



GODBE RESEARCH
Gain Insight



Gateway Cities Council of Governments Community Survey Report

August 25, 2016

The Gateway Cities Council of Governments commissioned Godbe Research to conduct a survey of local voters with the following research objectives:

- Gauge the public's perceptions of local government entities;
- Assess initial reaction to a policy that would fund the Los Angeles County Traffic Improvement Plan;
- Determine the importance and priority of a variety of transportation policies;
- Test the impact of factual informational statements; and
- Identify demographic and/or voter behavioral characteristics to assure a representative sample.

- Data Collection Telephone Interviewing
- Universe 3,044,937 likely November 2016 voters in Los Angeles County
- Fielding Dates August 10 through August 18, 2016
- Interview Length 21 minutes
- Sample Size n=1,008
- Margin of Error $\pm 3.09\%$

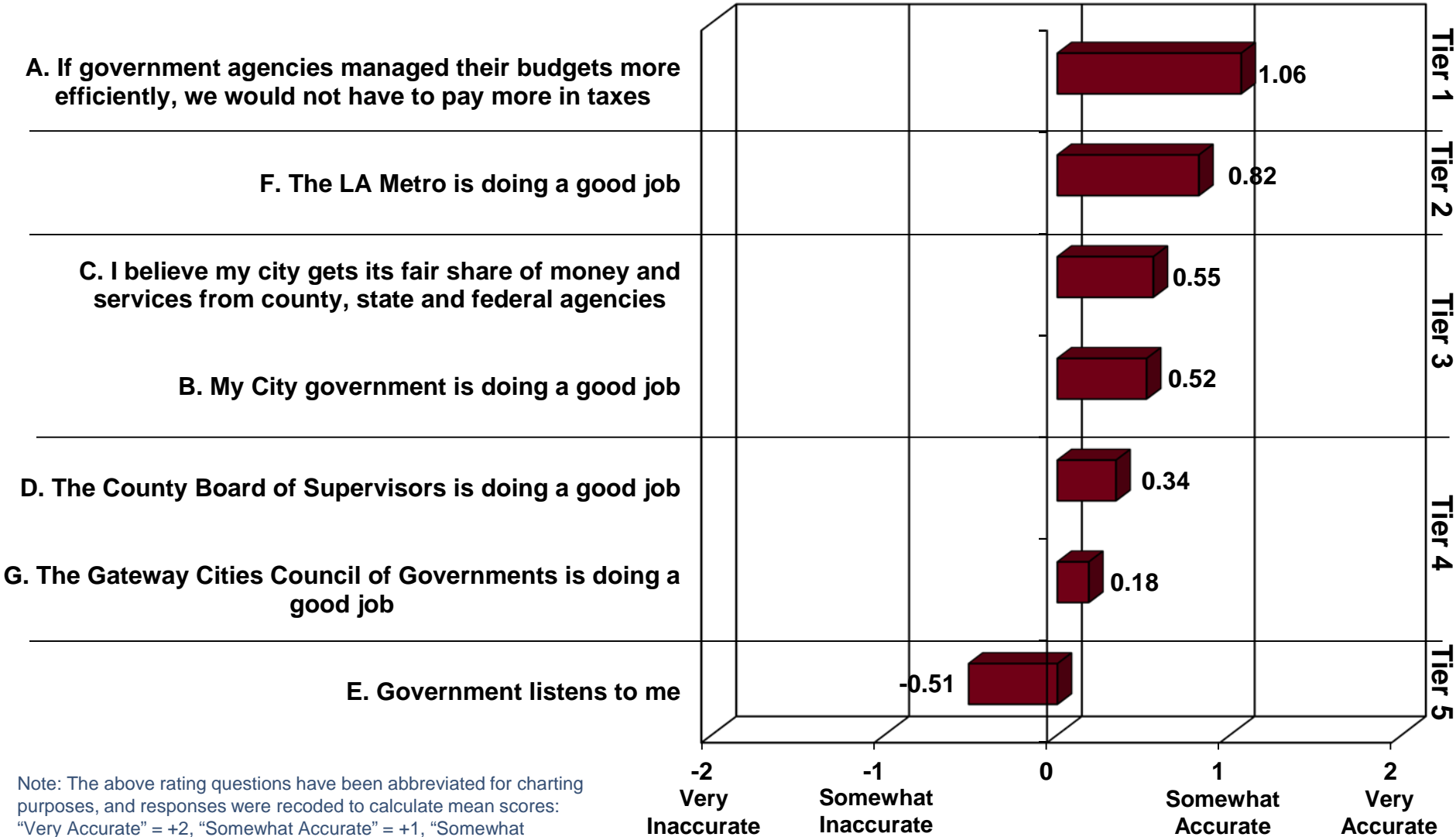


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Key Findings

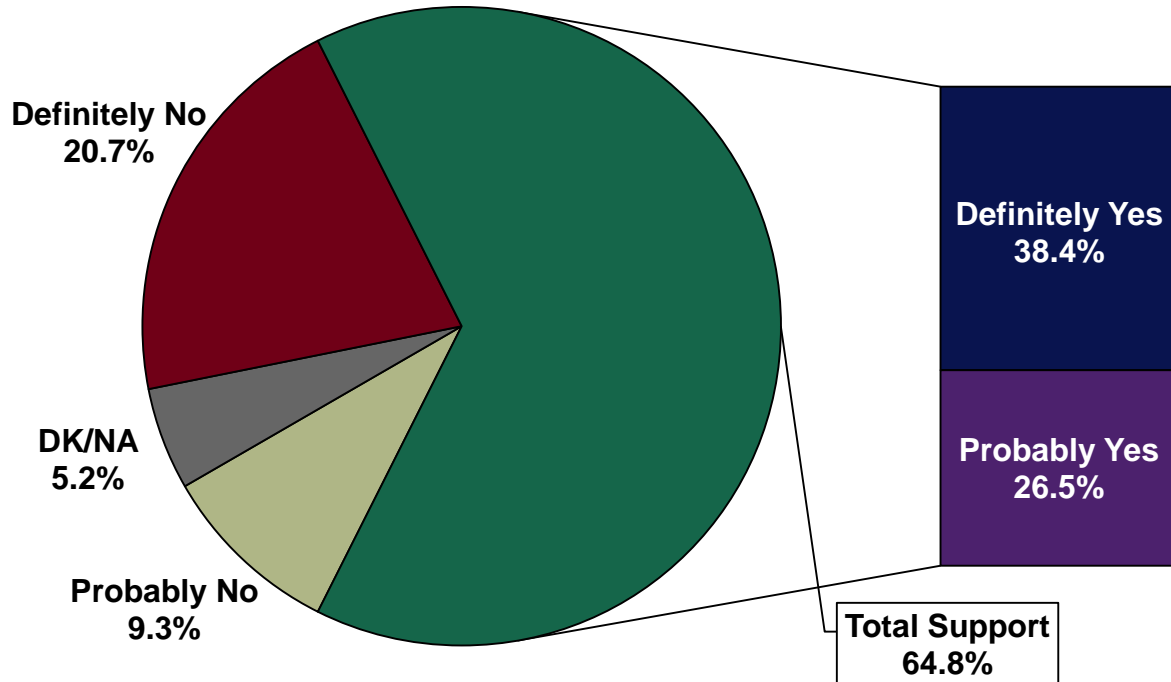
Government Agency Job Performance (n=1,008)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Accurate" = +2, "Somewhat Accurate" = +1, "Somewhat Inaccurate" = -1, and "Very Inaccurate" = -2.

Initial Policy Measure Reaction

(n=1,008)



Los Angeles County Traffic Improvement Plan.

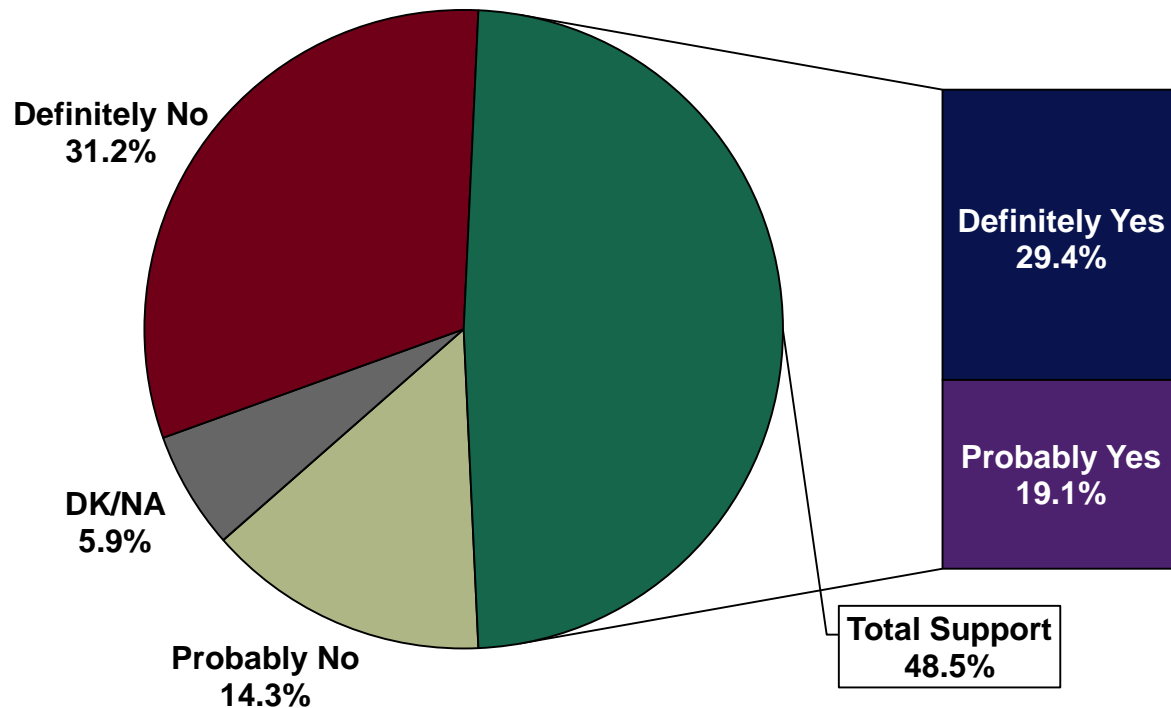
To improve freeway traffic flow and safety; repair potholes and sidewalks; repave local streets; earthquake retrofit bridges; synchronize signals; keep senior, disabled and student fares affordable; expand rail, subway and bus systems; improve job, school and airport connections; and create jobs; shall voters authorize a Los Angeles County Traffic Improvement Plan through a ½ cent sales tax and continue the existing ½ cent traffic relief tax until voters decided to end it, with independent audits and oversight and all funds controlled locally?

Initial Policy Measure Reaction

Supervisorial District

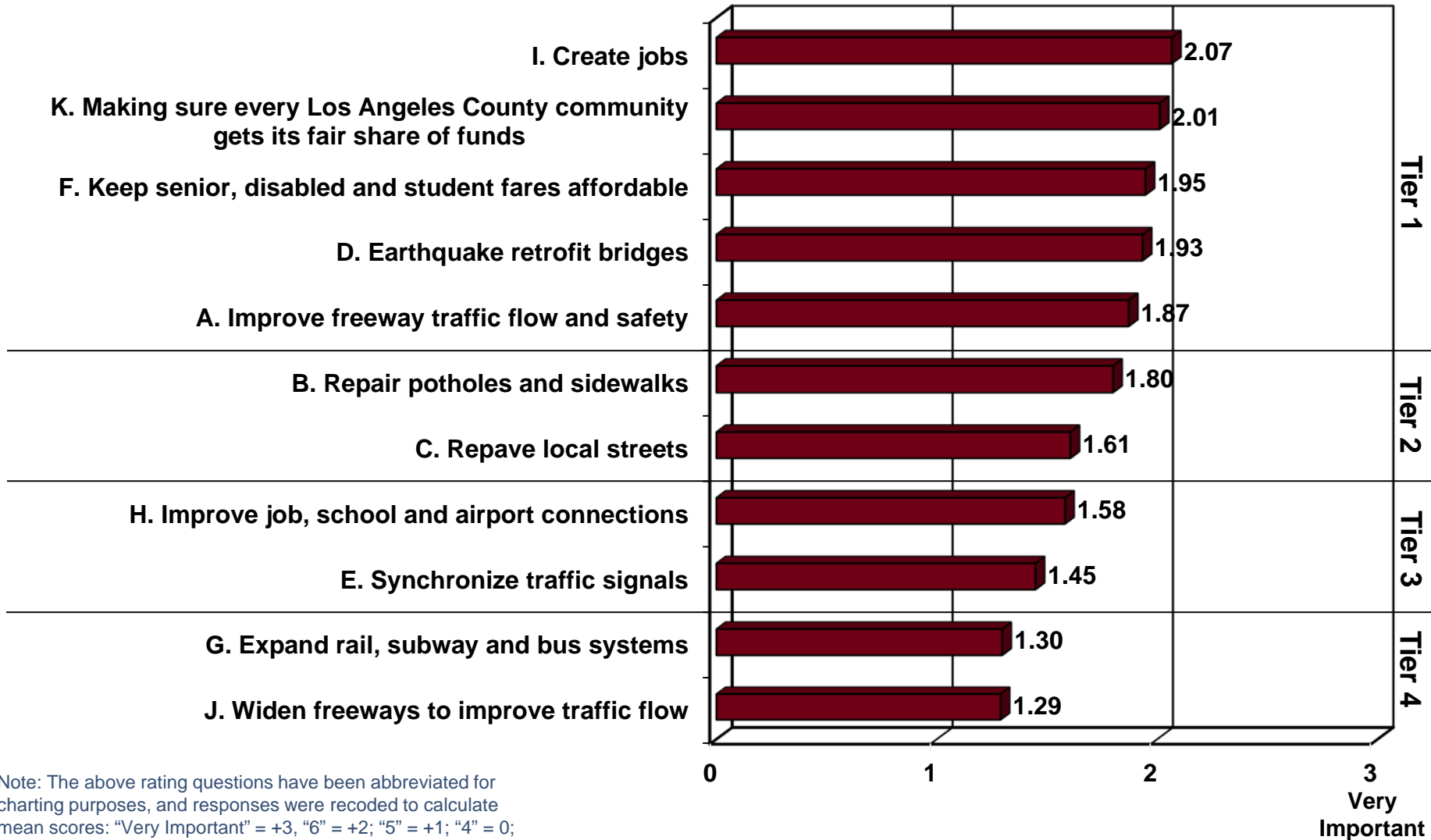
	LA County	Supervisorial District				
		District 1	District 2	District 3	District 4	District 5
Definitely Yes	38.4%	41.2%	44.2%	39.5%	38.3%	30.9%
Probably Yes	26.5%	28.9%	23.6%	24.0%	25.4%	30.5%
Probably No	9.3%	9.0%	10.5%	9.0%	9.5%	8.4%
Definitely No	20.7%	13.5%	16.7%	22.2%	20.6%	27.6%
DK/NA	5.2%	7.6%	4.9%	5.4%	6.2%	2.5%
- Total Yes	64.8%	70.0%	67.9%	63.5%	63.7%	61.4%
- Total No	30.0%	22.4%	27.2%	31.1%	30.1%	36.1%

Explanation of Policy Measure Rates & Sunset (n=1,008)



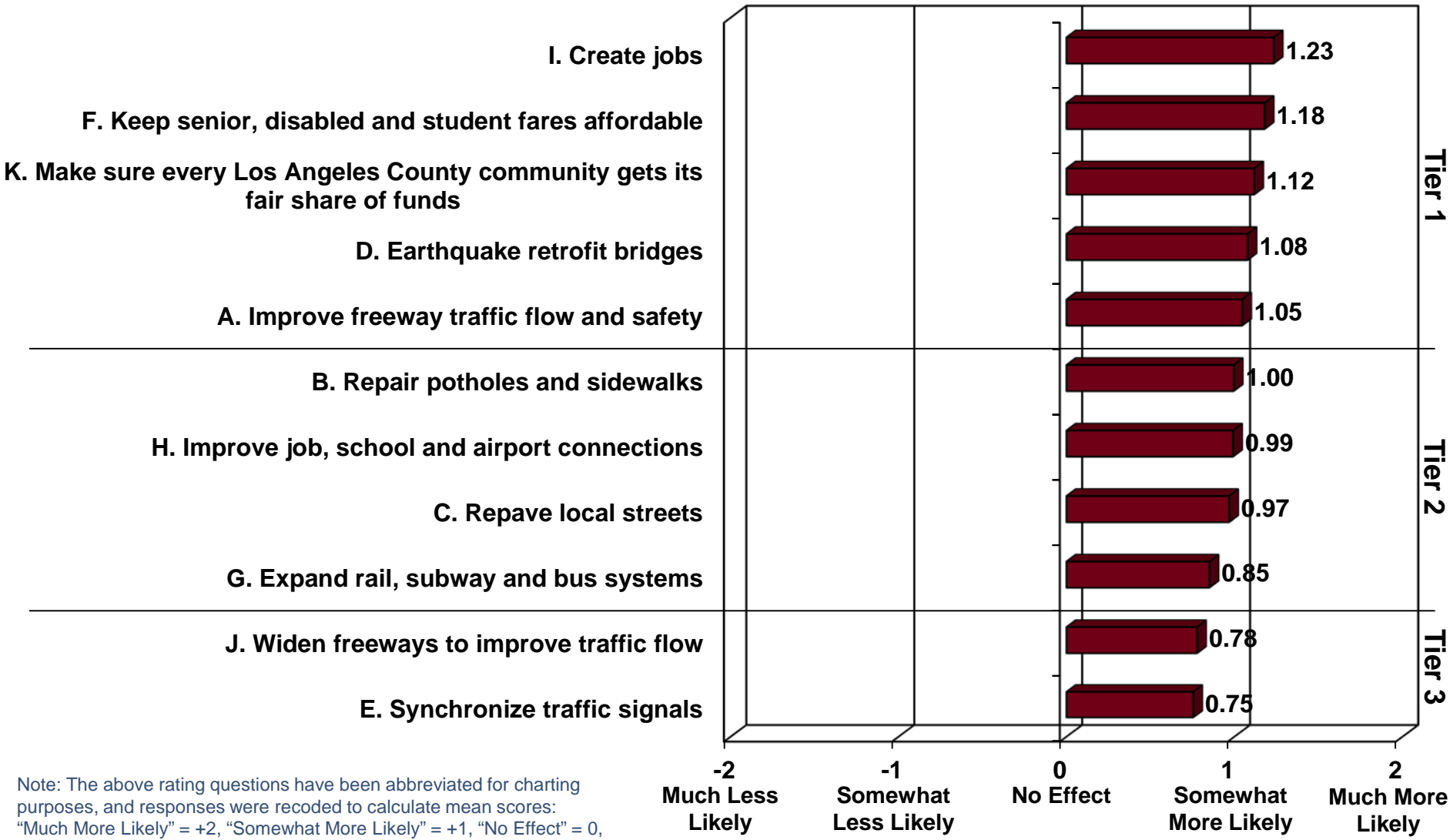
If you heard that this measure would make the 2008 voter approved, Los Angeles County one-half cent sales tax permanent and increase that tax by one-half cent would you vote yes or no on this measure?

Importance of Transportation Policies (n=1,008)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Very Important" = +3, "6" = +2; "5" = +1; "4" = 0; "3" = -1; "2" = -2, "Not At All Important" = -3.

Funding Priorities (n=1,008)



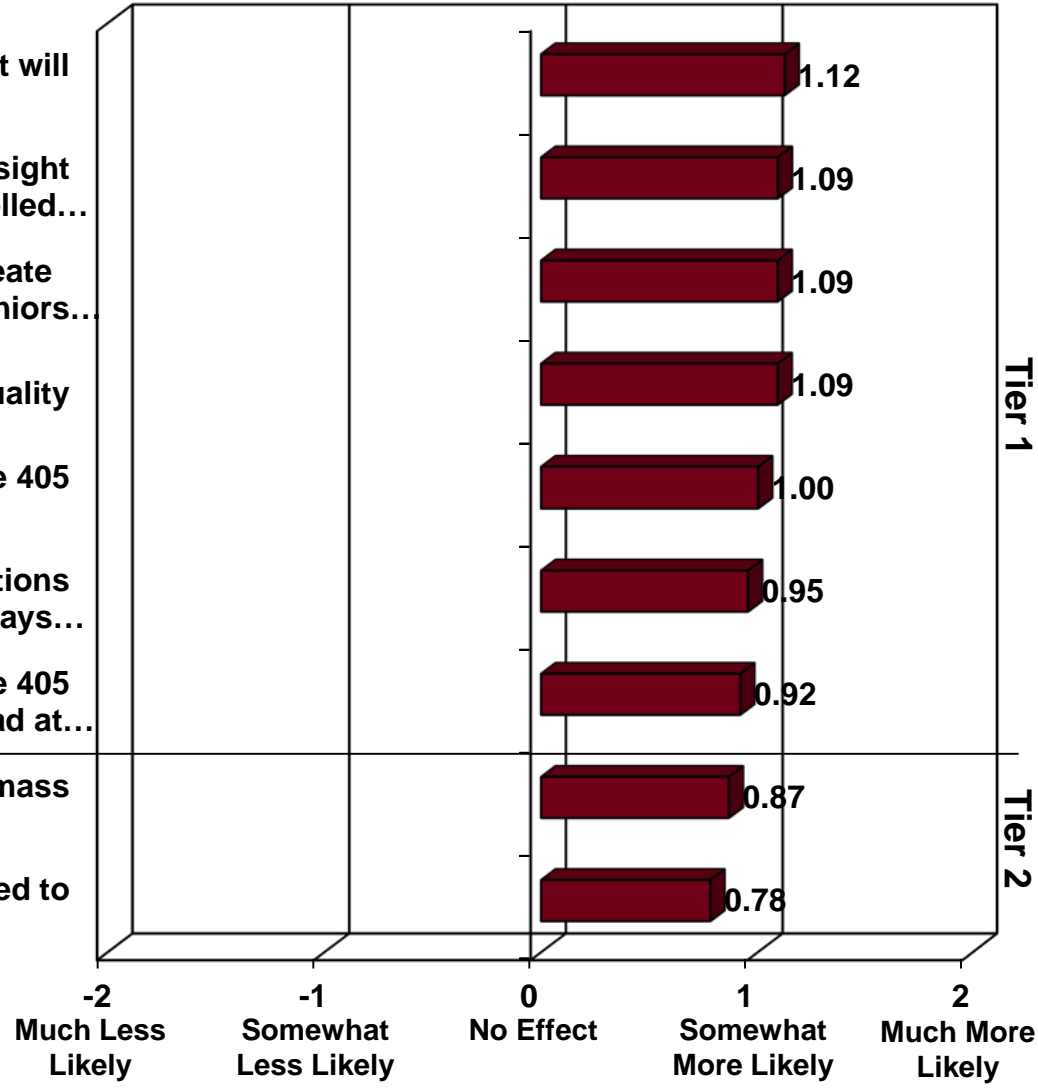
Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Informational Statements – First Battery

(n=1,008)

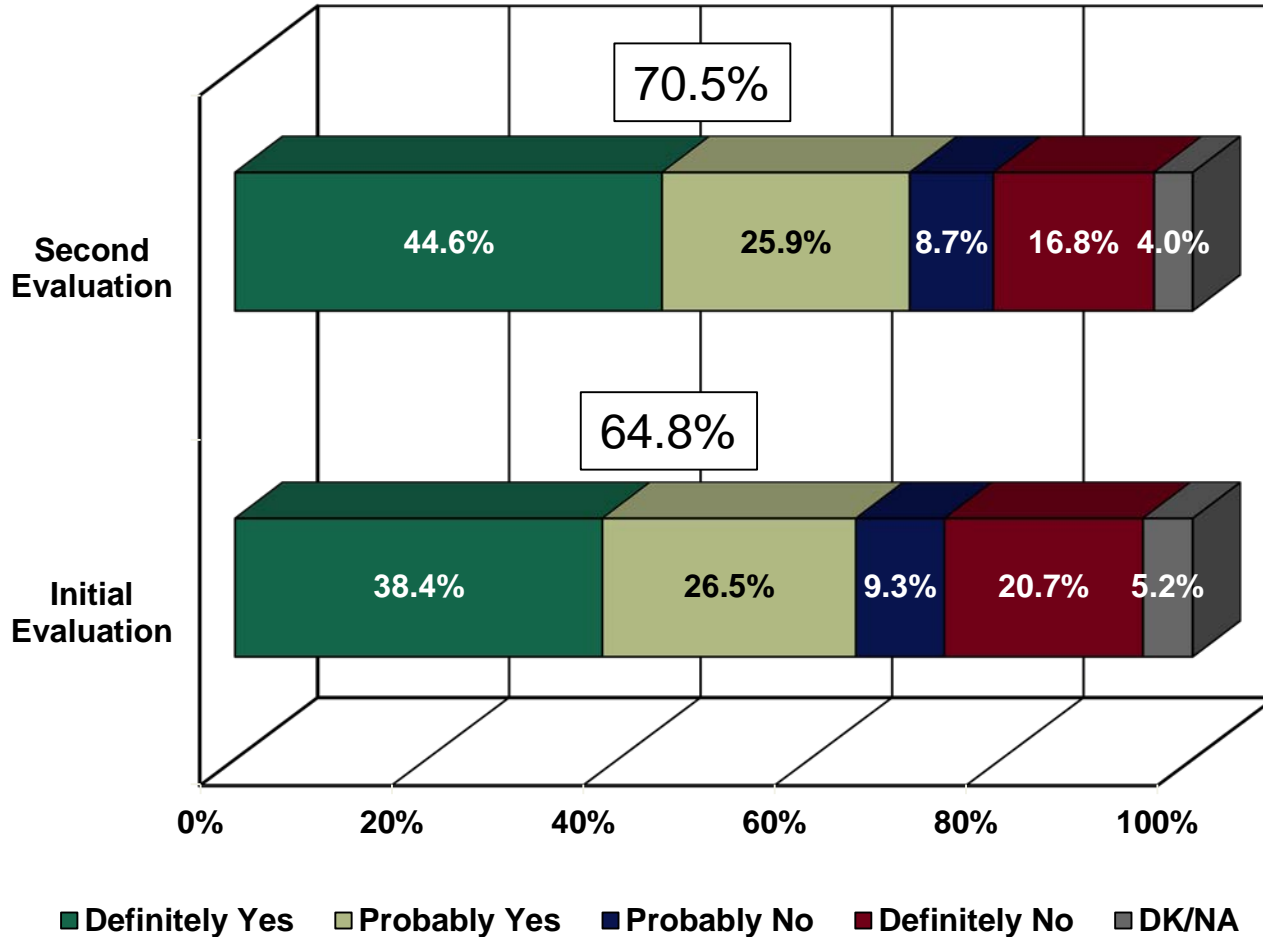
- H. The measure supports public transit projects that will protect our water, air and coastline
- A. The measure requires independent audits and oversight to prevent cost overruns, and that all funds be controlled...
- C. A countywide coalition says this measure will create jobs, clean air, and better transit for students and seniors...
- G. The measure will improve air quality
- B. The measure will reduce traffic congestion on the 405 from the San Fernando Valley to LAX
- F. The measure will improve the freeway connections around downtown LA on the 5, 10, and 60 freeways...
- E. The measure will improve the traffic flow along the 405 between LAX and the South Bay by widening the road at...

- I. The measure would put more money into expanding mass transit
- D. The measure would be in effect until voters decided to end it



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Second Policy Evaluation (n=1,008)



Los Angeles County Traffic Improvement Plan.

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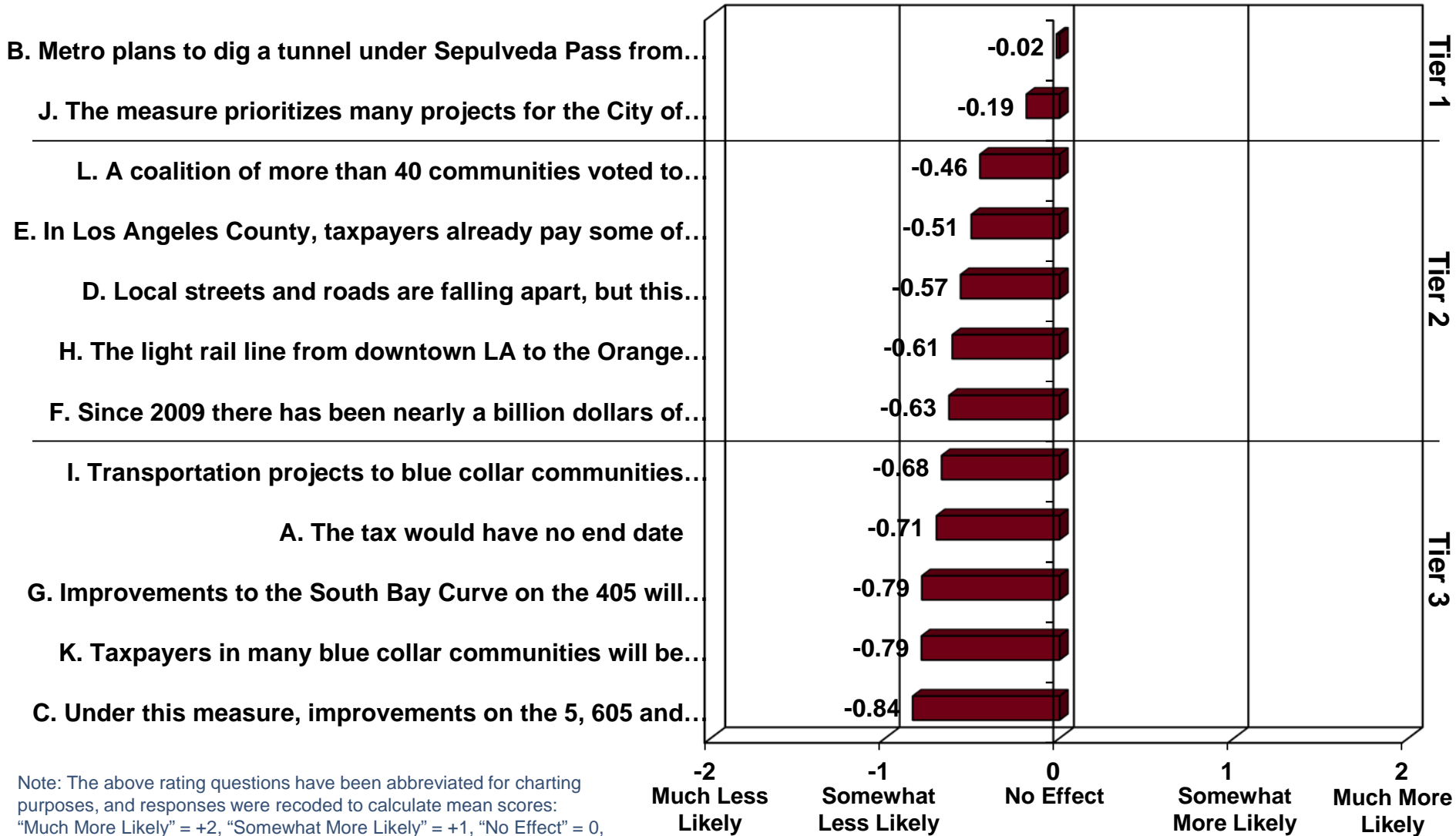
Second Policy Evaluation

Supervisorial District

	Supervisorial District					
	LA County	District 1	District 2	District 3	District 4	District 5
Definitely Yes	44.6%	49.0%	46.8%	43.9%	46.0%	39.3%
Probably Yes	25.9%	27.5%	25.6%	24.4%	25.1%	27.1%
Probably No	8.7%	5.8%	12.6%	8.5%	6.3%	10.3%
Definitely No	16.8%	10.2%	12.9%	17.1%	19.5%	21.5%
DK/NA	4.0%	7.5%	2.0%	6.2%	3.2%	1.9%
- Total Yes	70.5%	76.5%	72.4%	68.2%	71.0%	66.4%
- Total No	25.5%	16.0%	25.6%	25.6%	25.7%	31.7%

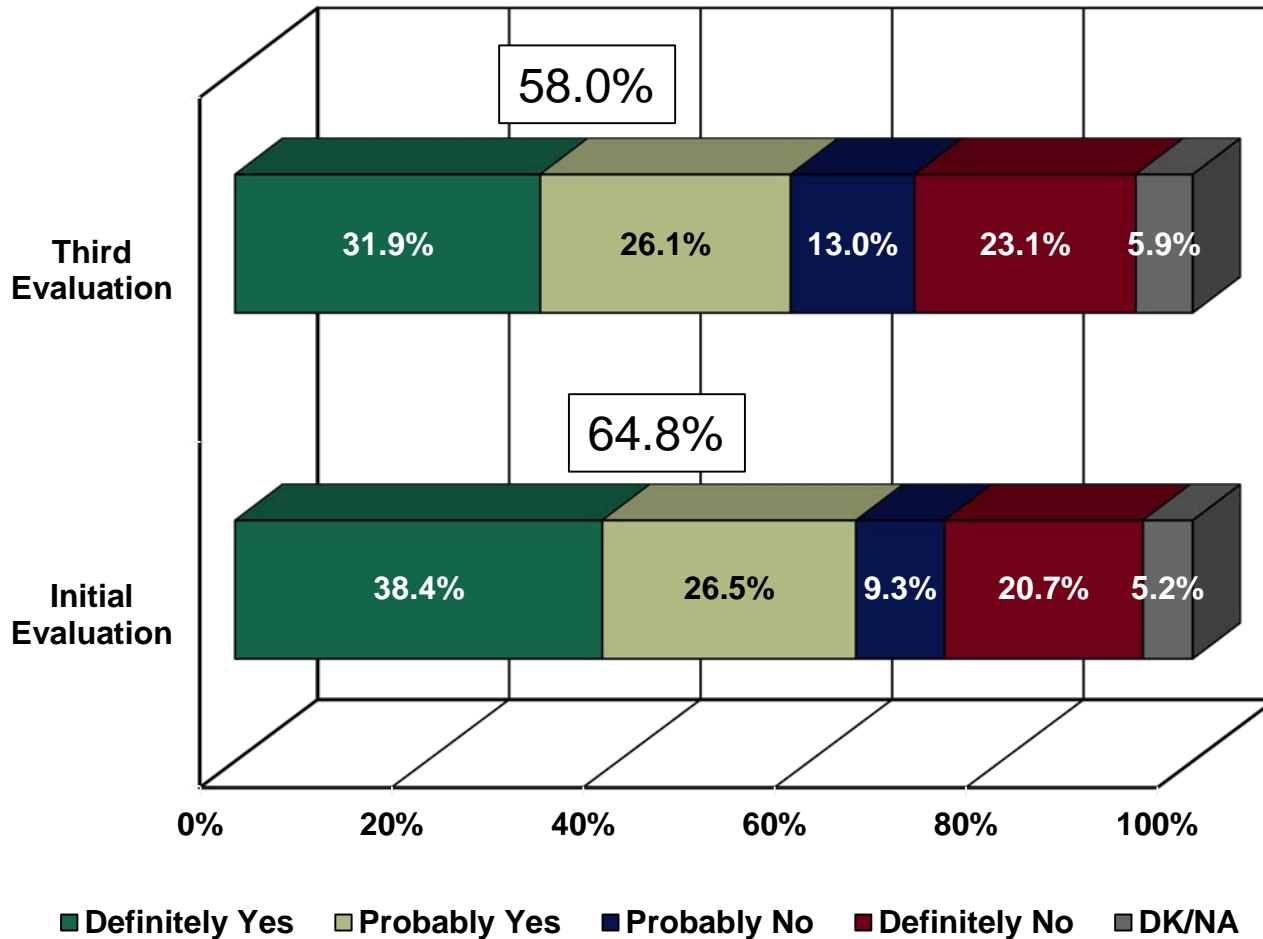
Informational Statements – Second Battery

(n=1,008)



Note: The above rating questions have been abbreviated for charting purposes, and responses were recoded to calculate mean scores: "Much More Likely" = +2, "Somewhat More Likely" = +1, "No Effect" = 0, "Somewhat Less Likely" = -1, and "Much Less Likely" = -2.

Third Policy Evaluation (n=1,008)



Los Angeles County Traffic Improvement Plan.

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Third Policy Evaluation

Supervisorial District

	LA County	Supervisorial District				
		District 1	District 2	District 3	District 4	District 5
Definitely Yes	31.9%	33.7%	33.4%	32.3%	30.8%	30.2%
Probably Yes	26.1%	22.6%	27.9%	26.9%	28.6%	24.0%
Probably No	13.0%	17.2%	13.2%	9.7%	11.6%	14.2%
Definitely No	23.1%	17.4%	19.7%	24.3%	23.7%	28.0%
DK/NA	5.9%	9.1%	5.8%	6.9%	5.3%	3.5%
- Total Yes	58.0%	56.3%	61.3%	59.1%	59.4%	54.3%
- Total No	36.1%	34.6%	32.9%	34.0%	35.3%	42.2%



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www.godberesearch.com

California and Corporate Offices
1575 Old Bayshore Highway, Suite 102
Burlingame, CA 94010

Nevada Office

59 Damonte Ranch Parkway, Suite B309
Reno, NV 89521

Pacific Northwest Office

601 108th Avenue NE, Suite 1900
Bellevue, WA 98004