

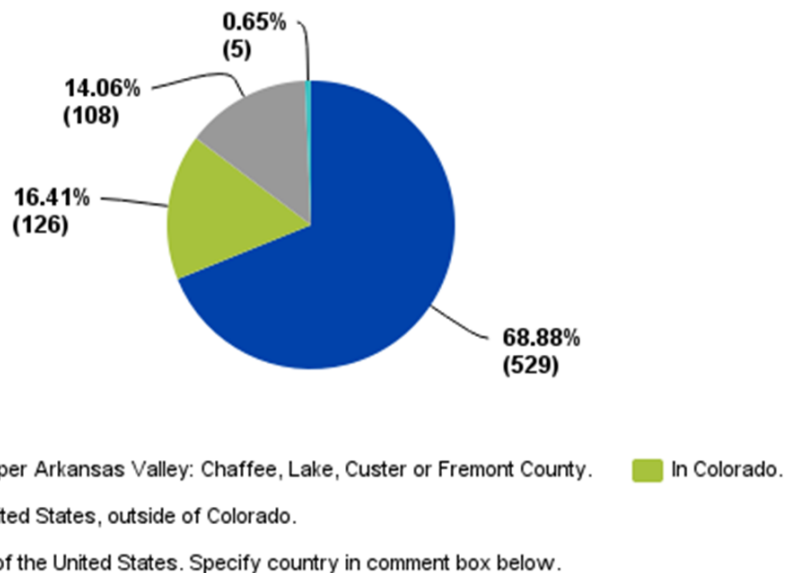
**Survey Goal:** Determine **need** and **desire** for expanded public transportation among **residents** of the Upper Arkansas Valley, including the four counties of Economic Development Sector 13 (Chaffee, Custer, Lake and Fremont) and among **visitors** to the Upper Arkansas Valley. Where need and desire for expanded public transportation are demonstrated, the survey revealed **preference for avenues to pay** for expanded public transportation.

**Data Analysis Plan:**

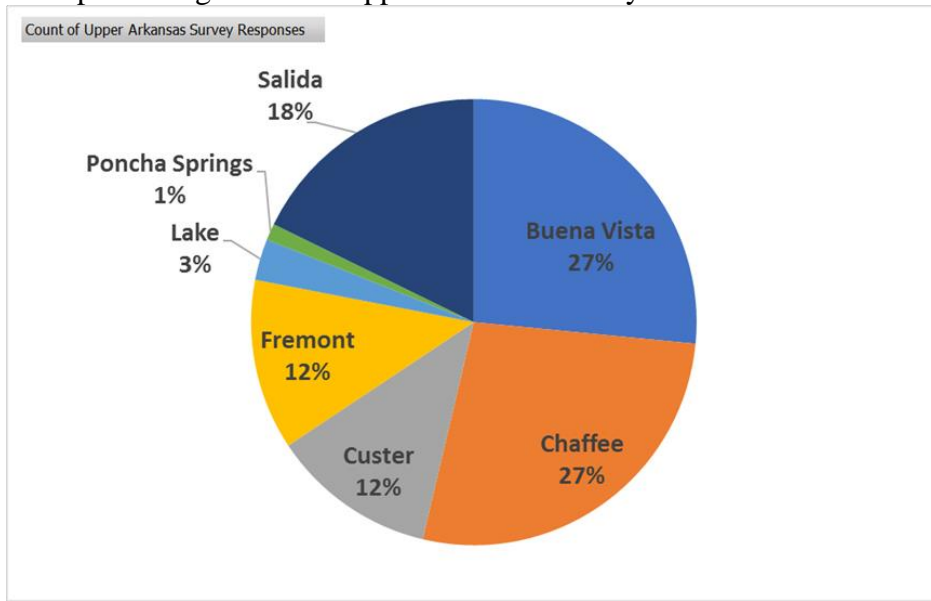
<b>Transit Research Question</b>	<b>Survey Question</b>
Is there a need for expanded public transportation?	1. Where do you live the majority of the year? 2. Residents, would you consider using public transportation to access activities or work?
Is there a desire for expanded public transportation?	1. Where do you live? 2. Residents consider using transit? 3. Visitor status established? 4. Visitors: would you visit more often if there were expanded public transportation? 5. What issues would motivate you to use public transportation?
Preference for payment for transit expansion.	6. Would you be willing to pay for transit solutions? How?
Demographics	7. Recreational interests 8. Age 9. Household Income

**Survey Responses and Results:**

Total responses: 768, 529 Upper Arkansas Valley residents and 239 visitors.



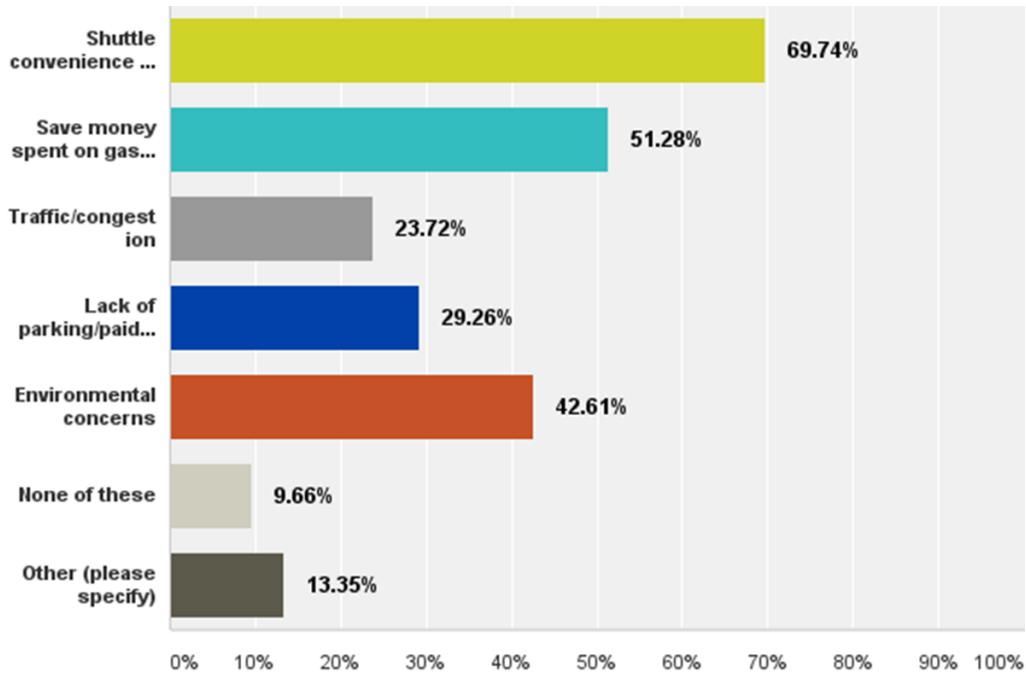
**Breakdown of response origination in Upper Arkansas Valley:**



**Income brackets:**

\$0-\$24,999	9%	\$75,000-\$99,999	16%
\$25,000-\$29,999	18%	\$100,000-\$124,999	15%
\$50,000-\$74,999	23%	More than \$125,000	17%

**What issues will motivate those surveyed to use public transportation in the Upper Arkansas Valley?**



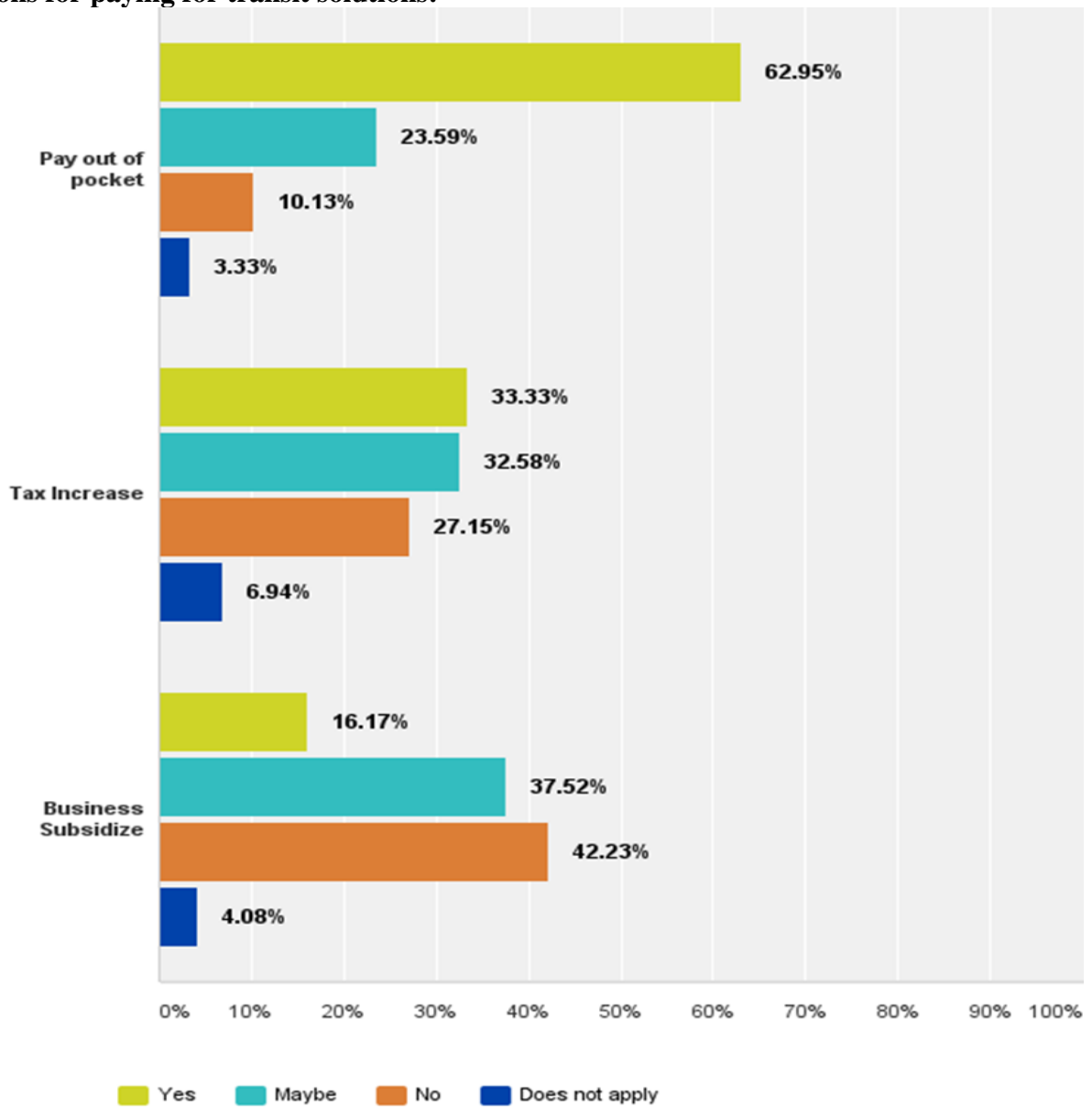
**Ages:**

0-18	1%
18-25	3%
26-35	13%
36-45	19%
46-55	23%
56-65	27%
66+	14%

**Recreational and tourism interests  
in Upper Ark Valley:**

1. Hiking (78%)
2. Relaxing/Scenery (67%)
3. Skiing/Snowboarding (58%)
4. Camping (56%)
5. Food/Beer/Wine Touring (47%)
6. Biking (41%)

**Options for paying for transit solutions:**



## **Market Survey Analysis**

- 1. Need for public transportation was demonstrated.** 82% of those living in the Upper Arkansas Valley would consider using a public transportation system to access activities or work.
- 2. Desire for public transportation was demonstrated. 59% of visitors surveyed would consider visiting more often if there were expanded public transportation options.** 49% of visitors visit the Upper Arkansas Valley more than four times per year. 72% visit more than 2 times per year.
- 3. Of residential respondents who would consider using public transportation to access work or activities, 90% would consider paying out of pocket, and 68% answered firmly that they would pay out of pocket for expanded service.**
- 4. Of residential respondents who would consider using a public transportation system to access activities or work, 72% would consider supporting a tax subsidy to fund public transportation, and 37% answered firmly that they would support a tax subsidy.**
- 5. Of visitors surveyed who would consider visiting more often if public transportation were expanded, 86% would consider paying out of pocket, and 59% answered firmly that they would pay out of pocket.**