

**Key messages:**

1. If Metro wants the measure to win by two-thirds majority, talking about their plans to invest in making it safer to walk and bike will help win over voters across age, race, ethnicity, and geographic area.
2. An overwhelming majority favor using tax money to make it easier and safer for children to walk or bike to schools. Talking about Safe Routes to School programs prioritized by the subregions would help the measure win votes to win.
3. People who support alternatives to driving, like walking, biking, and public transit, were more likely to support the measure. Metro's plan to "ease traffic" is a good start — but, to win over more voters, Metro leadership should talk about making it safer, more accessible, and easier for people to get to transit by walking, biking, and other means.
4. Voters across the county support fixing sidewalks. Over three-fourths of voters in the Gateway cities want more to be spent on improving sidewalks.
5. Two-thirds of voters would walk or bike more if the streets felt safer — this number jumps to 78 percent for women under age 60, and up to 80 percent of Latinos. Women and Latinos are two powerful voting blocs that could help the measure win.

**What's a winnable ballot measure look like?**

- Active transportation is in everybody's interest. Making streets safer for all ages, all people, especially women and Latinos to walk, bike, and roll around their neighborhood will generate more supportive voters. Sidewalks, crosswalks, and complete streets are very popular with voters.
- Appealing to families, people who feel "stuck" with no choice but to drive a car, and safe routes to school is a winnable strategy.
- Majority of voters want safer bus stops, train station stops, and first and last mile improvements. Women, a big voting bloc, especially want our streets, stations, and stops to be safer.



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**STATEMENT: With a November Los Angeles County transportation sales tax, voters strongly support making streets safer for walking and funding alternatives to driving**

**LOS ANGELES, CA** — Investing in Place, a Los Angeles non-profit whose mission is to create livable and safe communities, commissioned Goodwin Simon Strategic Research to survey Los Angeles County voters on their priorities for the use of transportation funds. This poll was funded in part by a grant from Voices for Healthy Kids, an initiative of the American Heart Association.

On June 23rd, the Metro Board of Directors of Los Angeles County Metropolitan Transportation Authority (also known as Metro) will decide whether to approve an expenditure plan for a transportation sales tax in the November 2016 general election. Metro's proposal, if passed by voters in November 2016, would be the region's 4<sup>th</sup> transportation sales tax measure.

**The survey conducted by Goodwin Simon Strategic Research demonstrated strong voter support for using the revenue from a potential Los Angeles County Transportation sales tax measure to fund alternatives to driving and especially for investing in a county that is safer for walking.**

Although there is certainly strong support for spending potential ballot measure funds on freeways, rail transit, and bus service, there is even stronger support for spending the revenue on alternatives to driving. In fact, interest in spending funds from the measure on such alternatives is much higher among those who say they would vote yes on it. **In short, making**

**alternatives to driving and especially walking and biking part of the funding priorities for the measure will earn it additional votes.**

“We’re on the verge of truly aligning transportation funding with the needs of our communities,” said **Jessica Meaney, Managing Director of Investing in Place**, “Our survey shows Los Angeles County voters want — and are willing to vote for — investments in making their neighborhoods walkable, bikeable, and easier to get to public transit and bus stops.”

The survey found that support for using ballot measure funds on more freeway lanes (65% in favor) is actually lower than support for investments in making it easier and safe to walk and bike:

- 83% favor using funds from the measure to make it easier and safer for children to walk or bike to schools.
- 81% favor using ballot measure funds to improve crosswalks so they are safer for pedestrians.
- 74% favor using ballot measure funds for fixing sidewalks, including more street trees, benches, wider sidewalks, lighting, and more separation from cars.
- 61% favor using ballot measure funds on additional bike paths and bike lanes.

Whereas most County voters are regular walkers, and a lower but still notable 25% bike at least once a month, those proportions could be higher if Los Angeles County addressed concerns about safety from crime and safety from crashes while walking or biking — this could include better lighting, safer crosswalks, and smoother surfaces for strollers, bikes, and wheelchairs.

“Two-thirds of Los Angeles County voters would walk or bike more if the streets felt safe — this number jumps to 78 percent for women under age 60, and up to 80 percent of Latinos,” said **Tamika Butler, Executive Director of the Los Angeles County Bicycle Coalition**, “People should be able to walk and bike to school, to the store, and to the park without risking their lives. It would be a missed opportunity to spend billions making it easier to drive across the county when so many of our residents can’t even walk safely to the bus stop or bike to the train station.”

"A majority of voters across Los Angeles County support using transportation funds to fix our sidewalks," said **Emilia Crotty, Policy and Program Manager for Los Angeles Walks**. "Besides protecting people from injury, we need to avoid the legal mess cities get tangled in when people fall and hurt themselves on our sidewalks. Repairing broken sidewalks is not only the right thing to do, but is a smart fiscal strategy to avoid legal fees in the long run. It also increases transit use by making it easier for people to walk to train stations and bus stops."

**Anisha Hingorani, Policy and Program Manager for Multicultural Communities for Mobility** said, "Investing in Place's survey found that 64% would walk or bike more if the sidewalks were in good repair and accommodated strollers and wheelchairs. Over three-fourths of voters in

Southeast Los Angeles, including the Gateway Cities subregion, want more funds to be spent on improving sidewalks. Repairing our sidewalks is a crucial first step to ensuring safe passage for all Los Angeles County residents, especially in low-income communities and communities of color. These community members have been historically shut out of public investment discussions and deserve equitable, walkable and bikeable neighborhoods."

"There is a strong connection between the built environment and public health. Los Angeles County has a tremendous opportunity to leverage billions of dollars in public funds and invest it in improving walking and bicycling conditions throughout the region," said **Eric Batch, Vice President of Government Relations for the American Heart Association**. "Investing in Place's survey found that dedicating funds from the measure to make it safer for our young people to walk or bike to school or near their homes is extremely popular with voters. Also, with 83% of Metro bus riders getting to their stop by walking, funds from this measure can improve options for current bus riders and attract new riders to Metro's transit system."

Official traffic data estimates people walking and biking represent 19 percent of all trips in Los Angeles County, yet make up 39 percent of those killed in traffic collisions. In low-income communities of color, people walk and bike at higher rates and are at even greater risk of being hit and killed due to lack of investment in safe streets.

Goodwin Simon Strategic Research conducted 601 interviews in Los Angeles County with a margin of error about plus or minus 4% at a 95% confidence level.

Other key findings of interest from the survey:

- **Just under two-thirds (65%) say they would vote yes on the measure**, including 45% who say they would definitely vote yes.
- **Driving is the primary mode of transportation for Los Angeles County voters**, and this is true across party, race, and geographic differences. However, voters have conflicted feelings about driving: most feel forced to drive and would prefer other options. For example, more than two in three voters overall (68%) and 79% of those who drive on a regular basis, would like to spend less time in their cars.
- Among those who drive on a regular basis, **60% would like to be able to walk and bicycle more often to destinations like shops and schools**. Among those who say they will vote in favor of the upcoming sales tax measure, 66% say they would like to be able to walk and bicycle more often.

The key findings memo can be found on Investing in Place's website here:  
<http://tinyurl.com/InvestingInPlaceSurvey>

**For information about Investing in Place, please visit [www.investinginplace.org](http://www.investinginplace.org).**

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## MEMORANDUM

**June 1, 2016**

**TO: JESSICA MEANEY**  
**Investing in Place**

**FROM: PAUL GOODWIN**  
**Goodwin Simon Strategic Research**

**RE: Key Findings from L.A. County Transportation Survey**

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### **Introduction and Methodology**

Investing in Place asked Goodwin Simon Strategic Research to conduct a telephone survey of voters living in Los Angeles County. Purposes of the survey included:

- Recording information about walking and bicycling behavior among County voters
- Exploring voter priorities for the use of transportation funds and in particular comparing voter attitudes about the use of funding for roads/freeways, for public transit, or for facilitating active transportation (walking and bicycling)
- Exploring strategies for encouraging more walking and bicycling

We conducted 601 interviews in L.A. County between May 18 and May 22, 2016. The margin of error for results from 600 completed interviews is about plus or minus 4% at a 95% confidence level. That is, if this survey were to be repeated exactly as it was originally conducted, then 95 out of 100 times the responses from the sample (expressed as proportions) would be within 4% of the actual population proportions. About 32% of the interviews were completed using cell phone numbers. Two percent of the interviews were completed in Spanish.

In the report we refer to the Gateway cities, which are cities in the Southeast area of L.A. County, including Artesia, Avalon, Bell, Bellflower, Bell Gardens, Cerritos, Commerce, Compton, Cudahy, Downey, Hawaiian Gardens, Huntington Park, Industry, La Mirada, Lakewood, Long Beach, Lynwood, Maywood, Montebello, Norwalk, Paramount, Pico Rivera, Santa Fe Springs, Signal Hill, South Gate, and Vernon.

## Overview:

**The survey demonstrates that there is strong voter support for using the revenue from the potential November Los Angeles County Transportation sales tax measure to fund alternatives to driving and especially for investing in a county that is safer for walking.**

For example, while 42% believe that improving freeways and roads should be the highest priority for the use of transportation dollars, a larger 44% believe the higher priority for County transportation funds should be “alternatives to driving, such as public transportation and making it easier to walk and bike to places.”

In fact, support for using ballot measure funds on more freeway lanes is actually lower than is support for these active transportation purposes. Specifically:

- Sixty-five percent (65%) favor using funds from the measure for “expanding freeway lanes.”
- Eighty-three percent (83%) favor using funds from the measure to make it easier and safer for children to walk or bike to schools.
- Eighty-one percent (81%) favor using ballot measure funds to improve crosswalks “so they are safer for pedestrians.”
- Three in four (74%) favor using ballot measure funds for fixing sidewalks, “including more street trees, benches, wider sidewalks, lighting, and more separation from cars.”
- Sixty-one percent (61%) favor spending ballot measure funds on additional bike paths and bike lanes.

Further, in a separate question battery, we found that 71% want the County to spend more on fixing broken sidewalks, and 59% want the County to spend more on making crosswalks safer.

The primary reason for this strong support for investing in walking and biking is that we are a county of walkers and bicyclists. Despite our reputation for being car-centric, 46% of L.A. County voters say they walk in their communities “every day,” and 78% walk at least once a week. Further, 15% of voters say they walk to work on a regular basis.

As a result, two in three (66%) say they would personally benefit from improved sidewalks in their area that made walking “easier and safer.” In contrast, a far lower

47% say they would benefit from more light rail and subway service, and just 43% say they would benefit from improved bus service.

In fact, the survey finds a great longing among voters to get out of their cars and to have options other than driving. Sixty-eight percent of County voters say they would like to spend less time in their cars (including 73% of potential November ballot measure supporters), and 73% say they feel they have “no choice” but to drive as much as they do.

As a result, 57% say they would like to use public transportation more (including 57% of those who say they drive every day and 67% of ballot measure supporters), and 58% would like to “walk and bicycle more to destinations like shops and schools” (including 66% of ballot measure supporters).

Thus the major takeaways from the survey are:

- Although there is certainly strong support for spending potential ballot measure funds on freeways, rail transit, and bus service, there is even stronger support for spending the revenue on alternatives to driving. In fact, interest in spending funds from the measure on such alternatives is much higher among those who say they would vote yes on it. In short, making alternatives to driving and especially walking and biking part of the funding priorities for the measure will earn it additional votes.
- Whereas most County voters are regular walkers, and a lower but still notable 25% bike at least once a month, those proportions could be higher if the County addressed concerns about safety from crime and safety from accidents while walking or biking. This could include better lighting, safer crosswalks, and smoother surfaces for strollers, bikes, and wheelchairs.
- Any use of funds from the measure to make it safer for children to walk or bike to school or near their homes would be extremely popular with voters.

## Summary

**Driving is the primary mode of transportation for L.A. County voters, and this is true across party, race, and geographic differences. However, voters have conflicted feelings about driving: most feel forced to drive and would prefer other options.**

- Overall, 86% of County voters who leave their home on a regular basis for work, school, and other activities say they typically drive.

- More than two in three voters overall (68%), and 79% of those who drive on a regular basis, would like to spend less time in their cars.
- Nearly three in four voters overall (72%), and 81% of those who drive on a regular basis, feel they have “no choice” but to drive as much as they do.

**There is strong interest among voters, and especially among those who drive on a regular basis, for alternatives to driving.**

- Among those who drive on a regular basis, 57% “would like to use public transportation more often.” This figure reaches 63% among all voters under age 60 and includes a majority of voters regardless of racial/ethnic, income, and gender. Among those who say that they will vote in favor of the upcoming potential sales tax measure, 67% say they would like to use public transit more often.
- Among those who drive on a regular basis, 60% would “like to be able to walk and bicycle more often to destinations like shops and schools.” Among those who say that they will vote in favor of the upcoming sales tax measure, 66% say they would like to be able to walk and bicycle more often.

**Many voters currently walk on a regular basis.**

- Nearly half of the County’s voters (46%) say they walk in their “neighborhood or local community” every day, and 78% do so at least once a week. This rises to 80% among potential November ballot measure supporters.
- About one in six voters (15%) say they walk to work on a regular basis, 21% walk a child to school regularly, and 82% walk for exercise or recreation regularly.

**One in four voters bicycle at least monthly, and four in ten bicycle for recreation or exercise regularly.**

- Sixteen percent say they bicycle at least once a week, with 40% who say they regularly bike for recreation or exercise. One in four (25%) say they bicycle at least once a month.

**Many voters have negative views of the L.A. County transportation system.**

- Well over half (57%) rate local freeways as either “only fair” or “poor.” This includes 61% of those who drive on a regular basis.
- Just over half (52%) rate the County’s bike paths and bike access as only fair or poor. This includes 61% of those who bicycle at least once a week.
- Thirty-five percent rate the county’s sidewalks as “excellent” or “pretty good,” whereas 46% rate the sidewalks as only fair or poor.
- Fifty-one percent rate “the condition of streets in your neighborhood” as excellent or pretty good, with 48% who rate them as only fair or poor.
- Thirty-five percent rate public transit services as excellent or pretty good, with 41% who rate it as only fair or poor (with the balance unsure).

**Nearly two-thirds of voters support the potential L.A. County sales tax measure for transportation.**

- Just under two-thirds (65%) say they would vote Yes on the measure, including 45% who say they would “definitely” vote Yes.
- There is relatively little variation by race/ethnicity, supervisorial district, and gender.

**A plurality of voters believe alternatives to driving should be a higher priority for transportation dollars than freeway/road improvements, and those voters committed to alternatives to driving are much more likely to support the tax.**

- Voters are split over what should be a higher priority for the use of transportation dollars in L.A. County. Forty-four percent (44%) say “alternatives to driving such as public transportation and making it easier to walk and bike to places” should be the higher priority, whereas 42% say “improving and widening freeways and roads” should be higher.
- Support for the potential ballot measure is more than 20 points higher among those who say that alternatives to driving should be a higher priority for their transportation dollars (75% of them favored the measure) compared with those who say that freeways and road improvements should be the higher spending priority (53% of them favored the measure.)

**Two in three voters say they would benefit personally from improved sidewalks in their neighborhoods.**

- Sixty-six percent say they would benefit “a great deal” or “some” from improved sidewalks, including 79% of Latino voters and 76% of Asian voters, and 65% in the Gateway cities.
- In contrast, a lower 47% say they would benefit personally from more light rail and subway service, and 43% would benefit personally from improved bus service. However, among Black and Latino voters, about 50% say they would benefit from improved bus service.
- Forty-two percent say they would benefit from more bike paths in their neighborhoods, including 53% of Latino voters.

**As a result, huge proportions support spending more transportation funds on sidewalks and crosswalks, and many want more bicycle lanes.**

- After we told respondents that about 2% of County transportation funds are spent on sidewalks, crosswalks, and bike lanes, 71% say they want the County to spend more on “fixing broken sidewalks,” with 47% who think the County should spend “much more.” These figures are especially high in the Gateway cities, with 78% who want the County to spend more on maintaining and improving sidewalks.
- When it comes to “making crosswalks safer,” 69% want the County to spend more than 2% of its transportation funds on this, including 40% who want it to spend “much more.”
- A lower but still notable 45% want more County spending on bicycle lanes.

**Voters strongly favor the use of revenue from the potential November ballot measure for public transit.**

- Three in four voters (75%) favor using potential ballot measure revenue on “improving and expanding subway and light rail service,” and 72% favor spending it on “improving and expanding bus service.”
- Using potential ballot measure revenue for “improving security and safety at bus and rail stops” is favored by 80% of voters.

- Using potential ballot measure revenue for “making it safer to get to bus and train stations” is favored by 75% of voters.
- Sixty-one percent (61%) favored using potential ballot measure revenue on “more dedicated bus lanes.”

**But equal or higher proportions of voters favor using potential ballot measure revenue for most of the active transportation purposes we tested:**

- Using the revenue for “improving crosswalks so they are safer for pedestrians” is favored by 81% of voters.
- Using the revenue for “improving and repairing sidewalks in your area” is favored by 74% of voters.
- Using the revenue for “making it easier and safer for children to walk or bicycle to school” is favored by 83% of voters.
- Although interest in using the revenue for expanding bike paths and bike lanes is a bit lower, we still found that 61% favored using the sales tax funds for this purpose.

**Voters were less enthusiastic about spending potential November ballot measure revenue on freeways than on most public transit and active transportation uses.**

- Sixty-five percent (65%) favored spending the sales tax funds on “expanding freeway lanes.” This is nearly 20 points lower than is the proportion favoring the use of sales tax funds for safer crosswalks and 10 points lower than is the proportion favoring the use of money for safer school access and improving sidewalks.
- Moreover, 62% agree that “expanding freeways does not reduce traffic in the long term, because the more freeways we build, the more people drive.”

**Respondents were asked to rate different ways L.A. County could encourage people to walk or bike more. The survey finds that improving safety would be the most effective way to get more people walking and biking.**

- Nearly two in three (65%) would walk or bike more if the streets felt “safer from crime,” including 78% of women under age 60 and 81% of Latinos.

- Sixty-four percent would walk or bike more if the sidewalks were “in good repair and accommodated strollers and wheelchairs,” and this reaches more than 70% in Supervisorial districts 1 and 2.
- Sixty-three percent (63%) would walk or bike more if the intersections and crosswalks were safer for pedestrians.
- Sixty-two percent (62%) would walk or bike more if there were better street lighting.
- Sixty percent (60%) would walk or bike more if “there were pleasant places to sit and rest when walking or bicycling.”

## Findings

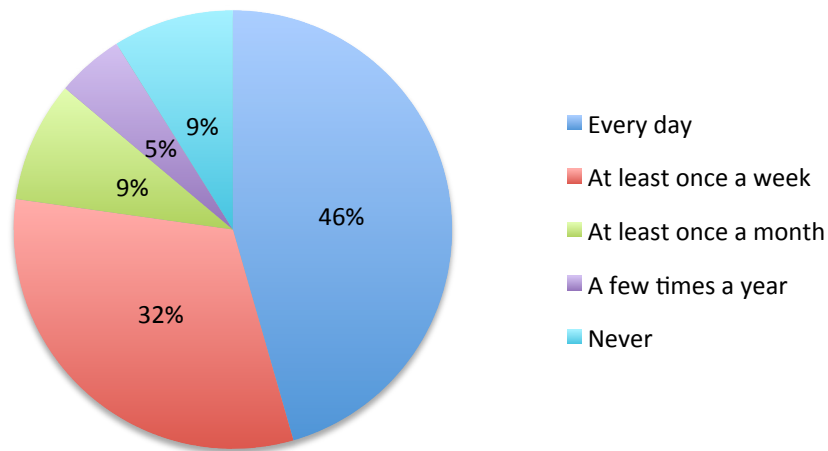
### 1. Current Transportation Habits

Eight in ten (81%) voters say either they or a member of their household leaves their home on a regular or daily basis to get to work, school, or other activities. Of this group, the vast majority (86%) say that driving is the primary mode of transportation to these activities, while just 7% ride a bus, 2% ride a bicycle, and 2% walk.

Forty-six percent (46%) of voters say they walk in their neighborhood or local community every day and one-third (32%) walk at least once a week. Nine percent (9%), say they never walk in their neighborhoods.

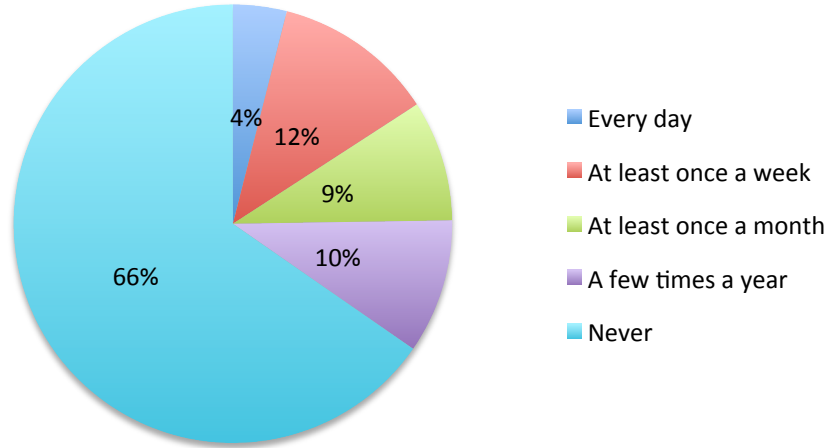
Among those most likely to walk every day are Latino men (61%), Democratic men (55%), and city of LA residents (53%).

**How Often Do You Walk In Your Neighborhood?**



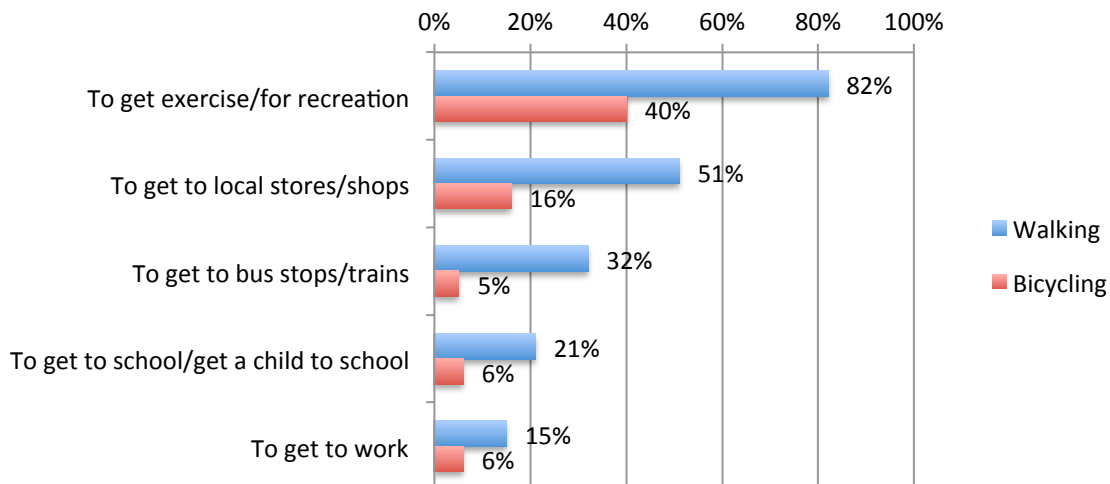
Voters are much less likely to bicycle (than to walk) in their neighborhood – just 4% say they bicycle every day and 12% do so at least once a week. Two-thirds (66%) of voters say they never bicycle in their neighborhoods.

### How Often Do You Bicycle In Your Neighborhood?



When asked about the purpose of their walks or bicycling, the most common reason is *to get exercise or for recreation* – 82% say they walk to get exercise or for recreation, whereas half as many bike for this reason (40%). Half (51%) of voters walk *to get to local stores and shops*, whereas just 16% bike. One-third (32%) walk *to get to bus stops or train stations*, two in ten (21%) walk *to get to school or a child to school*, and 15% walk *to get to work*. Biking to get to bus stops or train stations, to get to school, or to get to work is much less common.

### % Walking or Biking for Following Purposes



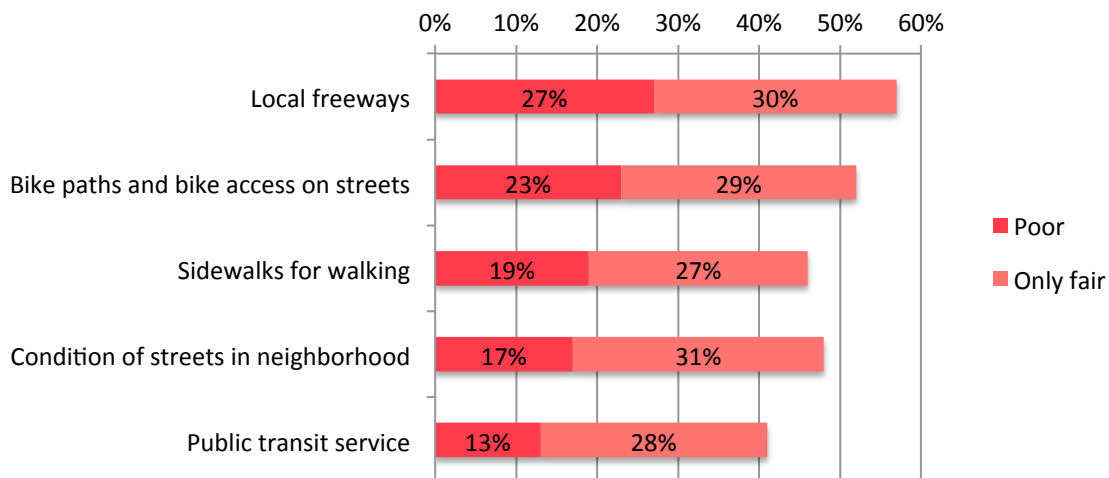
Latino voters are more likely than are White voters to walk to get to bus stops or train stations (38% Latino, 26% White) or to get to school or get a child to school (27% Latino, 17% White).

Although 4 in 10 Latinos (41%) and White voters (41%) bike to get exercise, just one-quarter (25%) of Black voters do so.

## 2. Views of Transportation System

A plurality of voters rate each of the parts of the LA County transportation system as “only fair” or “poor.” *Local freeways* are rated the lowest overall, with 27% giving a poor rating and fully 57% saying they are either poor or fair. A majority (52%) say *bike paths and bike access on streets* are either poor or only fair, and a near majority say either *the condition of streets in their neighborhood* or *sidewalks for walking* are poor or fair (48% streets, 46% sidewalks). Four in ten (41%) say *public transit service, such as buses and trains* are poor or only fair.

### LA County Transportation System Ratings



- Voters in the Gateway cities rate the transportation system in similarly negative ways.
  - Two-thirds (65%) of Gateway voters view local freeways as poor/fair;
  - Over half say bike paths (53%) or the condition of streets (53%) are poor/fair;
  - 44% say sidewalks for walking are poor/fair;
  - 40% say public transit is poor/fair.
- Additionally, greater proportions of voters residing in the city of Los Angeles than non-city-dwelling voters give poor/fair ratings for public transit (47% LA, 37% not LA), sidewalks (51% LA, 42% not LA), bike paths (55% LA, 50% not LA), and the condition of streets (54% LA, 44% not LA).

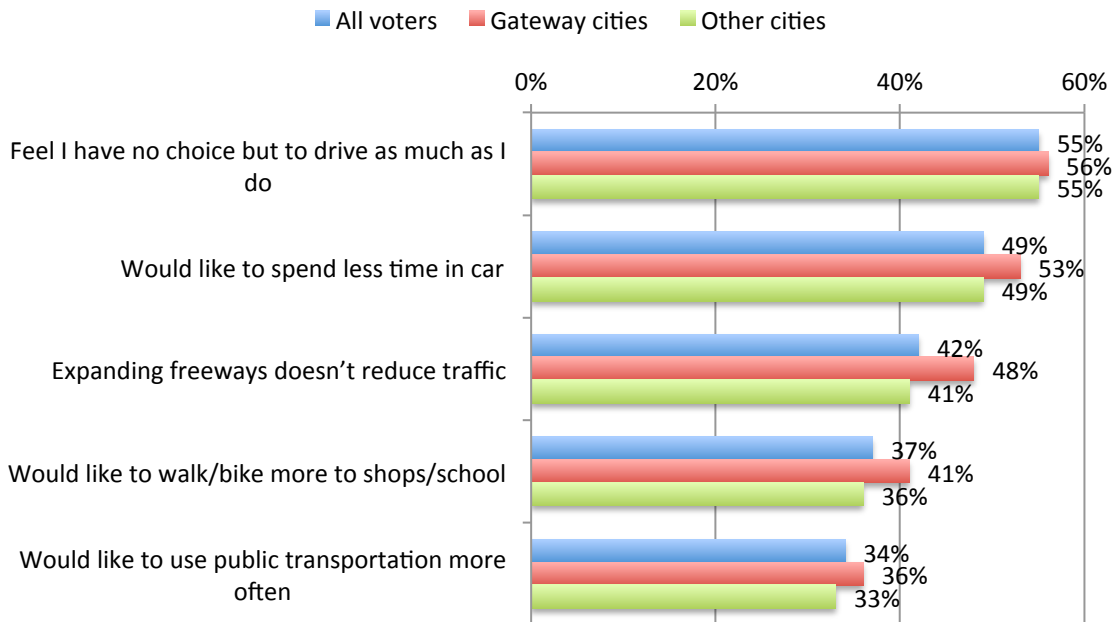
- We see some interesting differences looking at subgroups that say bike paths and bike access on streets are either poor or fair.
  - Asian voters (68%) along with voters who identify as something other than White, Black, Latino, or Asian (63%) are more likely to rate bike paths as poor or fair, whereas 54% of Latinos, 50% of White voters, and 42% of Black voters give these ratings.

Our survey demonstrates that a majority of voters strongly agree that either they *feel they have no choice but to drive as much as they do* (55% strongly agree, 72% total agree), or they *would like to spend less time in their car* (49% strongly agree, 69% total agree).

Over four in ten (42%) strongly agree that *expanding freeways does not reduce traffic in the long term because the more freeways we build, the more people drive* (62% total agree).

Thirty-seven percent (37%) strongly agree that they *would like to walk or bike more to destinations like shops or school* (58% total agree). Over one-third (34%) strongly agree that they *would like to use public transportation more often* (56% total agree).

### Strongly Agree With Statement



- As the chart above shows, over half of voters living in the Gateway cities strongly agree that they have no choice but to drive as much as they do (56% strongly agree) and that they would like to spend less time in their cars (53%).

A near majority of Gateway cities voters strongly agree that expanding freeways does not reduce traffic (48%).

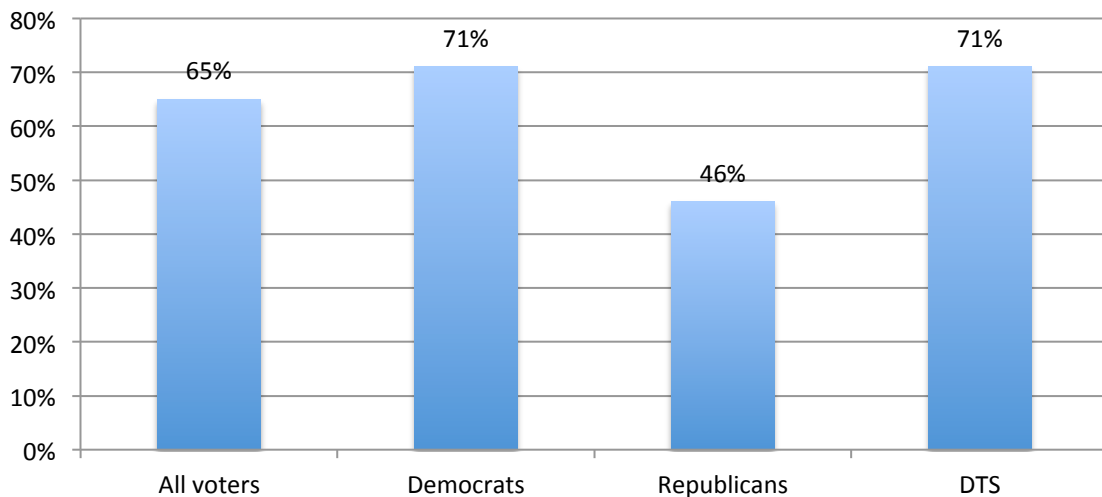
- Looking at differences among voters by race/ethnicity, we see Asian voters are among those most likely to say that they feel they have no choice but to drive as much as they do (76% strongly agree) or that they would like to spend less time in their cars (61% strongly agree). Asian voters also more strongly agree than do other race/ethnicity groups that expanding freeways does not reduce traffic in the long term (54% strongly agree) and that they would like to use public transportation more often (46% strongly agree).
- Democrats and Independent voters are more likely to strongly agree with each of the statements compared with Republicans.

### 3. County Sales Tax Vote

Voters were asked how they would vote on a ballot measure that “would increase the sales tax in Los Angeles County by one-half cent and extend the existing County sales tax. The funds would be used by LA Metro to extend light rail, subways, and bus systems; improve freeway traffic flow; fix sidewalks; repair potholes; add bicycle lanes; and keep senior, disabled, and student fares low.”

Two-thirds (65%) of voters say they would vote Yes, including 45% who say they would “definitely” vote Yes, 16% who would “probably” vote Yes, and 4% who “lean” Yes. Twenty-eight percent (28%) of voters say they would vote No on this measure (19% definitely No, 7% probably No, 2% lean No), and 7% are undecided.

#### **Voting Yes on County Sales Tax Measure**

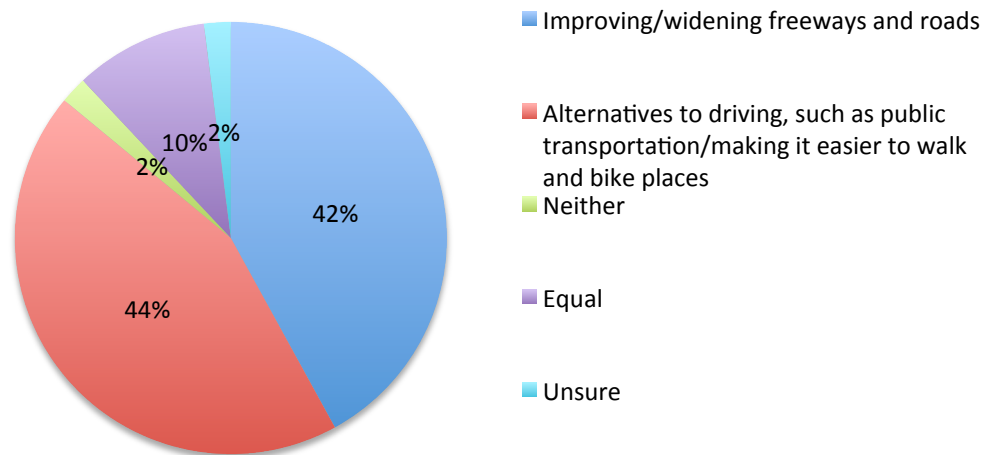


- Seven in ten (71%) Democrats and the same proportion of Independent (DTS) voters (71%) say they will vote Yes, whereas just 46% of Republicans say they will (although over half [53%] of Republican women say they will support the measure, whereas just 37% of Republican men say they will.)
- There is strong support for the measure in the Gateway cities, with 66% of voters in those cities saying they would vote Yes, including half (49%) who would definitely vote Yes.

#### 4. Uses for Transportation Dollars

Voters are split over what should be a higher priority for the use of transportation dollars in L.A. County. Forty-four percent (44%) say *alternatives to driving such as public transportation and making it easier to walk and bike to places* should be the higher priority, whereas 42% say *improving and widening freeways and roads* should be higher. One in ten (10%) say they are equally high priorities. Two percent (2%) say they are unsure.

**Priority for Transportation Dollars**



- Independent voters, White voters, and Black voters put a priority on alternatives to driving over improving freeways by a net of roughly 10 points, whereas Republicans and Asian voters are more likely to emphasize freeway improvements.
  - Independent (48% alternatives to driving, 37% improving freeways; +11 net)
  - White (49% alternatives to driving, 37% improving freeways; +12 net)

- Black (44% alternatives to driving, 35% improving freeways; +9% net)
- Republican (38% alternatives to driving, 48% improving freeways; -19% net); however, a much greater proportion of Republican men (60%) place a higher priority on improving freeways than do Republican women (38%)
- Asian (39% alternatives to driving, 54% improving freeways; -15% net)
- Voters in the Gateway cities are relatively split in their views over which should be a higher priority – 41% say improving and widening freeways should be higher, whereas 38% say alternatives to driving should be higher. Fourteen percent (14%) say they are of equally high priority.

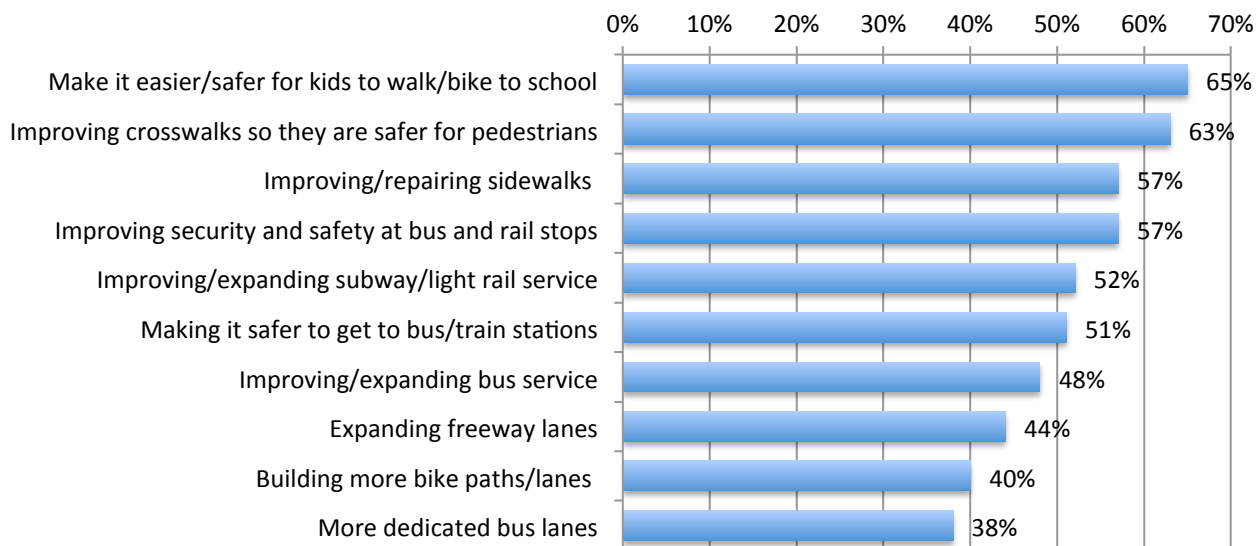
When asked whether they favor or oppose using the tax revenue from the transportation measure for an array of projects, we see there is strongest support for projects that make it safer for kids to walk and bike, that improve crosswalks and sidewalks, and that improve safety at bus and rail stops.

The top four uses of the tax revenue include, *making it easier and safer for children to walk or bicycle to school* (65% strongly favor, 83% total favor); *improving crosswalks so they are safer for pedestrians* (63% strongly favor, 81% total favor); *improving and repairing sidewalks in their area, including more street trees, benches, wider sidewalks, lighting, and more separation from cars* (57% strongly favor, 74% total favor); and *improving security and safety at bus and rail stops* (57% strongly favor, 80% total favor).

A majority, or near majority, strongly favor *improving and expanding subway and light rail service* (52% strongly favor), *making it safer to get to bus and train stations* (51% strongly favor), or *improving and expanding bus service* (48% strongly favor).

The lower priorities among this list of projects are *expanding freeway lanes* (44% strongly favor), *building more bike paths and bike lanes* (40% strongly favor), and *more dedicated bus lanes* (38% strongly favor).

### Strongly Favor Using Tax Revenue

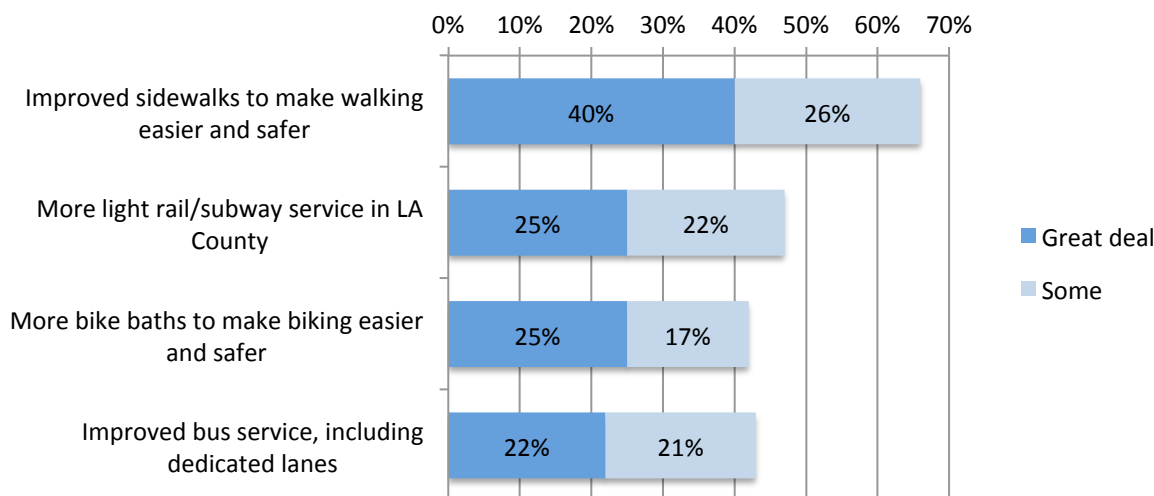


- Democrats and Independent voters are much more likely than Republicans to strongly favor using the tax revenue for each of the proposed uses. However, a majority or more of Republican women strongly favor using the tax revenue to make it easier and safer for kids to walk or bike to school (62% strongly agree), to improve and repair sidewalks (54%), and to improve security and safety at bus and rail stops (55%).
- Latinos are among those most likely to support each of the uses. A majority of Latinos (or more) strongly favor using tax revenue in each example, and fully 79% strongly favor using tax revenue for improving crosswalks, 77% strongly favor making it easier for kids to walk or bike to school, and 70% strongly favor improving and repairing sidewalks.
- Voters in the Gateway cities strongly favor using the tax revenue for each of the projects in similar proportions to voters as a whole, with their top three projects ranked as a) improving crosswalks (67% strongly favor), b) making it easier and safer for kids to walk or bike to school (66%), and c) improving security and safety at bus and rail stops (60%).

When asked whether certain uses of the revenue would personally benefit respondents, two-thirds (65%) say they would personally benefit a “great deal” or “some” from *improved sidewalks in their neighborhood to make walking easier and safer*; this includes 4 in 10 (40%) who say they would benefit a great deal.

Voters report less personal benefit from the other three uses we tested: *more light rail and subway service in L.A. County* (25% great deal, 47% total benefit); *more bike paths in their neighborhood to make biking easier and safer* (25% great deal, 42% total benefit); or *improved bus service, including dedicated bus lanes in L.A. County* (22% great deal, 43% total benefit).

### Personally Benefit a "Great Deal" or "Some"

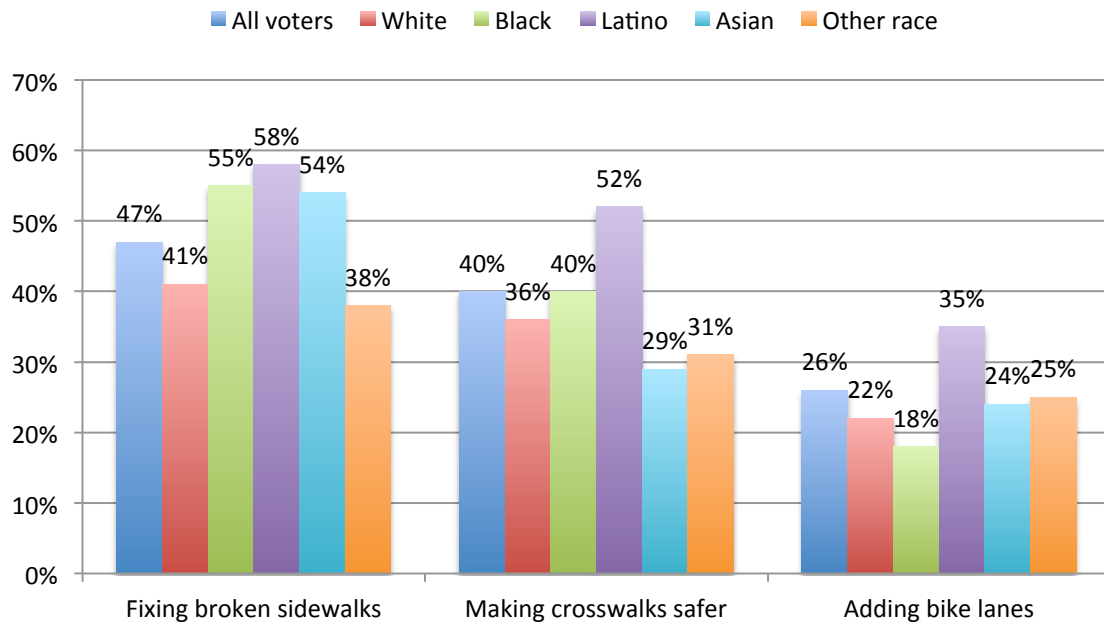


- Republicans are much less likely than are Democrats and independent voters to say they would benefit a great deal from each of the uses we tested. For example: for improved sidewalks, 43% of Democrats and 42% of Independent voters report a great deal of benefit compared with just 29% of Republicans.
- Half of Latinos (52%) or Asians (49%) say they would personally benefit a great deal from improved sidewalks in their neighborhoods, whereas 36% of Black voters and 31% of White voters say they would benefit a great deal. One-third (33%) of Latinos also say they would benefit a great deal from more bike paths in their neighborhood, compared with just 20% of Black voters and 10% of Asian voters.
- Voters in the Gateway cities say they would benefit a great deal in proportions similar to voters as a whole, including 40% who would benefit a great deal from improved sidewalks, 28% from more bike paths, and 25% from more light rail and subway service.

Voters heard that “at present, L.A. County spends about 2% of its transportation funds on improving sidewalks, making crosswalks safer, and adding bicycle lanes.” When asked whether the County should spend more, less, or the same share of the

funds in the future, 47% of voters think the County should spend “much more” on fixing broken sidewalks (71% total more – “much” + “somewhat” more), 40% think it should spend much more on making crosswalks safer (59% total more), and 26% think it should spend much more on adding bike lanes (45% total more).

### % Who Think County Should Spend "MUCH" More



- Latinos are most likely to think the County should spend much more on each of these areas, whereas Black voters and Asian voters think much more should be spent on fixing broken sidewalks in particular.
- A majority of Democratic women say much more should be spent on fixing broken sidewalks (58%) or making crosswalks safer (51%).
- Voters in the Gateway cities are strong supporters of fixing broken sidewalks. Nearly half (48%) say much more should be spent on fixing broken sidewalks, and 78%, in total, say more should be spent. Four in ten (42%) say much more should be spent on making crosswalks safer, and 23% say much more should be spent on adding bike lanes.

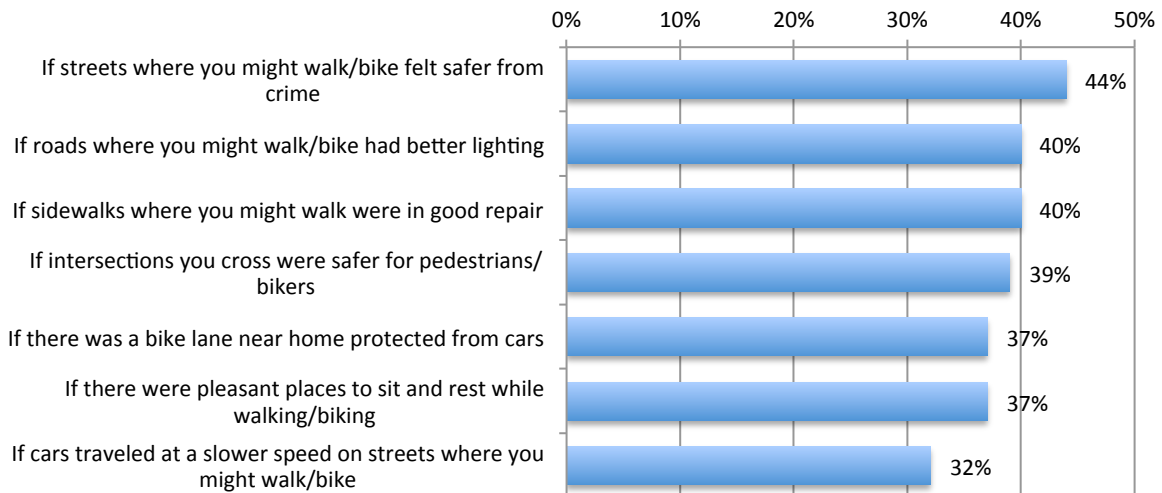
## 5. Strategies for Encouraging Walking and Biking

Looking at ways that L.A. County could encourage people to walk or bike more, we see that, overall, 44% of voters say they would “definitely” walk or bike more *if the*

streets where they might walk or bicycle felt safer from crime. Sixty-five percent (65%), in total, say this would get them to walk more (“definitely” + “probably”).

Roughly 4 in 10 say they would definitely walk or bike more if one of the following happened: roads had better street lighting (40% definitely more), sidewalks were in good repair and accommodated wheelchairs and strollers (40%), or the intersections were safer for pedestrians or bicyclists (39%). Slightly fewer say they would definitely walk or bike more if there was a bike lane near their home that was protected from cars driving by (37% definitely more) or if there were pleasant places to sit and rest (37%). One-third (32%) say they would definitely walk or bike more if cars traveled at a slower speed on the streets they might walk or bicycle.

### "Definitely" Walk or Bike More



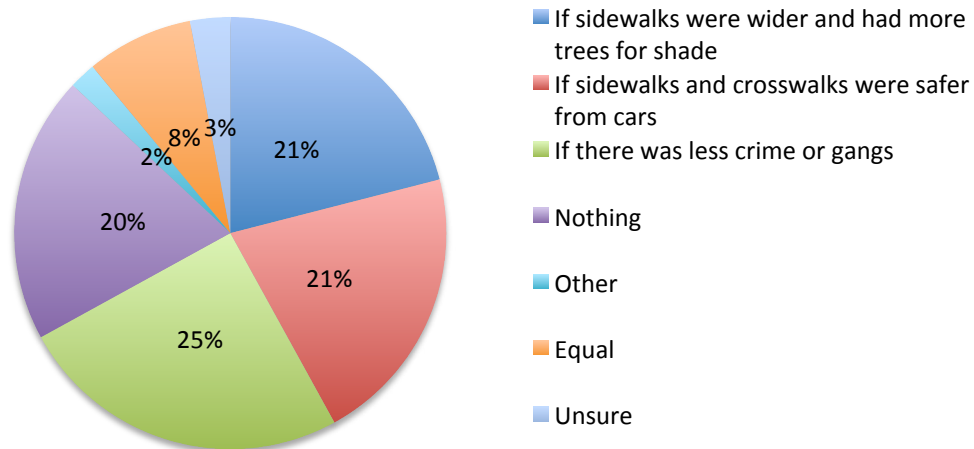
- Democrats and Independent voters are more likely than Republicans are to say they would definitely walk or bike more in each listed scenario. In fact, half (51%) of independent voters, along with 45% of Democrats, say they would definitely walk or bike more if the streets felt safer from crime.
- Significant proportions of Latinos (ranging from 48%–55%) say they would definitely walk or bike more if the top six listed scenarios happened. Over half of Asian voters say they would definitely walk or bike more if the sidewalks were in good repair (54%) or the streets felt safer from crime (51%). Additionally, 46% of Asian voters say they would walk or bike more if there were pleasant places to sit and rest.

- Looking at voters in the Gateway cities, we see that safety is an important factor in getting voters to walk or bike more. Nearly half (48%) say they would definitely walk or bike more if the streets felt safer from crime, and in total, 68% say safety would get them to walk/bike more. Additionally, voters in the Gateway cities say they would definitely walk or bike more if the sidewalks were in good repair (45% definitely more), if there were pleasant places to sit and rest (43% definitely more), if there were a bike lane protected from cars (42% definitely more), if roads had better street lighting (42% definitely more), or if intersections were safer for pedestrians and bicyclists (42% definitely more).

A final question in the survey asked voters to choose one of three changes that would be most likely to get them to walk more.

One-quarter (25%) of voters say they would be most likely to walk more often *if there was less crime or gangs near their home or work*. Slightly smaller proportions say they would be most likely to walk more often for one of the other reasons provided: *if sidewalks near their home or work were wider and had more trees for shade* (21%) or *if sidewalks and crosswalks near their home or work were safer from cars* (21%). Two in ten (20%) say none of the options would get them to walk more often.

**% Who Would Walk More Often**



- Roughly one-quarter of Democrats (24%) or Independent voters (25%) say they would be most likely to walk more often if the sidewalks and crosswalks were wider and safer from cars and had more shade, whereas just 14% of Republicans say so. In fact, one-third (33%) of Republicans say none of the options would get them to walk more often.

- Asian voters (32%) and Latino voters (25%) are more likely than are Black voters (13%) to say they would walk more often if the sidewalks/crosswalks were wider and safer from cars. One-third (34%) of Latino voters and three in ten (31%) Black voters say they would walk more often if there were less crime or fewer gangs.
- Twenty-six percent (26%) of voters in the Gateway cities say they would walk more often if there were less crime or fewer gangs, 23% say they would if the sidewalks were wider, and 19% say they would if the sidewalks and crosswalks were wider and safer from cars.

Respondent ID# \_\_\_\_\_

Time Started \_\_\_\_\_

Time Finished \_\_\_\_\_

Total Time \_\_\_\_\_

**INTERVIEWERS: "L.A." is pronounced "EL LAY." LOS ANGELES is pronounced "Loss AN-jel-less."**

Hello, I'm \_\_\_\_\_ from California Opinion Research, a public opinion research company. May I speak to \_\_\_\_\_? We are conducting a survey about issues affecting Los Angeles County. We are not trying to sell you anything and all responses will be kept confidential. **(MUST SPEAK TO RESPONDENT LISTED IN SAMPLE. IF RESPONDENT SAYS NO OR NOT NOW, ASK TO MAKE AN APPOINTMENT FOR LATER).**

A. Have I reached you on a land line or a cell phone?

Land line **(SKIP TO Q.C)** ----- 1  
Cell phone **(ASK Q.B)**----- 2  
**(DON'T READ) REFUSED -- TERMINATE**

**ASK Q.B IF Q.A = 2**

B. Are you in a place where you can safely talk on your cell phone?

Yes safe place **(CONTINUE TO Q.C)**----- 1  
No not safe ----- **TERMINATE**  
**(DON'T READ) DK/NA----- TERMINATE**

**IF RESPONDENT SAYS NOT IN SAFE PLACE, TELL THEM YOU WILL CALL BACK AND TRY TO REACH THEM WHEN THEY CAN TALK SAFELY. THEN THANK AND HANG UP**

**ASK EVERYONE**

C. Are you registered to vote at your current address?

Yes ----- 1  
No ----- **TERMINATE**  
**(DON'T READ) DK/NA----- TERMINATE**

1. There are going to be a number of measures on the ballot this fall. One of them would increase the sales tax in Los Angeles County by one-half cent and extend the existing County sales tax. The funds would be used by L.A. Metro to extend light rail, subways, and bus systems; improve freeway traffic flow, fix sidewalks, repair potholes, add bicycle lanes and keep senior, disabled, and student fares low

If you were voting today, would you be inclined to vote Yes in favor of this county sales tax measure for transportation, or No to oppose it? **(IF YES/NO ASK):** "Is that DEFINITELY (yes/no) or just PROBABLY?" **(IF UNDECIDED ASK):** "Well, are you leaning towards voting YES or NO?"

DEFINITELY YES ----- 45%  
PROBABLY YES ----- 16  
LEAN YES ----- 4 **65%**  
LEAN NO ----- 2  
PROBABLY NO ----- 7  
DEFINITELY NO ----- 19 **28%**  
**(DON'T READ) DK/NA ----- 7**

\* Results for each question may not add to 100% due to rounding

2. Now, do you or do members of your household leave your home on a regular or daily basis to get to work, school, or for other activities?

Yes (ASK Q.3) ----- 81%
No (SKIP TO Q.4) ----- 17
(DON'T READ) DK/NA (SKIP TO Q.4) --- 2

3. What is your primary mode of transportation for these activities? Do you (READ, RECORD): (N =487)

Drive ----- 86%
Ride the bus ----- 7
Ride a train ----- 1
Bicycle ----- 2
Walk ----- 2
Use a ride service like Uber [OOH-ber] or Lyft [lift] ----- 1
Or something else ----- 1
(DON'T READ) DK/NA ----- 0

ASK EVERYONE

4. How would you rate each of the following parts of the transportation system in L.A. County? Excellent, pretty good, only fair, or poor? (ROTATE)

Table with 5 columns: EXC, PRETTY GOOD, ONLY FAIR, POOR, DK NA. Rows include: a. Local freeways, b. Public transit service, such as buses and trains, c. Sidewalks for walking, d. Bike paths and bike access on streets, e. The condition of streets in your neighborhood.

5. How often do you walk in your neighborhood or local community? (READ, RECORD):

Every day? ----- 46%
At least once a week? ----- 32
At least once a month? ----- 9
A few times a year? ----- 5
Or never ----- 9
(DON'T READ) DK/NA ----- 0

6. Please tell me if you or anyone in your household walks for any of the following purposes on a regular basis. You can say yes or no to each one: (ROTATE)

Table with 3 columns: YES, NO, DK NA. Rows include: a. To get to work, b. To get to school or to get a child to school, c. To get to local stores, shops, or other errands, d. To get to bus stops or train stations, e. To get exercise or for recreation purposes.

7. How often do you bicycle in your neighborhood or local community? (READ, RECORD):

Every day? ----- 4%
At least once a week? ----- 12
At least once a month? ----- 9
A few times a year? ----- 10
Or never ----- 66
(DON'T READ) DK/NA ----- 0

8. Please tell me if you or anyone in your household bikes for any of the following purposes on a regular basis. You can say yes or no to each one: (ROTATE)

	YES	NO	DK NA
<input type="checkbox"/> a. To get to work -----	6%	94%	0%
<input type="checkbox"/> b. To get to school or get a child to school -----	6	94	0
<input type="checkbox"/> c. To get to local stores, shops, or other errands -----	16	84	0
<input type="checkbox"/> d. To get to bus stops or train stations -----	5	95	0
<input type="checkbox"/> e. To get exercise or for recreation purposes -----	40	60	1

9. Which of the following do you think should be a higher priority for the use of transportation dollars in L.A. County? (ROTATE)

<input type="checkbox"/> A. Improving and widening freeways and roads -----	42%
OR	
<input type="checkbox"/> B. Alternatives to driving such as public transportation and making it easier to walk and bike to places -----	44
(DON'T READ) Neither -----	2
(DON'T READ) Equal -----	10
(DON'T READ) DK/NA -----	2

10. Now, please tell me if you agree or disagree with each of the following statements: (IF AGREE/DISAGREE ASK): "Is that strongly or somewhat (agree/disagree)?" (ROTATE)

	STR. AGR	S.W. AGR	S.W. DIS	STR. DIS	DK NA
<input type="checkbox"/> a. I would like to use public transportation more often -----	34%	23%	14%	28%	1%
<input type="checkbox"/> b. I would like to be able to walk and bicycle more to destinations like shops and school -----	37	21	15	24	3
<input type="checkbox"/> c. I would like to spend less time in my car -----	49	19	11	16	5
<input type="checkbox"/> d. I feel have no choice but to drive as much as I do -----	55	18	10	15	3
<input type="checkbox"/> e. Expanding the freeways does not reduce traffic in the long-term, because the more freeways we build, the more people drive -----	42	20	15	19	4

11. Earlier, I asked you about a measure that will be on the ballot this fall to increase the sales tax for transportation improvements in Los Angeles County. Please tell me if you would favor, or oppose, using the tax revenue from that measure for each of the following types of projects. (IF FAVOR/OPPOSE ASK): "Is that strongly (favor/oppose) or somewhat?" (ROTATE)

	STR. FAV	S.W. FAV	S.W. OPP	STR. OPP	DK/ NA
<input type="checkbox"/> a. Improving and expanding subway and light rail service -----	52%	23%	7%	13%	5%
<input type="checkbox"/> b. Improving and expanding bus service -----	48	24	9	13	6
<input type="checkbox"/> c. Improving and repairing sidewalks in your area, including more street trees, benches, wider sidewalks, lighting, and more separation from cars -----	57	17	10	14	2
<input type="checkbox"/> d. Making it easier and safer for children to walk or bicycle to school -----	65	18	4	10	3
<input type="checkbox"/> e. Building more bike paths and bike lanes in your area ---	40	21	14	22	3
<input type="checkbox"/> f. Improving security and safety at bus and rail stops -----	57	22	7	10	4
<input type="checkbox"/> g. Improving crosswalks so they are safer for pedestrians -	63	18	7	10	1
<input type="checkbox"/> h. Expanding freeway lanes -----	44	21	13	19	3
<input type="checkbox"/> i. Making it safer to get to bus and train stations -----	51	24	8	12	4
<input type="checkbox"/> j. More dedicated bus lanes -----	38	23	14	18	7

12. How much would each of the following benefit you personally? A great deal, some, only a little, or not really at all? **(ROTATE)**

	GREAT DEAL	SOME	A LITTLE	NOT AT ALL	DK NA
<input type="checkbox"/> a. More light rail and subway service in L.A. County -----	25%	22%	14%	38%	1%
<input type="checkbox"/> b. Improved bus service, including dedicated bus lanes in L.A. County -----	22	21	15	40	2
<input type="checkbox"/> c. Improved sidewalks in your neighborhood to make walking easier and safer -----	40	26	13	21	1
<input type="checkbox"/> d. More bike paths in your neighborhood to make biking easier and safer -----	25	17	14	43	1

13. At present, L.A. County spends about two percent of its transportation funds on improving sidewalks, making crosswalks safer, and adding bicycle lanes. In the future, do you think the County should spend more, less, or about the same share of its transportation funds on each of the following: (IF MORE/LESS ASK) "Do you think it should spend MUCH or SOMEWHAT (more/less) on that? **(ROTATE)**

	MUCH MORE	S.W. MORE	S.W. LESS	MUCH LESS	SAME	DK/ NA
<input type="checkbox"/> a. Fixing broken sidewalks -----	47%	24%	3%	3%	20%	4%
<input type="checkbox"/> b. Making crosswalks safer -----	40	19	4	3	30	4
<input type="checkbox"/> c. Adding bicycle lanes -----	26	19	8	14	30	4

14. Now before we finish, following are some things L.A. County could do to encourage people to walk or bike more. For each one, please tell me if you would DEFINITELY walk or bike more if this happened? PROBABLY walk or bike more if this happened? Would probably NOT walk or bike more if this happened? Or would DEFINITELY not bike or walk more. **(ROTATE)**

	DEF MORE	PROB MORE	PROB. NOT	DEF NOT	DK/ NA
<input type="checkbox"/> a. If there was a bike lane near your home that was protected from cars driving by -----	37%	20%	15%	22%	8%
<input type="checkbox"/> b. If cars traveled at a slower speed on the streets where you might walk or bicycle -----	32	23	16	23	7
<input type="checkbox"/> c. If the roads where you might walk or bicycle had better street lighting -----	40	22	13	21	5
<input type="checkbox"/> d. if the streets where you might walk or bicycle felt safer from crime -----	44	21	10	17	8
<input type="checkbox"/> e. If the intersections you had to cross were safer for pedestrians or bicyclists -----	39	24	14	18	6
<input type="checkbox"/> f. If the sidewalks where you might walk were in good repair and accommodated strollers and wheelchairs -----	40	24	12	17	7
<input type="checkbox"/> g. If there were pleasant places to sit and rest when walking or bicycling -----	37	23	16	19	5

15. Which one of the following would be MOST likely to get you to walk more often? (ROTATE)

- A. if the sidewalks near your home or work were wider and had more trees and shade ----- 22%
- OR
- B. if the sidewalks and crosswalks near your home or work were safer from cars----- 21
- OR
- C. If there was less crime or gangs near your home or work ----- 25
- (DON'T READ) Nothing ----- 20
- (DON'T READ) Other ----- 2
- (DON'T READ) Equal ----- 8
- (DON'T READ) DK/NA----- 3

NOW FOR A FEW FINAL QUESTIONS FOR STATISTICAL PURPOSES ONLY

16. How would you describe yourself politically? (READ)

- Liberal ----- 31%
- Middle Of The Road ----- 39
- Or Conservative----- 25
- (DON'T READ) DK/NA----- 5

17. With which racial or ethnic group do you identify yourself: White, Black or African-American, Hispanic or Latino, Asian, of mixed background, or of some other racial or ethnic background?

- White ----- 42%
- Black/African American----- 9
- Hispanic/Latino ----- 30
- Asian ----- 7
- Mixed----- 5
- Other ----- 3
- (DON'T READ) REFUSED ----- 3



That's all the questions I have. Thank you very much for participating in the survey. Remember, your opinion makes a difference!

AGE: (Fill in): \_\_\_ \_\_\_ \_\_\_ (enter 999 if no age)

- 18-24----- 7%
- 25-29----- 8
- 30-34----- 7
- 35-39----- 7
- 40-44----- 8
- 45-49----- 8
- 50-54----- 7
- 55-59----- 11
- 60-64----- 9
- 65-69----- 8
- 70+ ----- 21
- No age----- 0

Homeowner flag

- Yes ----- 58%
- No ----- 42

Gender

Male ----- 46%  
Female ----- 54

Wireless record ----- 32%  
Land line record ----- 68

Party

Democrat (D) ----- 54%  
Republican (R) ----- 23  
DTS ----- 18  
Other ----- 5

City

Los Angeles (LS) ----- 38%  
Long Beach (LO) ----- 4  
Pasadena (PS) ----- 2  
Glendale (GL) ----- 1  
Burbank (BU) ----- 1  
Torrance (TR) ----- 2  
All other cities ----- 52

Supervisor District

1 (East) ----- 16%  
2 (Central/South) ----- 16  
3 (West/SFV) ----- 21  
4 (Southeast) ----- 25  
5 (Northeast) ----- 21

Language

English ----- 98%  
Spanish ----- 2

Born in US ----- 76%  
Not born in US ----- 20  
Not coded ----- 4