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A PROPOSAL TO CONDUCT A SURVEY OF  
ATTITUDES AND OPINIONS ABOUT RAPID TRANSIT  
AMONG LOS ANGELES COUNTY RESIDENTS

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Prepared For: SOUTHERN CALIFORNIA RAPID TRANSIT DISTRICT

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## BACKGROUND AND OBJECTIVES

The Southern California RTD has been continually developing alternative plans for mass transportation in Los Angeles County. They are now fast approaching the point where several major decisions have to be made, and, although they have a good understanding of the opinions and attitudes of key members of the city government, business community, political figures and other special interest groups, they do not have any recent feedback on the opinions and attitudes of a good cross-section of the public-at-large.

Due to the fact that the planning schedule soon calls for large dollar expenditures as well as the choice of certain alternatives in the planning that will commit the direction of future expenditures it is imperative that management get a better understanding of what the public is now thinking.

The last measure of public opinion for the RTD was the 1968 bond election vote. Since that time, many factors such as ecology, the notoriety of BART, etc., have brought about a dramatic change in public attitude about rapid transit. J. D. Power & Associates has been asked to submit a proposal to the SC RTD to develop a survey of a representative sample of Los Angeles County residents to determine their current attitudes

BACKGROUND AND OBJECTIVES (Cont'd)

and preferences about the future of rapid transit in Los Angeles.

The principal objectives of this study will be to determine:

1. The general level of interest in rapid transit by the different segments of the public, (i.e., geographic areas, age groups, car ownership, amount of intra city travel, etc.)
2. Awareness and knowledge levels in the alternative methods of rapid transit as well as preferences for the various methods. Why they prefer the methods they do.
3. Awareness and reaction to what the SCRTD has been doing with the rapid transit problem in Los Angeles.
4. Awareness and reaction to what other metropolitan areas have been doing to overcome the rapid transit problems, (i.e., San Francisco, Atlanta, etc.)

BACKGROUND AND OBJECTIVES (Cont'd)

5. How they feel the rapid transit program should be funded, (i.e., bond issue, highway trust fund, federal grants, etc.) How they voted on the past bond issue in 1968 and how they would vote today.

While the above list of objectives is general in nature, it will be more detailed and refined once there is basic agreement on whether to proceed with the survey.

## SAMPLE AND METHOD

Time constraints are such that a telephone survey among a representative sample of 750 households throughout the Los Angeles area is recommended. This method would allow us to complete the study within a two and a half week period. Since there is also a requirement to have the public express their opinions about the appearance of vehicles and structures to be used in the proposed alternatives rapid transit systems, a separate face-fo-face survey is recommended with two hundred additional Los Angeles County residents.

In the first survey the sample will be drawn on an "nth" name basis with 150 interviews completed from each of the five major telephone directories in Los Angeles (Northeastern, Western, Northwestern, Central City and South Bay-Long Beach).

Half of the interviews will be conducted with males and half with females. To qualify respondents will have to be seventeen years or older and be a resident of Los Angeles County.

The telephone interview is expected to last between twelve and fifteen minutes which would be a questionnaire of three pages (8½" x 14") in length. Part of the questions will have open ended responses while the remainder will be structured with multiple choice responses.

SAMPLE AND METHOD (Cont'd)

The sample for the second survey (personal interviews) will also be divided equally among the five major telephone areas of the county with 40 completed interviews from each of the areas. Since this interview will cover more specific aspects of the rapid transit systems and not the full scope of the telephone questionnaire, we expect that the personal interviews will also take from twelve to fifteen minutes of actual interview time.

## TIMING AND COSTS

On the telephone survey, we are planning to be able to design the questionnaire, conduct the interviewing, code, edit and tabulate the questionnaires, analyze the results and present the findings within two and one-half weeks of date of approval, in order to meet the time requirements of SCRTD. For the 750 interview survey as described, we estimate the cost will be \$5,800 with a contingency not to exceed 10%.

The personal interviews with 200 respondents will take three and one-half weeks to complete and could be run concurrently with the other survey. The estimated cost of this study is \$3,800 with a contingency not to exceed 10%.