12%
MCLEOD	14%
MEEKER	8%
MURRAY	6%
PIPESTONE	4%
REDWOOD	9%
RENVILLE	10%
YELLOW MEDICINE	6%

Responses may exceed 100 percent due to rounding.

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TABLE GENERAL PUBLIC DEMOGRAPHICS

	PERCENT
TOTAL	100%
GENDER	
FEMALE	60%
MALE	40%
LICENSED DRIVER	
YES	98%
NO	2%
OCCUPATION	
PRECISION PRODUCTION, CRAFT AND REPAIR	21%
TECHNICAL/ SALES/ ADMINISTRATIVE SUPPORT	17%
RETIRED	16%
PROFESSIONAL SPECIALISTS	13%
SERVICE	8%
AGRICULTURAL, FORESTRY, AND FISHING	7%
HOMEMAKER	6%
EXECUTIVE/ ADMINISTRATIVE/ MANAGERIAL	4%
OTHER	3%
STUDENT	2%
UNEMPLOYED	1%
DRIVE TO WORK OUTSIDE HOME	
YES	87%
NO	13%
MILES COMMUTED TO WORK	
1-3 MILES	26%
4-11 MILES	26%
12-30 MILES	28%
31 OR MORE MILES	8%
LESS THAN 1 MILE	10%
DOESN'T COMMUTE/ DRIVES FOR A LIVING	1%
DON'T KNOW	0%

Responses may exceed 100 percent due to rounding and multiple responses.

(continued)

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TABLE GENERAL PUBLIC DEMOGRAPHICS

	PERCENT
MODE OF TRANSPORTATION	
AUTO	74%
TRUCK	22%
WALK	4%
OTHER	2%
BIKE	1%
MOTORCYCLE	1%
COMMUNITY SIZE	
5000 OR LESS	39%
MORE THAN 5000	29%
RURAL AREA	32%
AGE	
18-24	6%
25-34	23%
35-44	31%
45-54	15%
55-64	11%
65 AND OLDER	14%
REFUSED	0%
HOUSEHOLD INCOME	
UNDER $15,000	12%
$15,000-$24,999	22%
$25,000-$34,999	20%
$35,000-$49,999	25%
$50,000-$74,999	12%
$75,000 OR MORE	3%
REFUSED	6%

Responses may exceed 100 percent due to rounding and multiple responses.

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PROJECT NUMBER 9542

TABLE BUSINESS AND GOVERNMENT DEMOGRAPHICS

	PERCENT
TOTAL	100%
COUNTY	
CHIPPEWA	9%
KANDIYOHI	10%
LAC QUI PARLE	6%
LINCOLN	4%
LYON	9%
MCLEOD	11%
MEEKER	10%
MURRAY	7%
PIPESTONE	6%
REDWOOD	9%
RENVILLE	9%
YELLOW MEDICINE	9%
NUMBER OF EMPLOYEES	
1 TO 5	28%
6 TO 25	31%
26 TO 100	18%
101 OR MORE	22%
DON'T KNOW	1%

Responses may exceed 100 percent due to rounding.

SUMMARY OF FINDINGS

FUNDING CONSTRUCTION PROJECTS

Nearly three out of four surveyed believe that local dollars are currently paying for CITY ROADS AND BRIDGES with the same number saying that they think this is the way it should be. About 8 out of 10 surveyed think that local dollars are currently and should be paying for TOWNSHIP ROADS AND BRIDGES. Large percentages, 58% and 64% respectively, believe local dollars are currently and should be paying for PEDESTRIAN AND/OR BIKEWAY PATHS.

Close to 9 out of 10 surveyed believe that the state is now paying and should be paying for STATE ROADS AND BRIDGES. Sixty-nine and sixty-six percent respectively believe that the state is currently paying and should be paying for any SAFETY IMPROVEMENTS.

When asked who is and who should be paying for SCENIC OR ENVIRONMENTAL PROJECTS, nearly 2 out of 3 (64% and 62%) indicated that it is and should be the responsibility of state government. More than half surveyed, 57% and 53%, indicated that they believe that the state is currently and should be paying for HISTORIC PRESERVATION OF TRANSPORTATION RELATED FACILITIES. About the same percentage, 56% and 50%, said they believe that the state is currently and should be paying for the PURCHASE OF PUBLIC TRANSIT VEHICLES.

Between 40% and 49% of those surveyed indicated that they believe that federal dollars currently pay for and should be paying for the following construction projects.

- STATE ROADS AND BRIDGES
- RAILROAD CROSSINGS
- SAFETY IMPROVEMENTS
- SCENIC OR ENVIRONMENTAL PROJECTS

SATISFACTION/DISSATISFACTION WITH SPENDING

Respondents were asked to rate their level of satisfaction with how transportation dollars are being spent on specific types of projects, using a five point scale where 1 meant not at all satisfied and 5 meant very satisfied. Most mean scores fell in the 3 to 4 range, just above average, with the exception of 3 scores, those being that government respondents rated their level of satisfaction with the PURCHASE OF PUBLIC TRANSIT VEHICLES at 2.97, dollars spent on SCENIC OR ENVIRONMENTAL PROJECTS at 2.84 and HISTORIC PRESERVATION OF TRANSPORTATION RELATED FACILITIES at2.83 on the 5 point scale.

The government respondents appeared to be most satisfied with how dollars are being spent on COUNTY ROADS AND BRIDGES, with a satisfaction mean of 3.69.

The general public satisfaction mean scores ranged from 3.01 for the PURCHASE OF PUBLIC TRANSIT VEHICLES to 3.40 for SCENIC OR ENVIRONMENTAL PROJECTS.

The commercial/business satisfaction mean scores ranged from a low score of 3.01 for the way funds are being spent for the PURCHASE OF PUBLIC TRANSIT VEHICLES to a high of 3.45 for CITY ROADS AND BRIDGES.

It is apparent that Murray County respondents are more satisfied with the allocation of funds than residents of other counties. Those representing Yellow Medicine County indicate more dissatisfaction than respondents from other counties.

<u>REASONS FOR DISSATISFACTION</u>

When respondents who rated their levels of satisfaction with the funding of various project types a 1 or 2, below average, were asked for reasons for the low ratings, many gave answers related to maintenance issues rather than construction issues. Typical answers were TOO MANY BUMPS AND POTHOLES, NOT WELL MAINTAINED, and POOR SNOW AND ICE REMOVAL. Others cited issues such as LESS MONEY SPENT ON RURAL VS. METRO PROJECTS, and too much delay IN GETTING PROJECTS COMPLETED. The verbatim section of this report includes numerous other reasons for low satisfaction ratings.

Of the 124 respondents who rated their level of satisfaction low for how dollars are being spent on the purchase of public transit vehicles, 16% said their low satisfaction-level was because they see it as being TOO COSTLY/TOO MUCH MONEY IS SPENT ON IT, 14% said the they have NO KNOWLEDGE OF PUBLIC TRANSPORTATION and 9% indicated that it is NOT NEEDED /NOT USED ENOUGH FOR THE MONEY SPENT. Only 10% gave low satisfaction ratings because they believe that there is NOT ENOUGH MONEY SPENT ON PUBLIC TRANSIT.

Dissatisfaction with railroad crossings centered on both maintenance and safety issues. Thirty-five percent of those indicating dissatisfaction (149 respondents), gave reasons related to maintenance such as ROUGH, BUMPY CROSSINGS and POORLY MAINTAINED. Those more concerned with safety issues gave reasons for their dissatisfaction such as, CROSSINGS NOT PROPERLY MARKED/NO SIGNALS (23%), NO SAFETY DROP ARMS (13%), CROSSINGS GENERALLY UNSAFE/TOO MANY ACCIDENTS, 25%.

Responses given for low satisfaction levels for how dollars are being spent on pedestrian and/or bikeway paths were mixed between 38% saying that they NEED MORE PATHS and 23% saying that it is NOT COST EFFECTIVE/NOT WORTH THE MONEY. Twenty-four percent indicated that their reasons for low ratings were because they DON'T HAVE PATHS IN THEIR AREAS.

Those showing dissatisfaction with how dollars are allocated for scenic or environmental projects gave a variety of responses when asked for their reasons. Responses recorded most frequently included WE COULD USE MORE OF THEM (25%), TOO MUCH MONEY IS SPENT ON THEM/IT IS A WASTE OF MONEY (10%), THE MONEY SHOULD BE SPENT ON ROADS (7%). Fifty eight percent cited other reasons which are included in the verbatim section.

Dissatisfaction with spending on historic preservation of transportation related facilities focused on negative attitudes toward such spending. Of the 101 who rated their satisfaction of allocation of funds for this activity low, nearly half, 49%, gave reasons such as IT'S A WASTE OF MONEY, MONEY SHOULD BE USED ELSEWHERE, and IT'S NOT NEEDED. Only 10% felt that more dollars should be spent on historic preservation of the facilities. Thirty-eight percent gave other reasons for their dissatisfaction which are listed in the verbatim section.

PERCEPTION OF FAIRNESS IN FUNDS DISTRIBUTION

Respondents were asked to indicate how fairly they thought transportation construction project funding is distributed between the various levels of government in their geographic area. They used a five point scale in responding where 1 meant they believed it was not at all fair and 5 meant they believed it was very fair. The highest fairness mean scores were recorded for funding distribution to CITIES OF MORE THAN 5000 (3.39 mean), second highest to COUNTY PROJECTS (3.18 mean), third to STATE PROJECTS (3.16 mean), fourth to TOWNSHIP PROJECTS (2.99 mean), and lowest to CITIES OF LESS THAN 5000 (2.82 mean).

Respondents from Lyon and Pipestone Counties rate the fairness of funding distribution between different levels of government higher than the other 10 counties. Respondents from Redwood and Chippewa Counties rated the fairness lowest.

OPPORTUNITY FOR INVOLVEMENT

Generally speaking, those surveyed indicated a degree of satisfaction with the opportunity given to them for involvement in transportation funding decisions. Nine percent said they are VERY SATISFIED, fifty-six percent are SOMEWHAT SATISFIED, eighteen percent said NOT VERY SATISFIED and twelve percent said NOT VERY SATISFIED and twelve percent indicated that they are NOT AT ALL SATISFIED. In looking at the responses of the general public vs. all other respondents, it is apparent that there is little difference in their levels of satisfaction. The general public mean score was 2.62 compared to a slightly higher rating for all other respondents with a 2.71 satisfaction mean. Figures are based on a four point scale with 1 meaning not at all satisfied and 4 meaning very satisfied.

Murray County respondents appear to be most satisfied with their opportunities for involvement in transportation funding decisions and Meeker County respondents are least satisfied.

SUGGESTIONS FOR INCREASING INVOLVEMENT

The 192 who indicated dissatisfaction were asked the follow-up question, "How would you like to become more involved in the process?" Frequently mentioned suggestions included MORE INFORMATION/NOTIFICATION OF WHAT'S GOING ON (16%), MORE MEETINGS AND HEARINGS (10%), MORE OPPORTUNITY TO VOTE ON ISSUES OR PROJECTS (9%), MORE SURVEYS (6%). Forty-seven percent mentioned other ways in which they'd like to become more involved, which are listed later in this report.

More general public than business/government respondents indicated that they would like MORE INFORMATIONAL MEETINGS AND/OR HEARINGS and the opportunity to VOTE ON ISSUES OR PROJECTS. More business/government than general public respondents would like to be NOTIFIED OF WHAT'S GOING ON.

Nearly three out of four (72%) of the total respondent base suggested NEWSPAPER ARTICLES as the best way to inform people about opportunities for involvement in the funding allocation process. Other sources included RADIO (43%), PUBLIC MEETINGS (38%), TELEVISION (37%), and NEWSLETTERS (36%). Many respondents gave more than one response to this information source question.

Based on the data, more general public respondents than others favored NEWSPAPERS as a source, (76% vs. 64%), as was the case for RADIO with 51% of the general public respondents giving that answer vs. 28% of the others surveyed. Twice as many general public respondents favored TELEVISION than did other respondents, (46% vs. 22%) and 40% general public vs. 28% all others indicated that NEWSLETTERS are a good source. The two respondent groups equally suggested PUBLIC MEETINGS as one of the best ways to inform people about opportunities for involvement in the funding allocation process, with 38% each giving that response.

PREFERENCES FOR PROJECTS

When asked what one transportation construction project in Southwestern Minnesota they would like to see happen, responses were numerous and varied. Some more frequently named included MAKE HIGHWAY 12 INTO FOUR LANES OR WIDEN (8%), RESURFACE AND/OR REPAIR HIGHWAY 23 (5%), REPAIR AND/OR IMPROVE HIGHWAY 12 (4%), IMPROVE AND/OR RESURFACE HIGHWAY 7 (3%), and REPAIR AND/OR REDO HIGHWAY 212 (3%). Sixty-one percent gave other specific responses which are included in the verbatim section.

People living in communities of more than 5000 residents are more likely to want to see HIGHWAY 12 WIDENED TO 4 LANES than those from smaller communities and rural areas.

Two out of three surveyed could not think of any single project or type of transportation construction project in Southwestern Minnesota that they would DEFINITELY NOT SPEND DOLLARS ON. Projects named with some frequency, although by small percentages of the total surveyed included BIKE TRAILS AND/OR PATHS (3.5%), HISTORICAL TRAILS/SITES/FACILITIES (3.5%), SCENIC ROADWAYS/ROUTES (2.2%), and FOUR LANE HIGHWAYS (1.3%). Other projects which respondents do not want to see money allocated for are listed in the verbatim section.

AWARENESS OF ISTEA, ATP, AND RDC

Most, 87%, had not heard of ISTEA before the survey. This was true for nearly everyone in the general public respondent group, with a lower percentage of the others surveyed indicating NO KNOWLEDGE OF ISTEA, (97% vs. 69%)

Those indicating an awareness of ISTEA gave responses such as IT'S A METHOD FOR ALLOCATING FEDERAL TRANSPORTATION FUNDS (24%), and IT'S THE INTERMODAL SURFACE TRANSPORTATION EFFICIENCY ACT (8%), when asked what it is. Neither of these responses was given by general public respondents. Instead they gave a variety of other answers, with 54% saying they did not know.

More than 8 out of 10 (85%) had not heard of the ATP or Area Transportation Partnership before being interviewed. Only 8% of the general public vs. 26%

of the others surveyed (government representatives and business respondents) were aware of the organization. Of the 93 who had heard of ATP before, 17% indicated that they had JUST HEARD THE NAME before but did not know their function. Twelve percent said that ATP SETS PROJECT PRIORITIES FOR DISTRICTS and seven percent said it PRIORITIZES THE SPENDING OF TRANSPORTATION FUNDING FROM ISTEA. Forty percent did not know what they do and 28% gave other responses.

Over half, 55%, indicated an awareness of the Regional Development Commission. A higher percentage of those in the "all others" respondent group were aware of the organization than those in the general public group (76% vs. 43%). The specific respondent groups showing an above average awareness were GOVERNMENT REPRESENTATIVES (96%), ECONOMIC DEVELOPMENT (100%), BUSINESS AND INDUSTRY (52%), TRANSIT PROVIDERS (77%), COMMERCIAL CARRIERS (57%) EMERGENCY SERVICE PROVIDERS (83%), and ELEVATOR OPERATORS (58%).

Counties showing the highest awareness of the RDC include LINCOLN (75%), YELLOW MEDICINE (73%) and MURRAY (69%). Counties with lowest awareness were LYON and MCLEOD each with 43% aware.

Of the 348 respondents who indicated an awareness of the Regional Development Commission, 36% had JUST HEARD THE NAME/DID NOT KNOW WHAT THEY DO. Eleven percent said that the RDC PLANS/COORDINATES DEVELOPMENT FOR A COMMUNITY, AREA OR REGION, 7% said they DEVELOP/ATTRACT BUSINESS IN THE AREA/REGION, 8% said they are involved in ECONOMIC DEVELOPMENT, and 8% believe that the RDC does GRANT WRITING/SOLICIT GRANTS AND/OR PROVIDE GRANTS. Forty-eight percent gave other responses.

COMPARING MEANS

A one-way analysis of variance procedure was run to compare mean scores in question 3 between each of the counties in Southwest Minnesota. This question asked how satisfied respondents were with how transportation dollars were being spent in a variety of different areas. As a part of the one-way analysis of variance procedure, a Bonferroni test was computed for each question. The Bonferroni test is a multiple comparison procedure that determines which means are significantly different from each other by making corrections to the significance level to compensate for the number of comparisons being made. Statistically significant differences were based on a (<.05) significance level, meaning that there is a 5% or less probability that the difference in sample mean scores will be at least as large as the difference observed if the population mean scores are equal.

Using these procedures it was determined that there were no statistically significant differences between each of the counties in Southwest Minnesota for each of the mean satisfaction scores in question 3. Projecting the sample results we can say that there are no significant differences in respondent's satisfaction with how transportation dollars are being spent in each of the different areas from county to county. However, caution must be used in making this interpretation since some of the counties had very small sample groups.

In addition, two sample t-tests of independent means were computed on question 3 between the general public sub-sample and the combined government representatives and commercial and business sub-samples. Statistically significant differences were based on a (<.05) significance level, meaning that there is a 5% or less probability that the difference in sample mean scores will be at least as large as the difference observed if the population mean scores are equal.

Based on these t-tests of means, there were statistically significant differences between the general public sub-sample and the business and government sub-sample on the following questions:

> Q3A COUNTY ROADS AND BRIDGES sig.(.008)
> Q3C TOWNSHIP ROADS AND BRIDGES sig. (.004)
> Q3I SCENIC AND ENVIRONMENTAL PROJECTS sig. (.000)
> Q3J HISTORIC PRESERVATION OF FACILITIES sig. (.005)

Projecting the sample results we can say that there are significant differences in satisfaction with how transportation dollars are being spent on COUNTY ROADS AND BRIDGES, SCENIC AND ENVIRONMENTAL PROJECTS, and HISTORIC PRESERVATION OF TRANSPORTATION RELATED FACILITIES between the general public respondents and business and government respondents.

CONCLUSIONS AND RECOMMENDATIONS

AWARENESS AND SATISFACTION

Generally speaking, the survey results indicate that who respondents think are currently paying for the various transportation construction projects and who they think should be paying match quite closely. Although their perceptions of where the dollars come from; federal, state or local coffers, may be off base, in some cases it is who they think should be financially responsible for a given type of project.

Although results show that those surveyed were definitely not ecstatic about how the dollars are currently being spent, they appear to be somewhat satisfied, as a whole. Those who expressed dissatisfaction with funding allocation for specific projects sometimes attributed their low ratings to lack of knowledge about that particular type of project. For some kinds of projects such as the purchase of public transit vehicles, dollars for pedestrian/bike paths, scenic or environmental enhancements, and historic preservation the reasons for low ratings were evenly distributed between those indicating positive attitudes toward those projects and those indicating negative attitudes. In other words, some were dissatisfied because not enough money is being spent and some because any amount spent would be too much.

As is often true, when people think of Mn/DOT they think maintenance. Even though the phrase "transportation projects" was reiterated throughout the survey, many related their dissatisfaction to what they perceived as maintenance problems. For example, some were dissatisfied because of potholes, poor snow and ice removal and poorly maintained railroad crossings.

There appears to be an opportunity to raise public awareness of how dollars are allocated as well as the reasons for specific funding decisions. As part of this, it may be wise to educate the public through a series of newspaper articles and radio spots, as to the different functions of Mn/DOT within the area. The newspaper is the media of choice for learning about how one can become more involved in the funding allocation process, based on this survey. The newspaper may also be the most effective media for raising awareness of specific projects and for presenting the various faces of Mn/DOT.

FUNDING FAIRNESS

Based on the data, it appears that respondents feel that where larger communities, those with more than 5000 residents, are getting their fair share of funding dollars for various transportation construction projects, they feel the less populated communities are getting the "short end of the stick".

It would be wise to publicize any projects completed in these less populated communities in order to change perceptions that they are not getting their fair share of the available dollars.

INVOLVEMENT OPPORTUNITIES

There appears to be an interest among District 8 general public as well as those in the government and business communities, to be more involved in the transportation funding decision process. Although two out of three expressed satisfaction with the opportunities presented for involvement, many offered opinions as to how they would like to be involved in the future. The list of suggested ways of involvement is extensive, but topping the list are more notification, meetings, hearings, polling and surveys.

Posting opportunities for involvement in local newspapers as well as public service announcements on radio would most certainly reach the general public. Others, such as government representatives, service providers and business operators may be reached more effectively through direct mail notification.

PREFERENCES FOR PROJECTS

It is evident that these District 8 respondents have many differing agendas when it comes to pet projects for transportation construction. Those in larger communities tend to want more four lane highways for their commuting needs, where as others are indicating that they want resurfacing and repairing projects to take precedence.

While spending dollars on bike and pedestrian paths, and historical preservation will satisfy the needs of some, it will be wise to couple these projects with those which may be seen as more practical, such as highway widening and re-surfacing.

AWARENESS OF ISTEA, ATP AND RDC

Although awareness of ISTEA and ATP was quite low, especially among the general public, the Regional Development Commission enjoyed a higher level of awareness. As is true for all three organizations, even though they may have seen or heard the name before, many did not know its function.

These findings surely present an opportunity for a marketing communications effort, be it press releases, radio or television announcements as a way to educate the public. Knowing how each organization relates to transportation issues would provide a platform for raising public awareness of specific construction projects and how those projects meet the needs of the community. Communicating how a project effects communities and the concerns of individuals personalizes funding allocation, often making it more palatable for the customer. It's "where the rubber meets the road", so to speak.

TABLE 1 FUNDING CONSTRUCTION PROJECTS
Question 1: Who do you think is currently paying for project?
Question 2: Who do you think should pay for project?

	FEDERAL	STATE	LOCAL	DON'T KNOW
CURRENTLY PAY FOR COUNTY ROADS AND BRIDGES	16%	53%	68%	2%
SHOULD PAY FOR COUNTY ROADS AND BRIDGES	16%	56%	66%	3%
CURRENTLY PAY FOR CITY ROADS AND BRIDGES	15%	46%	73%	2%
SHOULD PAY FOR CITY ROADS AND BRIDGES	16%	44%	74%	3%
CURRENTLY PAY FOR TOWNSHIP ROADS AND BRIDGES	9%	33%	83%	2%
SHOULD PAY FOR TOWNSHIP ROADS AND BRIDGES	11%	40%	79%	2%
CURRENTLY PAY FOR STATE ROADS AND BRIDGES	40%	89%	6%	1%
SHOULD PAY FOR STATE ROADS AND BRIDGES	41%	87%	8%	1%
CURRENTLY PAY FOR PUBLIC TRANSIT VEHICLES	25%	56%	34%	12%
SHOULD PAY FOR PUBLIC TRANSIT VEHICLES	27%	50%	39%	11%
CURRENTLY PAY FOR RAILROAD CROSSINGS*	40%	48%	20%	12%
SHOULD PAY FOR RAILROAD CROSSINGS**	43%	46%	22%	9%
CURRENTLY PAY FOR SAFETY IMPROVEMENTS	40%	69%	31%	6%
SHOULD PAY FOR SAFETY IMPROVEMENTS	49%	66%	34%	4%
CURRENTLY PAY FOR PEDESTRIAN/BIKE PATHS	15%	49%	58%	5%
SHOULD PAY FOR PEDESTRIAN/BIKE PATHS	14%	43%	64%	5%
CURRENTLY PAY FOR SCENIC/ENVIRONMENTAL	42%	64%	29%	5%
SHOULD PAY FOR SCENIC/ENVIRONMENTAL	42%	62%	32%	5%
CURRENTLY PAY FOR HISTORIC PRESERVATION	37%	57%	21%	11%
SHOULD PAY FOR HISTORIC PRESERVATION	40%	53%	25%	10%

Response percentages exceed 100 percent due to multiple responses.
* Three percent of respondents indicated that the railroad is currently paying.
** Five percent of respondents indicated that the railroad should be paying.

TABLE 2 FUNDING CONSTRUCTION PROJECTS
Question 1: Who do you think is currently paying for project?
Question 2: Who do you think should pay for project?

	FEDERAL		STATE		LOCAL		DON'T KNOW	
	RESPONDENT TYPE		RESPONDENT TYPE		RESPONDENT TYPE		RESPONDENT TYPE	
	GENERAL PUBLIC	BUSINESS AND GOVERNMENT	GENERAL PUBLIC	BUSINESS AND GOVERNMENT	GENERAL PUBLIC	BUSINESS AND GOVERNMENT	GENERAL PUBLIC	BUSINESS AND GOVERNMENT
CURRENTLY PAY FOR COUNTY ROADS AND BRIDGES	7%	10%	30%	23%	44%	24%	1%	0%
SHOULD PAY FOR COUNTY ROADS AND BRIDGES	6%	9%	34%	21%	40%	26%	3%	0%
CURRENTLY PAY FOR CITY ROADS AND BRIDGES	7%	7%	28%	18%	44%	29%	1%	0%
SHOULD PAY FOR CITY ROADS AND BRIDGES	9%	7%	27%	17%	44%	31%	2%	0%
CURRENTLY PAY FOR TOWNSHIP ROADS AND BRIDGES	4%	6%	18%	15%	52%	31%	2%	0%
SHOULD PAY FOR TOWNSHIP ROADS AND BRIDGES	5%	6%	26%	14%	47%	32%	2%	0%
CURRENTLY PAY FOR STATE ROADS AND BRIDGES	23%	17%	56%	33%	4%	2%	1%	0%
SHOULD PAY FOR STATE ROADS AND BRIDGES	23%	18%	56%	31%	4%	4%	1%	0%
CURRENTLY PAY FOR PUBLIC TRANSIT VEHICLES	13%	12%	34%	22%	21%	13%	8%	5%
SHOULD PAY FOR PUBLIC TRANSIT VEHICLES	15%	12%	30%	20%	25%	15%	7%	4%
CURRENTLY PAY FOR RAILROAD CROSSINGS*	25%	15%	29%	19%	11%	9%	9%	4%
SHOULD PAY FOR RAILROAD CROSSINGS**	27%	16%	30%	16%	11%	11%	6%	3%
CURRENTLY PAY FOR SAFETY IMPROVEMENTS	25%	15%	39%	30%	16%	14%	4%	1%
SHOULD PAY FOR SAFETY IMPROVEMENTS	30%	19%	40%	26%	16%	18%	3%	1%
CURRENTLY PAY FOR PEDESTRIAN/BIKE PATHS	7%	8%	28%	21%	38%	19%	3%	2%
SHOULD PAY FOR PEDESTRIAN/BIKE PATHS	6%	8%	25%	18%	42%	23%	3%	2%

Response percentages exceed 100 percent due to multiple responses.
* One percent of the general public respondents indicated that the railroad is currently paying.
Two percent of the business and government respondents indicated that the railroad should be paying.
** Three percent of the general public repondents indicated that the railroad is currently paying.
Three percent of the business and government respondents indicated that the railroad should be paying.

(continued)

C.J. OLSON MARKET RESEARCH
MINNEAPOLIS, MN 55415
PROJECT NUMBER 9542 DETAILED FINDINGS

TABLE 2 FUNDING CONSTRUCTION PROJECTS
Question 1: Who do you think is currently paying for project?
Question 2: Who do you think should pay for project?

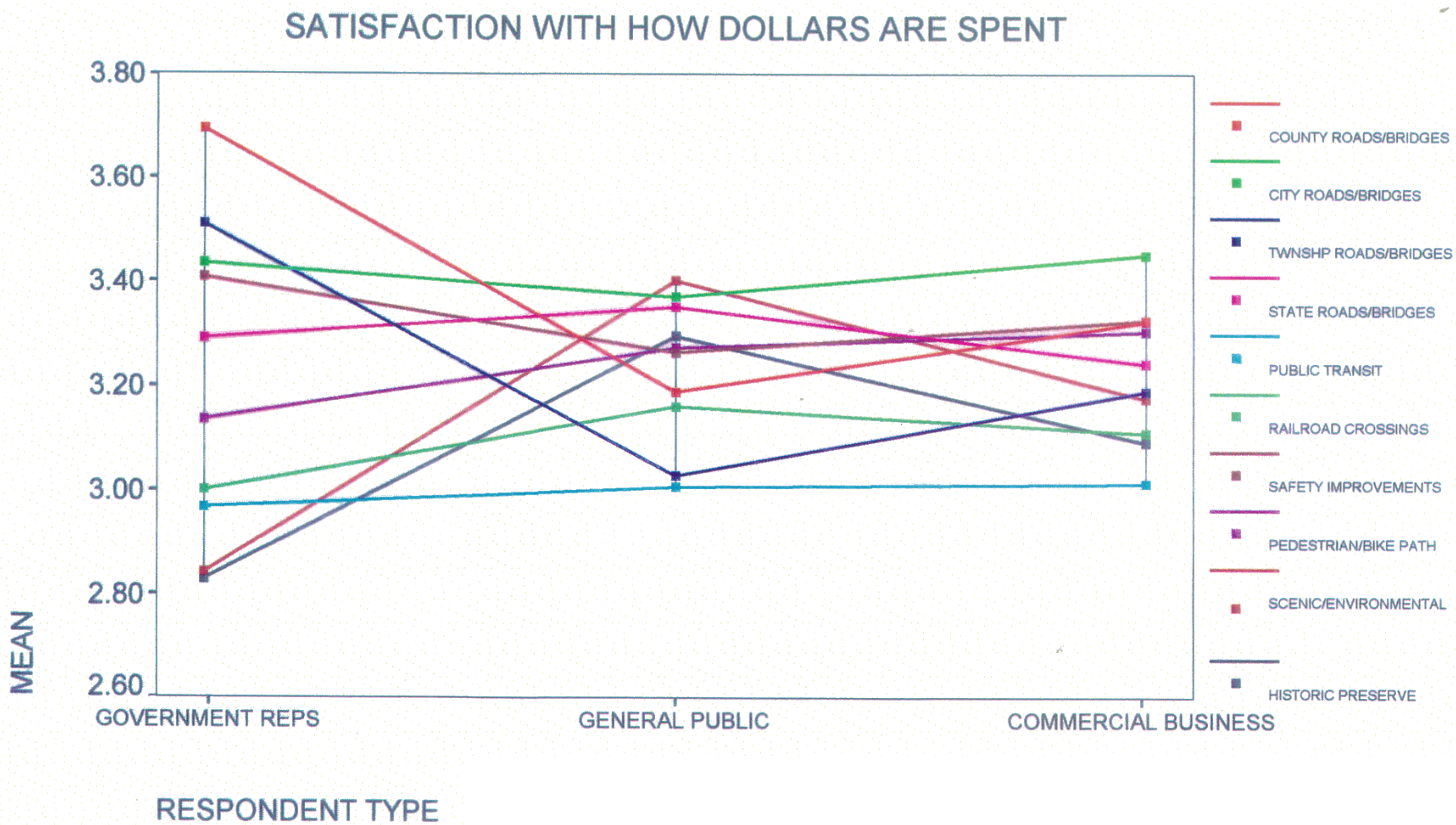
	FEDERAL		STATE		LOCAL		DON'T KNOW	
	RESPONDENT TYPE		RESPONDENT TYPE		RESPONDENT TYPE		RESPONDENT TYPE	
	GENERAL PUBLIC	BUSINESS AND GOVERNMENT	GENERAL PUBLIC	BUSINESS AND GOVERNMENT	GENERAL PUBLIC	BUSINESS AND GOVERNMENT	GENERAL PUBLIC	BUSINESS AND GOVERNMENT
CURRENTLY PAY FOR SCENIC/ENVIRONMENTAL	27%	15%	41%	23%	15%	14%	3%	2%
SHOULD PAY FOR SCENIC/ENVIRONMENTAL	27%	15%	40%	22%	17%	15%	3%	2%
CURRENTLY PAY FOR HISTORIC PRESERVATION	22%	15%	36%	21%	12%	9%	6%	5%
SHOULD PAY FOR HISTORIC PRESERVATION	26%	14%	35%	18%	13%	12%	5%	5%

Response percentages exceed 100 percent due to multiple responses.
* One percent of the general public respondents indicated that the railroad is currently paying.
Two percent of the business and government respondents indicated that the railroad should be paying.
** Three percent of the general public repondents indicated that the railroad is currently paying.
Three percent of the business and government respondents indicated that the railroad should be paying.

TABLE 3 SATISFACTION WITH HOW TRANSPORTATION DOLLARS ARE SPENT
Question 3: Please tell me how satisfied or dissatisfied you are with how transportation dollars are being spent in each of the following areas.

	RESPONDENT TYPE		
	GOVERNMENT REPS	GENERAL PUBLIC	COMMERCIAL BUSINESS
	MEAN	MEAN	MEAN
COUNTY ROADS/BRIDGES	3.69	3.19	3.32
CITY ROADS/BRIDGES	3.43	3.37	3.45
TOWNSHIP ROADS/BRIDGES	3.51	3.03	3.19
STATE ROADS/BRIDGES	3.29	3.35	3.24
PURCHASE PUBLIC TRANSIT VEHICLES	2.97	3.01	3.01
RAILROAD CROSSINGS	3.00	3.16	3.11
SAFETY IMPROVEMENTS	3.41	3.26	3.33
PEDESTRIAN/BIKEWAY PATHS	3.14	3.27	3.30
SCENIC/ENVIRONMENTAL PROJECTS	2.84	3.40	3.18
HISTORIC PRESERVATION	2.83	3.30	3.09

Based on a scale of 1 to 5 where 1 means not at all satisfied and 5 means very satisfied.



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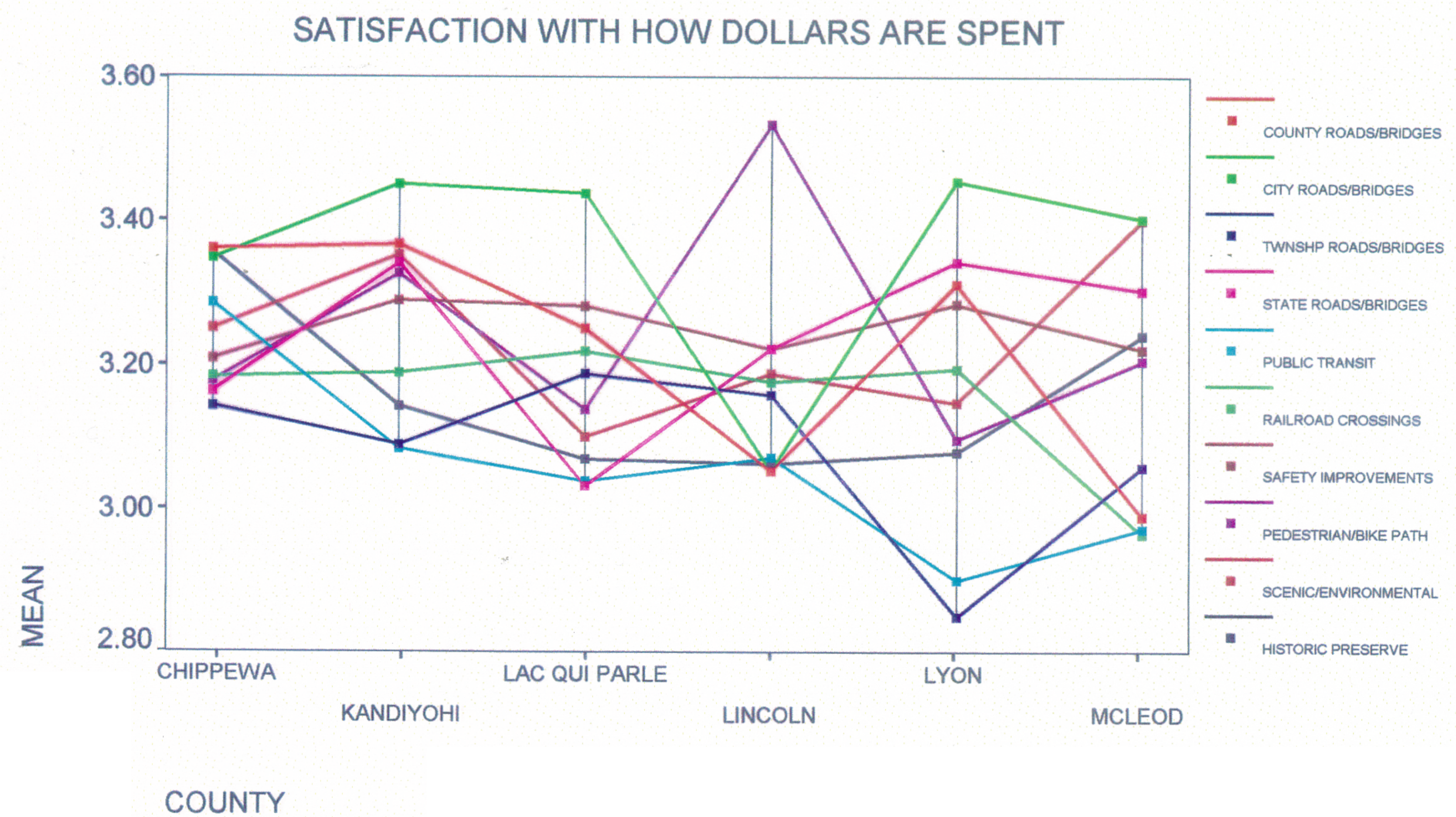
Based on a scale of 1 to 5.

TABLE 4 SATISFACTION WITH HOW TRANSPORTATION DOLLARS ARE SPENT
Question 3: Please tell me how satisfied or dissatisfied you are with how transportation dollars are being spent in each of the following areas.

	COUNTY					
	CHIPPEWA	KANDIYOHI	LAC QUI PARLE	LINCOLN	LYON	MCLEOD
	MEAN	MEAN	MEAN	MEAN	MEAN	MEAN
COUNTY ROADS/BRIDGES	3.36	3.37	3.25	3.05	3.31	2.99
CITY ROADS/BRIDGES	3.35	3.45	3.44	3.05	3.45	3.40
TOWNSHIP ROADS/BRIDGES	3.14	3.09	3.19	3.16	2.85	3.06
STATE ROADS/BRIDGES	3.16	3.34	3.03	3.22	3.34	3.30
PUBLIC TRANSIT VEHICLES	3.29	3.08	3.04	3.07	2.90	2.97
RAILROAD CROSSINGS	3.18	3.19	3.22	3.18	3.19	2.96
SAFETY IMPROVEMENTS	3.21	3.29	3.28	3.22	3.28	3.22
PEDESTRIAN/BIKEWAY PATHS	3.18	3.33	3.14	3.53	3.10	3.20
SCENIC/ENVIRONMENTAL PROJECTS	3.25	3.35	3.10	3.19	3.15	3.40
HISTORIC PRESERVATION	3.36	3.14	3.07	3.06	3.08	3.24

Based on a scale of 1 to 5 where 1 means not at all satisfied and 5 means very satisfied.



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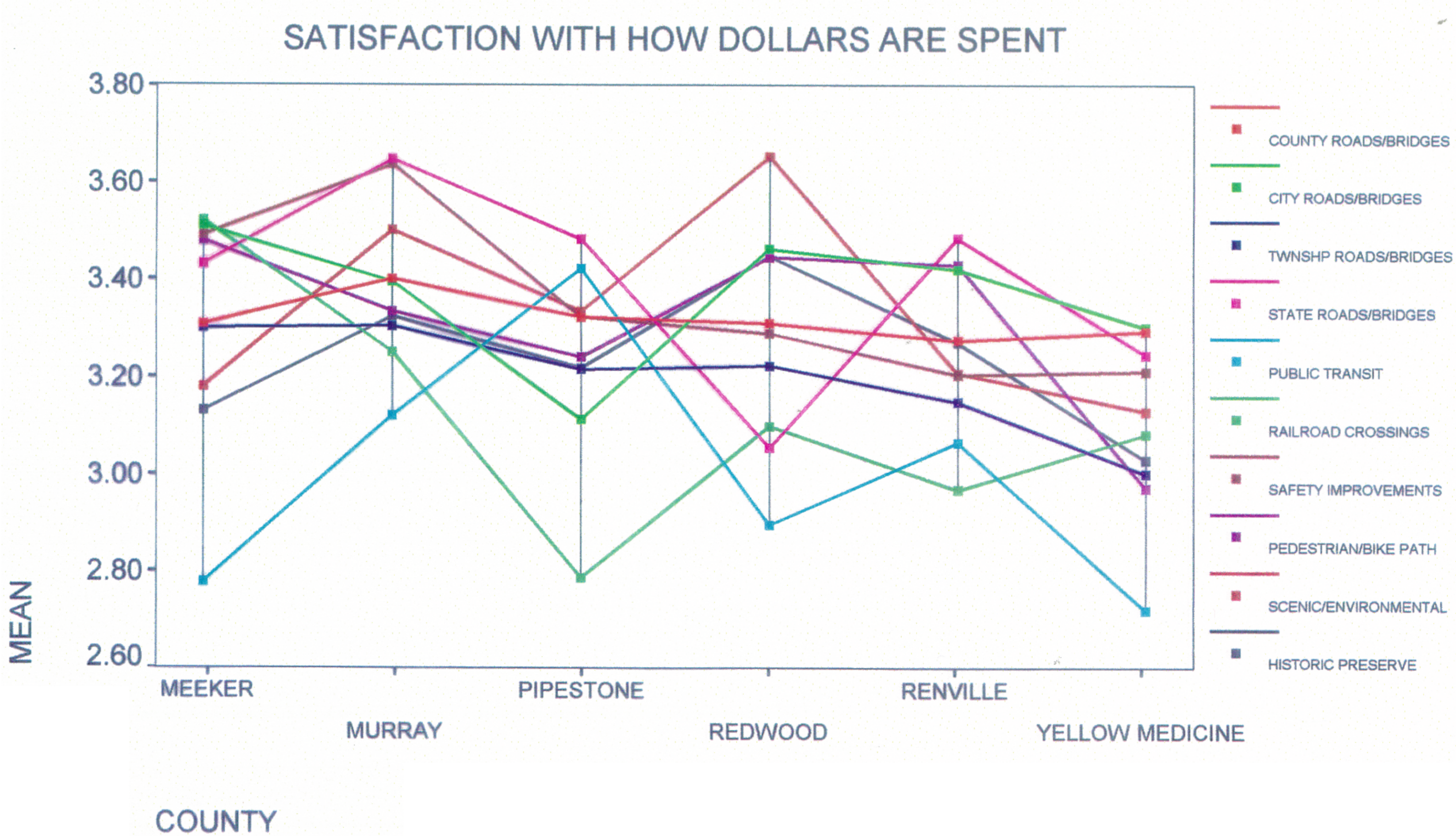
Based on a scale of 1 to 5.

TABLE 4 SATISFACTION WITH HOW TRANSPORTATION DOLLARS ARE SPENT
Question 3: Please tell me how satisfied or dissatisfied you are with how transportation dollars are being spent in each of the following areas.

	COUNTY					
	MEEKER	MURRAY	PIPESTONE	REDWOOD	RENVILLE	YELLOW MEDICINE
	MEAN	MEAN	MEAN	MEAN	MEAN	MEAN
COUNTY ROADS/BRIDGES	3.31	3.40	3.32	3.31	3.27	3.29
CITY ROADS/BRIDGES	3.51	3.39	3.11	3.46	3.42	3.30
TOWNSHIP ROADS/BRIDGES	3.30	3.30	3.21	3.22	3.15	3.00
STATE ROADS/BRIDGES	3.43	3.65	3.48	3.05	3.48	3.24
PUBLIC TRANSIT VEHICLES	2.78	3.12	3.42	2.89	3.06	2.72
RAILROAD CROSSINGS	3.52	3.25	2.79	3.10	2.97	3.08
SAFETY IMPROVEMENTS	3.49	3.64	3.32	3.29	3.20	3.21
PEDESTRIAN/BIKEWAY PATHS	3.48	3.33	3.24	3.44	3.43	2.97
SCENIC/ENVIRONMENTAL PROJECTS	3.18	3.50	3.33	3.65	3.21	3.13
HISTORIC PRESERVATION	3.13	3.32	3.22	3.45	3.27	3.03

Based on a scale of 1 to 5 where 1 means not at all satisfied and 5 means very satisfied.



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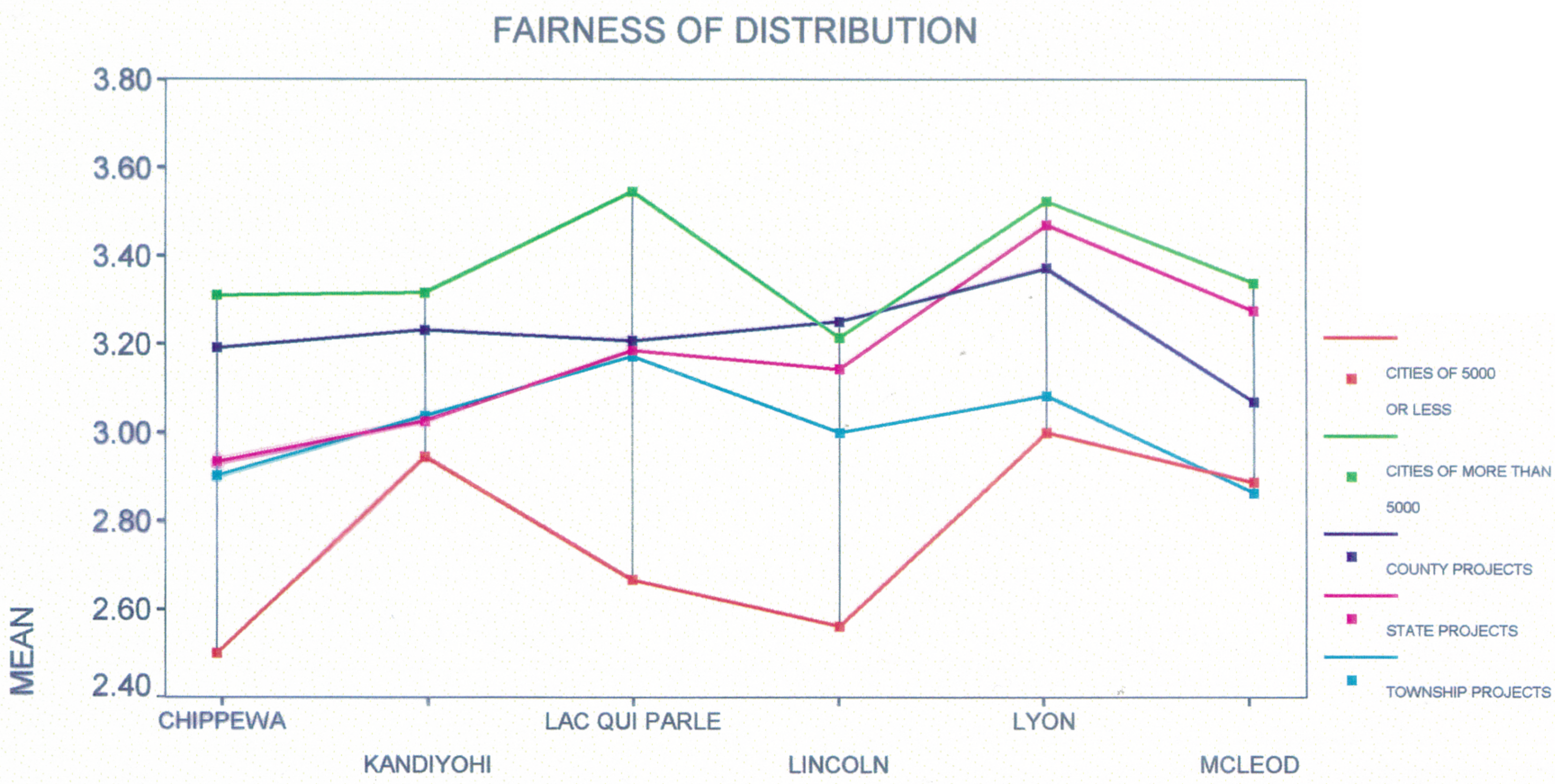
Based on a scale of 1 to 5.

TABLE 5 FAIRNESS OF DISTRIBUTION MEAN SCORES
Question 5: Please tell me how fairly you think transportation construction project funding is distributed between the different levels of government in Southwestern Minnesota.

	COUNTY					
	CHIPPEWA	KANDIYOHI	LAC QUI PARLE	LINCOLN	LYON	MCLEOD
	MEAN	MEAN	MEAN	MEAN	MEAN	MEAN
CITIES OF 5000 OR LESS	2.50	2.95	2.67	2.56	3.00	2.89
CITIES OF MORE THAN 5000	3.31	3.32	3.55	3.21	3.52	3.34
COUNTY PROJECTS	3.19	3.23	3.21	3.25	3.37	3.07
STATE PROJECTS	2.93	3.03	3.19	3.14	3.47	3.27
TOWNSHIP PROJECTS	2.90	3.04	3.17	3.00	3.08	2.86

Based on a scale of 1 to 5 where 1 means not at all fair and 5 means very fair.



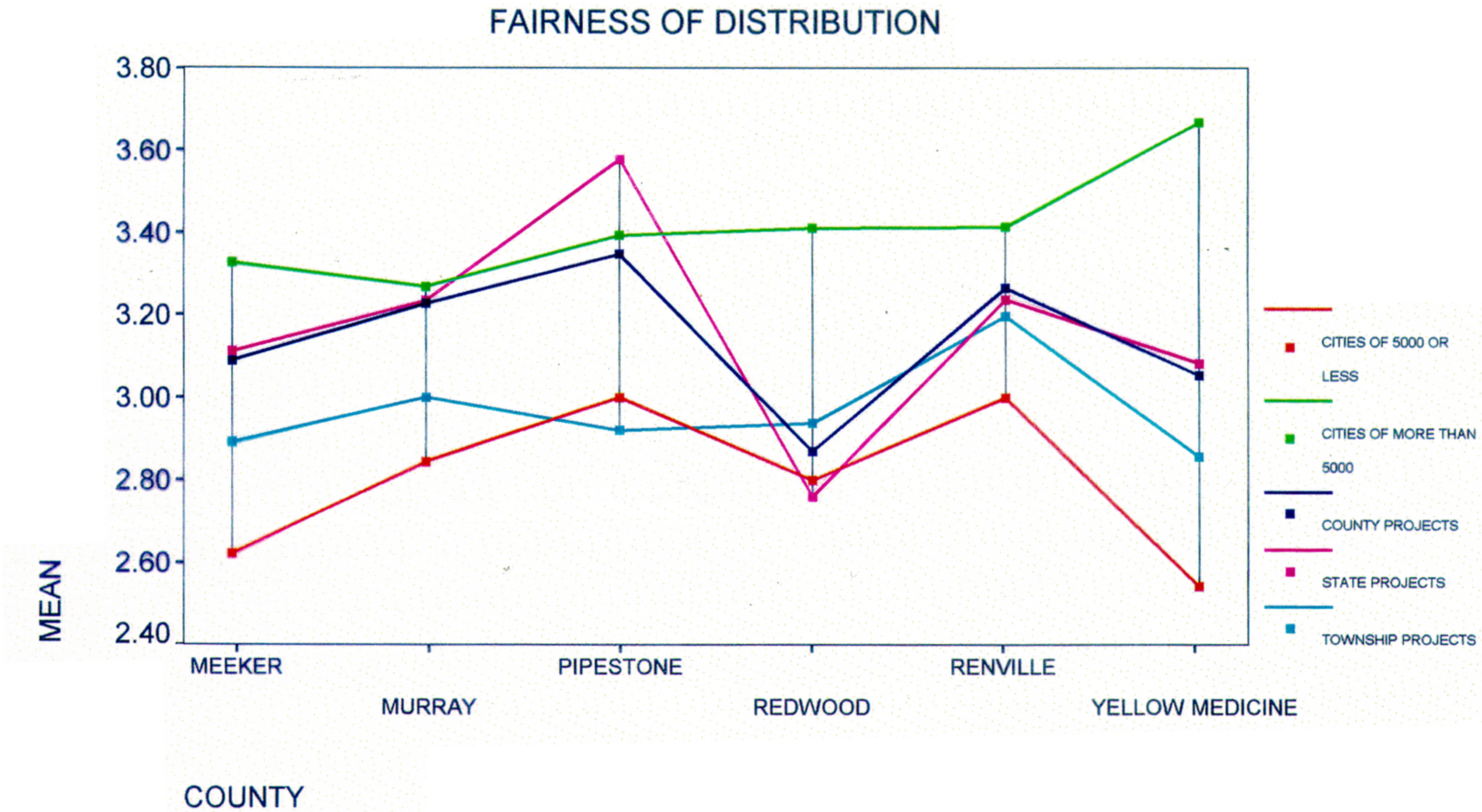
C.J. OLSON MARKET RESEARCH

Based on a scale of 1 to 5.

TABLE 5 FAIRNESS OF DISTRIBUTION MEAN SCORES
Question 5: Please tell me how fairly you think transportation construction project funding is distributed between the different levels of government in Southwestern Minnesota.

	COUNTY					
	MEEKER	MURRAY	PIPESTONE	REDWOOD	RENVILLE	YELLOW MEDICINE
	MEAN	MEAN	MEAN	MEAN	MEAN	MEAN
CITIES OF 5000 OR LESS	2.62	2.84	3.00	2.80	3.00	2.54
CITIES OF MORE THAN 5000	3.33	3.27	3.39	3.41	3.41	3.67
COUNTY PROJECTS	3.09	3.23	3.35	2.87	3.26	3.05
STATE PROJECTS	3.11	3.23	3.58	2.76	3.24	3.08
TOWNSHIP PROJECTS	2.89	3.00	2.92	2.94	3.20	2.86

Based on a scale of 1 to 5 where 1 means not at all fair and 5 means very fair.



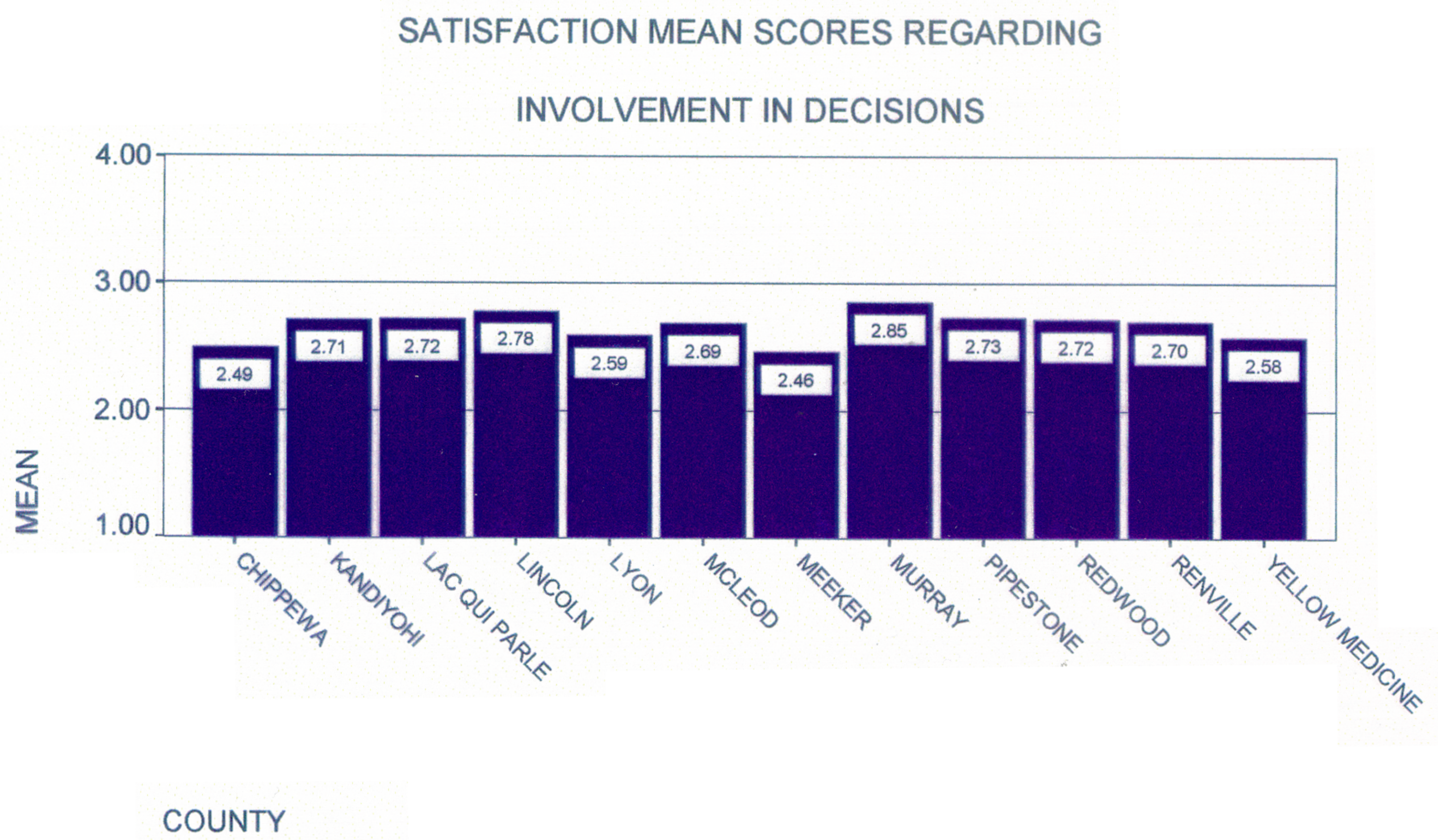
C.J. OLSON MARKET RESEARCH

Based on a scale of 1 to 5.

TABLE 6 SATISFACTION MEAN SCORES REGARDING INVOLVEMENT IN DECISIONS
Question 6: Generally speaking, how satisfied are you with your opportunity to be involved in transportation funding decisions?

	TRANSPORTATION FUNDING INVOLVEMENT MEAN
COUNTY	
CHIPPEWA	2.49
KANDIYOHI	2.71
LAC QUI PARLE	2.72
LINCOLN	2.78
LYON	2.59
MCLEOD	2.69
MEEKER	2.46
MURRAY	2.85
PIPESTONE	2.73
REDWOOD	2.72
RENVILLE	2.70
YELLOW MEDICINE	2.58

Based on a scale of 1 to 4 where 1 means not at all satisfied and 4 means very satisfied.



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Based on a scale of 1 to 4.

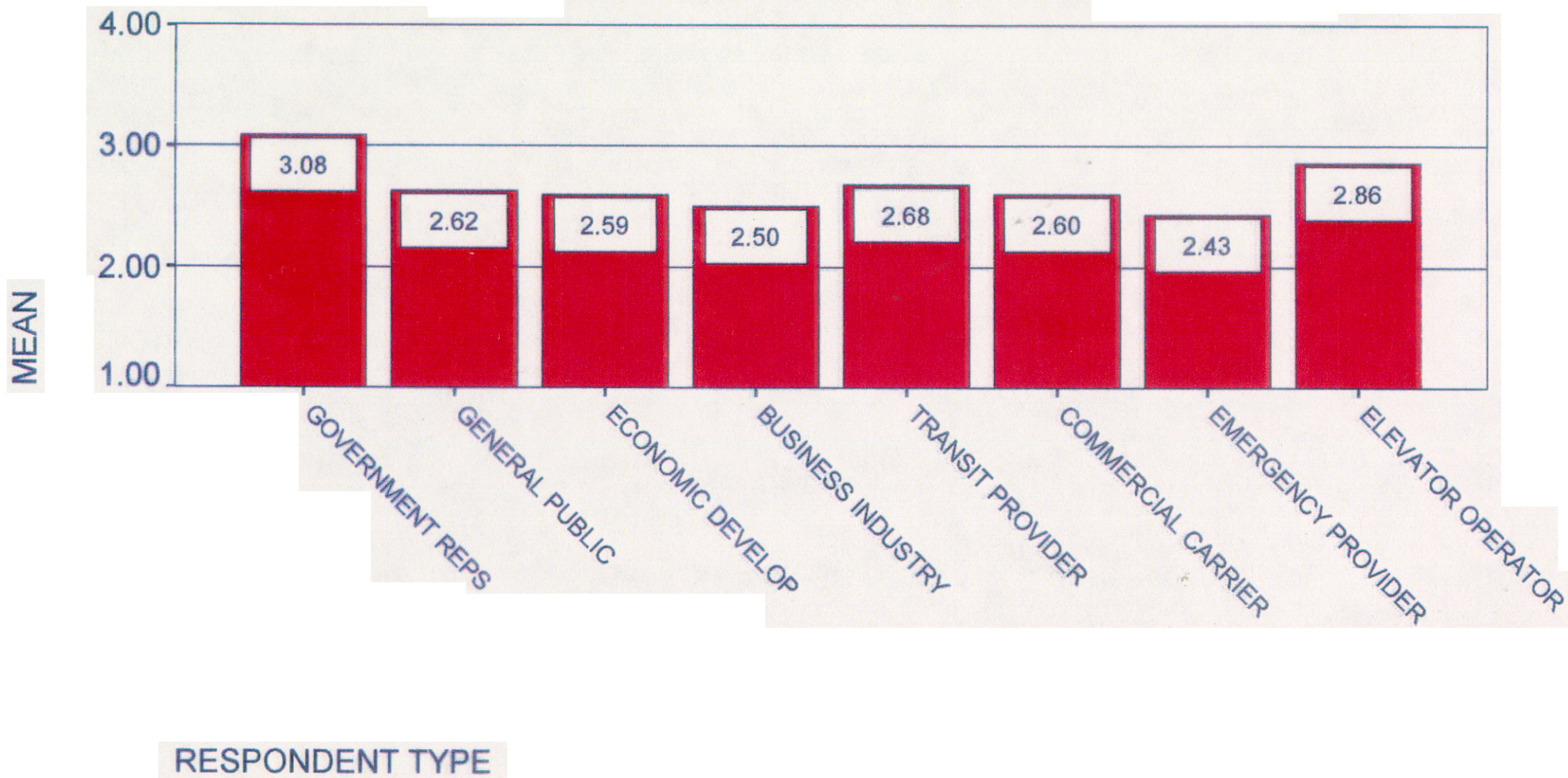
TABLE 7 SATISFACTION MEAN SCORES REGARDING INVOLVEMENT IN DECISIONS
Question 6: Generally speaking, how satisfied are you with your opportunity to be involved in transportation funding decisions?

	TRANSPORTATION FUNDING INVOLVEMENT MEAN
RESPONDENT TYPE	
GOVERNMENT REPS	3.08
GENERAL PUBLIC	2.62
ECONOMIC DEVELOP	2.59
BUSINESS INDUSTRY	2.50
TRANSIT PROVIDER	2.68
COMMERCIAL CARRIER	2.60
EMERGENCY PROVIDER	2.43
ELEVATOR OPERATOR	2.86

Based on a scale of 1 to 4 where 1 means not at all satisfied and 4 means very satisfied.

SATISFACTION MEAN SCORES REGARDING

INVOLVEMENT IN DECISIONS



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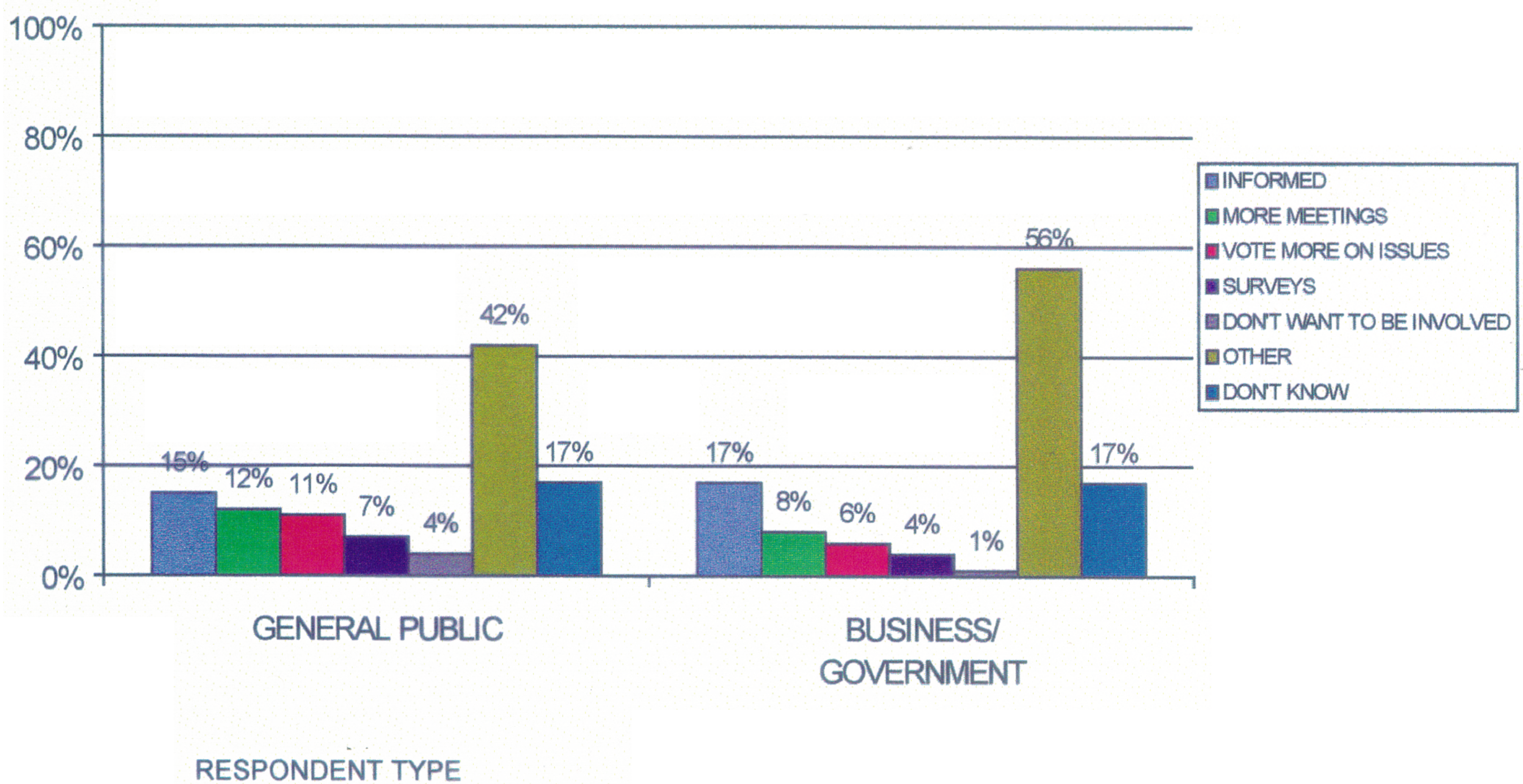
Based on a scale of 1 to 4.

TABLE 8 SUGGESTIONS FOR INCREASED INVOLVEMENT
Question 7: How would you like to become more involved in the process?

	RESPONDENT TYPE	
	GENERAL PUBLIC	BUSINESS AND GOVERNMENT
	PERCENT	PERCENT
TOTAL	100%	100%
INFORMED/ NOTIFIED OF WHAT'S GOING ON	15%	17%
MORE MEETINGS/ HEARINGS	12%	8%
VOTE MORE/ VOTE ON ISSUES OR PROJECTS	11%	6%
SURVEYS/ QUESTIONNAIRES	7%	4%
DON'T WANT TO BE INVOLVED	4%	1%
OTHER*	42%	56%
DON'T KNOW	17%	17%

Responses exceed 100 percent due to multiple responses.
* See verbatim section for others listed.

SUGGESTIONS FOR INCREASED INVOLVEMENT



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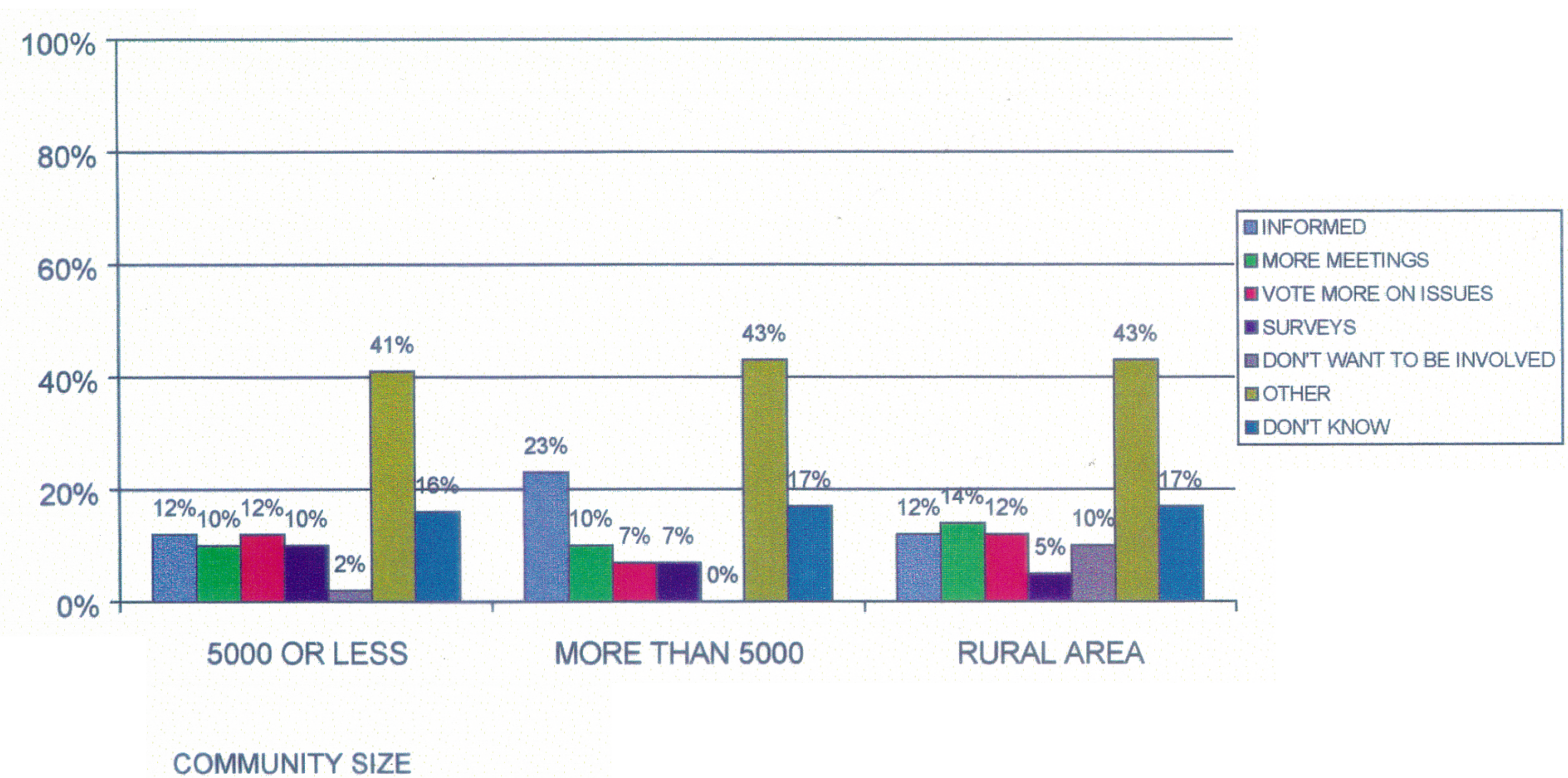
Responses exceed 100 percent due to multiple responses.

TABLE 9 SUGGESTIONS FOR INCREASED INVOLVEMENT
Question 7: How would you like to become more involved in the process?

	COMMUNITY SIZE		
	5000 OR LESS	MORE THAN 5000	RURAL AREA
	PERCENT	PERCENT	PERCENT
TOTAL	100%	100%	100%
INFORMED/ NOTIFIED OF WHAT'S GOING ON	12%	23%	12%
MORE MEETINGS/ HEARINGS	10%	10%	14%
VOTE MORE/ VOTE ON ISSUES OR PROJECTS	12%	7%	12%
SURVEYS/ QUESTIONNAIRES	10%	7%	5%
DON'T WANT TO BE INVOLVED	2%	0%	10%
OTHER*	41%	43%	43%
DON'T KNOW	16%	17%	17%

Responses exceed 100 percent due to multiple responses.
* See verbatim section for others listed.

SUGGESTIONS FOR INCREASED INVOLVEMENT



C.J. OLSON MARKET RESEARCH
Responses exceed 100 percent due to multiple responses.

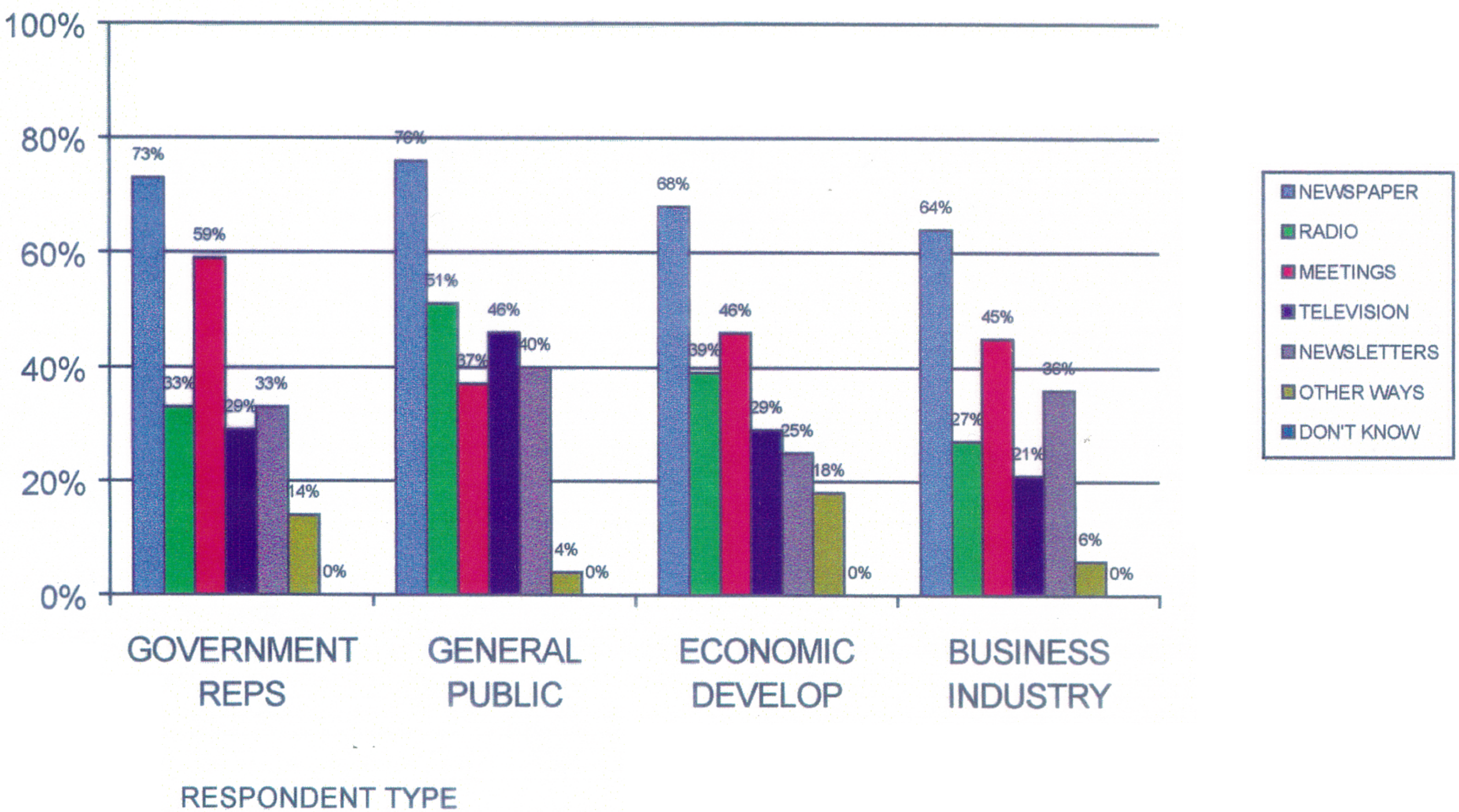
TABLE 10 BEST WAYS TO INFORM

Question 8: In your opinion, what are the best ways to inform people about opportunities for involvement in the funding allocation process?

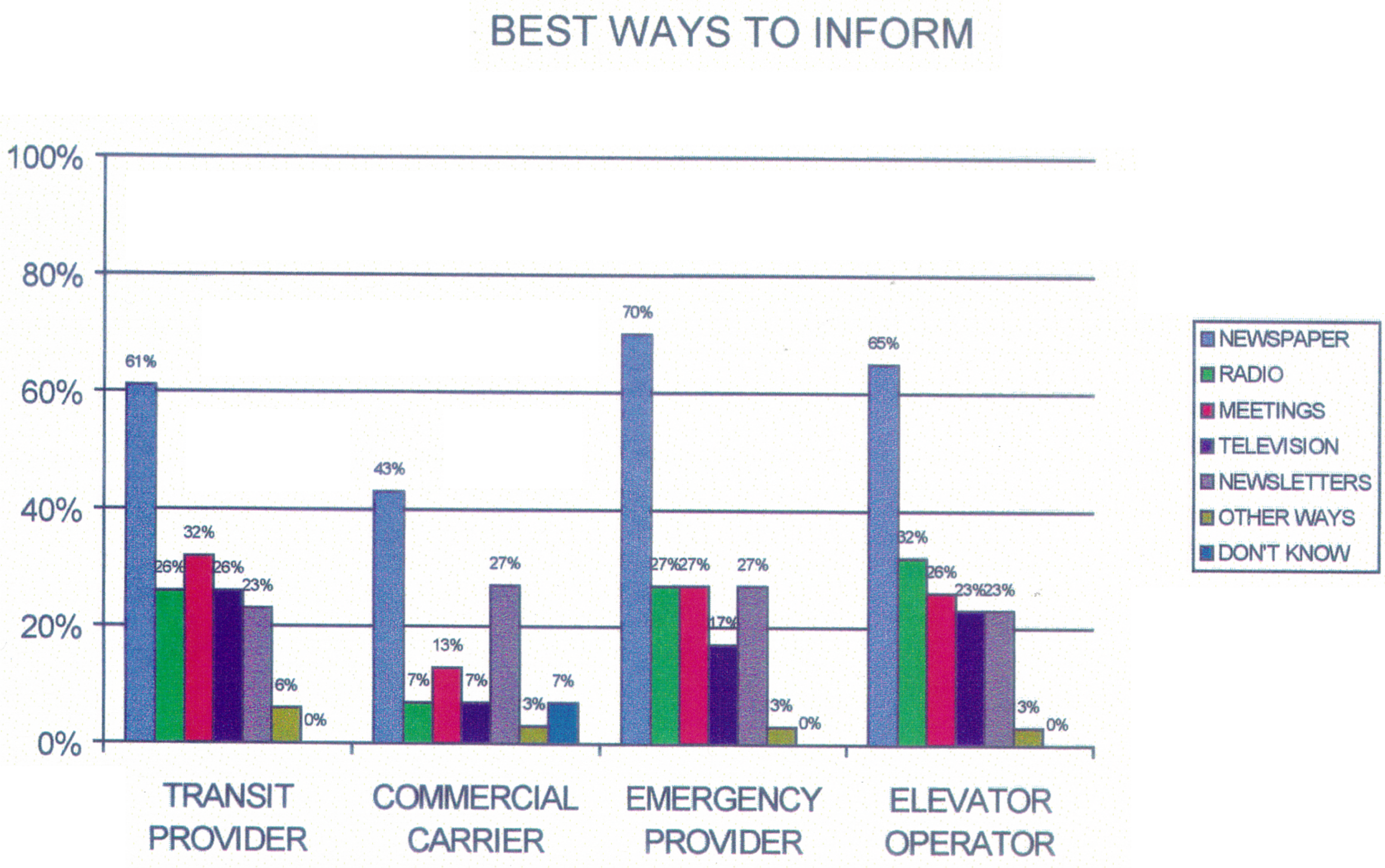
	RESPONDENT TYPE							
	GOVERNMENT REPS	GENERAL PUBLIC	ECONOMIC DEVELOP	BUSINESS INDUSTRY	TRANSIT PROVIDER	COMMERCIAL CARRIER	EMERGENCY PROVIDER	ELEVATOR OPERATOR
	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT	PERCENT
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%
NEWSPAPER ARTICLES	73%	76%	68%	64%	61%	43%	70%	65%
RADIO	33%	51%	39%	27%	26%	7%	27%	32%
PUBLIC MEETINGS	59%	37%	46%	45%	32%	13%	27%	26%
TELEVISION	29%	46%	29%	21%	26%	7%	17%	23%
NEWSLETTERS	33%	40%	25%	36%	23%	27%	27%	23%
OTHER WAYS*	14%	4%	18%	6%	6%	3%	3%	3%
DON'T KNOW	0%	0%	0%	0%	0%	7%	0%	0%

Responses exceed 100 percent due to multiple responses.
* See verbatim section for others listed.

BEST WAYS TO INFORM



C.J. OLSON MARKET RESEARCH
Responses exceed 100 percent due to multiple responses.



C.J. OLSON MARKET RESEARCH
Responses exceed 100 percent due to multiple responses.

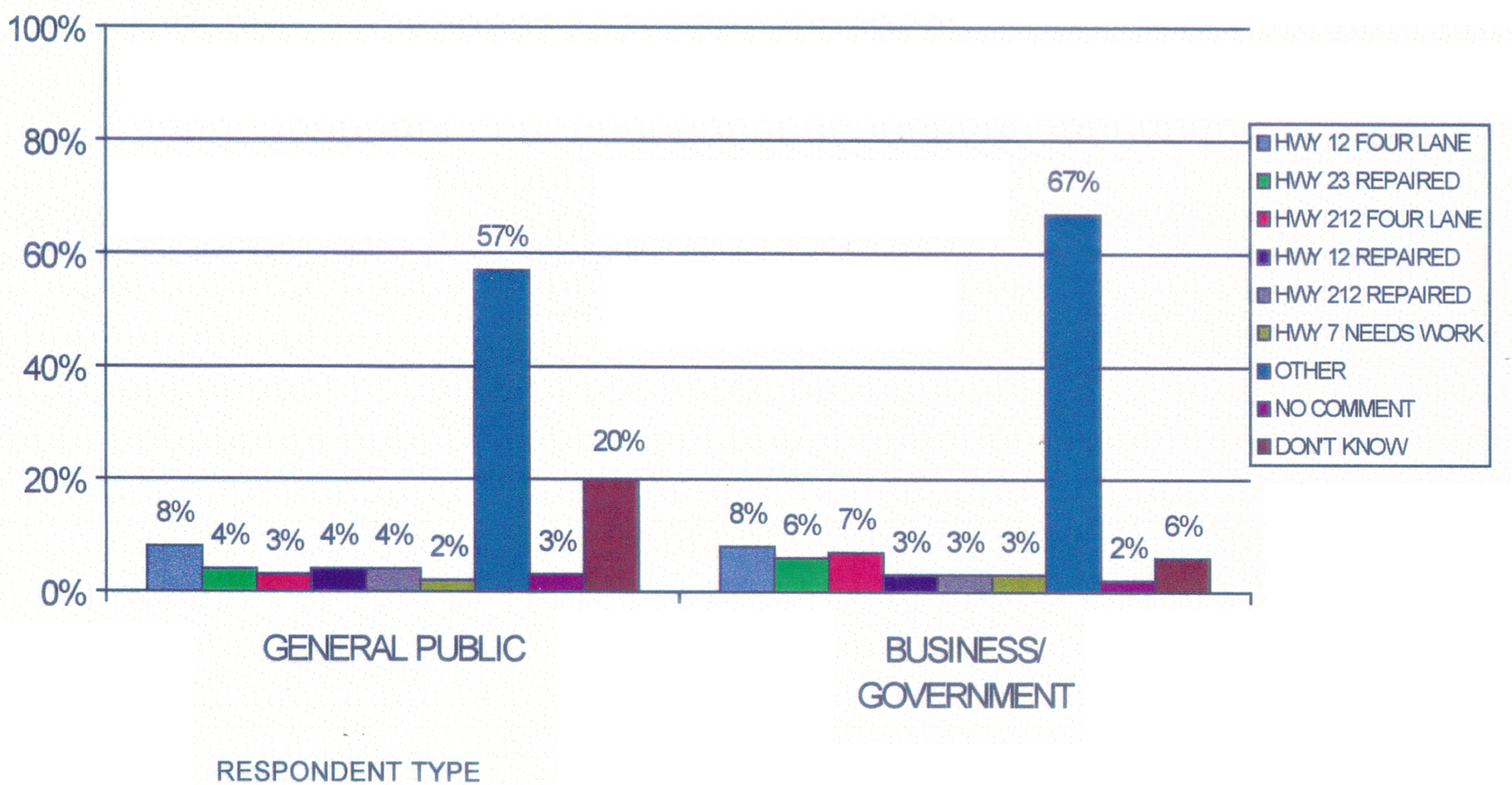
TABLE 11 PROJECT WISH LIST

Question 9: If you had your choice, what one transportation construction project in Southwestern Minnesota would you like to see happen?

	RESPONDENT TYPE	
	GENERAL PUBLIC	BUSINESS AND GOVERNMENT
	PERCENT	PERCENT
TOTAL	100%	100%
HIGHWAY 12, MAKE INTO 4 LANES/ WIDENED	8%	8%
HIGHWAY 23 NEEDS REPAIRS/ RESURFACED/ REDONE	4%	6%
HIGHWAY 212, MAKE INTO 4 LANES/ WIDENED	3%	7%
HIGHWAY 12 NEEDS REPAIRS/ IMPROVEMENTS	4%	3%
HIGHWAY 212 NEEDS REPAIRS/ IMPROVEMENTS/ REDONE	4%	3%
HIGHWAY 7 NEEDS WORK/ IMPROVEMENTS/ RESURFACED	2%	3%
OTHER*	57%	67%
NO COMMENT/ NONE	3%	2%
DON'T KNOW	20%	6%

Responses exceed 100 percent due to multiple responses.
* See verbatim section for others listed.

PROJECT WISH LIST



C.J. OLSON MARKET RESEARCH
Responses exceed 100 percent due to multiple responses.

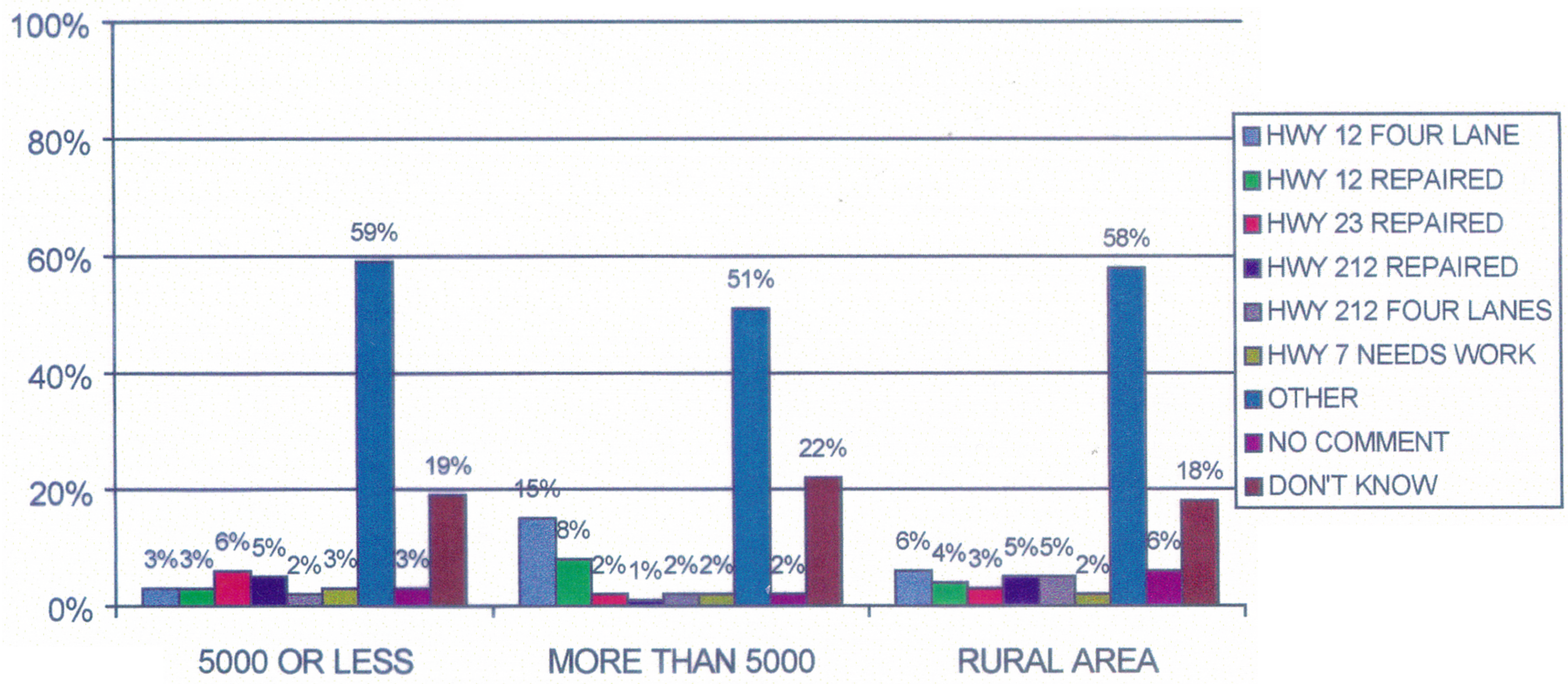
TABLE 12 PROJECT WISH LIST

Question 9: If you had your choice, what one transportation construction project in Southwestern Minnesota would you like to see happen?

	COMMUNITY SIZE		
	5000 OR LESS	MORE THAN 5000	RURAL AREA
	PERCENT	PERCENT	PERCENT
TOTAL	100%	100%	100%
HIGHWAY 12, MAKE INTO 4 LANES/ WIDENED	3%	15%	6%
HIGHWAY 12 NEEDS REPAIRS/ IMPROVEMENTS	3%	8%	4%
HIGHWAY 23 NEEDS REPAIRS/ RESURFACED/ REDONE	6%	2%	3%
HIGHWAY 212 NEEDS REPAIRS/ IMPROVEMENTS/ REDONE	5%	1%	5%
HIGHWAY 212, MAKE INTO 4 LANES/ WIDENED	2%	2%	5%
HIGHWAY 7 NEEDS WORK/ IMPROVEMENTS/ RESURFACED	3%	2%	2%
OTHER*	59%	51%	58%
NO COMMENT/ NONE	3%	2%	6%
DON'T KNOW	19%	22%	18%

Responses exceed 100 percent due to multiple responses.
* See verbatim section for others listed.

PROJECT WISH LIST



COMMUNITY SIZE

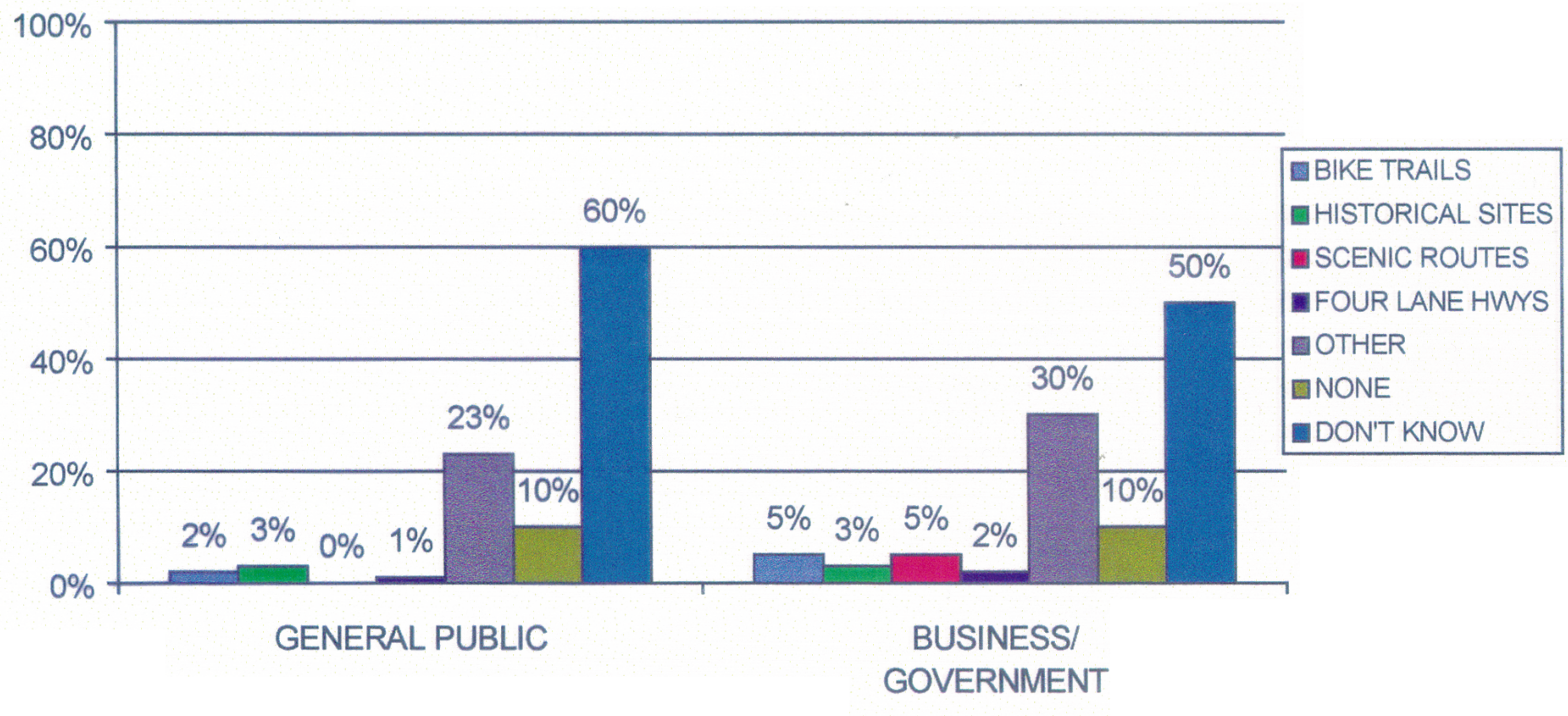
C.J. OLSON MARKET RESEARCH
Responses exceed 100 percent due to multiple responses.

TABLE 13 PROJECTS NOT WANTED
Question 10: What project or types of projects in Southwestern Minnesota would you definitely not want to spend dollars on?

	RESPONDENT TYPE	
	GENERAL PUBLIC	BUSINESS AND GOVERNMENT
	PERCENT	PERCENT
TOTAL	100%	100%
BIKE TRAILS/ PATHS/ PROJECTS	2%	5%
HISTORICAL TRAILS/ SITES/ FACILITES	3%	3%
SCENIC ROADWAYS/ ROUTES	0%	5%
4 LANE HIGHWAYS/ CREATING MORE 4 LANE HIGHWAYS	1%	2%
OTHER*	23%	30%
NONE/ NOTHING	10%	10%
DON'T KNOW	60%	50%

Responses exceed 100 percent due to multiple responses.
* See verbatim section for others listed.

PROJECTS NOT WANTED



RESPONDENT TYPE

C.J. OLSON MARKET RESEARCH
Responses exceed 100 percent due to multiple responses.

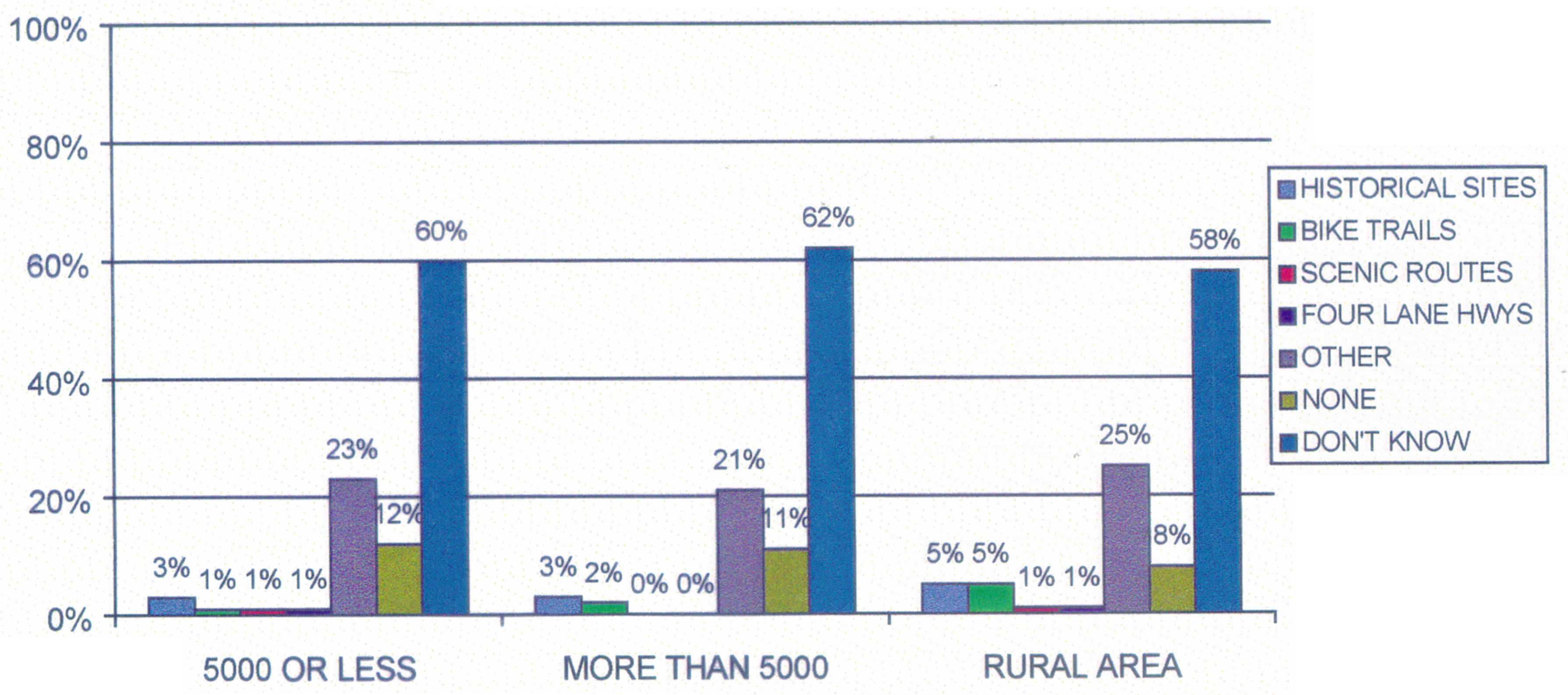
TABLE 14 PROJECTS NOT WANTED

Question 10: What project or types of projects in Southwestern Minnesota would you definitely not want to spend dollars on?

	COMMUNITY SIZE		
	5000 OR LESS	MORE THAN 5000	RURAL AREA
	PERCENT	PERCENT	PERCENT
TOTAL	100%	100%	100%
HISTORICAL TRAILS/ SITES/ FACILITIES	3%	3%	5%
BIKE TRAILS/ PATHS/ PROJECTS	1%	2%	5%
4 LANE HIGHWAYS/ CREATING MORE 4 LANE HIGHWAYS	1%	0%	1%
SCENIC ROADWAYS/ ROUTES	1%	0%	1%
DON'T KNOW	60%	62%	58%
OTHER*	23%	21%	25%
NONE/ NOTHING	12%	11%	8%

Responses exceed 100 percent due to multiple responses.
* See verbatim section for others listed.

PROJECTS NOT WANTED



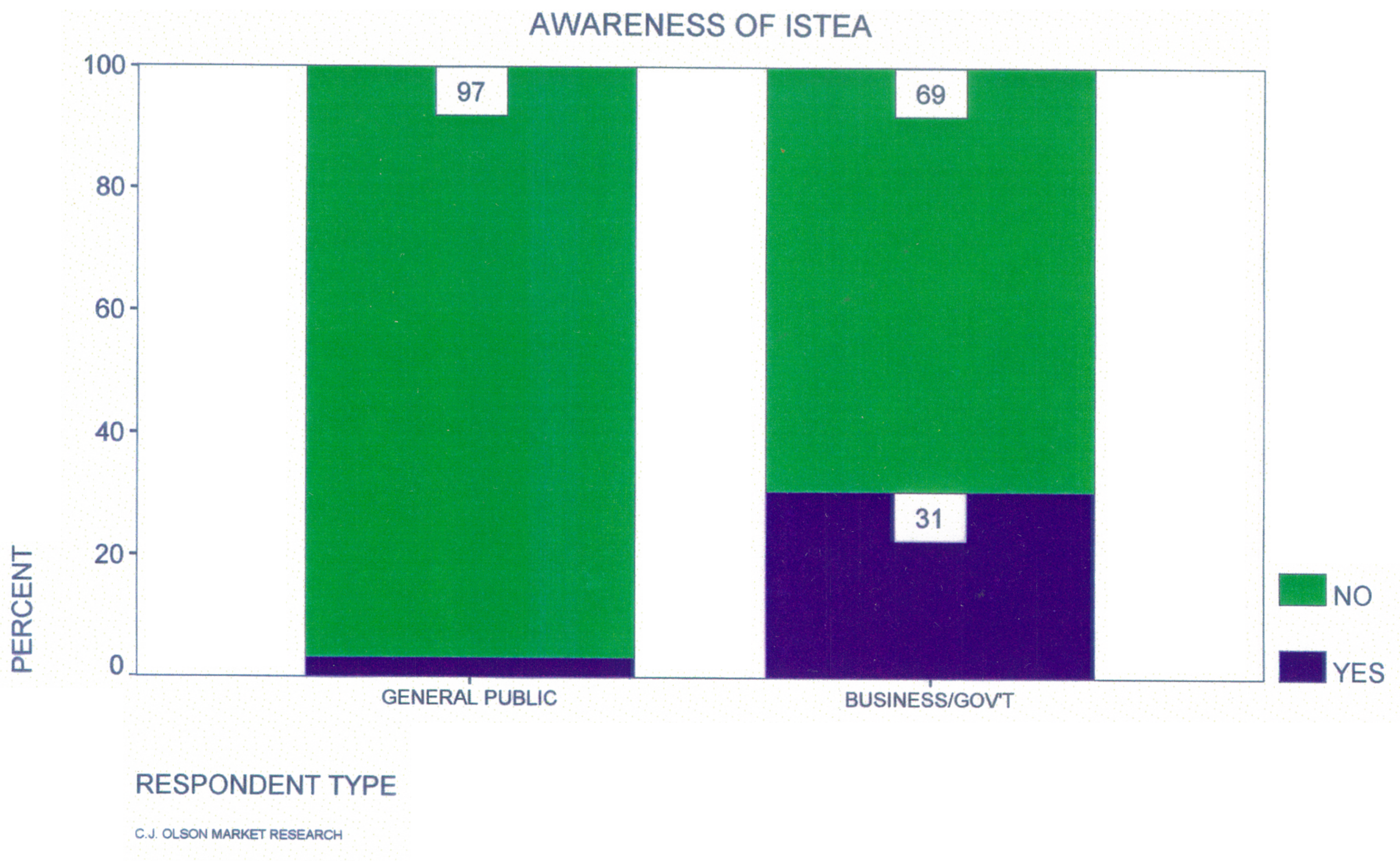
COMMUNITY TYPE

C.J. OLSON MARKET RESEARCH
Responses exceed 100 percent due to multiple responses.

TABLE 15 AWARENESS

Question 11, 12, and 13: Have you heard of ( ) before today...or not?

	RESPONDENT TYPE	
	GENERAL PUBLIC	BUSINESS AND GOVERNMENT
	PERCENT	PERCENT
AWARENESS OF ISTEA (INTERMODAL SURFACE TRANSPORTATION EFFICIENCY ACT)		
YES	3%	31%
NO	97%	69%
AWARENESS OF ATP (AREA TRANSPORTATION PARTNERSHIP)		
YES	8%	26%
NO	92%	74%
AWARENESS OF REGIONAL DEVELOPMENT COMMISSION		
YES	43%	76%
NO	57%	24%


AWARENESS OF ISTEA
100
80
60
40
20
0
PERCENT
97
69
31
NO
YES
GENERAL PUBLIC
BUSINESS/GOV'T
RESPONDENT TYPE
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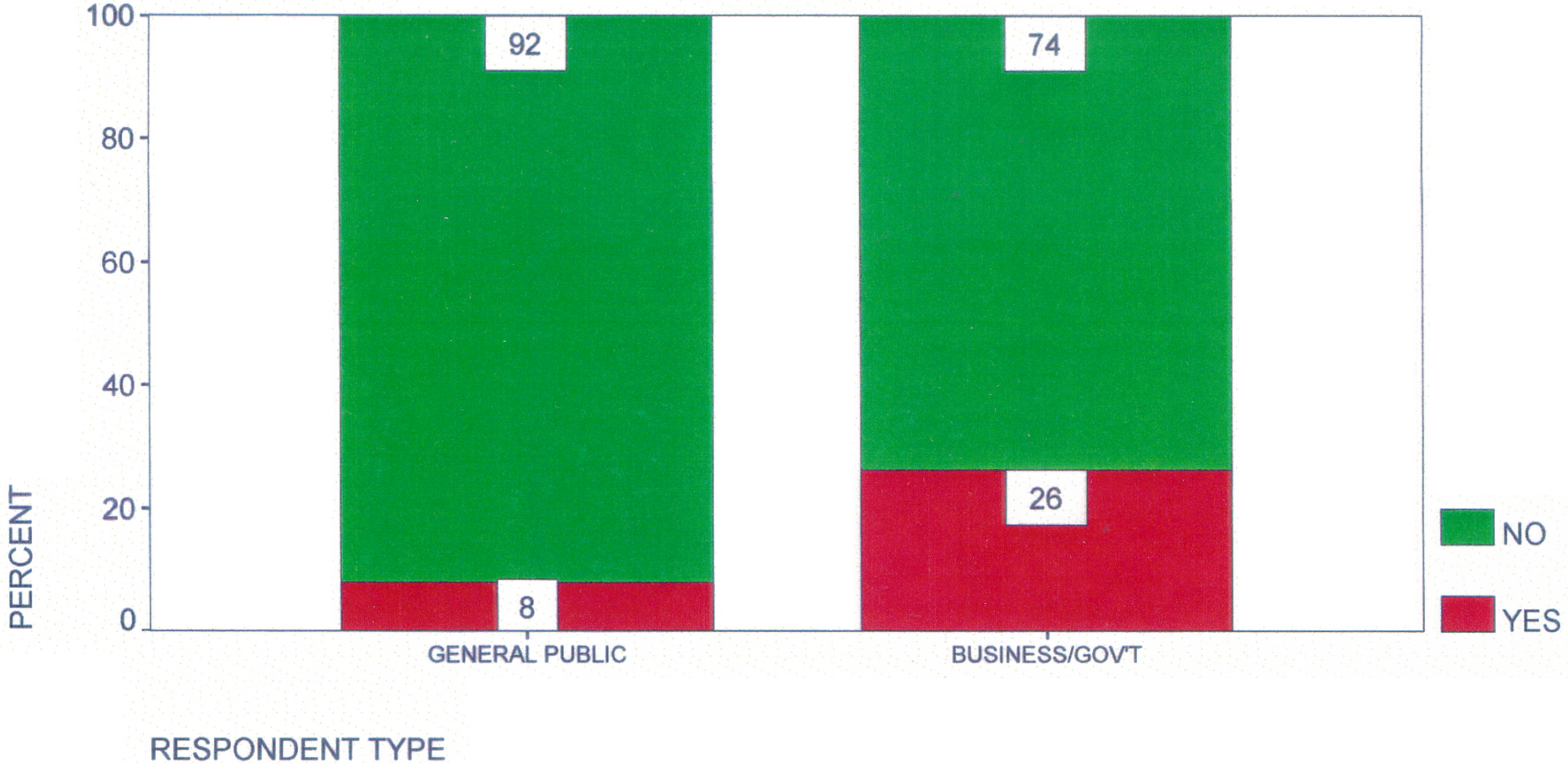
AWARENESS OF AREA TRANSPORTATION PARTNERSHIP



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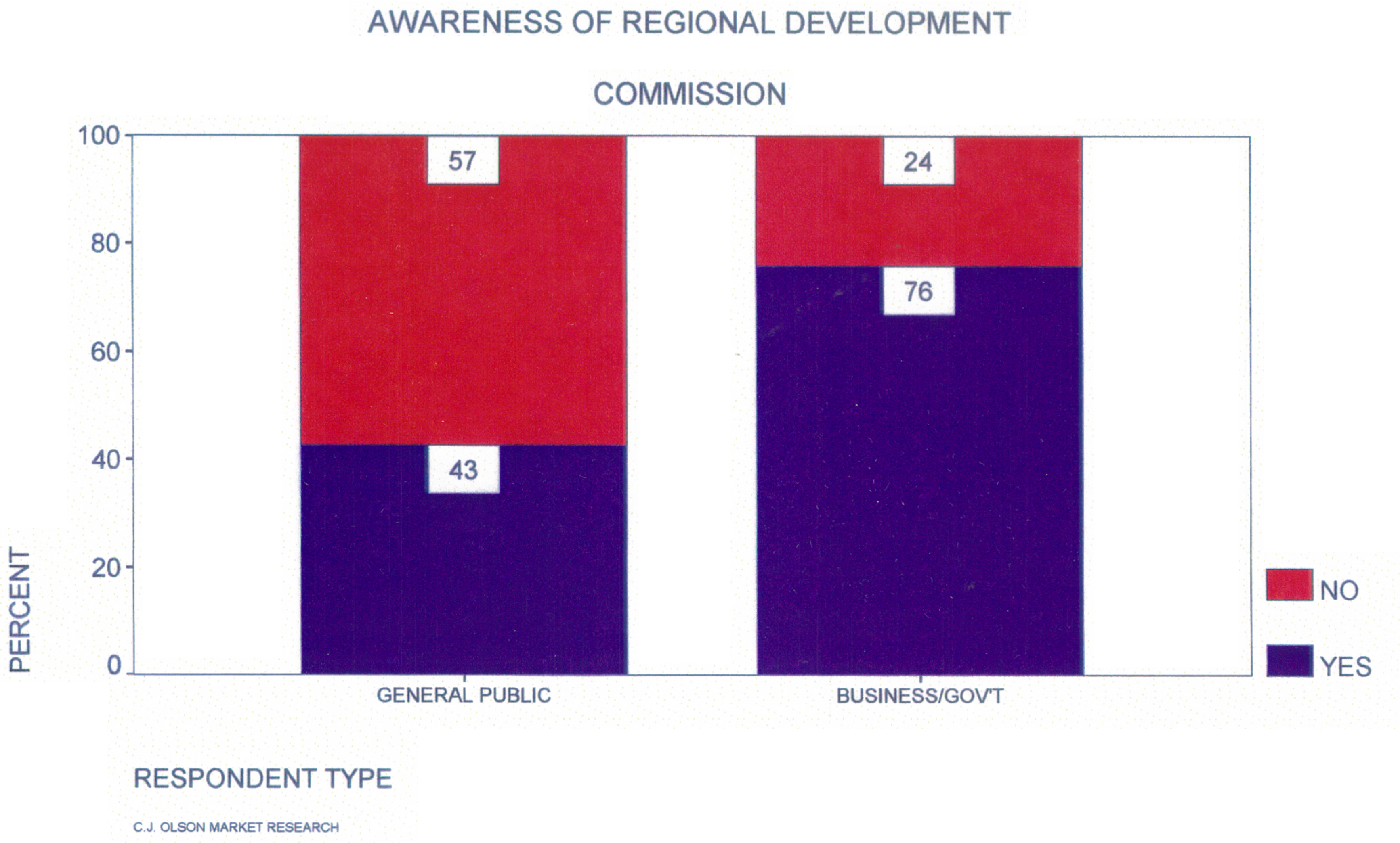
AWARENESS OF REGIONAL DEVELOPMENT
COMMISSION
PERCENT
100
80
60
40
20
0
57
43
24
76
NO
YES
GENERAL PUBLIC
BUSINESS/GOV'T
RESPONDENT TYPE
C.J. OLSON MARKET RESEARCH

TABLE 16 DEMOGRAPHICS

	PERCENT
TOTAL	100%
RESPONDENT TYPE	
GOVERNMENT REPS	8%
GENERAL PUBLIC	63%
ECONOMIC DEVELOP	4%
BUSINESS INDUSTRY	5%
TRANSIT PROVIDER	5%
COMMERCIAL CARRIER	5%
EMERGENCY PROVIDER	5%
ELEVATOR OPERATOR	5%
GENDER	
MALE	52%
FEMALE	48%
COUNTY	
CHIPPEWA	8%
KANDIYOHI	14%
LAC QUI PARLE	5%
LINCOLN	3%
LYON	12%
MCLEOD	14%
MEEKER	8%
MURRAY	6%
PIPESTONE	4%
REDWOOD	9%
RENVILLE	10%
YELLOW MEDICINE	6%

Responses may exceed 100 percent due to rounding.

TABLE 17 GENERAL PUBLIC DEMOGRAPHICS

	PERCENT
TOTAL	100%
GENDER	
FEMALE	60%
MALE	40%
LICENSED DRIVER	
YES	98%
NO	2%
OCCUPATION	
PRECISION PRODUCTION, CRAFT AND REPAIR	21%
TECHNICAL/ SALES/ ADMINISTRATIVE SUPPORT	17%
RETIRED	16%
PROFESSIONAL SPECIALISTS	13%
SERVICE	8%
AGRICULTURAL, FORESTRY, AND FISHING	7%
HOMEMAKER	6%
EXECUTIVE/ ADMINISTRATIVE/ MANAGERIAL	4%
OTHER	3%
STUDENT	2%
UNEMPLOYED	1%
DRIVE TO WORK OUTSIDE HOME	
YES	87%
NO	13%
MILES COMMUTED TO WORK	
1-3 MILES	26%
4-11 MILES	26%
12-30 MILES	28%
31 OR MORE MILES	8%
LESS THAN 1 MILE	10%
DOESN'T COMMUTE/ DRIVES FOR A LIVING	1%
DON'T KNOW	0%

Responses may exceed 100 percent due to rounding and multiple responses.

(continued)

C.J. OLSON MARKET RESEARCH
MINNEAPOLIS, MN 55415
PROJECT NUMBER 9542   DETAILED FINDINGS

TABLE 17 GENERAL PUBLIC DEMOGRAPHICS

	PERCENT
MODE OF TRANSPORTATION	
AUTO	74%
TRUCK	22%
WALK	4%
OTHER	2%
BIKE	1%
MOTORCYCLE	1%
COMMUNITY SIZE	
5000 OR LESS	39%
MORE THAN 5000	29%
RURAL AREA	32%
AGE	
18-24	6%
25-34	23%
35-44	31%
45-54	15%
55-64	11%
65 AND OLDER	14%
REFUSED	0%
HOUSEHOLD INCOME	
UNDER $15,000	12%
$15,000-$24,999	22%
$25,000-$34,999	20%
$35,000-$49,999	25%
$50,000-$74,999	12%
$75,000 OR MORE	3%
REFUSED	6%

Responses may exceed 100 percent due to rounding and multiple responses.

TABLE 18 BUSINESS AND GOVERNMENT DEMOGRAPHICS

	PERCENT
TOTAL	100%
COUNTY	
CHIPPEWA	9%
KANDIYOHI	10%
LAC QUI PARLE	6%
LINCOLN	4%
LYON	9%
MCLEOD	11%
MEEKER	10%
MURRAY	7%
PIPESTONE	6%
REDWOOD	9%
RENVILLE	9%
YELLOW MEDICINE	9%
NUMBER OF EMPLOYEES	
1 TO 5	28%
6 TO 25	31%
26 TO 100	18%
101 OR MORE	22%
DON'T KNOW	1%

Responses may exceed 100 percent due to rounding.

START ________ END ________

SAMPLE SHEET # ______________

NAME: ______________________________ TITLE: ________________
(FOR REPS/BUS/COMM)

AGENCY: ____

PHONE: __________________

CITY: ____________________

Interviewer: _________________________ Date: __________________

RESPONDENT TYPE:

GOVERNMENT REPS 1

GENERAL PUBLIC 2

COMMERCIAL/BUSINESS

ECONOMIC DEVELOPMENT PROF........... 3

BUSINESS/INDUSTRY 4

TRANSIT PROVIDER 5

COMMERCIAL CARRIER 6

EMERGENCY SERVICE PROVIDER 7

ELEVATOR OPERATORS 8

GENDER:

MALE 1

FEMALE 2

COUNTY:

CHIPPEWA 1

KANDIYOHI 2

LAC QUI PARLE 3

LINCOLN 4

LYON 5

MCLEOD 6

MEEKER 7

MURRAY 8

PIPESTONE 9

REDWOOD 10

RENVILLE 11

YELLOW MEDICINE .. 12

(ASK FOR LISTED PERSON WHERE AVAILABLE - OTHERWISE SEE SCREENING BELOW)

Hello, this is ____________ calling from Olson Research. We've been asked by the Minnesota Department of Transportation to speak with people living and/or working in Southwestern Minnesota.

A. In what county are you located? (CIRCLE CODE)

CHIPPEWA..........................	1
KANDIYOHI.........................	2
LAC QUI PARLE..................	3
LINCOLN............................	4
LYON.................................	5
MCLEOD............................	6
MEEKER............................	7
MURRAY............................	8
PIPESTONE........................	9
REDWOOD.........................	10
RENVILLE..........................	11
YELLOW MEDICINE............	12
OTHER (WRITE IN)	
________________________	97 (TALLY QA & END INTERVIEW)

* (SCREENING QUESTIONS FOR GENERAL PUBLIC ONLY - ASK QB & QC))

B. Are you employed by a government agency or not? (CIRCLE CODE)

YES....................	1	(ASK QC)
NO.....................	2	(SKIP TO INTRO)

C. For what agency do you work?

MN/DOT........................ 1 (TALLY QC AND END INTERVIEW)

OTHER (WRITE IN)

____________________ 97 (SKIP TO INTRO)

* SCREENING FOR COMM/BUS. SAMPLE ONLY:

D. I need to speak with a primary decision maker in your organization.

(WHEN SPEAKING WITH APPROPRIATE PERSON, CONTINUE)

INTRO:

We are conducting a short survey with adults 18 and older, about how transportation dollars are spent in Southwestern Minnesota and would like to include your opinions. Your answers are confidential. MN/DOT will only see survey results, not the answers of individuals.

C.J. OLSON MARKET RESEARCH, INC. **Dist. 8**
JANUARY 1995 **# 9542**

1. Construction projects can be funded from either federal, state, or local dollars or a combination of two or more of them. I'm going to read a list of ten possible projects and would like you to tell me who you think is currently paying for each one. (READ AND CIRCLE)

(READ Q2 ACROSS)

2. Who do you think should pay for (PROJECT); federal, state, or local government? (CIRCLE CODE)

TYPES OF PROJECTS	Question 1 FEDERAL	STATE	LOCAL	DK	Question 2	
A. County Roads and Bridges	1	2	3	9	F.....1 S.....2 L.....3	DK 99
B. City Roads and Bridges	1	2	3	9	F.....1 S.....2 L.....3	DK 99
C. Township roads and Bridges	1	2	3	9	F.....1 S.....2 L.....3	DK 99
D. State roads and bridges	1	2	3	9	F.....1 S.....2 L.....3	DK 99
E. Purchase of Public Transit Vehicles	1	2	3	9	F.....1 S.....2 L.....3	DK 99
F. Railroad Crossings	1	2	3	9	F.....1 S.....2 L.....3	DK 99
G. Safety improvements	1	2	3	9	F.....1 S.....2 L.....3	DK 99
H. Pedestrian and/or Bikeway Paths	1	2	3	9	F.....1 S.....2 L.....3	DK 99
I. Scenic or environmental projects	1	2	3	9	F.....1 S.....2 L.....3	DK 99
J. Historic Preservation of transportation related facilities	1	2	3	9	F.....1 S.....2 L.....3	DK 99

3. Now, please think of a 5 point scale where 1 means not at all satisfied and 5 means very satisfied. What number on that scale best describes how satisfied or dissatisfied you are with how transportation dollars are being spent in each of the following areas. (STARTING WITH CHECKED ITEM, READ EACH ONE, ROTATING ORDER.)

Starting with....

	NOT AT ALL SATISFIED				VERY SATISFIED	DK
A. County Roads and Bridges..............................	...*1	...*2	...3..	...4..	...5..	99
B. City Roads and Bridges.......	...*1	...*2	...3..	...4..	...5..	99
C. Township roads and Bridges..............................	...*1	...*2	...3..	...4..	...5..	99
D. State roads and bridges......	...*1	...*2	...3..	...4..	...5..	99
E. Purchase of Public Transit Vehicles.............................	...*1	...*2	...3..	...4..	...5..	99
F. Railroad Crossings.............	...*1	...*2	...3..	...4..	...5..	99
G. Safety improvements...........	...*1	...*2	...3..	...4..	...5..	99
H. Pedestrian and/or Bikeway Paths................................	...*1	...*2	...3..	...4..	...5..	99
I. Scenic or environmental projects..............................	...*1	...*2	...3..	...4..	...5..	99
J. Historic Preservation of transportation related facilities.............................	...*1	...*2	...3..	...4..	...5..	99

* (FOR EACH ONE CIRCLED *1 OR *2, ASK Q4A - Q4J)

4A. Why are you dissatisfied with how dollars are being spent on <u>county roads and bridges</u>? (RECORD WORD FOR WORD, PROBE AND CLARIFY.)

4B. Why are you dissatisfied with how dollars are being spent on city roads and bridges? (RECORD WORD FOR WORD, PROBE AND CLARIFY.)

4C. Why are you dissatisfied with how dollars are being spent on township roads and bridges? (RECORD WORD FOR WORD, PROBE AND CLARIFY.)

4D. Why are you dissatisfied with how dollars are being spent on state roads and bridges? (RECORD WORD FOR WORD, PROBE AND CLARIFY.)

4E. Why are you dissatisfied with how dollars are being spent on the purchase of public transit vehicles? (RECORD WORD FOR WORD, PROBE AND CLARIFY.)

4F. Why are you dissatisfied with how dollars are being spent on railroad crossings? (RECORD WORD FOR WORD, PROBE AND CLARIFY.)

4G. Why are you dissatisfied with how dollars are being spent on safety improvements? (RECORD WORD FOR WORD, PROBE AND CLARIFY.)

4H. Why are you dissatisfied with how dollars are being spent on pedestrian and/or bikeway paths? (RECORD WORD FOR WORD, PROBE AND CLARIFY.)

4I. Why are you dissatisfied with how dollars are being spent on scenic or environmental projects? (RECORD WORD FOR WORD, PROBE AND CLARIFY.)

4J. Why are you dissatisfied with how dollars are being spent on historic preservation of transportation related facilities? (RECORD WORD FOR WORD, PROBE AND CLARIFY.)

5. Thinking of how transportation construction project funding is distributed between the different levels of government, please tell me how fairly you think that is being done in southwestern Minnesota, using a 5 point scale where 1 means not at all fairly and 5 means very fairly. You may select any number on the scale which best describes how you feel. (ROTATE ORDER, READ AND CIRCLE CODE)

How fair is the distribution for.......

	NOT AT ALL FAIR				VERY FAIR	DK
A. Cities with 5000 or less people................................	...1..	...2..	...3..	...4..	...5..	99
B. Cities with more than 5000 people................................	...1..	...2..	...3..	...4..	...5..	99
C. County projects..................	...1..	...2..	...3..	...4..	...5..	99
D. State projects......................	...1..	...2..	...3..	...4..	...5..	99
E. Township projects..............	...1..	...2..	...3..	...4..	...5..	99

6. Generally speaking, how satisfied are you with your opportunity to be involved in transportation funding decisions? Would you say you are...... (READ AND CIRCLE)

Very Satisfied..................	4	(SKIP TO Q8)
Somewhat Satisfied.........	3	
Not Very Satisfied...........	2	(ASK Q7)
Not at all Satisfied...........	1	

DK/NA........................... 99

7. How would you like to become more involved in the process? (RECORD WORD FOR WORD, PROBE AND CLARIFY)

8. In your opinion, what are the best ways to inform people about opportunities for involvement in the funding allocation process? (READ & CIRCLE ALL THAT APPLY)

- Newspaper articles 1
- Radio 2
- Television 3
- Public Meetings 4
- Newsletters 5

Or How? (WRITE IN)

____________________________ 97

9. If you had your choice, what <u>one</u> transportation construction project in southwestern Minnesota would you like to see happen? (RECORD WORD FOR WORD - CLARIFY ONLY)

10. What project or types of projects in Southwestern Minnesota would you definitely not want to spend dollars on? (RECORD WORD FOR WORD, PROBE AND CLARIFY)

11. Have you heard of ISTEA (PRONOUNCE LIKE ICE TEA) before today, or not? (CIRCLE CODE)

YES...........	1	(ASK Q11A)
NO.............	2	(SKIP TO Q12)

11a. From what you know or have heard, what is ISTEA? (RECORD WORD FOR WORD, PROBE AND CLARIFY)

12. Have you heard of ATP or Area Transportation Partnership before today, or not? (CIRCLE CODE)

YES...........	1	(ASK Q12A)
NO.............	2	(SKIP TO Q13)

12a. What is ATP ... that is, what do they do? (RECORD WORD FOR WORD, PROBE AND CLARIFY)

13. Have you heard of the Regional Development Commission, or not?

YES............ 1 (ASK Q13A)

NO.............. 2 (SKIP TO Q14)

13a. What is the Regional Development Commission ... that is, what do they do?

ASK REPS/COMMERIAL/BUSINESS ONLY Q14

14. About how many employees are at your location? (WRITE IN)

____

(FILL IN CALLED FOR INFO ON PAGE 1 - THANK AND END INTERVIEW)

ASK GENERAL PUBLIC ONLY (Q15 - Q22)

15. Are you a licensed driver, ... or not? (CIRCLE CODE)

YES............ 1

NO.............. 2

16. What kind of work do you do?

STUDENT	1	(CONTINUE)
RETIRED	2	(SKIP TO Q20)
HOMEMAKER	3	
OTHER (WRITE IN) ____________________	97	(CONTINUE)

17. Do you drive to (work/school) outside of the home, ... or not

YES............	1	(CONTINUE WITH Q18)
NO.............	2	(SKIP TO Q19)

18. About how many miles, one way, do you commute to work? (WRITE IN)

____________________ miles

19. What mode of transportation do you use to commute? (CIRCLE CODE)

WALK......................................	1	BUS/PUBLIC TRANSPORTATION	5
AUTO......................................	2	MOTORCYCLE............................	3
TRUCK....................................	3	OTHER (WRITE IN)	
BIKE.......................................	4	____________________	7

20. Do you live in a community of...

5000 or less...............................	1
more than 5000.........................	2
or rural area..............................	3

21. In which of the following groups does your age fall? (READ LIST AND CIRCLE CODE)

18-24...........	1
25-34...........	2
35-44...........	3
45-54...........	4
55-64...........	5
65 and older.	6
REFUSED.....	9

22. Which of the following categories best describes your total household income, before taxes? (READ LIST & CIRCLE CODE)

Under $15,000..................	1
$15,000 - $24,999............	2
$25,000 - $34,999............	3
$35,000 - $49,999............	4
$50,000 - $74,999............	5
$75,000 or more................	6
REFUSED..........................	9

(IF GENERAL PUBLIC FILL IN 1ST PAGE INFO, THANK AND END INTERVIEW)