

#### TRANSPORATION AUTHORITY OF MARIN

2018 Transportation Revenue Measure Feasibility Survey

Topline Report n=794 Likely November 2018 Voters 19.5-minute

January 25, 2018

#### www.godberesearch.com

Northern California and Corporate Offices 1575 Old Bayshore Highway, Suite 102 Burlingame, CA 94010

Nevada 59 Damonte Ranch Parkway, Suite B309 Reno, NV 89521

Pacific Northwest 601 108<sup>th</sup> Avenue NE, Suite 1900 Bellevue, WA 98004

#### **METHODOLOGY**

#### Sample Universe:

- 124,947 Likely November 2018 Voters

Sample Size:

n=794 Registered Voters

**Data Collection Methodology:** 

n=120 Landline

n=77 Cell Phone

n=269 Online from email invitation

n=328 Online from text invitation

Marin of Error:

- Registered Voters <u>+</u> 3.47%

Interview Dates: January 17 to January 23, 2018

#### **QUALITY OF LIFE & SATISFACTION WITH TRANSPORTATION OPTIONS**

|   |                       | 1          | Γotal |              |
|---|-----------------------|------------|-------|--------------|
|   |                       | Column N % | Count | ∑ or<br>Mean |
|   | Very satisfied        | 55.6%      | 442   |              |
| Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Marin County? | Somewhat satisfied    | 34.7%      | 275   |              |
|   | Somewhat dissatisfied | 6.3%       | 50    |              |
|   | Very dissatisfied     | 3.1%       | 25    |              |
|   | DK/NA                 | 0.3%       | 2     |              |
|   | Total Satisfied       | 90.3%      | 717   |              |
|   | Total Dissatisfied    | 9.4%       | 75    |              |
|   | Ratio Sat to Dissat   | 9.6        |       |              |
|   | Very satisfied        | 11.9%      | 94    |              |
|   | Somewhat satisfied    | 35.8%      | 284   |              |
|   | Somewhat dissatisfied | 29.1%      | 231   |              |
| 2. Are you satisfied or dissatisfied with the transportation  | Very dissatisfied     | 16.5%      | 131   |              |
| options, facilities and services in Marin County?   | DK/NA                 | 6.7%       | 53    |              |
|   | Total Satisfied       | 47.7%      | 378   |              |
|   | Total Dissatisfied    | 45.7%      | 363   |              |
|   | Ratio Sat to Dissat   | 1.0        |       |              |

# **INITIAL BALLOT TEST**

|  |                |          | Total   |              |
|--|----------------|----------|---------|--------------|
|  |                | Column N | % Count | ∑ or<br>Mean |
| 2 In order to  | Definitely Yes | 47.5%    | 377     |              |
| 3. In order to: • relieve traffic congestion on Highway101 and local roads;  | Probably Yes   | 30.4%    | 241     |              |
| • fix potholes and maintain local roads; • improve interchanges and access on and off of Highway101;   | Probably No    | 6.9%     | 55      |              |
|  | Definitely No  | 12.3%    | 98      |              |
|  | DK/NA          | 2.9%     | 23      |              |
|  | Total Yes      | 77.9%    | 618     |              |
| with disabilities;   | Total No       | 19.2%    | 152     |              |
| 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? |                |          |         |              |

# **FEATURES OF THE MEASURE**

|   |                      | 1          | Γotal |              |
|---|----------------------|------------|-------|--------------|
|   |                      | Column N % | Count | ∑ or<br>Mean |
|   | Much more likely     | 54.9%      | 436   | 80.2%        |
|   | Somewhat more likely | 25.3%      | 201   |              |
| Q4A. Relieve traffic congestion on Highway 101 and local roads  | No effect            | 12.1%      | 96    |              |
| WAA. Relieve trainic congestion on riighway 101 and local roads | Somewhat less likely | 3.2%       | 25    |              |
|   | Much less likely     | 3.5%       | 28    |              |
|   | DK/NA                | 1.0%       | 8     |              |
|   | Much more likely     | 47.5%      | 377   | 80.0%        |
|   | Somewhat more likely | 32.5%      | 258   |              |
| Q4B. Fix potholes and maintain local roads                      | No effect            | 15.5%      | 123   |              |
|   | Somewhat less likely | 1.8%       | 14    |              |
|   | Much less likely     | 2.3%       | 18    |              |
|   | DK/NA                | 0.4%       | 3     |              |
|   | Much more likely     | 40.2%      | 319   | 68.8%        |
|   | Somewhat more likely | 28.6%      | 227   |              |
| Q4C. Improve interchanges and access on and off of Highway      | No effect            | 20.8%      | 165   |              |
| 101   | Somewhat less likely | 4.5%       | 36    |              |
|   | Much less likely     | 4.5%       | 36    |              |
|   | DK/NA                | 1.4%       | 11    |              |
|   | Much more likely     | 33.1%      | 263   | 65.9%        |
|   | Somewhat more likely | 32.8%      | 260   |              |
| Q4D. Expand safe routes to schools, including school bus        | No effect            | 21.2%      | 169   |              |
| service, relieving local congestion                             | Somewhat less likely | 5.8%       | 46    |              |
|   | Much less likely     | 6.4%       | 51    |              |
|   | DK/NA                | 0.7%       | 5     |              |
|   | Much more likely     | 35.8%      | 284   | 67.3%        |
|   | Somewhat more likely | 31.5%      | 250   |              |
| Q4E. Provide local transit, including options for seniors and   | No effect            | 22.4%      | 178   |              |
| persons with disabilities                                       | Somewhat less likely | 4.6%       | 36    |              |
|   | Much less likely     | 5.2%       | 41    |              |
|   | DK/NA                | 0.6%       | 4     |              |
|   | Much more likely     | 45.7%      | 363   | 77.6%        |
|   | Somewhat more likely | 31.9%      | 254   |              |
| Q4F. Relieve congestion by improving intersections and better   | No effect            | 15.1%      | 120   |              |
| timing of signals   | Somewhat less likely | 3.4%       | 27    |              |
|   | Much less likely     | 3.6%       | 29    |              |
|   | DK/NA                | 0.3%       | 2     |              |
|   | Much more likely     | 47.6%      | 378   | 71.4%        |
|   | Somewhat more likely | 23.8%      | 189   |              |
| Q4G. Provide matching funds to build a direct connector from    | No effect            | 15.0%      | 119   |              |
| Highway 101 to I-580 and the San Rafael-Richmond Bridge         | Somewhat less likely | 4.7%       | 37    |              |
| •   | Much less likely     | 6.8%       | 54    |              |
|   | DK/NA                | 2.2%       | 18    |              |

|  |                      | 1          | otal  |              |
|--|----------------------|------------|-------|--------------|
|  |                      | Column N % | Count | ∑ or<br>Mean |
|  | Much more likely     | 26.1%      | 207   | 56.6%        |
|  | Somewhat more likely | 30.5%      | 242   |              |
| Q4H. Fill in critical gaps in pedestrian pathways                      | No effect            | 25.0%      | 199   |              |
| Q4H. Fill III Chilcal gaps iii peuestrian patriways                    | Somewhat less likely | 8.8%       | 70    |              |
|  | Much less likely     | 8.4%       | 67    |              |
|  | DK/NA                | 1.2%       | 10    |              |
|  | Much more likely     | 25.8%      | 205   | 47.9%        |
|  | Somewhat more likely | 22.2%      | 176   |              |
| OAL Fill in critical game in hike nothe                                | No effect            | 25.6%      | 204   |              |
| Q4I. Fill in critical gaps in bike paths                               | Somewhat less likely | 9.0%       | 71    |              |
|  | Much less likely     | 16.1%      | 128   |              |
|  | DK/NA                | 1.4%       | 11    |              |
|  | Much more likely     | 32.6%      | 259   | 65.2%        |
|  | Somewhat more likely | 32.6%      | 259   |              |
| Q4J. Provide more local bus service to relieve traffic congestion      | No effect            | 22.0%      | 175   |              |
|  | Somewhat less likely | 5.7%       | 45    |              |
|  | Much less likely     | 6.7%       | 53    |              |
|  | DK/NA                | 0.4%       | 4     |              |
|  | Much more likely     | 30.3%      | 241   | 65.3%        |
|  | Somewhat more likely | 35.0%      | 278   |              |
| Q4K. Support door-to-door transit services for seniors and             | No effect            | 23.9%      | 190   |              |
| people with disabilities such as Whistlestop Wheels                    | Somewhat less likely | 4.7%       | 38    |              |
|  | Much less likely     | 5.4%       | 43    |              |
|  | DK/NA                | 0.6%       | 5     |              |
|  | Much more likely     | 31.8%      | 252   | 63.0%        |
|  | Somewhat more likely | 31.2%      | 248   |              |
| Q4L. Provide matching funds to complete highway carpool lanes          |                      | 21.8%      | 173   |              |
| and multi-use pathway improvements through the Marin Sonoma<br>Narrows | Somewhat less likely | 6.0%       | 48    |              |
|  | Much less likely     | 8.3%       | 66    |              |
|  | DK/NA                | 0.8%       | 6     |              |
|  | Much more likely     | 25.1%      | 199   | 52.9%        |
|  | Somewhat more likely | 27.9%      | 221   |              |
| Q4M. Maintain and expand school crossing guards and the Safe           | No effect            | 30.6%      | 243   |              |
| Routes to Schools and Pathways programs                                | Somewhat less likely | 7.5%       | 60    |              |
|  | Much less likely     | 8.5%       | 68    |              |
|  | DK/NA                | 0.5%       | 4     |              |
|  | Much more likely     | 37.6%      | 299   | 70.6%        |
|  | Somewhat more likely | 33.0%      | 262   |              |
| Q4N. Protect local roads and highways from flooding and sea            | No effect            | 17.2%      | 136   |              |
| level rise   | Somewhat less likely | 3.8%       | 30    |              |
|  | Much less likely     | 7.6%       | 60    |              |
|  | DK/NA                | 0.8%       | 6     |              |

|  |                      | 1          | Total |              |  |
|--|----------------------|------------|-------|--------------|--|
|  |                      | Column N % | Count | ∑ or<br>Mean |  |
|  | Much more likely     | 24.5%      | 195   | 49.5%        |  |
| Q4O. Increase incentives to use electric vehicles including providing electric vehicle charging facilities | Somewhat more likely | 24.9%      | 198   |              |  |
|  | No effect            | 27.2%      | 216   |              |  |
|  | Somewhat less likely | 10.2%      | 81    |              |  |
|  | Much less likely     | 12.5%      | 99    |              |  |
|  | DK/NA                | 0.7%       | 5     |              |  |
|  | Much more likely     | 41.8%      | 332   | 71.0%        |  |
|  | Somewhat more likely | 29.2%      | 232   |              |  |
| Q4P. Provide options to get to and from work to relieve traffic congestion                                 | No effect            | 17.3%      | 138   |              |  |
|  | Somewhat less likely | 4.3%       | 34    |              |  |
|  | Much less likely     | 5.3%       | 42    |              |  |
|  | DK/NA                | 2.1%       | 16    |              |  |

# FEATURES OF THE MEASURE -- RANKED BY MEAN SCORE

|   | 7          | otal  |              |
|---|------------|-------|--------------|
|   | Column N % | Count | ∑ or<br>Mean |
| Q4A. Relieve traffic congestion on Highway 101 and local roads  |            |       | 1.26         |
| Q4B. Fix potholes and maintain local roads  |            |       | 1.22         |
| Q4F. Relieve congestion by improving intersections and better timing of signals   |            |       | 1.13         |
| Q4G. Provide matching funds to build a direct connector from  |            |       | 1.03         |
| Highway 101 to I-580 and the San Rafael-Richmond Bridge   |            |       | 1.00         |
| Q4P. Provide options to get to and from work to relieve traffic congestion  |            |       | 1.00         |
| Q4C. Improve interchanges and access on and off of Highway 101  |            |       | 0.97         |
| Q4N. Protect local roads and highways from flooding and sea level rise  |            |       | 0.90         |
| Q4E. Provide local transit, including options for seniors and persons with disabilities   |            |       | 0.89         |
| Q4D. Expand safe routes to schools, including school bus service, relieving local congestion                                      |            |       | 0.81         |
| Q4K. Support door-to-door transit services for seniors and people with disabilities such as Whistlestop Wheels                    |            |       | 0.80         |
| Q4J. Provide more local bus service to relieve traffic congestion   |            |       | 0.79         |
| Q4L. Provide matching funds to complete highway carpool lanes and multi-use pathway improvements through the Marin Sonoma Narrows |            |       | 0.73         |
| Q4H. Fill in critical gaps in pedestrian pathways   |            |       | 0.58         |
| Q4M. Maintain and expand school crossing guards and the Safe Routes to Schools and Pathways programs                              |            |       | 0.54         |
| Q40. Increase incentives to use electric vehicles including providing electric vehicle charging facilities                        |            |       | 0.39         |
| Q4I. Fill in critical gaps in bike paths  |            |       | 0.33         |

# **INFORMATIONAL STATEMENTS**

|   |                                  |            | <b>Total</b> |              |
|---|----------------------------------|------------|--------------|--------------|
|   |                                  | Column N % | Count        | ∑ or<br>Mean |
|   | Much more likely to vote yes     | 41.2%      | 327          | 71.9%        |
| Q5A. Our local streets and roads are falling apart, the measure   | Somewhat more likely to vote yes | 30.7%      | 244          |              |
| will help stop the deterioration and make repairs   | No effect                        | 26.4%      | 210          |              |
|   | DK/NA                            | 1.7%       | 14           |              |
| OFP. The measure will allow Marin County to not williams of   | Much more likely to vote yes     | 51.8%      | 411          | 74.4%        |
| Q5B. The measure will allow Marin County to get millions of dollars in State and regional matching funds. Without approval              | Somewhat more likely to vote yes | 22.6%      | 179          |              |
| of the measure, that money will go to other counties  | No effect                        | 23.1%      | 183          |              |
|   | DK/NA                            | 2.5%       | 20           |              |
| OFC From name from this massive will benefit lead   | Much more likely to vote yes     | 54.3%      | 431          | 74.5%        |
| Q5C. Every penny from this measure will benefit local transportation projects and programs, and cannot be taken by                      | Somewhat more likely to vote yes | 20.2%      | 161          |              |
| the State   | No effect                        | 23.4%      | 186          |              |
|   | DK/NA                            | 2.1%       | 17           |              |
|   | Much more likely to vote yes     | 53.4%      | 424          | 76.3%        |
| Q5D. The measure will help relieve traffic congestion on Highway  | Somewhat more likely to vote yes | 22.8%      | 181          |              |
| 101   | No effect                        | 21.3%      | 169          |              |
|   | DK/NA                            | 2.4%       | 19           |              |
|   | Much more likely to vote yes     | 39.9%      | 317          | 66.7%        |
| Q5E. The measure will make it safer to drive, bike on and walk along local streets, and help relieve greenhouse gases and air pollution | Somewhat more likely to vote yes | 26.8%      | 213          |              |
|   | No effect                        | 31.6%      | 251          |              |
|   | DK/NA                            | 1.7%       | 14           |              |
|   | Much more likely to vote yes     | 40.4%      | 321          | 67.6%        |
| Q5F. Safeguards to ensure accountability, including independent citizens' oversight and annual audits, will ensure that the money       | Somewhat more likely to vote yes | 27.2%      | 216          |              |
| will be spent as promised   | No effect                        | 29.6%      | 235          |              |
| www.seespen.uesp.com.cou  | DK/NA                            | 2.8%       | 22           |              |
|   | Much more likely to vote yes     | 37.1%      | 294          | 67.5%        |
| Q5G. The measure will preserve and expand bus service to help   | Somewhat more likely to vote yes | 30.5%      | 242          |              |
| relieve traffic congestion  | No effect                        | 30.5%      | 243          |              |
|   | DK/NA                            | 1.9%       | 15           |              |
|   | Much more likely to vote yes     | 41.4%      | 329          | 70.3%        |
| Q5H. The measure would help relieve traffic congestion on   | Somewhat more likely to vote yes | 28.9%      | 230          |              |
| roadways in Marin County, reducing critical emergency response times  | No effect                        | 27.5%      | 218          |              |
|   | DK/NA                            | 2.2%       | 18           |              |
|   | Much more likely to vote yes     | 44.3%      | 352          | 72.6%        |
| Q5I. The measure will help relieve traffic congestion on local  | Somewhat more likely to vote yes | 28.3%      | 225          |              |
| streets and roads   | No effect                        | 25.7%      | 204          |              |
|   | DK/NA                            | 1.7%       | 13           |              |
|   | Much more likely to vote yes     | 47.5%      | 377          | 74.3%        |
| Q5J. The measure will help make connections to regional transit   | Somewhat more likely to vote yes | 26.8%      | 213          |              |
| like the Ferry, SMART and Golden Gate Transit   | No effect                        | 23.4%      | 186          |              |
|   | DK/NA                            | 2.3%       | 18           |              |
|   | Much more likely to vote yes     | 38.7%      | 307          | 67.8%        |
| Q5K. The proposed regional and State efforts do not cover all the   | Somewhat more likely to vote ves | 29.1%      | 231          |              |
| Marin County needs, but this measure will ensure that Marin gets<br>its fair share of State and regional funds                          | No effect                        | 28.3%      | 225          |              |
| no fair office of otate and regional funds  | DK/NA                            | 3.9%       | 31           |              |

|   |                                  | 1          | otal  |              |
|---|----------------------------------|------------|-------|--------------|
|   |                                  | Column N % | Count | ∑ or<br>Mean |
|   | Much more likely to vote yes     | 52.8%      | 419   | 73.0%        |
| Q5L. The measure will address urgent traffic and transportation | Somewhat more likely to vote yes | 20.2%      | 160   |              |
| needs, but does not increase taxes                              | No effect                        | 24.1%      | 191   |              |
|   | DK/NA                            | 2.9%       | 23    |              |
| Q5M. The measure will not be used for administrator salaries or | Much more likely to vote yes     | 50.9%      | 404   | 70.5%        |
|   | Somewhat more likely to vote yes | 19.6%      | 156   |              |
| government employee pension relief                              | No effect                        | 26.1%      | 207   |              |
|   | DK/NA                            | 3.3%       | 27    |              |
|   | Much more likely to vote yes     | 34.6%      | 275   | 65.1%        |
| Q5N. The measure will prevent substantial cuts in local transit | Somewhat more likely to vote yes | 30.5%      | 242   |              |
| programs  | No effect                        | 30.9%      | 246   |              |
|   | DK/NA                            | 4.0%       | 32    |              |
|   | Much more likely to vote yes     | 21.4%      | 170   | 45.0%        |
| Q50. The measure will prevent substantial cuts to crossing      | Somewhat more likely to vote yes | 23.6%      | 187   |              |
| guard programs  | No effect                        | 50.5%      | 401   |              |
|   | DK/NA                            | 4.5%       | 36    |              |

#### **INFORMATIONAL STATEMENTS - RANKED BY MEAN SCORE**

|   | 7          | otal  |              |
|---|------------|-------|--------------|
|   | Column N % | Count | ∑ or<br>Mean |
| Q5D. The measure will help relieve traffic congestion on Highway  |            |       | 1.33         |
| 101   |            |       | 1.55         |
| Q5C. Every penny from this measure will benefit local             |            |       |              |
| transportation projects and programs, and cannot be taken by      |            |       | 1.32         |
| the State   |            |       |              |
| Q5L. The measure will address urgent traffic and transportation   |            |       | 1.30         |
| needs, but does not increase taxes                                |            |       | 1.50         |
| Q5B. The measure will allow Marin County to get millions of       |            |       |              |
| dollars in State and regional matching funds. Without approval    |            |       | 1.29         |
| of the measure, that money will go to other counties              |            |       |              |
| Q5M. The measure will not be used for administrator salaries or   |            |       | 1.26         |
| government employee pension relief                                |            |       | 1.20         |
| Q5J. The measure will help make connections to regional transit   |            |       | 1.25         |
| like the Ferry, SMART and Golden Gate Transit                     |            |       | 1.20         |
| Q5I. The measure will help relieve traffic congestion on local    |            |       | 1.19         |
| streets and roads   |            |       | 1.13         |
| Q5A. Our local streets and roads are falling apart, the measure   |            |       | 1.15         |
| will help stop the deterioration and make repairs                 |            |       | 1.15         |
| Q5H. The measure would help relieve traffic congestion on         |            |       |              |
| roadways in Marin County, reducing critical emergency response    |            |       | 1.14         |
| times   |            |       |              |
| Q5F. Safeguards to ensure accountability, including independent   |            |       |              |
| citizens' oversight and annual audits, will ensure that the money |            |       | 1.11         |
| will be spent as promised   |            |       |              |
| Q5K. The proposed regional and State efforts do not cover all the |            |       |              |
| Marin County needs, but this measure will ensure that Marin gets  |            |       | 1.11         |
| its fair share of State and regional funds                        |            |       |              |
| Q5E. The measure will make it safer to drive, bike on and walk    |            |       |              |
| along local streets, and help relieve greenhouse gases and air    |            |       | 1.08         |
| pollution   |            |       |              |
| Q5G. The measure will preserve and expand bus service to help     |            |       | 1.07         |
| relieve traffic congestion  |            |       | 1.07         |
| Q5N. The measure will prevent substantial cuts in local transit   |            |       | 1.04         |
| programs  |            |       | 1.04         |
| Q50. The measure will prevent substantial cuts to crossing        |            |       | 0.70         |
| guard programs  |            |       | 0.70         |

# **CRITICAL STATEMENTS**

| O6A Marin County has asked taxnavers to approve sales tax  | re likely to vote no      | Total  Column N % Count |             | ∑ or  |
|--|---------------------------|-------------------------|-------------|-------|
| Q6A. Marin County has asked taxpayers to approve sales tax   | re likely to vote no      |                         | 0 0 0 11 11 | Mean  |
|  |                           | 25.8%                   | 205         | 41.5% |
|  | at more likely to vote no | 15.7%                   | 124         |       |
| parks. Enough is enough, we can't afford another tax increase  |                           | 53.7%                   | 426         |       |
| DK/NA  |                           | 4.8%                    | 38          |       |
| Q6B. The State is increasing gas taxes and vehicle registration Much mol   | re likely to vote no      | 31.9%                   | 254         | 56.0% |
| fees, and the Bay Area regional government wants to increase Somewha   | at more likely to vote no | 24.0%                   | 191         |       |
| bridge tolls. Instead of asking for more taxes, the State and County need to cut waste and do a better job with taxpayer               |                           | 40.6%                   | 323         |       |
| money DK/NA  |                           | 3.4%                    | 27          |       |
|  | re likely to vote no      | 29.2%                   | 232         | 52.0% |
|  | at more likely to vote no | 22.7%                   | 180         |       |
| tax 6 years before it expires. We should not give them more No effect  |                           | 41.6%                   | 330         |       |
| taxpayer money to waste DK/NA  |                           | 6.4%                    | 51          |       |
| Much mo  | re likely to vote no      | 28.8%                   | 229         | 50.4% |
| Q6D. If government agencies managed their budgets more   | at more likely to vote no | 21.6%                   | 171         |       |
| efficiently and reformed out of control pension and benefit programs, we would not have to pay more in taxes  No effect                |                           | 44.7%                   | 355         |       |
| DK/NA  |                           | 4.9%                    | 39          |       |
| Much mo  | re likely to vote no      | 22.1%                   | 175         | 44.2% |
| Q6E. Sales taxes are the most regressive form of taxation, Somewha   | at more likely to vote no | 22.2%                   | 176         |       |
| hurting low income and senior citizens the most No effect  |                           | 51.2%                   | 407         |       |
| DK/NA  |                           | 4.6%                    | 36          |       |
| Q6F. This sales tax measure will result in Marin County having Much more   | re likely to vote no      | 22.7%                   | 180         | 43.1% |
|  | at more likely to vote no | 20.4%                   | 162         |       |
| rob consumers of purchasing power, ultimately costing jobs. No effect  |                           | 53.4%                   | 424         |       |
| People will go elsewhere to buy goods and services  DK/NA  |                           | 3.5%                    | 28          |       |
| Much mo  | re likely to vote no      | 23.6%                   | 188         | 41.3% |
| Q6G. The measure is growth inducing and will increase the  | at more likely to vote no | 17.7%                   | 140         |       |
| pressure exerted by the State for more subsidized low-income high density housing to be placed in small Marin neighborhoods  No effect |                           | 51.9%                   | 412         |       |
| DK/NA  |                           | 6.8%                    | 54          |       |
|  | re likely to vote no      | 25.7%                   | 204         | 47.9% |
| Q6H. With high State and local taxes no longer being deductible Somewha  | at more likely to vote no | 22.2%                   | 177         |       |
| under new federal tax law, we can't afford another local tax extension  No effect  |                           | 46.8%                   | 371         |       |
| DK/NA  |                           | 5.4%                    | 42          |       |
|  | re likely to vote no      | 11.0%                   | 87          | 29.2% |
| Q6I. Other proposed ballot measures are more important Somewha   | at more likely to vote no | 18.2%                   | 144         |       |
| including sales tax increases for early childhood education and parks and open space  No effect  |                           | 63.4%                   | 504         |       |
| DK/NA  |                           | 7.4%                    | 59          |       |

#### **CRITICAL STATEMENTS -- RANKED BY MEAN SCORE**

|   | 1          | otal  |              |
|---|------------|-------|--------------|
|   | Column N % | Count | ∑ or<br>Mean |
| Q6B. The State is increasing gas taxes and vehicle registration     |            |       |              |
| fees, and the Bay Area regional government wants to increase        |            |       |              |
| bridge tolls. Instead of asking for more taxes, the State and       |            |       | 0.91         |
| County need to cut waste and do a better job with taxpayer          |            |       |              |
| money   |            |       |              |
| Q6C. Since 2005 TAM has spent \$250 million dollars, but traffic is |            |       |              |
| even worse than before. Now they want to renew their special        |            |       | 0.87         |
| tax 6 years before it expires. We should not give them more         |            |       | 0.67         |
| taxpayer money to waste   |            |       |              |
| Q6D. If government agencies managed their budgets more              |            |       |              |
| efficiently and reformed out of control pension and benefit         |            |       | 0.83         |
| programs, we would not have to pay more in taxes                    |            |       |              |
| Q6H. With high State and local taxes no longer being deductible     |            |       |              |
| under new federal tax law, we can't afford another local tax        |            |       | 0.78         |
| extension   |            |       |              |
| Q6A. Marin County has asked taxpayers to approve sales tax          |            |       |              |
| measures for transportation, the SMART rail system and county       |            |       | 0.71         |
| parks. Enough is enough, we can't afford another tax increase       |            |       |              |
| Q6G. The measure is growth inducing and will increase the           |            |       |              |
| pressure exerted by the State for more subsidized low-income        |            |       | 0.70         |
| high density housing to be placed in small Marin neighborhoods      |            |       |              |
| Q6E. Sales taxes are the most regressive form of taxation,          |            |       | 0.69         |
| hurting low income and senior citizens the most                     |            |       | 0.09         |
| Q6F. This sales tax measure will result in Marin County having      |            |       |              |
| one of the highest sales tax rates in the state, and sales taxes    |            |       | 0.68         |
| rob consumers of purchasing power, ultimately costing jobs.         |            |       | 0.00         |
| People will go elsewhere to buy goods and services                  |            |       |              |
| Q6I. Other proposed ballot measures are more important              |            |       |              |
| including sales tax increases for early childhood education and     |            |       | 0.43         |
| parks and open space  |            |       |              |

# **FINAL BALLOT TEST**

|  |                | 1          | Total |              |  |
|--|----------------|------------|-------|--------------|--|
|  |                | Column N % | Count | ∑ or<br>Mean |  |
| 7 In order to:   | Definitely Yes | 39.7%      | 315   |              |  |
| 7. In order to: • relieve traffic congestion on Highway101 and local roads;  | Probably Yes   | 33.5%      | 266   |              |  |
| • fix potholes and maintain local roads;   | Probably No    | 7.3%       | 58    |              |  |
| improve interchanges and access on and off of Highway101;  | Definitely No  | 14.3%      | 114   |              |  |
| expand safe routes to schools, including school bus service,   | DK/NA          | 5.2%       | 41    |              |  |
| relieving local congestion; and, • provide local transit, including options for seniors and persons  | Total Yes      | 73.2%      | 581   |              |  |
| with disabilities;   | Total No       | 21.6%      | 172   |              |  |
| 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? |                |            |       |              |  |

# **DEMOGRAPHICS**

|  |  | Total      |       |              |
|--|--|------------|-------|--------------|
|  |  | Column N % | Count | ∑ or<br>Mean |
| A. What type of transportation do you typically use to go to work or school? | Bike                                       | 2.5%       | 20    |              |
|  | Carpool or vanpool                         | 4.6%       | 36    |              |
|  | Drive car or truck alone                   | 59.2%      | 470   |              |
|  | Drive motorcycle or scooter                | 0.7%       | 5     |              |
|  | Public transit (bus, rail or shuttle)      | 7.6%       | 60    |              |
|  | Walk                                       | 2.4%       | 19    |              |
|  | Work from home/Don't work outside the home | 14.9%      | 119   |              |
|  | Other (SPECIFY)                            | 6.7%       | 53    |              |
|  | DK/NA                                      | 1.4%       | 11    |              |
|  | Yes  | 26.9%      | 214   |              |
| B. Do any children under the age of 18 live in your household?               | No   | 72.8%      | 578   |              |
|  | DK/NA                                      | 0.3%       | 3     |              |
|  | Male                                       | 44.7%      | 355   |              |
| C. Respondent's Gender   | Female                                     | 53.9%      | 428   |              |
|  | Other                                      | 1.4%       | 11    |              |
|  | 18-29                                      | 6.8%       | 54    |              |
|  | 30-39                                      | 7.8%       | 62    |              |
| D Ago  | 40-49                                      | 14.9%      | 118   |              |
| D. Age   | 50-64                                      | 32.9%      | 261   |              |
|  | 65+  | 37.7%      | 299   |              |
|  | Not coded                                  | 0.0%       | 0     |              |
|  | Japanese                                   | 0.2%       | 2     |              |
|  | Chinese                                    | 0.7%       | 6     |              |
|  | Hispanic                                   | 3.6%       | 29    |              |
|  | Jewish                                     | 5.0%       | 40    |              |
| E. Ethnic Surname  | Armenian                                   | 0.1%       | 1     |              |
|  | Vietnamese                                 | 0.5%       | 4     |              |
|  | Italian                                    | 4.4%       | 35    |              |
|  | Korean                                     | 0.0%       | 0     |              |
|  | African American                           | 0.0%       | 0     |              |
|  | Not Coded                                  | 85.4%      | 678   |              |
| F. Homeownership Status  | Owner                                      | 68.1%      | 541   |              |
|  | Renter                                     | 31.9%      | 253   |              |
| G. Party   | Democrat                                   | 58.8%      | 467   |              |
|  | Republican                                 | 17.8%      | 141   |              |
|  | Other                                      | 3.4%       | 27    |              |
|  | DTS  | 20.0%      | 159   |              |

|                                  |                  | 7          | Total      |              |  |
|----------------------------------|------------------|------------|------------|--------------|--|
|                                  |                  | Column N % | Count      | ∑ or<br>Mean |  |
| H. Household Party Type          | Dem 1            | 31.5%      | 250        |              |  |
|                                  | Dem 2+           | 18.4%      | 146        |              |  |
|                                  | Rep 1            | 6.8%       | 54         |              |  |
|                                  | Rep 2+           | 5.9%       | 47         |              |  |
|                                  | Other 1          | 11.1%      | 88         |              |  |
|                                  | Other 2+         | 5.2%       | 41         |              |  |
|                                  | Dem & Rep        | 4.8%       | 38         |              |  |
|                                  | Dem & Other      | 10.7%      | 85         |              |  |
|                                  | Rep & Other      | 4.2%       | 33         |              |  |
|                                  | Dem, Rep & Other | 1.5%       | 12         |              |  |
|                                  | 2017 to 2018     | 0.0%       | 0          |              |  |
|                                  | 2013 to 2016     | 34.9%      | 277        |              |  |
|                                  | 2009 to 2012     | 12.9%      | 102        |              |  |
|                                  | 2005 to 2008     | 16.8%      | 133        |              |  |
| I Desistration Date              | 2001 to 2004     | 8.6%       | 68         |              |  |
| I. Registration Date             | 1997 to 2000     | 6.6%       | 52         |              |  |
|                                  | 1993 to 1996     | 4.5%       | 36         |              |  |
|                                  | 1981 to 1992     | 9.1%       | 72         |              |  |
|                                  | 1980 or before   | 6.8%       | 54         |              |  |
|                                  | Not Coded        | 0.0%       | 0          |              |  |
| J. Voting History                |                  | see detai  | led crosst | abs          |  |
| K. Times Voted in Last Elections | 1                | 6.6%       | 53         |              |  |
|                                  | 2                | 4.6%       | 36         |              |  |
|                                  | 3                | 4.7%       | 37         |              |  |
|                                  | 4                | 6.0%       | 47         |              |  |
|                                  | 5                | 4.9%       | 39         |              |  |
|                                  | 6                | 3.8%       | 30         |              |  |
|                                  | 7                | 4.3%       | 34         |              |  |
|                                  | 8                | 4.1%       | 32         |              |  |
|                                  | 9                | 5.7%       | 45         |              |  |
|                                  | 10               | 4.8%       | 38         |              |  |
|                                  | 11               | 6.2%       | 49         |              |  |
|                                  | 12               | 6.5%       | 51         |              |  |
|                                  | 13               | 6.5%       | 52         |              |  |
|                                  | 14               | 7.1%       | 56         |              |  |
|                                  | 15               | 9.5%       | 75         |              |  |
|                                  | 16               | 14.8%      | 118        |              |  |

|                               |                | Total      |       |              |
|-------------------------------|----------------|------------|-------|--------------|
|                               |                | Column N % | Count | ∑ or<br>Mean |
|                               | 0              | 21.0%      | 166   |              |
|                               | 1              | 11.6%      | 92    |              |
|                               | 2              | 7.2%       | 57    |              |
|                               | 3              | 5.9%       | 47    |              |
|                               | 4              | 4.9%       | 39    |              |
|                               | 5              | 3.2%       | 25    |              |
|                               | 6              | 3.7%       | 30    |              |
| L. Absentee Voter             | 7              | 2.8%       | 22    |              |
|                               | 8              | 4.5%       | 36    |              |
|                               | 9              | 2.5%       | 20    |              |
|                               | 10             | 3.3%       | 27    |              |
|                               | 11             | 3.0%       | 24    |              |
|                               | 12             | 3.4%       | 27    |              |
|                               | 13             | 3.4%       | 27    |              |
|                               | 14             | 5.8%       | 46    |              |
|                               | 15             | 7.0%       | 56    |              |
|                               | 16             | 6.8%       | 54    |              |
|                               | Yes            | 73.8%      | 586   |              |
| M. Permanent Absentee Voter   | No             | 26.2%      | 208   |              |
|                               | Yes            | 74.3%      | 590   |              |
| N. Likely Absentee Voter      | No             | 25.7%      | 204   |              |
|                               | Yes            | 100.0%     | 794   |              |
| O. Likely November 2018 Voter | No             | 0.0%       | 0     |              |
|                               | District 1     | 20.9%      | 166   |              |
|                               | District 2     | 22.7%      | 180   |              |
| P. Supervisorial District     | District 3     | 21.5%      | 171   |              |
|                               | District 4     | 16.0%      | 127   |              |
|                               | District 5     | 18.9%      | 150   |              |
| Q. City                       | Belvedere      | 0.4%       | 3     |              |
|                               | Corte Madera   | 5.2%       | 41    |              |
|                               | Fairfax        | 3.9%       | 31    |              |
|                               | Larkspur       | 4.7%       | 37    |              |
|                               | Mill Valley    | 5.8%       | 46    |              |
|                               | Novato         | 18.4%      | 146   |              |
|                               | Ross           | 1.1%       | 9     |              |
|                               | San Anselmo    | 3.9%       | 31    |              |
|                               | San Rafael     | 21.6%      | 171   |              |
|                               | Sausalito      | 3.5%       | 27    |              |
|                               | Tiburon        | 4.2%       | 33    |              |
|                               | Unincorporated | 27.5%      | 218   |              |
|                               | Land           | 15.0%      | 119   |              |
|                               | Cell           | 10.4%      | 82    |              |
| R. Interview Type             | Online         | 32.5%      | 258   |              |
|                               | Text           | 42.2%      | 335   |              |