



GODBE RESEARCH
Gain Insight

TRANSPORTATION 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
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Nevada
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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

Margin of Error:

- Registered Voters \pm 3.47%

Interview Dates: January 17 to January 23, 2018

QUALITY OF LIFE & SATISFACTION WITH TRANSPORTATION OPTIONS

		Total		
		Column N %	Count	Σ or Mean
1. Generally speaking, are you satisfied or dissatisfied with the overall quality of life in Marin County?	Very satisfied	55.6%	442	
	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		
2. Are you satisfied or dissatisfied with the transportation options, facilities and services in Marin County?	Very satisfied	11.9%	94	
	Somewhat satisfied	35.8%	284	
	Somewhat dissatisfied	29.1%	231	
	Very dissatisfied	16.5%	131	
	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	Σ or Mean
3. In order to: <ul style="list-style-type: none"> • relieve traffic congestion on Highway101 and local roads; • fix potholes and maintain local roads; • improve interchanges and access on and off of Highway101; • expand safe routes to schools, including school bus service, relieving local congestion; and, • provide local transit, including options for seniors and persons with disabilities; shall Marin County extend the existing half-cent, voter approved sales tax without increasing the current rate, providing \$25 million dollars annually for 30 years, with citizens' oversight, that the State cannot take away?	Definitely Yes	47.5%	377	
	Probably Yes	30.4%	241	
	Probably No	6.9%	55	
	Definitely No	12.3%	98	
	DK/NA	2.9%	23	
	Total Yes	77.9%	618	
	Total No	19.2%	152	

FEATURES OF THE MEASURE

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

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

		Total		
		Column N %	Count	Σ or Mean
Q4O. Increase incentives to use electric vehicles including providing electric vehicle charging facilities	Much more likely	24.5%	195	49.5%
	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	
Q4P. Provide options to get to and from work to relieve traffic congestion	Much more likely	41.8%	332	71.0%
	Somewhat more likely	29.2%	232	
	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

	Total		
	Column N %	Count	Σ or 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 Highway 101 to I-580 and the San Rafael-Richmond Bridge			1.03
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
Q4O. 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

		Total		
		Column N %	Count	Σ or Mean
Q5A. Our local streets and roads are falling apart, the measure will help stop the deterioration and make repairs	Much more likely to vote yes	41.2%	327	71.9%
	Somewhat more likely to vote yes	30.7%	244	
	No effect	26.4%	210	
	DK/NA	1.7%	14	
Q5B. 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	51.8%	411	74.4%
	Somewhat more likely to vote yes	22.6%	179	
	No effect	23.1%	183	
	DK/NA	2.5%	20	
Q5C. 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	54.3%	431	74.5%
	Somewhat more likely to vote yes	20.2%	161	
	No effect	23.4%	186	
	DK/NA	2.1%	17	
Q5D. The measure will help relieve traffic congestion on Highway 101	Much more likely to vote yes	53.4%	424	76.3%
	Somewhat more likely to vote yes	22.8%	181	
	No effect	21.3%	169	
	DK/NA	2.4%	19	
Q5E. The measure will make it safer to drive, bike on and walk along local streets, and help relieve greenhouse gases and air pollution	Much more likely to vote yes	39.9%	317	66.7%
	Somewhat more likely to vote yes	26.8%	213	
	No effect	31.6%	251	
	DK/NA	1.7%	14	
Q5F. 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	40.4%	321	67.6%
	Somewhat more likely to vote yes	27.2%	216	
	No effect	29.6%	235	
	DK/NA	2.8%	22	
Q5G. The measure will preserve and expand bus service to help relieve traffic congestion	Much more likely to vote yes	37.1%	294	67.5%
	Somewhat more likely to vote yes	30.5%	242	
	No effect	30.5%	243	
	DK/NA	1.9%	15	
Q5H. The measure would help relieve traffic congestion on roadways in Marin County, reducing critical emergency response times	Much more likely to vote yes	41.4%	329	70.3%
	Somewhat more likely to vote yes	28.9%	230	
	No effect	27.5%	218	
	DK/NA	2.2%	18	
Q5I. The measure will help relieve traffic congestion on local streets and roads	Much more likely to vote yes	44.3%	352	72.6%
	Somewhat more likely to vote yes	28.3%	225	
	No effect	25.7%	204	
	DK/NA	1.7%	13	
Q5J. The measure will help make connections to regional transit like the Ferry, SMART and Golden Gate Transit	Much more likely to vote yes	47.5%	377	74.3%
	Somewhat more likely to vote yes	26.8%	213	
	No effect	23.4%	186	
	DK/NA	2.3%	18	
Q5K. The proposed regional and State efforts do not cover all the Marin County needs, but this measure will ensure that Marin gets its fair share of State and regional funds	Much more likely to vote yes	38.7%	307	67.8%
	Somewhat more likely to vote yes	29.1%	231	
	No effect	28.3%	225	
	DK/NA	3.9%	31	

		Total		
		Column N %	Count	Σ or Mean
Q5L. The measure will address urgent traffic and transportation needs, but does not increase taxes	Much more likely to vote yes	52.8%	419	73.0%
	Somewhat more likely to vote yes	20.2%	160	
	No effect	24.1%	191	
	DK/NA	2.9%	23	
Q5M. The measure will not be used for administrator salaries or government employee pension relief	Much more likely to vote yes	50.9%	404	70.5%
	Somewhat more likely to vote yes	19.6%	156	
	No effect	26.1%	207	
	DK/NA	3.3%	27	
Q5N. The measure will prevent substantial cuts in local transit programs	Much more likely to vote yes	34.6%	275	65.1%
	Somewhat more likely to vote yes	30.5%	242	
	No effect	30.9%	246	
	DK/NA	4.0%	32	
Q5O. The measure will prevent substantial cuts to crossing guard programs	Much more likely to vote yes	21.4%	170	45.0%
	Somewhat more likely to vote yes	23.6%	187	
	No effect	50.5%	401	
	DK/NA	4.5%	36	

INFORMATIONAL STATEMENTS – RANKED BY MEAN SCORE

	Total		
	Column N %	Count	Σ or Mean
Q5D. The measure will help relieve traffic congestion on Highway 101			1.33
Q5C. Every penny from this measure will benefit local transportation projects and programs, and cannot be taken by the State			1.32
Q5L. The measure will address urgent traffic and transportation needs, but does not increase taxes			1.30
Q5B. 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			1.29
Q5M. The measure will not be used for administrator salaries or government employee pension relief			1.26
Q5J. The measure will help make connections to regional transit like the Ferry, SMART and Golden Gate Transit			1.25
Q5I. The measure will help relieve traffic congestion on local streets and roads			1.19
Q5A. Our local streets and roads are falling apart, the measure 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 times			1.14
Q5F. Safeguards to ensure accountability, including independent citizens' oversight and annual audits, will ensure that the money will be spent as promised			1.11
Q5K. The proposed regional and State efforts do not cover all the Marin County needs, but this measure will ensure that Marin gets its fair share of State and regional funds			1.11
Q5E. The measure will make it safer to drive, bike on and walk along local streets, and help relieve greenhouse gases and air pollution			1.08
Q5G. The measure will preserve and expand bus service to help relieve traffic congestion			1.07
Q5N. The measure will prevent substantial cuts in local transit programs			1.04
Q5O. The measure will prevent substantial cuts to crossing guard programs			0.70

CRITICAL STATEMENTS

		Total		
		Column N %	Count	Σ or Mean
Q6A. 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	25.8%	205	41.5%
	Somewhat more likely to vote no	15.7%	124	
	No effect	53.7%	426	
	DK/NA	4.8%	38	
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 County need to cut waste and do a better job with taxpayer money	Much more likely to vote no	31.9%	254	56.0%
	Somewhat more likely to vote no	24.0%	191	
	No effect	40.6%	323	
	DK/NA	3.4%	27	
Q6C. Since 2005 TAM has spent \$250 million dollars, but traffic is even worse than before. Now they want to renew their special tax 6 years before it expires. We should not give them more taxpayer money to waste	Much more likely to vote no	29.2%	232	52.0%
	Somewhat more likely to vote no	22.7%	180	
	No effect	41.6%	330	
	DK/NA	6.4%	51	
Q6D. 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	28.8%	229	50.4%
	Somewhat more likely to vote no	21.6%	171	
	No effect	44.7%	355	
	DK/NA	4.9%	39	
Q6E. Sales taxes are the most regressive form of taxation, hurting low income and senior citizens the most	Much more likely to vote no	22.1%	175	44.2%
	Somewhat more likely to vote no	22.2%	176	
	No effect	51.2%	407	
	DK/NA	4.6%	36	
Q6F. 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	22.7%	180	43.1%
	Somewhat more likely to vote no	20.4%	162	
	No effect	53.4%	424	
	DK/NA	3.5%	28	
Q6G. 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	23.6%	188	41.3%
	Somewhat more likely to vote no	17.7%	140	
	No effect	51.9%	412	
	DK/NA	6.8%	54	
Q6H. With high State and local taxes no longer being deductible under new federal tax law, we can't afford another local tax extension	Much more likely to vote no	25.7%	204	47.9%
	Somewhat more likely to vote no	22.2%	177	
	No effect	46.8%	371	
	DK/NA	5.4%	42	
Q6I. 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	11.0%	87	29.2%
	Somewhat more likely to vote no	18.2%	144	
	No effect	63.4%	504	
	DK/NA	7.4%	59	

CRITICAL STATEMENTS -- RANKED BY MEAN SCORE

	Total		
	Column N %	Count	Σ or 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 County need to cut waste and do a better job with taxpayer money			0.91
Q6C. Since 2005 TAM has spent \$250 million dollars, but traffic is even worse than before. Now they want to renew their special tax 6 years before it expires. We should not give them more taxpayer money to waste			0.87
Q6D. 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			0.83
Q6H. With high State and local taxes no longer being deductible under new federal tax law, we can't afford another local tax extension			0.78
Q6A. 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			0.71
Q6G. 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			0.70
Q6E. Sales taxes are the most regressive form of taxation, hurting low income and senior citizens the most			0.69
Q6F. 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			0.68
Q6I. Other proposed ballot measures are more important including sales tax increases for early childhood education and parks and open space			0.43

FINAL BALLOT TEST

		Total		
		Column N %	Count	Σ or Mean
7. In order to: <ul style="list-style-type: none"> • relieve traffic congestion on Highway101 and local roads; • fix potholes and maintain local roads; • improve interchanges and access on and off of Highway101; • expand safe routes to schools, including school bus service, relieving local congestion; and, • provide local transit, including options for seniors and persons with disabilities; shall Marin County extend the existing half-cent, voter approved sales tax without increasing the current rate, providing \$25 million dollars annually for 30 years, with citizens' oversight, that the State cannot take away?	Definitely Yes	39.7%	315	
	Probably Yes	33.5%	266	
	Probably No	7.3%	58	
	Definitely No	14.3%	114	
	DK/NA	5.2%	41	
	Total Yes	73.2%	581	
	Total No	21.6%	172	

DEMOGRAPHICS

		Total		
		Column N %	Count	Σ or 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	
	B. Do any children under the age of 18 live in your household?	Yes	26.9%	214
No		72.8%	578	
DK/NA		0.3%	3	
C. Respondent's Gender	Male	44.7%	355	
	Female	53.9%	428	
	Other	1.4%	11	
D. Age	18-29	6.8%	54	
	30-39	7.8%	62	
	40-49	14.9%	118	
	50-64	32.9%	261	
	65+	37.7%	299	
	Not coded	0.0%	0	
E. Ethnic Surname	Japanese	0.2%	2	
	Chinese	0.7%	6	
	Hispanic	3.6%	29	
	Jewish	5.0%	40	
	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	

		Total		
		Column N %	Count	Σ or 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	
	I. Registration Date	2017 to 2018	0.0%	0
2013 to 2016		34.9%	277	
2009 to 2012		12.9%	102	
2005 to 2008		16.8%	133	
2001 to 2004		8.6%	68	
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 detailed crosstabs		
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	Σ or Mean
L. Absentee Voter	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	
	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	
M. Permanent Absentee Voter	Yes	73.8%	586	
	No	26.2%	208	
N. Likely Absentee Voter	Yes	74.3%	590	
	No	25.7%	204	
O. Likely November 2018 Voter	Yes	100.0%	794	
	No	0.0%	0	
P. Supervisorial District	District 1	20.9%	166	
	District 2	22.7%	180	
	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	
R. Interview Type	Land	15.0%	119	
	Cell	10.4%	82	
	Online	32.5%	258	
	Text	42.2%	335	