

2019 Rail Awareness and Perspectives Study

S U M M A R Y R E P O R T

July 2019



Profile of Respondents



Respondent profile

PROFILE

AWARENESS

PERSPECTIVES

LAST STATIONS

3

Age group	% Total
18 to 24	14%
25 to 34	23%
35 to 44	21%
45 to 55	15%
55 to 64	16%
65 or older	11%
Est. median	40.2 years

Base: 405

Gender	% Total
Female	66%
Male	33%
Prefer not to say	1%

Base: 405

Household size	% Total
1	15%
2	31%
3 to 4	34%
5 or more	21%

Base: 405

Children in household	% Total
0	55%
1	22%
2	12%
3 or more	11%

Base: 346

Public transportation use per week	% Total
More than 10 times	5%
6 to 10 times	4%
3 to 5 times	8%
1 to 2 times	15%
Never	66%
Not sure/Prefer not to say	2%

Base: 405

- This project evaluated local residents' awareness and perception of issues related to the rail project.
- A total of **405** surveys of adult residents were conducted online in July 2019.

General Awareness and Familiarity



Issue impact

Rail ranks last in terms of issue impact on daily life

PROFILE

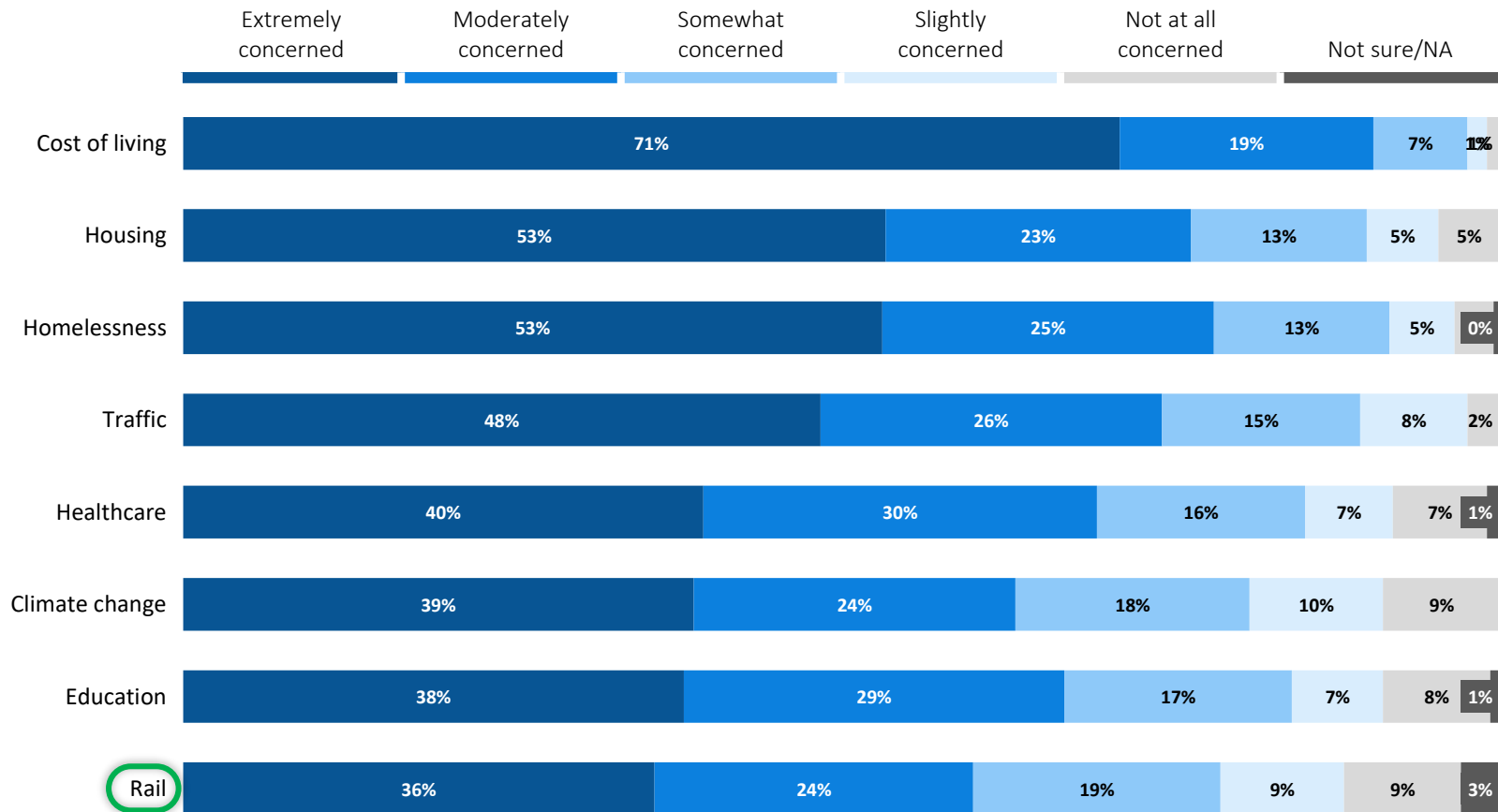
AWARENESS

PERSPECTIVES

LAST STATIONS

5

First, we'd like to understand how much the following local issues affect you in your daily life. Thinking about each of the following local issues, would you say you are..?



Base: 405

Perspectives and Agreement



Agreement with statements

Statements about rail support, future benefit, and feeling heard received highest “strongly disagree” percentages

PROFILE

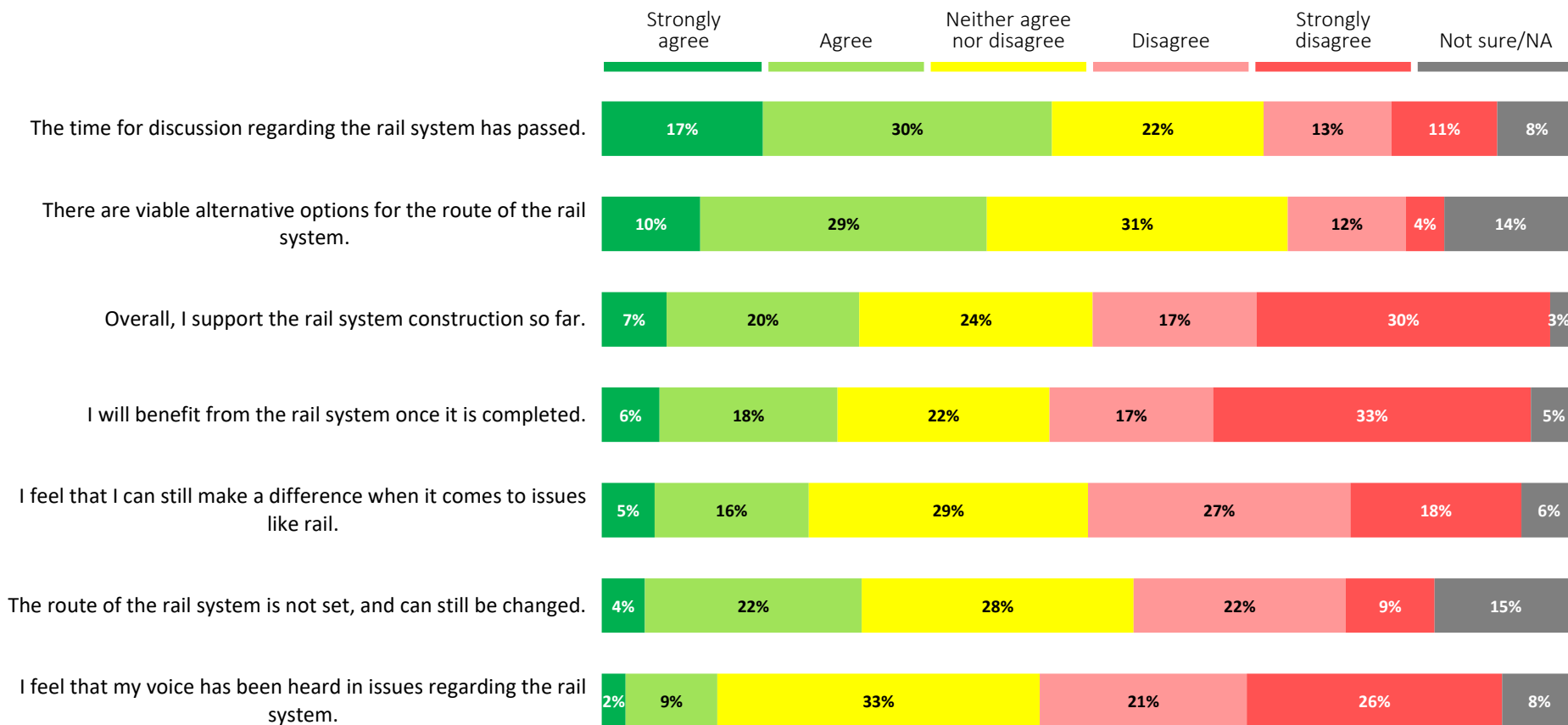
AWARENESS

PERSPECTIVES

LAST STATIONS

7

To what extent do you agree or disagree with the following statements?



Base: 405

Last Station Options



Last station ratings (0 = worst; 10 = best)

Overall, UH had the highest mean support; Middle Street, the lowest

PROFILE

AWARENESS

PERSPECTIVES

LAST STATIONS

9

In the current plan, the route of the rail system will terminate at Ala Moana Center.

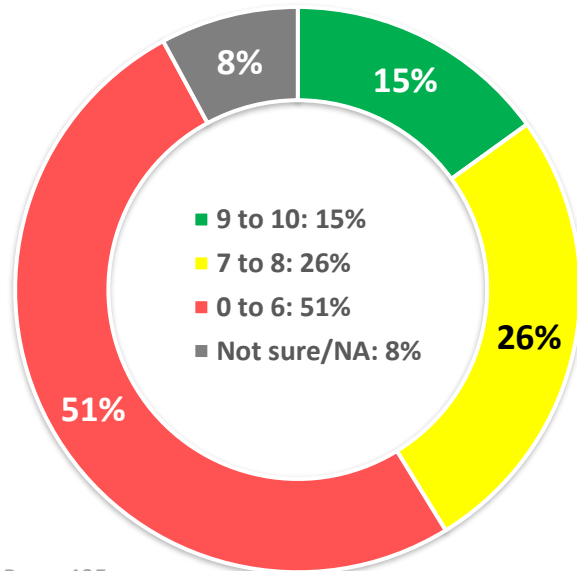
Some residents have argued that the current plan should be changed so that the University of Hawaii is the last station of the rail route.

Other residents have argued that the current plan should be changed so that the Middle Street transit hub is the last station of the rail route, but serves a connecting point for other express modes of transportation.

Overall, what do you think of the last station of the route being...

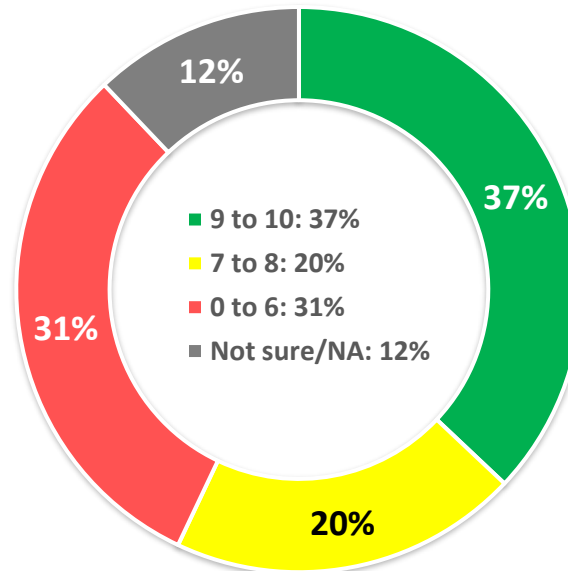
Ala Moana Center

Mean: 5.4



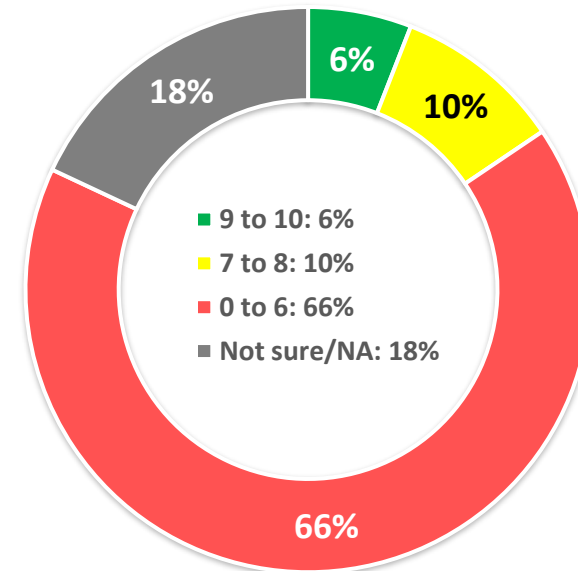
The University of Hawaii

Mean: 7.1



Middle Street

Mean: 3.9



Base: 405

Verbatim: Critics and supporters of Ala Moana Center

PROFILE

AWARENESS

PERSPECTIVES

LAST STATIONS

10

(IF RATED <3 OR >8) Why do you say that? **TOP 3**

University of Hawaii

32%

It should go to UH Manoa so students can commute easier and lighten traffic.

40%

Location, important, central location

For the majority of commuters from the west side, Ala Moana would be as far as they would go. It is also ideal for tourists if they want to go airport, they would only need transportation to Ala Moana and then take the rail.

Location, important, central location

31%

It was supposed to go toward Manoa and to the University of Hawaii. I am not sure why it doesn't end in Manoa. I am assuming it's because of the cost, or that we waited too long to start the project.

15%

General positive

It's the same last stop as the bus system.

Waikiki

15%

It should go into Waikiki to be used by enough people to make a difference.

15%

Tourism related, tourists served

It is a very popular area for tourists. It will be a good means of transportation for people who aren't willing to spend a fortune on a taxi and for people who don't have vehicles in general.

Verbatim: Critics and supporters of UH Manoa

PROFILE

AWARENESS

PERSPECTIVES

LAST STATIONS

11

(IF RATED <3 OR >8) Why do you say that? **TOP 3**

Budget, cost, money

26%

If the end stop is UH, the cost will be extremely high since you would need to travel to older neighborhoods and it will be very disruptive to those living there.

General negative

18%

I think a number of university students live near the school so I think they would use walking bikes or cars and even the bus in that area to get around.

Rail not needed

12%

It doesn't matter where the rail line ends. The real problem is that Hawaii resident's (current and future generations) will still be paying for the rail long after it has been completed, regardless of where the last stop ends up being.

40%

Students and employees will benefit

This might be a more ideal destination since most early commuters are students. But the rail is already costing us more than we imagined. If it costs a lot more Ala Moana is a good location as a last stop.

24%

Traffic

I think having the rail go to UH Manoa will alleviate a lot of the traffic on the freeway if students opt to use the rail as their source of transportation.

16%

General positive

I think that's a good idea. I did not think of that option.

Verbatim: Critics and supporters of Middle Street

PROFILE

AWARENESS

PERSPECTIVES

LAST STATIONS

12

(IF RATED <3 OR >8) Why do you say that? **TOP 3**

Location, important, central location

36%

I think since they are already making the rail, it would be most effective and most useful if they make it for a longer range so that more people can utilize it.

35%

Proximity to other transportation

If you can't service the majority of the island anyway, you might as well stop at Middle St and offer other modes of transportation to complete their ride.

General negative

17%

No one will ride it if it ends at Middle Street, what would be the incentive?

24%

Location, important, central location

It's in the middle of town.

Traffic

17%

The hub is not built for so much traffic and congestion.

14%

Budget, cost, money

Over budget. Waste of taxpayer money. Ruined landscaping in areas already built. Time to stop further damage.