

Fairbank,
Maslin,
Maullin,
Metz &
Associates

FM3

PLACER COUNTY TRANSPORTATION ISSUES SURVEY
220-3641-WT
N=501
MARGIN OF SAMPLING ERROR ±4.4% (95% CONFIDENCE INTERVAL)

Hello, I'm _____ from F-M-Three, a public opinion research company. We are conducting an opinion survey about some important issues that concern residents of Placer County. I am definitely not trying to sell you anything, we are only interested in your opinions. May I speak to _____? **(YOU MUST SPEAK TO THE VOTER LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE).**

- Before we begin, I need to know if I have reached you on a cell phone. **(IF YES, SAY:)** "Are you in place where you can talk safely without endangering yourself or others?"

Yes, cell and in safe place----- 17%
 Yes, cell not in safe place ----- **TERMINATE**
 No, not on cell ----- 83%
(DON'T READ) DK/NA/REFUSED ----- TERMINATE

- First, I am going to describe several different types of elections. After I describe each one, please tell me if you vote in every election of that type, most of them, some, a few or if you never vote in that type of election. Here is the first one...**(READ LIST; DO NOT ROTATE)**

EVERY MOST SOME FEW NONE (DK/NA)

- | | | | | | | | | | | |
|--------|---|-----|------|-----|------|-----|------|--------------|----------------|--------------|
| [] a. | Statewide November general elections for Governor, Congress and the state legislature ----- | 81% | ---- | 15% | ---- | 3% | ---- | TERM. | --TERM. | TERM. |
| [] b. | Statewide June primary elections for Governor, Congress and the state legislature ----- | 72% | ---- | 18% | ---- | 7% | ---- | 0% | ----- | 3% ----- 0% |
| [] c. | Special elections for local ballot measures----- | 57% | ---- | 23% | ---- | 13% | ---- | 4% | ----- | 3% ----- 0% |

- Do you think things in Placer County are generally headed in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Right direction ----- 63%
 Wrong track ----- 18%
(DON'T READ) DK/NA ----- 19%

4. Now, I am going to read you a list of names of some institutions that are often in the public eye. After I mention each one, please tell me if your overall impression of the institution is favorable or unfavorable. If you don't recognize any of them, just say so. Here's the first one: **(IF FAVORABLE/UNFAVORABLE, ASK:)** "Is that very or just somewhat?" **(RANDOMIZE)**

	<u>VERY</u> <u>FAV</u>	<u>SMWT</u> <u>FAV</u>	<u>SMWT</u> <u>UNFAV</u>	<u>VERY</u> <u>UNFAV</u>	<u>NEVER</u> <u>HEARD</u> <u>OF</u>	<u>(CAN'T</u> <u>RATE/</u> <u>DK)</u>	<u>TOT</u> <u>FAV</u>	<u>TOT</u> <u>UNFAV</u>
[]a. The Placer County Board of Supervisors-----	11%	45%	12%	3%	10%	20%	55%	15%
[]b. The Placer County Transportation Planning Agency-----	9%	22%	8%	4%	27%	29%	31%	12%
[]c. Your local City Council-----	18%	39%	10%	5%	8%	21%	57%	15%

5. In general, how would you rate the County's need for additional funding? Is there a great need for additional funding, some need, a little need or no real need for additional funding? **(READ RESPONSES AND RECORD)**

GREAT/SOME NEED-----61%
 Great need----- 20%
 Some need----- 41%

LITTLE/NO REAL NEED-----31%
 Little need, or----- 11%
 No real need----- 20%

(DON'T READ) Don't know-----8%

6. More specifically, how would you rate the need for additional funding to maintain and improve transportation infrastructure, including local streets, regional roadways, and public transit, and reduce traffic congestion and improve road safety throughout the County? Is there a great need for additional funding, some need, a little need or no real need for additional funding? **(READ RESPONSES AND RECORD)**

GREAT/SOME NEED-----70%
 Great need----- 27%
 Some need----- 43%

LITTLE/NO REAL NEED-----29%
 Little need, or----- 13%
 No real need----- 16%

(DON'T READ) Don't know-----1%

7. I'd like to read you a brief list of issues that could be problems for people living in your local area. After you hear each one, please tell me whether you personally consider it to be an extremely serious problem, a very serious problem, a somewhat serious problem, or not too serious a problem at all for people living in your area. (RANDOMIZE)

	<u>EXT SER PROB</u>	<u>VERY SER PROB</u>	<u>SMWT SER PROB</u>	<u>NOT TOO SER PROB</u>	<u>(DON'T READ) DK/ NA</u>	<u>EXT/ VERY SER PROB</u>
[] a. Traffic congestion -----	8%	17%	39%	36%	0%	24%
[] b. The quality of public education -----	17%	22%	24%	30%	8%	39%
[] c. The amount you pay in taxes -----	15%	18%	33%	31%	3%	34%
[] d. Government waste and mismanagement -----	26%	24%	27%	19%	4%	50%
[] e. Crime -----	6%	13%	44%	36%	1%	19%
[] f. Air pollution -----	8%	14%	36%	42%	0%	22%
[] g. Too much growth and development -----	8%	11%	33%	47%	1%	19%
[] h. Injury-causing accidents on local roads and highways -----	6%	13%	36%	40%	5%	19%
[] i. A lack of reliable public transit options -----	8%	15%	26%	39%	11%	23%

(SPLIT SAMPLE A ONLY)

[] j. Deteriorating streets and roads -----	8%	16%	39%	36%	1%	24%
[] k. Jobs and unemployment -----	20%	33%	33%	11%	4%	53%
[] l. Global warming -----	16%	18%	24%	38%	4%	34%
[] m. Reductions in state and federal funding for transportation -----	8%	15%	35%	29%	12%	23%

(SPLIT SAMPLE B ONLY)

[] n. Potholes on local streets and roadways -----	6%	13%	35%	45%	0%	20%
[] o. The condition of the local economy -----	10%	22%	38%	28%	2%	32%
[] p. Climate change -----	12%	13%	16%	55%	4%	25%
[] q. The impact of state budget cuts on funding for local services -----	13%	28%	29%	25%	6%	41%

NEXT I WOULD LIKE TO GIVE YOU SOME INFORMATION ABOUT REGIONAL TRANSPORTATION ISSUES.

THE PLACER COUNTY TRANSPORTATION PLANNING AGENCY IS ASSESSING THE CONDITION OF THE COUNTY'S TRANSPORTATION INFRASTRUCTURE AND EVALUATING LOCAL AND REGIONAL TRANSPORTATION IMPROVEMENT NEEDS. THE AGENCY HAS IDENTIFIED APPROXIMATELY ONE BILLION DOLLARS IN NEEDED IMPROVEMENTS FOR THE REGION OVER THE NEXT FEW YEARS.

8. I'm going to read you some a list of the objectives of the transportation improvement projects identified by the Placer County Transportation Planning Agency. After you hear each one, please tell me how important that objective is to you as a resident of Placer County: extremely important, very important, somewhat important, or not important. **(RANDOMIZE)**

	<u>EXT</u>	<u>VERY</u>	<u>SMWT</u>	<u>NOT</u>	<u>(DON'T</u>	<u>EXT/</u>
	<u>IMP</u>	<u>IMP</u>	<u>IMP</u>	<u>IMP</u>	<u>READ)</u>	<u>VERY</u>
					<u>DK/NA</u>	<u>IMP</u>
[] a. Fixing potholes, resurfacing roads, adding shoulders and maintaining and improving road surfaces countywide -----	21%	35%	34%	10%	1%	55%
[] b. Improving the availability and capacity for dial-a-ride transit service for seniors and the disabled -----	17%	31%	31%	16%	5%	48%
[] c. Making improvements to reduce the impact of trains on local roads and adjoining neighborhoods, including constructing overpasses and quiet zones -----	7%	14%	35%	39%	4%	21%
[] d. Reducing traffic congestion-----	15%	28%	38%	18%	1%	43%
[] e. Promoting increased use of Capitol Corridor/Amtrack rail service to reduce the reliance on cars-----	16%	24%	34%	22%	3%	41%
[] f. Expanding public transit -----	14%	24%	33%	25%	4%	38%
[] g. Improving safety on streets and roads -----	16%	30%	37%	15%	1%	46%
[] h. Making Placer County eligible for its fair share of state and federal transportation funds -----	27%	35%	26%	10%	2%	62%
[] i. Widening roadways and reconfiguring highway interchanges to relieve traffic congestion and improve safety -----	14%	28%	40%	18%	1%	42%

	<u>EXT IMP</u>	<u>VERY IMP</u>	<u>SMWT IMP</u>	<u>NOT IMP</u>	<u>(DON'T READ) DK/NA</u>	<u>EXT/ VERY IMP</u>
(SPLIT SAMPLE A ONLY)						
[]j. Improving access between Tahoe City, Truckee, and Kings Beach -----	4%	11%	32%	43%	11%	15%
[]k. Providing safe routes for bicyclists and pedestrians -----	19%	35%	33%	11%	1%	54%
[]l. Improving traffic flow and reducing traffic congestion by adding traffic signals to local streets and roadways -----	5%	16%	36%	40%	3%	21%

(SPLIT SAMPLE B ONLY)						
[]m. Investing in transportation projects that reduce pollution that causes global warming -----	18%	20%	26%	33%	3%	38%
[]n. Building new bike lanes -----	11%	19%	33%	35%	1%	30%
[]o. Providing safe routes to school for children -----	28%	37%	22%	12%	2%	64%

(RESUME ASKING ALL RESPONDENTS)

9. Next I would like to read you a short list of some more specific transportation improvement projects that might be funded with local taxpayer dollars. After you hear each one, please tell me how important that project is to you as a resident of Placer County: extremely important, very important, somewhat important, or not important. **(RANDOMIZE)**

	<u>EXT IMP</u>	<u>VERY IMP</u>	<u>SMWT IMP</u>	<u>NOT IMP</u>	<u>(DON'T READ) DK/NA</u>	<u>EXT/ VERY IMP</u>
[]a. Reconfiguring the I-80/S-R 65 interchange to add capacity and relieve traffic congestion -----	23%	32%	29%	14%	2%	56%
[]b. Reconfiguring the I-80/Rocklin interchange and surrounding intersections on Rocklin Road to relieve traffic congestion -----	11%	24%	40%	23%	3%	35%
[]c. Reconfiguring the I-80/S-R 174 interchange to improve safety and access between S-R 174 and I-80 -----	5%	8%	29%	36%	22%	12%
[]d. Adding lanes on S-R 65 between I-80 and Twelve Bridges Drive -----	11%	22%	35%	28%	3%	34%
[]e. Widening and upgrading Nelson Lane from Lincoln Bypass south to connect to Fiddymment Road -----	9%	15%	30%	36%	11%	24%
[]f. Widening and improving Baseline Road from Fiddymment Road to the Sutter County line -----	10%	19%	28%	36%	7%	29%
[]g. Constructing a new 4 to 6 lane expressway connection from S-R 65 at Whitney Ranch Road to S-R 99 at Sankey Road in Sutter County on an alignment north of Baseline Road -----	12%	15%	32%	32%	9%	27%
	<u>EXT IMP</u>	<u>VERY IMP</u>	<u>SMWT IMP</u>	<u>NOT IMP</u>	<u>(DON'T READ)</u>	<u>EXT/ VERY IMP</u>

	<u>IMP</u>	<u>IMP</u>	<u>IMP</u>	<u>IMP</u>	<u>DK/NA</u>	<u>IMP</u>
[]h. Widening the undercrossing of the Union Pacific railroad on S-R 89 just south of Truckee to improve access to North Lake Tahoe from I-80	5%	10%	32%	43%	9%	15%
[]i. Adding an express bus system to connect from Watt Avenue at I-80 through western Placer County to downtown Roseville	10%	21%	34%	32%	4%	30%
[]j. Extending light rail from Watt Avenue at I-80 to Roseville	20%	29%	27%	22%	2%	49%
[]k. Reconfiguring the I-80/Horseshoe Road interchange to improve ramps to and from I-80, as well as widening the Horseshoe Bar Road overcrossing	7%	11%	35%	42%	6%	18%
[]l. Providing year-round transit service at shorter intervals throughout the North Lake Tahoe area	4%	9%	29%	44%	13%	14%
[]m. Improving safety and circulation on S-R 49 between I-80 and the Nevada County line, including bike lanes and sidewalks and adding traffic signals	11%	20%	32%	30%	6%	31%

10. Many of these projects and improvements I just described to you are beyond the scope of the County’s existing budget and may require additional funding through a local voter-approved tax measure. Based on what you’ve heard, do you think you would support or oppose a tax measure to fund some group of these transportation improvement projects? **(IF SUPPORT/OPPOSE, ASK: “Is that strongly or just somewhat?”)**

TOTAL SUPPORT -----54%

Strongly support ----- 17%

Somewhat support----- 37%

TOTAL OPPOSE -----42%

Somewhat oppose ----- 15%

Strongly oppose----- 28%

(DON'T READ) Don't know -----3%

11. Regardless of how the measure was structured, would your household be willing to pay _____ in additional taxes if it were dedicated to the types of infrastructure repairs and improvements for Placer County we have been discussing? **(IF WILLING/UNWILLING, ASK:)** “Would that be very **WILLING/UNWILLING**, to pay that amount, or just somewhat?” **(SPLIT SAMPLE A READ TOP TO BOTTOM, SPLIT SAMPLE B READ BOTTOM TO TOP)**

	<u>VERY WILL</u>	<u>SMWT WILL</u>	<u>SMWT UNWL</u>	<u>VERY UNWL</u>	<u>(DON'T READ) DK/NA</u>	<u>TOT WILL</u>	<u>TOT UNWL</u>
[]a. 100 dollars per year	17%	22%	12%	48%	1%	39%	60%
[]b. 50 dollars per year	30%	18%	12%	38%	2%	48%	50%
[]c. 20 dollars per year	42%	20%	10%	28%	2%	61%	37%
[]d. 10 dollars per year	52%	20%	5%	21%	2%	71%	27%

12. Finally, I am going to read you a list of several methods that might be used to raise money to fund the types of transportation improvements we have been discussing. After you hear each one, please tell me if you would support or oppose using that particular way of raising new revenue for these purposes. **FIRST/NEXT**, would you support or oppose_____**(RANDOMIZE)** **(IF SUPPORT/OPOSE, ASK:)** “Is that strongly **SUPPORT/OPOSE** or just somewhat?”

	<u>STRG SUPP</u>	<u>SMWT SUPP</u>	<u>SMWT OPP</u>	<u>STRG OPP</u>	<u>(DON'T READ) DK/NA</u>	<u>TOT SUPP</u>	<u>TOT OPP</u>
[]a. Issuing bonds, allowing the County to borrow money to complete the projects and pay it back over time with money from local property taxes	16%	31%	14%	37%	2%	47%	51%
[]b. Increasing the transient occupancy tax, charged to hotel and motel guests, by two percent	18%	30%	17%	31%	3%	49%	48%
[]c. Establishing a half-percent local sales tax, paid by anyone who shops in Placer County	13%	24%	14%	48%	1%	37%	62%
[]d. Establishing a flat tax on every parcel of property in Placer County	9%	19%	16%	53%	2%	28%	70%
[]e. Establishing a local quarter percent tax on gasoline purchases	12%	13%	12%	63%	0%	25%	75%

HERE ARE MY LAST QUESTIONS, AND THEY ARE FOR STATISTICAL PURPOSES ONLY.

13. How many people in your household commute to work or school as the driver of a vehicle at least 3 days a week?

- 1----- 25%
- 2----- 33%
- 3----- 10%
- 4 or more -----4%
- None----- 28%
- (DON'T READ)** Refused/DK-----0%

14. If you personally commute to work or school each day, do you most often take transit, carpool, walk, bike, drive mostly on highways or drive mostly on local streets and roads?

- Take transit-----2%
- Carpool -----4%
- Walk-----0%
- Bike -----1%
- Drive highways ----- 26%
- Drive local streets/roads ----- 39%
- Do not commute ----- 25%
- Other (Specify _____) -----0%
- (DON'T READ)** Refused/DK-----5%

(IF CODE 7 IN Q14, SKIP TO Q16)

15. About how many minutes each way is your daily commute?

- 10 minutes or less ----- 23%
- 11 to 20 minutes ----- 27%
- 21-30 minutes ----- 16%
- 31-40 minutes -----9%
- 41-60 minutes ----- 12%
- More than 1 hour -----6%
- (DON'T READ)** Refused/DK-----6%

(RESUME ASKING ALL RESPONDENTS)

16. Do you ... **(READ LIST)**,

- Own a single family home ----- 87%
- Own a condominium -----1%
- Rent an apartment or home----- 10%
- (DON'T READ)** Refused-----3%

17. What was the last level of school you completed?

Grades 1-8-----	0%
Grades 9-12 -----	1%
High school graduate-----	11%
Some college/vocational school -----	30%
College graduate (4 years)-----	34%
Post graduate work/ Professional school -----	22%
(DON'T READ) Refused-----	2%

18. In what year were you born?

1995-1989 (18-24) -----	3%
1988-1984 (25-29) -----	2%
1983-1979 (30-34) -----	5%
1978-1974 (35-39) -----	5%
1973-1969 (40-44) -----	6%
1968-1964 (45-49) -----	10%
1963-1959 (50-54) -----	11%
1958-1954 (55-59) -----	10%
1953-1949 (60-64) -----	12%
1948-1939 (65-74) -----	19%
1938 or earlier (75 & over)-----	15%
(DON'T READ) DK/Refused-----	2%

THANK AND TERMINATE

GENDER (BY OBSERVATION):

Male ----- 48%
 Female ----- 52%

PARTY REGISTRATION:

Democrat ----- 29%
 Republican ----- 52%
 No Party Preference ----- 16%
 Other ----- 3%

FLAGS

P08 ----- 52%
 G08 ----- 89%
 P10 ----- 67%
 G10 ----- 93%
 P12 ----- 70%
 G12 ----- 97%

CITY

Lincoln ----- 13%
 Rocklin ----- 14%
 Roseville ----- 33%
 Loomis ----- 2%
 Other ----- 5%
 Unincorporated ----- 33%

VOTE BY MAIL

1 ----- 7%
 2 ----- 6%
 3+ ----- 59%
 Blank ----- 28%

PERMANENT ABSENTEE

Yes ----- 65%
 No ----- 35%

HOUSEHOLD PARTY TYPE

Dem 1 ----- 11%
 Dem 2+ ----- 9%
 Rep 1 ----- 14%
 Rep 2+ ----- 27%
 Ind 1+ ----- 13%
 Mix ----- 26%

BOARD OF SUPERVISORS

1 ----- 19%
 2 ----- 19%
 3 ----- 19%
 4 ----- 21%
 5 ----- 22%