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## Transportation Authority of Marin: 2017 Transportation Revenue Measure Feasibility Survey

June 1, 2017

# Overview and Research Objectives

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;
- Gauge satisfaction with the County's provision of transportation services and infrastructure;
- 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;
- Identify the rate at which voters will support the measure; and
- Identify any differences in voter support due to demographic and/or voter behavioral characteristics.

- Data Collection Landline, cell phone, online interviewing from email invitation, and online interviewing from text invitation
- Universe 146,780 likely November 2020 voters in Marin County, with a subsample of those likely to vote in the November 2018 election (97,056).
- Fielding Dates May 10 through May 16, 2017
- Interview Length 25 minutes
- Sample Size 1,113 Likely November 2020 voters  
736 Likely November 2018 voters
- Margin of Error  $\pm 2.93\%$  Likely November 2020 voters  
 $\pm 3.60\%$  Likely November 2018 voters



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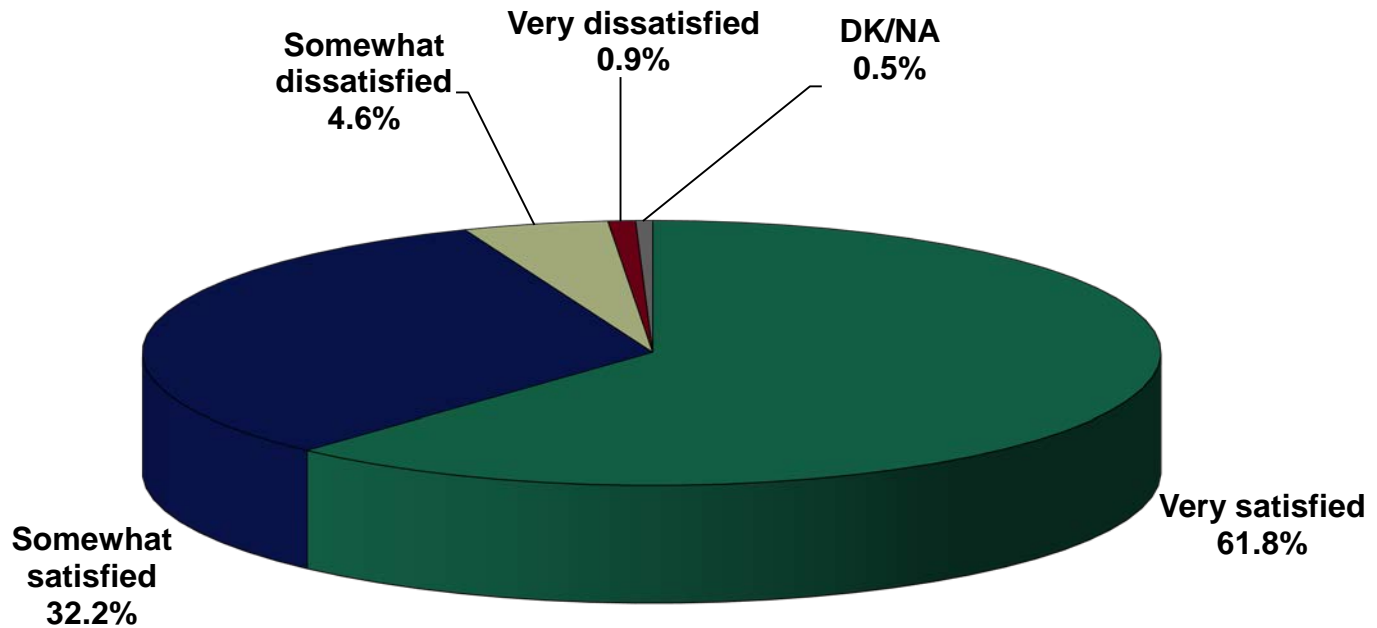
## Key Findings

# Q1. Satisfaction with Quality of Life in Marin County

November 2020 (n=1,113)

Item 9b

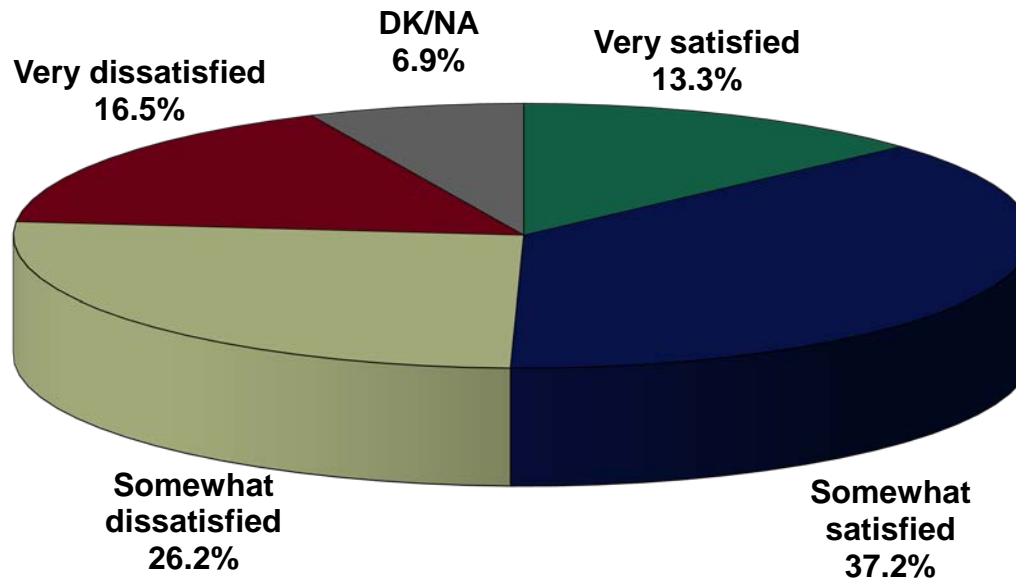
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Satisfied 94.0%  
Dissatisfied 5.5%  
Ratio Sat to Dissat: 17.1

# Q2. Satisfaction with Transportation in Marin County

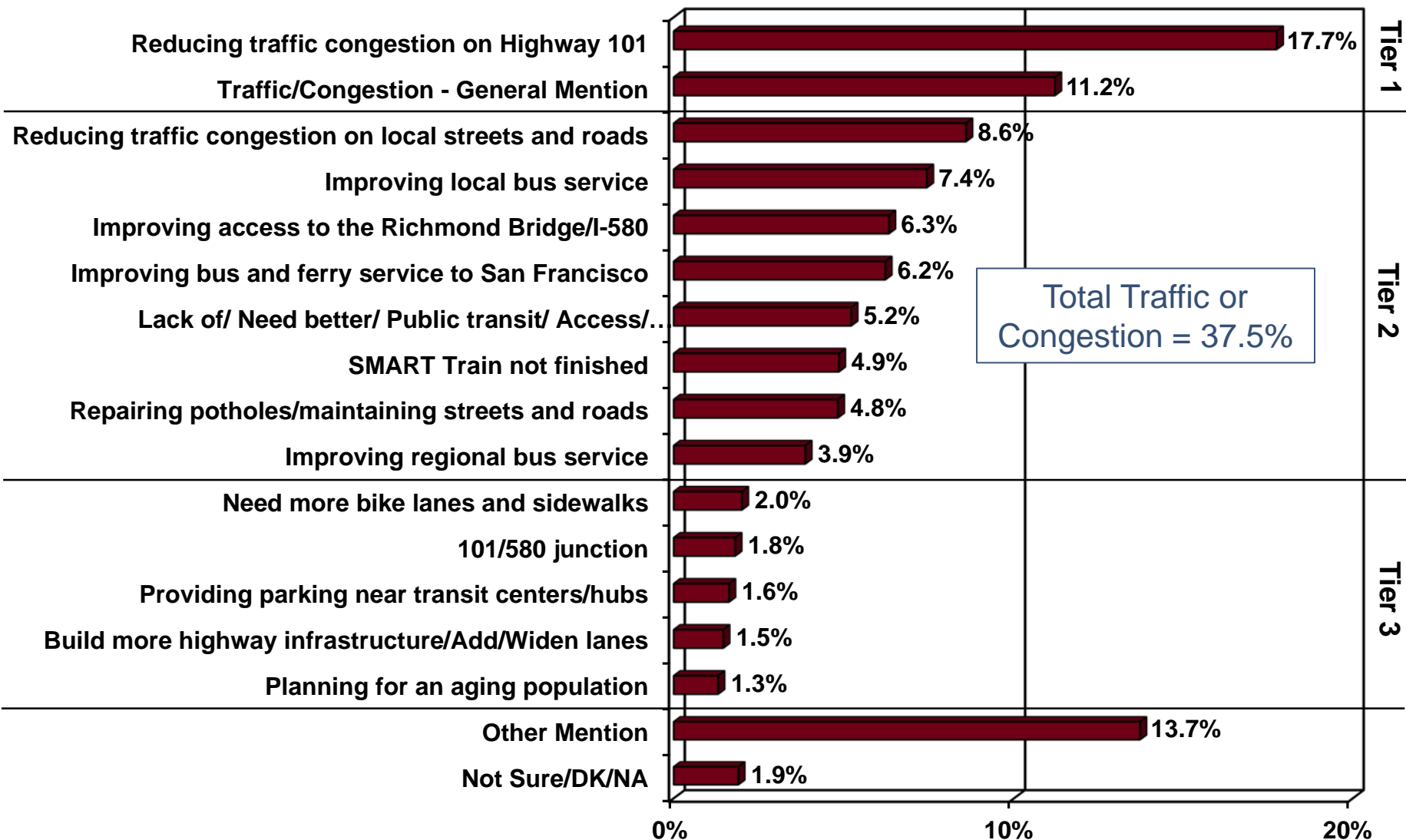
November 2020 (n=1,113)



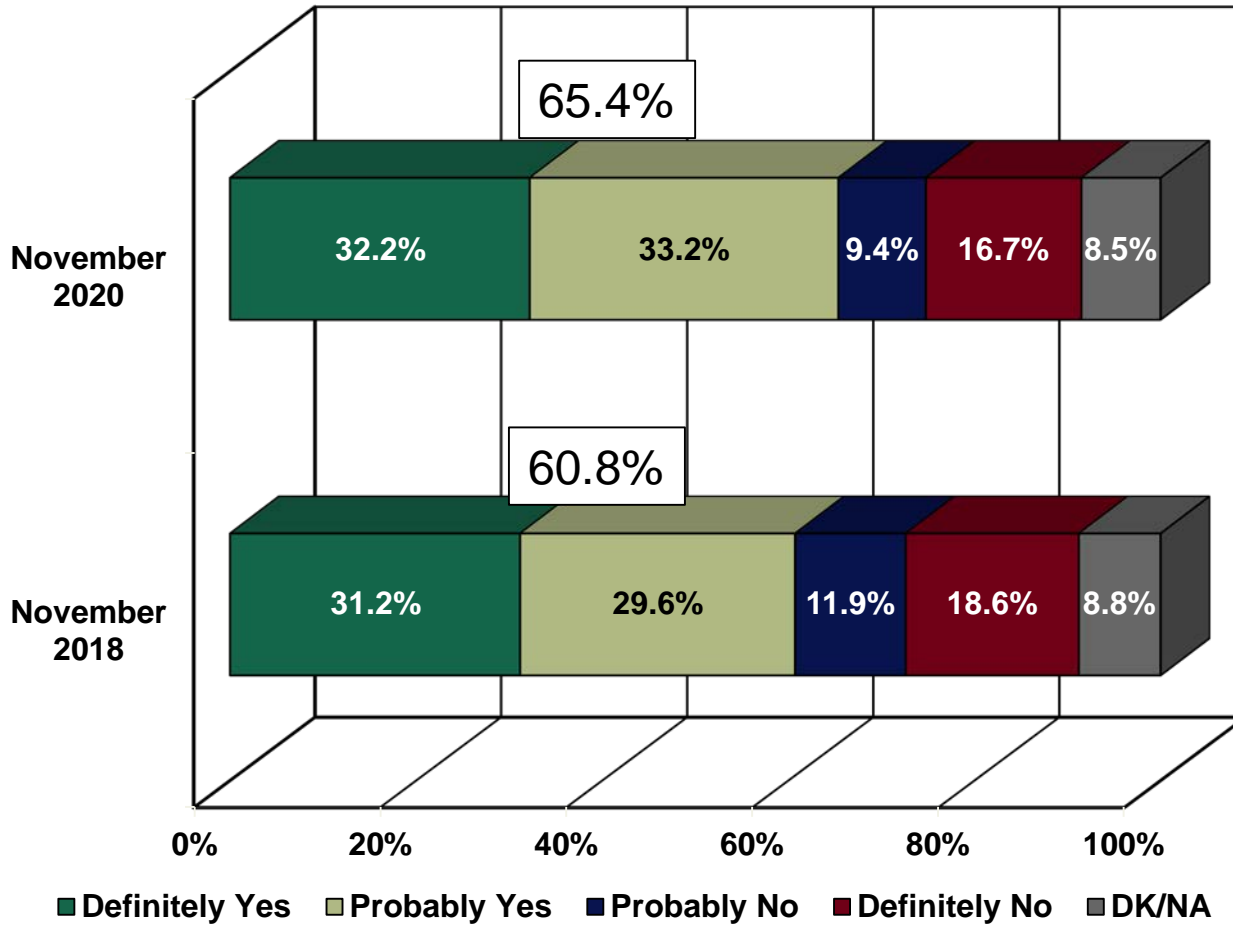
Satisfied 50.5%  
Dissatisfied 42.7%  
Ratio Sat to Dissat: 1.2

# Q3. Most Important Transportation Issues

## November 2020 (n=1,113)



# Q4. Uninformed Support



**In order to:**

- reduce traffic congestion on Highway 101 and local roads;
- provide seniors and persons with disabilities mobility options;
- fix potholes and maintain local roads;
- improve intersections and signal timing;
- enhance school bus service; and
- improve pedestrian and bike travel;

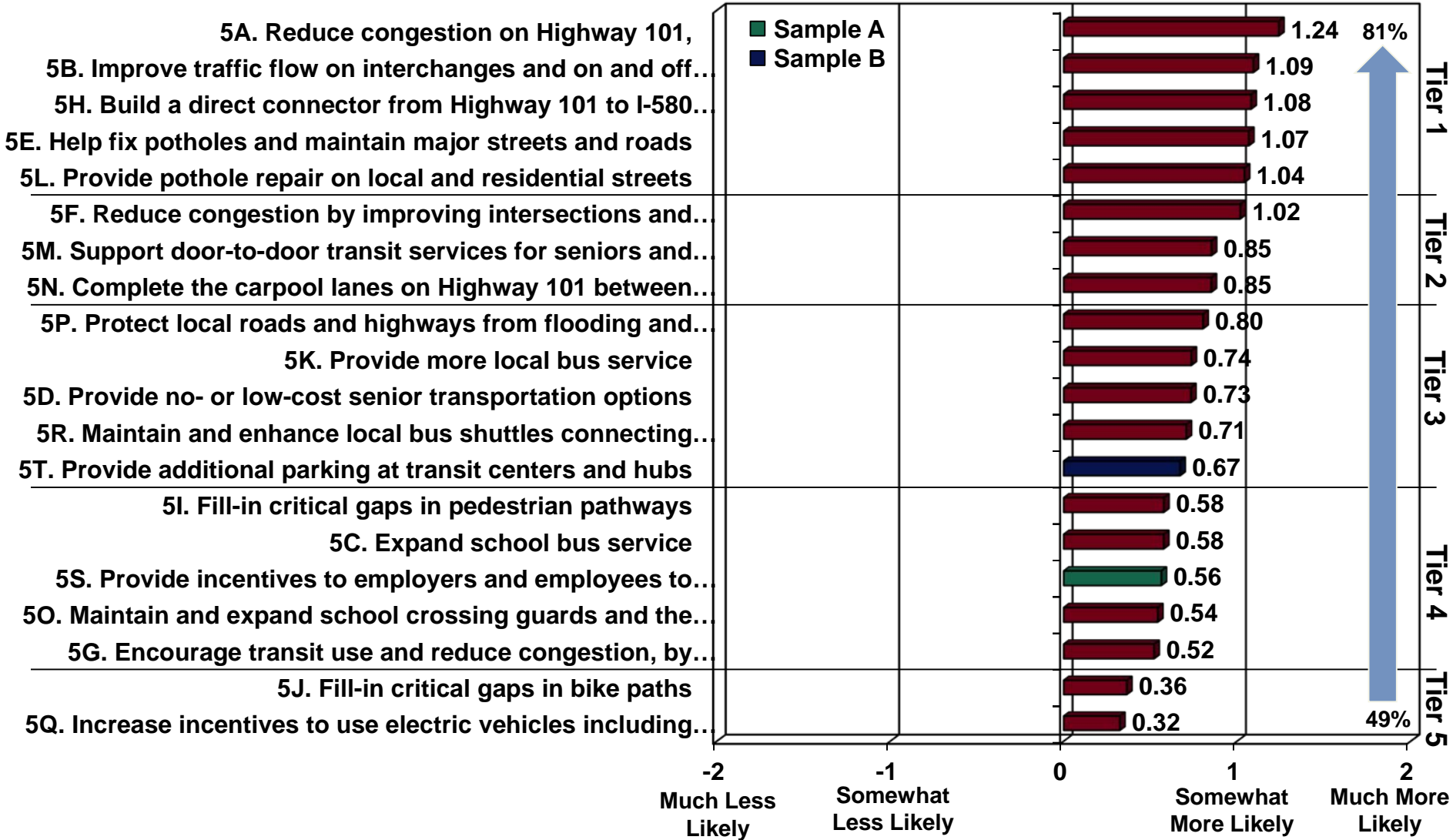
shall Marin County extend and augment the existing voter approved sales tax at a rate of three-quarters of a cent, providing \$34 million dollars annually for 30 years, with citizens' oversight, that the State cannot take away?

2014 Data	Nov 16	Nov 14
Total Yes	67.6%	67.0%
Total No	27.4%	28.5%



# Q5. Features of the Measure

## November 2020 (n=1,113)



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.

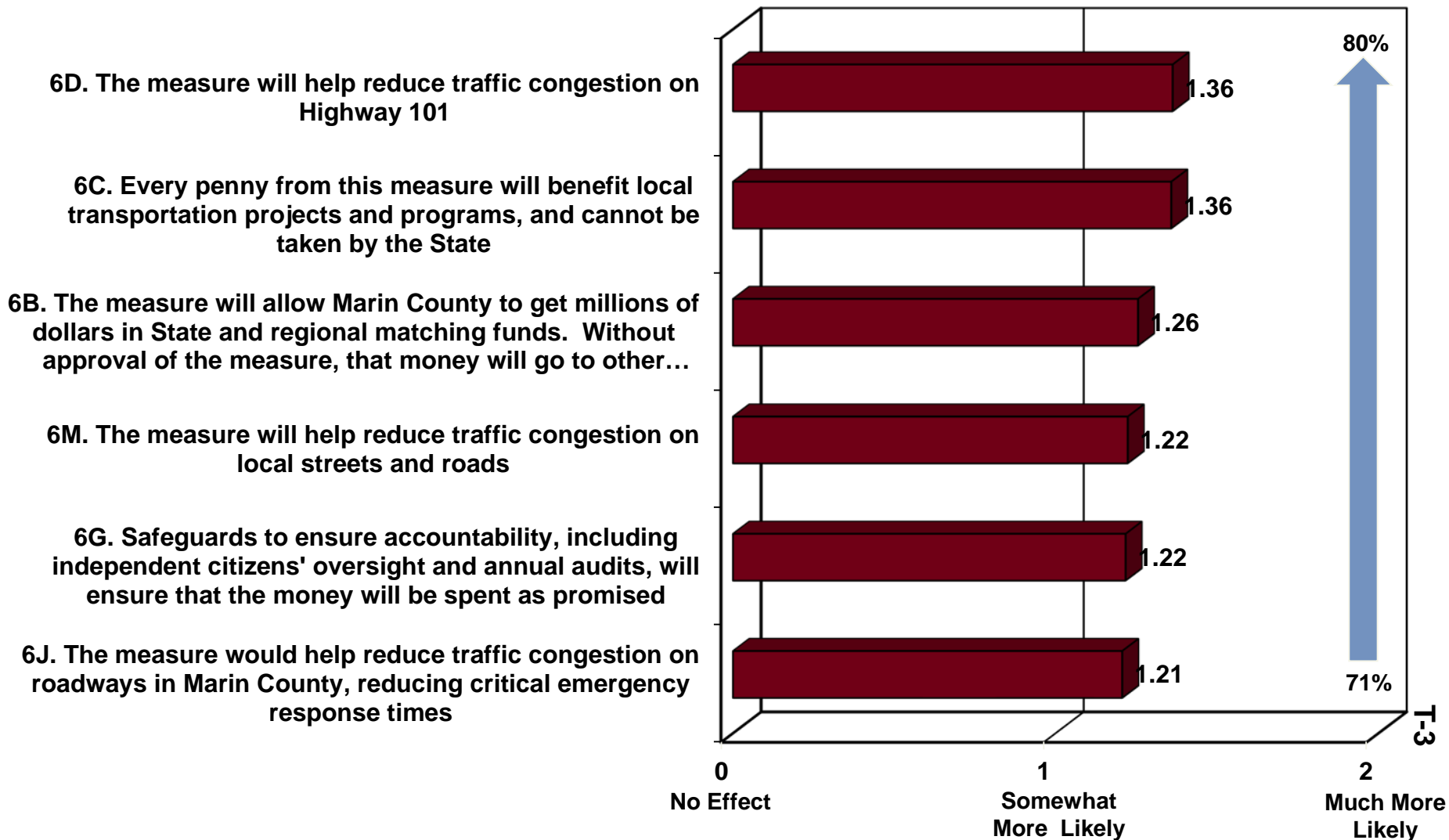
# Q6. Influence of Informational Statements

## Tier 1

November 2020 (n=1,113)

Item 9b

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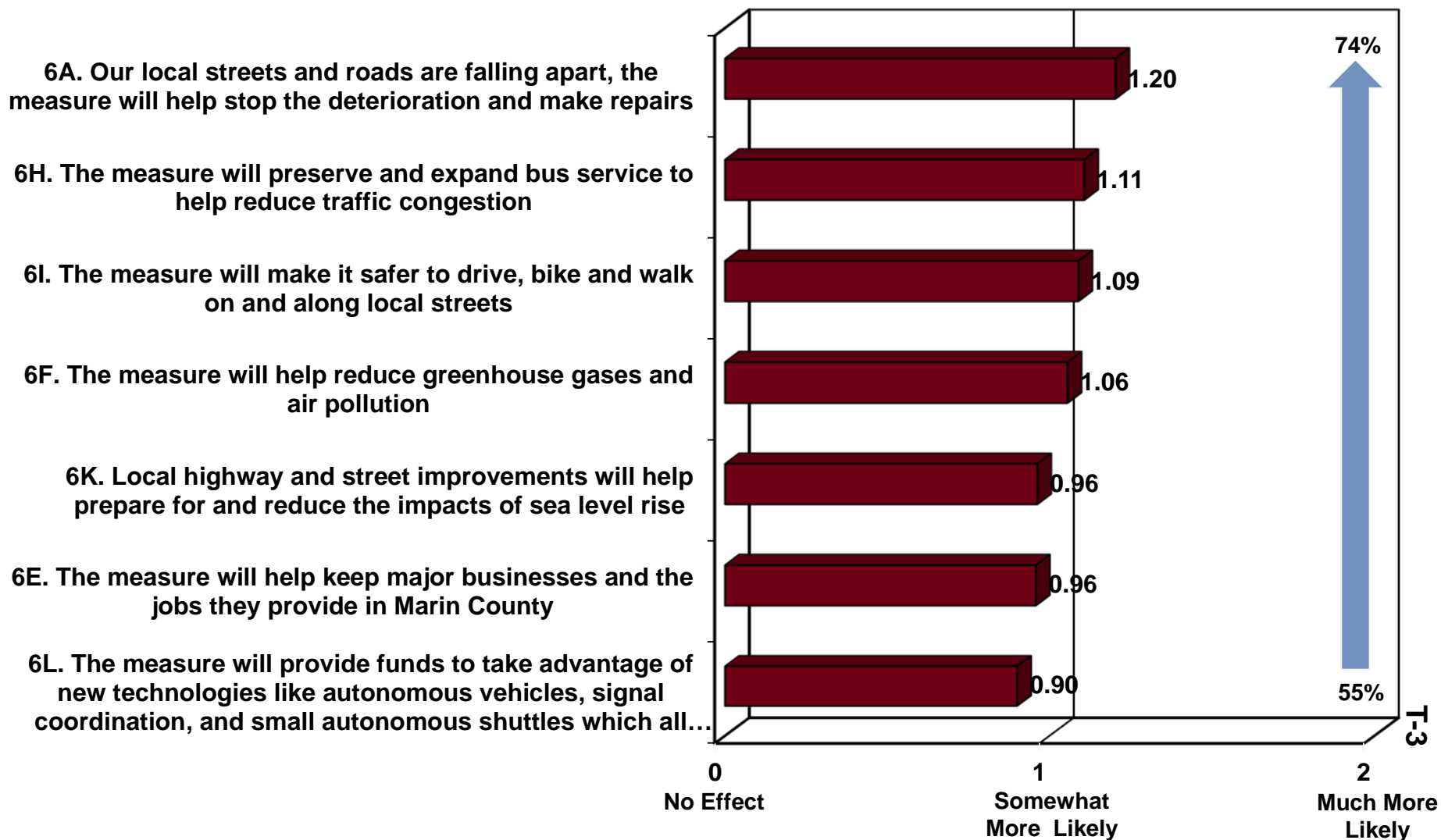
# Q6. Influence of Informational Statements

## Tier 2

November 2020 (n=1,113)

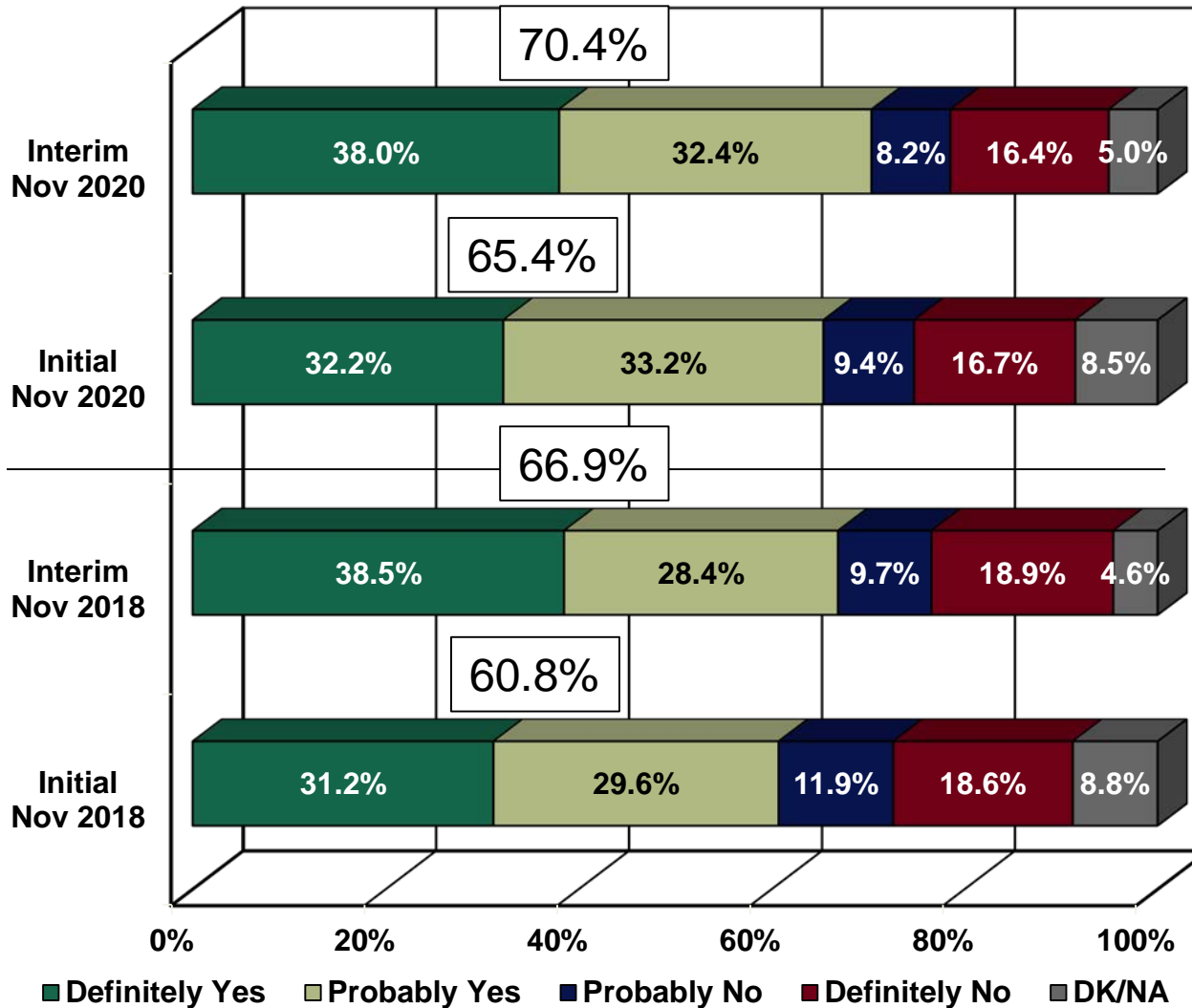
Item 9b

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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. Interim Support



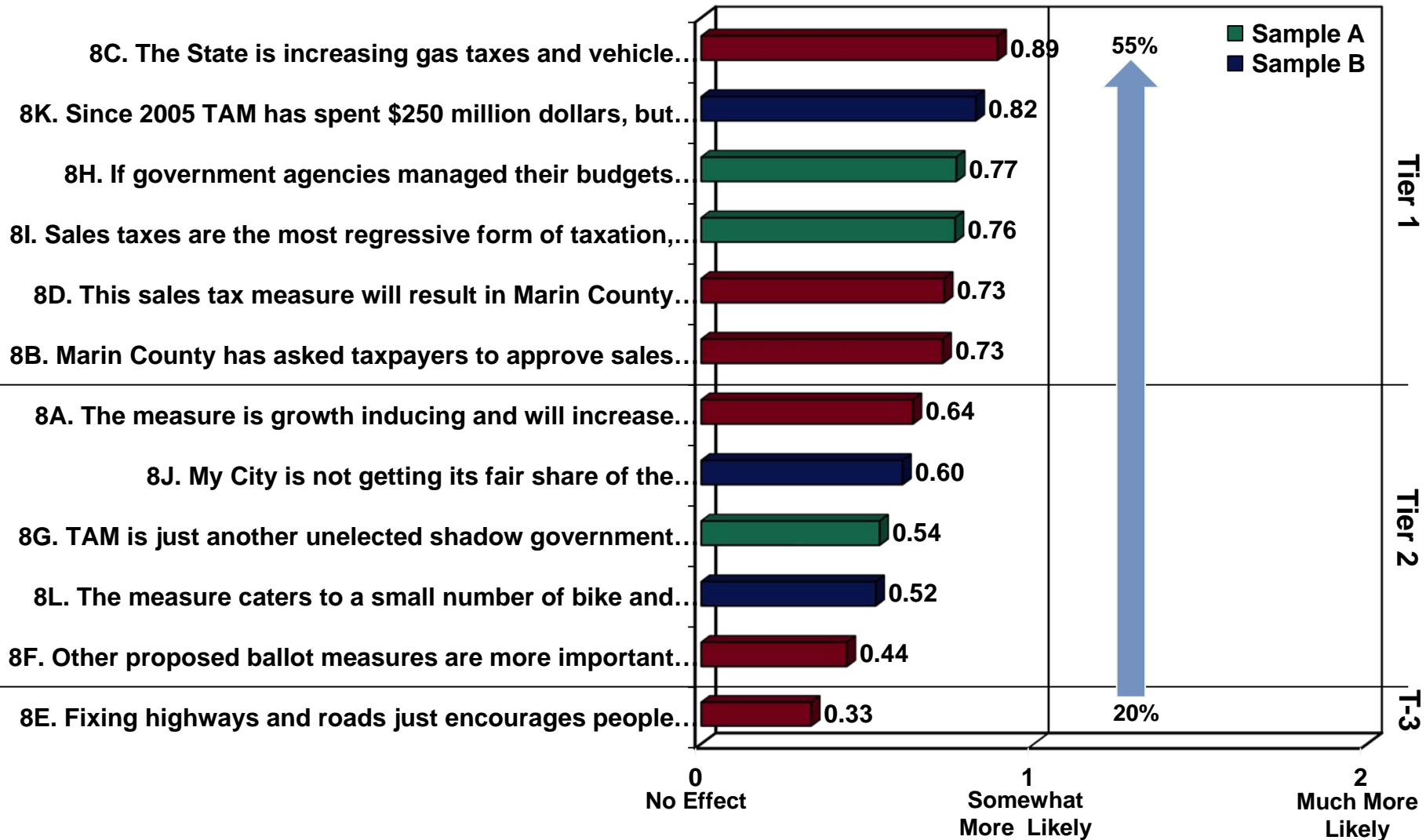
**In order to:**

- reduce traffic congestion on Highway 101 and local roads;
- provide seniors and persons with disabilities mobility options;
- fix potholes and maintain local roads;
- improve intersections and signal timing;
- enhance school bus service; and
- improve pedestrian and bike travel;

shall Marin County extend and augment the existing voter approved sales tax at a rate of three-quarters of a cent, providing \$34 million dollars annually for 30 years, with citizens' oversight, that the State cannot take away?

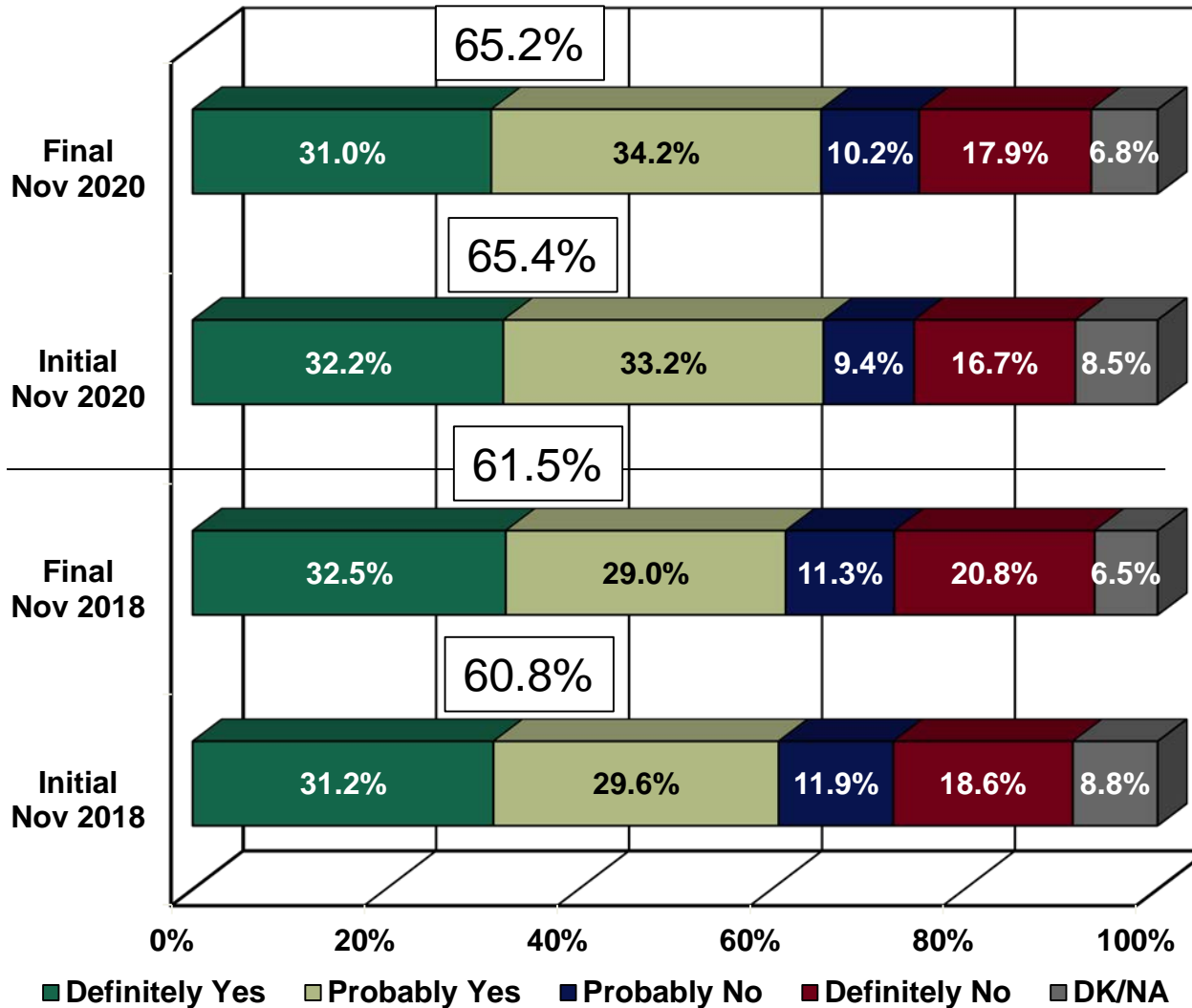
# Q8. Potential Opposition Statements

November 2020 (n=1,113)



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.

# Q9. Informed Support

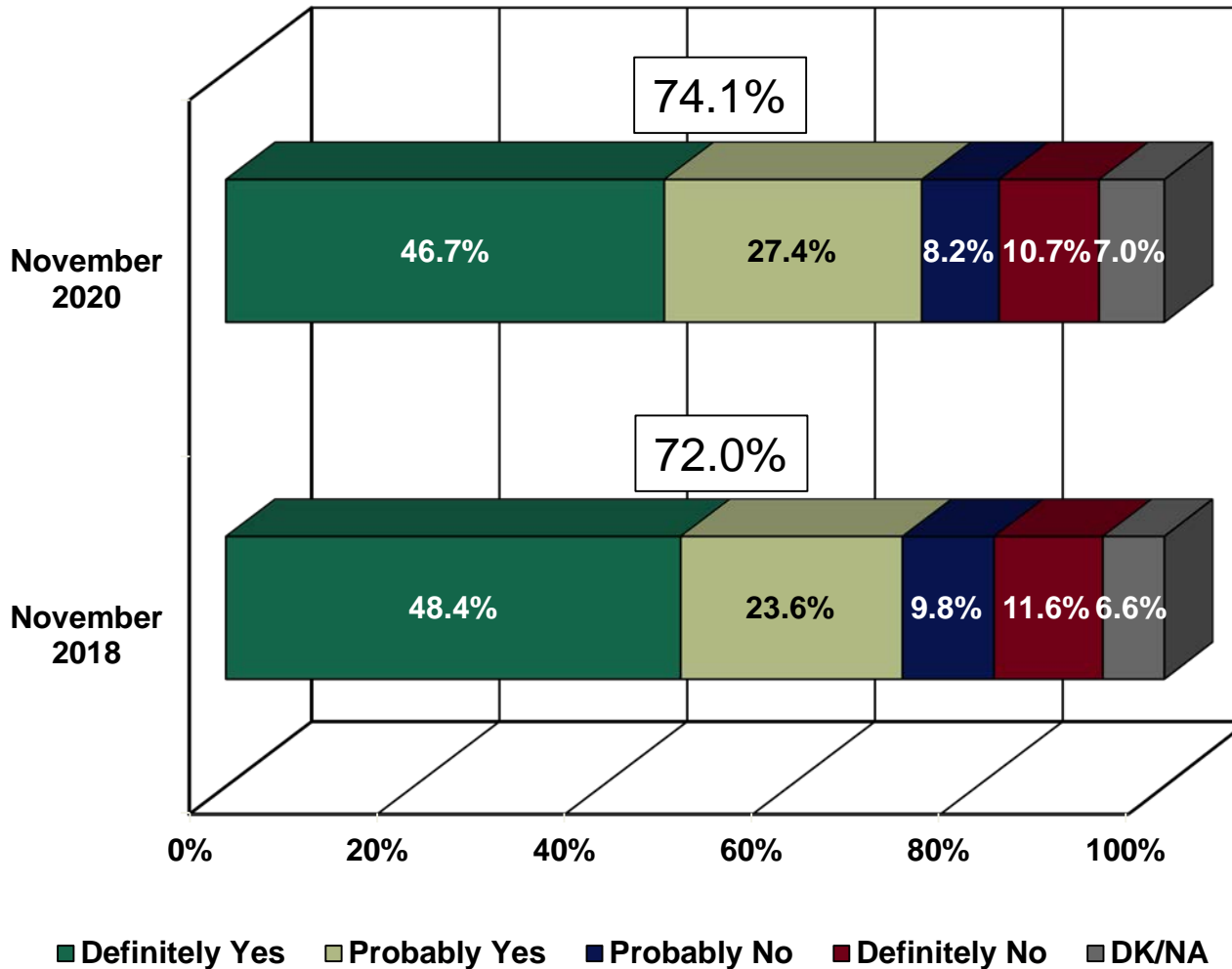


**In order to:**

- reduce traffic congestion on Highway 101 and local roads;
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- fix potholes and maintain local roads;
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- improve pedestrian and bike travel;

shall Marin County extend and augment the existing voter approved sales tax at a rate of three-quarters of a cent, providing \$34 million dollars annually for 30 years, with citizens' oversight, that the State cannot take away?

# Q10. Support for Alternative ½¢ Sales Tax Extension Without Increase Measure

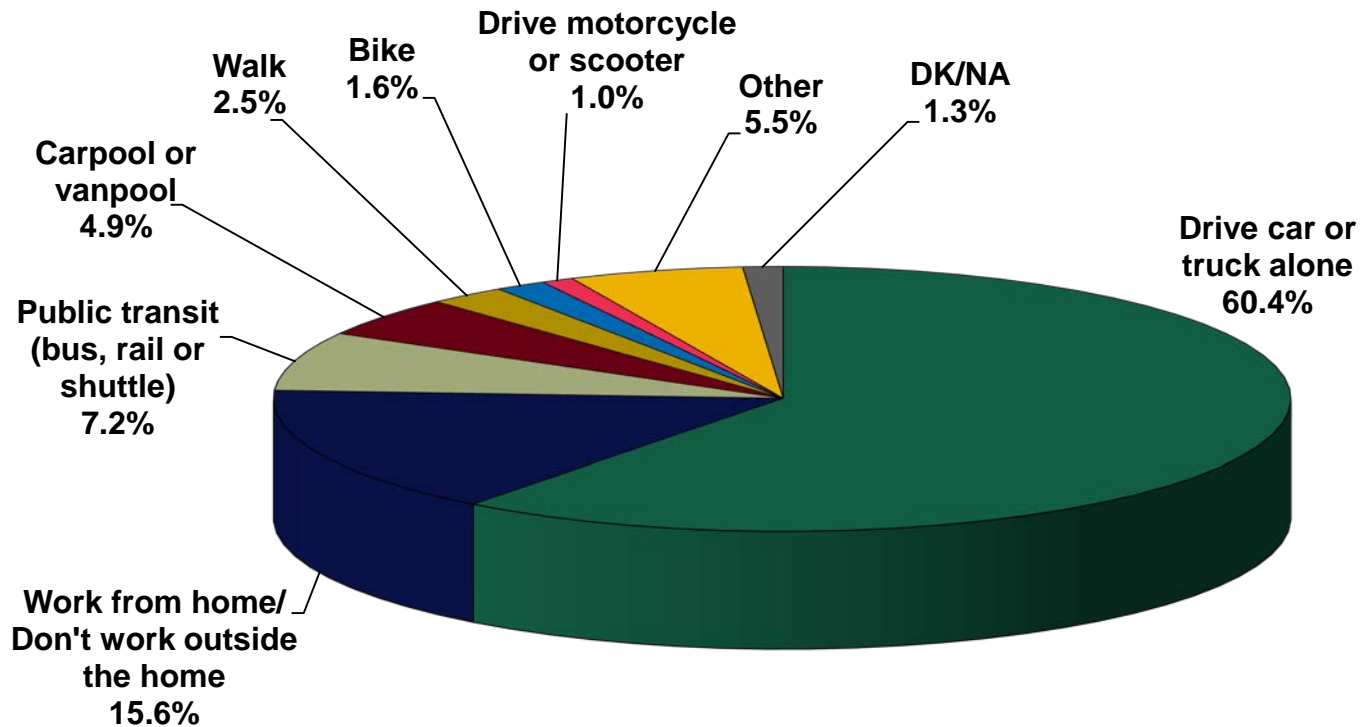


Instead of a three-quarter cent sales tax, what if the traffic congestion relief measure was just extended at the current one-half cent rate **WITHOUT INCREASING TAXES?**

# Q11. Typical Commute Transportation Used November 2020 (n=1,113)

Item 9b

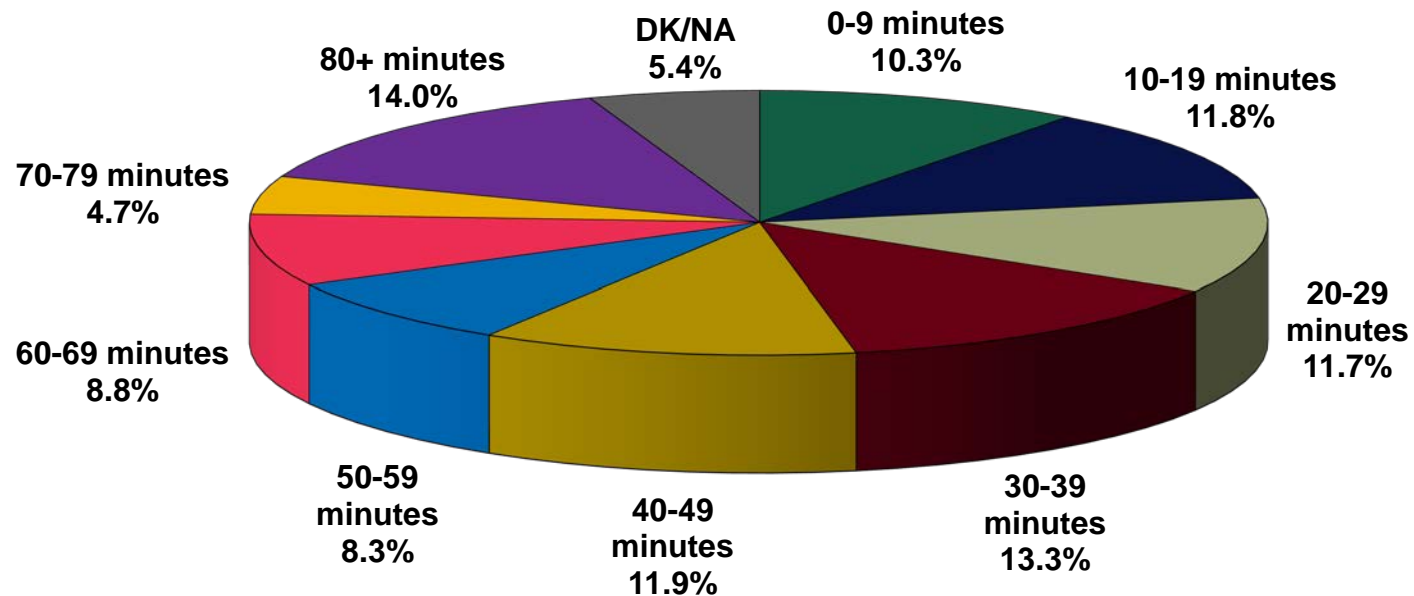
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# Q12. Minutes Spent Commuting Each Day

November 2020 (n=925)

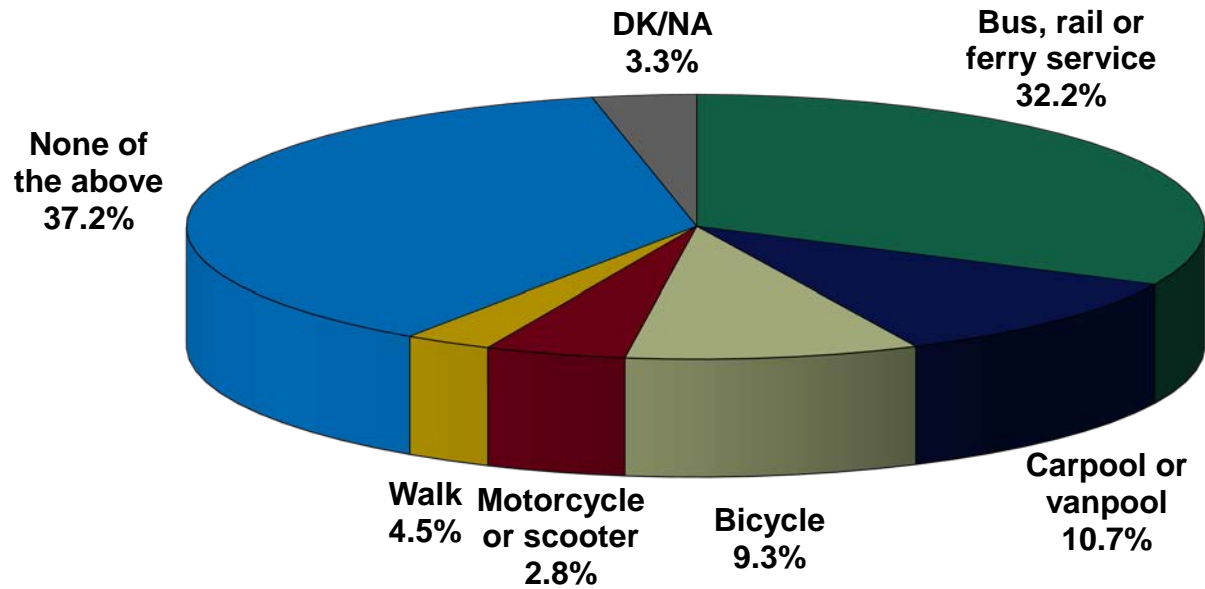


0 to 29 min = 33.8%  
30 to 59 min = 33.5%  
60+ min = 27.5%

# Q13. Preferred Alternative Transportation Modes

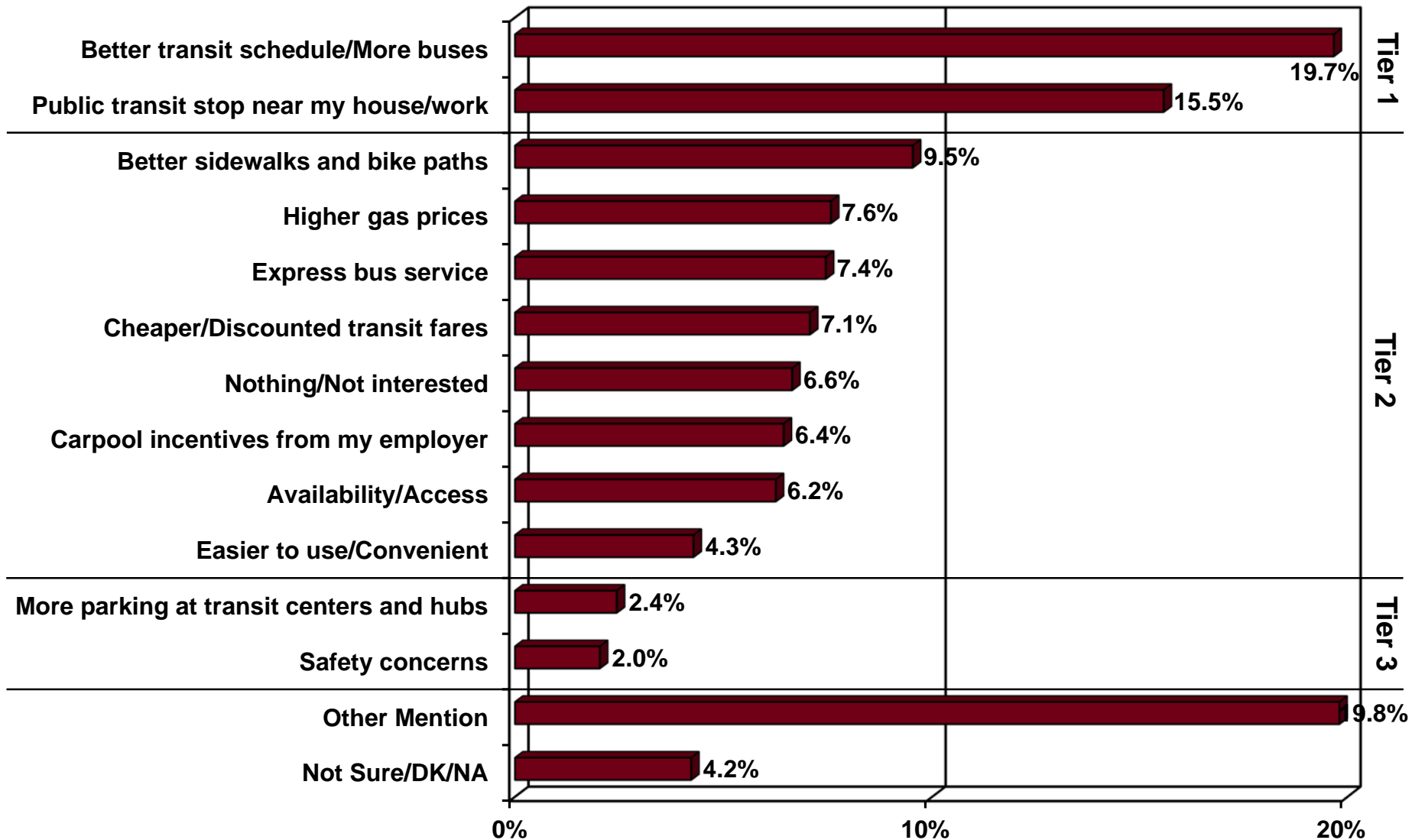
## Modes

November 2020 (n=672)



# Q14. Factors Encouraging Alternative Transit

November 2020 (n=1,113)



Note: Issues that were mentioned by less than 2 percent of the residents have been added to the "Other mention" category for charting purposes.

- The survey revealed a solid base of voter support for a sales tax measure.
  - Support for the measure in the November 2018 election was 60.8% on the uninformed test, 66.9% on the interim test and 61.5% on the informed test for November 2018.
  - Similarly, support for the measure in the November 2020 election was 65.4% on the uninformed test, 70.4% on the interim test and 65.2% on the informed test. It is important to note that the higher turnout election, while not statistically different, is numerically higher.
  - A renewal without increasing the current rate, 2018 (Yes = 72%) and 2020 (Yes = 74.1%), the stands the best chance of success.
- While the order of top tier features of the measure is slightly different for 2020 and 2018 (sorted by 2020 below), they are statistically the same:
  - Reduce congestion on Highway 101 (1.24 / 1.21)
  - Improve traffic flow on interchanges and on and off ramps to Highway 101 (1.09 / 1.05)
  - Build a direct connector from Highway 101 to I-580 and the San Rafael-Richmond Bridge (1.08 / 1.01)
  - Help fix potholes and maintain major streets and roads (1.07 / 1.05)
  - Provide pothole repair on local and residential streets (1.04 / 1.04)

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

- Similarly, the most important information items are (2020 / 2018):
  - The measure will help reduce traffic congestion on Highway 101 (1.36 / 1.32)
  - Every penny from this measure will benefit local transportation projects and programs, and cannot be taken by the State (1.36 / 1.31)
  - 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. (1.26 / 1.22)
  - Our local streets and roads are falling apart, the measure will help stop the deterioration and make repairs (1.20 / 1.19)
  - The measure will help reduce traffic congestion on local streets and roads (1.22 / 1.18)
  - The measure would help reduce traffic congestion on roadways in Marin County, reducing critical emergency response times (1.21 / 1.18)
  - Safeguards to ensure accountability, including independent citizens' oversight and annual audits, will ensure that the money will be spent as promised (1.22 / 1.16)
- Given the survey findings, the two-thirds majority required for approval, Godbe Research recommends that the Transportation Authority of Marin consider beginning the process to prepare for a November 2018 sales tax measure by developing an expenditure plan and conducting a comprehensive public outreach effort to explain the transportation needs and solutions. Then the measure should be retested in late Spring 2018 to determine if the measure should be a “renew and increase” or a “renewal without increasing the tax rate”.



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