Date: May 20, 2004
To: Craig Tackabery, Executive Director (Marin County CMA)
Dean Powell, Principal Transportation Planner (Marin County Public Works)

From: Bryan Godbe, President (Godbe Research)
Sean Bridge, Associate Research Director (Godbe Research)

Re: **Marin County Voter Tracking Survey Objectives**

This memo outlines the proposed objectives of the Voter Tracking Survey of the Marin County Transportation Sales Tax initiative for the November 2004 ballot.

Overall Research Objective

- To track voter support from the baseline survey conducted in March 2004 with a similar survey instrument and smaller sample size (600) to ascertain any change in support or impact of arguments.

Specific Objectives

- Limit changes to the survey instrument to ensure accurate tracking results. Godbe strongly recommends no more than 2-3% change. Acceptable guidelines for revisions include:
    - Minor wording changes
        - To fine-tune and strengthen arguments
    - Adding detail to the potential measures in November
    - Recommend any additional (new), stand-alone questions to be placed after the second ballot test
    - Potential deletion of questions that do not strongly affect voting behavior
        - Allocation questions
- Timing of the survey is scheduled for mid-June with topline results available for a June 24th meeting.