

## Louisville-Southern Indiana Ohio River Bridges Project

### ***Comparison of Surveys Conducted to Identify EJ Populations' Perceptions of Tolling Options and Potential Mitigation for Disproportionate Adverse Effects of Tolling on Low-Income Commuters and Travelers in the Project Area***

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Over the course of the LSIORB Project's efforts to identify potential mitigation measures for impacts to Environmental Justice (EJ) populations, four surveys were conducted by IQS Research within Louisville, Kentucky and Southern Indiana. Two of those surveys included several of the same questions, and were conducted at the same time. Where appropriate, the responses to the similar questions are presented below. The two surveys are as follows:

- August 2014—LSIORBP: EJ **Community Perceptions** of Tolling Options, IQS Research. For this research, the method for collecting data was the use of traveling kiosks at four grocery stores in EJ areas were the data collection method. 287 individuals (86% of which were EJ members) completed the survey. The survey contained demographic and project-related questions regarding the following types of information: reasons for crossing the Ohio River, tolling impact on commuting behavior and lifestyle, opinions about transponders, and potential measures to mitigate the effects of tolling, etc.

Prior to responding to survey questions, persons who agreed to participate were shown a short educational video that outlined the project, the proposed tolling assumptions, and the recommended mitigation factors.

- August 2014—LSIORBP: EJ **Leader Perceptions** of Tolling Options, IQS Research. 38 interviews were completed via telephone or in person (28), and on line (10) with community leaders who advocate for or work with low income and/or minority populations in the areas identified as EJ for the project. Questions asked were similar to those asked of the EJ Community survey participants.

Prior to responding to survey questions, persons who agreed to participate were provided (via email) links to the following materials describing the project, the proposed tolling assumptions, and the recommended mitigation factors: (1) the "Draft Assessment of Economic Effects of Tolling and Potential Strategies for Mitigating Effects of Tolling on Low-Income and Minority Populations," dated June 24, 2013 and released to the public on June 27; and (2) a same video provided the Community participants.

Where questions of a similar nature were asked in the two surveys, the responses could be compared for the differences and similarities of opinions among the respondents. Seven questions were found to be similar enough to permit such comparisons, and the responses to these seven questions are identified as charts 1 through 7, below. The sources and verbatim questions are provided first, followed by the chart of options from within the questions and the percent of persons responding to each option. The most significant differences in responses by EJ individuals in the Community survey, and EJ Leaders in the Leaders survey are readily identifiable in the following charts:

**Chart 1 Tolling Impact on Commuting Behavior**—Whereas approximately 10% of the Leaders responded "no change/impact," approximately 30% of individuals in the Community survey responded

that tolling would have no effect on their commuting behavior. In addition, whereas almost 80% of Leaders indicated that those they represent would switch to non-tolled routes, only 30% of individuals in the Community survey noted they would switch. Few (approximately 15%) Community individuals and Leaders noted tolling would result in a switch to either carpools or public transit.

**Chart 2 Tolling Impact on Lifestyle**—Almost 65% of individuals in the Community survey noted tolling would not impact/change their lifestyles, while, in contrast, only 10% of Leaders indicated the same. And while almost 70% of the Leaders responded “Other,” not quite 10% of individuals responded the same.

**Chart 3 Free Bridges as an Effective Option to Avoid Tolls**—No outstanding differences were noted between Leaders’ and individuals’ responses. The majority of responses agreed with the statement.

**Chart 4 Impact of TARC Changes for All Travelers**—Slightly over 30% of the Leaders noted improvements to TARC services would offer effective options for avoiding tolls, while over 60% of individuals in the Community survey agreed that TARC options would be effective.

**Chart 5 Will People Change/Consider Using TARC?**—Just over 35% of the Leaders and 25% of individuals in the Community survey recorded “No” to considering using public transportation rather than driving to cross the river. On the other hand, approximately 45% of individuals in the Community survey noted “Yes” they would consider public transit. These are 5% to 20% higher than those in Chart 1, which show fewer than 20% of Community individuals and Leaders indicated neither they (Community) nor those they represent (Leaders) would switch to public transit to avoid tolls.

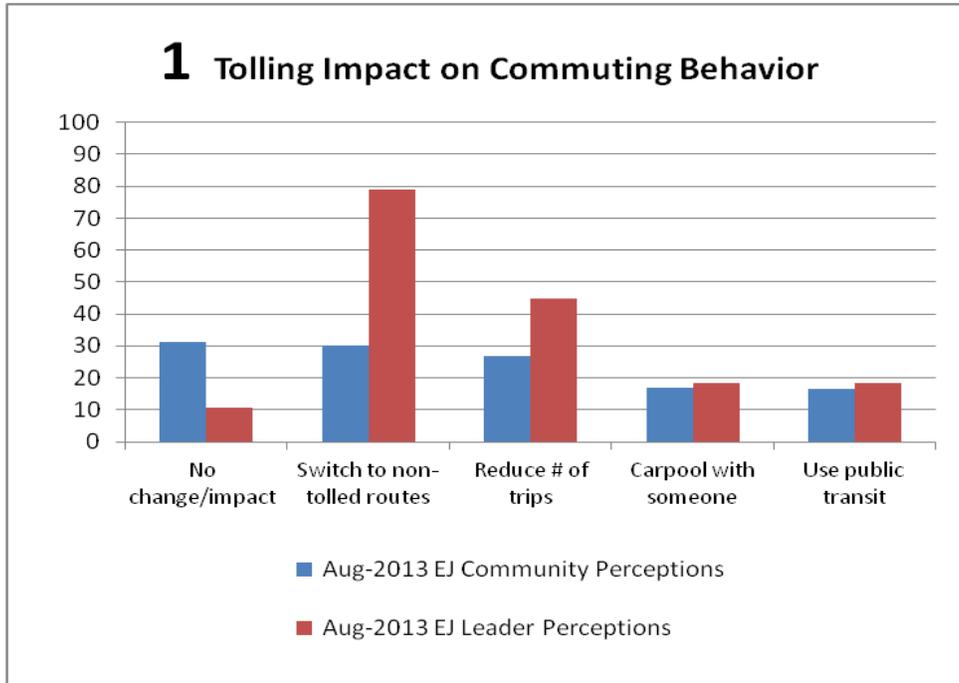
**Chart 6 Strategies Likely to Increase Transponder Usage**—In every case but one, the Leaders recorded higher percentages of likelihood that specific strategies would increase transponder use than did individuals. “Free Transponder” recorded the greatest percent of likelihood (over 85% for Leaders and 60% for individuals). The one case in which the individuals recorded a higher percentage of likelihood is “Low Minimum Balance,” and the difference between the responses of Leaders and the individuals was less than 1%.

**Chart 7 Minimum Transponder Balance**—Approximately 70% of Leaders, compared to only 20% of individuals in the Community, considered less than \$20 to be an amount they would consider a low minimum amount, while 70% of individuals and just over 15% of Leaders considered \$20 a low minimum amount. (It should be noted that, on the questionnaire, the options were \$20, \$30, \$40, \$50, and Other. In the chart herein, “Other” is taken to mean less than \$20, and the top figure was given as \$100 since one of the actual responses noted that amount.)

# 1

**Community Perceptions, Q6:** Based on what you saw in the video, how will the addition of tolls impact your commuting decisions?

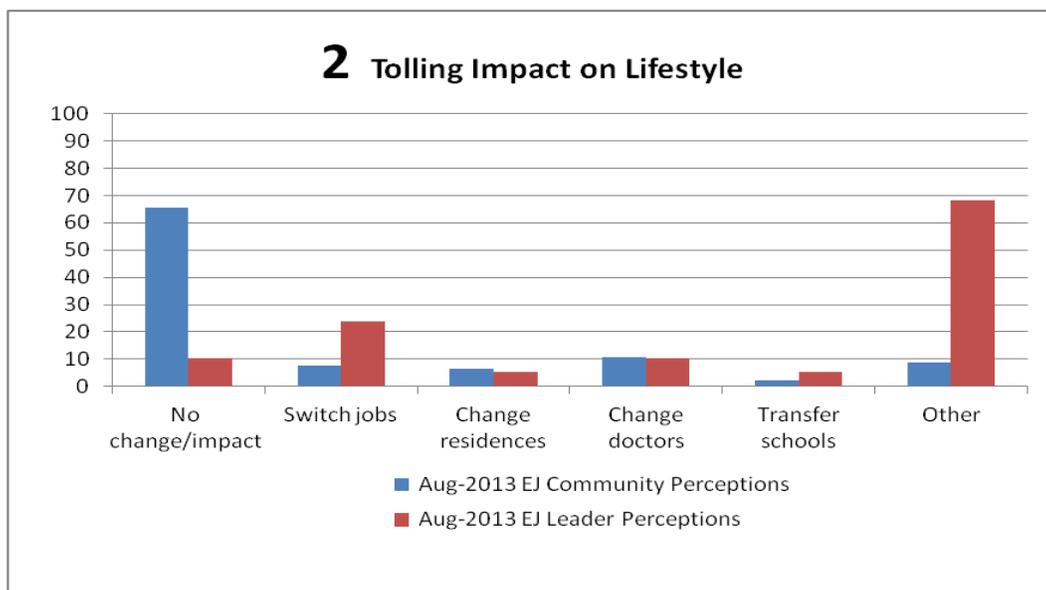
**Leader Perceptions, Q1:** In your opinion, how will the addition of tolls impact the commuting decisions of the individuals you represent?



# 2

**Community Perceptions, Q7:** How will the addition of tolls impact your lifestyle?

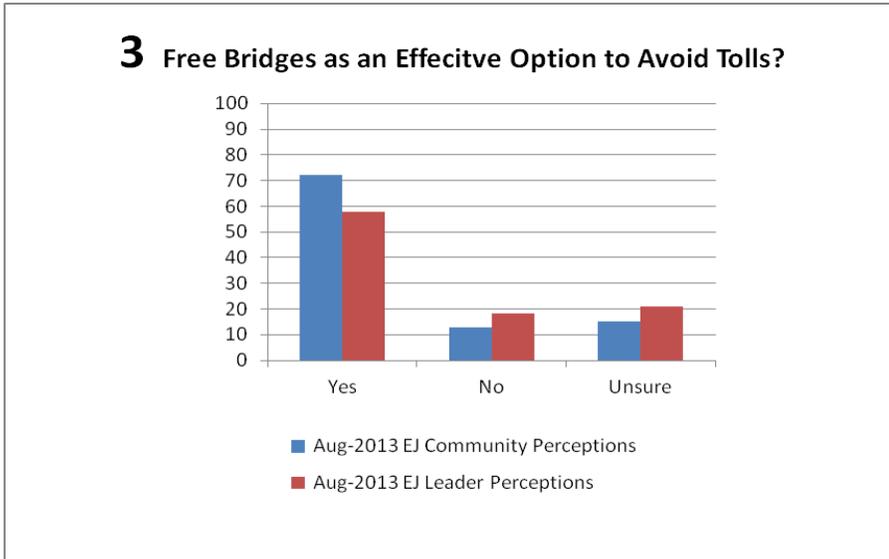
**Leader Perceptions, Q2:** In your opinion, how will the addition of tolls impact the lifestyles of the individuals you represent?



# 3

**Community Perceptions, Q9:** The video indicated that the Sherman Minton Bridge (I-64) and the Clark Memorial Bridge (US 31/Second Street Bridge) will remain un-tolled as part of the Bridges project, meaning cross-river travelers will have two free river crossing alternatives. In your opinion, are these effective options for travelers who wish to avoid paying a toll?

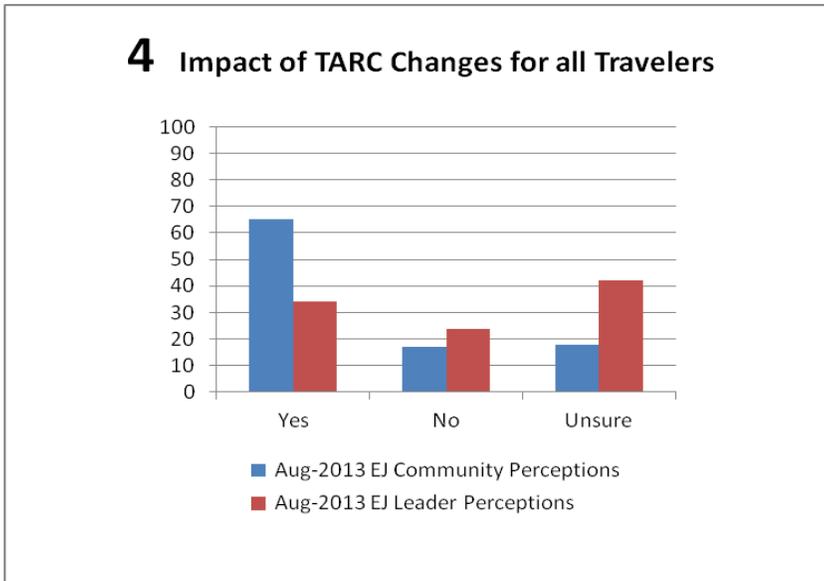
**Leader Perceptions, Q4:** The materials indicated... *(same as above)*...



# 4

**Community Perceptions, Q8:** As you heard in the video, funds have been provided for TARC to buy more buses and vans, create more park-and-ride lots, and make other public transportation improvements. In your opinion, are these effective options for travelers who wish to avoid paying a toll?

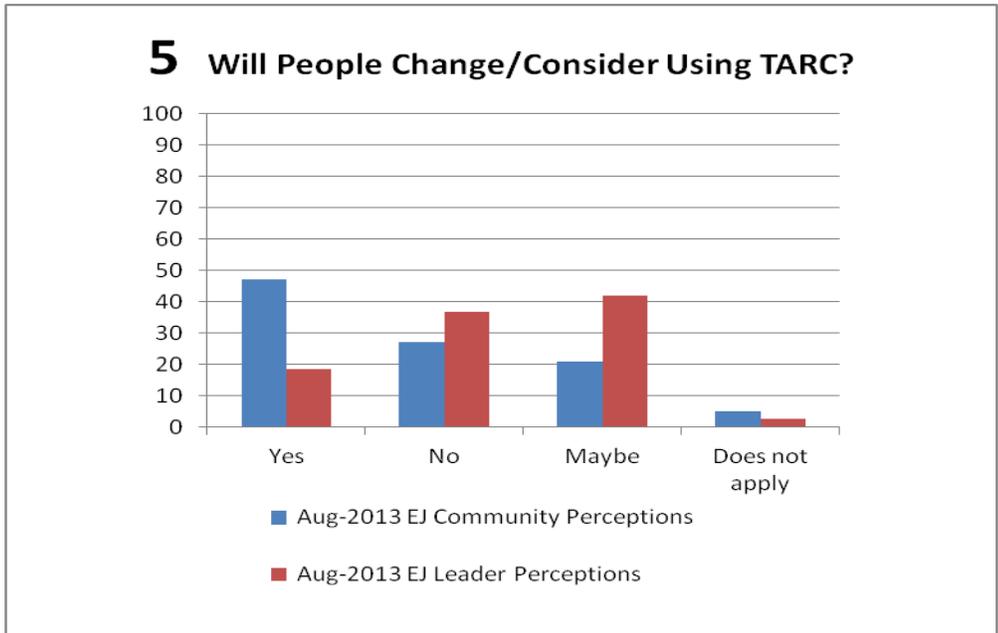
**Leader Perceptions, Q4:** As was communicated,... *(same as above)*...



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**Community Perceptions - Q10:** Given the proposed improvements to TARC’s service would you consider using public transportation to cross the bridge instead of driving?

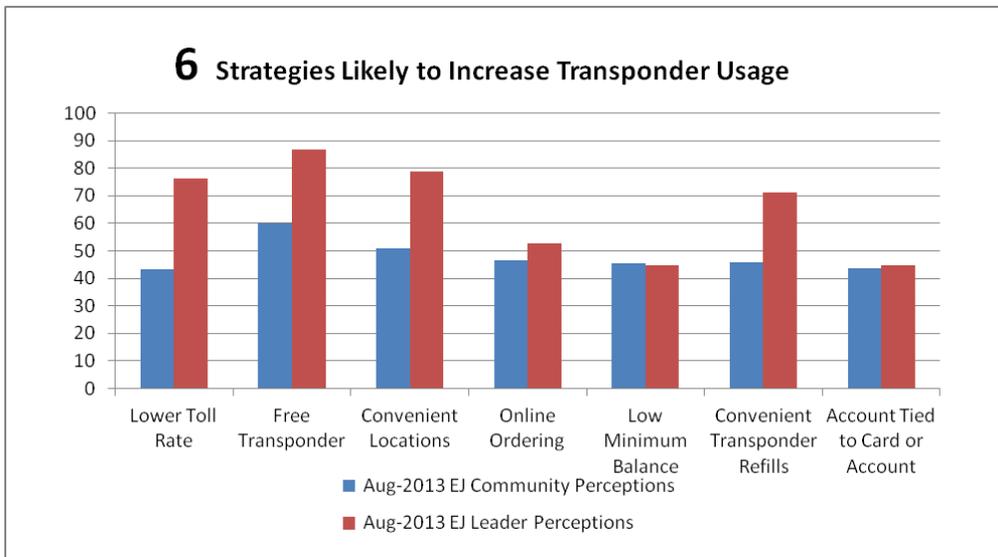
**Leader Perceptions - Q1:** Given the proposed improvements to TARC’s service do you believe the individuals you represent will consider ... (same as above)...



6

**Community Perceptions, Q11:** Let’s talk for a moment about using a transponder to pay for tolls. If the following conditions were met, would this increase, decrease, or not impact your likelihood of using a transponder?

**Leader Perceptions, Q7:**... (same as above)...



# 7

**Community Perceptions, Q12:** The report and video indicated that transponder accounts could require only a low minimum account balance to be established. In your opinion, what amount of money would you consider to be a low minimum amount?

**Leader Perceptions, Q9:** The...*(same as above)*...your constituents consider to be a low minimum amount?

