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Transportation Authority of Marin: 2018 Transportation Revenue Measure Feasibility Survey

February 12, 2018

The Transportation Authority of Marin commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Gauge the public's perceptions on overall quality of life in Marin County;
- Assess potential voter support for a sales tax measure to address transportation needs with funding that cannot be taken by the State;
- Prioritize projects and programs to be funded with the proceeds;
- Test the influence of supporting and opposing arguments on potential voter support;
- Understand commute behavior; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

- Data Collection Landline (120), cell phone (77), online interviewing from email invitation (269), and online interviewing from text invitation (328)
- Universe 124,947 likely November 2018 voters in Marin County
- Fielding Dates January 17 through January 23, 2018
- Interview Length 18 minutes
- Sample Size 794
- Margin of Error $\pm 3.47\%$



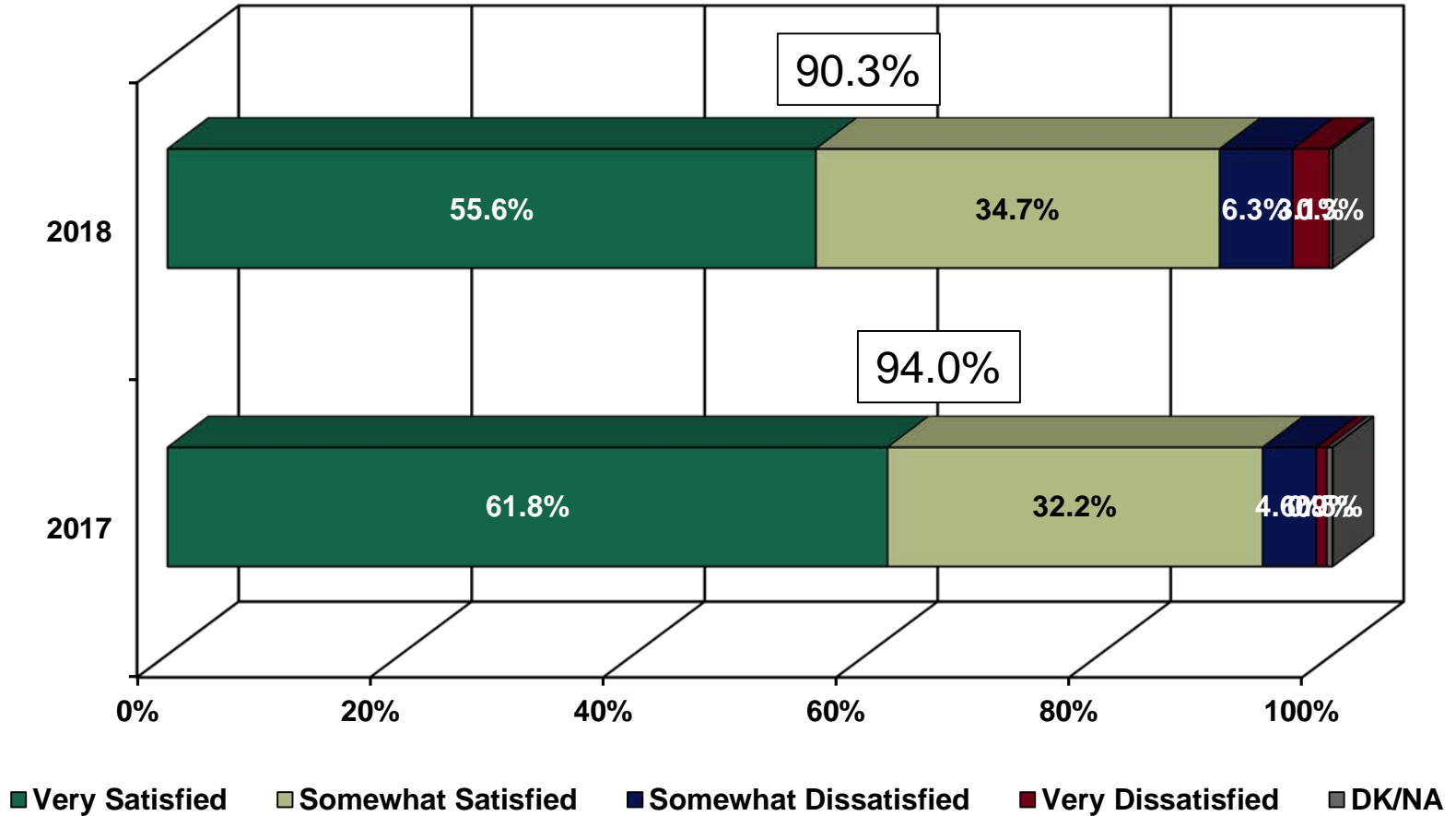
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Key Findings

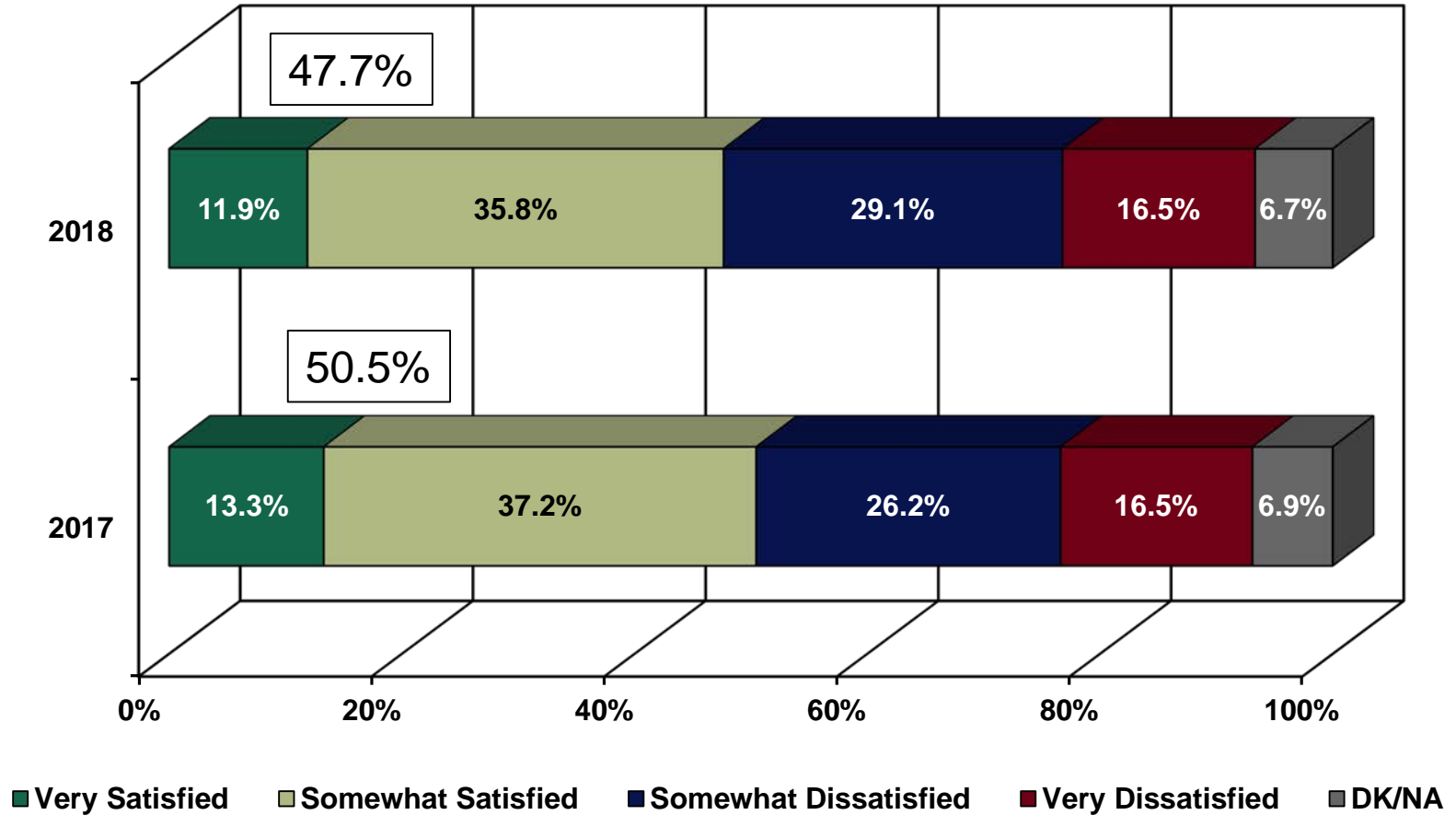
Q1. Satisfaction with Quality of Life in Marin County

November 2018 (n=794)



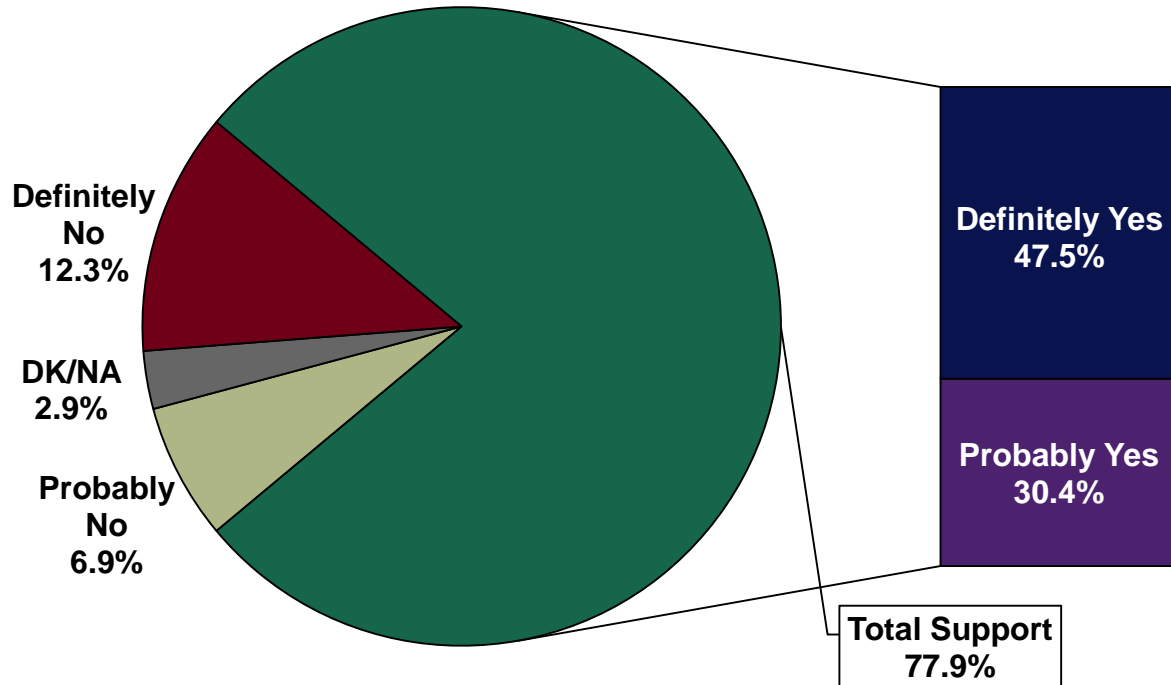
Q2. Satisfaction with Transportation in Marin County

November 2018 (n=794)



Q3. Uninformed Support for ½-Cent Sales Tax

November 2018 (n=794)



In order to:

- relieve traffic congestion on Highway101 and local roads;
- fix potholes and maintain local roads;
- improve interchanges and access on and off of Highway101;
- expand safe routes to schools, including school bus service, relieving local congestion; and,
- provide local transit, including options for seniors and persons with disabilities;

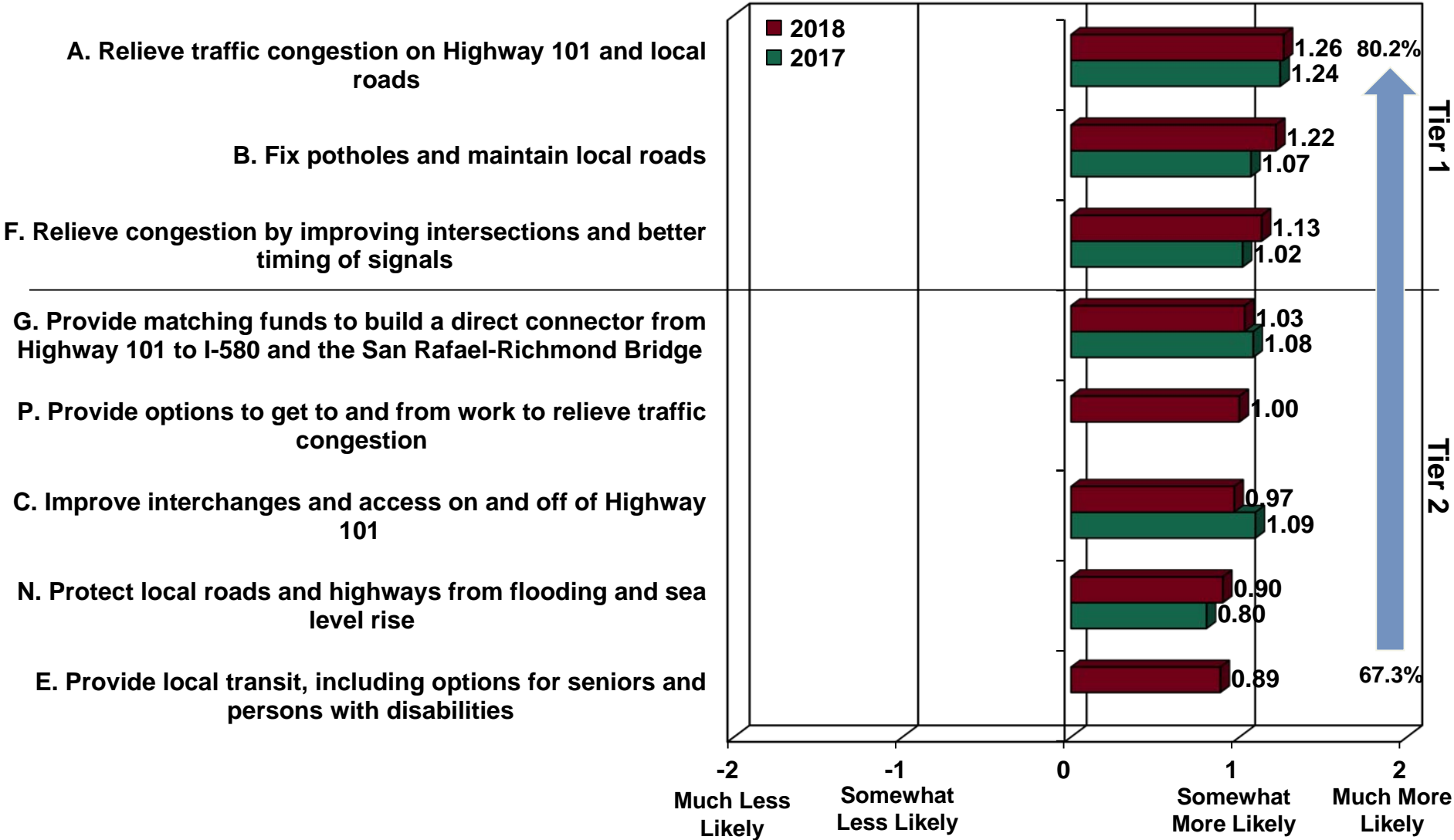
shall Marin County extend the existing half-cent, voter approved sales tax without increasing the current rate, providing \$25 million dollars annually for 30 years, with citizens' oversight, that the State cannot take away?

2017 3/4¢ Data Initial Nov 18

Total Yes	60.8%
Total No	30.5%

Q4. Features of the Measure I

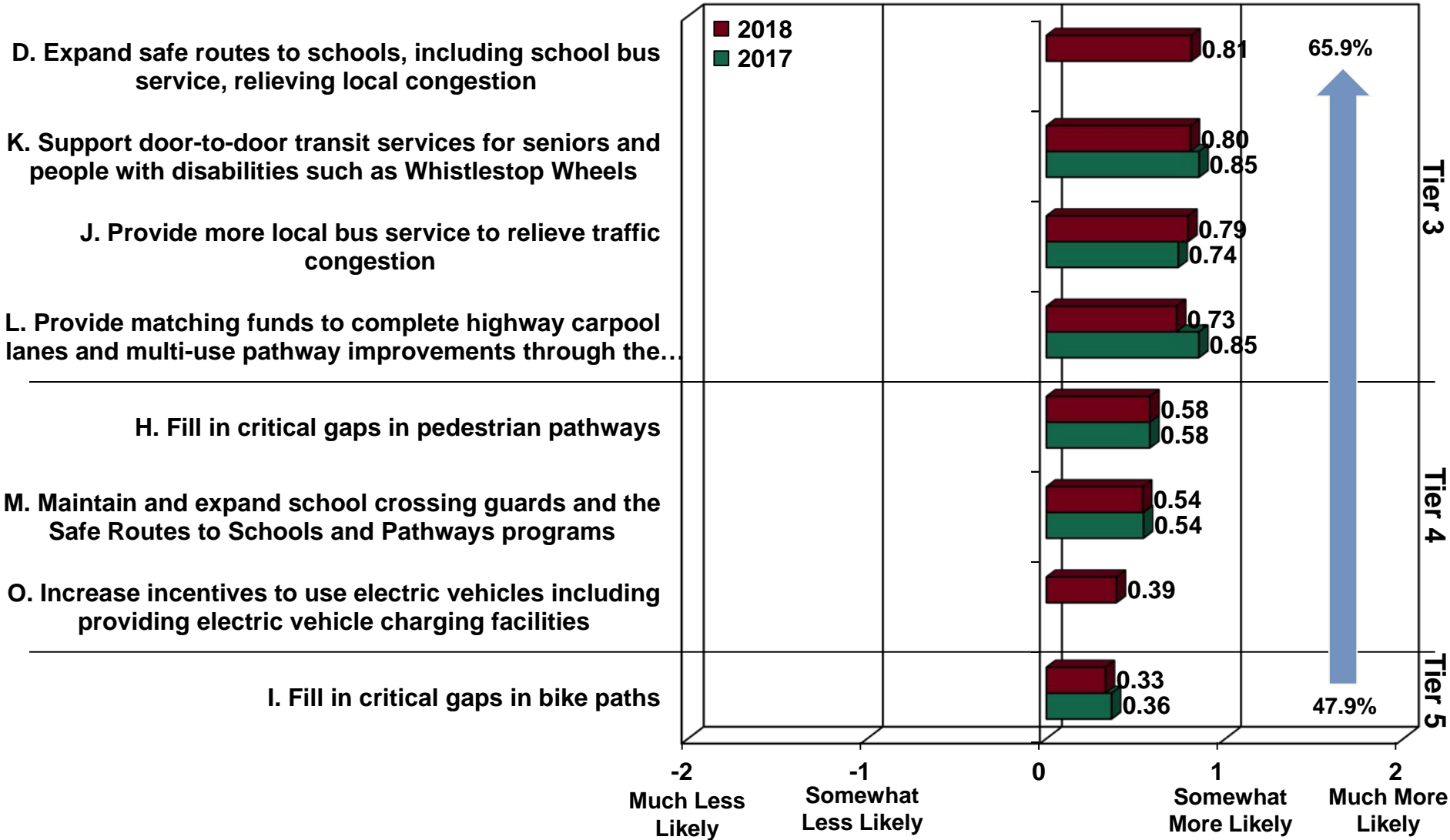
November 2018 (n=794)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Q4. Features of the Measure II

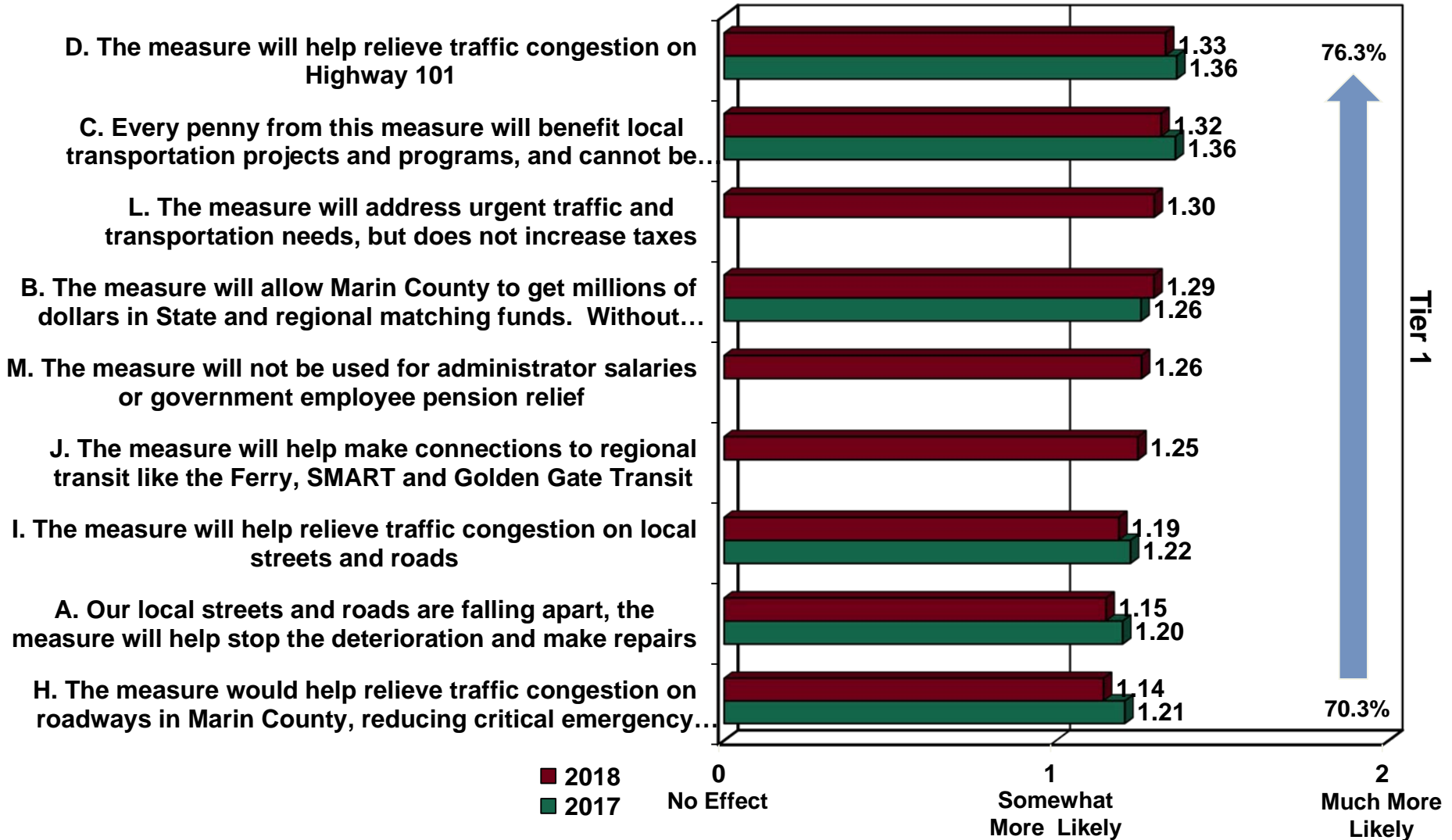
November 2018 (n=794)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Q5. Influence of Informational Statements I

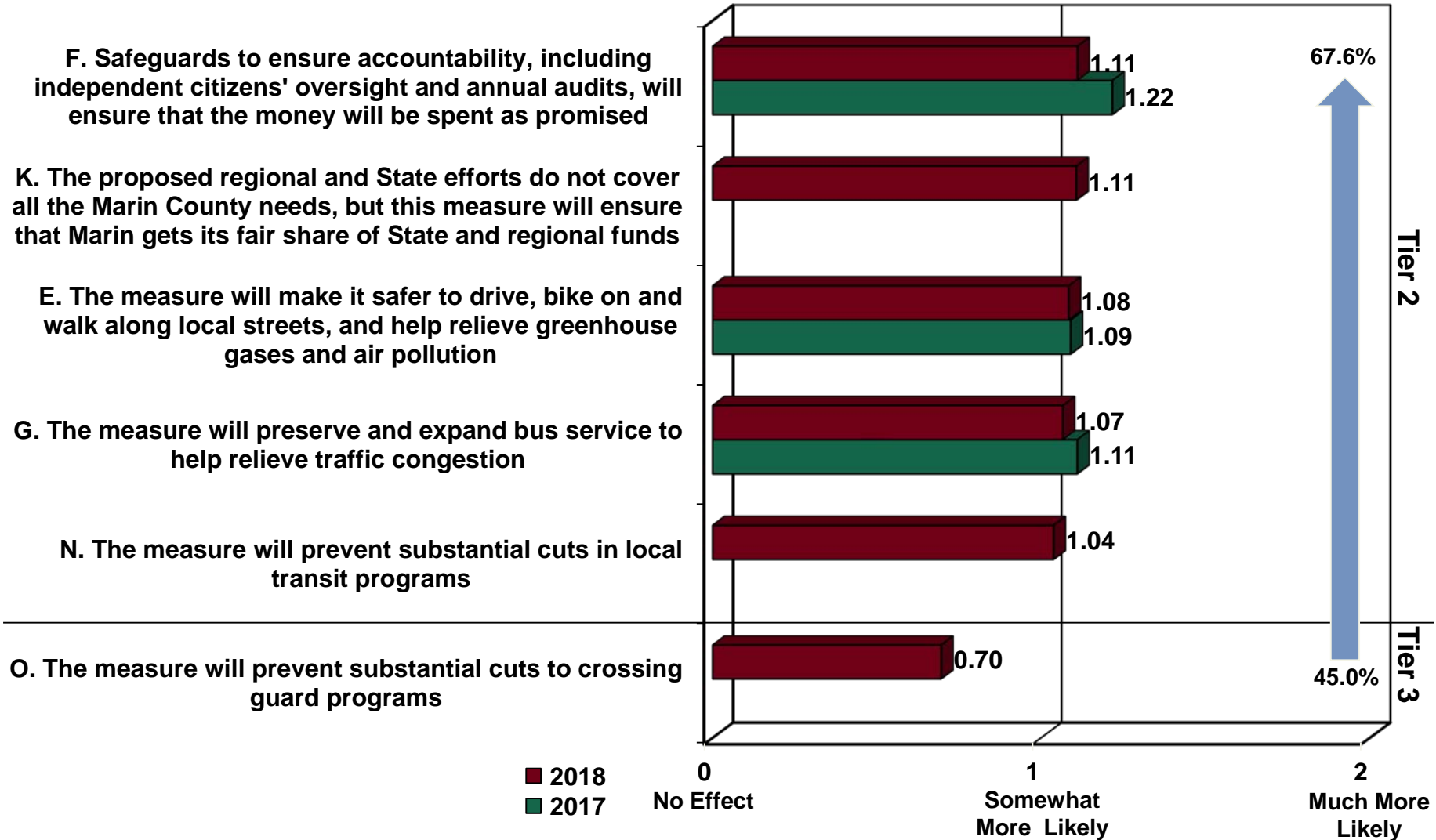
November 2018 (n=794)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Q5. Influence of Informational Statements II

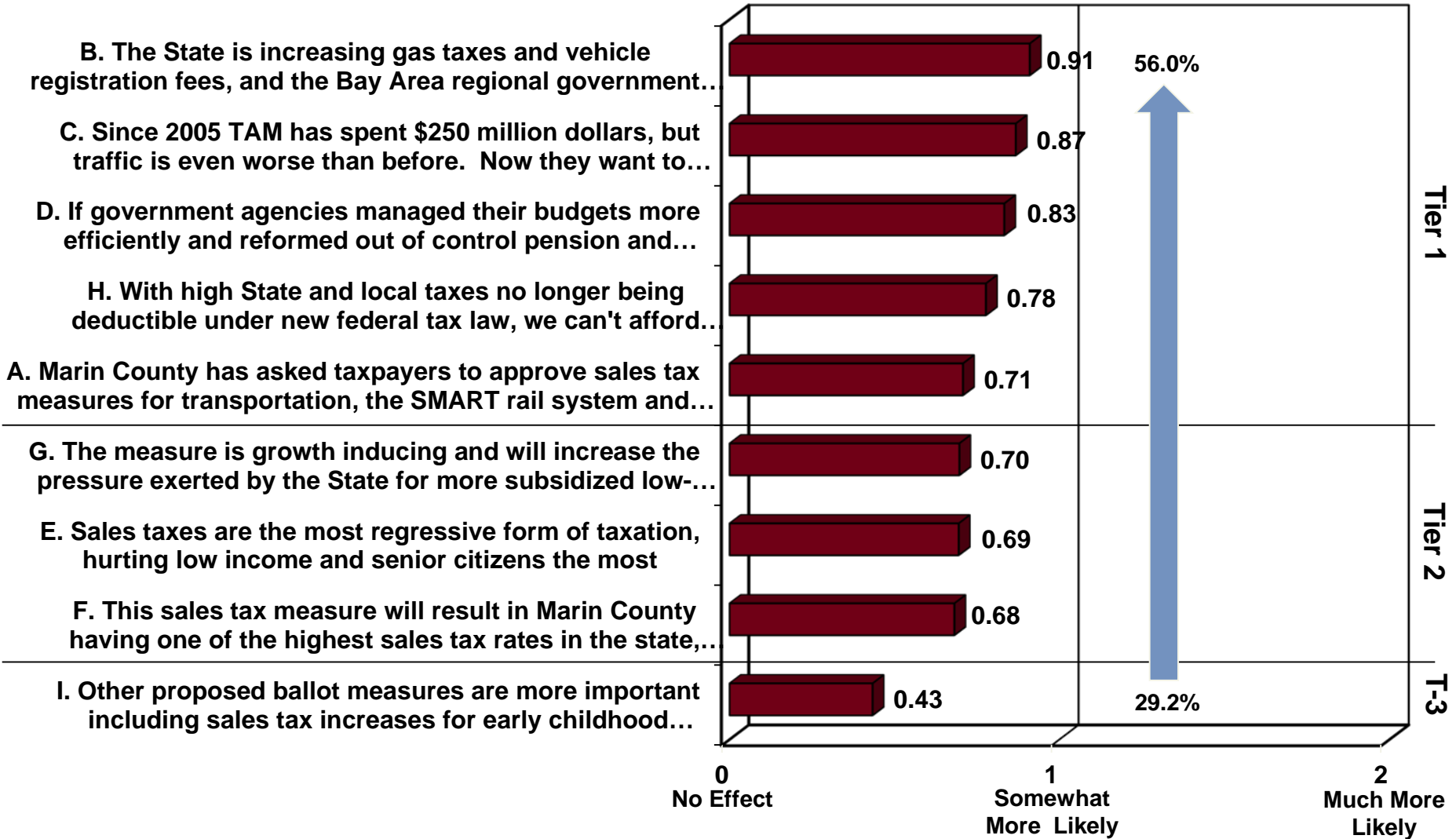
November 2018 (n=794)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Q6. Potential Opposition Statements

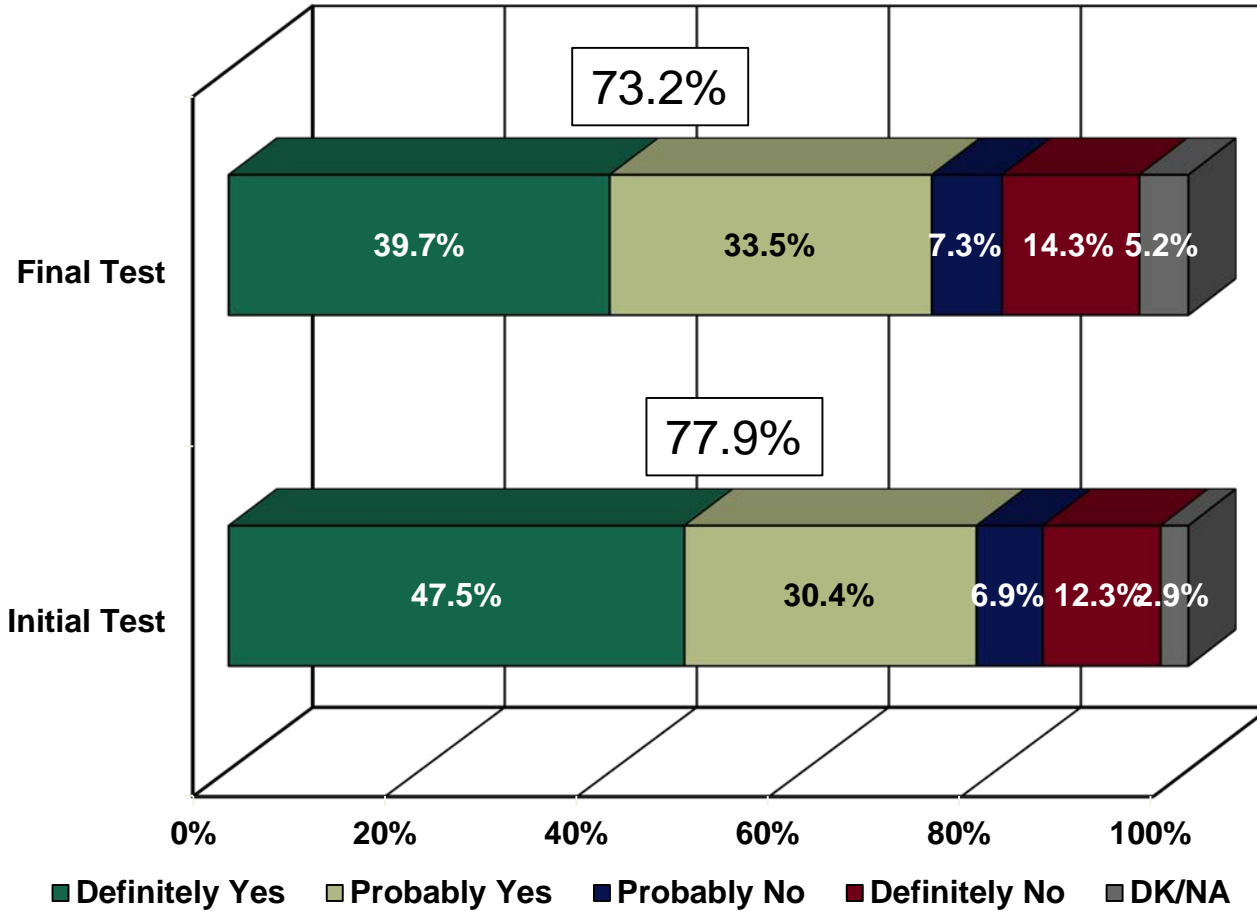
November 2018 (n=794)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, and "No Effect" = 0.

Q7. Informed Support

November 2018 (n=794)



In order to:

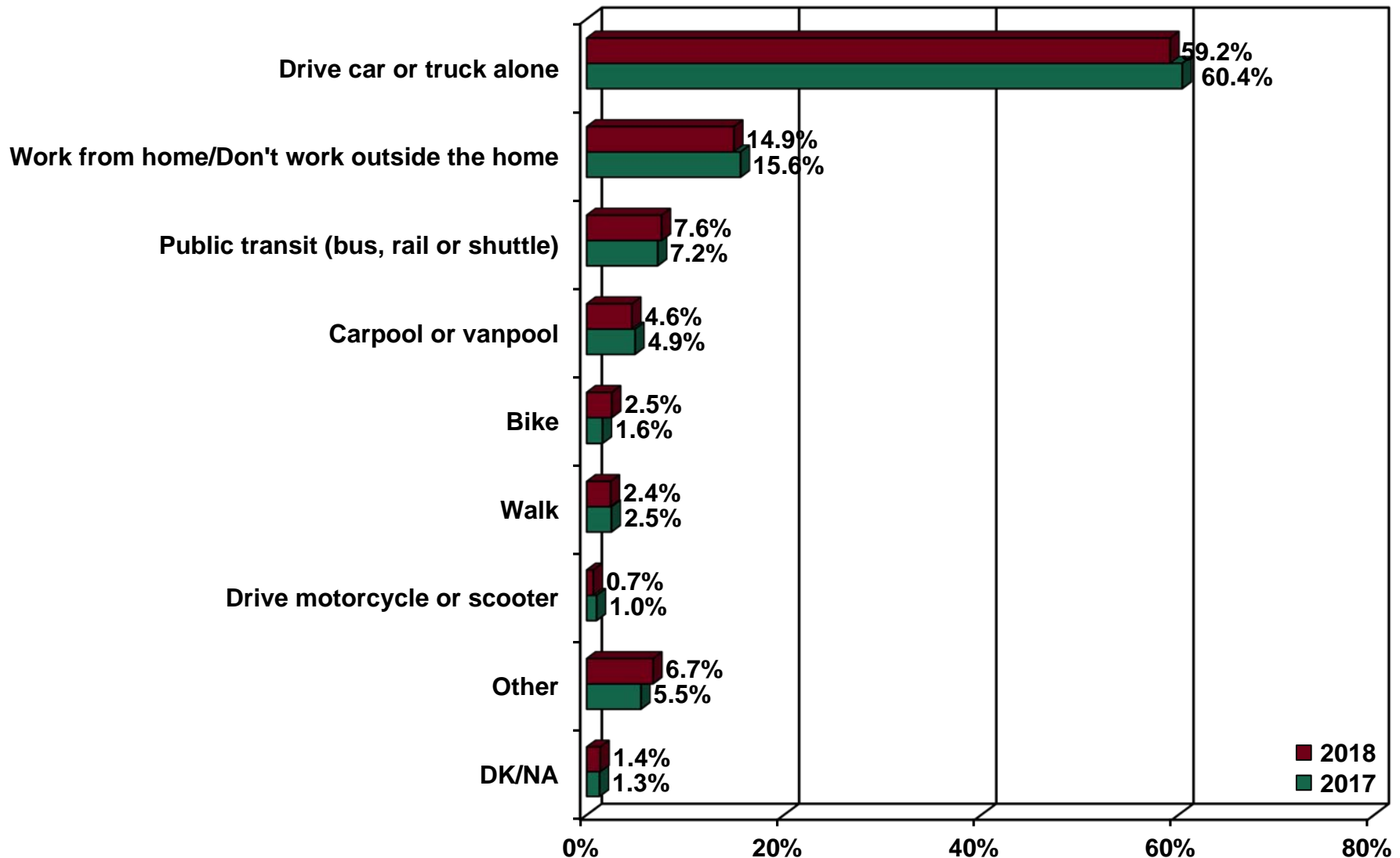
- relieve traffic congestion on Highway101 and local roads;
- fix potholes and maintain local roads;
- improve interchanges and access on and off of Highway101;
- expand safe routes to schools, including school bus service, relieving local congestion; and,
- provide local transit, including options for seniors and persons with disabilities;

shall Marin County extend the existing half-cent, voter approved sales tax without increasing the current rate, providing \$25 million dollars annually for 30 years, with citizens' oversight, that the State cannot take away?

2017 3/4¢ Data **Final Nov 18**

Total Yes	61.5%
Total No	32.1%

QD. Typical Commute Transportation Used November 2018 (n=794)



- The survey revealed a solid base of voter support for a sales tax measure.
 - Support for the measure in the November 2018 election was 77.9% on the uninformed test and 73.2%.
 - These levels are substantially higher than the uninformed and informed tests in the 2017 survey of a $\frac{3}{4}$ cent measure.
- The top features of the measure were:
 - Relieve traffic congestion on Highway 101 and local roads.
 - Fix potholes and maintain local roads.
 - Relieve congestion by improving intersections and better timing of signals.
 - Provide matching funds to build a direct connector from Highway 101 to I-580 and the San Rafael-Richmond Bridge.
 - Provide options to get to and from work to relieve traffic congestion.
 - Improve interchanges and access on and off of Highway 101.
 - Protect local roads and highways from flooding and sea level rise.
 - Provide local transit, including options for seniors and persons with disabilities.

This data suggests that some of the items in the ballot question could be revised to focus on voter priorities.

- The most important information items were:
 - The measure will help relieve traffic congestion on Highway 101.
 - Every penny from this measure will benefit local transportation projects and programs, and cannot be taken by the State.
 - The measure will address urgent traffic and transportation needs, but does not increase taxes.
 - The measure will allow Marin County to get millions of dollars in State and regional matching funds. Without approval of the measure, that money will go to other counties.
 - The measure will not be used for administrator salaries or government employee pension relief.
 - The measure will help make connections to regional transit like the Ferry, SMART and Golden Gate Transit.
 - The measure will help relieve traffic congestion on local streets and roads.
 - Our local streets and roads are falling apart, the measure will help stop the deterioration and make repairs.
 - The measure would help relieve traffic congestion on roadways in Marin County, reducing critical emergency response times.

Summary & Recommendations

Item 6

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- Given the survey findings, the two-thirds majority required for approval, Godbe Research recommends that the Transportation Authority of Marin continue the process of preparing for a November 2018 sales tax measure by conducting a comprehensive public outreach effort to explain the transportation needs and solutions.



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