

**LAKE COUNTY TRANSPORTATION SURVEY
220-3379WT
N=628**

Hello, I'm _____ from California Opinion Research, a public opinion research company. I am not trying to sell you anything nor ask you for a donation. We're conducting a survey about issues that concern people in your area and are only interested in your opinions. May I speak to _____? **(MUST SPEAK TO PERSON LISTED. VERIFY THAT THE VOTER LIVES AT THE ADDRESS LISTED, OTHERWISE TERMINATE.)**

A. Before we begin, could you please tell me if I have reached you on a cell phone? **(IF YES, ASK: Are you in a place where it is safe to talk on the cell phone?)**

Yes, cell and in safe place----- 19%
 Yes, cell not in safe place ----- **TERMINATE**
 No, not on cell ----- 81%
(DON'T READ) DK/NA/Refused - TERMINATE

1. First, would you say you generally approve or disapprove of the job that _____ is doing? **(IF APPROVE/DISAPPROVE, ASK: "Is that strongly APPROVE/DISAPPROVE or just somewhat?) (RANDOMIZE)**

		<u>STR</u> <u>APP</u>	<u>SMWT</u> <u>APP</u>	<u>SMWT</u> <u>DISAPP</u>	<u>STR</u> <u>DISAPP</u>	(DON'T READ) DK/NA
[]a. Lake County government -----	14%	-----	43%	-----	14%	----- 13% ----- 16%

(ASK CITY OF CLEARLAKE RESPONDENTS ONLY)

[]b. Clearlake city government -----	5%	-----	29%	-----	20%	----- 30% ----- 16%
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(ASK CITY OF LAKEPORT RESPONDENTS ONLY)

[]c. Lakeport city government -----	11%	-----	58%	-----	15%	----- 12% ----- 4%
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(RESUME ASKING ALL RESPONDENTS)

NOW I WOULD LIKE TO ASK YOU ABOUT A MEASURE THAT MAY APPEAR ON A FUTURE LOCAL BALLOT.

2. This measure might read as follows:

COUNTY-WIDE ROAD REPAIR AND IMPROVEMENT ACT. In order to repave and improve local city streets and county roads; fix potholes; and improve bicycle, pedestrian, vehicular, and transit rider safety in Lake County, shall the Lake County Board of Supervisors enact a one-half cent sales tax for 20 years, with an independent annual audit?

If the election were held today, would you vote yes in favor of this measure or no to oppose it? **(IF YES/NO, ASK:)** Will you definitely vote **(YES/NO)** or just probably? **(IF DON'T KNOW/ UNDECIDED, ASK: Are you leaning toward voting yes or no?)**

TOTAL YES -----	68%
Definitely yes -----	(ASK Q3)--43%
Probably yes -----	(ASK Q3)--21%
Undecided, lean yes-----	(ASK Q3)--4%
TOTAL NO -----	29%
Undecided, lean no-----	(ASK Q3)--1%
Probably no -----	(ASK Q3)--8%
Definitely no-----	(ASK Q3)--20%
(DON'T KNOW/NA) -----	3%

(IF YES/NO IN Q2, ASK Q3)

3. In a few words of your own, why would you vote **YES/NO** on this measure? **(OPEN END, RECORD VERBATIM RESPONSE BELOW)**

a. Yes:

- The roads need to be fixed/maintained----- 38%
- The roads are bad/hard to drive on ----- 36%
- Too many pot holes----- 22%
- Costs too much to replace tires/bad for cars----- 12%
- The people can afford the cost/need the funding ----- 11%
- General support ----- 7%
- Streets are dangerous/need to be safer ----- 7%
- We need bike lanes/paths ----- 6%
- The road I live on isn't paved at all----- 4%
- Limits travel/ability to go places----- 3%
- Improve the city/quality of life----- 3%
- Will create jobs----- 2%

- Needs more information ----- 1%
- Other----- 1%
- Refused----- 1%

b. No:

- No more taxes/people can't afford----- 35%
- Don't believe the money will be used how they say it will----- 35%
- Waste of money/money could be spent elsewhere ----- 14%
- Government needs to budget better/reduce spending ----- 13%
- Cost too much/people can't afford----- 5%
- Needs more information ----- 4%
- Unsafe for the public ----- 2%
- General oppose ----- 1%
- Not all roads will be fixed ----- 1%

- Other----- 6%
- Don't know ----- 2%
- Refused----- 0%

(ASK Q4 OF CITY OF CLEARLAKE RESIDENTS)

4. And suppose that instead of being Countywide, this half-cent sales tax increase were limited to the City of Clearlake, and all funds would be used to repave and improve local city streets; fix potholes; and improve bicycle, pedestrian, vehicular, and transit rider safety in Clearlake. If that were the case, would you vote yes to support it, or no to oppose it? **(IF YES/NO, ASK:)** “Is that definitely **(YES/NO)** or just probably?” **(IF UNDECIDED, ASK:)** Well, do you lean towards voting yes or no?)

TOTAL YES ----- 78%
 Definitely yes ----- 57%
 Probably yes ----- 18%
 Undecided, lean yes ----- 3%

TOTAL NO ----- 19%
 Undecided, lean no ----- 0%
 Probably no ----- 5%
 Definitely no ----- 14%

(DON'T KNOW/NA) ----- 3%

(IF RESPONDENT ANSWERED CODES 1-5 OR CODE 7 IN Q2, ASK Q5)

5. Now, suppose the countywide transportation sales tax measure that I described would enact a one-cent sales tax instead of a one-half cent sales tax. If that were the case, would you vote yes to support it, or no to oppose it? **(IF YES/NO, ASK:)** “Is that definitely **(YES/NO)** or just probably?” **(IF UNDECIDED, ASK:)** Well, do you lean towards voting yes or no?)

TOTAL YES ----- 62%
 Definitely yes ----- 33%
 Probably yes ----- 23%
 Undecided, lean yes ----- 5%

TOTAL NO ----- 36%
 Undecided, lean no ----- 1%
 Probably no ----- 13%
 Definitely no ----- 22%

(DON'T KNOW/NA) ----- 3%

Q2/Q5 COMBINED 1 CENT SALES TAX:

TOTAL YES ----- 46%
 Definitely yes ----- 25%
 Probably yes ----- 17%
 Undecided, lean yes ----- 4%

TOTAL NO ----- 52%
 Undecided, lean no ----- 1%
 Probably no ----- 10%
 Definitely no ----- 42%

(DON'T KNOW/NA) ----- 2%

(RESUME ASKING ALL RESPONDENTS)

6. Now let me read you a list of issues people are sometimes concerned about these days. After you hear each issue, please tell me whether you consider it to be an extremely serious problem, a very serious problem, a somewhat serious problem or not too serious a problem for people who live in Lake County. If you don't have an opinion on a particular item, you can tell me that too. **(RANDOMIZE)**

	<u>EXT SERIOUS PROBLEM</u>	<u>VERY SERIOUS PROBLEM</u>	<u>SMWT SERIOUS PROBLEM</u>	<u>NOT SERIOUS PROBLEM</u>	<u>(DON'T READ) DK/NA</u>
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(SPLIT SAMPLE A ONLY)

[]a.	The condition of the local economy -----	35%	----- 33%	----- 23%	----- 5%	----- 3%
[]b.	(T) The availability of good paying jobs for people that want to work -----	43%	----- 37%	----- 14%	----- 4%	----- 2%
[]c.	(T) The condition of incorporated city streets -----	26%	----- 31%	----- 26%	----- 11%	----- 7%
[]d.	(T) Unplanned growth and development -----	10%	----- 18%	----- 28%	----- 30%	----- 14%
[]e.	(T) The amount you pay in local taxes -----	9%	----- 12%	----- 28%	----- 41%	----- 10%
[]f.	(T) The condition of county roads -----	28%	----- 30%	----- 31%	----- 10%	----- 1%

(SPLIT SAMPLE B ONLY)

[]g.	(T) Traffic congestion on incorporated city streets and county roads -----	2%	----- 4%	----- 22%	----- 68%	----- 4%
[]h.	(T) Waste and inefficiency in local government -----	13%	----- 19%	----- 33%	----- 18%	----- 18%
[]i.	(T) The quality of local public schools -----	8%	----- 20%	----- 26%	----- 23%	----- 22%
[]j.	(T) The safety of your city streets and county roads -----	13%	----- 26%	----- 35%	----- 23%	----- 3%
[]k.	The level of crime in Lake County -----	14%	----- 27%	----- 40%	----- 13%	----- 5%
[]l.	The condition and quality of local parks -----	3%	----- 9%	----- 29%	----- 50%	----- 10%

(ASK CITY OF CLEARLAKE RESPONDENTS ONLY)

[]m.	Too many rundown and deteriorating buildings that violate building codes -----	26%	----- 26%	----- 29%	----- 13%	----- 5%
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(RESUME ASKING ALL RESPONDENTS)

MY NEXT QUESTION IS ABOUT THE MEASURE I DESCRIBED BEFORE THAT WOULD CREATE A ONE-HALF CENT SALES TAX TO FUND THE REPAVING AND MAINTENANCE OF STREETS AND ROADS IN LAKE COUNTY.

7. I am going to mention some different potential aspects of this ballot measure. After hearing each one, please tell me whether knowing it was a part of this ballot measure would make you more likely or less likely to vote for the measure. **(IF MORE/LESS LIKELY, ASK:)** Is that much **MORE/LESS** likely or just somewhat? **(RANDOMIZE)**

<u>MUCH MORE LIKELY</u>	<u>SMWT MORE LIKELY</u>	<u>SMWT LESS LIKELY</u>	<u>MUCH LESS LIKELY</u>	<u>(DON'T READ) NO DIFF</u>	<u>(DON'T READ) DK/NA</u>
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[]a. (T) All of the money will be used to repair, maintain and improve <u>existing</u> streets and roads -----	57%	-----23%	-----5%	----- 11%	-----4%	----- 1%
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(SPLIT SAMPLE A ONLY)

[]b. (T) All expenditures will be audited annually by an independent auditor-----	42%	-----28%	----- 10%	----- 13%	-----6%	----- 2%
[]c. A citizens' oversight committee will oversee the program -----	31%	-----33%	-----7%	----- 16%	-----9%	----- 4%
[]d. (T) The tax could end automatically after 20 years -----	31%	-----28%	-----7%	----- 19%	-----13%	----- 2%
[]e. The tax could continue on an ongoing basis -----	16%	-----23%	----- 19%	----- 33%	-----6%	----- 3%

(SPLIT SAMPLE B ONLY)

[]f. (T) By law, the cities and County will be required to use this money for transportation <u>only</u> and not for other programs-----	44%	-----21%	-----7%	----- 21%	-----4%	----- 3%
[]g. <u>None</u> of the money will be used to fund public transportation -----	20%	-----23%	----- 19%	----- 24%	-----8%	----- 5%
[]h. The tax could end automatically after 10 years -----	37%	-----25%	----- 11%	----- 12%	-----12%	----- 3%
[]i. The tax could end automatically after 30 years -----	18%	-----20%	----- 18%	----- 27%	-----12%	----- 5%

(RESUME ASKING ALL RESPONDENTS)

8. Next, I am going to read you a list of specific projects that could be funded by the measure I have been describing. Recognizing that there frequently is not enough funding for all such projects, please tell me how important it is to you that each project be undertaken. Would you say it is 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>IMP</u>	<u>IMP</u>	<u>IMP</u>	<u>IMP</u>	<u>READ)</u>
					<u>DK/NA</u>
(SPLIT SAMPLE A ONLY)					
[]a. (T*) Widening local streets and roads -----	12%	17%	39%	31%	1%
[]b. (T) Repairing local streets and roads -----	36%	39%	21%	5%	0%
[]c. (T) Repairing deteriorating bridges-----	27%	37%	21%	14%	2%
[]d. Providing safe roads and driving conditions across the County -----	36%	40%	19%	5%	1%
[]e. Paving unpaved streets and roads -----	29%	25%	29%	16%	1%

(SPLIT SAMPLE B ONLY)

[]f. (T) Repaving local streets and roads -----	27%	39%	28%	5%	1%
[]g. (T) Repairing unpaved streets and roads-----	23%	39%	26%	11%	1%
[]h. (T) Fixing potholes -----	40%	44%	14%	2%	0%
[]i. Repairing and maintaining major county roads, including but not limited to Nice- Lucerne Cutoff, Hartmann Road, Soda Bay Road, and Bottle Rock Road -----	22%	26%	35%	15%	3%
[]j. Repairing the most distressed streets first -----	41%	43%	13%	2%	1%

(ASK CITY OF CLEARLAKE RESPONDENTS ONLY)

[]k. Repairing and maintaining streets including but not limited to Lakeshore Drive, Old Highway 53, Olympic Drive, San Joaquin Drive, 18 th Avenue, Phillips Avenue, and Boyles Avenue -----	30%	36%	22%	11%	1%
[]l. Repairing and maintaining local residential streets including annual grading of the city's currently maintained graveled streets -----	40%	44%	10%	5%	1%

(ASK CITY OF LAKEPORT RESPONDENTS ONLY)

[]m. Repairing and maintaining streets, including but not limited to Lakeport Boulevard, Bevins Street and Main Street-----	35%	37%	22%	6%	0%
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(CITIES OF LAKEPORT/CLEARLAKE ONLY)

[]n. Improving maintenance on local residential streets --	33%	47%	18%	3%	0%
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(RESUME ASKING ALL RESPONDENTS)

9. Now I am going to read you a list of statements that support the transportation ballot measure I have been describing. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to support this measure on a future ballot. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

VERY CONV SMWT CONV NOT CONV DON'T BELIEVE (DK/NA)

(SPLIT SAMPLE A ONLY)

- []a. **(STATE BUDGET CUTS)** Because of shrinking revenues, state funding for local transportation repairs and improvements are declining. But by passing this measure, we can ensure that Lake County will have a reliable source of funding for road repairs, no matter what the state does. ----- 32% -----37% ----- 12%----- 17% ----- 1%
- []b. **(POPULATION GROWTH)** The population of Lake County will continue to increase over the next 20 years. If we don't pass this measure, local roads will deteriorate even faster under the pressure of this growth. ----- 44% -----28% ----- 15%----- 12% ----- 1%
- []c. **(BACKLOG)** Independent experts say that Lake County has over 700 million dollars in backlogged needs for repairs and maintenance to local streets and roads. This measure will make it possible to begin to address these repairs before our roads get even worse. ----- 39% -----32% ----- 13%----- 13% ----- 2%
- []d. **(ACCOUNTABILITY)** This measure has tough financial accountability provisions including an annual audit by an independent agency. ----- 33% -----35% ----- 18%----- 12% ----- 3%
- []e. **(EMERGENCY WORKERS)** Police, paramedics, and firefighters strongly support this measure because it will reduce the response time for emergency workers to reach people who need help. ----- 48% -----28% -----9% ----- 13% ----- 2%

(SPLIT SAMPLE B ONLY)

- []f. **(STIMULUS IS GONE)** One-time sources of funding for transportation projects, such as state bonds and federal stimulus, have been used up, forcing counties to fend for themselves. Passing the measure will help Lake County keep up with its transportation demands. ----- 25% -----43% ----- 17%----- 12% ----- 3%
- []g. **(NON-RESIDENTS)** Because Lake County generates so much of its revenue from tourist spending, this sales tax will substantially be paid for by outside visitors, not residents. ----- 16% -----27% ----- 30%----- 25% ----- 2%

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BELIEVE</u>	<u>(DK/NA)</u>
[]h. (SAFETY) Without this measure, traffic safety problems in Lake County will continue to increase, with more wrecks on local roads, more local people at risk of injury and death, and increased maintenance costs for vehicles. -----	39%	28%	17%	13%	3%
[]i. (WORST IN STATE) A recent study found that Lake County has among the worst pavement conditions in the state. This measure will go a long way in helping us improve our roads in a way that all Lake County residents will benefit. -----	43%	35%	12%	8%	1%
[]j. (PUBLIC TRANSIT) This measure would help make public transportation in Lake County better by reducing the cost of maintaining vehicles and providing smoother, more comfortable rides. Better roads will also mean that buses will run more efficiently and more on-time. -----	29%	36%	23%	10%	2%

(RESUME ASKING ALL RESPONDENTS)

10. Now that you've heard more about it, let me ask you about this measure one more time. It would create a one-half cent sales tax to fund the repaving and maintenance of streets and roads in Lake County. If the election were held today, would you vote "yes" in favor of this measure or "no" to oppose it? **(IF YES/NO, ASK:)** Will you definitely vote **(YES/NO)** or just probably? **(IF UNDECIDED, ASK:)** Are you leaning toward voting yes or no?)

TOTAL YES -----	72%
Definitely yes -----	50%
Probably yes -----	19%
Undecided, lean yes -----	3%
 TOTAL NO -----	 26%
Undecided, lean no -----	1%
Probably no -----	8%
Definitely no -----	17%
 (DON'T KNOW/NA) -----	 2%

11. Now I am going to read you a list of statements that oppose the transportation ballot measure I have been describing. After hearing each statement, please tell me whether you find it very convincing, somewhat convincing, or not convincing as a reason to oppose such a measure. If you do not believe the statement, please tell me that too. **(RANDOMIZE)**

	<u>VERY CONV</u>	<u>SMWT CONV</u>	<u>NOT CONV</u>	<u>DON'T BELIEVE</u>	<u>(DK/NA)</u>
[]a. (TAXES) Taxes are too high already in Lake County, and the state might be increasing the sales tax this year too. Enough is enough. No new taxes. -----	28%	25%	32%	13%	2%
[]b. (PUBLIC EMPLOYEE SALARIES) Money from this measure will ultimately go to higher salaries and pensions for County bureaucrats. The County should scale back high cost employee pensions and benefits instead of raising taxes. -----	30%	20%	27%	20%	2%
[]c. (ECONOMY) We are currently experiencing the worst economy in generations—businesses are closing, unemployment is high and there are many foreclosures. This is not the right time to raise taxes. -----	38%	24%	27%	10%	2%
[]d. (WASTE) If additional revenue is needed, Lake County should cut wasteful spending and reduce bureaucracy rather than increasing the sales tax. -----	33%	25%	27%	12%	3%
[]e. (TOURISTS) It is unfair to use a sales tax that targets tourists. This measure will drive out-of-town visitors away from Lake County and hurt local businesses. -----	12%	13%	40%	32%	3%
[]f. (NOT NECESSARY) This measure is simply not necessary. The condition of county roads and incorporated city streets in Lake County is not that bad. -----	7%	13%	37%	42%	2%

12. Sometimes over the course of a survey like this, people change their minds, and sometimes they do not. Let me ask you about this measure one last time. It would create a one-half cent sales tax to fund the repaving and maintenance of streets and roads in Lake County. If the election were held today, would you vote "yes" in favor of this measure or "no" to oppose it? (IF YES/NO, ASK:) Will you definitely vote (YES/NO) or just probably? (IF UNDECIDED, ASK: Are you leaning toward voting yes or no?)

TOTAL YES ----- 70%
Definitely yes ----- 48%
Probably yes ----- 18%
Undecided, lean yes----- 3%

TOTAL NO ----- 28%
Undecided, lean no----- 1%
Probably no ----- 7%
Definitely no ----- 20%

(DON'T KNOW/NA)----- 2%

NEXT, I WANT TO ASK YOU ABOUT A DIFFERENT MEASURE THAT MAY APPEAR ON A FUTURE BALLOT INSTEAD OF THE SALES TAX MEASURE WE HAVE BEEN DISCUSSING.

13. Upon approval of the necessary state law in California, this measure would enact up to a ten dollar annual vehicle registration fee that would fund the repaving and maintenance of streets and roads in Lake County. If the election were held today, would you vote "yes" in favor of this measure or "no" to oppose it? (IF YES/NO, ASK:) Will you definitely vote (YES/NO) or just probably? (IF UNDECIDED, ASK: Are you leaning toward voting yes or no?)

TOTAL YES ----- 36%
Definitely yes ----- 20%
Probably yes ----- 13%
Undecided, lean yes----- 2%

TOTAL NO ----- 61%
Undecided, lean no----- 2%
Probably no ----- 13%
Definitely no ----- 46%

(DON'T KNOW/NA)----- 3%

THESE QUESTIONS ARE FOR CLASSIFICATION PURPOSES ONLY.

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

- 1 ----- 26%
- 2 ----- 30%
- 3 ----- 7%
- 4 or more ----- 3%
- None ----- 32%
- (DON'T READ) DK/NA ----- 2%

15. I don't need to know the exact amount, but I'm going to read you some categories for household income. Would you please stop me when I have read the category indicating the total combined income for all the people in your household before taxes in 2011?

- \$10,000 and under ----- 7%
- \$10,001 - \$20,000 ----- 12%
- \$20,001 - \$30,000 ----- 13%
- \$30,001 - \$60,000 ----- 21%
- \$60,001 - \$75,000 ----- 13%
- \$75,001 - \$100,000 ----- 9%
- More than \$100,000 ----- 11%
- (DON'T READ) Refused ----- 15%

THANK AND TERMINATE

Gender: by observation

- Male ----- 47%
- Female ----- 53%

Party Registration:

- Democrat ----- 41%
- Republican ----- 30%
- Decline to State ----- 23%
- Other ----- 6%

Name _____

Phone # _____

Address _____

Precinct _____

ZIP Code _____

Voter ID# _____

Interviewer _____

Cluster # _____

Verified by _____

Page # _____

FLAGS

P06-----	46%
G06-----	63%
F08-----	63%
P08-----	41%
G08-----	79%
M09-----	47%
P10-----	62%
G10-----	79%
BLANK-----	12%

PERMANENT ABSENTEE

Yes-----	53%
No-----	47%

AGE

18-29-----	10%
30-39-----	9%
40-49-----	13%
50-64-----	35%
65-74-----	18%
75+-----	15%

SUPERVISORY DISTRICT

1-----	21%
2-----	17%
3-----	20%
4-----	21%
5-----	21%

CITY

Clearlake-----	18%
Lakeport-----	8%
Unincorporated-----	74%

HOUSEHOLD PARTY TYPE

Dem 1-----	24%
Dem 2+-----	12%
Rep 1-----	13%
Rep 2+-----	11%
Ind 1+-----	24%
Mix-----	16%