



**GODBE RESEARCH**  
Gain Insight

## **TRANSPORTATION AUTHORITY OF MARIN**

2017 Transportation Revenue Measure Feasibility Survey

Topline Report

n=1113:

Likely November 2018 Voters n=736

Likely November 2020 n=1113

25-minute

May 22, 2017

**[www.godberesearch.com](http://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:**

- 97,056 Likely November 2018 Voters
- 146,780 Likely November 2020 Voters

**Sample Size:**

- n=736 November 2018 Voters
- n=1113 Likely June 2018 Voters

**Data Collection:** Landline, Cell Phone, Online Interviewing from email invitation, & Online Interviewing from text invitation

**Margin of Error:**

- Likely November 2018 Voters  $\pm$  3.60%
- Likely November 2020 Voters  $\pm$  2.93%

**Interview Dates:** May 10 to May 16, 2017

## QUALITY OF LIFE & MOST IMPORTANT TRANSPORTATION ISSUES

		Likely November 2018 Voter			Likely November 2020 Voter		
		Column N %	Count	$\Sigma$ , Mean or $\Delta$	Column N %	Count	$\Sigma$ , Mean or $\Delta$
<b>1. To begin, I would like to get your overall opinion of living in Marin County. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Marin County?</b>	Very satisfied	59.9%	441		61.8%	688	
	Somewhat satisfied	33.2%	244		32.2%	358	
	Somewhat dissatisfied	5.8%	42		4.6%	51	
	Very dissatisfied	0.6%	5		0.9%	10	
	DK/NA	0.5%	4		0.5%	6	
	<b>Total Satisfied</b>	<b>93.1%</b>			<b>94.0%</b>		
	<b>Total Dissatisfied</b>	<b>6.4%</b>			<b>5.5%</b>		
	<b>Ratio Sat to Dissat</b>	<b>14.5</b>			<b>17.2</b>		
<b>2. Are you satisfied or dissatisfied with the transportation options, facilities and services in Marin County?</b>	Very satisfied	15.2%	112		13.3%	148	
	Somewhat satisfied	33.9%	249		37.2%	414	
	Somewhat dissatisfied	26.6%	195		26.2%	292	
	Very dissatisfied	16.3%	120		16.5%	184	
	DK/NA	8.0%	59		6.9%	76	
	<b>Total Satisfied</b>	<b>49.1%</b>			<b>50.4%</b>		
	<b>Total Dissatisfied</b>	<b>42.9%</b>			<b>42.7%</b>		
	<b>Ratio Sat to Dissat</b>	<b>1.1</b>			<b>1.2</b>		
<b>3. What do you think is the most important transportation issue in Marin County?</b>	Reducing traffic congestion on Highway 101	21.6%	159		17.7%	197	
	Traffic/Congestion - General Mention	11.5%	85		11.2%	125	
	Reducing traffic congestion on local streets and roads	8.5%	63		8.6%	96	
	Lack of/Need better/public transit/Access/connections/options/hours	7.4%	55		5.2%	58	
	Improving local bus service	5.8%	43		7.4%	83	
	Improving bus and ferry service to San Francisco	5.8%	42		6.2%	69	
	Repairing potholes/maintaining streets and roads	5.1%	37		4.8%	54	
	Improving access to the Richmond Bridge/I-580	4.9%	36		6.3%	70	
	SMART Train not finished	3.9%	29		4.9%	54	
	Improving regional bus service	2.7%	20		3.9%	43	
	Need more bike lanes and sidewalks	2.5%	19		2.0%	22	
	Planning for an aging population	1.9%	14		1.3%	15	
	Providing parking near transit centers/hubs	1.4%	10		1.6%	18	
	Improving school transportation	1.4%	10		0.9%	10	
	101/580 junction	1.4%	10		1.8%	20	
	Providing shuttles to and from transit centers/hubs	1.4%	10		0.9%	10	
	Access to BART	0.8%	6		0.8%	9	
	Reducing congestion around schools	0.8%	6		0.5%	6	
	Encourage rider ship of public transit	0.6%	4		0.4%	4	

		Likely November 2018 Voter			Likely November 2020 Voter		
		Column N %	Count	Σ, Mean or Δ	Column N %	Count	Σ, Mean or Δ
<b>3. What do you think is the most important transportation issue in Marin County? (continued)</b>	<b>Build more highway infrastructure/Add/Widen lanes</b>	0.5%	4		1.5%	16	
	<b>Stop the SMART train/Waste of money</b>	0.5%	4		0.6%	7	
	<b>Growth/Population growth</b>	0.4%	3		0.7%	7	
	<b>Noise and traffic congestion caused by new train</b>	0.4%	3		0.7%	7	
	<b>Don't use public transportation</b>	0.3%	2		0.2%	2	
	<b>Poor planning</b>	0.2%	2		0.4%	4	
	<b>Signal light timing</b>	0.2%	1		0.1%	1	
	<b>Too Expensive</b>	0.2%	1		0.1%	1	
	<b>Tolls/Traffic on Golden gate bridge</b>	0.1%	1		0.4%	4	
	<b>None/Nothing/No Issues</b>	0.4%	3		0.2%	3	
	<b>Other Mention</b>	5.3%	39		6.7%	74	
	<b>Not Sure/DK/NA</b>	2.1%	15		1.9%	21	

## INITIAL BALLOT TEST

		Likely November 2018 Voter			Likely November 2020 Voter		
		Column N %	Count	Σ, Mean or Δ	Column N %	Count	Σ, Mean or Δ
<b>4. In order to:</b> <ul style="list-style-type: none"> <li>• reduce traffic congestion on Highway 101 and local roads;</li> <li>• provide seniors and persons with disabilities mobility options;</li> <li>• fix potholes and maintain local roads;</li> <li>• improve intersections and signal timing;</li> <li>• enhance school bus service; and</li> <li>• improve pedestrian and bike travel;</li> </ul> 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?	<b>Definitely Yes</b>	31.2%	229		32.2%	358	
	<b>Probably Yes</b>	29.6%	217		33.2%	369	
	<b>Probably No</b>	11.9%	87		9.4%	105	
	<b>Definitely No</b>	18.6%	137		16.7%	186	
	<b>DK/NA</b>	8.8%	65		8.5%	95	
	<b>Total Yes</b>	60.7%			65.4%		
	<b>Total No</b>	30.5%			26.1%		

## FEATURES OF THE MEASURE

		Likely November 2018 Voter			Likely November 2020 Voter		
		Column N %	Count	Σ, Mean or Δ	Column N %	Count	Σ, Mean or Δ
5A. Reduce congestion on Highway 101,	Much More Likely	54.3%	399	77.9%	53.0%	590	81.2%
	Somewhat More Likely	23.6%	173		28.3%	315	
	No Effect	9.6%	70		8.2%	92	
	Somewhat Less Likely	3.1%	23		2.3%	26	
	Much Less Likely	6.0%	44		5.5%	62	
	Not Sure	3.5%	26		2.7%	30	
5B. Improve traffic flow on interchanges and on and off ramps to Highway 101	Much More Likely	44.5%	327	75.3%	44.6%	497	77.2%
	Somewhat More Likely	30.8%	227		32.6%	362	
	No Effect	12.5%	92		12.7%	142	
	Somewhat Less Likely	4.1%	30		3.9%	43	
	Much Less Likely	6.3%	46		5.0%	55	
	Not Sure	1.8%	14		1.2%	14	
5C. Expand school bus service	Much More Likely	27.2%	200	56.0%	27.7%	308	55.3%
	Somewhat More Likely	28.8%	212		27.6%	307	
	No Effect	24.9%	183		25.5%	284	
	Somewhat Less Likely	5.3%	39		6.6%	73	
	Much Less Likely	10.4%	76		10.1%	112	
	Not Sure	3.5%	26		2.5%	28	
5D. Provide no- or low-cost senior transportation options	Much More Likely	34.1%	251	63.3%	30.7%	342	63.8%
	Somewhat More Likely	29.1%	214		33.1%	368	
	No Effect	20.7%	152		21.1%	235	
	Somewhat Less Likely	6.6%	48		6.7%	75	
	Much Less Likely	8.1%	60		7.5%	84	
	Not Sure	1.3%	10		0.9%	10	
5E. Help fix potholes and maintain major streets and roads	Much More Likely	46.0%	339	75.3%	43.2%	480	77.4%
	Somewhat More Likely	29.3%	216		34.3%	381	
	No Effect	13.8%	101		11.9%	132	
	Somewhat Less Likely	3.5%	26		4.2%	47	
	Much Less Likely	6.6%	49		5.4%	60	
	Not Sure	0.8%	6		1.1%	12	
5F. Reduce congestion by improving intersections and better timing of signals	Much More Likely	38.5%	283	71.4%	39.7%	442	76.0%
	Somewhat More Likely	32.9%	242		36.3%	404	
	No Effect	15.7%	115		13.1%	146	
	Somewhat Less Likely	3.8%	28		3.2%	36	
	Much Less Likely	7.4%	55		6.2%	68	
	Not Sure	1.6%	12		1.6%	17	
5G. Encourage transit use and reduce congestion, by giving transit preferential treatment on major roads	Much More Likely	27.9%	205	54.4%	27.5%	306	55.8%
	Somewhat More Likely	26.6%	195		28.3%	315	
	No Effect	19.3%	142		19.4%	216	
	Somewhat Less Likely	9.1%	67		8.7%	97	
	Much Less Likely	13.4%	98		12.2%	136	
	Not Sure	3.8%	28		3.9%	43	
5H. Build a direct connector from Highway 101 to I-580 and the San Rafael-Richmond Bridge	Much More Likely	45.8%	337	70.8%	48.0%	535	73.5%
	Somewhat More Likely	25.0%	184		25.4%	283	
	No Effect	13.0%	96		11.0%	123	
	Somewhat Less Likely	4.5%	33		4.9%	54	
	Much Less Likely	7.6%	56		6.5%	72	
	Not Sure	4.1%	30		4.1%	46	
5I. Fill-in critical gaps in pedestrian pathways	Much More Likely	25.6%	189	55.7%	26.0%	290	57.5%
	Somewhat More Likely	30.0%	221		31.5%	351	
	No Effect	23.9%	175		23.7%	264	
	Somewhat Less Likely	6.0%	44		6.4%	72	
	Much Less Likely	12.1%	89		10.3%	114	
	Not Sure	2.4%	18		2.1%	23	

		Likely November 2018 Voter			Likely November 2020 Voter		
		Column N %	Count	Σ, Mean or Δ	Column N %	Count	Σ, Mean or Δ
5J. Fill-in critical gaps in bike paths	Much More Likely	23.8%	175	47.3%	24.5%	273	50.0%
	Somewhat More Likely	23.6%	173		25.6%	285	
	No Effect	24.3%	179		25.0%	278	
	Somewhat Less Likely	7.7%	57		8.0%	89	
	Much Less Likely	18.6%	137		15.4%	172	
	Not Sure	2.0%	15		1.6%	18	
5K. Provide more local bus service	Much More Likely	30.4%	224	60.8%	31.2%	347	63.9%
	Somewhat More Likely	30.4%	224		32.6%	363	
	No Effect	21.0%	154		18.2%	203	
	Somewhat Less Likely	7.0%	52		7.6%	84	
	Much Less Likely	8.8%	65		7.9%	88	
	Not Sure	2.4%	18		2.5%	28	
5L. Provide pothole repair on local and residential streets	Much More Likely	45.0%	331	75.1%	43.3%	482	77.3%
	Somewhat More Likely	30.2%	222		34.0%	378	
	No Effect	13.6%	100		11.6%	129	
	Somewhat Less Likely	4.4%	33		4.4%	49	
	Much Less Likely	6.1%	45		6.3%	70	
	Not Sure	0.7%	5		0.5%	5	
5M. Support door-to-door transit services for seniors and people with disabilities such as Whistlestop Wheels	Much More Likely	38.6%	284	68.8%	33.3%	370	69.1%
	Somewhat More Likely	30.2%	222		35.8%	399	
	No Effect	18.3%	135		18.8%	209	
	Somewhat Less Likely	4.2%	31		4.2%	47	
	Much Less Likely	7.2%	53		6.9%	77	
	Not Sure	1.5%	11		1.0%	11	
5N. Complete the carpool lanes on Highway 101 between Novato and Petaluma	Much More Likely	36.7%	270	63.1%	37.3%	415	67.3%
	Somewhat More Likely	26.3%	194		30.0%	334	
	No Effect	19.7%	145		17.4%	194	
	Somewhat Less Likely	6.4%	47		6.0%	67	
	Much Less Likely	8.1%	60		7.5%	83	
	Not Sure	2.6%	19		1.7%	19	
5O. Maintain and expand school crossing guards and the Safe Routes to Schools and Pathways programs	Much More Likely	28.5%	210	54.9%	26.4%	294	53.5%
	Somewhat More Likely	26.4%	194		27.0%	301	
	No Effect	25.8%	190		27.8%	310	
	Somewhat Less Likely	5.9%	44		6.3%	70	
	Much Less Likely	10.9%	80		10.3%	115	
	Not Sure	2.5%	18		2.1%	24	
5P. Protect local roads and highways from flooding and sea level rise	Much More Likely	31.8%	234	62.9%	34.3%	382	66.4%
	Somewhat More Likely	31.2%	229		32.1%	357	
	No Effect	18.9%	139		17.3%	193	
	Somewhat Less Likely	5.8%	42		5.0%	55	
	Much Less Likely	9.4%	69		8.8%	97	
	Not Sure	3.0%	22		2.5%	28	
5Q. Increase incentives to use electric vehicles including providing electric vehicle charging facilities	Much More Likely	21.8%	160	46.2%	22.2%	247	49.3%
	Somewhat More Likely	24.4%	180		27.1%	301	
	No Effect	24.5%	180		24.1%	268	
	Somewhat Less Likely	9.6%	71		9.0%	100	
	Much Less Likely	17.3%	128		15.4%	172	
	Not Sure	2.3%	17		2.1%	24	
5R. Maintain and enhance local bus shuttles connecting neighborhoods to key transit centers, shopping centers or services	Much More Likely	32.7%	241	63.2%	30.2%	336	63.5%
	Somewhat More Likely	30.5%	224		33.4%	371	
	No Effect	19.7%	145		19.5%	217	
	Somewhat Less Likely	5.3%	39		6.9%	76	
	Much Less Likely	9.9%	73		8.6%	96	
	Not Sure	1.8%	13		1.5%	16	

		Likely November 2018 Voter			Likely November 2020 Voter		
		Column N %	Count	Σ, Mean or Δ	Column N %	Count	Σ, Mean or Δ
5S. Provide incentives to employers and employees to support commute alternatives to driving	Much More Likely	30.0%	111	57.9%	27.7%	154	56.5%
	Somewhat More Likely	27.9%	104		28.9%	161	
	No Effect	22.1%	82		20.7%	115	
	Somewhat Less Likely	8.0%	30		12.2%	68	
	Much Less Likely	9.3%	34		8.5%	47	
	Not Sure	2.7%	10		2.1%	12	
5T. Provide additional parking at transit centers and hubs	Much More Likely	28.1%	102	60.3%	26.0%	144	61.2%
	Somewhat More Likely	32.2%	117		35.2%	196	
	No Effect	22.8%	83		23.5%	130	
	Somewhat Less Likely	5.5%	20		4.8%	27	
	Much Less Likely	8.9%	33		8.4%	47	
	Not Sure	2.5%	9		2.2%	12	

### FEATURES OF THE MEASURE – RANKED BY MEAN SCORE

	Likely November 2018 Voter			Likely November 2020 Voter		
	Column N %	Count	Σ, Mean or Δ	Column N %	Count	Σ, Mean or Δ
5A. Reduce congestion on Highway 101,			1.21			1.24
5E. Help fix potholes and maintain major streets and roads			1.05			1.07
5B. Improve traffic flow on interchanges and on and off ramps to Highway 101			1.05			1.09
5L. Provide pothole repair on local and residential streets			1.04			1.04
5H. Build a direct connector from Highway 101 to I-580 and the San Rafael-Richmond Bridge			1.01			1.08
5F. Reduce congestion by improving intersections and better timing of signals			0.93			1.02
5M. Support door-to-door transit services for seniors and people with disabilities such as Whistlestop Wheels			0.90			0.85
5N. Complete the carpool lanes on Highway 101 between Novato and Petaluma			0.79			0.85
5D. Provide no- or low-cost senior transportation options			0.76			0.73
5P. Protect local roads and highways from flooding and sea level rise			0.72			0.80
5R. Maintain and enhance local bus shuttles connecting neighborhoods to key transit centers, shopping centers or services			0.72			0.71
5K. Provide more local bus service			0.68			0.74
5T. Provide additional parking at transit centers and hubs			0.67			0.67
5S. Provide incentives to employers and employees to support commute alternatives to driving			0.63			0.56
5C. Expand school bus service			0.59			0.58
5O. Maintain and expand school crossing guards and the Safe Routes to Schools and Pathways programs			0.57			0.54
5I. Fill-in critical gaps in pedestrian pathways			0.52			0.58
5G. Encourage transit use and reduce congestion, by giving transit preferential treatment on major roads			0.48			0.52
5J. Fill-in critical gaps in bike paths			0.27			0.36
5Q. Increase incentives to use electric vehicles including providing electric vehicle charging facilities			0.24			0.32

## INFORMATIONAL STATEMENTS

		Likely November 2018 Voter			Likely November 2020 Voter		
		Column N %	Count	Σ, Mean or Δ	Column N %	Count	Σ, Mean or Δ
6A. Our local streets and roads are falling apart, the measure will help stop the deterioration and make repairs	Much more likely to vote Yes	44.6%	328	72.0%	42.6%	474	73.9%
	Somewhat more likely to vote Yes	27.4%	202		31.3%	349	
	No effect	25.8%	190		22.9%	255	
	DK/NA [Not sure]	2.2%	16		3.2%	35	
6B. 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	Much more likely to vote Yes	47.3%	348	69.5%	46.7%	520	72.1%
	Somewhat more likely to vote Yes	22.2%	163		25.3%	282	
	No effect	26.0%	191		22.6%	251	
	DK/NA [Not sure]	4.5%	33		5.4%	60	
6C. Every penny from this measure will benefit local transportation projects and programs, and cannot be taken by the State	Much more likely to vote Yes	52.6%	387	75.0%	54.2%	603	77.0%
	Somewhat more likely to vote Yes	22.4%	165		22.8%	254	
	No effect	22.2%	163		19.6%	218	
	DK/NA [Not sure]	2.8%	21		3.5%	38	
6D. The measure will help reduce traffic congestion on Highway 101	Much more likely to vote Yes	52.7%	387	76.4%	53.7%	597	80.1%
	Somewhat more likely to vote Yes	23.7%	174		26.5%	295	
	No effect	21.3%	157		18.0%	201	
	DK/NA [Not sure]	2.3%	17		1.8%	20	
6E. The measure will help keep major businesses and the jobs they provide in Marin County	Much more likely to vote Yes	31.0%	228	56.6%	31.6%	352	59.7%
	Somewhat more likely to vote Yes	25.6%	188		28.1%	313	
	No effect	39.4%	290		35.6%	396	
	DK/NA [Not sure]	4.0%	30		4.7%	52	
6F. The measure will help reduce greenhouse gases and air pollution	Much more likely to vote Yes	37.7%	277	62.8%	38.9%	433	62.8%
	Somewhat more likely to vote Yes	25.2%	185		23.9%	266	
	No effect	35.0%	258		33.5%	373	
	DK/NA [Not sure]	2.1%	16		3.7%	41	
6G. Safeguards to ensure accountability, including independent citizens' oversight and annual audits, will ensure that the money will be spent as promised	Much more likely to vote Yes	43.5%	320	69.1%	46.5%	517	71.4%
	Somewhat more likely to vote Yes	25.7%	189		24.9%	278	
	No effect	27.9%	205		25.5%	283	
	DK/NA [Not sure]	3.0%	22		3.1%	35	
6H. The measure will preserve and expand bus service to help reduce traffic congestion	Much more likely to vote Yes	39.0%	287	66.8%	39.6%	441	66.7%
	Somewhat more likely to vote Yes	27.9%	205		27.1%	302	
	No effect	31.2%	229		29.3%	326	
	DK/NA [Not sure]	2.0%	15		4.0%	44	
6I. The measure will make it safer to drive, bike and walk on and along local streets	Much more likely to vote Yes	37.0%	272	63.5%	41.3%	459	64.7%
	Somewhat more likely to vote Yes	26.5%	195		23.4%	260	
	No effect	34.5%	254		32.6%	363	
	DK/NA [Not sure]	2.1%	15		2.7%	30	
6J. The measure would help reduce traffic congestion on roadways in Marin County, reducing critical emergency response times	Much more likely to vote Yes	43.9%	323	70.5%	45.7%	508	71.0%
	Somewhat more likely to vote Yes	26.6%	195		25.3%	282	
	No effect	26.7%	196		25.7%	286	
	DK/NA [Not sure]	2.8%	21		3.3%	37	
6K. Local highway and street improvements will help prepare for and reduce the impacts of sea level rise	Much more likely to vote Yes	28.6%	210	54.8%	31.8%	354	60.9%
	Somewhat more likely to vote Yes	26.2%	193		29.1%	324	
	No effect	41.1%	302		35.5%	395	
	DK/NA [Not sure]	4.1%	30		3.6%	40	
6L. The measure will provide funds to take advantage of new technologies like autonomous vehicles, signal coordination, and small autonomous shuttles which all help reduce congestion	Much more likely to vote Yes	26.7%	196	53.0%	27.6%	308	55.0%
	Somewhat more likely to vote Yes	26.3%	194		27.4%	305	
	No effect	39.4%	290		36.8%	410	
	DK/NA [Not sure]	7.6%	56		8.2%	91	



		Likely November 2018 Voter			Likely November 2020 Voter		
		Column N %	Count	Σ, Mean or Δ	Column N %	Count	Σ, Mean or Δ
<b>6M. The measure will help reduce traffic congestion on local streets and roads</b>	<b>Much more likely to vote Yes</b>	45.0%	331	70.6%	47.1%	525	72.0%
	<b>Somewhat more likely to vote Yes</b>	25.7%	189		24.9%	277	
	<b>No effect</b>	27.1%	199		25.4%	282	
	<b>DK/NA [Not sure]</b>	2.3%	17		2.6%	29	

**INFORMATIONAL STATEMENTS – RANKED BY MEAN SCORE**

	Likely November 2018 Voter			Likely November 2020 Voter		
	Column N %	Count	Σ, Mean or Δ	Column N %	Count	Σ, Mean or Δ
<b>6D. The measure will help reduce traffic congestion on Highway 101</b>			1.32			1.36
<b>6C. Every penny from this measure will benefit local transportation projects and programs, and cannot be taken by the State</b>			1.31			1.36
<b>6B. 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</b>			1.22			1.26
<b>6A. Our local streets and roads are falling apart, the measure will help stop the deterioration and make repairs</b>			1.19			1.20
<b>6M. The measure will help reduce traffic congestion on local streets and roads</b>			1.18			1.22
<b>6J. The measure would help reduce traffic congestion on roadways in Marin County, reducing critical emergency response times</b>			1.18			1.21
<b>6G. Safeguards to ensure accountability, including independent citizens' oversight and annual audits, will ensure that the money will be spent as promised</b>			1.16			1.22
<b>6H. The measure will preserve and expand bus service to help reduce traffic congestion</b>			1.08			1.11
<b>6F. The measure will help reduce greenhouse gases and air pollution</b>			1.03			1.06
<b>6I. The measure will make it safer to drive, bike and walk on and along local streets</b>			1.03			1.09
<b>6E. The measure will help keep major businesses and the jobs they provide in Marin County</b>			0.91			0.96
<b>6K. Local highway and street improvements will help prepare for and reduce the impacts of sea level rise</b>			0.87			0.96
<b>6L. The measure will provide funds to take advantage of new technologies like autonomous vehicles, signal coordination, and small autonomous shuttles which all help reduce congestion</b>			0.86			0.90

## INTERIM BALLOT TEST

		Likely November 2018 Voter			Likely November 2020 Voter		
		Column N %	Count	Σ, Mean or Δ	Column N %	Count	Σ, Mean or Δ
<b>7. In order to:</b> <ul style="list-style-type: none"> <li>• reduce traffic congestion on Highway 101 and local roads;</li> <li>• provide seniors and persons with disabilities mobility options;</li> <li>• fix potholes and maintain local roads;</li> <li>• improve intersections and signal timing;</li> <li>• enhance school bus service; and</li> <li>• improve pedestrian and bike travel;</li> </ul> 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?	<b>Definitely Yes</b>	38.5%	283		38.0%	423	
	<b>Probably Yes</b>	28.4%	209		32.4%	360	
	<b>Probably No</b>	9.7%	71		8.2%	91	
	<b>Definitely No</b>	18.9%	139		16.4%	183	
	<b>DK/NA</b>	4.6%	34		5.0%	56	
	<b>Total Yes</b>	66.9%		6.2%	70.4%		5.0%
	<b>Total No</b>	28.5%			24.6%		

## CRITICAL STATEMENTS

		Likely November 2018 Voter			Likely November 2020 Voter		
		Column N %	Count	Σ, Mean or Δ	Column N %	Count	Σ, Mean or Δ
8A. The measure is growth inducing and will increase the pressure exerted by the State for more subsidized low-income high density housing to be placed in small Marin neighborhoods.	Much more likely to vote No	21.6%	159	36.0%	20.3%	226	38.5%
	Somewhat more likely to vote No	14.4%	106		18.3%	203	
	No effect	56.2%	413		53.9%	600	
	DK/NA	7.9%	58		7.6%	84	
8B. Marin County has asked taxpayers to approve sales tax measures for transportation, the SMART rail system and county parks. Enough is enough, we can't afford another tax increase	Much more likely to vote No	28.0%	206	45.8%	24.9%	277	45.2%
	Somewhat more likely to vote No	17.8%	131		20.3%	226	
	No effect	49.7%	366		51.5%	573	
	DK/NA	4.5%	33		3.3%	37	
8C. 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 county need to cut waste and do a better job	Much more likely to vote No	34.8%	256	53.7%	31.4%	350	55.2%
	Somewhat more likely to vote No	18.8%	139		23.7%	264	
	No effect	42.9%	315		42.1%	468	
	DK/NA	3.5%	26		2.7%	30	
8D. This sales tax measure will result in Marin County having one of the highest sales tax rates in the state, and sales taxes rob consumers of purchasing power, ultimately costing jobs. People will go elsewhere to buy goods and services	Much more likely to vote No	25.6%	188	45.3%	24.0%	267	45.4%
	Somewhat more likely to vote No	19.7%	145		21.4%	238	
	No effect	49.9%	367		49.6%	552	
	DK/NA	4.8%	35		5.0%	56	
8E. Fixing highways and roads just encourages people to drive more and increases pollution and greenhouse gases	Much more likely to vote No	12.8%	94	22.5%	11.3%	126	19.9%
	Somewhat more likely to vote No	9.7%	71		8.6%	96	
	No effect	73.1%	538		74.6%	830	
	DK/NA	4.4%	32		5.4%	61	
8F. Other proposed ballot measures are more important including sales tax increases for early childhood education and parks and open space	Much more likely to vote No	14.6%	107	30.9%	12.5%	139	28.8%
	Somewhat more likely to vote No	16.3%	120		16.3%	182	
	No effect	62.3%	458		65.6%	730	
	DK/NA	6.8%	50		5.6%	62	
8G. TAM is just another unelected shadow government agency that is not accountable to the voters	Much more likely to vote No	20.4%	76	32.6%	17.4%	97	29.2%
	Somewhat more likely to vote No	12.1%	45		11.8%	66	
	No effect	54.1%	201		57.8%	322	
	DK/NA	13.3%	49		13.0%	73	
8H. If government agencies managed their budgets more efficiently and reformed out of control pension and benefit programs, we would not have to pay more in taxes	Much more likely to vote No	27.5%	102	47.6%	24.4%	136	48.9%
	Somewhat more likely to vote No	20.1%	75		24.5%	137	
	No effect	46.1%	171		46.8%	261	
	DK/NA	6.3%	23		4.3%	24	
8I. Sales taxes are the most regressive form of taxation, hurting low income and senior citizens the most	Much more likely to vote No	23.0%	86	47.8%	24.6%	137	48.6%
	Somewhat more likely to vote No	24.7%	92		24.0%	134	
	No effect	47.3%	175		47.4%	264	
	DK/NA	5.0%	18		4.0%	22	
8J. My City is not getting its fair share of the transportation funds. It just goes to projects that don't help solve traffic problems	Much more likely to vote No	19.8%	72	33.3%	18.8%	104	34.0%
	Somewhat more likely to vote No	13.5%	49		15.2%	85	
	No effect	56.7%	207		53.3%	296	
	DK/NA	10.0%	36		12.7%	70	
8K. Since 2005 TAM has spent \$250 million dollars, but traffic is even worse than before. We should not give them more taxpayer money to waste	Much more likely to vote No	28.4%	104	45.8%	29.3%	162	44.7%
	Somewhat more likely to vote No	17.3%	63		15.4%	86	
	No effect	46.5%	170		45.0%	250	
	DK/NA	7.7%	28		10.3%	57	
8L. The measure caters to a small number of bike and low income activists	Much more likely to vote No	19.4%	71	30.4%	18.1%	101	30.3%
	Somewhat more likely to vote No	11.0%	40		12.1%	67	
	No effect	64.1%	233		62.1%	345	
	DK/NA	5.5%	20		7.6%	42	

## CRITICAL STATEMENTS – RANKED BY MEAN SCORE

	Likely November 2018 Voter			Likely November 2020 Voter		
	Column N %	Count	Σ, Mean or Δ	Column N %	Count	Σ, Mean or Δ
8C. 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 county need to cut waste and do a better job			0.92			0.89
8K. Since 2005 TAM has spent \$250 million dollars, but traffic is even worse than before. We should not give them more taxpayer money to waste			0.80			0.82
8H. If government agencies managed their budgets more efficiently and reformed out of control pension and benefit programs, we would not have to pay more in taxes			0.80			0.77
8B. Marin County has asked taxpayers to approve sales tax measures for transportation, the SMART rail system and county parks. Enough is enough, we can't afford another tax increase			0.77			0.73
8I. Sales taxes are the most regressive form of taxation, hurting low income and senior citizens the most			0.75			0.76
8D. This sales tax measure will result in Marin County having one of the highest sales tax rates in the state, and sales taxes rob consumers of purchasing power, ultimately costing jobs. People will go elsewhere to buy goods and services			0.74			0.73
8A. The measure is growth inducing and will increase the pressure exerted by the State for more subsidized low-income high density housing to be placed in small Marin neighborhoods.			0.62			0.64
8G. TAM is just another unelected shadow government agency that is not accountable to the voters			0.61			0.54
8J. My City is not getting its fair share of the transportation funds. It just goes to projects that don't help solve traffic problems			0.59			0.60
8L. The measure caters to a small number of bike and low income activists			0.53			0.52
8F. Other proposed ballot measures are more important including sales tax increases for early childhood education and parks and open space			0.49			0.44
8E. Fixing highways and roads just encourages people to drive more and increases pollution and greenhouse gases			0.37			0.33

## FINAL BALLOT TESTS

		Likely November 2018 Voter			Likely November 2020 Voter		
		Column N %	Count	Σ, Mean or Δ	Column N %	Count	Σ, Mean or Δ
<b>9. In order to:</b> <ul style="list-style-type: none"> <li>• reduce traffic congestion on Highway 101 and local roads;</li> <li>• provide seniors and persons with disabilities mobility options;</li> <li>• fix potholes and maintain local roads;</li> <li>• improve intersections and signal timing;</li> <li>• enhance school bus service; and</li> <li>• improve pedestrian and bike travel;</li> </ul> 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?	<b>Definitely Yes</b>	32.5%	239		31.0%	344	
	<b>Probably Yes</b>	29.0%	213		34.2%	381	
	<b>Probably No</b>	11.3%	83		10.2%	113	
	<b>Definitely No</b>	20.8%	153		17.9%	199	
	<b>DK/NA</b>	6.5%	48		6.8%	76	
	<b>Total Yes</b>	61.5%		0.7%	65.1%		-0.2%
	<b>Total No</b>	32.0%			28.0%		
<b>10. 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?</b>	<b>Definitely Yes</b>	48.4%	356		46.7%	520	
	<b>Probably Yes</b>	23.6%	174		27.4%	305	
	<b>Probably No</b>	9.8%	72		8.2%	92	
	<b>Definitely No</b>	11.6%	85		10.7%	119	
	<b>DK/NA</b>	6.6%	49		7.0%	78	
	<b>Total Yes</b>	72.1%		11.3%	74.1%		8.7%
	<b>Total No</b>	21.3%			18.9%		

## SPECIAL QUESTIONS

		Likely November 2018 Voter			Likely November 2020 Voter		
		Column N %	Count	Σ, Mean or Δ	Column N %	Count	Σ, Mean or Δ
11. What type of transportation do you typically use to go to work or school?	Drive car or truck alone	58.8%	433		60.4%	672	
	Work from home/Don't work outside the home	19.3%	142		15.6%	174	
	Public transit (bus, rail or shuttle)	6.4%	47		7.2%	80	
	Carpool or vanpool	2.9%	22		4.9%	55	
	Walk	2.3%	17		2.5%	27	
	Bike	1.5%	11		1.6%	18	
	Drive motorcycle or scooter	1.2%	8		1.0%	11	
	Other [SPECIFY]	5.9%	43		5.5%	62	
	DK/NA	1.8%	13		1.3%	14	
12. On average, how many minutes do you spend traveling to and from work or school each day?	0-9 minutes	11.5%	67		10.3%	95	
	10-19 minutes	13.0%	76		11.8%	109	
	20-29 minutes	12.6%	73		11.7%	108	
	30-39 minutes	12.8%	75		13.3%	123	
	40-49 minutes	10.6%	61		11.9%	110	
	50-59 minutes	7.6%	44		8.3%	77	
	60-69 minutes	9.0%	52		8.8%	81	
	70-79 minutes	4.0%	23		4.7%	43	
	80+ minutes	11.2%	65		14.0%	129	
DK/NA	7.7%	45		5.4%	50		
13. Which of the following would you be most likely to use to travel to and from work or school if they were available in your area?	Bus, rail or ferry service	31.0%	134		32.2%	217	
	Carpool or vanpool	10.4%	45		10.7%	72	
	Bicycle	7.4%	32		9.3%	62	
	Walk	4.0%	18		4.5%	30	
	Motorcycle or scooter	1.5%	6		2.8%	19	
	None of the above	41.0%	177		37.2%	250	
	DK/NA	4.6%	20		3.3%	22	
14. What would encourage you to use the alternative you just mentioned?	Better transit schedule/More buses	24.1%	57		19.7%	79	
	Public transit stop near my house/work	15.0%	35		15.5%	62	
	Cheaper/Discounted transit fares	9.9%	23		7.1%	28	
	Better sidewalks and bike paths	9.9%	23		9.5%	38	
	Carpool incentives from my employer	8.5%	20		6.4%	26	
	Express bus service	7.4%	17		7.4%	30	
	Nothing/Not interested	6.3%	15		6.6%	27	
	Higher gas prices	6.1%	14		7.6%	30	
	Easier to use/Convenient	4.8%	11		4.3%	17	
	Availability/Access	3.2%	7		6.2%	25	
	More parking at transit centers and hubs	2.7%	6		2.4%	10	
	Trains to my destination	2.3%	5		1.3%	5	
	Safety concerns	1.8%	4		2.0%	8	
	Having to pay more for parking	1.8%	4		1.3%	5	
	Improved ferry service	1.8%	4		1.0%	4	
	Shuttle services	1.4%	3		0.8%	3	
	BART access	0.7%	2		1.3%	5	
	Already do when possible	0.4%	1		1.7%	7	
	Real time transit information	0.2%	0		0.1%	0	
	Other Mention	11.9%	28		12.2%	49	
Not Sure/DK/NA	4.0%	9		4.2%	17		

## DEMOGRAPHICS

		Likely November 2018 Voter			Likely November 2020 Voter		
		Column N %	Count	Σ, Mean or Δ	Column N %	Count	Σ, Mean or Δ
<b>A. What is your current employment status?</b>	<b>Employed full time</b>	40.0%	295		46.1%	513	
	<b>Employed part-time</b>	9.3%	68		11.0%	122	
	<b>Self-employed</b>	14.1%	104		13.3%	148	
	<b>Student</b>	0.7%	6		2.0%	22	
	<b>Retired</b>	30.7%	226		22.6%	251	
	<b>Don't work out of the home</b>	1.8%	13		1.4%	15	
	<b>Not currently employed</b>	2.4%	17		2.8%	31	
	<b>DK/NA</b>	1.0%	8		0.9%	10	
<b>B. How many motor vehicles does your household have?</b>	<b>0</b>	1.2%	9		1.6%	18	
	<b>1</b>	25.1%	185		24.4%	271	
	<b>2</b>	47.9%	352		45.1%	502	
	<b>3</b>	16.8%	124		17.6%	196	
	<b>4</b>	4.2%	31		5.9%	65	
	<b>5</b>	0.8%	6		1.9%	21	
	<b>6</b>	1.3%	9		0.8%	9	
	<b>7</b>	0.2%	1		0.1%	1	
	<b>8</b>	0.1%	0		0.0%	0	
	<b>9</b>	0.1%	1		0.0%	1	
	<b>10</b>	0.2%	1		0.1%	1	
	<b>11</b>	0.1%	1		0.1%	1	
	<b>13</b>	0.2%	1		0.1%	1	
	<b>Not sure/DK/NA</b>	1.8%	13		2.2%	24	
<b>C. Do any children under the age of 18 live in your household?</b>	<b>Yes</b>	21.5%	158		25.5%	284	
	<b>No</b>	77.3%	569		73.3%	816	
	<b>DK/NA</b>	1.2%	9		1.1%	13	
<b>D. Respondent's Gender</b>	<b>Male</b>	45.2%	333		45.1%	502	
	<b>Female</b>	53.7%	395		54.0%	601	
	<b>Other</b>	1.1%	8		0.9%	10	
<b>E. Age</b>	<b>18-29</b>	3.3%	24		9.0%	100	
	<b>30-39</b>	5.4%	40		9.6%	106	
	<b>40-49</b>	12.6%	93		16.1%	179	
	<b>50-64</b>	33.7%	248		31.9%	355	
	<b>65+</b>	45.0%	331		33.4%	372	
	<b>Not coded</b>	0.0%	0		0.0%	0	
<b>F. Ethnic Surname</b>	<b>Japanese</b>	0.6%	4		0.4%	5	
	<b>Chinese</b>	0.6%	4		0.8%	9	
	<b>Hispanic</b>	5.1%	37		4.8%	53	
	<b>Jewish</b>	5.4%	39		4.8%	53	
	<b>Armenian</b>	0.3%	2		0.2%	2	
	<b>Vietnamese</b>	0.0%	0		0.0%	0	
	<b>Italian</b>	3.8%	28		3.1%	34	
	<b>Korean</b>	0.0%	0		0.0%	0	
	<b>African American</b>	0.2%	2		1.6%	18	
<b>Not Coded</b>	84.1%	619		84.4%	939		
<b>G. Homeownership Status</b>	<b>Owner</b>	72.5%	533		65.7%	731	
	<b>Renter</b>	27.5%	203		34.3%	382	
<b>H. Party</b>	<b>Democrat</b>	58.1%	428		56.7%	631	
	<b>Republican</b>	19.8%	146		17.0%	189	
	<b>Other</b>	3.2%	24		4.7%	53	
	<b>DTS</b>	18.8%	139		21.5%	240	

		Likely November 2018 Voter			Likely November 2020 Voter		
		Column N %	Count	Σ, Mean or Δ	Column N %	Count	Σ, Mean or Δ
<b>I. Household Party Type</b>	Dem 1	30.8%	226		30.3%	337	
	Dem 2+	18.8%	138		17.1%	190	
	Rep 1	7.4%	55		6.7%	75	
	Rep 2+	6.8%	50		5.3%	59	
	Other 1	11.7%	86		14.3%	160	
	Other 2+	3.7%	27		4.8%	53	
	Dem & Rep	5.1%	37		4.5%	50	
	Dem & Other	10.4%	77		9.3%	104	
	Rep & Other	4.3%	31		5.1%	57	
	Dem, Rep & Other	1.2%	8		2.6%	29	
<b>J. Registration Date</b>	2013 to 2017	26.9%	198		38.4%	427	
	2009 to 2012	15.2%	112		15.8%	176	
	2005 to 2008	17.9%	132		15.9%	177	
	2001 to 2004	12.0%	88		9.7%	108	
	1997 to 2000	6.0%	44		4.8%	53	
	1993 to 1996	4.3%	32		3.0%	33	
	1981 to 1992	11.0%	81		7.7%	85	
	1980 or before	6.6%	49		4.7%	53	
Not Coded	0.0%	0		0.0%	0		
<b>K. Voting History</b>	See Detailed Crosstabs						
<b>L. Times Voted in Last Elections</b>	1	0.5%	4		1.2%	13	
	2	0.8%	6		6.6%	74	
	3	0.8%	6		5.5%	61	
	4	2.5%	18		5.1%	57	
	5	2.8%	21		3.3%	37	
	6	3.4%	25		7.3%	82	
	7	3.7%	27		6.5%	72	
	8	3.5%	26		5.0%	56	
	9	5.4%	40		5.5%	62	
	10	4.6%	34		4.7%	52	
	11	7.9%	58		6.0%	67	
	12	9.3%	69		6.4%	72	
	13	9.3%	69		6.6%	74	
	14	10.0%	74		6.6%	74	
	15	15.9%	117		10.5%	117	
	16	19.7%	145		13.0%	145	
<b>M. Absentee Voter</b>	0	15.4%	114		19.3%	215	
	1	6.0%	44		7.3%	81	
	2	4.5%	33		10.0%	111	
	3	2.6%	19		5.7%	63	
	4	6.1%	45		6.6%	74	
	5	4.9%	36		5.8%	64	
	6	3.5%	26		2.6%	29	
	7	2.7%	20		3.1%	35	
	8	3.9%	29		4.7%	52	
	9	3.2%	23		2.9%	32	
	10	4.3%	31		2.9%	33	
	11	3.8%	28		2.9%	32	
	12	5.4%	40		3.9%	43	
	13	5.8%	43		3.9%	43	
	14	7.1%	52		4.7%	52	
	15	10.4%	76		6.9%	76	
16	10.2%	75		6.8%	75		
<b>N. Permanent Absentee Voter</b>	Yes	75.2%	553		73.0%	813	
	No	24.8%	182		27.0%	300	



		Likely November 2018 Voter			Likely November 2020 Voter		
		Column N %	Count	Σ, Mean or Δ	Column N %	Count	Σ, Mean or Δ
<b>O. Likely Absentee Voter</b>	<b>Yes</b>	89.3%	657		77.7%	865	
	<b>No</b>	10.7%	79		22.3%	248	
<b>P. Likely November 2018 Voter</b>	<b>Yes</b>	100.0%	736		66.1%	736	
	<b>No</b>	0.0%	0		33.9%	377	
<b>Q. Likely November 2020 Voter</b>	<b>Yes</b>	100.0%	736		100.0%	1113	
	<b>No</b>	0.0%	0		0.0%	0	
<b>R. Supervisorial District</b>	<b>District 1</b>	20.3%	150		22.2%	247	
	<b>District 2</b>	22.1%	163		22.3%	248	
	<b>District 3</b>	19.2%	141		22.9%	255	
	<b>District 4</b>	17.5%	129		14.1%	157	
	<b>District 5</b>	20.9%	154		18.6%	207	
<b>S. City</b>	<b>Belvedere</b>	0.8%	6		0.5%	6	
	<b>Corte Madera</b>	3.6%	27		3.0%	34	
	<b>Fairfax</b>	4.2%	31		2.8%	31	
	<b>Larkspur</b>	5.2%	38		4.9%	55	
	<b>Mill Valley</b>	4.4%	32		5.6%	62	
	<b>Novato</b>	21.0%	155		18.5%	206	
	<b>Ross</b>	0.8%	6		0.8%	9	
	<b>San Anselmo</b>	4.6%	34		5.1%	57	
	<b>San Rafael</b>	19.7%	145		21.3%	238	
	<b>Sausalito</b>	3.3%	24		4.3%	48	
	<b>Tiburon</b>	2.8%	21		3.0%	34	
<b>Unincorporated</b>	29.6%	218		30.0%	334		
<b>T. Interview Type</b>	<b>Online</b>	40.0%	294		39.3%	437	
	<b>Land</b>	33.7%	248		26.4%	293	
	<b>Cell</b>	21.3%	157		30.4%	338	
	<b>Text</b>	4.9%	36		4.0%	44	