



GODBE RESEARCH  
Gain Insight

## MEMORANDUM

August 25, 2016

TO: Gateway Cities COG

FROM: Bryan Godbe  
President  
Godbe Research

RE: 2016 Gateway Cities COG Policy Survey – Summary of the Results

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### ***Introduction:***

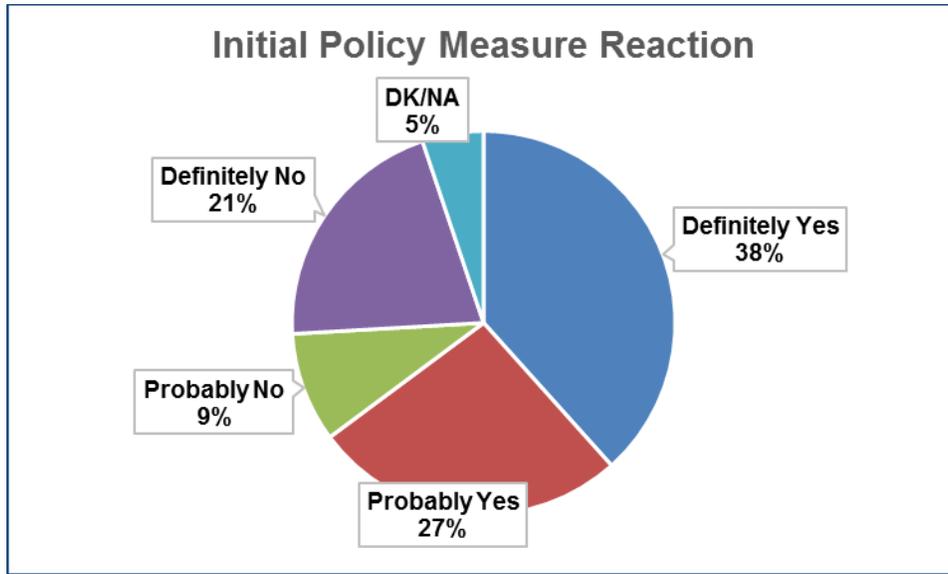
Consistent with the Gateway Cities COG community engagement efforts to understand resident priorities, the Gateway Cities COG commissioned Godbe Research to conduct a telephone survey to assess resident transportation policy preferences.

### ***Methodology overview:***

Interviews were conducted from August 10 to August 18, 2016 among likely November 2016 voters, and the average phone interview time was approximately 21 minutes. A total of 1,008 Los Angeles County respondents participated in the survey, and the study parameters resulted in a margin of error of plus or minus 3.09 percent for likely November 2016 voters.

### ***The survey results indicate initial policy support among likely November 2016 voters.***

After hearing and initial summary of the Los Angeles County Traffic Improvement Plan, 65 percent of those surveyed indicated initial support for the measure:



Note: "DK/NA" = Don't Know/No Answer

However, when respondents were probed further about how the measure "would make the 2008 voter approved, Los Angeles County one-half cent sales tax permanent and increase that tax by one-half cent", support dropped sharply to 49 percent.

***Respondents identified a variety of funding priorities:***

After the initial policy reaction, survey respondents were presented with a variety of ways the money might be spent and the survey results suggest a clear priority:

Question	Rank
5I. Create jobs	1.23
5F. Keep senior, disabled and student fares affordable	1.18
5K. Make sure every Los Angeles County community gets its fair share of funds	1.12
5D. Earthquake retrofit bridges	1.08
5A. Improve freeway traffic flow and safety	1.05
5B. Repair potholes and sidewalks	1.00
5H. Improve job, school and airport connections	0.99
5C. Repave local streets	0.97
5G. Expand rail, subway and bus systems	0.85
5J. Widen freeways to improve traffic flow	0.78
5E. Synchronize traffic signals	0.75

***Respondents reacted positively to a first battery of informational statements:***

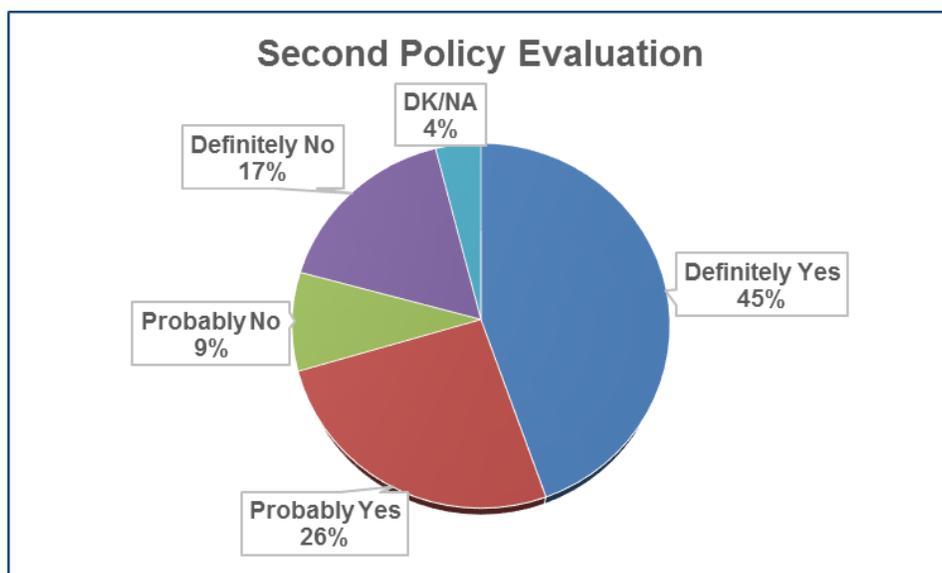
When presented with an initial battery of informational statements to determine their importance to understanding the measure, clear priorities also emerged. In fact, between 77

and 64 percent indicated they would be more likely to support the measure given the informational statements:

Question	Rank
6H. The measure supports public transit projects that will protect our water, air and coastline	1.12
6A. The measure requires independent audits and oversight to prevent cost overruns, and that all funds be controlled locally	1.09
6C. A countywide coalition says this measure will create jobs, clean air, and better transit for students and seniors while reducing air pollution	1.09
6G. The measure will improve air quality	1.09
6B. The measure will reduce traffic congestion on the 405 from the San Fernando Valley to LAX	1.00
6F. The measure will improve the freeway connections around downtown LA on the 5, 10, and 60 freeways through East LA	0.95
6E. The measure will improve the traffic flow along the 405 between LAX and the South Bay by widening the road at key bottlenecks and upgrading the on- and off-ramps	0.92
6I. The measure would put more money into expanding mass transit	0.87
6D. The measure would be in effect until voters decided to end it	0.78

**After identifying funding priorities and the first battery of informational statements, respondents increased support for the measure:**

After hearing potential funding priorities and informational statements about the Los Angeles County Traffic Improvement Plan, 71 percent of those surveyed indicated support:



Note: "DK/NA" = Don't Know/No Answer

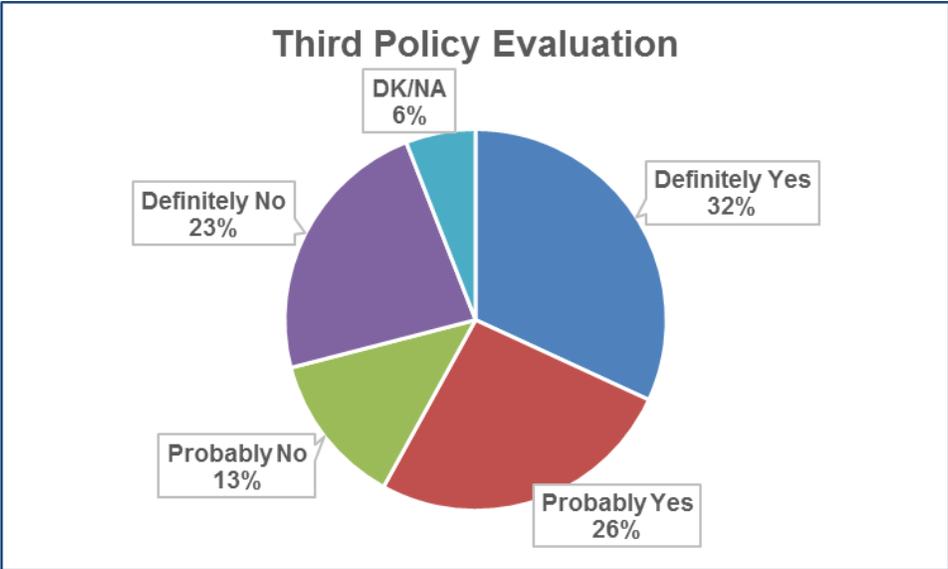
**However, understanding additional facts about the measure exposed deep concerns:**

Survey respondents were also presented with a second set of informational statements that show concerns about other details of the measure, including: “Under this measure, improvements on the 5, 605 and 710 will not be completed for 40 years”, “Taxpayers in many blue collar communities will be paying the tax but won't get any traffic congestion relief or street improvements for decades”, “Improvements to the South Bay Curve on the 405 will not be completed for 30 years”, “The tax would have no end date”, and “Transportation projects to blue collar communities have been postponed, but projects to far more affluent communities are first in line to receive money”. In fact, between 37 and 63 percent indicated they would be less likely to support the measure given the second set of informational statements:

<b>Question</b>	<b>Rank</b>
8C. Under this measure, improvements on the 5, 605 and 710 will not be completed for 40 years	-0.84
8K. Taxpayers in many blue collar communities will be paying the tax but won't get any traffic congestion relief or street improvements for decades	-0.79
8G. Improvements to the South Bay Curve on the 405 will not be completed for 30 years	-0.79
8A. The tax would have no end date	-0.71
8I. Transportation projects to blue collar communities have been postponed, but projects to far more affluent communities are first in line to receive money	-0.68
8F. Since 2009 there has been nearly a billion dollars of cost overruns, a concern to our communities	-0.63
8H. The light rail line from downtown LA to the Orange County line through Paramount, Bellflower and Cerritos has been postponed for 25 years	-0.61
8D. Local streets and roads are falling apart, but this measure does not make fixing them a high priority	-0.57
8E. In Los Angeles County, taxpayers already pay some of the highest transportation tax rates in the Nation	-0.51
8L. A coalition of more than 40 communities voted to officially oppose this measure because they say it isn't fair to the Southeast and South Bay communities	-0.46
8J. The measure prioritizes many projects for the City of Los Angeles only	-0.19
8B. Metro plans to dig a tunnel under Sepulveda Pass from Sherman Oaks to Westwood	-0.02

**After all of the funding priorities and informational statements, support for the policy evaluation declines sharply to 58 percent.**

After all of the details shown above, respondents were given a third opportunity to evaluate the policy. In this case, 58 percent support the measure and 36 percent oppose it, indicating strong reservations about the current formulation of the Los Angeles County Traffic Improvement Plan:



Note: "DK/NA" = Don't Know/No Answer

**Conclusion:**

While the results show support for the general traffic reduction and air quality goals of the Los Angeles County Traffic Improvement Plan, they also show serious concerns about the timing of projects and equitable allocation of funds.