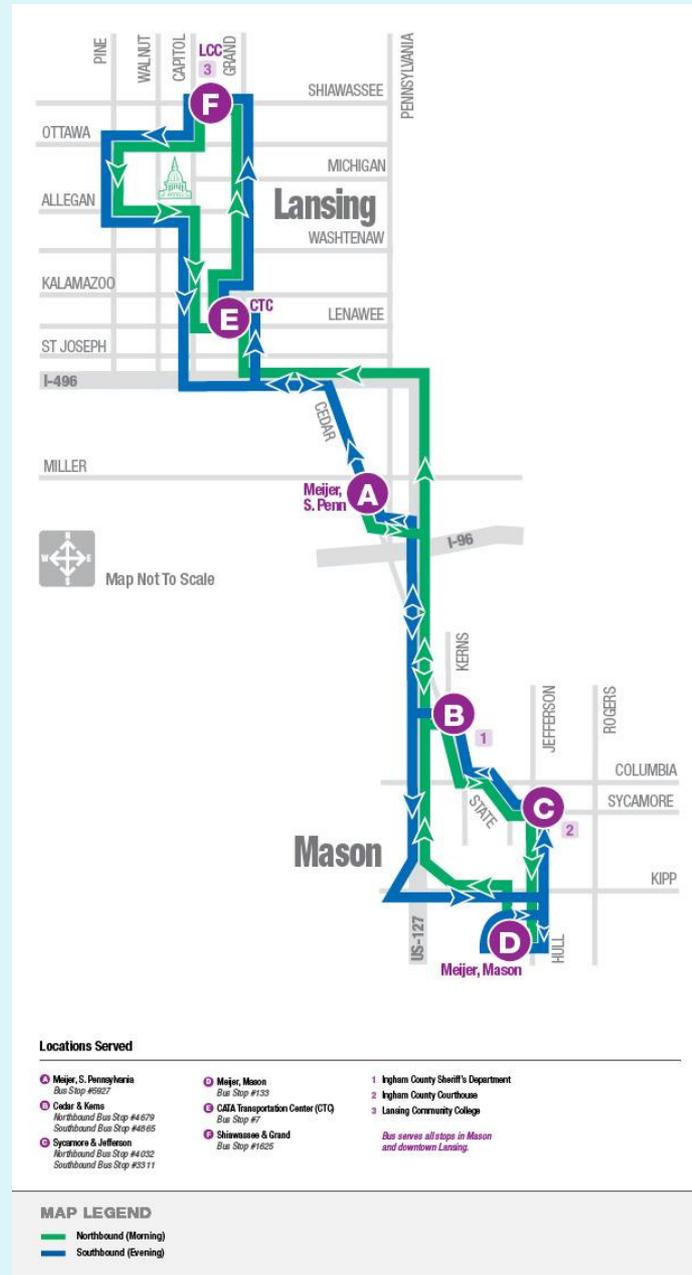


GETTING THERE: MASON PUBLIC TRANSIT SURVEY ANALYSIS

Michigan Environmental Council



Route 46: The Mason Ltd.



Region

- Route 46 selected based on on significance of the 2 cities it connects
 - Mason
 - County Seat of Ingham County
 - Home to several public agencies
 - Ingham County Sheriff's Department
 - 55th District Court
 - Home of several major employers in the region
 - Lansing
 - State capital
 - Most populous city in the region
 - Lansing Community College

Methodology



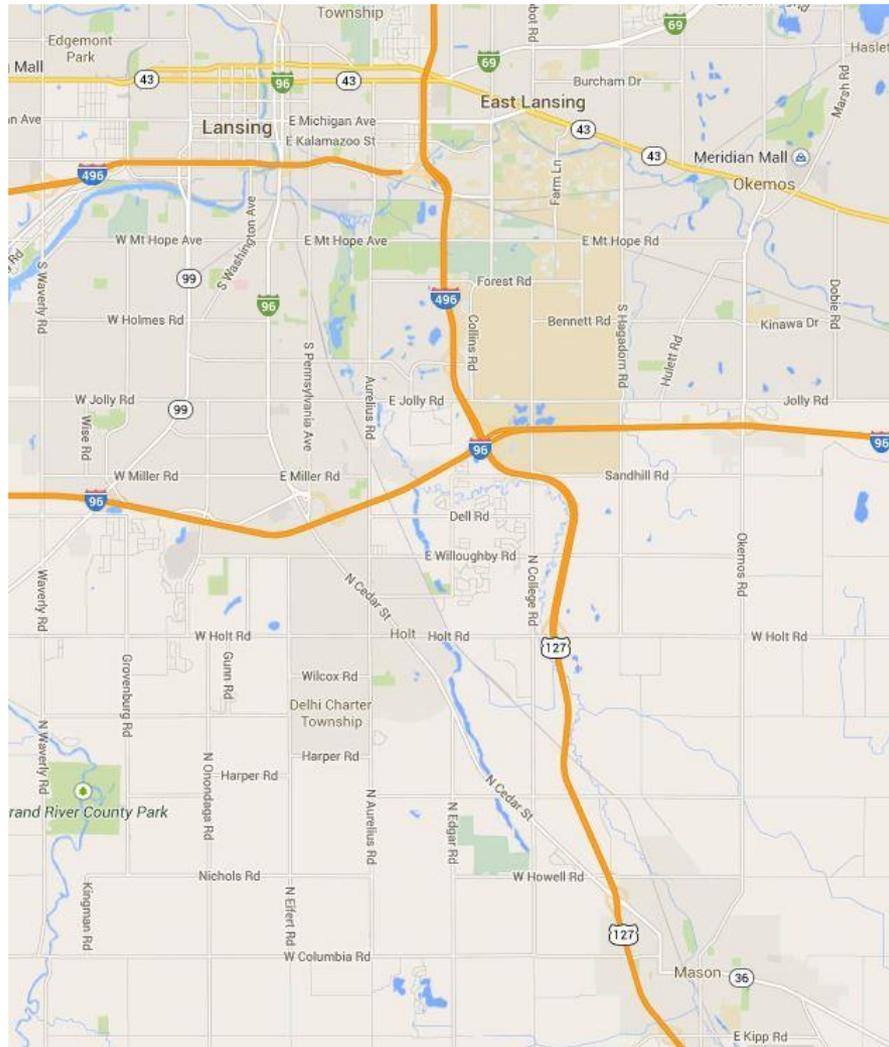
Methodology

- Survey developed with input from:
 - CATA
 - City of Mason
- Survey responses submitted via:
 - 5 Public Forums
 - Internet
- Timeframe: January-April 2014

Methodology

- Survey included questions about:
 - ▣ Current frequency of travel between Mason and Lansing
 - ▣ Interest in public transit
 - ▣ Demographic information

Results



Results: Demographics

- Age
 - ▣ 20-59 : 70.1% of all respondents
 - ▣ >60 : nearly 30% of all respondents
- Income
 - ▣ <\$24,999 : 26.9% ---largest single group of respondents to this question
- Currently transit rider between Mason & Lansing
 - ▣ 11.9% (whether CATA #46 or Spec-Tran)

Results: Mode & Frequency

- Current mode of transportation
 - ▣ **77.4%** : personal vehicle, **driven alone**
- Frequency of travel
 - ▣ **33.3%** : once or more **daily**
 - ▣ **25%** : **≥2x** per **week**
- Current ridership on #46: **>10,000** annually

Results: Reasons for Travel

- Reasons for travel:
 - 30.5% : work commute
 - 37.9% of these were state employees
 - 44.2% : errands/shopping
 - Stops at 2 Meijer's stores along Route #46
 - **30.5% : other**

Results: Current Unmet Needs

- **Over 65%** of respondents show **existing unmet needs** that increased frequency could overcome
 - Work commute
 - Errands/shopping/appointments
 - Personal need (physical or legal)
- [this does **not include** the 26.2% of respondents who expressed a **preference** for using transit]

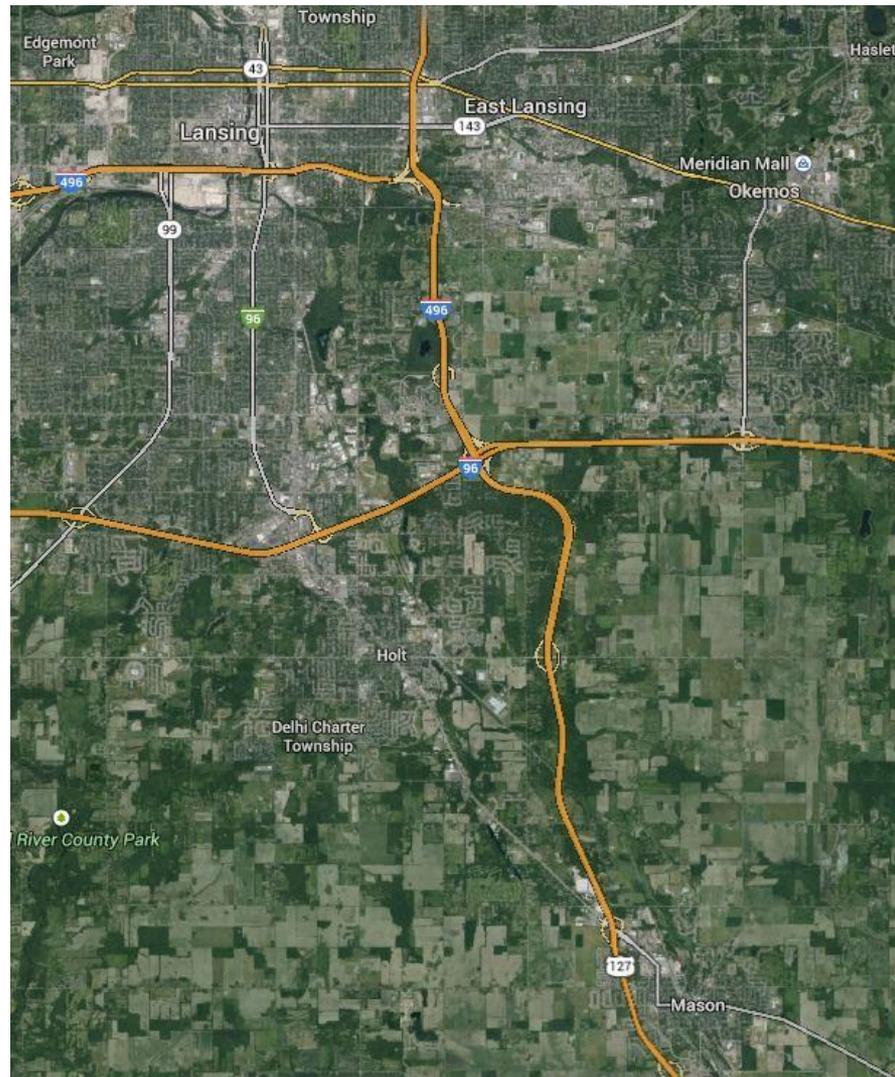
Results: Why Ride?

- **50%** : **save fuel costs**
- **27.4%** : **lacking access/ability to use other modes**

Results: Impact on Your Business

- **41.1%** of respondents say increased frequency could allow their business to **reach a larger/more diverse talent pool**

Conclusions



Conclusions: What can increased Mason/Lansing service do?

- Businesses can reach a **larger/more diverse talent pool**
- **1/2** interested in riding simply for **fuel cost savings**
- **Over 65%** of respondents show **existing unmet needs** that increased frequency could overcome
 - ▣ Work commute
 - ▣ Errands/shopping/appointments
 - ▣ Personal need (physical or legal)
 - ▣ [**not including** over **1/4** respondents who simply **prefer** transit]

Contact Info

Dan Sommerville

Policy Associate

Michigan Environmental Council

602 W. Ionia Street, Lansing, MI 48933

dan@environmentalcouncil.org

517-487-9539

