



Citizens Transportation Advisory Committee III (CTAC III)

**Survey of Seattle Residents
Topline Results
April 26, 2011**



Survey Purpose

- Gather statistically valid input from Seattle residents
- Provide feedback on these themes:
 - Transportation priorities for Seattle and neighborhoods
 - Values related to transportation priorities
 - Willingness to pay for transportation priorities



How was the survey conducted?

- Statistically valid telephone survey of 400 adult Seattle residents (margin of error +/- 5%)
- Conducted from April 6 through April 11
- Included:
 - landline phone (72%) and cell phone households (28%)
 - home owners (50%) and renters (50%)
 - registered voters (88%) and non-voters (12%)



How was the survey conducted? (cont'd)

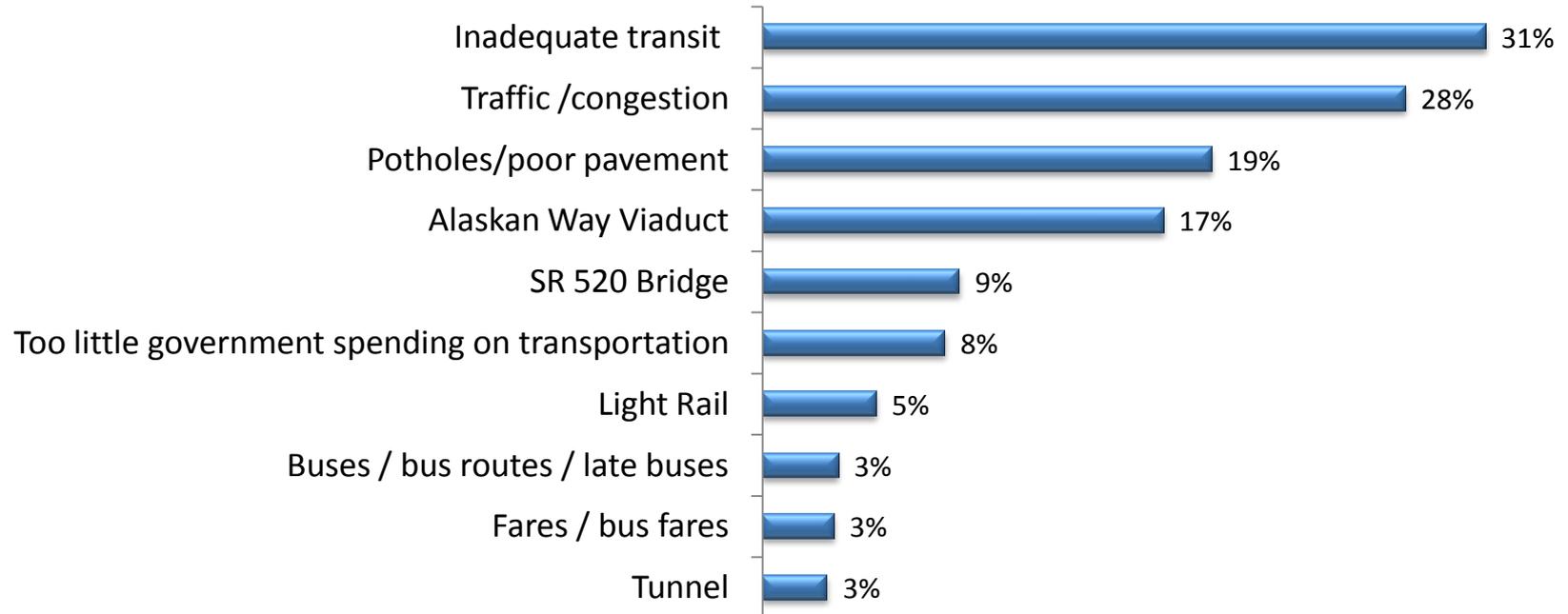
- Respondent demographics matched Seattle census demographics, except age
- PRR weighted data to statistically adjust for somewhat under-representation of younger ages and somewhat over-representation of older ages



Top transportation issues in Seattle?

What do you think are the two most important transportation issues facing Seattle? (top 10 shown below)

Base: All respondents who participated in the survey



Note: More than one response allowed; percents may not add up to 100

n=398

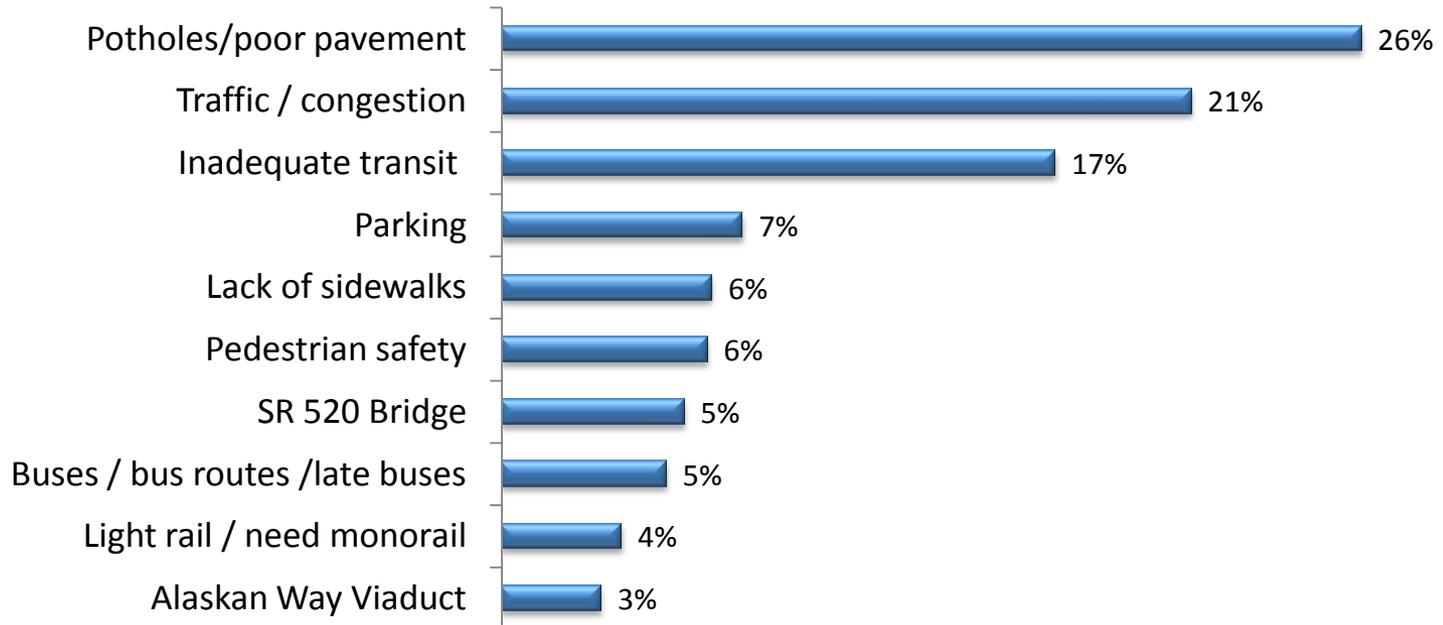


CTAC III – Survey Topline Results

Top transportation issues in your neighborhood?

What do you think are the two most important transportation issues facing your neighborhood? (top 10 shown below)

Base: All respondents who participated in the survey



Note: More than one response allowed; percents may not add up to 100

n=398

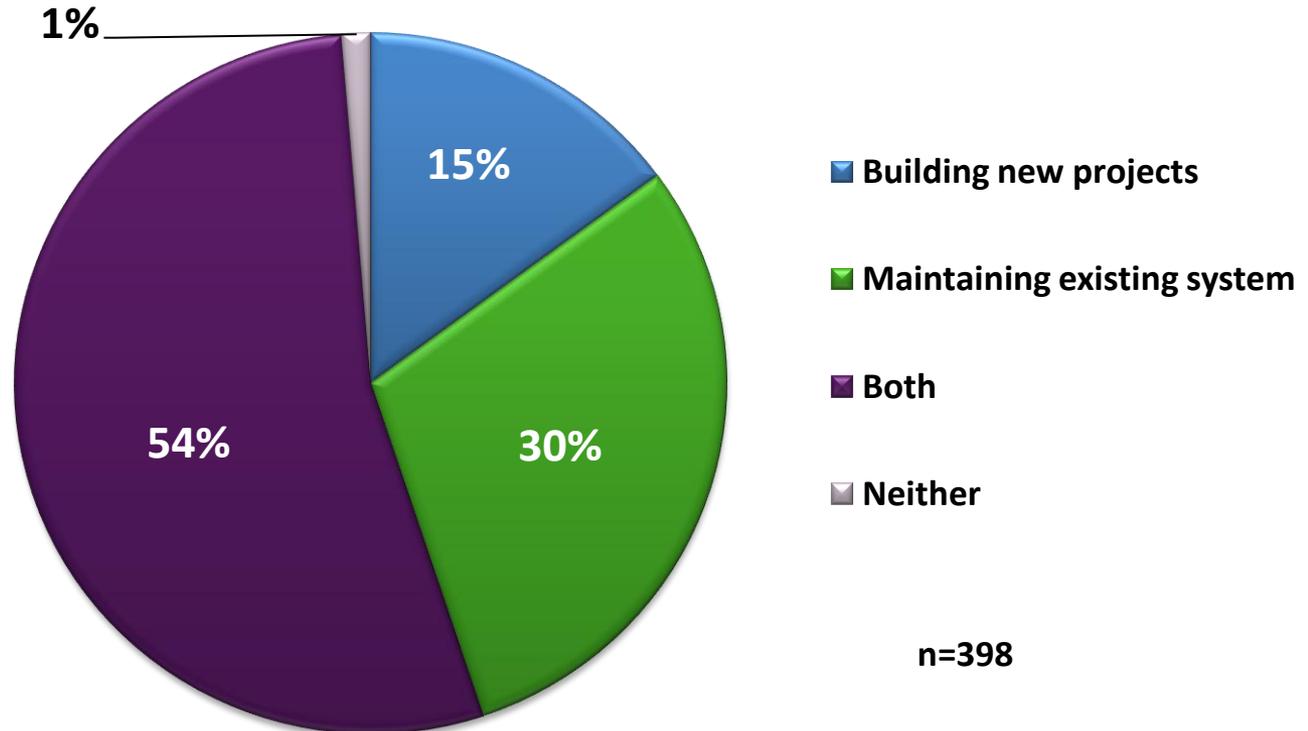


CTAC III – Survey Topline Results

What's more important – new projects or maintenance?

Given the limited resources for transportation, which is most important to you?

Base: All respondents who participated in the survey



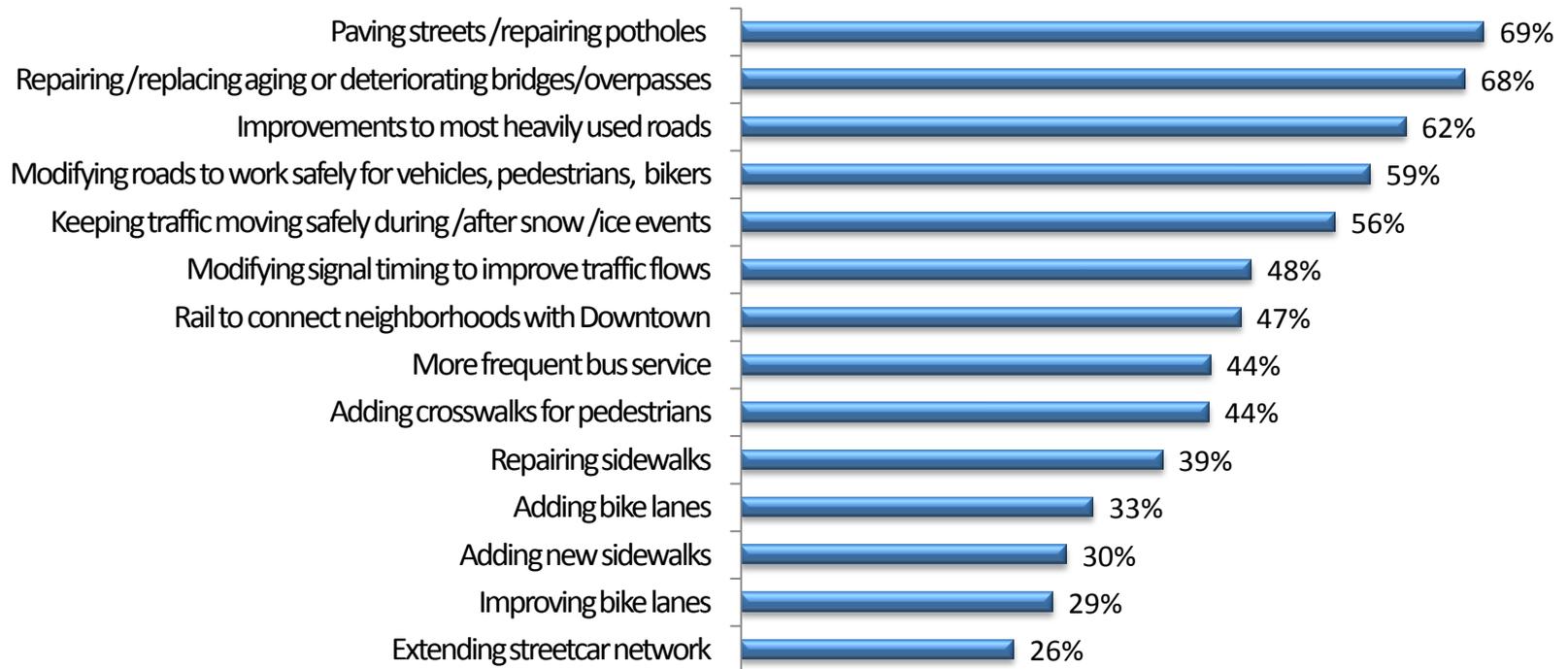


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What are the most important transportation investments?

How important to you are the following transportation investments?

Base: Respondents who rated the level of importance at 6 or 7 ('very important')



n=398

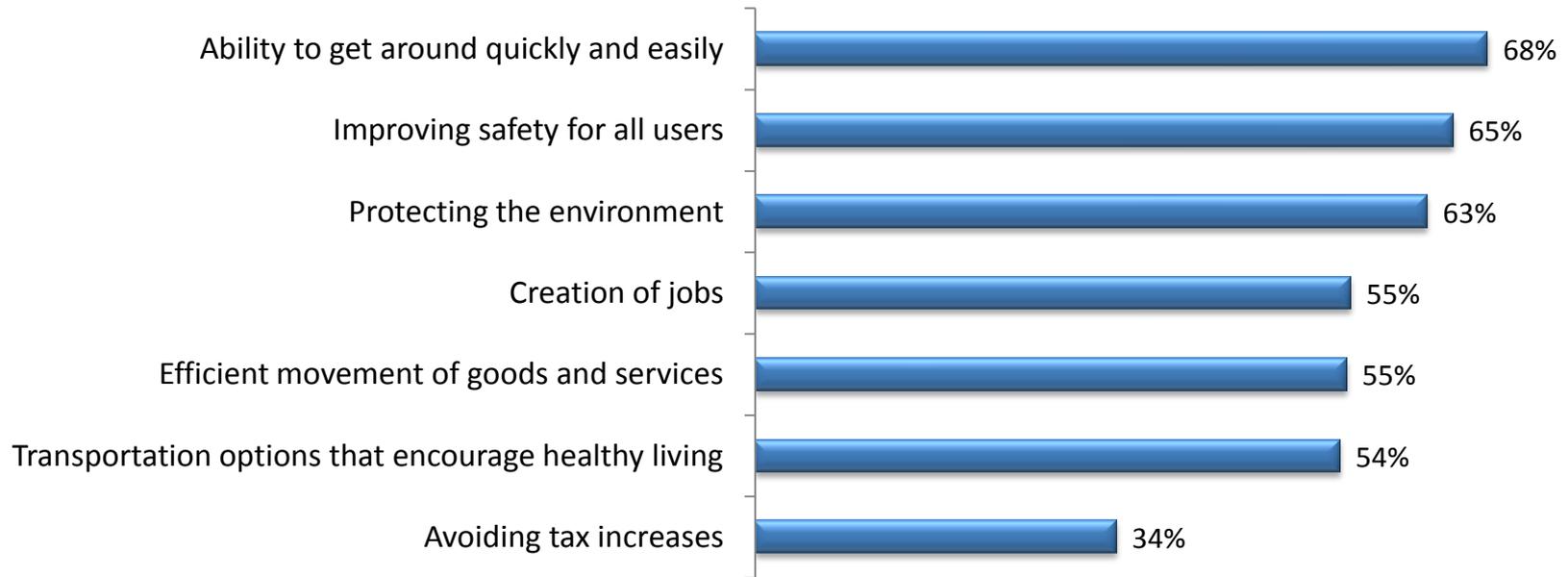


CTAC III – Survey Topline Results

What are people's values related to transportation priorities?

How important are each of the following to consider when prioritizing transportation improvements?

Base: Respondents who rated the level of importance at 6 or 7 ('very important')



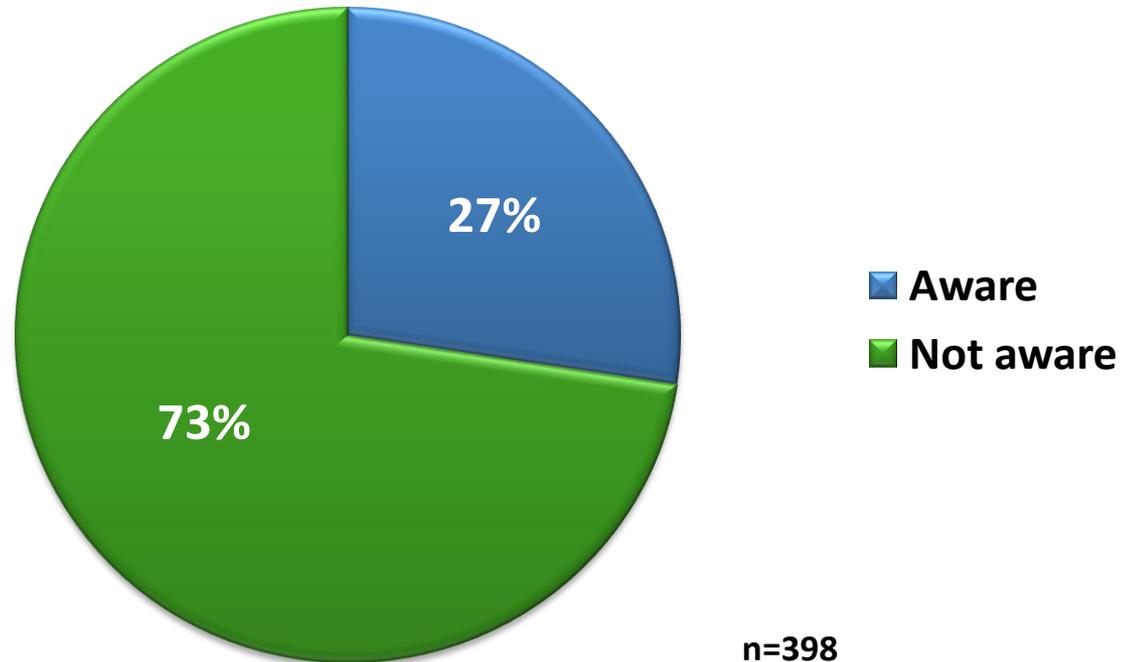
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Are people aware of Bridging the Gap?

Are you aware of the Bridging the Gap ballot initiative that was passed by Seattle voters in 2006?

Base: All respondents who participated in the survey



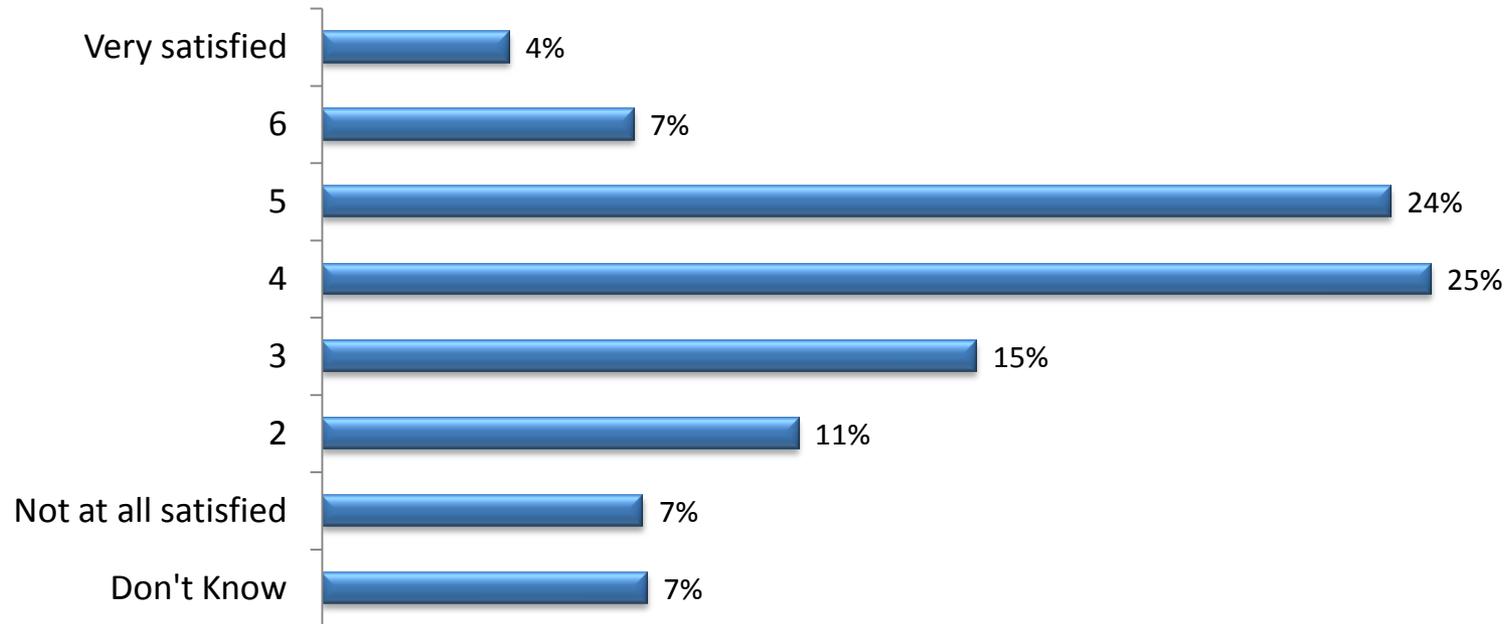


CTAC III – Survey Topline Results

Do people think Bridging the Gap is meeting its goals?

How satisfied are you that Bridging the Gap is achieving its stated goals?

Base: All respondents who participated in the survey



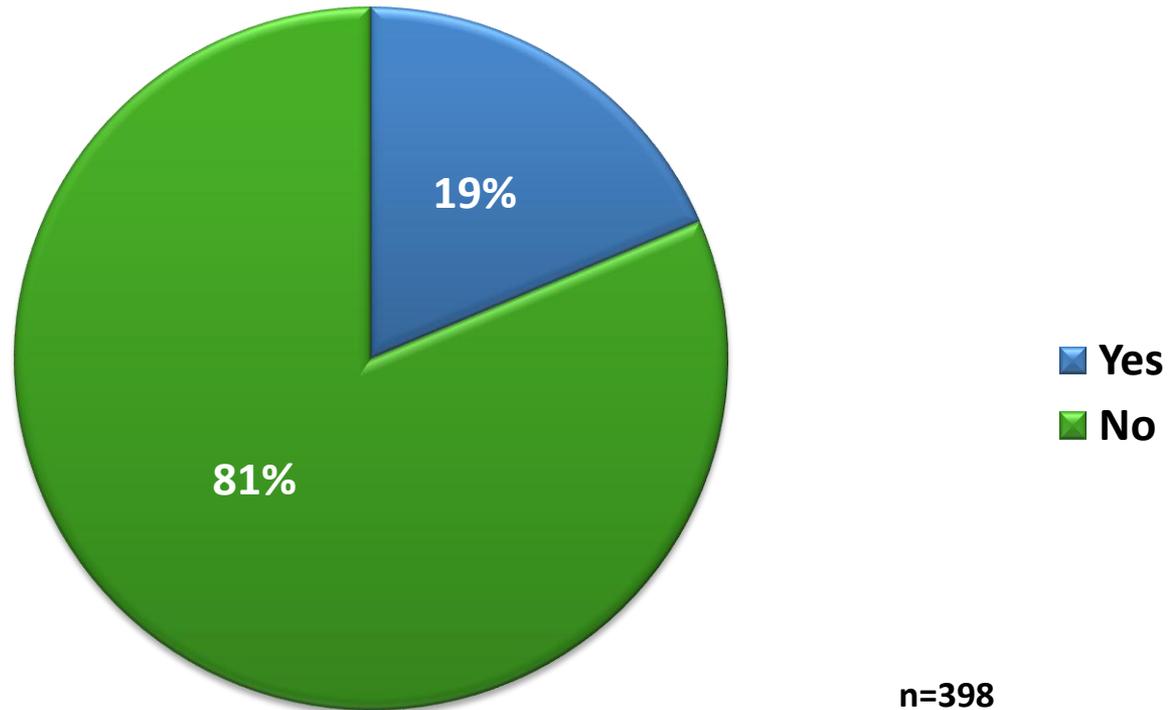
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Are people aware that Bridging the Gap is up for renewal?

Are you aware that Bridging the Gap is up for renewal in 2015?

Base: All respondents who participated in the survey

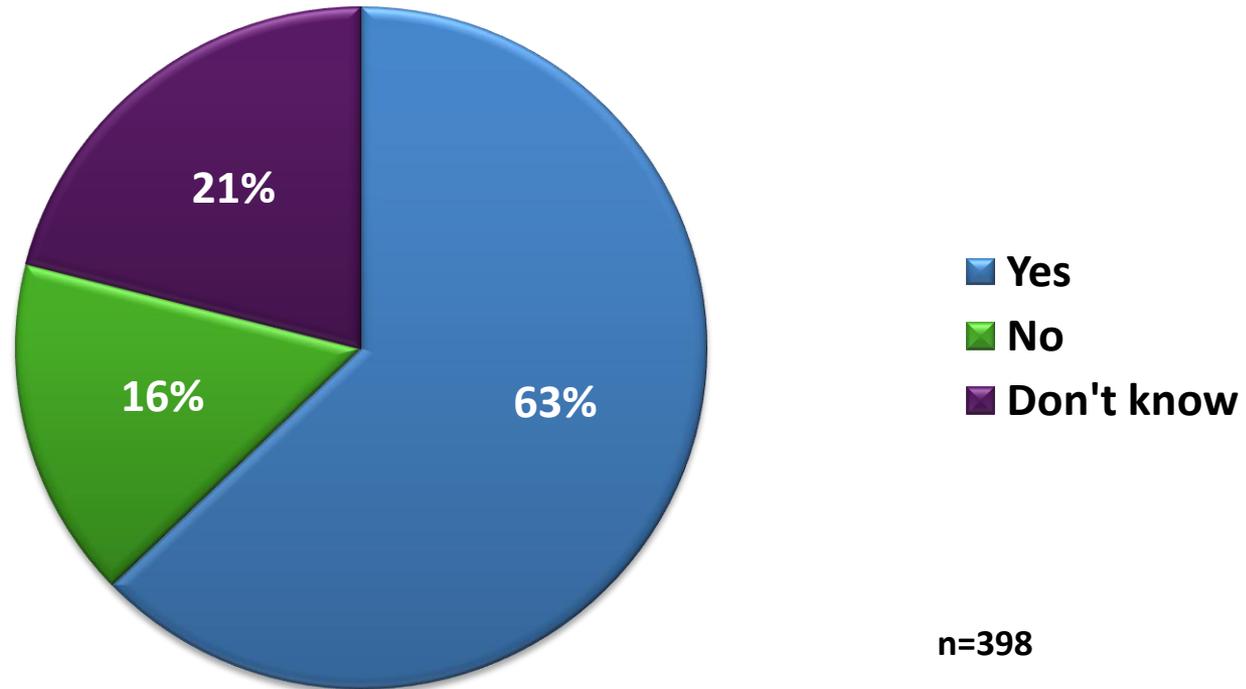




Will people support renewal of Bridging the Gap?

Would you support renewing Bridging the Gap when it comes up for renewal in 2015?

Base: All respondents who participated in the survey

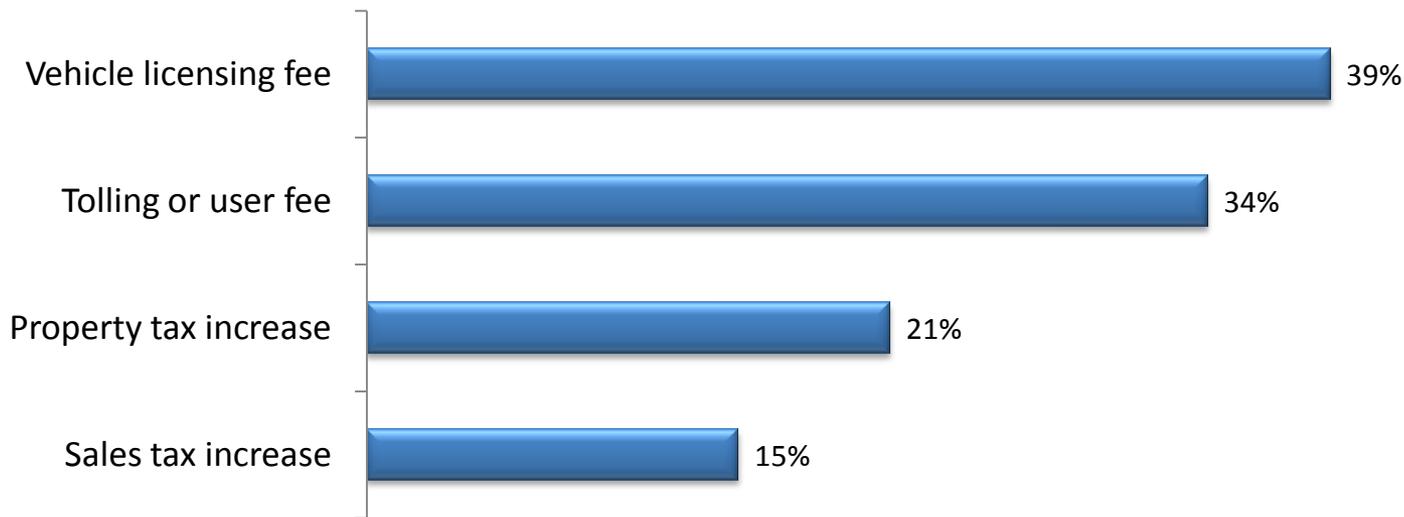




What are most popular transportation funding sources?

Please indicate your level of support for each of the following transportation funding sources

Base: Respondents who rated their level of support at 6 or 7 ('very supportive')



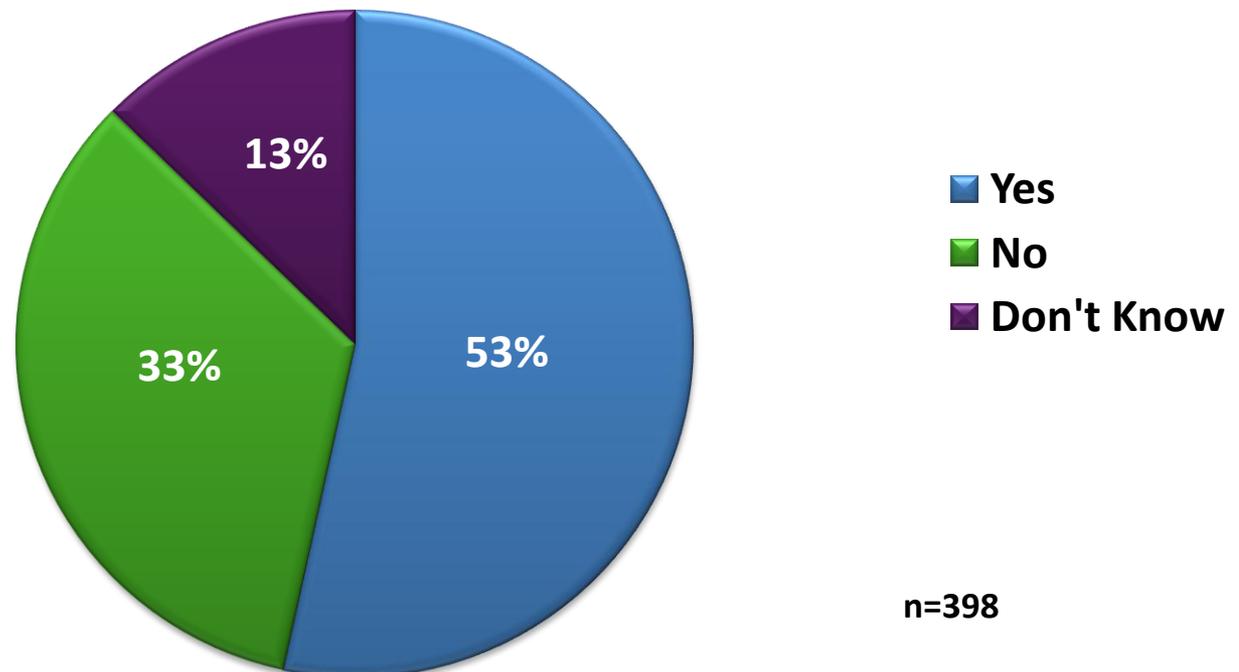
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Will people support ballot measure in addition to BTG?

Would you support a ballot measure to fund transportation improvements, knowing that the cost would be in addition to the existing Bridging the Gap levy?

Base: All respondents who participated in the survey



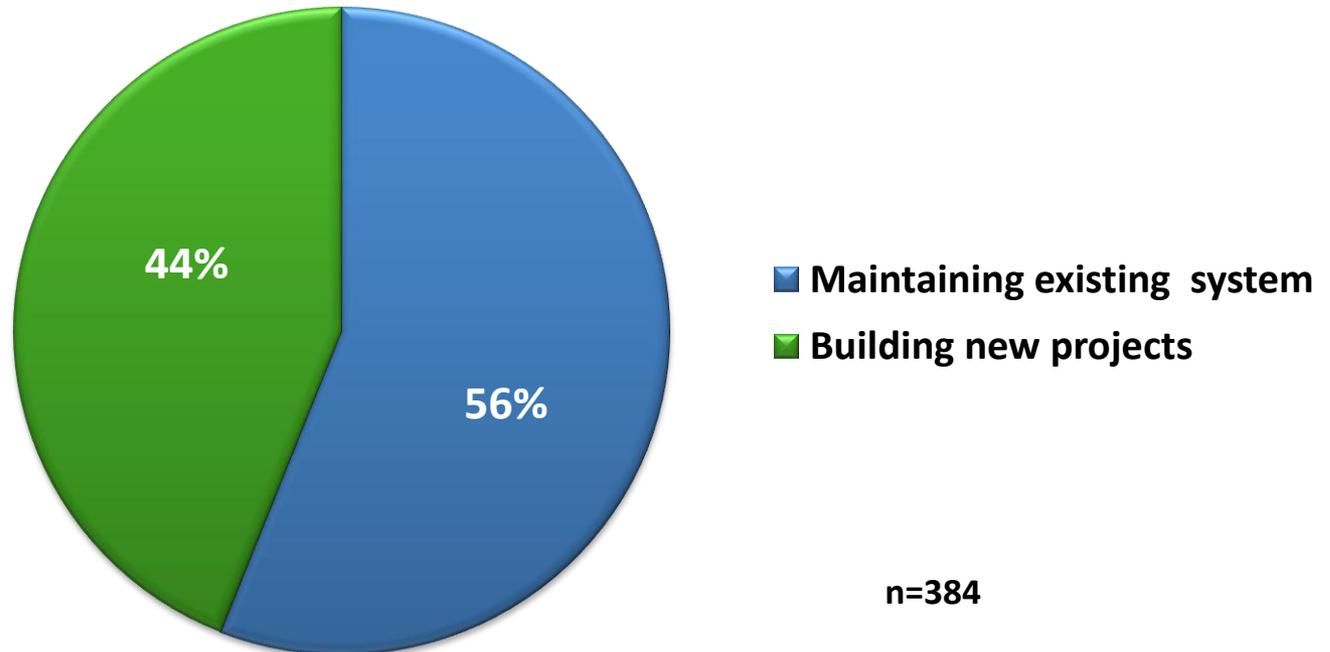


CTAC III – Survey Topline Results

What % should be spent on new projects vs. maintenance?

If the ballot measure to fund transportation improvements passed, what percent of the money generated should be spent on new building projects vs. maintaining the existing transportation system?

Base: All respondents who participated in the survey





CTAC III – Survey Topline Results

So what does this all mean?

Bridging the Gap

- Most are not aware of BTG. Of those who are aware, nearly 42% don't know BTG's main purpose.
- 11% are satisfied that BTG is meeting its goals. 18% are not satisfied. 7% don't know and the remainder (54%) are in the middle.
- But, two-thirds would support renewal in 2015.

Priorities and Values

Biggest issues:

- Broken or deteriorating infrastructure
- Traffic congestion
- Inadequate transit

Fix through maintenance and new projects, with bigger emphasis on maintenance.

When prioritizing improvements, consider:

- Getting around quickly/easily
- Safety for all users
- Environmental protection

Willingness to Pay

Pay for improvements with:

- Vehicle licensing fee
- Toll or user fees

Just over half would support transportation improvement ballot measure in addition to BTG

Allocate funds from ballot measure:

- Maintenance (56%)
- New projects (44%)



Questions?