Overview

• 15-minute phone survey of King, Pierce, Snohomish and Kitsap County voters
  - 1,500 interviews (cell and landline)
  - +/-2.4% margin of error (regional, at 95% C.I.)
• Interviews conducted by professional staff at Renton-based call center
• Fielded January 27-February 4
• Explored public attitudes about transportation policy and choices
• Compared attitudes, opinions and awareness with 2009 baseline
Issues Explored

- Attitudes
- Performance and Priorities
- Need for action
- Funding
- Demographics and Background
Preliminary Findings
A majority feels the region is headed in the right direction.

1. When you think about the central Puget Sound region, that is King, Pierce, Snohomish and Kitsap counties, do you think the region is generally headed in the right direction or the wrong direction?

- 57% Right direction
- 27% Wrong direction
- 16% Don't know/Refused
Transportation is the top concern.

2. What do you think is the most important problem facing the Puget Sound region today? (open-ended, 2015)

- Roads/traffic/bridges/getting... 47%
- Government spending/taxes 8%
- Economy/unemployment 8%
- Environment/climate change 6%
- Education 4%
- Cost of living 4%
- Overpopulation/growth 4%
- None/nothing 4%
- Crime/drugs 4%
- Homelessness 2%
- Morals/values 1%
- Other 1%
- DK/Ref. 7%
Nearly 8 in 10 say congestion is a serious or critical problem.

3. How would you describe the traffic congestion on the roads you typically use? Would you say congestion is ... (2015)

- N/A, DK, Ref. 1%
- Not a serious problem 20%
- A serious, but not a critical problem 46%
- A critical problem 33%

79%
A majority feel availability of transportation alternatives is a serious or critical problem.

4. How would you describe the availability of transportation alternatives -- like buses, trains, vanpools, bike lanes and sidewalks -- in the areas where you live, work and recreate? Would you say the availability of transportation alternatives is… (2015)

- 1% Does not apply
- 38% Not a serious problem
- 40% A serious, but not a critical problem
- 20% A critical problem

60%
99% believe our transportation infrastructure is important to the economy.

5. When you think about the economy of the Puget Sound region, would you say that highways, roads, bridges, ferries and transit are not at all important, somewhat unimportant, somewhat important or very important to the economy?

- Very important: 83%
- Somewhat important: 16%
- Somewhat unimportant: 1%

No respondents said “not at all important” or “don’t know”
Most components viewed as important, but importance is strongest re: highways.

7. I'm going to read a list of some specific parts of our regional transportation system. For each, I'd like you to rate its importance on a scale from 1 to 5 where 1 is not at all important and 5 is very important.

<table>
<thead>
<tr>
<th>Component</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>Very/Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAJOR HIGHWAYS AND TUNNELS</td>
<td>1%</td>
<td>6%</td>
<td>19%</td>
<td>74%</td>
<td></td>
<td>93%</td>
</tr>
<tr>
<td>BRIDGES</td>
<td>2%</td>
<td>11%</td>
<td>25%</td>
<td>61%</td>
<td></td>
<td>86%</td>
</tr>
<tr>
<td>LOCAL ROADS</td>
<td>3%</td>
<td>16%</td>
<td>31%</td>
<td>49%</td>
<td></td>
<td>80%</td>
</tr>
<tr>
<td>TRANSIT</td>
<td>4%</td>
<td>5%</td>
<td>16%</td>
<td>28%</td>
<td>47%</td>
<td>75%</td>
</tr>
<tr>
<td>FERRIES</td>
<td>5%</td>
<td>12%</td>
<td>23%</td>
<td>25%</td>
<td>34%</td>
<td>59%</td>
</tr>
<tr>
<td>SIDEWALKS</td>
<td>5%</td>
<td>11%</td>
<td>24%</td>
<td>24%</td>
<td>35%</td>
<td>59%</td>
</tr>
<tr>
<td>BIKE LANES</td>
<td>19%</td>
<td>19%</td>
<td>28%</td>
<td>18%</td>
<td>15%</td>
<td>33%</td>
</tr>
</tbody>
</table>
On average, transportation components received “C” grades.

8. We're going to go back to the same list. This time I'd like you to give each a letter grade, like you would in school...

<table>
<thead>
<tr>
<th>Component</th>
<th>Don't Know/Refused</th>
<th>3%</th>
<th>6%</th>
<th>9%</th>
<th>11%</th>
<th>13%</th>
<th>15%</th>
<th>Avg. Grade</th>
<th>Importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>FERRIES</td>
<td>3%</td>
<td>6%</td>
<td>32%</td>
<td>39%</td>
<td>15%</td>
<td></td>
<td></td>
<td>2.6</td>
<td>59%</td>
</tr>
<tr>
<td>BRIDGES</td>
<td>6%</td>
<td>13%</td>
<td>33%</td>
<td>34%</td>
<td>14%</td>
<td></td>
<td></td>
<td>2.4</td>
<td>86%</td>
</tr>
<tr>
<td>LOCAL ROADS</td>
<td>6%</td>
<td>11%</td>
<td>42%</td>
<td>31%</td>
<td>9%</td>
<td></td>
<td></td>
<td>2.3</td>
<td>80%</td>
</tr>
<tr>
<td>SIDEWALKS</td>
<td>9%</td>
<td>10%</td>
<td>39%</td>
<td>29%</td>
<td>12%</td>
<td></td>
<td></td>
<td>2.2</td>
<td>59%</td>
</tr>
<tr>
<td>MAJOR HIGHWAYS AND FREEWAYS</td>
<td>11%</td>
<td>17%</td>
<td>33%</td>
<td>27%</td>
<td>11%</td>
<td></td>
<td></td>
<td>2.2</td>
<td>93%</td>
</tr>
<tr>
<td>TRANSIT</td>
<td>7%</td>
<td>15%</td>
<td>38%</td>
<td>29%</td>
<td>7%</td>
<td></td>
<td></td>
<td>2.2</td>
<td>75%</td>
</tr>
<tr>
<td>BIKE LANES</td>
<td>10%</td>
<td>12%</td>
<td>37%</td>
<td>22%</td>
<td>13%</td>
<td></td>
<td></td>
<td>2.1</td>
<td>33%</td>
</tr>
</tbody>
</table>
There isn’t strong consensus on the top transportation objective.

9. What do you think is the most important overall objective for regional transportation? Is it...

- To improve traffic flow: 31% (2009), 27% (2015)
- To provide more alternatives to driving such as transit, sidewalks, bikeways and...: 32% (2009), 22% (2015)
- To sustain the economy and support job growth: 14% (2009), 13% (2015)
- To focus growth in already developed areas to minimize travel between home and work: 14% (2009), 13% (2015)
- To protect and enhance the environment: 8% (2009), 7% (2015)
- To preserve and maintain the existing transportation system: 6% (2009), 7% (2015)
- To improve the safety of the transportation system: 6% (2009), 6% (2015)
- Other/ DK/ Ref.: 4% (2009), 3% (2015)
Feelings about the top transportation objective differ significantly within King County.

Most important overall objective for regional transportation
(King County Sub Areas)

- **Improve traffic flow**
  - Sea/Shor: 20%
  - East: 29%
  - South: 37%

- **Provide more alternatives to driving such as transit, sidewalks, bikeways and telecommuting**
  - Sea/Shor: 20%
  - East: 17%
  - South: 21%

- **Sustain the economy and support job growth**
  - Sea/Shor: 11%
  - East: 14%
  - South: 10%

- **Focus growth in already developed areas to minimize travel between home and work**
  - Sea/Shor: 11%
  - East: 17%
  - South: 13%
51% feel our region is losing ground when it comes to addressing transportation.

6. Overall, do you think the region is losing ground or making progress when it comes to addressing transportation? Would you say…

- Don't know/Refused: 2%
- Making progress: 22%
- Staying even: 25%
- Losing ground: 51%
2 out of 3 say it’s **very important** to address transportation issues this session.

11. How important is it that the Governor and Washington State Legislature do something to address transportation issues in 2015? Would you say it is…

- Don't know/Refused: 1%
- Somewhat unimportant: 1%
- Very important: 68%
- Somewhat important: 3%
- Not at all important: 27%
- 95%
Respondents highly value a tax/fee proposal that is a predictable long term solution.

13. I'm going to read some potential characteristics of transportation taxes and fees, for each I'd like to know its importance to you on a scale from 1 to 5, where 1 is not at all important and 5 is very important.

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>DK/Ref</th>
<th>Very/Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASSURE A PREDICTABLE LONG TERM SOLUTION</td>
<td></td>
<td>85%</td>
</tr>
<tr>
<td>SUSTAIN THE ECONOMY AND SUPPORT JOB GROWTH</td>
<td></td>
<td>82%</td>
</tr>
<tr>
<td>MAKE SURE MONEY RAISED IN A COMMUNITY IS RETURNED TO...</td>
<td></td>
<td>77%</td>
</tr>
<tr>
<td>PROMOTE CLEAN ENERGY</td>
<td></td>
<td>72%</td>
</tr>
<tr>
<td>GUARANTEE THAT 100% OF REVENUES ARE SPENT ON TRANSPORTATION</td>
<td></td>
<td>68%</td>
</tr>
<tr>
<td>REDUCE DEPENDENCE ON FOREIGN OIL</td>
<td></td>
<td>67%</td>
</tr>
<tr>
<td>ASSURE THAT THOSE WHO USE MORE OF THE SYSTEM PAY MORE</td>
<td></td>
<td>52%</td>
</tr>
</tbody>
</table>
There’s a lack of agreement around the gas tax not keeping pace.

12. Cars and trucks are becoming more fuel efficient, as a result the state gas tax is not keeping pace with the growing population's demands on the transportation system.
3 in 10 support raising the gas tax.

12. The state legislature should raise the gas tax so it can maintain and complete the transportation system.
Most feel the legislature should give local communities options to raise revenue.
A majority support a tax on polluters. Most also support using the funds for transportation.

14. Now I'm going to read some statements to you about proposals being considered by state policymakers...

- 1 - Strongly oppose
- 2 - Oppose
- 3 - Neutral
- 4 - Support
- 5 - Strongly support

Reducing greenhouse gases by taxing those who release the most pollutants into the air.

- 12%
- 8%
- 17%
- 25%
- 38%

Taxing those who release the most pollutants into the air and using the proceeds to pay for transportation projects.

- 11%
- 8%
- 23%
- 26%
- 32%
Seattle/Shoreline respondents are most supportive of taxing polluters.

**Support or Strongly Support**
14. Reducing greenhouse gases by taxing those who release the most pollutants into the air (by county and sub-area)

<table>
<thead>
<tr>
<th>County</th>
<th>Support or Strongly Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>King</td>
<td>63%</td>
</tr>
<tr>
<td>Kitsap</td>
<td>62%</td>
</tr>
<tr>
<td>Pierce</td>
<td>63%</td>
</tr>
<tr>
<td>Sno</td>
<td>64%</td>
</tr>
<tr>
<td>Sea/Shor</td>
<td>79%</td>
</tr>
<tr>
<td>East</td>
<td>54%</td>
</tr>
<tr>
<td>South</td>
<td>57%</td>
</tr>
</tbody>
</table>

**Support or Strongly Support**
14. Taxing those who release the most pollutants into the air and using the proceeds to pay for transportation projects (by county and sub-area)

<table>
<thead>
<tr>
<th>County</th>
<th>Support or Strongly Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>King</td>
<td>56%</td>
</tr>
<tr>
<td>Kitsap</td>
<td>56%</td>
</tr>
<tr>
<td>Pierce</td>
<td>55%</td>
</tr>
<tr>
<td>Sno</td>
<td>63%</td>
</tr>
<tr>
<td>Sea/Shor</td>
<td>71%</td>
</tr>
<tr>
<td>East</td>
<td>52%</td>
</tr>
<tr>
<td>South</td>
<td>45%</td>
</tr>
</tbody>
</table>
There’s a strong preference that funds support all transportation projects.

15. If Washington State taxed entities that release the most pollutants into the air and used the revenues to help pay for transportation projects, would you prefer:

- Funds only be used for transportation projects that reduce greenhouse gas emissions; or 22%
- Funds be used for all transportation projects, not just those that reduce greenhouse gas emissions; or 71%
- Other/DK/Ref. 7%
Taxing the biggest polluters was, by far, the most popular funding proposal tested.

16. I'm going to read a list of ways we could fund our unmet transportation needs. For each, I'd like to know whether you'd oppose or support each as a way to fund investments in transportation.

<table>
<thead>
<tr>
<th>Method</th>
<th>Strongly oppose</th>
<th>Oppose</th>
<th>Support</th>
<th>Strongly support</th>
<th>Strongly/Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax the biggest polluters</td>
<td>11%</td>
<td>8%</td>
<td>29%</td>
<td>51%</td>
<td>80%</td>
</tr>
<tr>
<td>Increase the gas tax</td>
<td>36%</td>
<td>21%</td>
<td>28%</td>
<td>14%</td>
<td>42%</td>
</tr>
<tr>
<td>Increase car tab fees</td>
<td>32%</td>
<td>24%</td>
<td>30%</td>
<td>12%</td>
<td>42%</td>
</tr>
<tr>
<td>Apply the sales tax to gas</td>
<td>37%</td>
<td>22%</td>
<td>28%</td>
<td>10%</td>
<td>38%</td>
</tr>
<tr>
<td>Charge a fee based on the number of miles driven</td>
<td>43%</td>
<td>21%</td>
<td>23%</td>
<td>11%</td>
<td>34%</td>
</tr>
<tr>
<td>Toll more roads</td>
<td>44%</td>
<td>22%</td>
<td>23%</td>
<td>9%</td>
<td>32%</td>
</tr>
<tr>
<td>Increase the sales tax</td>
<td>50%</td>
<td>26%</td>
<td>18%</td>
<td>6%</td>
<td>24%</td>
</tr>
</tbody>
</table>
Seattle/Shoreline respondents showed stronger support for most funding proposals.
Discussion & Questions
Background and Demographics
### Demographics

#### Household Income
- Less than $10,000: 3%
- $10,000 to less than $30,000: 10%
- $30,000 to less than $60,000: 16%
- $60,000 to less than $90,000: 20%
- $90,000 to less than $120,000: 16%
- $120,000 or more: 21%
- Don't know/Refused: 13%

#### Race/Ethnicity
- Asian: 6%
- Black: 3%
- Latino: 3%
- White: 83%
- Native+...: 2%
- Other: 2%
- Refused: 5%

#### Gender
- Female: 50%
- Male: 50%

#### Age
- 18-24: 12%
- 25-34: 19%
- 35-44: 18%
- 45-54: 18%
- 55-64: 17%
- 65-74: 10%
- 75 and older: 6%

#### No. of children under 18 living at home
- 0: 63%
- 1: 15%
- 2: 15%
- 3 or more: 7%
ON A NORMAL DAY HOW DO YOU GET TO YOUR WORKPLACE OR SCHOOL? [EMPLOYED AND STUDENTS, ONLY]

- Drive alone: 66%
- Carpool: 13%
- Bus: 10%
- Rail: 7%
- Ferry: 5%
- Walk: 3%
- Bike: 2%
- Work from home: 2%
- Other/DK/Ref: 2%

HOW MANY MILES IS YOUR ONE WAY TRIP? [EMPLOYED AND STUDENTS, ONLY]

- 5 miles: 29%
- 6 to 10 miles: 22%
- 11 to 20 miles: 24%
- 21 to 30 miles: 10%
- 31 miles or more: 10%
- Don't know: 2%