



Puget Sound Regional Council

Transportation Public Opinion Survey

March 12, 2015

KEY FINDINGS

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

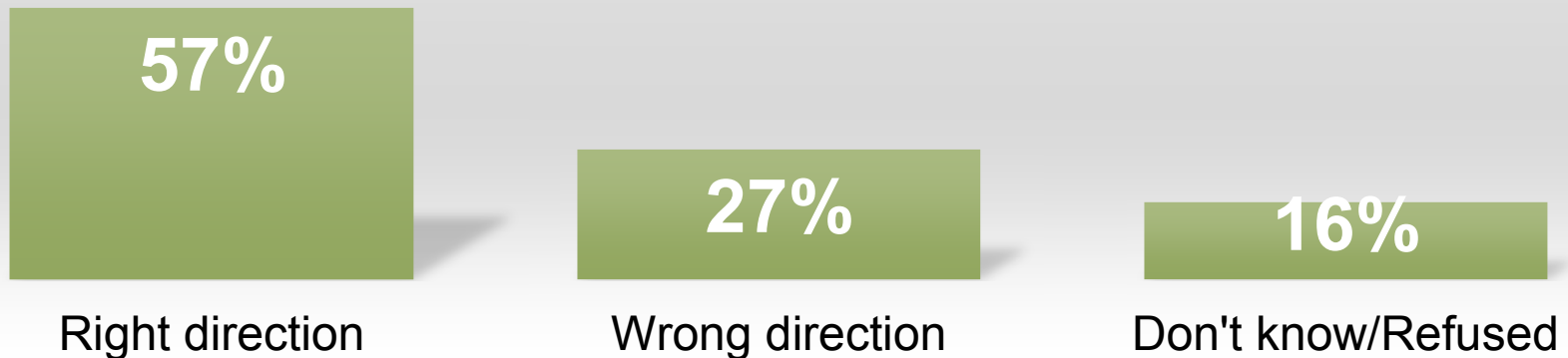
Funding

Demographics and Background

Preliminary Findings

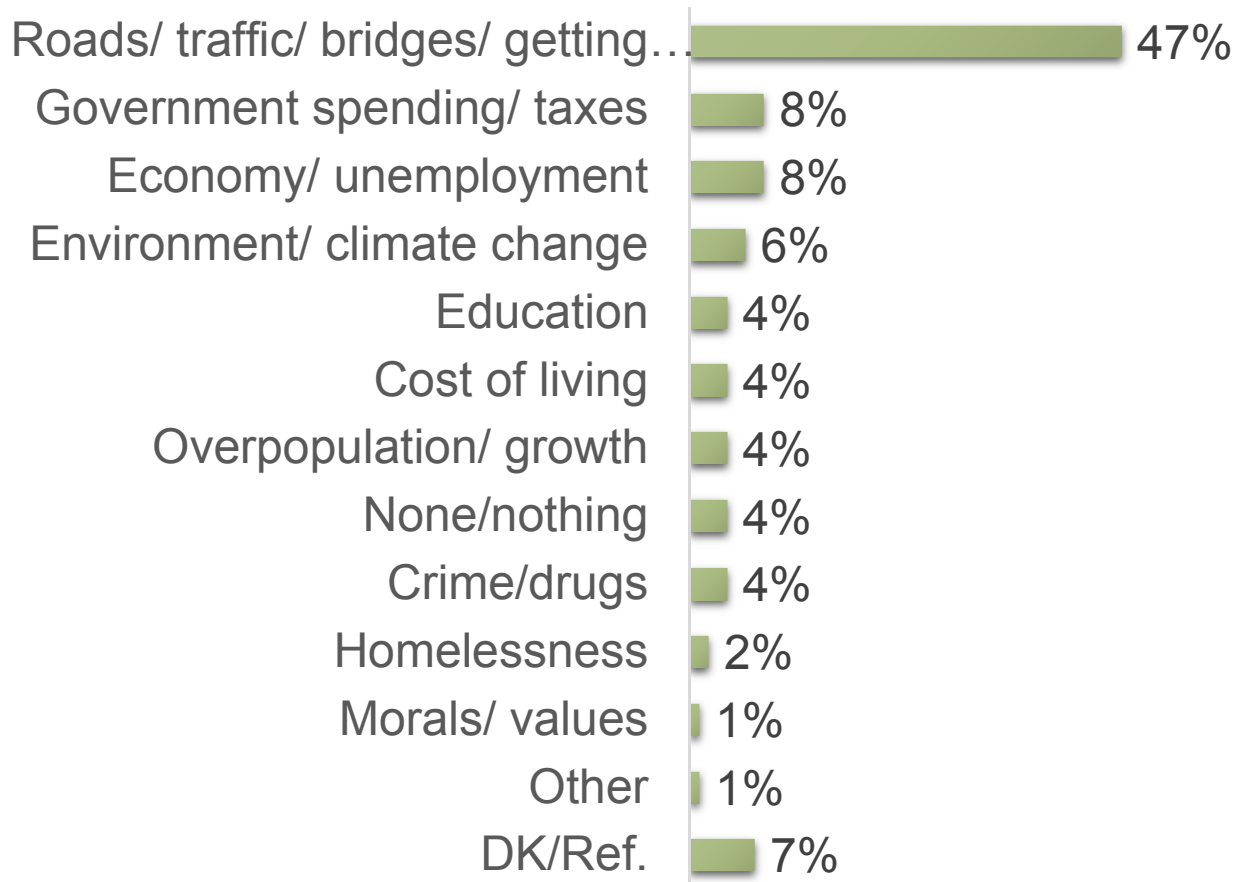
A majority feels the region is headed in the right direction.

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?



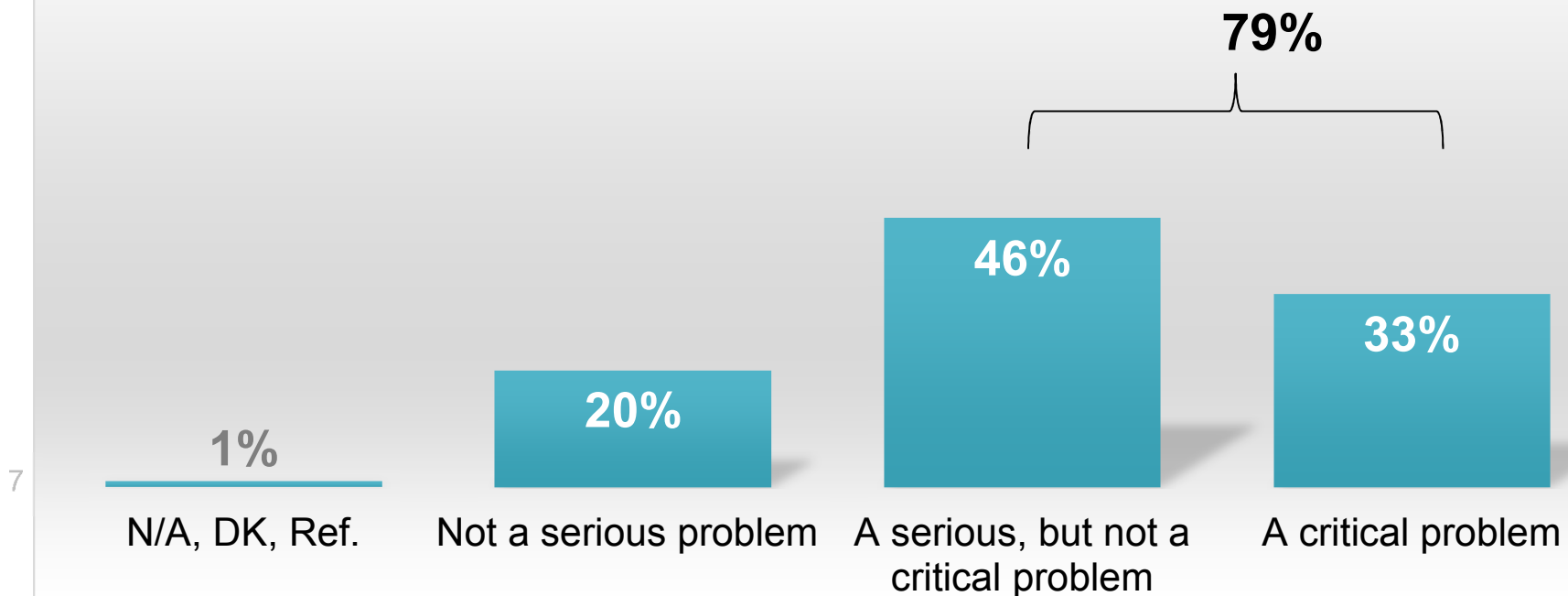
Transportation is the top concern.

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



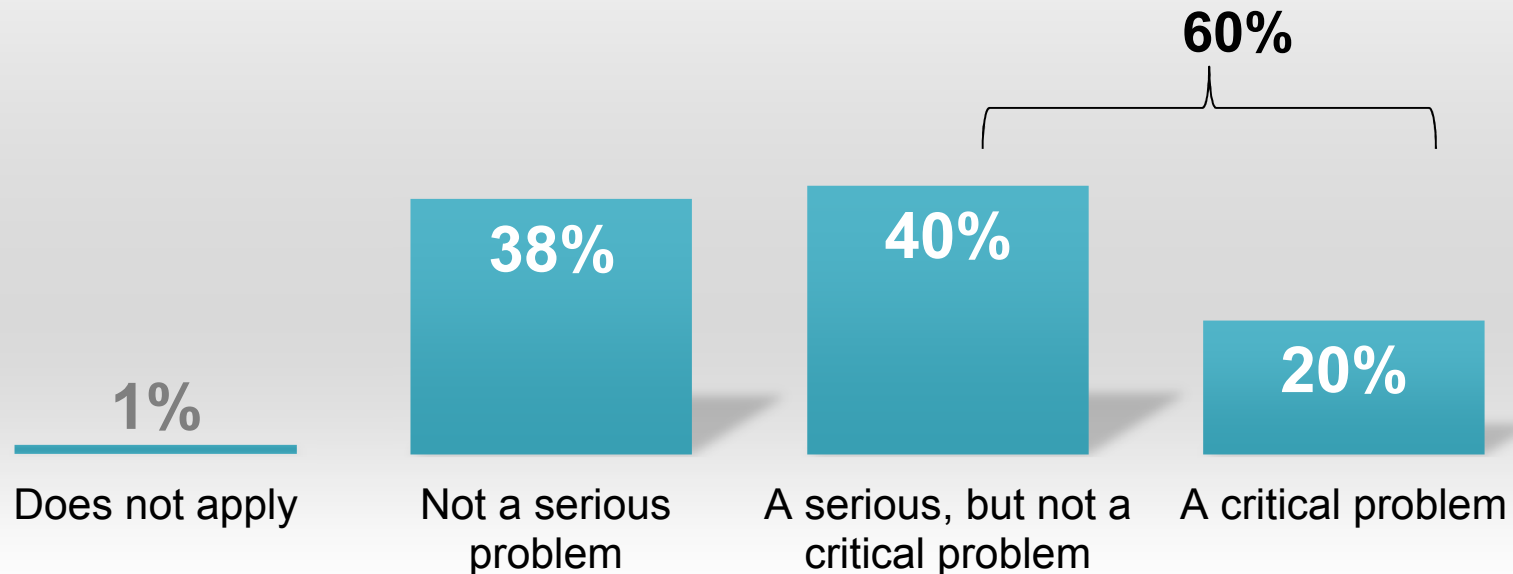
Nearly 8 in 10 say congestion is a serious or critical problem.

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



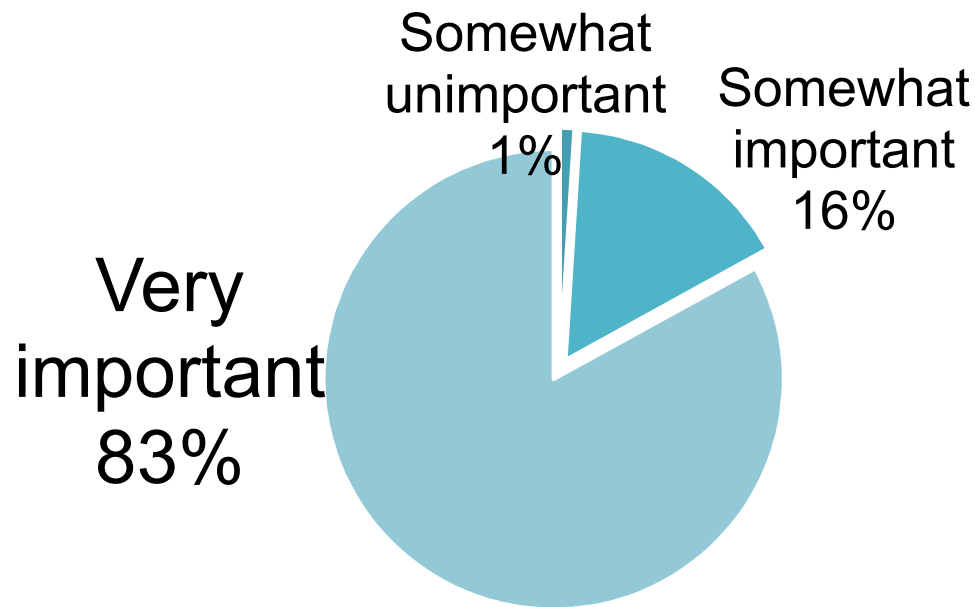
A majority feel availability of transportation alternatives is a serious or critical problem.

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)



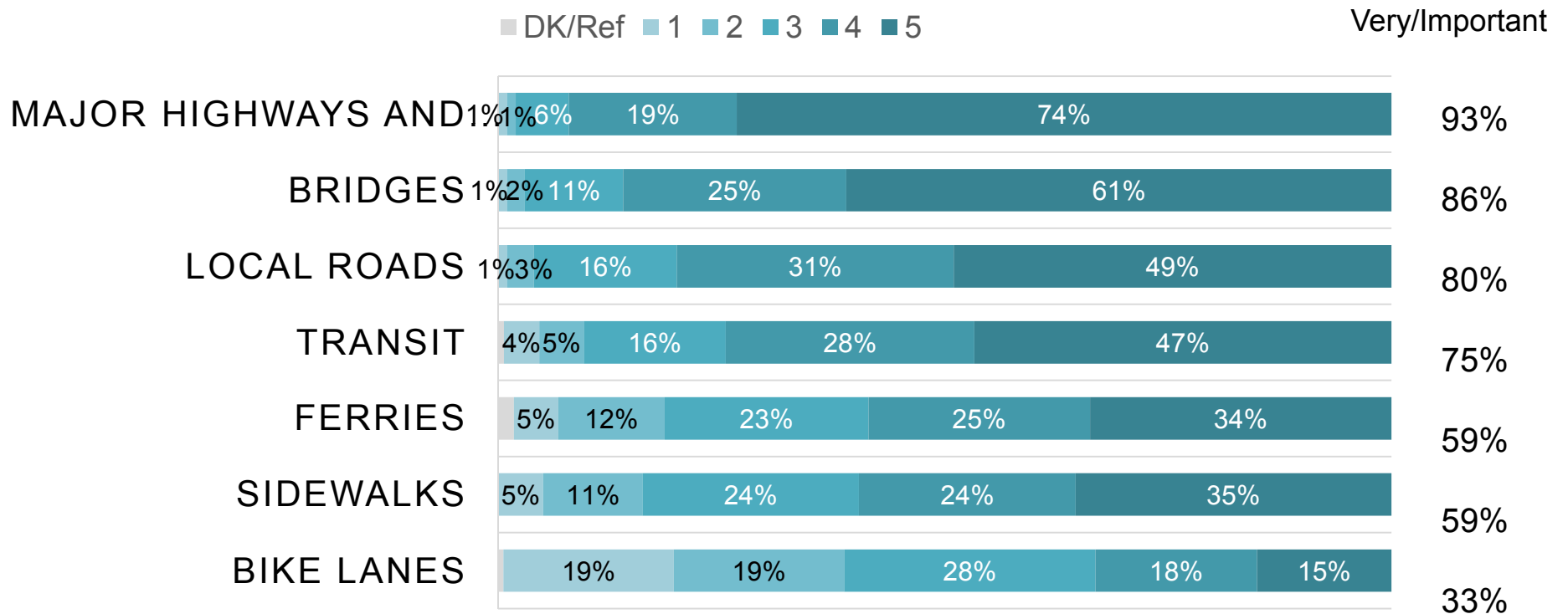
99% believe our transportation infrastructure is important to the economy.

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?



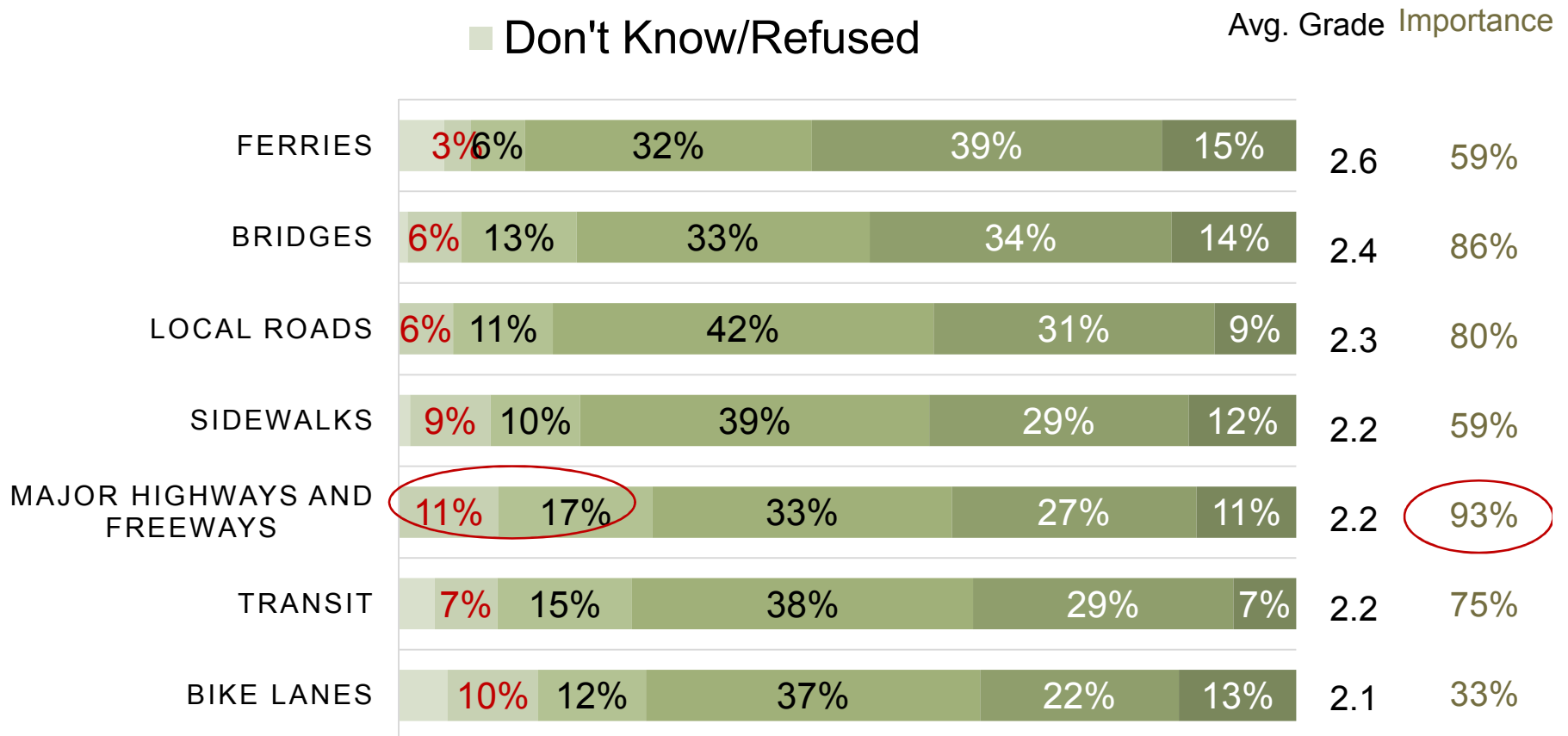
Most components viewed as important, but importance is strongest re: highways.

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.



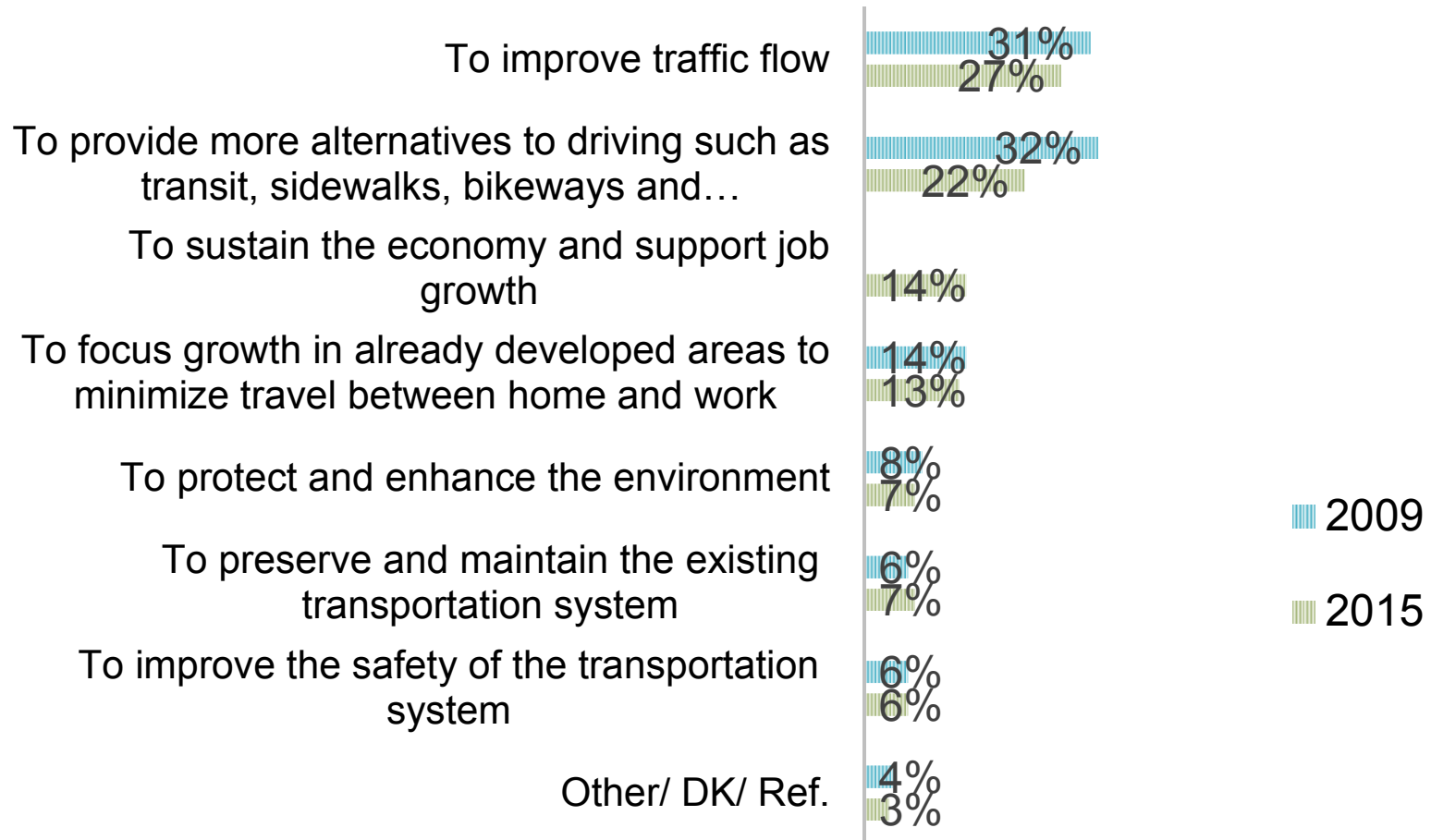
On average, transportation components received “C” grades.

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...



There isn't strong consensus on the top transportation objective.

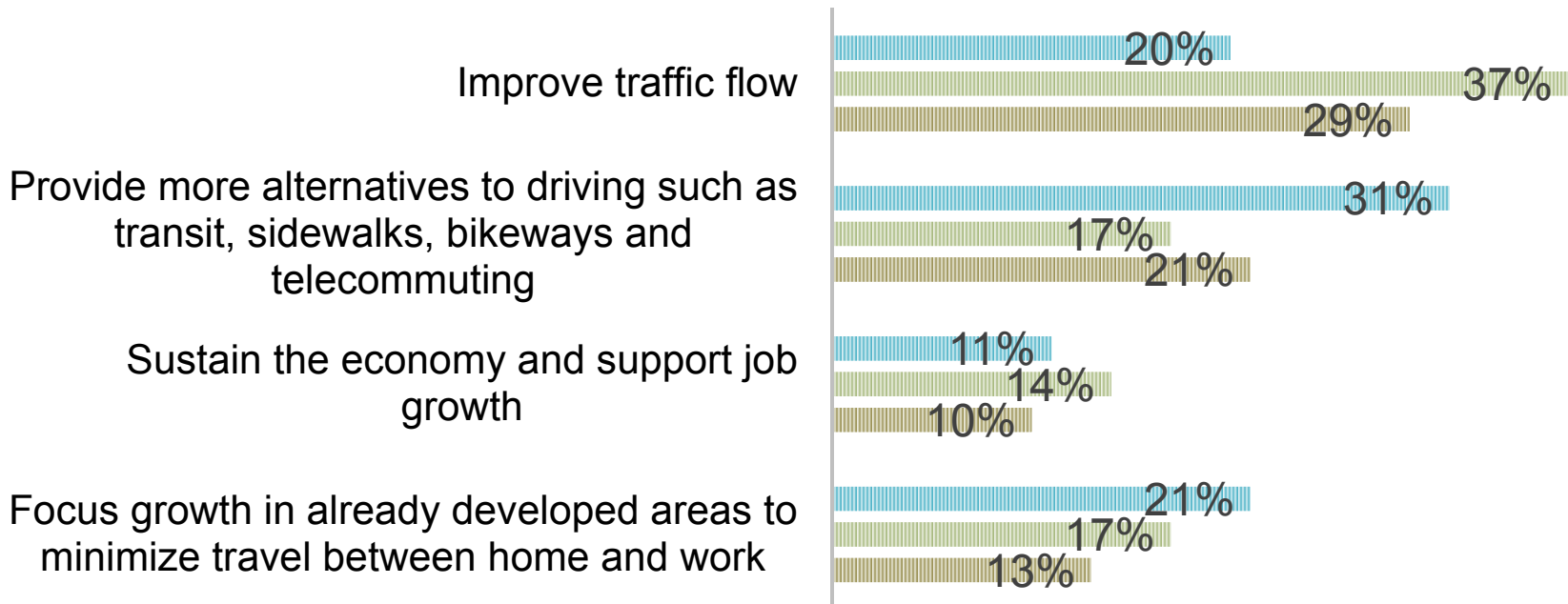
9. What do you think is the most important overall objective for regional transportation? Is it...



Feelings about the top transportation objective differ significantly within King County.

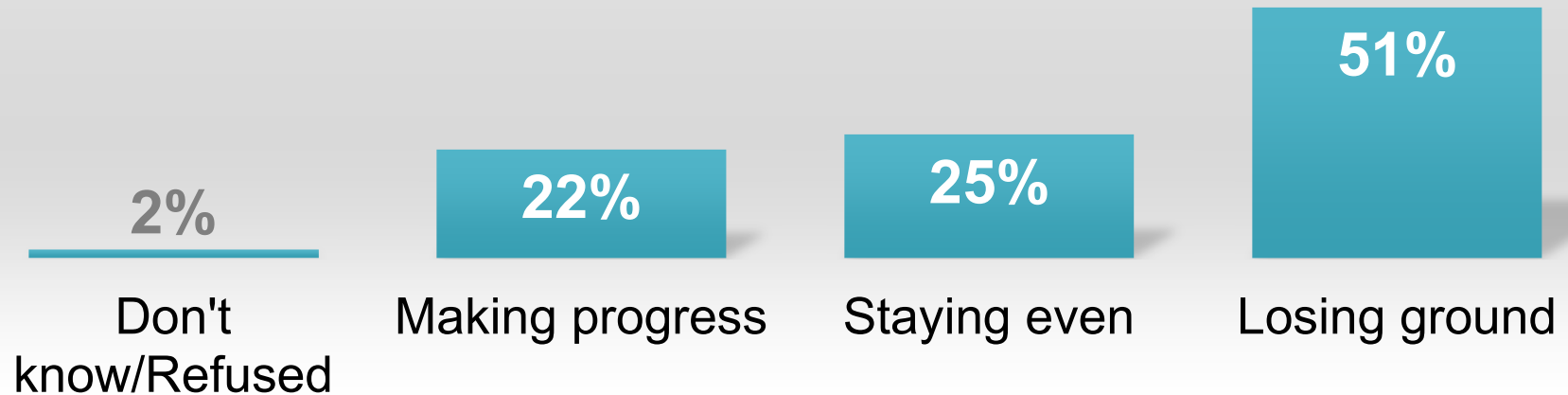
Most important overall objective for regional transportation
(King County Sub Areas)

■ Sea/Shor ■ East ■ South



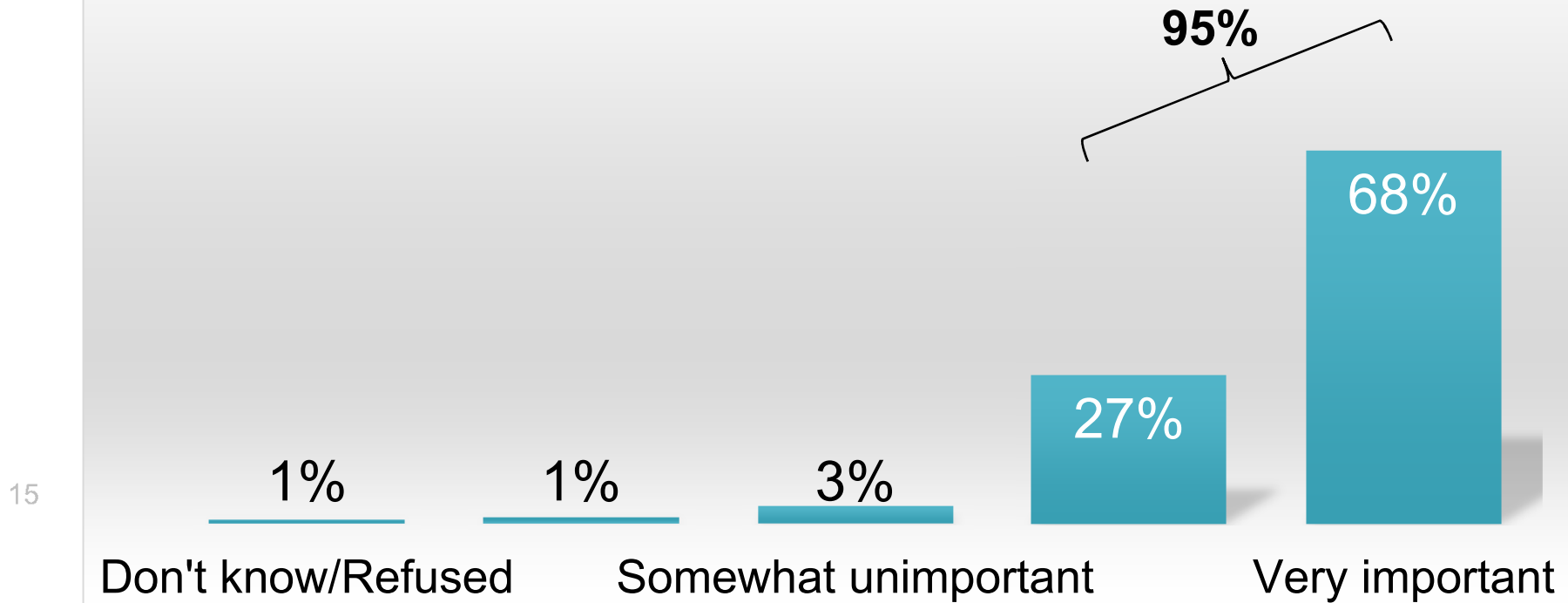
51% feel our region is losing ground when it comes to addressing transportation.

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



2 out of 3 say it's very important to address transportation issues this session.

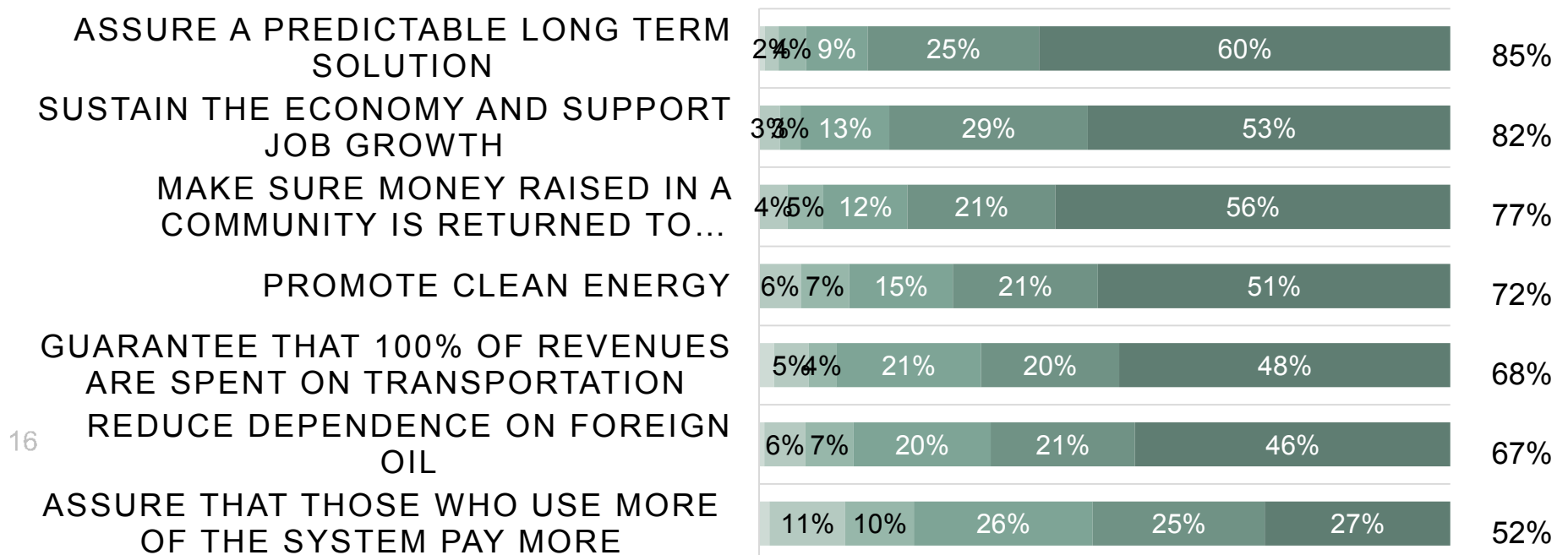
11. How important is it that the Governor and Washington State Legislature do something to address transportation issues in 2015? Would you say it is...



Respondents highly value a tax/fee proposal that is a predictable long term solution.

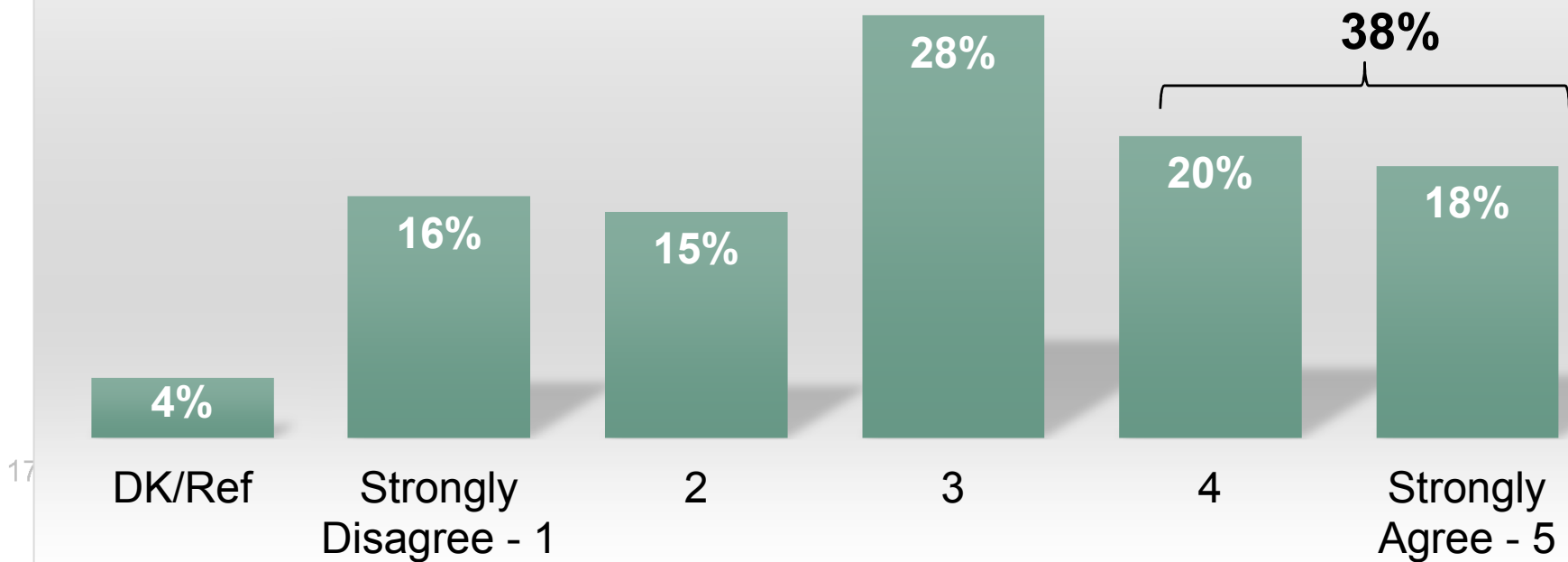
13. I'm going to read some potential characteristics of transportation taxes and fees, for each I'd like to know its importance to you on a scale from 1 to 5, where 1 is not at all important and 5 is very important.

■ DK/Ref ■ 1 ■ 2 ■ 3 ■ 4 ■ 5 Very/Important



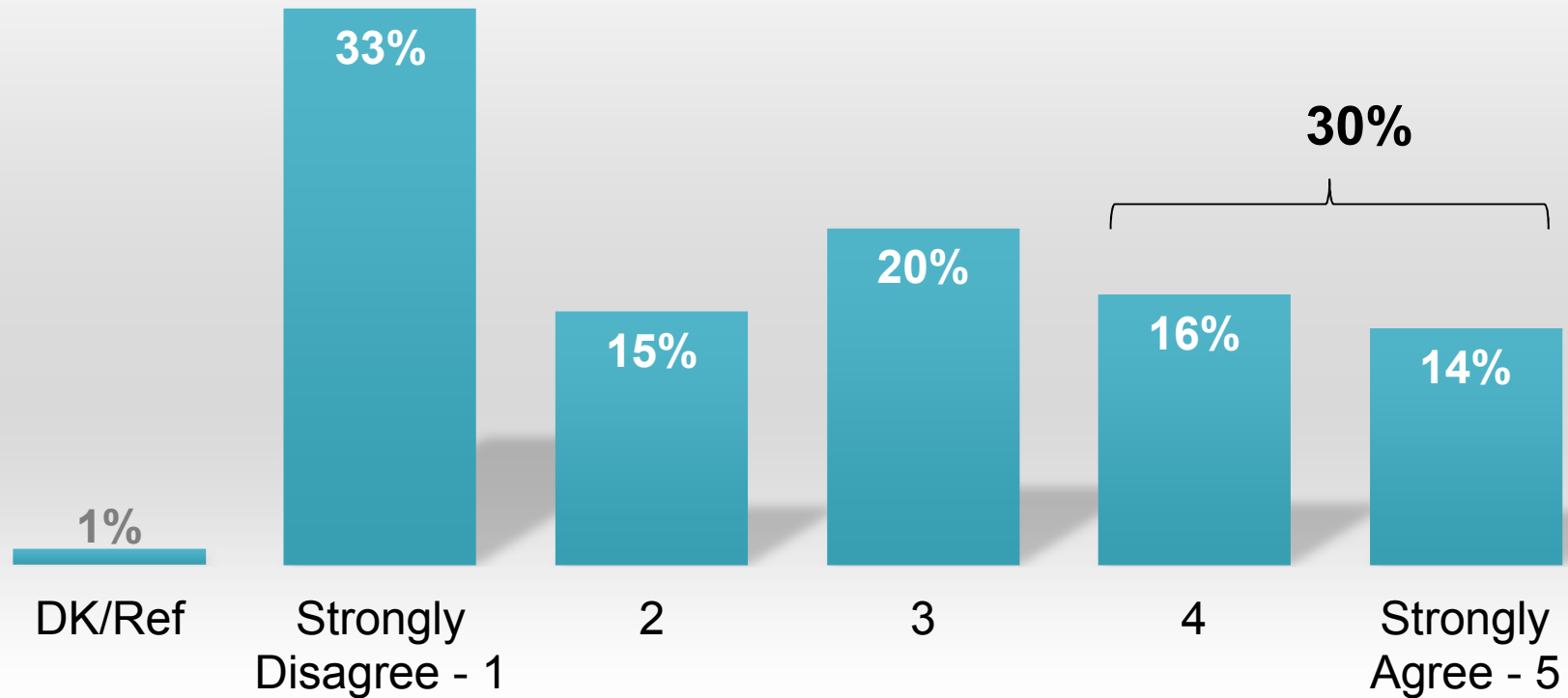
There's a lack of agreement around the gas tax not keeping pace.

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.



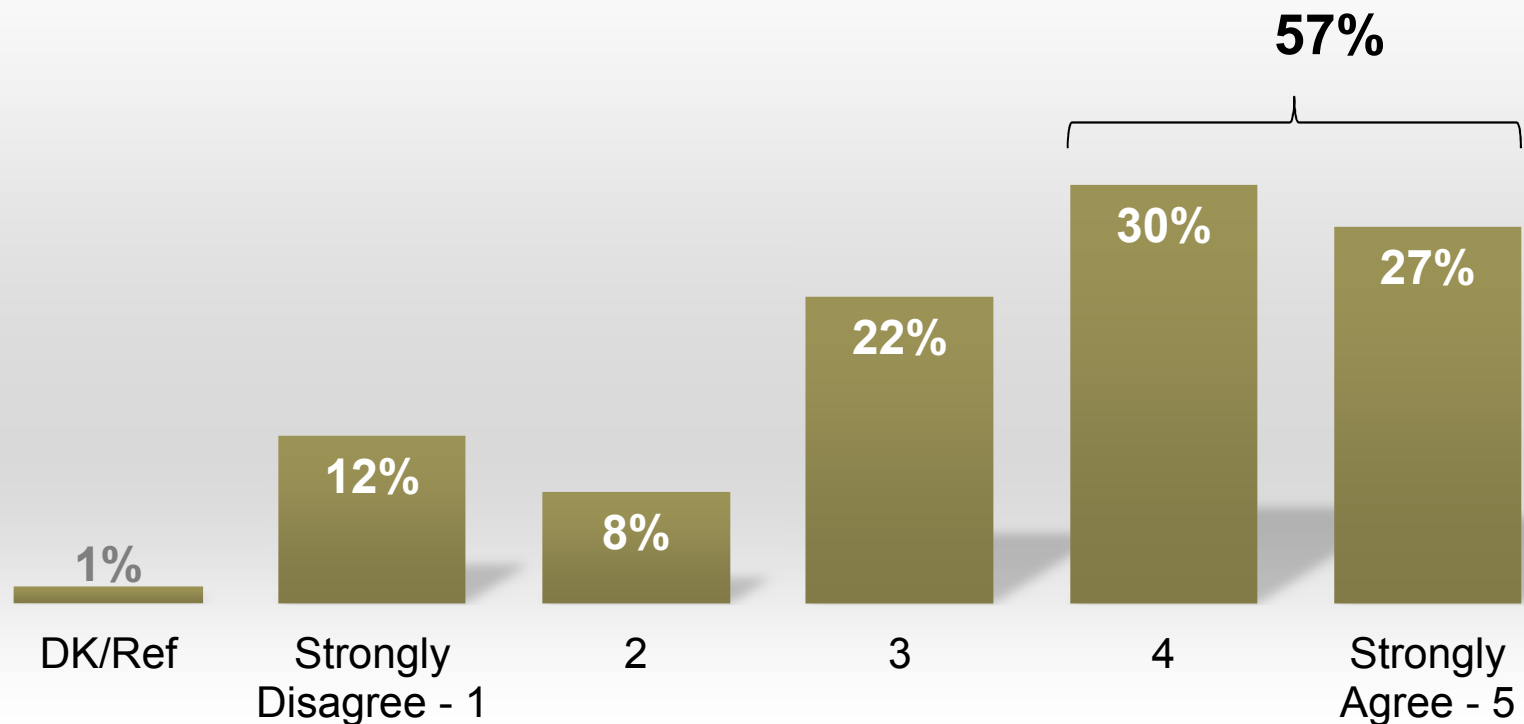
3 in 10 support raising the gas tax.

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.

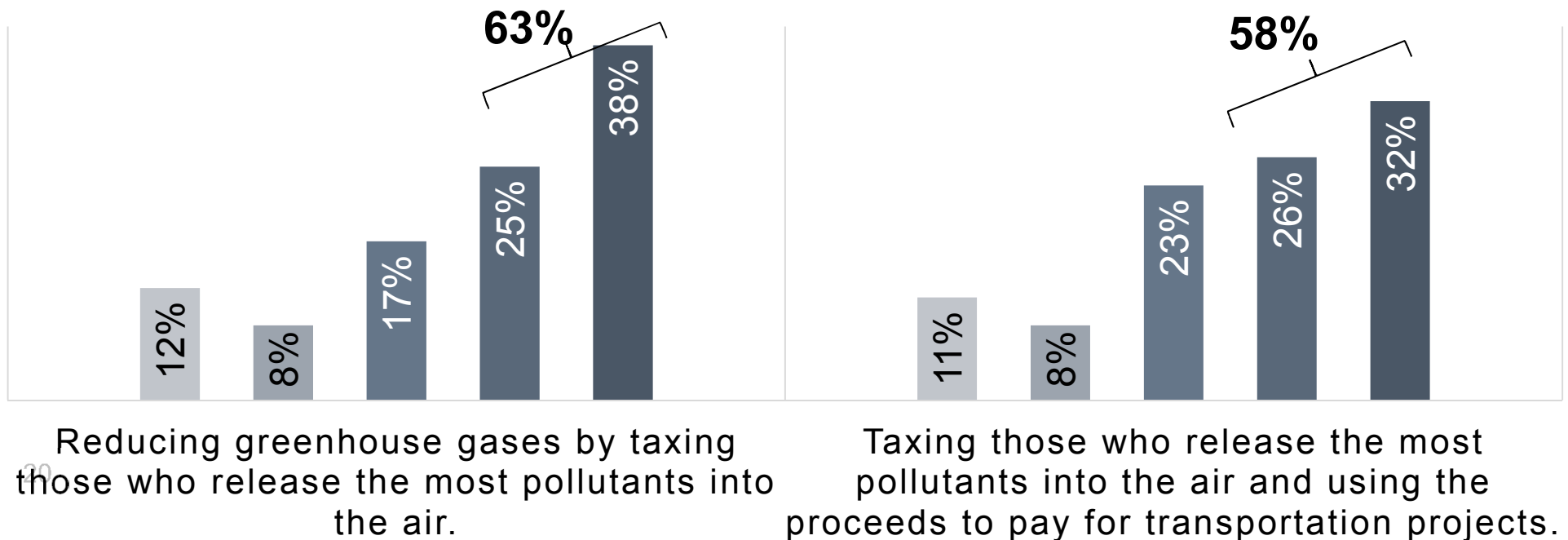
12. The state legislature should allow local communities and regions options to raise revenues to improve transportation.



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...

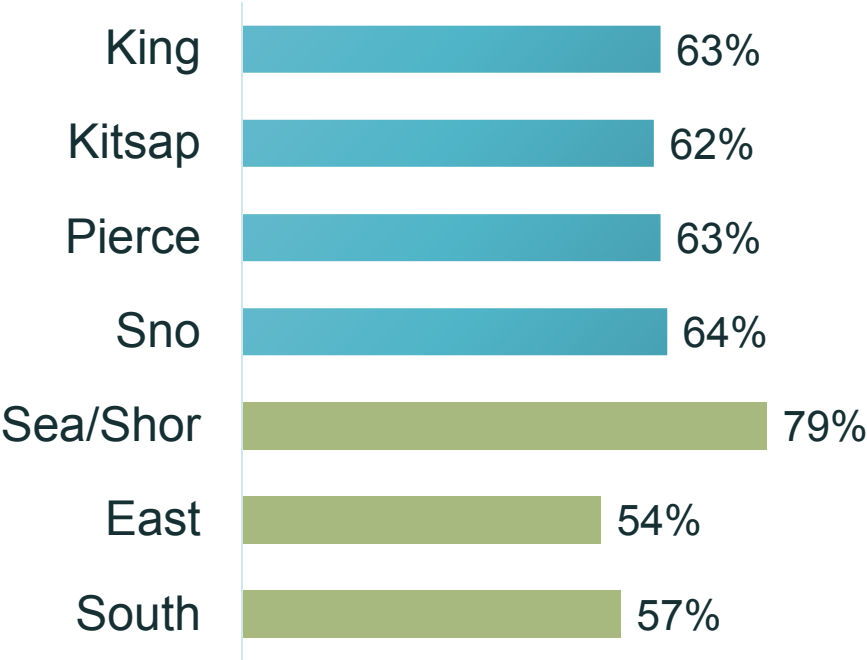
■ 1 - Strongly oppose ■ 2 - Oppose ■ 3 - Neutral ■ 4 - Support ■ 5 - Strongly support



Seattle/Shoreline respondents are most supportive of taxing polluters.

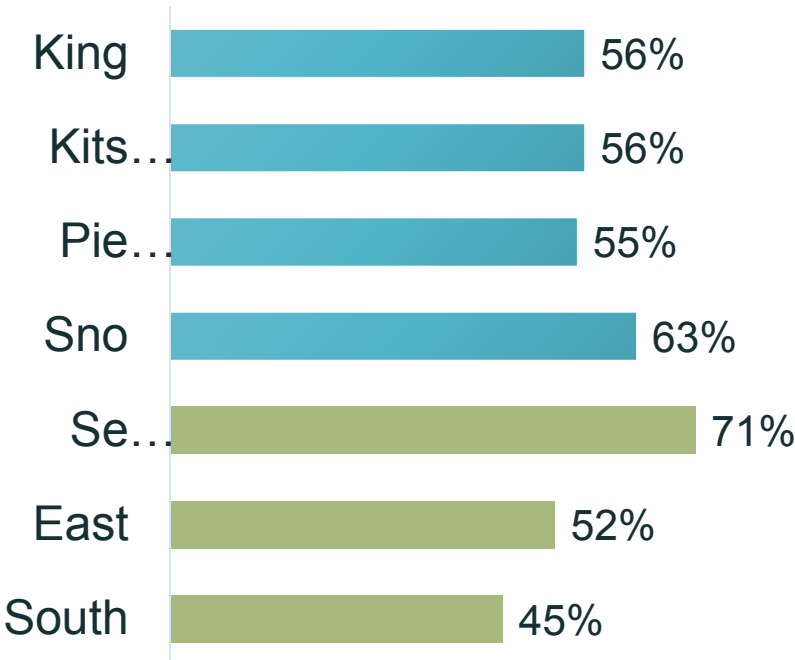
Support or Strongly Support

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



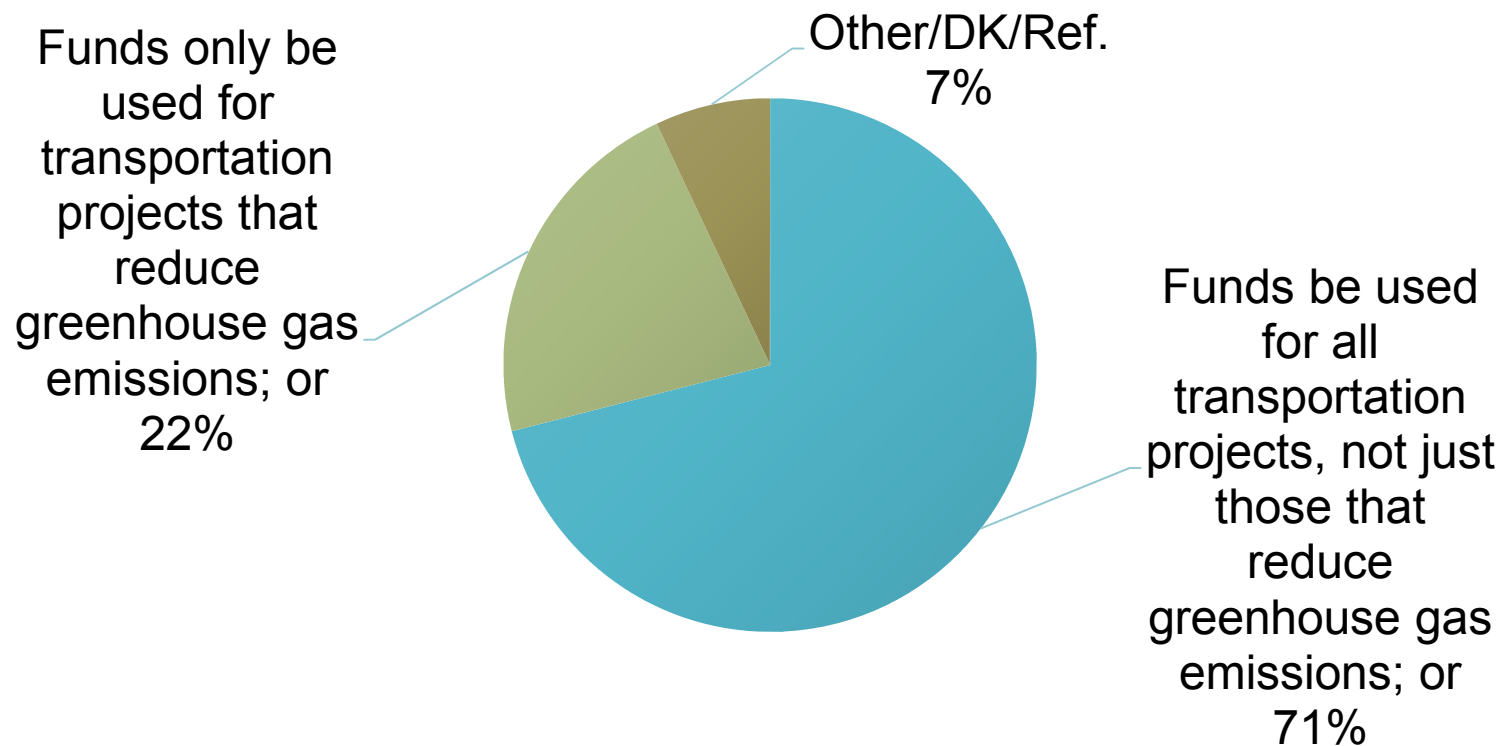
Support or Strongly Support

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)



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:

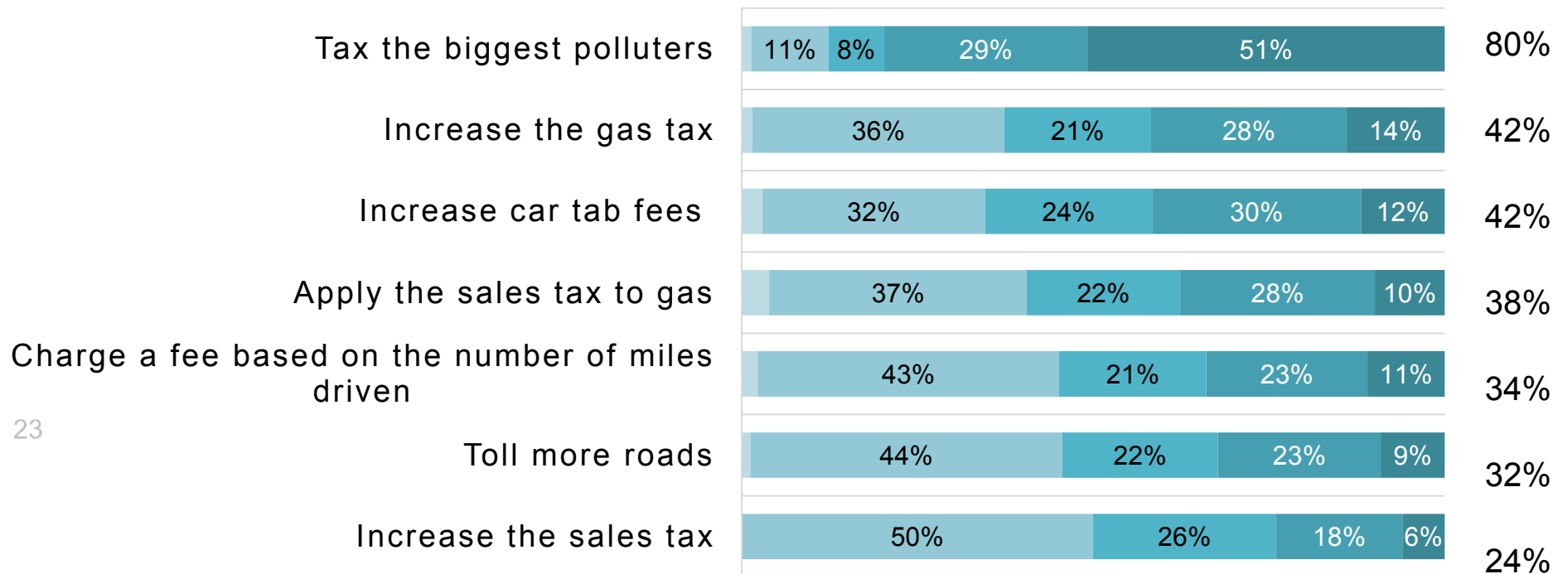


Taxing the biggest polluters was, by far, the most popular funding proposal tested.

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.

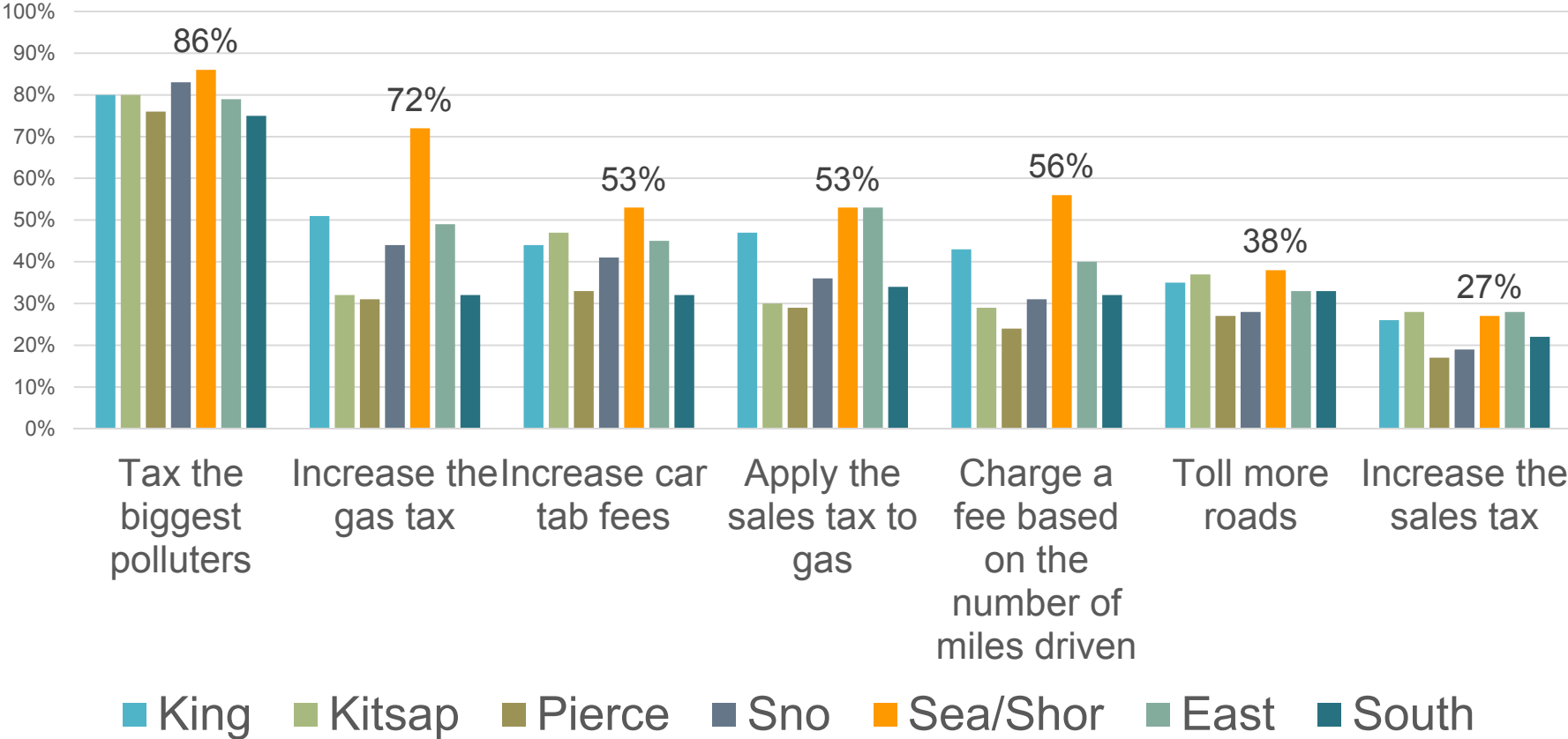
■ DK/Ref. ■ Strongly oppose ■ Oppose ■ Support ■ Strongly support

Strongly/
Support



Seattle/Shoreline respondents showed stronger support for most funding proposals.

Total Support/Strongly Support



Discussion & Questions



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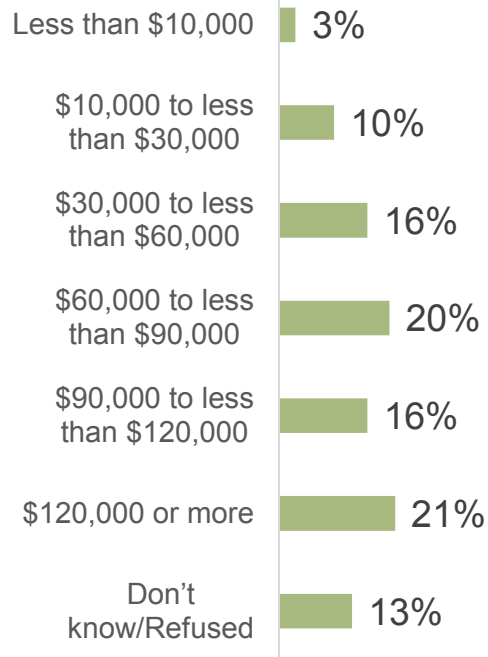
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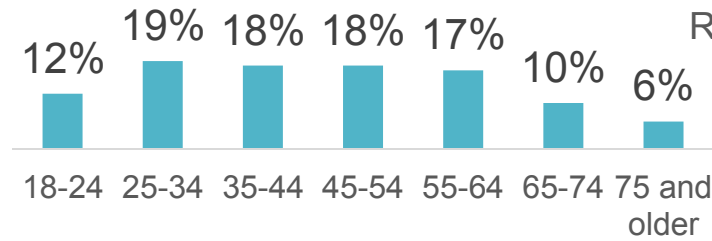
Background and Demographics

Demographics

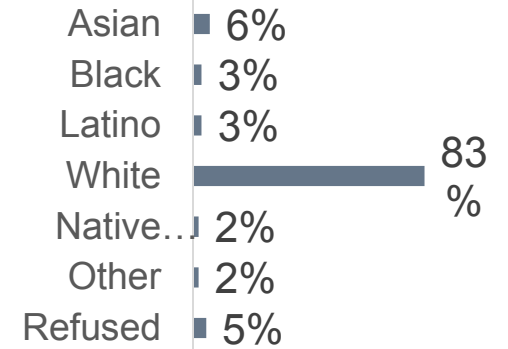
Household Income



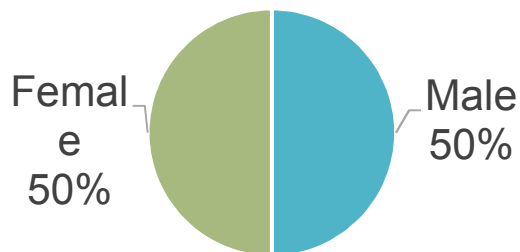
Age



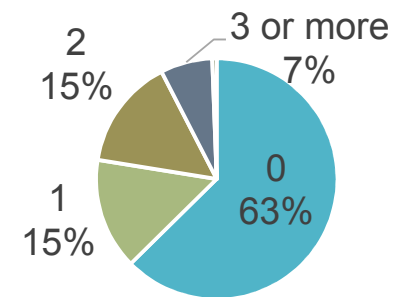
Race/Ethnicity (select all that apply)



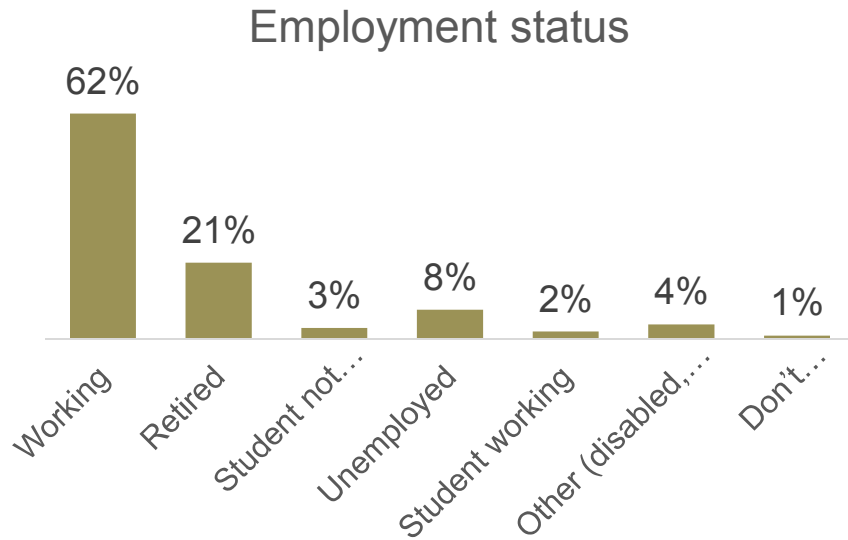
Gender



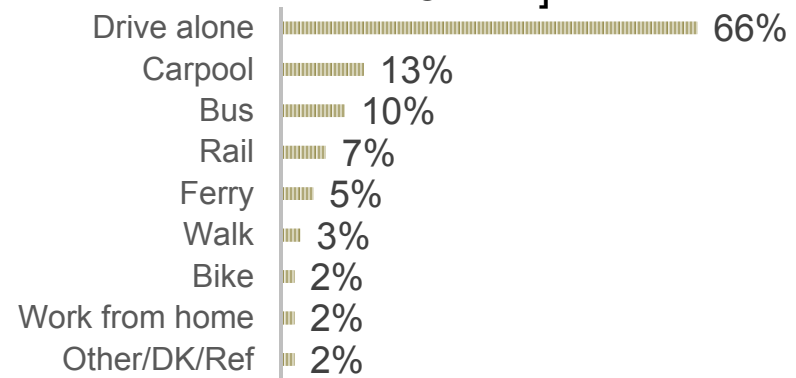
No. of children under 18 living at home



Employment and Commute



ON A NORMAL DAY HOW DO YOU GET TO YOUR WORKPLACE OR SCHOOL? [EMPLOYED AND STUDENTS, ONLY]



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

