

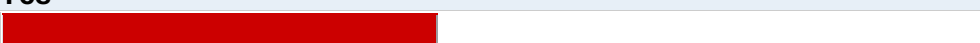



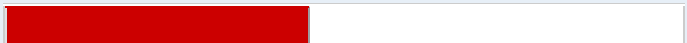

# Proposition No. 1: A Regional Roads and Transit System

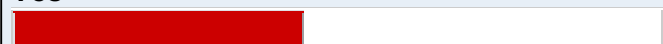

## STATEWIDE RESULTS:

REGIONAL TRANSPORTATION INVESTMENT DISTRICT		
King, Pierce, Snohomish		
Last tabulated on 11/27/2007 10:13:00 AM		
Measure	Votes	Votes %
<b>Yes</b> 	282999	43.8400 %
<b>No</b> 	362528	56.1600 %

SOUND TRANSIT (RTA)		
King, Pierce, Snohomish		
Last tabulated on 11/27/2007 10:13:00 AM		
Measure	Votes	Votes %
<b>Yes</b> 	266700	44.2430 %
<b>No</b> 	336107	55.7570 %

## HOW KING COUNTY VOTED:

REGIONAL TRANSPORTATION INVESTMENT DISTRICT			
King, Pierce, Snohomish			
County	Measure	Votes	Votes %
<b>King</b>  Last tabulated on 11/27/2007 12:05:00 AM	<b>Yes</b> 	170982	44.7536 %
	<b>No</b> 	211070	55.2464 %

SOUND TRANSIT (RTA)			
King, Pierce, Snohomish			
County	Measure	Votes	Votes %
<b>King</b>  Last tabulated on 11/27/2007 12:05:00 AM	<b>Yes</b> 	170959	44.7526 %
	<b>No</b> 	211050	55.2474 %

**TO: Interested Parties**  
**FR: Moore Information and EMC Research**  
**DT: November 28, 2007**  
**RE: Summary of Telephone Research**

## **Key Findings**

***Voters are more pessimistic than they were earlier this year.*** By a 42% to 40% margin voters say things in the region have gotten “pretty seriously off on the wrong track.” This represents a net downturn of 5 points since April 2007.

***Traffic and transportation issues continue to be the top concern of voters in the Puget Sound region. 56% of survey participants say transportation is the region’s most important problem.***

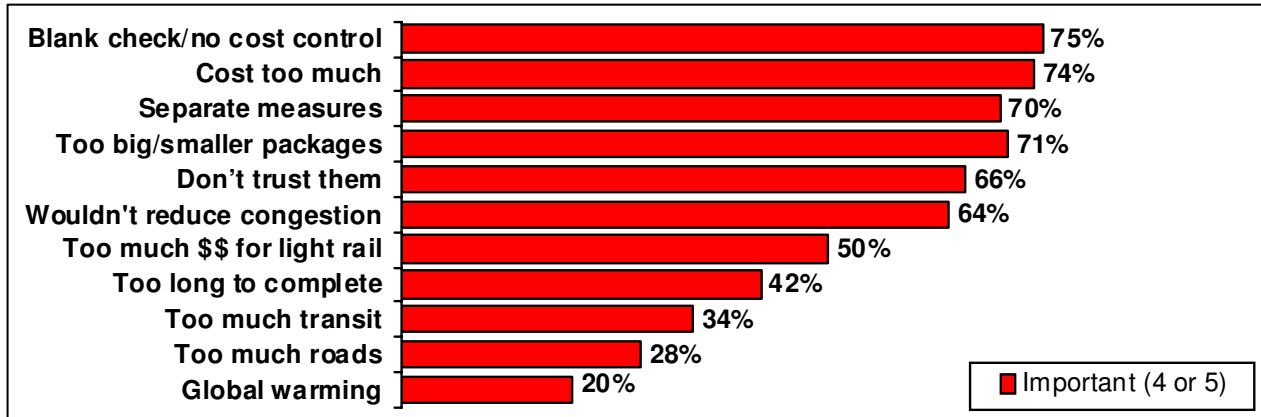
***“No” voters indicate that they rejected Proposition One because they saw the measure as a whole as too big and too costly. In-depth probing indicates concern about the complexity of the measure. When respondents were read a list of possible reasons for opposition, cost and complexity surfaced as leading concerns.*** The top four reasons selected for opposing the measure were:

1. This measure was a blank check without a way to control costs (75% important)
2. It cost too much (74% important)
3. It should have been separate measures, one for roads and one for transit (70%)
4. The package was too big & should have been separated into smaller packages (71%)

**Few voters understood the per-household and/or overall costs of the package.** A strong majority of voters didn’t know what the overall cost of Proposition One was or what it would cost them personally.

The data suggests that this vote was not a referendum on the individual roads and transit components within the package. Very few voters cited individual projects or services as the reason for opposition.

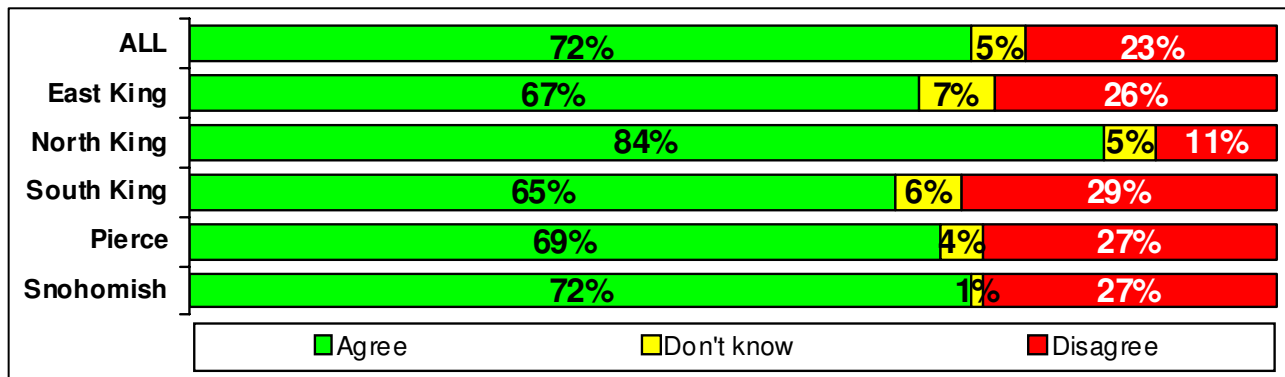
**Reasons for Opposing Proposition One**



In the wake of Proposition One's defeat, Sound Transit and Light Rail both remain popular, providing further evidence that the election was not about the elements of the package. There has been no deterioration in Sound Transit's overall favorable rating (64% Favorable / 24% Unfavorable) since April -- a strong majority of voters (59% or more) in all 5 subareas continue to view Sound Transit favorably. However, when asked questions focusing directly on how Sound Transit is doing overall and with managing tax dollars responsibly, the results suggest the agency still has work to do in rebuilding public confidence, and informing voters about services Sound Transit has delivered to date.

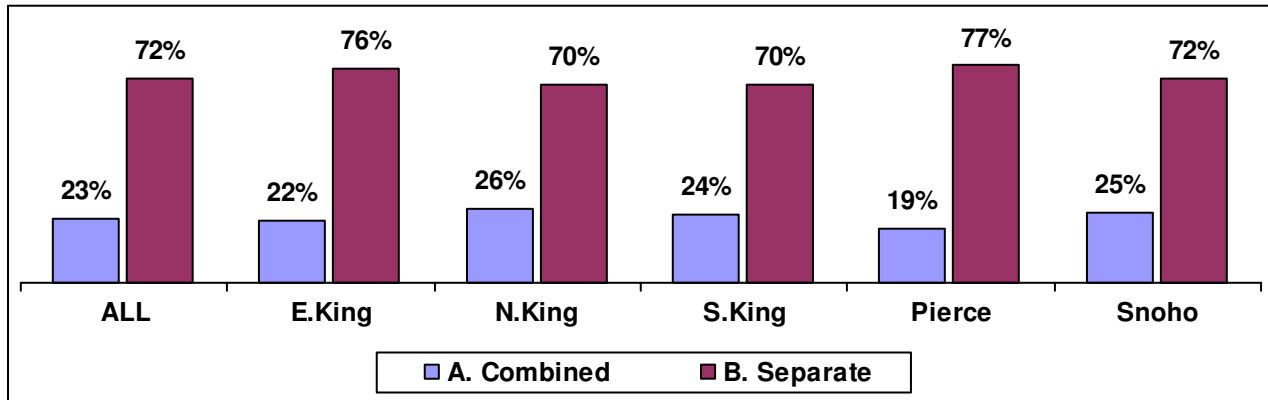
A strong majority of voters in all subareas also continue to support light rail. Two-thirds or more (65%+) agree that "expanding light rail is a good investment for this region."

**Expanding Light Rail is a Good Investment for the Region**



**Moving forward, voters indicate a strong preference that future transportation measures should separate roads & transit and address fewer projects in each package.** By a 72% to 23% margin, voters say they prefer separate roads & transit measures.

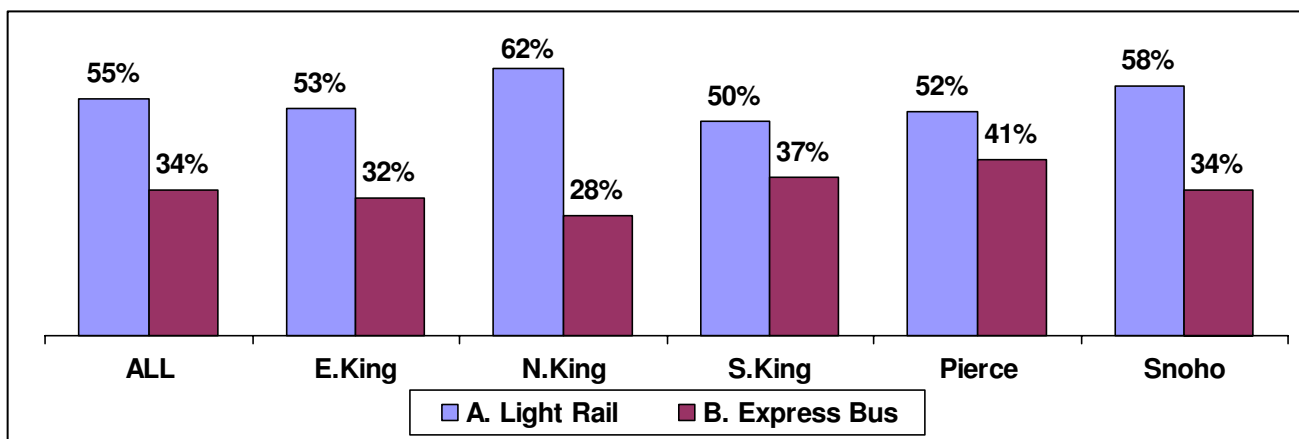
**Combined Roads/Transit vs. Separate**



By a 60% to 35% margin, voters say they would prefer a series of smaller individual ballot measures that focus on funding and approving 1 or 2 projects at a time, rather than a single comprehensive package.

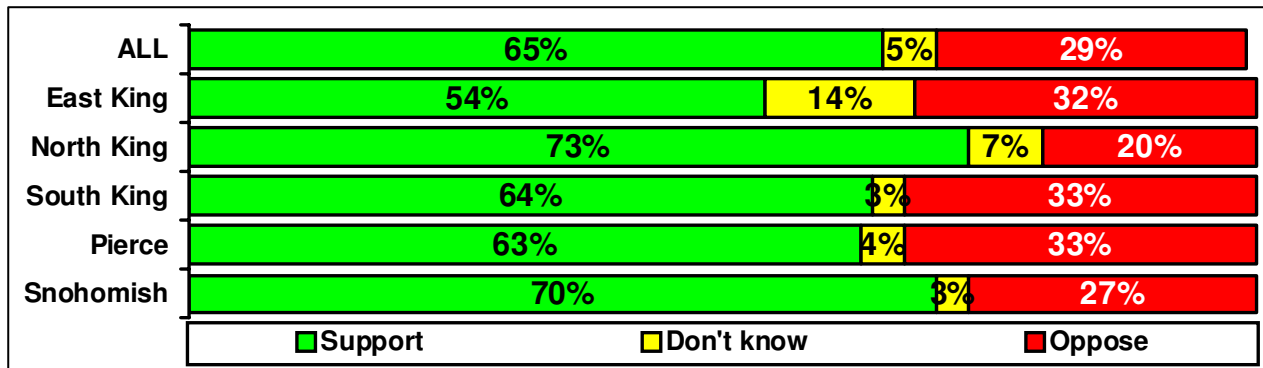
**In terms of future transit expansion, light rail continues to have strong support and is preferred over express bus service.** Light rail is preferred over Bus Rapid Transit by a significant margin overall (55% to 34%) and in all 5 subareas. There is strong support for bus service in general; given the choice however, voters do not want to rely solely on buses as the transit option of choice for the region.

**Transit Mode Preferences**



**Moving forward, there is strong support for elements that were part of the Sound Transit 2 Plan. The concern that is reflected about the overall size of Proposition 1 suggests the need to review the size and financial parameters of any future package.** However, the survey reflects strong majority support (65% Support) for a package that adds 50 miles of light rail – with complementary express bus service – at a cost of \$10 billion. Support ranges from a low of 54% in East King to a high of 73% in North King. (This question did not test support for a hypothetical ballot measure and did not address the funding mechanism, but instead tested the general level of support for a package with these elements.)

**Support for \$10B/50 mile Light Rail Package**



**The survey reflected varying levels of conceptual support for different potential sources of transportation funding (including sources that would require changes in state and/or local laws). In general, support is higher for those sources that are more closely tied to what the funds will be spent on,** with the motor vehicle excise tax, or car tab tax, supported by 51% of respondents. Other potential sources generated lower levels of support, including tolls on major travel corridors (49%), congestion pricing (40%), a mileage tax based on the number of miles driven each year (33%), sales tax (23%) and property tax (22%).

**In particular, the survey reflected divided views on a hypothetical congestion pricing scenario.** 45% of respondents opposed and 49% of respondents supported the scenario, which was described as a system in which road users pay tolls that vary depending on time of day, how heavy traffic is, and distance traveled, with a cost of one dollar to up to six dollars per trip. The benefits were described as keeping traffic flowing for buses and those who pay the tolls and the generating funding for transit and road improvements.

**METHODOLOGY**

Written and Conducted by Moore Information and EMC Research: November 11-15, 2007  
 N = 1,013 registered voters in the RTA District, ±3.1 point margin of error  
 Results reflect the voter population distribution of the RTA District and can be projected to the entire voting population of the District.



# Sound Transit Survey

## November 11-15, 2007

### n = 1,013, ± 3.1 points

**All numbers are reported as percentages unless otherwise noted.  
Some questions may add up to more/less than 100% due to rounding.**

**ST/RTID DISTRICT**

	<b>Weighted</b>
E King (n=200)	20%
N King (n=200)	27%
S King (n=200)	16%
Pierce (n=200)	23%
Snohomish (n=200)	14%

**SEX**

Male	47%
Female	53%

Hello, my name is \_\_\_\_\_ and I'm taking a survey for \_\_\_\_\_. We're trying to find out how the people in the Puget Sound region feel about some of the issues facing them. This is not a sales or telemarketing call. Your answers are strictly confidential and will be used for research purposes only. May I speak to **(NAME ON LIST)**.

-----

4. Are you registered to vote at this address?  
 Yes----->CONTINUE  
 No-----> **(TERMINATE)**

5. Do you feel things in the Puget Sound region are generally going in the right direction, or do you feel things have gotten pretty seriously off on the wrong track?
- |                 |     |
|-----------------|-----|
| Right direction | 40% |
| Wrong track     | 42% |
| (Don't know)    | 17% |

6.	What do you think is the most important problem facing the Puget Sound region today?	
	Transportation	56%
	Leadership/Governance issues	6%
	Taxes	5%
	Environmental issues	4%
	Education	4%
	Housing	3%
	Overpopulation	3%
	Overdevelopment/poor growth management	3%
	Crime	2%
	Unemployment	2%
	Cost of living	2%
	Gas Prices	2%
	Healthcare	1%
	Immigration Issues	1%
	Social Issues	1%
	Don't know	5%

I'm going to read you a list of public organizations. Please tell me if you have a strongly favorable, somewhat favorable, somewhat unfavorable or strongly unfavorable opinion of each one. If you have never heard of one please just say so.

**SCALE:** 1. Strongly Favorable 2. Somewhat Favorable 3. Somewhat Unfavorable  
 4. Strongly Unfavorable 5. No opinion (Can't Rate) 6. Never Heard

**(RANDOMIZE)**

	<b>Strong Fav</b>	<b>Some Fav</b>	<b>Some Unfav</b>	<b>Strong Unfav</b>	<b>Can't Rate</b>	<b>Never Heard</b>	<b>Fav</b>	<b>Unfav</b>	<b>Ratio</b>
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7.	(SNOHOMISH: Community Transit / KING: Metro Transit / PIERCE: Pierce Transit)	30%	46%	9%	5%	7%	2%	<b>77%</b>	<b>14%</b>	<b>5.3 to 1</b>
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8.	Sound Transit	22%	42%	12%	12%	9%	2%	<b>64%</b>	<b>24%</b>	<b>2.6 to 1</b>
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9.	the Washington State Department of Transportation	14%	45%	18%	11%	11%	2%	<b>59%</b>	<b>28%</b>	<b>2.1 to 1</b>
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10.	RTID, or the Regional Transportation Investment District	4%	14%	12%	12%	15%	43%	<b>18%</b>	<b>23%</b>	<b>0.8 to 1</b>
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**(END RANDOMIZE)**

Using a scale of excellent, good, only fair, or poor, please rate each of the following:

**SCALE:** 1. Excellent 2. Good 3. Only fair 4. Poor 5. (Don't know)

**(RANDOMIZE)**

	<u>Excellent</u>	<u>Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>Don't Know</u>
11. the job Sound Transit is doing overall	6%	35%	34%	17%	9%
12. the job the Washington State Department of Transportation is doing overall	4%	31%	41%	19%	4%

**(END RANDOMIZE)**

13. the job Sound Transit is doing managing tax dollars responsibly	3%	16%	31%	32%	19%
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14/15. As you may know there was a measure on the ballot called Proposition One Regional Roads and Transit System, also known as the Roads and Transit Measure. (Did you vote for or against Proposition One? / Regardless of whether or not you were able to vote, were you for or against Proposition One?)

For	38%
Against	42%
Undecided/Not sure/Did not vote on Prop One	13%
Refused	6%

16. Regardless of if you were for or against it, what did you think was the best reason to vote for Proposition One?

Improvements on the transportation system	43%
No good reason to vote FOR	23%
Need for a change	12%
Better economic growth	1%
Trust in the proposition	1%
Refused	1%
Don't Know	18%



17. Regardless of if you were for or against it, what did you think was the best reason to vote against Proposition One?
- |   |     |
|---|-----|
| It was too expensive                          | 21% |
| Increase in taxes                             | 13% |
| No good reason to vote AGAINST                | 8%  |
| Mismanagement of funds                        | 7%  |
| Transportation issues not well covered        | 6%  |
| Was too broad                                 | 5%  |
| Should be more detailed/Not all areas covered | 5%  |
| No trust in the proposition                   | 5%  |
| Poorly planned/ Written                       | 4%  |
| Inefficiency of the services                  | 4%  |
| Light rail provisions                         | 1%  |
| Environmental                                 | 1%  |
| Propaganda against it                         | 1%  |
| Refused                                       | 1%  |
| Don't Know                                    | 17% |
18. Do you know roughly what the overall cost of Proposition One was?
- |                  |     |
|------------------|-----|
| < \$10B          | 16% |
| \$10B to \$99.9B | 5%  |
| \$100B +         | 11% |
| Don't Know       | 67% |
19. And do you know roughly what Proposition One would have cost your household per year?
- |                |     |
|----------------|-----|
| < \$200        | 16% |
| \$200 to \$249 | 5%  |
| \$250 to \$299 | 1%  |
| \$300 to \$999 | 11% |
| \$1000 +       | 6%  |
| Don't Know     | 62% |

Proposition One combined roads and transit improvements.  
**(ROTATE)**

20. If the package had just included transit improvements and not roads and highway improvements would you have supported or opposed it? (IF SUPPORT) Would that be strongly or somewhat support? (IF OPPOSE) Would that be strongly or somewhat oppose?

Strongly Support	28%	
Somewhat Support	21%	49%
Somewhat Oppose	13%	
Strongly Oppose	25%	38%
(Undecided/DK/Refused)	13%	

21. If the package had just included roads and highway improvements and not transit improvements would you have supported or opposed it? (IF SUPPORT) Would that be strongly or somewhat support? (IF OPPOSE) Would that be strongly or somewhat oppose?

Strongly Support	20%	
Somewhat Support	28%	48%
Somewhat Oppose	16%	
Strongly Oppose	22%	38%
(Undecided/DK/Refused)	15%	

**(END ROTATE)**

[IF Q15=2, AGAINST PROP ONE ASK Q22-Q32. ELSE, SKIP TO Q33.] I'm going to read you some reasons given for opposing this measure. For each one, please tell me how important that was in your opposition to Proposition One. Use a scale of 1 to 5 where 1 means that reason was not at all important and 5 means that reason was extremely important.

**SCALE:**      1      2                      3                      4      5      |      6  
                   Not at all important                      Extremely important |      (Don't know)

**(RANDOMIZE)**

	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>DK</b>	<b>Imp (4 or 5)</b>	<b>Mean</b>
22. It cost too much	9%	6%	11%	13%	59%	1%	<b>72%</b>	<b>4.09</b>
23. It did not do enough to reduce traffic congestion	10%	6%	18%	16%	47%	2%	<b>63%</b>	<b>3.86</b>
24. It should have been separate measures, one for roads and one for transit	12%	4%	13%	15%	55%	1%	<b>70%</b>	<b>3.99</b>
25. It would have made global warming worse	45%	12%	16%	6%	13%	8%	<b>19%</b>	<b>2.25</b>
26. It focused too much on expanding roads and highways	30%	15%	24%	10%	17%	3%	<b>27%</b>	<b>2.69</b>
27. It focused too much on transit	26%	12%	25%	13%	21%	3%	<b>34%</b>	<b>2.91</b>
28. There was too much money going to light rail	22%	10%	16%	14%	35%	3%	<b>49%</b>	<b>3.31</b>
29. This measure was a blank check without a way to control costs	7%	4%	15%	14%	59%	2%	<b>73%</b>	<b>4.16</b>
30. The projects would have taken too long to complete	21%	14%	20%	10%	31%	3%	<b>42%</b>	<b>3.18</b>
31. The package was too big and should have been separated into smaller packages	10%	6%	12%	16%	53%	3%	<b>69%</b>	<b>4.00</b>
32. I don't trust them to use the money responsibly	11%	7%	15%	12%	55%	1%	<b>66%</b>	<b>3.95</b>

**(END RANDOMIZE)**

**(RESUME ASKING EVERYONE)**

Thinking now about how we move forward to address the region’s transportation problems, I’m going to read you a series of statements, and I want you to choose which statement is closest to your opinion.

SCALE: 1. A 2. (Lean A) 3. B 4. (Lean B) 5. (Neither) 6. (Both) 7. (Refused)

(BEFORE EACH: Any future transportation package should...)

(AFTER EACH UNTIL UNDERSTOOD: Do you prefer A or B? (IF UNDECIDED) Well, which way do you lean, towards A or B?

**(RANDOMIZE)**

33. A. Combine road and transit projects into a single package OR  
 B. Separate roads projects and transit projects into different ballot measures
- |         |     |     |
|---------|-----|-----|
| A       | 21% |     |
| Lean A  | 2%  | 23% |
| B       | 71% |     |
| Lean B  | 1%  | 72% |
| Neither | 2%  |     |
| Both    | 1%  |     |
| Refused | 1%  |     |
34. A. Be a regional package, covering Snohomish, Pierce and King Counties together OR  
 B. Be separated into individual county packages to allow each county pursue its own approach and funding
- |         |     |     |
|---------|-----|-----|
| A       | 46% |     |
| Lean A  | 2%  | 48% |
| B       | 44% |     |
| Lean B  | 2%  | 46% |
| Neither | 3%  |     |
| Both    | 1%  |     |
| Refused | 2%  |     |
35. A. Be focused mostly on transit and transit improvements OR  
 B. Be focused mostly on expanding and improving roads
- |         |     |     |
|---------|-----|-----|
| A       | 44% |     |
| Lean A  | 2%  | 46% |
| B       | 37% |     |
| Lean B  | 2%  | 39% |
| Neither | 6%  |     |
| Both    | 7%  |     |
| Refused | 2%  |     |

36. A. Be a single comprehensive package that funds projects across the region, and is an integrated long term approach to addressing our region’s transportation needs OR
- B. Be a series of smaller individual ballot measures that focus on funding and approving one or two projects at a time
- |         |     |     |
|---------|-----|-----|
| A       | 32% |     |
| Lean A  | 2%  | 34% |
| B       | 58% |     |
| Lean B  | 2%  | 60% |
| Neither | 3%  |     |
| Both    | 1%  |     |
| Refused | 1%  |     |

**(END RANDOMIZE)**

**(RANDOMIZE)**

37. Thinking just about transit, should future transit improvements:
- A. Expand light rail as the main focus, with some improvements to other mass transit options OR
- B. Expand express bus service using HOV lanes as the main focus, instead of light rail
- |         |     |     |
|---------|-----|-----|
| A       | 54% |     |
| Lean A  | 1%  | 55% |
| B       | 33% |     |
| Lean B  | 1%  | 34% |
| Neither | 6%  |     |
| Both    | 4%  |     |
| Refused | 1%  |     |

38. Thinking just about roads, should future road improvements:
- A. Increase capacity for cars by building new lanes and roads while also addressing safety and maintenance issues OR
- B. Not build new road capacity but instead focus only on safety issues and maintenance of existing roads
- |         |     |     |
|---------|-----|-----|
| A       | 54% |     |
| Lean A  | 2%  | 56% |
| B       | 36% |     |
| Lean B  | 2%  | 38% |
| Neither | 3%  |     |
| Both    | 2%  |     |
| Refused | 1%  |     |

**(END RANDOMIZE)**

39. Do you agree or disagree that expanding light rail is a good investment for this region. (IF AGREE) Would that be strongly or somewhat agree? (IF DISAGREE) Would that be strongly or somewhat disagree?

Strongly Agree	50%	
Somewhat Agree	22%	72%
Somewhat Disagree	8%	
Strongly Disagree	15%	23%
No Opinion/DK	5%	

How important is it to you that the following items be part of any future plan. For each one, use a scale of one to seven, where one means not at all important, and seven means very important.

**SCALE:** 1 2 3 4 5 6 7 | 8  
 Not at all important very important | (DK)

**(INTRO FOR EACH UNTIL UNDERSTOOD: How important is it that any future plan)  
 (RANDOMIZE)**

	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>DK</u>	<u>Imp (5-7)</u>	<u>Mean</u>
40. build light rail to the north, from downtown Seattle through the university of Washington, Northgate, Shoreline, and Lynnwood	16%	4%	8%	10%	15%	11%	33%	3%	<b>59%</b>	<b>4.75</b>
41. build new light rail to the south, from downtown Seattle through south Seattle, the airport, Tukwila, Des Moines, Federal Way, and Tacoma	15%	5%	6%	10%	15%	13%	35%	2%	<b>63%</b>	<b>4.87</b>
42. build light rail to the east, from downtown Seattle to Bellevue and Redmond	18%	6%	7%	11%	15%	11%	29%	3%	<b>55%</b>	<b>4.52</b>
43. fix roads and bridges that are unsafe	2%	1%	1%	4%	10%	13%	68%	2%	<b>91%</b>	<b>6.34</b>
44. replace the 520 floating bridge	12%	8%	9%	9%	18%	11%	28%	5%	<b>57%</b>	<b>4.66</b>
45. widen interstate 405	13%	8%	12%	14%	18%	9%	21%	4%	<b>49%</b>	<b>4.38</b>

**(END RANDOMIZE)**

People are talking about ways we can address traffic congestion in the Puget Sound. I'm going to read you some proposals. For each one, please tell me if you strongly support, somewhat support, somewhat oppose, or strongly oppose that proposal.

SCALE:           1. Strongly Support                           2. Somewhat Support  
                   3. Somewhat Oppose                       4. Strongly Oppose                           5. (Undecided/DK/(Refused))

46. One option expands the light rail which is already being built between the airport, downtown Seattle, and the University of Washington by adding 50 more miles to connect Northgate, Shoreline, Mountlake Terrace, Lynnwood, Federal Way, and Tacoma. It also shifts bus service to feed into light rail, and puts new bus service in areas not covered by light rail. When completed, commute times from Bellevue to Seattle would be a half hour, and it would be an hour from Lynnwood or Tacoma to Seattle. It would cost about ten billion dollars

Strongly Support	35%	
Somewhat Support	30%	65%
Somewhat Oppose	14%	
Strongly Oppose	15%	29%
(Undecided/DK/Refused)	6%	

47. One option proposed is to manage traffic congestion is through active transportation management on our highways using tolls, an approach known as congestion pricing. In this system, road users pay a toll that varies depending on time of day, how heavy traffic is, and how far they are going. A rush hour commute into Seattle from Snohomish County, the eastside, or Pierce County would cost up to six dollars depending on how heavy the traffic is, while it would cost a dollar when traffic is light. By attaching a price to congestion, it encourages people to change their behavior, while keeping traffic flowing for buses and those willing to pay the tolls. The money raised would go to fund transit and road improvements.

Strongly Support	22%	
Somewhat Support	23%	45%
Somewhat Oppose	17%	
Strongly Oppose	32%	49%
(Undecided/DK/Refused)	5%	

For each of the following types of taxes, please tell me if you believe funding transportation improvements with that type of tax makes sense? (BEFORE EACH: Do you believe funding transportation improvements through (READ ITEM) makes sense?

**(RANDOMIZE)**

48.	an increase in the sales tax	
	YES	23%
	NO	77%
49.	an increase in the gas tax	
	YES	42%
	NO	58%
50.	an increase in the MVET, or vehicle license fee	
	YES	51%
	NO	49%
51.	an increase in property taxes	
	YES	22%
	NO	78%
52.	tolls on major travel corridors	
	YES	49%
	NO	51%
53.	congestion pricing, that is charging fees to drive on roads during peak traffic times	
	YES	40%
	NO	60%
54.	a mileage tax, that is a tax based on how many miles you drive each year	
	YES	33%
	NO	67%

**(END RANDOMIZE)**



Now, I'd like to ask you some questions for statistical purposes only.

55. Do you generally think of yourself as a Democrat, an Independent, a Republican or what? **(IF DEMOCRAT/REPUBLICAN)** Would you call yourself a strong **(DEMOCRAT/REPUBLICAN)** or a not very strong **(DEMOCRAT/REPUBLICAN)**? **(IF INDEPENDENT)** Do you think of yourself as closer to the Democratic or Republican party?
- |                        |     |     |
|------------------------|-----|-----|
| Strong Democrat        | 24% |     |
| Not Strong Democrat    | 15% |     |
| Independent Democrat   | 14% | 53% |
| Independent            | 9%  | 21% |
| Independent Republican | 7%  | 26% |
| Not Strong Republican  | 8%  |     |
| Strong Republican      | 11% |     |
| Don't Know             | 12% |     |
56. What is your age? (READ CODES IF NECESSARY)
- |         |     |
|---------|-----|
| 18-24   | 2%  |
| 25-29   | 3%  |
| 30-34   | 9%  |
| 35-39   | 8%  |
| 40-44   | 10% |
| 45-49   | 10% |
| 50-54   | 16% |
| 55-59   | 10% |
| 60-64   | 9%  |
| Over 65 | 21% |
| Refused | 2%  |
57. Please stop me when I read the category that includes your annual household income before taxes: less than \$30,000, at least 30,000 but less than 45,000, at least 45,000 but less than 65,000, at least 65,000 but less than 80,000, at least 80,000 but less than 100,000, at least 100,000 but less than 129,000, at least 130,000 but less than 150,000, or more than 150,000?
- |                     |     |
|---------------------|-----|
| <\$30,000           | 12% |
| \$30,000-44,999     | 11% |
| \$45,000-64,999     | 13% |
| \$65,000-79,999     | 10% |
| \$80,000-99,999     | 10% |
| \$100,000-129,999   | 9%  |
| \$130,000-\$149,999 | 3%  |
| >\$150,000          | 7%  |
| Refused/DK          | 25% |