

## 4 COMMUNITY FEEDBACK

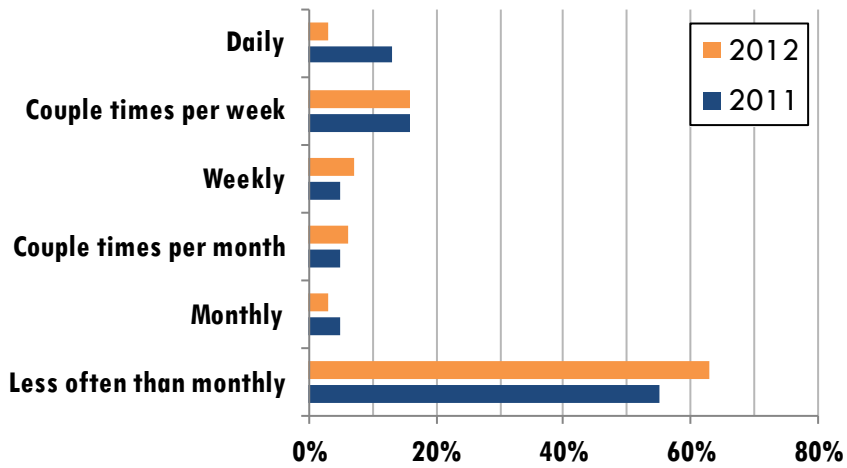
### 2011 AND 2012 MINNETONKA RESIDENTIAL SURVEYS

The 2011 and 2012 residential surveys conducted by the City of Minnetonka asked several questions related to attitudes towards public transit. Although the results were fairly similar, differences in respondent demographics from year-to-year could account for notable differences in some of the responses. Findings from the surveys include:

- In 2011, 19% of Minnetonka residents responded that they had taken a bus during the past two years; in 2012, a slightly higher percentage (22%) of residents had taken a bus within the previous two years.
- In 2011, 13% of these riders took the bus daily, while in 2012 this figure fell to 3%, as shown in Figure 4-1. In 2011, 55% indicated that they ride less than monthly, while 63% rode less than monthly in 2012. In both surveys, less than a third of respondents rode the bus between monthly and a couple of times a week.
- In 2011, of those who ride the bus, 28% indicated that they typically ride the bus to get to work, however a combined 51% identified riding the bus to special events, the state fair, and sporting events as their typical reason for riding the bus, as shown in Figure 4-2. About 11% of those who ride the bus use it to go shopping. In 2012, “work” was not one of the reasons identified by these riders for using the bus, and higher shares of these riders indicated that they use the bus to go to the State Fair or to avoid congestion than in 2011. Asked to look ten years into the future (2011 survey only), the largest share of all respondents (11%) cited traffic congestion as the greatest public safety concern facing the community.
- In 2011, 55% of transit riders were very satisfied with the service and 41% were somewhat satisfied with bus service. Only 4% of riders were “not too satisfied” in 2011. Results in the 2012 survey were similar to the 2011 survey.

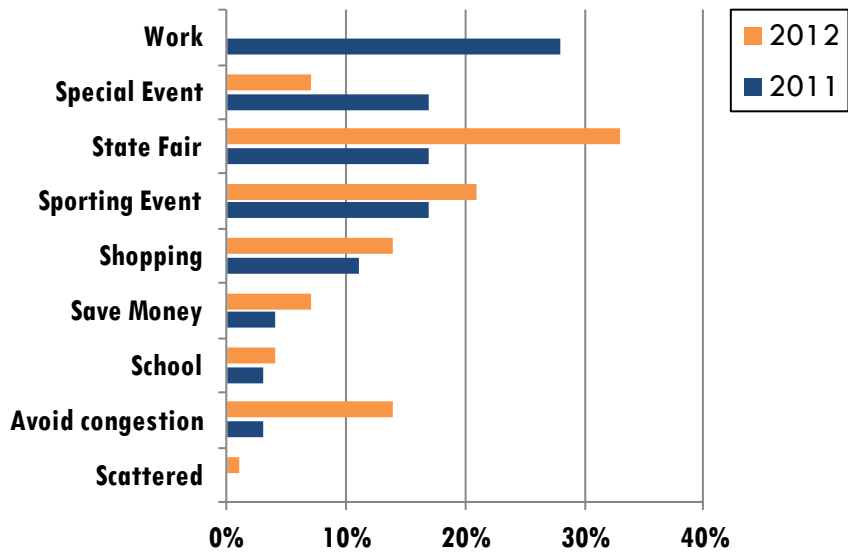
Of non-riders, 61% don’t take the bus because they “prefer to drive,” (57% in 2012) with others citing a variety of reasons (see Figure 4-3). In a follow-up question, in 2011 85% said there are no changes or improvements that would make them consider using the bus. In 2012, 67% said “no” while 19% said they were “unsure”—approximately the same total as in 2011.

Figure 4-1 How often do you take a bus?



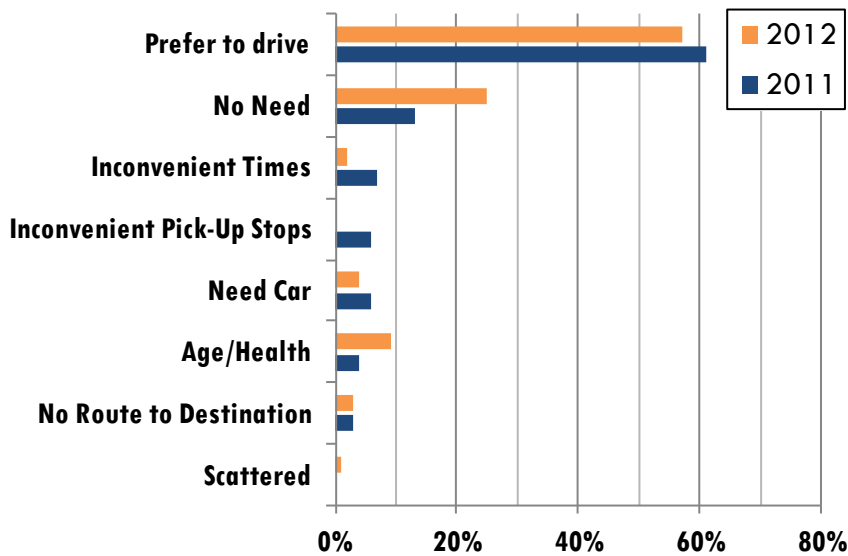
Source: 2011 and 2012 Minnetonka Residential Survey (2011: Question 99, 2012: Question 107). Note: Percentages do not add to 100% due both to rounding and exclusion of a "don't know/refused" choice.

Figure 4-2 Typically, what is your reason for riding the bus?



Source: 2011 and 2012 Minnetonka Residential Survey (2011: Question 100, 2012: Question 108)

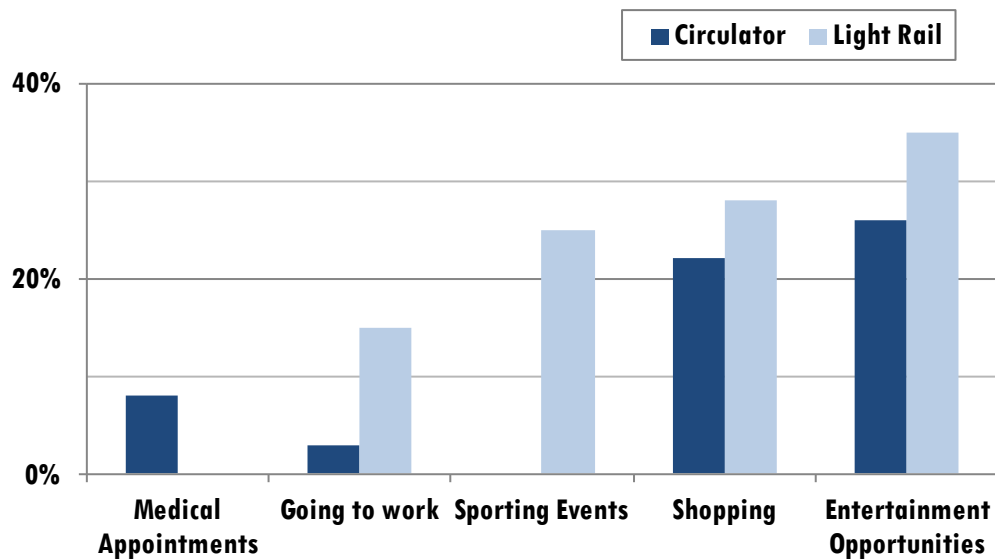
**Figure 4-3 Why haven't you taken the bus**



Source: 2011 and 2012 Minnetonka Residential Survey (2011: Question 102; 2012: Question 110)

As illustrated in Figure 4-4, when asked how likely they would be to take a local circulator bus or light rail transit for various types of trips (2011 only), residents appeared most likely to use these services for entertainment, shopping, and sporting events. Light rail, which would serve regional destinations, was slightly more attractive than the circulator for shopping and entertainment.

**Figure 4-4 How likely would you be to use a circulator bus or light rail transit for each of the following destinations?**



Source: 2011 Minnetonka Residential Survey, Questions 104-111